

Emerging Adulthood and Identity Struggles: The Effect of Body Image on Impulsive Buying Tendencies Mediated by Self-Esteem

Maylina Ayunda Prastika, Mochammad Sa'id

Department of Psychology, Faculty of Psychology, Universitas Negeri Malang

Article Information

Submitted date 06-03-2025
Revised date 03-04-2025
Accepted date 03-04-2025

Keywords:

body image;
self-esteem;
impulse buying tendency.

Kata kunci:

citra tubuh;
harga diri;
kecenderungan pembelian impulsif.

Correspondence concerning this article should be addressed to Mochammad Sa'id, Semarang Street No. 5, Malang, East Java, Indonesia 65145.

Email:
mochammad.sa'id.fppsi@um.ac.id

Abstract

Emerging adults who are identical in their search for self-identity are prone to impulsive buying behavior. Body image, with self-esteem as a mediator, may influence the tendency to buy impulsively. Therefore, this research aims to determine how the dimensions of body image influence the tendency of impulsive buying mediated by self-esteem in 100 people aged 18–25 in Malang City. This research uses a quantitative approach with the incidental sampling technique. There are three scales used that have been adapted previously, namely the Rosenberg Self-Esteem Scale (RSES), Impulse Buying Tendency (IBT) Scale, and Multidimensional Body-Self Relations Questionnaire–Appearance Scale (MBSRQ–AS). The analysis technique used is mediation analysis with the bootstrapping method with the help of PROCESS V4.3 for SPSS software. The results show that self-esteem has a fully mediating role in the influence of one of the dimensions of body image, namely the appearance evaluation dimension, on the tendency of impulsive buying in emerging adults in Malang City. This means that emerging adults with low appearance evaluations tend to have low levels of self-esteem. Likewise, emerging adults with low self-esteem tend to engage in impulsive buying behavior. This also applies vice versa.

Abstrak

Dewasa muda yang identik dalam pencarian identitas diri rentan terhadap perilaku pembelian impulsif. Faktor yang dapat mempengaruhi kecenderungan pembelian impulsif adalah citra tubuh dengan harga diri sebagai mediator. Oleh karena itu, penelitian ini bertujuan untuk mengetahui bagaimana dimensi citra tubuh mempengaruhi kecenderungan pembelian impulsif yang dimediasi oleh harga diri pada 100 orang berusia 18–25 tahun di Kota Malang. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik sampling insidental. Terdapat tiga skala yang digunakan yang telah diadaptasi sebelumnya, yaitu Rosenberg Self-Esteem Scale (RSES), Impulsive Buying Tendency (IBT) Scale, dan Multidimensional Body-Self Relations Questionnaire–Appearance Scale (MBSRQ–AS). Teknik analisis yang digunakan adalah analisis mediasi dengan metode bootstrapping dengan bantuan PROCESS V4.3 for SPSS. Hasil penelitian menunjukkan bahwa harga diri memiliki peran mediasi penuh dalam pengaruh salah satu dimensi citra tubuh, yaitu dimensi evaluasi penampilan, terhadap kecenderungan pembelian impulsif pada dewasa muda di Kota Malang. Hal ini berarti bahwa dewasa muda dengan evaluasi penampilan yang rendah cenderung memiliki tingkat harga diri yang rendah. Demikian pula, dewasa muda dengan tingkat harga diri yang rendah cenderung terlibat dalam perilaku pembelian impulsif. Hal tersebut berlaku pula sebaliknya.



INTRODUCTION

Every human being goes through several stages of development in their life. According to Arnett (2015), one of the stages of human development is emerging adulthood. Arnett explains that emerging adulthood is the transition period from adolescence to adulthood. The stage of emerging adulthood development occurs at the age of 18–25 years. One of the characteristics of development that occurs during emerging adulthood is identity exploration. In this period of identity search, emerging adults tend to clarify their feelings about who they are and what they want from their lives. The period of self-identity search is closely related to problematic shopping behavior. Individuals who experience self-identity uncertainty tend to purchase items to assert their self-identity (Claes et al., 2018; Claes et al., 2016). In line with this, Vosylis et al. (2020) explain that the uncertainty of self-identity makes individuals more susceptible to the idea that material goods can substitute for identity and that buying these items can give them a sense of identity.

