

Self-Control and Skincare Consumptive Behavior in E-Commerce: A Study on Male College Students in Islamic Perspective

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Abstract

Examining the connection between self-control and skincare use among male students who shop online was the primary goal of this research. In order to find out if there is a connection between variables or not, or to make predictions based on the correlation between variables, this study uses a quantitative approach with a correlational approach. Accidental sampling, a convenience-based sampling approach, was used as the sample methodology. In all, 160 men participated in the survey. The hypothesis testing results show that r_{xy} has a value of -0.0881 and a p -value of 0.000 , which is less than 0.001 . As a result of this condition, it is clear that there is a strong inverse link between self-control and consumptive behavior. In other words, a lack of self-control may cause one to be very consumptive, and vice versa. Among male students who shop for skincare online, the findings reveal a strong inverse correlation between self-control and consumptive behavior. The significant negative association between the two variables is shown by the correlation coefficient value of -0.881 . Lower levels of self-control are associated with greater levels of consumptive behavior, while higher levels of self-control are associated with lower levels of consumptive behavior.

Keywords: *consumptive behavior, male students, self-control.*

Introduction

The internet is one example of how human existence evolves along with the development of technology in the modern digital era. The increasing number of internet users is inevitable given the impact that the presence of the internet has on every aspect of human life. The results of a survey conducted by Arif, Chairman of APJII (Indonesian Internet Service Providers Association) in 2020 in Internet Penetration and Users 2019-2020, corroborate this statement. The survey shows that out of a total population of 266.9 million people, 73.3% of them use the internet. A total of 196.7 million people use the internet (Indonesian Internet Service Providers Association, 2023). As a result, the value of the internet has shifted from being just a communication tool to an essential community need. (Fatmawati, 2020). Another new benefit of using the internet is the rise of online shopping, a term used to describe the act of purchasing goods and services through the World Wide Web. (Suryani, 2013).

With the times, we are expected to present ourselves in a more modern way. Initially, online retailers only catered to the clothing industry, selling everything from apparel and bags to cosmetics and toiletries. The use of cosmetics or skincare products has evolved from a complementary need to a basic necessity, including for students (Juliana, 2022). Today, the construction of the image of men who are ignorant of their appearance is beginning to crumble. Popular culture and media now allow men to use skincare and care more about their appearance, hence we can see the faces of a number of male *k-pop* idols in *online* and *offline* beauty stores. However, there are still parts of society that are unable to see male masculinity and self-care go hand in hand. (Pertwi, 2023).

According to Nofri & Hafifah (2018) According to Nofri & Hafifah (2018), one way to buy goods and services is through online shopping. Indonesia's young generation is currently bombarded with product advertisements on social media platforms due to the large number of online sellers (e-commerce) in the country. (Mustomi & Aprilia, 2020). People, especially students, are more choosy in choosing the items to buy because of the daily needs that people from all socio-economic levels have. Some students may waste time on non-academic activities because they use their devices for online shopping. The campus lifestyle has inadvertently shaped the typical consumer behavior among students until there is a significant shift in social culture that forces each individual to continue their consumptive patterns. (Gumulya & Widiastuti, 2013). Students, as a group, enter early adulthood and have the opportunity to acquire knowledge, skills, and expertise while filling their lives with positive things in preparation for their future as humans who support others. Free shipping, flash sales, cashback, discounts, and lower than market prices are just some of the benefits offered by online stores. (Anggaraeni et al., 2022).. Another advantage is the pay later feature, which allows customers to purchase goods and pay for them later. However, this advantage can also encourage impulse buying. Due to lower prices or many discounts, customers who originally bought out of necessity are now buying for lifestyle or temporary desires.

Utilizing online marketplaces is one of the methods men use to obtain or purchase skincare products. According to Pather (2017) men who buy online have many advantages, such as being able to research things thoroughly (especially skincare products), compare products and brands easily, and shop for the best price.

According to Sukari et al. (2013)(2013), 94.10 percent of university students engage in consumer behavior. This is due to a number of factors, including an unhealthy obsession with outward appearance and the desire to follow the latest trends, an inability to control spending or desires, an inflated ego, an obsession with following social status models, and an adventurous spirit.

