

The Relationship Between Self-Control and Consumptive Behavior Among Students Living in Dormitories

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ABSTRACT

The rapid development of digital technology and e-commerce has increased the ease of online shopping activities, but it has also contributed to the rise of consumptive behavior, particularly among university students with high levels of technology use. This study aimed to examine the relationship between self-control and online shopping consumptive behavior among female students living in the dormitory of Universitas Medan Area. The study employed a quantitative approach with a correlational research design. The population consisted of dormitory students, with a sample of 67 students selected using purposive sampling techniques. Data were collected using psychological scales, namely a self-control scale and an online shopping consumptive behavior scale, both constructed using a Likert scale format. Data analysis was conducted using the Pearson Product Moment correlation technique. The results revealed a significant negative relationship between self-control and online shopping consumptive behavior ($r = -0.54$; $p < 0.05$). These findings indicate that higher levels of self-control are associated with lower tendencies toward consumptive online shopping behavior. Conversely, students with lower self-control are more likely to engage in consumptive behavior in the digital era.

Keywords : Self-Control, Consumptive Behavior, University Students

INTRODUCTION

The development of digital technology in recent years has brought significant changes to various aspects of human life, including patterns of consumer behavior. Advances in internet technology and digital devices have enabled individuals to access information and conduct purchasing transactions through various e-commerce platforms more easily. Shopping activities that were previously carried out directly in physical stores can now be conducted online in a more practical and efficient manner. According to Kenneth C. Laudon and Carol Guercio Traver (2021), the development of electronic commerce has fundamentally transformed consumer behavior because digital technology enables consumers to make purchases quickly, conveniently, and without limitations of time and place. The increasing use of the internet has also contributed to the growth of online shopping activities among various segments of society, particularly among younger generations. University students, as part of the digital generation, demonstrate high levels of internet use and tend to be more adaptive to developments in information technology. Michael R. Solomon (2020) stated that young adults represent the most active consumer group in utilizing digital technology because they are highly engaged with social media, digital platforms, and internet-based applications.

This condition makes university students one of the groups most vulnerable to changes in consumption patterns within the digital environment.

Online shopping offers various conveniences for consumers in obtaining desired products. Through marketplace platforms, consumers can compare prices, read product reviews, and conduct purchasing transactions using their digital devices. However, these conveniences are also associated with the emergence of less controlled consumption tendencies. Philip Kotler and Kevin Lane Keller (2021) explained that the ease of access to products through digital technology may increase consumers' tendency to engage in spontaneous purchasing due to marketing stimuli specifically designed to attract consumer attention. This phenomenon is closely related to the rise of consumptive behavior in online shopping activities. Consumptive behavior refers to an individual's tendency to purchase goods or services excessively based more on desire than actual necessity. Tambunan (2020) explained that consumptive behavior is characterized by purchases that are not based on rational needs, but rather on emotional factors, lifestyle, and the desire to obtain temporary satisfaction. In the context of online shopping, consumptive behavior often emerges due to attractive digital promotions that stimulate consumers' purchasing intentions.

Various digital marketing strategies implemented by e-commerce companies are also associated with consumer purchasing behavior. Features such as large discounts, flash sales, cashback offers, and free shipping are frequently designed to encourage consumers to make purchases quickly. Katherine N. Lemon and Peter C. Verhoef (2021) explained that modern digital marketing strategies often utilize consumers' psychological aspects to increase purchase intensity, causing consumers to make impulsive purchases without careful planning. University students, as young consumers, tend to engage more frequently in online shopping activities compared to other age groups. This condition is related to the intensive use of digital technology in students' daily lives. Jeffrey Jensen Arnett (2021) explained that individuals in the stage of emerging adulthood tend to have a high level of exploration toward new experiences, including patterns of consumption and lifestyle. Consequently, university students are more easily exposed to various consumption trends that develop within social environments and digital media.