Emerging adults tend to engage in problematic shopping behaviors because people who cannot set their life goals are less likely to control their spending effectively (Vosylis et al., 2020). One of the things included in problematic shopping behavior is impulsive buying, an irrational buying characterized by a lack of planning and consideration regarding the product, impulsively, accompanied by emotional responses that arise simultaneously or after an unplanned buying (Verplanken & Herabadi, 2001). Several studies suggest that impulsive buyer tend to regret spending their money on things that do not matter, and impulsive buying lowers subjective levels of well-being, leading to serious debt and suicidal behavior (Dittmar & Drury, 2000; Yi & Baumgartner, 2011; Zhou & Gu, 2015).

Based on empirical research, it was found that there is a tendency to impulsive buying in most emerging adults in Malang City at a moderate level (Siregar, 2022). One of the factors that causes impulsive buying is body image (Dittmar et al., 1996). Body image is an individual's level of satisfaction with their physique, including size, shape, and appearance (Cash, as cited in Jones, 2001). Body image is a multifaceted construct that includes an individual's perceptions, thoughts, feelings, and actions regarding their body, especially their appearance (Cash & Pruzinsky, 1990). Body image is important for emerging adulthood. Because individuals tend to focus on romantic relationships during emerging adulthood, the individual's perception of their body is important (Arnett, 2000; Erikson, 1968; Lefkowitz et al., 2011; Wängqvist & Frisén, 2013). In addition to romantic relationships, individuals in emerging adulthood also focus on finding identity at work (Arnett, 2015). So, appearance is important for emerging adulthood. Body image negatively correlates with impulsive buying (Murtiyanto, 2016; Rosari, 2017). This shows that the lower the individual's body image, the higher the individual's impulsive buying rate. In line with the study by Rachmat (2022), body image negatively and significantly affects impulse buying behavior.

Although body image has a direct influence on impulse buying tendencies, it is suspected that there is also an indirect influence of body image on impulse buying tendencies through self-esteem as a mediator. Self-esteem is defined as an individual's positive and negative attitudes toward themselves (Rosenberg, 1989). Coopersmith (1967) suggests that self-esteem is an evaluation made by individuals about themselves that expresses an attitude of agreement or disagreement and shows the extent to which the individual believes that he or she is capable, significant, successful, and valuable. The mediated role of self-esteem concerning the influence of body image on impulsive buying tendencies is supported by the self-regulation theory, namely the ability to guide behavior, thoughts, and emotions to lead individuals to a goal (Baumeister & Vohs, 2004). Verplanken and Sato (2011) explain that impulse buying includes self-regulation functions such as promotional and preventive mo-

tives. According to Higgins (2002), promotional motives are based on the desire to achieve good things, inducing the desire to achieve progress and profit by considering whether or not there are positive rewards and outcomes. Concurrently, preventive motive is based on the need to avoid bad things, inducing vigilance to avoid pain and loss and, thus, regulating the presence or absence of punishment and negative outcomes. Promotional motives in impulsive buying are the search for pleasure, hedonistic values, and the purchase of identity symbols, while the preventive motive for impulsive buying is to restore a negative body image and increase low self-esteem (Lucas & Koff, 2017; Verplanken & Sato, 2011).

Based on the theory of self-regulation above, it can be concluded that self-esteem can mediate between body image variables and impulsive buying tendencies. Body image positively correlates with self-esteem (Cash, 2012). This means the higher a person's body image, the higher the self-esteem that person has. Conversely, the lower a person's body image, the lower the person's self-esteem. Low self-esteem causes feelings of inadequacy, making individuals feel stressed and emotionally vulnerable (Higgins, 1987). A person is likely to engage in impulsive buying behavior to relieve the psychological pressure of low self-esteem. According to Pettit and Sivanathan (2011), individuals with low self-esteem tend to purchase items to restore their self-esteem. In addition, according to some empirical research, self-esteem has a negative relationship with impulsive buying (Bandyopadhyay, 2016; Lestari, 2017; Permana & Kusdiyati, 2016). This means that the lower a person's self-esteem, the higher the rate of impulse buying of that person. In addition, empirical research results show that self-esteem negatively and significantly affects impulsive buying (Mairoslianti & Fikry, 2021; Putri, Ramadhani, & Rasyid, 2022; Tyoni & Syarifah, 2022).