Students in particular have become consumers as a result of this. According to Nim (2016), the majority of college students are looking for efficient ways to fulfill their basic demands without compromising their time or energy budgets. If people cannot afford their desires, they will experience feelings of low self-esteem. (Suyasa & Fransisca, 2005)..

Consumerism is defined as "the pursuit of pleasure at the expense of other factors, such as practicality or necessity". (Susilawati, 2018). Individuals engage in consumptive behavior when they are more concerned with fulfilling their wants than their needs. (Juniarti, 2022). Chita et al. (2015) found that self-control is one of the elements that can influence consumptive behavior. Although people are able to regulate their behavior when making purchasing choices, they tend to carefully analyze the items they buy. One of the definitions of self-control put forward by Harre and Lamb (in Widyasari & Fridari, 2013) is the capacity to delay the gratification of current desires in favor of achieving more socially valuable goals. An individual's level of self-control affects their ability to control their spending, which in turn affects their ability to manage their money wisely and spend it on something useful, as stated by Antonides (in Fitriana, 2009). People who have a high level of self-control are able to control their shopping behavior according to their needs and not their desires, are not easily lulled by offers of large discounts, are confident in their appearance, and are able to control

their spending. According to Chita et al., (2015)(2015), people who have poor self-control tend not to care about the results of their actions, while people who have strong self-control realize how to behave appropriately in various scenarios.

Method

To find out if there is a relationship between variables or make predictions based on the correlation, this research uses a quantitative approach using the correlation approach as a technique. The magnitude of the relationship used to generate predictions is the main focus of this technique. In this study, male university students from Yogyakarta participated as respondents. The researcher used the accidental sampling method, which is an appropriate sampling technique by randomly selecting samples based on predetermined characteristics without prior planning. To determine the research sample, the researcher developed criteria and surveyed a maximum of 160 people. The subjects of this study were male university students in Yogyakarta who shop for skincare products online (e-commerce). The researcher used Likert scales, a type of psychometric scale often found in surveys, to assess the level of self-control (16 items) and consumer behavior (25 items) of the survey participants. On each scale, there are four possible answers, equally divided between positive and negative statements. Use a five-point scale with options such as "Strongly Agree", "Agree", "Disagree", and "Strongly Disagree (STS)" as an example.

There is a weight on the *Likert* scale, namely by assigning a weight to each answer to the predetermined items on each statement which can contain positive statements (*favorable*) and negative statements (*unfavorable*) which state whether or not the statement is appropriate, then a value of 4 to 1 is given for *favorable* statements and a value of 1 to 4 for *unfavorable* statements.

A person engages in consumptive behavior when they overspend on items that do not actually meet their needs, but instead fulfill their desires for the moment, even when they are aware that the items are not actually necessary. Consumptive behavior can be broken down into four parts: satisfying wants, buying unproductive items, thinking about one's status, and unaffordable items.

One potential that people can acquire and use throughout life, even when facing external situations, is self-control, which is defined as the capacity to organize, guide, regulate, and direct behavior in a way that can produce beneficial outcomes. The capacity to regulate one's own actions, thoughts, and choices is part of self-control.

The self-control scale with a reliability value of 0.903 and the consumptive behavior scale with a reliability value of 0.829, both of which were developed from Arzad's (2021) study. Arzad (2021) were used in the research technique. The purpose of conducting validity tests on these scales was to ensure that their implementation required expert judgment rather than relying on the findings of one researcher or one party's choice. The thesis advisor used expert knowledge from previous research. Furthermore, the Google Forms questionnaire distribution approach was used to collect data for this investigation.

Specifically, the initial normality test and linearity test were conducted as part of the statistical analysis of the person product moment correlation. The data used in this study had a normal distribution if the significance value was more than 0.05 (Kolmogorov Smirnov), and a non-normal distribution if the significance value was less than 0.05. This is how the normality test in this study was conducted. The ANOVA table

was used for the linearity test in this study. If the significance level of the deviation is less than 0.05 (Deviation From Linearity), then the relationship is considered non-linear. On the other hand, if the significance level is more than 0.05, then the relationship is considered linear.