Students who live in dormitories experience different life dynamics compared to students who live with their families. Dormitory life provides greater independence in managing daily activities, including personal financial management. Without direct supervision from family members, students living in dormitories have greater freedom in making purchasing decisions. John W. Santrock (2020) explained that emerging adulthood is characterized by increased independence in decision-making; however, at this stage, individuals are still in the process of learning to regulate behavior and emotions optimally. In addition to social environmental factors, psychological factors are also associated with individuals' consumptive behavior. One psychological factor frequently examined in consumer behavior studies is self-control. Self-control refers to an individual's ability to regulate thoughts, emotions, and behaviors in accordance with long-term goals and prevailing norms. June Price Tangney and Roy F. Baumeister (2020) stated that self-control enables individuals to restrain impulsive urges and consider the consequences of their actions.

Individuals with high levels of self-control tend to be more capable of regulating their desire to engage in excessive purchasing. Conversely, individuals with low self-control are more easily influenced by external stimuli related to consumptive behavior. Angela Duckworth (2021) explained that self-control is part of the self-regulation mechanism that enables individuals to delay immediate gratification for long-term goals. In the context of digital consumption behavior, self-control is associated with an individual's ability to regulate impulsive buying tendencies. Utpal Dholakia (2022) explained that consumers with low self-control are more vulnerable to digital marketing stimuli such as promotions and discounts that may encourage spontaneous purchasing decisions. On the other hand, consumers with high self-control tend to behave more rationally in considering their needs before conducting purchasing transactions.

Several previous studies have demonstrated a relationship between self-control and consumptive behavior in online shopping activities. Individuals with good self-control tend to manage their expenditures more wisely and avoid purchasing unnecessary products. Kelly L. Haws, William O. Bearden, and Gergana Y. Nenkov (2022) explained that self-control is associated with lower tendencies toward impulsive buying behavior in consumption activities. Furthermore, the development of digital payment technologies such as electronic wallets and online payment systems has made purchasing transactions easier for consumers. This convenience often causes consumers to become less aware of the amount of money they spend. Abigail B. Sussman and Adam L. Alter (2021) explained that digital payment systems may reduce consumers' awareness of the value of money spent, thereby contributing to increased consumptive behavior.

Previous studies have examined consumptive behavior in the context of online shopping as well as the psychological factors associated with it. However, most previous studies have focused on consumers in general or university students as a whole without considering students' living environments. In fact, social environments and daily life patterns may represent important contexts in the formation of individual consumption behavior. Jeffrey Jensen Arnett (2021) explained that individuals in emerging adulthood are strongly influenced by their social environment in the process of behavioral formation and decision-making. Students living in dormitories possess different characteristics compared to those living with their families because they experience a more independent lifestyle, have greater freedom in managing expenditures, and interact more intensively with peers within the dormitory environment.

In addition, studies specifically examining the relationship between self-control and consumptive online shopping behavior among students living in dormitories remain relatively limited, particularly within the context of higher education institutions in Indonesia. Most previous studies have emphasized external factors such as digital promotions, lifestyle, and peer influence on consumptive behavior, whereas studies focusing on internal factors such as self-control among students living independently in dormitories are still limited. Therefore, the novelty of this study lies in its focus on examining the relationship between self-control and consumptive online shopping behavior among students living in the dormitory of Universitas Medan Area. This study is expected to contribute to the literature on consumer

psychology, particularly regarding consumptive behavior within the context of independent student life in dormitory environments.

Based on the background and research gap described above, the main problem addressed in this study is whether there is a relationship between self-control and consumptive online shopping behavior among students living in the dormitory of Universitas Medan Area. This issue is important to investigate considering the rapid development of digital technology, which is associated with increasing tendencies toward consumptive behavior among university students.