To date, the sole empirical study that tries to examine more deeply the variables of body image, the variable of impulsive buying tendency, and self-esteem as a mediator variable was conducted by Cai et al. (2021), where self-esteem has a mediating role in the relationship between body image and impulsive buying. Nevertheless, this research differs from the previous study by Cai et al. (2021). First, there is a difference in research locations. The study by Cai et al. (2021) was conducted in China, while this research was conducted in Indonesia. Although China and Indonesia are two countries located on the Asian continent, they have cultural differences. Indonesia has a lower level of individualism than China ("Country Comparison Tool," n.d.). The second difference lies in the research participants. The participants of the study by Cai et al. (2021) were undergraduate and postgraduate students aged between 16 and 31 years. In this research, those who participated were classified in the emerging adulthood group, namely individuals aged 18 to 25 years. Based on this presentation, this research aims to determine the influence of body image on impulse buying tendencies mediated by self-esteem in emerging adulthood in Malang City.

METHODS

Respondents

The population in this research is all individuals who belong to the emerging adulthood age group (18–25 years) in Malang City. The reason Malang City was chosen as the location of the research is that it is the second largest city in East Java Province after the city of Surabaya. This research used 100 respondents with the criteria of 18–25 years old, not having a permanent job, unmarried, and domiciled in Malang City. The sampling technique used in this research is a non-probability sampling technique with a convenience sampling type. Convenience sampling is a research sampling technique that considers the ease of access of members of the population to participate in this research (Howitt & Cramer, 2011).

Design

The research design used is a quantitative correlational design. According to Winarsunu (2017), quantitative correlational research aims to find correlations or relationships between two or more variables.

Instruments

This research uses three instruments for data collection. First, the Impulse Buying Tendency (IBT) scale was compiled by Verplanken and Herabadi (2001). This scale consists of two aspects: the cognitive and the affective aspects. The IBT scale includes 20 items with seven response options from Strongly Agree to Strongly Disagree. Second, the Rosenberg Self-Esteem Scale (RSES) was developed by Rosenberg (1965). RSES is the most widely used scale by researchers worldwide to measure self-esteem (Indrayani & Immanuel, 2022; Pegler et al., 2019). This unidimensional scale consists of 10 items with four answer options from Strongly Agree to Strongly Disagree. Third, the Multidimensional Body-Self Relations Questionnaire–Appearance Scales (MBSRQ–AS) was compiled by Cash (2000). The scale includes 34 items of five dimensions: appearance evaluation, appearance orientation, body area satisfaction scale, overweight preoccupation, and self-classified weight.

The three instruments were adapted linguistically and culturally into Indonesian, with six stages (Beaton et al., 2000): translation, synthesis, back translation, expert committee review, pretesting, and submission and assessment of adaptation reports to instrument developers. The scale trial results of 80 respondents showed that the three instruments were valid and reliable. The self-esteem scale consists of 9 items with a moving item differentiation index from .149–.832 and a Cronbach's alpha reliability value of .893. Then, the impulse buying scale consists of 19 items with a moving item differentiation index from .215–.851 and a Cronbach's alpha reliability value of .874. Furthermore, the body image scale consists of 33 items of five dimensions, namely the dimensions of appearance evaluation, appearance orientation, body area satisfaction, overweight preoccupation, and self-classified weight. The appearance evaluation dimension scale has a moving item differentiation index from .597–.783 and a Cronbach's alpha reliability value of .787. The appearance orientation dimension scale has a moving item differentiation index from -.123–.717 and a Cronbach's alpha reliability value of .715. The body area satisfaction dimension scale has a moving item differentiation index from .348–.827 and a Cronbach's alpha reliability value of .861. The overweight preoccupation dimension scale has a moving item differentiation index from .593–.881 and a Cronbach's alpha reliability value of .804. Then, the self-classified weight dimension scale has a moving item differentiation index from .947–.953 and a Cronbach's alpha reliability value of .891.

