

The Relation of Neurotic Personality and Impulsive Buying toward Adolescent in Tarakan

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Abstrak: This research aimed to determine the relationship between the neurotic personality tendencies and the impulsive buying over the adolescents in Tarakan. This study involved the 300 adolescents (115 males and 185 females). The data collection was performed by filling the impulsive buying scale and the scale of neurotic personality tendencies. The reliability of the scale of impulsive buying was (α) = 0.747, the reliability of a compliant personality scale was (α) = 0.758, the reliability of the scale aggressive personality was (α) = 0.801, and reliability of the scale detached personality was (α) = 0.795. The data analysis techniques this research applied the Spearman's Rho test in SPSS for Windows version 23.0 since the data distribution was irregular. The results showed that there were positive and significant correlation ($r = 0.139$; $p = 0.008$) between the personality compliant ($X = 36.11$; $SD = 4.853$) and the impulsive buying ($\bar{x} = 28.65$; $SD = 4.038$). There was a positive and a significant correlation ($r = 0.156$; $p = 0.003$) between the aggressive personality ($x = 32.38$; $SD = 4.499$) and the impulsive buying ($\bar{x} = 28.65$; $SD = 4.038$).

1 INTRODUCTION

Adolescence is a transition from childhood to adult. In this period, adolescents have rapid growth in physis, psychology and social (Hurlock, 2004). This rapid growth makes them tend to think abstractly and in hurry. This is the character of adolescents makes them is influenced by advertisement or tag-line so that they tend to be impulsive. From the result of previous research, most main target of advertisement is adolescents because of labil characteristic so that they are easy to influence to do impulsive buying (Anin, Rasimin & Atamimi, 2008). Rawling, Boldero and Wiseman (in Ghani, Imran & Jan, 2011) find that young people tend to be more impulsive than adults.

Impulsive buying is irrational buying and it is done quickly or spontaneous and also unplanned. It is followed conflict of thought and emotional impulse that can be against to do purchase (Verplanken & Herabadi, 2001). Emotional impulse that can't be against is because there is intents feeling to do purchase as soon as possible so they ignore negative impact and feel satisfied when they buy. However, they have conflict in their minds (Rook in Verplanken & Herabadi, 2001).

One of impulsive buying phenomenons occurs in Tarakan city is such as reported by Kaltim.co.id that buying power in Tarakan is high enough because of the increasing of total population in Tarakan. It makes Tarakan becomes developed from technology sector, either fashion sector. Tarakan is more dominated by young citizens who are in their 15-50 years of 66.39% (BPS, statistic center bureau). High buying power is shown in inflation graphic of Tarakan that shows higher commodity of clothing group than other commodity groups.

Based on Siswandari (2005), clothing is the most consumed product impulsively with the percentage of 42.42%. Fashion is one of important elements to support adolescents' appearance so that they can be accepted by their group (Hurlock in Anin, Rasimin, & Atamimi, 2008). According to Mappiare (1982) adolescents' behavior who improve their appearance in their group is because they follow trend in their group. Trend that always develops everyday makes adolescents to be more impulsive in buying goods to support them, in term of fashion.

Impulsive buying is influenced by several factors such as characteristic of product, marketing factor and characteristic of customer that consists: customer personality and customer demographic

(Loudon & Bitta in Anin, Rasimin, & Atamimi, 2008). one of factors that can influence impulsive buying is personality. Based on Verplanken & Herabadi (2001), impulsive buying has general trend that is very rooted in individual personality. Individual personality is psychology aspect related to tendency of impulsive buying. Personality is customer's guide in selecting the way to reach goal in many different situations including about the way customer consider themselves in selecting products they will buy (Ferrianadewi, 2008). based on Hall and Lindzey (1993) personality is a thing that gives order and harmony toward various different behaviors done by individual.

Previous research about impulsive buying with personality conducted by Veplanken and Herabadi (2001) explains that impulsive buying has general tendency that is rooted in individual personality. Rooted general tendency in personality makes impulsive buying correlated with personality. In addition, the research conducted by Shahjehan Qureshi, Zeb & Saifullah (2012) shows that there is positive relation between impulsive buying and personality.

From many theories about personality development, one of them is theory of personality by Karen Horney which is neurotic personality. According to Horney, neurotic personality is basic of the development of anxiety. That basic hostility from past experience is when childhood that related to parents so it appears basic hostility (in Hidayat 2011). Honey divides neurotic personality in three types which are complaint, aggressive, and detached. Complaiant is individual with personality succumbs that shows attitude and behavior that lead to other people to obtain affection and support. Aggressive is personality that leads to against other people with strong and good looks so that they become center of attention. Whereas detached is an individual who has personality that is separated with the behavior that moves away from other people so it can keep emotional distance (in Hidayat, 2011).

Based on that explanation, researcher is interested to observe the relation of neurotic personality and impulsing buying toward adolescent.

Hypothesis in this research is there is relationship between neurotic personality that is compliant and aggressive with impulsive buying. While in detached personality there is no relationship with impulsive buying. The higher compliant and aggressive personality, the higher impulsive buying occurred in adolescents and vice versa.

2 METHOD

Variables used in this research were neurotic personality which were complaint, aggressive and detached as independent variable and impulsive buying as dependent variable. Research subject used in this research was adolescents who are about 15 until 18 years old in Tarakan and the total was 300 subjects.

Method of collecting data in this research used impulsive buying scale in form of likert scale. Impulsive buying scale was based on cognitive aspect and effective aspect that was developed by Verplanken and Herabadi (2001). This scale consisted of 20 questions with 12 favorable items and 8 unfavorable items. Whereas in measuring, neurotic personality used three type of neurotic such as complaint, aggressive and detached which were developed by Frederic L. Coolidge (2011). This scale contented 57 items. Validity used in this research was construct validity. Item can be said valid if its coefficient value of validity per item is at value 0,3 (Azwar, 2015).