The purpose of this study is to examine the relationship between self-control and consumptive online shopping behavior among students living in the dormitory of Universitas Medan Area. Through this study, it is expected that a clearer understanding will be obtained regarding the relationship between students' levels of self-control and their tendency toward consumptive behavior in online shopping activities. Based on theoretical reviews and findings from previous studies, the hypothesis proposed in this study is that there is a negative relationship between self-control and consumptive online shopping behavior among students living in the dormitory of Universitas Medan Area. This means that higher levels of self-control are associated with lower tendencies toward consumptive online shopping behavior. Conversely, lower levels of self-control are associated with higher tendencies toward consumptive online shopping behavior.

METHODS

Research Design

This study employed a quantitative approach with a correlational research design. A quantitative approach was selected because the study aimed to examine the relationship between self-control and consumptive online shopping behavior through the analysis of numerical data obtained from research participants. A correlational design was considered appropriate because the study focused on investigating the relationship between variables without involving any treatment or manipulation of the variables under investigation. Through this design, the study aimed to determine whether there was a relationship between self-control and consumptive online shopping behavior among students living in dormitories, as well as to identify the direction and strength of the relationship between the variables.

This study involved two primary variables, namely self-control as the independent variable and consumptive online shopping behavior as the dependent variable. Self-control was defined as an individual's ability to regulate impulses, emotions, and behaviors in accordance with long-term goals and prevailing social norms. Meanwhile, consumptive online shopping behavior referred to an individual's tendency to purchase goods or services excessively through digital platforms based more on desire than actual needs. This study did not aim to explain causal relationships, but rather to identify the relationship between the two variables examined.

Participants

The population of this study consisted of all students of Universitas Medan Area who were living in the university dormitory. Based on data obtained from the dormitory management,

the total number of dormitory residents at the time of the study was 80 students from various academic programs. The research sample consisted of 67 students selected using purposive sampling techniques. Purposive sampling refers to a sampling technique based on specific considerations and criteria aligned with the objectives of the study.

The inclusion criteria in this study were as follows: (1) active students of Universitas Medan Area, (2) residing in the university dormitory for at least six months, (3) aged between 18 and 25 years, and (4) having experience in online shopping at least once within the previous three months through e-commerce or marketplace platforms. These criteria were established to ensure that participants possessed experiences relevant to the context of consumptive online shopping behavior examined in this study.

Meanwhile, the exclusion criteria included: (1) students who did not complete the questionnaire entirely, (2) students currently taking academic leave, and (3) students unwilling to participate in the study. Through the use of purposive sampling, the researchers were able to obtain participants who matched the characteristics required for the study, thereby allowing the data to provide a more accurate description of the relationship between self-control and consumptive online shopping behavior among students living in dormitories. The demographic characteristics examined in this study included gender, age, academic program, length of stay in the dormitory, and the frequency of online shopping within the last month. These characteristics were used to provide a general overview of the participants' profiles.

Instruments

Data collection was conducted using psychological scales in the form of a five-point Likert scale consisting of strongly disagree, disagree, neutral, agree, and strongly agree response options. The research instruments consisted of two primary scales: the Self-Control Scale and the Consumptive Online Shopping Behavior Scale. Self-control was measured using an adaptation of the Self-Control Scale developed by June Price Tangney, Roy F. Baumeister, and Boone (2004). This scale was designed to measure individuals' abilities to regulate impulses, control behavior, maintain self-discipline, and consider the consequences of actions before making decisions. The self-control scale used in this study consisted of 24 items covering four primary dimensions: (1) self-discipline, (2) deliberate/non-impulsive action, (3) healthy habits, and (4) work ethic. Examples of items included: "I am able to resist buying products that I do not actually need" and "I often buy things spontaneously without considering their usefulness." Unfavorable items were reverse-scored during data processing. The instrument was translated into Indonesian through a language adaptation process using forward translation and expert judgment conducted by psychology lecturers who understood the construct of self-control. The results of item validity testing showed corrected item-total correlation coefficients ranging from 0.31 to 0.71, indicating that all items were valid. Meanwhile, reliability testing produced a Cronbach's Alpha coefficient of 0.89, indicating excellent reliability. Consumptive online shopping behavior was measured using a scale developed based on the aspects of consumptive behavior proposed by Sumartono (2019), including purchasing based on desire, impulsive buying, purchasing influenced by

promotions, and purchasing aimed at obtaining emotional satisfaction and following social trends.

