

## ABSTRACT

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**Relationship between self-concept with the consumptive behavior in the beginning of the fashion online shopping product.; MeikeKurniawati, S.Psi., M.M & Erik Wijaya, M.Si.; Undergraduate Program in Psychology, Tarumanagara University, (i-xi; 59 pages ; P1- P4; L1-L-47).**

Self-concept is the core of personality patterns that become the reference pattern of behavior of individuals in overcoming the problem of this life. In relation to consumer behavior, self-concept affect the consumer behavior of individuals because the concept itself determine responsiveness to product. The differences in self-concept will produce different consumer behavior also. The consumer behavior is the buying behavior that isn't in accordance with requirements. This research purposes to know the relationship between self-concept with the consumptive behavior in the beginning of the fashion online shopping product. This research include 231 respondents by using the purposive sampling and snowball sampling methods. The criteria for the respondents are; male and female in range of age 20-30 years old, and they are purchasing the fashion online shopping twice in a month. The self conception is one of the factors which influence the consumptive behavior. The result of the research shows a negative relationship between the self-conception with the consumptive behavior in the beginning of fashion online shopping product. It can be seen from the correlation coefficient between self-concept and consumptive behavior is about -0.143 in 0.030 significant score. The data provides the higher self-concept the lower their consumptive behavior.

Keywords: Self-concept, consumptive behavior, beginning time, online shopping

