

## **ABSTRACT**

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**Purchasing Intention of Whitening Cosmetic Products Consider Self Discrepancy and Conformity in Adolescent Girls. (Dra. Fransisca Iriani R. D., M.Si.); Bachelor Degree; Faculty of Psychology, Tarumanagara University; 46 pages, P1-P4, L1-L22.**

The purpose of this study was to examine the effect of self discrepancy and conformity on purchasing intention of whitening cosmetic products. Self discrepancy and willing to get confession and acceptance from peer group (conformity) is believed can increase purchasing intention of whitening cosmetic product. This study was held using the nonexperimental quantitative method, and analyzed using the multiple regression in the SPSS 12.0 program. The number of participant in this study are 100 adolescent girls who use whitening cosmetic products, with ages 18 to 21 years old. The result of this study show that there is no effect of self discrepancy and conformity on purchase intention of whitening cosmetic products.

**Keywords:** Purchasing intention, self discrepancy, conformity, adolescent girls.