Analysis Techniques

In this research, the data analysis technique used was mediation analysis (Ghozali, 2019) with the bootstrapping method. The bootstrapping analysis technique is a nonparametric analysis that, in hypothesis testing, does not require assumptions about the form of the distribution of data and can estimate indirect effects more accurately and efficiently than previous types of tests (Preacher & Hayes, 2004). In the mediation analysis process, the researcher used the help of the PROCESS macro V4.3 for SPSS software (Hayes, 2018).

RESULTS

Overview of Research Respondents

This research involves emerging adults residing in Malang City. The sample size was 100. The respondents' overview included age, gender, and level of education. The description of the respondents is as follows.

Table 1.
Description of Respondents by Age

Age (in Years)	Frequency	Percentage
18	8	8%
19	19	19%
20	13	13%
21	18	18%
22	18	18%
23	9	9%
24	7	7%
25	8	8%

Table 1 explains the age of the respondents. The respondents in this research are emerging adults aged 18–25. Most were in the 19–22 age range.

Table 2.
Description of Respondents by Gender

Gender	Frequency	Percentage
Male	20	20%
Female	80	80%

Table 2 explains the gender of the respondents. Most of the respondents in this research were female, with 80 respondents representing 80% of the sample.

Table 3.
Description of Respondents by Level of Education

Level of Education	Frequency	Percentage
Professional education	1	1%
Bachelor degree	13	13%
Diploma	2	2%
High school or equivalent	84	84%

Table 3 explains the respondents' level of education. Most of the respondents in this research had a high school or equivalent level of education, which amounted to 84 people, or 84%.

Descriptive Analysis

Table 4.
Data Categorization

Variables	Category			
	Very Low	Low	High	Very high
Self-esteem	15%	34%	34%	17%
Impulse buying tendency	8%	53%	19%	20%
Body image dimensions				
Appearance evaluation	20%	24%	37%	19%
Appearance orientation	17%	34%	31%	18%
Body area satisfaction	17%	37%	27%	19%
Overweight preoccupation	16%	35%	26%	23%

Variables	Category			
	Underweight	Thin	Overweight	Obese
Self-classified weight	20%	44%	13%	23%

Table 4 describes the results of categorizing self-esteem data, impulsive buying tendencies, and each dimension of body image. Most respondents had a level of self-esteem in the high to very high range, with a total of 34 and 17 respondents and percentages of 34% and 17%. For impulse buying tendencies, most respondents had a low rate, with 53 respondents, or a percentage of 53%. Then, body image is categorized based on each dimension. For the appearance evaluation dimension, most respondents had a high level, with 37 respondents, or a percentage of 37%. For the appearance orientation dimension, most respondents had a low level, with 34 respondents, or a percentage of 34%. For the dimension of body area satisfaction, most respondents had a low level, with 37 respondents, or a percentage of 37%. For the overweight concern dimension, most respondents had a moderate level, with 35 respondents, or a percentage of 35%. For the self-classified weight dimension, most respondents classified themselves as thin, with 44 respondents, or a percentage of 44%.

Hypothesis Test

Because the data collected was declared to have failed the classical assumption test, hypothesis testing was carried out using the bootstrapping method with the help of the PROCESS macro V4.3 for SPSS software developed by (Hayes, 2018). The bootstrapping analysis technique is a nonparametric analysis that, in hypothesis testing, does not require assumptions about the form of data distribution and can estimate indirect effects more accurately and efficiently than previous types of tests (Preacher & Hayes, 2004).

