

## ABSTRACT

**Ryzkasanda Noventy (705070144)**

**Relationship Between Conformity with Apparel Purchase Behavior in Adolescents In End Women's Consumptive (Denrich Suryadi, M.Psi); Studies Program Psychology, Bachelor Degree One (S1), University Tarumanagara; (60 Pages, P1-P4, L1-L76).**

Adolescence has always been a crisis stage in the search of identity in the phase of human life. On one hand, the confidence level of a teenager on their appearance is very low. Adolescents are vulnerable to peer influences that shape their behavior to become conform to the peers. This is due to the desire of youth to be accepted and recognized in the group. On the other hand, consumption patterns of teenagers who tend to be easily persuaded to go along with friend, unrealistic and, extravagant, oftenly used as a potential target market, can't be separated with fashion. In general, their spending is dominated by spending on clothes, impressed their friend and relatives. In short, conformity has been made of consumer behaviour, in particular young women in the purchase of clothing. Using quantitative methods, this research intended to find the relationship between conformity and the purchase clothing in consumer behaviour in late adolescent women, involving 412 young women who live in Jakarta. By using the Pearson correlation test method, values obtained  $r(412) = 0.333$  with  $p = 0.000 < 0.01$ , the result demonstrate that there is a positif and significant correlation between conformity and young women consumer behaviour.

**Keywords: Young Women, Consumptive, clothing and, Conformity.**