

ABSTRACT

DIFFERENCES IN CONSUMPTIVE BEHAVIOR BASED ON GENDER IN ONLINE SHOPPING

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Currently online shopping makes it easier for people to buy various kinds of needs, both basic needs and other necessities. With the discounts, promos, and prizes offered from each online store can also cause people to become increasingly consumptive in online shopping, so that people buy goods excessively without seeing the usefulness of the goods. Both men and women now both like to shop online, because in addition to the many promos offered, online shopping also saves more time. The purpose of this study was to see differences in consumptive behavior based on gender in online shopping. This research method is comparative descriptive quantitative with purposive sampling technique with a sample size of 100 people, namely 50 for men and 50 for women. Consumptive behavior is measured using a scale of consumptive behavior from Sumartono's (2002) theory of reliability (α) of 0.945 and 31 valid items. Based on the results of different tests, the sig value was obtained $p = 0.281 (>0.05)$, which means that there is no difference in consumptive behavior based on gender in online shopping. Men and women both have high consumptive behavior, namely 54% in men, while 58% in women.

Keywords: Consumptive behavior, Gender, Online shopping