The consumptive online shopping behavior scale consisted of 28 items covering four dimensions: (1) impulsive buying, (2) wasteful buying, (3) non-rational buying, and (4) symbolic buying. Examples of items included: “I purchase products online because I am tempted by discounts even though I do not really need the products” and “I feel satisfied when buying products that are currently trending on social media.” Item construction was based on theoretical reviews and previous studies regarding consumptive behavior in the context of online shopping. Prior to being administered in the main study, the scale was pilot-tested on students with characteristics similar to the target participants to evaluate item quality. The validity testing results showed corrected item-total correlation coefficients ranging from 0.33 to 0.76, indicating that all items were valid. Reliability testing produced a Cronbach’s Alpha coefficient of 0.91, demonstrating excellent internal consistency.

Procedure

The data collection process was conducted by distributing questionnaires directly to students residing in the Universitas Medan Area dormitory. Before participants completed the questionnaires, the researchers explained the purpose of the study, the procedures for questionnaire completion, and the participants’ rights within the research process. Participants were instructed to carefully read each statement item and provide responses that reflected their actual experiences and conditions. Participation in this study was entirely voluntary. The researchers ensured the confidentiality of participants’ identities and data and guaranteed that all information provided would be used solely for academic and research purposes. Data collection was conducted within a single research period until all distributed questionnaires had been successfully returned.

Data Analysis

The research data were analyzed using statistical software. Data analysis was conducted in two stages: descriptive analysis and inferential analysis. Descriptive analysis was used to describe participants’ characteristics and the distribution of scores for each research variable. Inferential analysis was conducted using the Pearson Product Moment correlation technique to determine the relationship between self-control and consumptive online shopping behavior. Prior to conducting correlation analysis, the data were tested for normality and linearity assumptions to ensure that they met the requirements for parametric analysis. Normality testing was performed using the Kolmogorov–Smirnov test, while linearity testing was conducted using the test for linearity analysis. Pearson Product Moment correlation analysis was used to measure the direction and strength of the relationship between the two research variables. Hypothesis testing was conducted using a significance level of 0.05. If the significance value was lower than 0.05, the research hypothesis was accepted, indicating a significant relationship between self-control and consumptive online shopping behavior. Conversely, if the significance value exceeded 0.05, the research hypothesis was rejected.

RESULTS

This study involved 67 students residing in the female dormitory of Universitas Medan Area as research participants. Since the dormitory is exclusively designated for female students, all respondents in this study were women. Respondent characteristics were presented to provide an overview of the participants involved in the study.

Table 1. Respondent Characteristics Based on Gender

Gender	Frequency	Percentage
Female	67	100%
Total	67	100%

Based on Table 1, all respondents in this study were female students. This was due to the research setting being a female-only dormitory at Universitas Medan Area. The homogeneous gender characteristics of the respondents allowed the study to focus more specifically on the relationship between self-control and online shopping consumptive behavior without gender-related differences influencing the findings.

Table 2. Respondent Characteristics Based on Age

Age	Frequency	Percentage
18 years	13	19.4%
19 years	22	32.8%
20 years	18	26.9%
21 years	9	13.4%
22 years	5	7.5%
Total	67	100%

Based on Table 2, the majority of respondents were 19 years old, accounting for 22 participants (32.8%), followed by respondents aged 20 years with 18 participants (26.9%), and 18 years with 13 participants (19.4%). Meanwhile, respondents aged 21 years consisted of 9 participants (13.4%), and those aged 22 years consisted of 5 participants (7.5%). This age distribution indicates that most respondents were in the early adulthood developmental stage. At this stage, university students generally begin to develop greater independence in managing their personal lives, including financial management and purchasing decisions through online shopping platforms.