Mediation Analysis of Appearance Evaluation (x), Self-Esteem (m), and Impulse Buying Tendency (y)

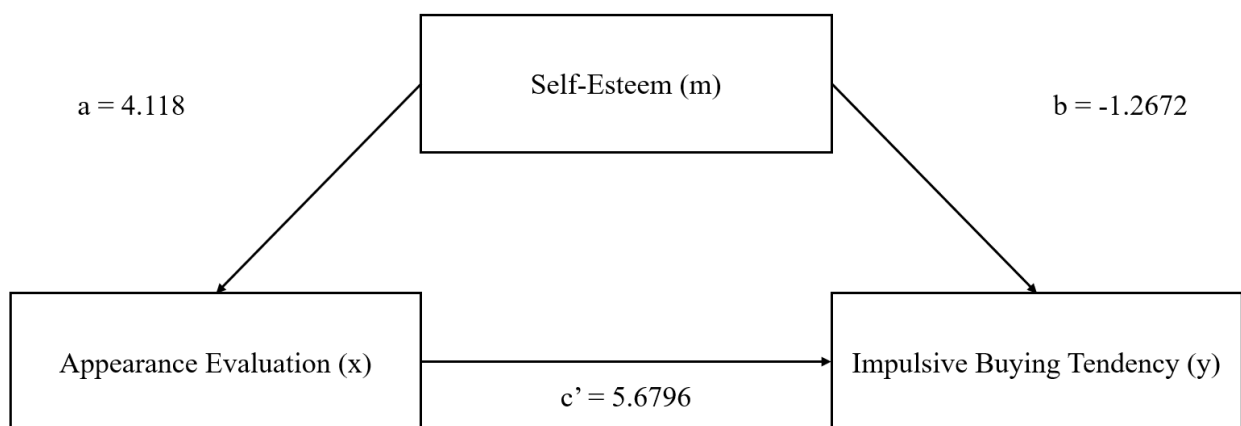


Figure 1.

Results of Mediation Analysis of Appearance Evaluation (x), Self-Esteem (m), and Impulse Buying Tendency (y)

Table 5.

P-value and Indirect Effect of Mediation Analysis 1

P-value			Indirect Effect		
Path a	Path b	Path c'	Coeff.	BootLLCI	BootULCI
.0000	.0042	.0533	-5.2105	-9.0406	-1.8382

Based on the figure and table above, the path c' coefficient value is 5.6796 with a p-value of .0533, which is not significant at the level of $p < .05$. Thus, it can be seen that the dimension of appearance evaluation does not affect the tendency of impulsive buying directly. Then, the value of the path a coefficient is 4.118 with a p-value of .0000, and the value of the path b coefficient is -1.2672 with a p-value of .0042. The p-values on the paths a and b are significant at $< .05$. Furthermore, the indirect effect coefficient is -5.2105, with a bootLLCI value of -9.0406 and a bootULCI value of -1.8382. Thus, it can be concluded that self-esteem mediates the influence of appearance evaluation on impulse buying tendencies.

Mediation Analysis of Appearance Orientation (x), Self-Esteem (m), Impulsive Buying Tendency (y)

