

Erwin Christian Triputra (705080028)

Relationship indicator between lifestyle and consumptive behavior in fashion product on teenager; Dr. Fransisca Iriani, M.Si and Meike Kurniawati, S. Psi., M.M. Program in Psychology, Tarumanagara University, (i-xi, 68 Pages, R1-R5, Appdx1-24)

The aim of this research is to see the comparison between the consumptive behavior in fashion on teenager's life style. This research used quantitative method sample was collected as a non-probability or non-random sampling. Data collected by questionnaire about 200 teenager were recruited to participate in this research. The findings suggest that, there are significant different in teenager's consumptive behavior based on lifestyle. Different the findings also suggest that. Teenager with interest lifestyle. Have the highest consumptive behavior than opinion and activities All the subject are high in consumptive behavior.

Keywords: Consumptive behavior, Lifestyle, and Product fashion.