This research used coefficient technique of Alpha Croanbach to test reliability by using calculation of SPSS 23.0 for Windows. Impulsive buying scale had reliability of 0.747, scale in this type of complaint personality had reliability of 0.758, scale in type of aggressive personality had reliability of 0.801, and scale in type of detached personality had reliability of 0.795.

Method of data analysis in this research used technique analysis of hypothesis test Spearman's Rho. The reason using the technique was to find out the existence of the relation between impulsive buying variable and neurotic personality and abnormal data.

3 RESULT AND DISCUSSION

Based on normality test that was obtained in dependent variable data which was impulsive data having significant KS-Z value (p) 0.000 ($p < 0.05$). It showed that data distribution in impulsive data was not normal. Whereas in independent variable was neurotic personality in complaint having significant KS-Z value (p) of 0.005 ($p < 0.05$). It showed that data distribution in complain personality is not normal. Aggressive personality had significant KS-Z value of (p) 0.000 ($p < 0.05$). It showed that data distribution in aggressive was not normal. In addition, detached personality had significant KS-Z

value (p) 0.000 ($p < 0.05$). It showed that data distribution in detached is not normal.

Based on linearity test between neurotic personality of complaint and impulsive buying was obtained linearity F value of 0.001 ($p < 0.05$). It showed that complaint and impulsive buying had linear relation. Personality of Aggressive and Impulsive Buying (h) had significant value of 0.000 ($p < 0.05$). This data showed that aggressive and Impulsive Buying had linear relation. Detached and Impulsive Buying had significant value of 0.280 ($p < 0.05$). This data showed that Detached and impulsive buying had relation which was not linear.

Based on Spearman's Rho correlation, it was obtained that compliant and impulsive buying had correlation coefficient (r) of 0.139 with significant value of 0.008 ($p < 0.05$). This showed that there was positive, low and significant relation between compliant personality and impulsive buying so that hypothesis could be accepted. Aggressive personality and impulsive buying were obtained correlation coefficient (r) 0.156 with significant value of 0.030 ($p < 0.05$). It showed that there was positive, low and significant relations between aggressive personality and impulsive buying. So that hypothesis could be accepted. Detached personality and impulsive buying were obtained correlation coefficient (r) 0.054 with significant value of 0.178 ($p > 0.05$). It showed that there is no relation between detached and impulsive buying.

Based correlation analysis of Spearman's Rho, there were 2 neurotic personalities which were compliant and aggressive which had significant positive relation with impulsive buying. It meant, the higher compliant and aggressive personality, the higher impulsive buying occurred in adolescents and vice versa.

Personality is unique and dynamic organization from individual characteristic such as physic and physiology that influenced behavior and reaction toward social environment (Schiffman, 2008). Adolescents with the tendency of complaint personality had obedient characteristic and had fear to be hosted by other people so they thought that people's hope and opinion were valued very high from themselves to do (Olson & Hergenhahn, 2011). Obedient individual would be easy to be influenced by advertisement and it made them to buy spontaneously without thinking. According to Kumar (2012), individual of complaint personality tent to try to fulfill other people's hope and considered that people's opinion was very important (Olson & Hergenhahn, 2011). It was the same as adolescents who thought that if they could follow

trend, he/she could be accepted by his/her friends (Sarwono, 2011). The importance to follow trend made adolescents realize that social support from their friends was very influenced by appearance and based on things they had (Hurlock, 2011). therefore, adolescents who had compliant personality tent to be more easy to do impulsive buying.

Aggressive personality showed that there was relation of impulsive buying toward adolescents in Tarakan. It was because individual who had aggressive personality emphasized the main needs in their lives was recognized and becoming popular no matter how much they paid to be able to outperformed (Olson & Hergenhahn, 2011). It was the same as adolescents' thoughts which was egocentric. They were sure that people were busy become unique individual and unbeatable (Albert & Steinberg in King, 2016).

Based on Jersild (1998) it was caused that adolescents were entering sensitive period and tendency of higher neurotic than other ages. Individuals that had this personality were afraid to be demeaned, disgraced, ignored that would make harming their names (Olson & Hergenhahn, 2011). So that they would do anything for good appearance and to get social support from their friends (Monks, 2014). It made them would have high willing to buy (Monks, 2014). Whereas adolescents in Tarakan that had aggressive personality tent to hard to resist encouragement in themselves not to do purchase in product that they though interesting and products that discussed by their friends.

It is different from individual who had high detached personality tent to avoid other people and they did not want to bound with anyone or anything and they did not want to depend on anything (Feist & Feist, 2010). This individuals were very appreciated freedom and independence and they were hard to detect (Feist & Feist, 2010). It made them hard to be influenced by advertisement and they would not do buying in hurry. These adolescents were not easy to be influenced by trend. They are different from other adolescents who wanted to be recognized, these adolescents did not want to be connected to people.

4 CONCLUSION AND SUGGESTION

Based on the result and discussion of the result, it can be concluded that there is positive and significant relation between neurotic personality of compliant

and aggressive with impulsive buying toward adolescents.

Suggestion to research subject is adolescent can be independent in decision-making to do purchase so they are not easy to be influenced by groups or their friends. In addition, adolescents are expected to search information before buying product and they do not emphasize effective aspect so there are no negative risk.

This research limitation is in many scale items of neurotic personality that have been formulated well so that it has not met the rule of writing item. For further research, it is expected to be more notice the use of word in making item or adapting scale so that items can be easier to understand.

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