Results and Discussion

The results showed that 160 male university students from Yogyakarta participated in the survey. The research data is shown in the following table:

Table 1. Description of Research Data

Variables	Frequency	Percentage (%)
Gender		
Male	160	100%
Age		
18-20 Years	60	37,5%
21-24 Years	100	62,5%
Total	160	100%

The data in the table shows that 160 male university students participated in the study. The age of the participants ranged from eighteen to twenty-four years old, and all were students of Yogyakarta University. This study also shows the distribution of data using scatter plots, which can be seen in figure one below.

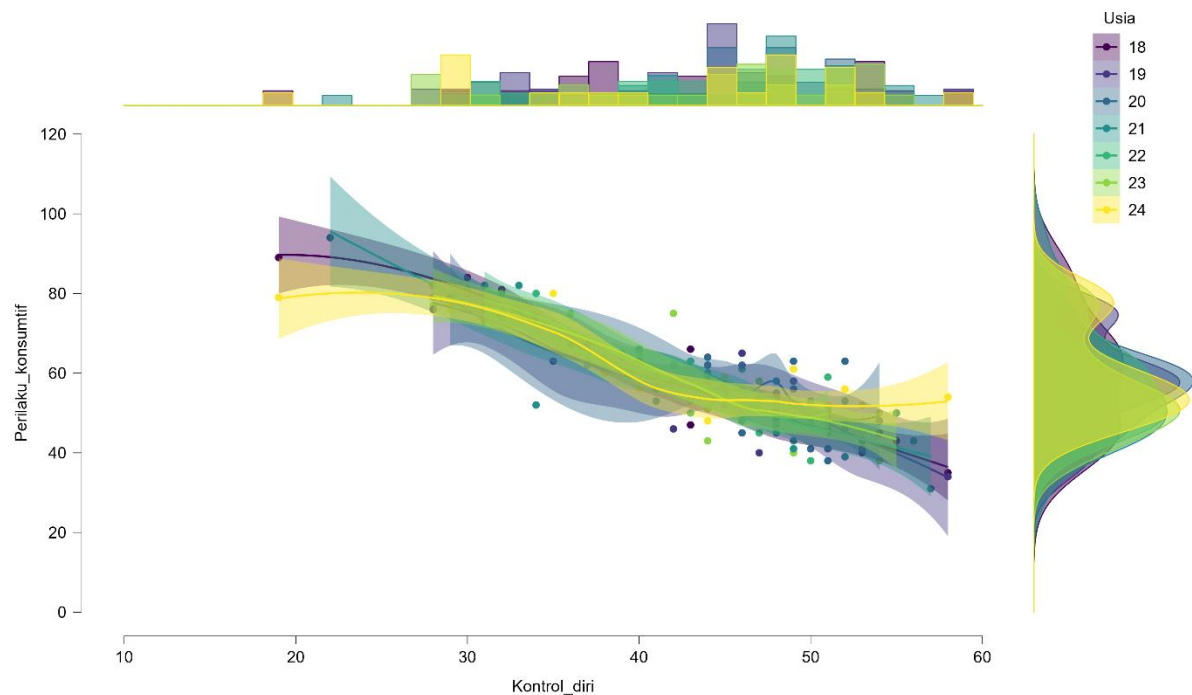


Figure 1. Scatter Plots of Self-Control - Consumptive Behavior

This graph shows the relationship between consumptive behavior and self-control, segmented by age group ranging from 18 to 24 years old. The scatter plot in the center depicts individual data points across different levels of self-control, with smoother trend lines and shaded confidence intervals for each age group. As self-control

increases, consumer behavior decreases across all age groups, although the decrease is more pronounced in older participants (ages 23 and 24), indicated by the yellow and green curves. Younger participants (ages 18 to 20, indicated by the darker color) showed higher consumer behavior initially but also showed a decrease as self-control increased.

The overall trend suggests that higher self-control is associated with reduced consumer behavior, and this relationship varies slightly depending on age group, with younger individuals showing more variability in consumer behavior at lower levels of self-control.

A. Assumption Test

1. Normality Test

One of the statistical tools to determine whether data points follow a normal distribution is the normality test. Using the Kolmogorov Smirnov test, a normal distribution is indicated by a significance value of more than 0.05; on the other hand, an abnormal distribution is indicated by a significance value of less than 0.05. The findings of the normality test are as follows in this study:

Table 2. Normality Test

Variables	Normality Index	Sig (p)	Description
Residual Data	0,658	0,762	Normally Distributed Data

The self-control variable associated with consumptive behavior was found to have a significance level of 0.762 ($p > 0.05$) according to the Kolmogorov-Smirnov normality test. Results indicated a regularly distributed self-control scale with consumptive behavior among male college students who used skincare in the study.