Descriptive Analysis of Research Variables

Descriptive analysis was conducted to provide an overview of the levels of self-control and online shopping consumptive behavior among students residing in the female dormitory of Universitas Medan Area.

Table 3. Descriptive Statistics of Research Variables

Variable	N	Mean	SD	Min	Max
Self-Control	67	73.12	7.95	56	88
Consumptive Behavior	67	69.04	9.21	48	87

Based on the descriptive analysis presented in Table 3, the self-control variable had a mean score of 73.12 with a standard deviation of 7.95. The minimum score obtained by respondents was 56, while the maximum score was 88. These findings indicate that, in general, students living in the dormitory demonstrated moderate to high levels of self-control. This suggests that most respondents possessed relatively good abilities to regulate impulses and consider potential consequences before making decisions.

Meanwhile, the online shopping consumptive behavior variable had a mean score of 69.04 with a standard deviation of 9.21. The minimum score obtained was 48, while the maximum score was 87. These results indicate that respondents' tendency toward online shopping consumptive behavior was at a moderate level. This condition suggests that online shopping activities have become part of students' lifestyles, particularly due to the ease of access to e-commerce platforms and the widespread availability of digital promotions.

Assumption Testing

Normality Test

Prior to conducting the correlation analysis, a normality test using the Kolmogorov–Smirnov test was performed to determine whether the research data were normally distributed.

Table 4. Results of the Normality Test

Variable	Kolmogorov–Smirnov	Sig.	Description
Self-Control	0.082	0.200	Normal
Consumptive Behavior	0.089	0.176	Normal

Based on the normality test results presented in Table 4, the significance value for the self-control variable was 0.200, while the significance value for consumptive behavior was 0.176. Both significance values were greater than 0.05, indicating that the research data were normally distributed. Therefore, the data fulfilled one of the assumptions required for parametric analysis.

Linearity Test

In addition to the normality test, this study also conducted a linearity test as one of the assumptions for Pearson Product Moment correlation analysis. The linearity test was performed to determine whether the relationship between self-control and online shopping consumptive behavior was linear.

Table 5. Results of the Linearity Test

Variable	F	Sig.	Description
Self-Control – Consumptive Behavior	1.214	0.287	Linear

Based on the linearity test results shown in Table 5, the significance value obtained was 0.287 ($p > 0.05$). These findings indicate that the relationship between self-control and online shopping consumptive behavior was linear. Therefore, the assumption of linearity was fulfilled, and Pearson Product Moment correlation analysis could be conducted.

Correlation Test

Pearson Product Moment correlation analysis was conducted to examine the relationship between self-control and online shopping consumptive behavior among students residing in the female dormitory of Universitas Medan Area.

Table 6. Results of Pearson Correlation Analysis

Variable	r	Sig.	Description
Self-Control – Consumptive Behavior	-0.54	0.000	Significant

Based on the Pearson correlation analysis presented in Table 6, the correlation coefficient obtained was $r = -0.54$ with a significance value of 0.000 ($p < 0.05$). These findings indicate a significant negative relationship between self-control and online shopping consumptive behavior among students residing in the female dormitory of Universitas Medan Area. The correlation coefficient of -0.54 suggests that the relationship between the two variables falls within the moderate category and has a negative direction.

This finding indicates that higher levels of self-control among students were associated with lower tendencies toward online shopping consumptive behavior. Conversely, lower levels of self-control were associated with higher tendencies toward online shopping consumptive behavior. The coefficient of determination was calculated using $r^2 = (-0.54)^2 = 0.2916 = 29.16\%$ indicating that self-control accounted for 29.16% of the variance in online shopping consumptive behavior. The remaining 70.84% may be associated with other factors outside the scope of this study, such as lifestyle, peer influence, digital marketing exposure, economic conditions, and students' financial literacy.

