

ABSTRACT

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The Role of Reference Group on Comsumptive Behavior of Fashion Products on Students; Meike Kurniawati, S.Psi., MM., and Erik Wijaya, S.Psi., M.Si. Undergraduate Program in Psychology, Tarumanagara University, (i-ix, 75 pages, R1 – R7, Appdx 70)

Reference groups are individuals or groups that guide a particular behavior and situation. Reference groups are concerned with consumptive behavior because reference groups can be one of the external factors that cause consumer behavior. Consumptive behavior is the behavior of consumers in making decisions to excessive use of goods or services without considering rationally, just to fulfill the desire for pleasure without thinking about the needs. This study aims to determine the role of reference groups (celebrities, friends, and parents) on consumptive behavior of fashion products on students. Criteria of the subjects in this study were students. Participants in this study amounted to 400 people, selected using Incidental Sampling. Data processing using linear regression method. Data dissemination is done using social media which almost spread all over Indonesia. The results of this study is the reference group of celebrities play a more significant role to consumptive behavior of fashion products on students than the reference group of parents and friends. And also the female students is more affected by the reference group than the male students.

Keywords: reference group, consumptive behavior, fashion product