2. Linearity Test

For the purpose of this linearity test, we want to know whether the relationship between the two variables is, in fact, linear. According to the rule, a non-linear relationship is indicated by a significance level below 0.05 (Deviation from Linearity), while a linear relationship is indicated by a significance level above 0.05. The linearity test of this study yielded the following results:

Table 3. Linearity Test

Variables	Linearity		Deviation from Linearity		Description
	F	Sig (p)	F	Sig (p)	
KD * PK	536,522	0,000	0,896	0,627	Linear

The linear F value is 536.522, with a significance level of 0.000 and $p < 0.05$, which indicates that the self-control scale and consumptive behavior show linear results in the linearity test. This indicates a linear relationship between the variables of self-control and consumptive behavior.

B. Hypothesis Test

Product moment correlation analysis is the next step after conducting the analysis requirements test, which includes data normality test and linearity test. For the purpose of determining whether the hypothesis holds or whether there is a correlation between two variables. In this study, we tested the hypothesis that online skincare

purchases made by male college students are significantly correlated with lower levels of self-control. The following hypothesis tests were obtained from the processed data:

Table 4. Correlation Test between Self-Control Variables and Consumptive Behavior

Variables	Correlation Coefficient (r)	Sig (p)	Description
Self-Control with Consumptive Behavior	-0,881	0,000	Significant

According to the results of the product moment correlation test ($r = -0.881$ and $p = 0.000$, $p < 0.001$), a substantial negative relationship was found between self-control and skin care consumer behavior among male college students using e-commerce.

The hypothesis test results show an r_{xy} value of -0.0881 with a p value of 0.000 ($p < 0.001$). This condition indicates a strong inverse relationship between self-control and consumptive behavior, namely low self-control can lead to high consumptive behavior, and high self-control can cause high consumptive behavior to decrease.

One of the elements that can influence consumptive behavior is self-control which can help a person to think in advance about the items he wants to buy before making a choice. (Chita et al., 2015). People who lack self-control usually fail to consider the possible outcomes of their actions, while those who have it tend to pay more attention to the right actions to take in certain scenarios. One of the good effects of self-control is that it helps students feel better about themselves and their bodies, which in turn will make them better money managers. (Anggraini, 2019).

In accordance with previous research, this study found that 131 participants in "The Relationship Between Self-Control and Consumptive Behavior of Psychology Students Using E-Commerce Shopee" reported a negative correlation between self-control and consumptiveness. In other words, participants' consumptive levels were found to decrease as self-control increased, and vice versa as self-control decreased. The capacity of individuals to exercise self-control, which in turn enables them to plan, organize, regulate, and direct their behavior in a way that produces desired outcomes, is a potential that can be developed and used as they face life's challenges. The ability to regulate one's own actions, thoughts and choices is part of self-control.

The implication of this research in the context of Islam shows that consumptive behavior caused by a lack of self-control is contrary to the principles of Islamic teachings regarding simplicity and self-control. In Islam, people are taught to avoid excessive behavior (israf) in any case, including in the consumption of goods. Allah SWT says in the Qur'an, "And do not be excessive. Verily, Allah does not like those who exaggerate" (QS. Al-A'raf: 31). This research reinforces the importance of self-control which is also emphasized in Islamic teachings as a way to avoid the temptation of a materialistic life and maintain a balance between worldly and spiritual needs. Students as individuals who are in a period of character building must be taught to control their lust for excessive consumption, especially in a world where it is easy to shop, while adhering to religious values.

Conclusion

The findings show that among male university students who shop for skincare online, there is a strong inverse correlation between self-control and their behavior, as

indicated by a significance value of 0.000 ($p < 0.001$). Furthermore, the correlation coefficient value was found to be -0.881, indicating a strong negative relationship between the two variables. It can thus be concluded that low self-control is associated with high consumer behavior, and high self-control is associated with low consumer behavior.

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