The findings of this study further suggest that students with higher levels of self-control tended to demonstrate better abilities in regulating impulsive purchasing urges during online shopping activities. In contrast, students with lower levels of self-control appeared to be more susceptible to digital marketing stimuli, such as discounts, flash sales, cashback offers, and social media promotions, which may contribute to increased consumptive behavior tendencies. Nevertheless, because this study employed a correlational research design, the findings only indicate the existence of relationships between variables and cannot be interpreted as evidence of causal relationships.

DISCUSSION

The findings of this study revealed a significant negative relationship between self-control and online shopping consumptive behavior among students residing in the female dormitory of Universitas Medan Area ($r = -0.54$; $p < 0.05$). These findings indicate that students with higher levels of self-control tended to demonstrate lower tendencies toward online shopping consumptive behavior. Conversely, students with lower self-control were more likely to engage in impulsive purchases and purchase products that were not entirely based on actual needs. The moderate negative correlation observed in this study suggests that self-control is consistently associated with consumptive behavior within the context of online shopping activities among students living independently in a dormitory environment. The findings can be explained through self-regulation theory, which conceptualizes self-control as an

individual's capacity to regulate behavior in accordance with long-term goals while restraining short-term impulsive urges. In the context of online shopping, students are continuously exposed to various digital stimuli specifically designed to attract attention and encourage rapid purchasing decisions. Individuals with stronger self-control tend to evaluate their needs more rationally before making purchases, whereas individuals with lower self-control are more easily influenced by emotional and impulsive factors. According to Roy F. Baumeister, self-control is closely related to an individual's ability to inhibit impulsive responses and consider behavioral consequences before acting. Therefore, self-regulation abilities become increasingly important in dealing with digital environments characterized by intense consumption-oriented stimuli.

The present findings further reinforce the view that consumptive behavior in online shopping is not solely influenced by external factors such as promotions and digital media exposure, but is also associated with internal psychological factors. Previous studies have frequently emphasized the influence of discounts, flash sales, cashback offers, and social media marketing on the consumptive behavior of young adults. However, this study demonstrates that although students are exposed to similar digital environments, their levels of consumptive behavior vary depending on their self-control capacity. This indicates that self-control may function as a psychological mechanism that enables individuals to manage exposure to digital consumption stimuli more adaptively and responsibly. The findings of this study are consistent with research conducted by William O. Bearden and Hristo Nenkov (2022), which found that individuals with lower self-control are more vulnerable to impulsive buying tendencies due to their reduced ability to regulate emotional urges when confronted with marketing stimuli. The present findings are also in line with the study conducted by Samuel Lins, Rita Pereira, and Andrew Sela (2021), which reported a negative relationship between self-control and impulsive buying behavior in online shopping contexts. Nevertheless, the present study contributes a more specific context by focusing on students residing in dormitories. This context is important because dormitory life provides greater autonomy in financial management and consumption-related decision-making compared to students living with their families.

Within the dormitory context, students are not only confronted with academic demands but are also required to independently manage their daily lives. Such conditions provide students with greater freedom in determining personal consumption patterns, including the use of allowance money and engagement in online shopping activities. This situation may increase the risk of consumptive behavior, particularly among students who have not yet developed optimal self-control abilities. In other words, the dormitory environment may strengthen the relationship between self-control and consumptive behavior because students experience reduced direct supervision from their families regarding daily consumption activities. In addition, these findings can also be understood through the developmental characteristics of emerging adulthood. During this developmental stage, individuals commonly experience identity exploration and strong social adjustment processes. University students often use consumption as a means of self-expression, identity formation, and social acceptance within peer environments. The widespread exposure to social media and digital trends further intensifies these tendencies, as students are continuously exposed to increasingly

consumptive lifestyle standards in digital environments. Consequently, students with lower self-control are more likely to engage in purchases driven by emotional impulses or the desire to follow trends rather than rational consideration of actual needs.