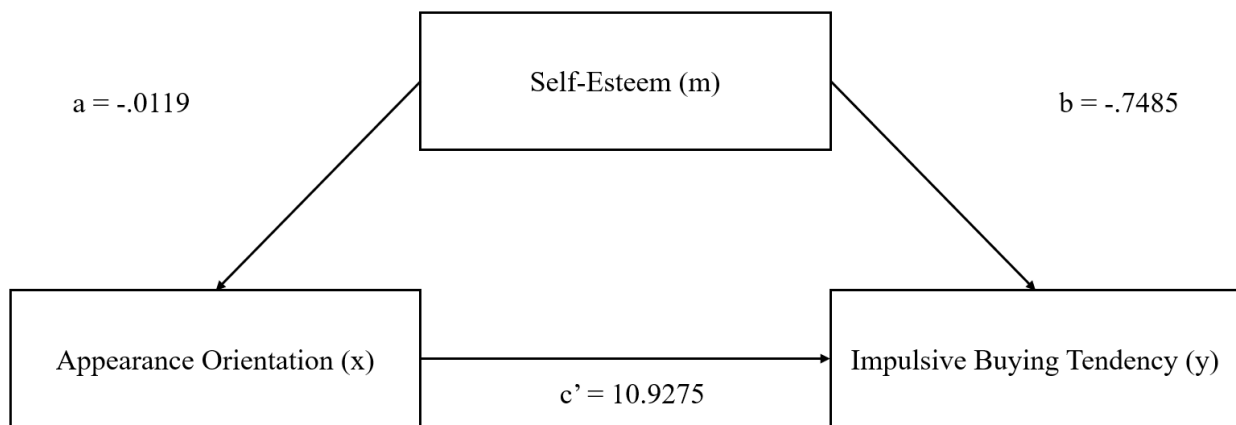


Figure 2.

Results of Mediation Analysis of Appearance Orientation (x), Self-Esteem (m), Impulsive Buying Tendency (y)

Table 6.

P-value and Indirect Effect of Mediation Analysis 2

P-value			Indirect Effect		
Path a	Path b	Path c'	Coeff.	BootLLCI	BootULCI
.9891	.0229	.0002	.0089	-1.5764	1.4962

Based on the figure and table above, the path c' coefficient value is 10.9275 with a p-value of .0002 and significant at $p < .05$. Thus, it can be seen that the dimension of appearance orientation directly affects the tendency to impulsive buying. Then, the value of the path a coefficient is -.0119 with a p-value of .9891, and the value of the path b coefficient is -.7485 with a p-value of .0229. The p-value in path a is not significant at the level of $< .05$. On the other hand, the p-value on path b is significant at $< .05$. Furthermore, the indirect effect coefficient is .0089, with a bootLLCI value of -1.5764 and a bootULCI value of 1.4962. Thus, it can be concluded that there is no indirect influence of appearance orientation on impulsive buying tendencies, and self-esteem does not mediate the influence of appearance orientation on impulsive buying tendencies.

Mediation Analysis of Body Area Satisfaction (x), Self-Esteem (m), Impulse Buying Tendency (y)

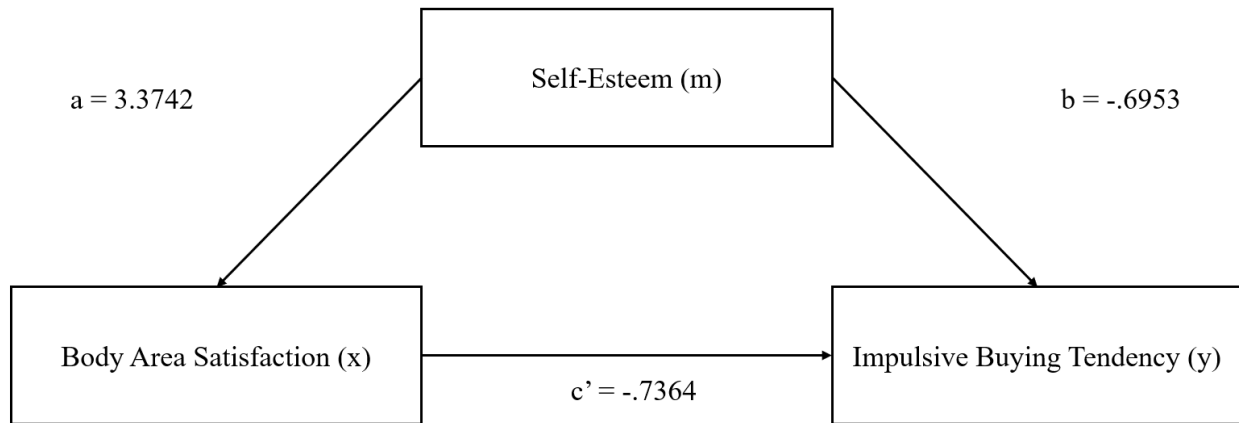


Figure 3.

Results of Mediation Analysis of Body Area Satisfaction (x), Self-Esteem (m), Impulse Buying Tendency (y)

Table 7.

