

ABSTRACT

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Overview of Consumptive Behavior of Cosmetic Product in Young Adults; Meike Kurniawati, S.Psi., M.M. & Dra. Ninawati, M.M. Bachelor of Psychology Study Program, Tarumanagara University, (i-xviii; 1-48, L1-L38)

Consumptive behavior is the purchase of goods in excess that is not based on needs but desires so as to cause waste. This study aims to look at a picture of consumptive behavior of cosmetic products in young adults. The subjects in this study were 400 women aged 20-40 years who lived in Jakarta. This research is quantitative research. The sampling technique in this study was convenience sampling. Data was obtained by distributing questionnaires using the consumptive behavior scale. Data analysis was carried out using descriptive techniques. The results of the study showed that although in each category the participants of the study were divided into almost the same number, consumptive behavior of cosmetic product in young adulthood disposed high.

Keywords: Consumptive behavior, young adults, cosmetic products