The coefficient of determination in this study indicated that self-control accounted for 29.16% of the variance in online shopping consumptive behavior, while the remaining variance was influenced by factors outside the scope of this research. These findings suggest that self-control is not the sole factor associated with students' consumptive behavior. Other factors, such as lifestyle, financial literacy, peer influence, social media usage intensity, economic conditions, and digital marketing strategies, may also contribute to consumptive tendencies among university students. Therefore, consumptive behavior in online shopping activities should be understood as a multidimensional phenomenon influenced by interactions among psychological, social, and digital environmental factors. Despite the significant findings obtained, this study has several limitations. First, the study only involved female students residing in the dormitory of Universitas Medan Area, limiting the generalizability of the findings to broader student populations, including male students or students living outside dormitory settings. Second, the study employed a correlational research design; therefore, the findings only demonstrate associations between variables and cannot be interpreted as causal relationships. Third, the data were collected using self-report questionnaires, which may increase the possibility of subjective response bias.

Based on these limitations, future studies are recommended to involve larger and more diverse samples, including students from different universities and residential backgrounds. Future research may also consider additional variables such as financial literacy, social media usage intensity, digital lifestyle, and peer conformity to obtain a more comprehensive understanding of consumptive behavior among students in online shopping contexts. Furthermore, longitudinal designs or mixed-method approaches may provide deeper insights into the dynamics of consumptive behavior among young adults in the digital era. The findings of this study demonstrate that self-control is negatively associated with online shopping consumptive behavior among students residing in dormitories. These findings emphasize the importance of self-regulation abilities in helping students manage consumption behavior more rationally amid rapid technological development and increasing exposure to online marketing. Therefore, strengthening self-control abilities may serve as an important strategy to help students respond to digital consumption stimuli in a wiser and more responsible manner.

CONCLUSION

This study aimed to examine the relationship between self-control and online shopping consumptive behavior among students residing in the female dormitory of Universitas Medan Area. The results of the analysis demonstrated a significant negative relationship between self-control and online shopping consumptive behavior, with a correlation coefficient of $r = -0.54$ ($p < 0.05$). These findings indicate that the level of self-control possessed by students was substantially associated with their tendency to engage in consumptive behavior within online shopping activities. The negative relationship identified in this study suggests that students with higher levels of self-control were more capable of regulating impulsive

purchasing tendencies and were more likely to consider actual needs before making online purchasing decisions. Conversely, students with lower self-control were more vulnerable to external stimuli such as digital promotions, price discounts, and consumption trends circulating within social and digital environments. These findings indicate that self-control represents an important psychological factor in regulating students' consumption behavior in the digital era. In the context of rapidly growing online shopping activities, self-control serves as an essential mechanism that enables individuals to manage consumption decisions more rationally and responsibly. Therefore, the development of self-control abilities among university students may represent an important preventive effort to reduce excessive consumptive tendencies in online shopping behavior. In addition to contributing theoretically to consumer psychology literature, this study also provides practical implications for students to enhance their self-control abilities in managing consumption-related behavior. Students are expected to become more selective and responsible in making purchasing decisions and more capable of controlling urges to purchase unnecessary products, particularly within digital environments that continuously offer convenience, accessibility, and persuasive marketing stimuli.

LIMITATIONS

Although this study provides important findings regarding the relationship between self-control and online shopping consumptive behavior, several limitations should be considered when interpreting the results. First, this study only involved female students residing in the dormitory of Universitas Medan Area, resulting in relatively homogeneous respondent characteristics. Consequently, the findings may not be fully generalizable to broader student populations, particularly students living outside dormitory environments or students from other universities with different social contexts. Second, this study employed self-report questionnaires as the primary data collection method. Therefore, respondents' answers were highly dependent on their personal perceptions and honesty when completing the questionnaires. The use of self-report measures may also increase the potential for response bias, as respondents may provide answers that are perceived as more socially acceptable. Third, this study only examined one psychological factor, namely self-control, in relation to online shopping consumptive behavior. In reality, consumptive behavior within online shopping activities may also be influenced by various other factors, including lifestyle, peer influence, financial literacy, social media usage, and the increasingly sophisticated nature of digital marketing strategies.

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