P-value and Indirect Effect of Mediation Analysis 3

P-value			Indirect Effect		
Path a	Path b	Path c'	Coeff.	BootLLCI	BootULCI
.0000	.0874	.7861	-2.3462	-5.3096	.5786

Based on the figure and table above, the path c' coefficient value, which is $-.7364$ with a p-value of $.7861$, is not significant at the level of $p < .05$. Thus, it can be seen that the dimension of body area satisfaction does not directly affect the tendency to impulsive buying. Then, the value of the path a coefficient is 3.3742 with a p-value of $.0000$, and the value of the path b coefficient is $-.6953$ with a p-value of $.0874$. The p-value in path a is significant at the level of $< .05$. On the other hand, the p-value in path b is not significant at $< .05$. Furthermore, the indirect effect coefficient is -2.3462 , with a bootLLCI value of -5.3096 and a bootULCI value of $.5786$. Thus, it can be concluded that there is no indirect influence of body area satisfaction on impulse buying tendencies, and self-esteem does not mediate the influence of body area satisfaction on impulse buying tendencies.

Mediation Analysis of Overweight Preoccupation (x), Self-Esteem (m), Impulsive Buying Tendency (y)

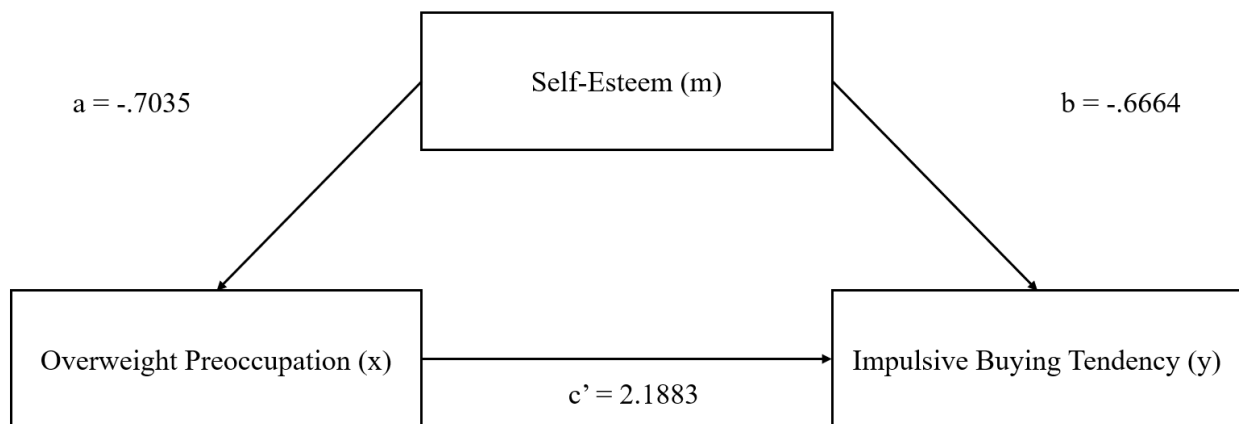


Figure 4.

Results of Mediation Analysis of Overweight Preoccupation (x), Self-Esteem (m), Impulsive Buying Tendency (y)

Table 8.

P-value and Indirect Effect of Mediation Analysis 4

P-value			Indirect Effect		
Path a	Path b	Path c'	Coeff.	BootLLCI	BootULCI
.1025	.0594	.1469	.4688	-.1523	1.4967

Based on the figure and table above, the path c' coefficient value, which is 2.1883 with a p-value of .1469, is not significant at the level of $p < .05$. Thus, it can be seen that the dimension of overweight preoccupation does not directly affect the tendency to impulsive buying. Then, the value of the path a coefficient is $-.7035$ with a p-value of .1025, and the value of the path b coefficient is $-.6664$ with a p-value of .0594. The p values in the a and b pathways were not significant at the level of $< .05$. Furthermore, the indirect effect coefficient is .4688, with a bootLLCI value of $-.1523$ and a bootULCI value of 1.4967. Thus, it can be concluded that there is no indirect influence of overweight preoccupation on impulsive buying tendencies, and self-esteem does not mediate the influence of overweight preoccupation on impulsive buying tendencies.

Mediation Analysis of Self-Classified Weight (x), Self-Esteem (m), Impulse Buying Tendency (y)

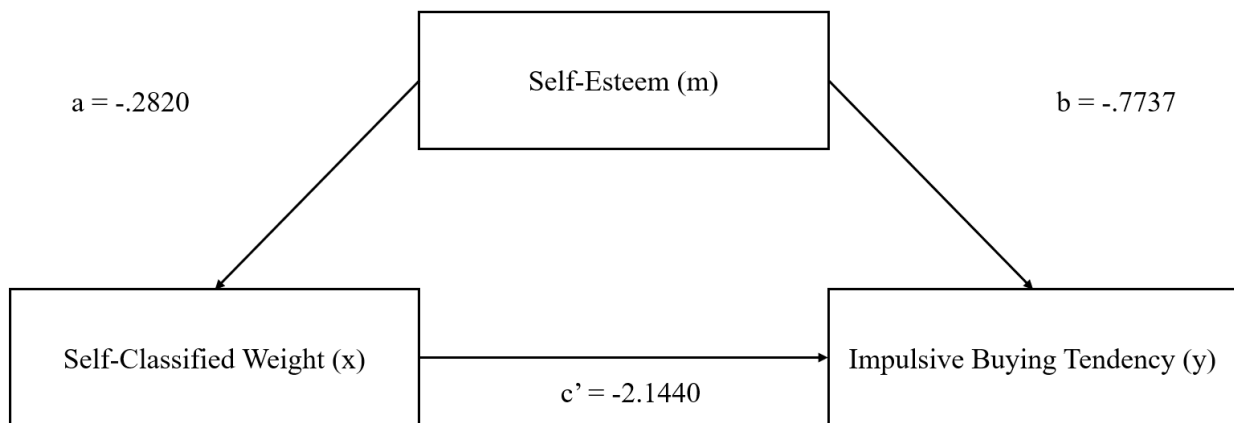


Figure 5.

Results of Mediation Analysis of Self-Classified Weight (x), Self-Esteem (m), Impulse Buying Tendency (y)

Table 9.

P-value and Indirect Effect of Mediation Analysis 5

P-value			Indirect Effect		
Path a	Path b	Path c'	Coeff.	BootLLCI	BootULCI
.5837	.0278	.2264	.2182	-.7316	1.2862

Based on the image and table above, the path c' coefficient value is -2.1440 with a p-value of .2264, which is not significant at $p < .05$. Thus, it can be seen that the self-classified weight dimension does not directly affect the tendency to impulsive buying. Then, the value of the path a coefficient is $-.2820$ with a p-value of .5837, and the value of the path b coefficient is $-.7737$ with a p-value of .0278. The p-value in path a is not significant at the level of $< .05$. On the other hand, the p-value on path b is significant at $< .05$. Furthermore, the indirect effect coefficient is .2182, with a bootLLCI value of $-.7316$

and a bootULCI value of 1.2862. Thus, it can be concluded that there is no indirect influence of self-classified weight on impulsive buying tendencies, and self-esteem does not mediate the influence of self-classified weight on impulsive buying tendencies.

Based on the above explanation, self-esteem mediates the influence of one of the dimensions of body image, namely appearance evaluation, on impulsive buying tendencies. However, no direct influence was found from the other four dimensions of body image on impulsive buying tendencies, and self-esteem does not mediate the influence of the four dimensions on impulsive buying tendencies. These results indicate that self-esteem has a mediating role in influencing one dimension of body image, which is the appearance evaluation dimension, on impulse buying tendencies in emerging adulthood in Malang City.

DISCUSSION

In this research, the dimension of body image affects self-esteem, namely the dimension of appearance evaluation and body area satisfaction. This result aligns with the explanation by Cash (2012), that in the young adult group, the individual's evaluation of their satisfaction or dissatisfaction with their appearance and body is related to the individual's self-esteem level. The dimension of appearance evaluation was found to have a positive and significant effect on self-esteem. This shows that the higher the appearance evaluation of emerging adults, the more attractive and satisfied they feel with their bodies, which leads to high self-esteem. This also applies the other way around. Suppose the level of appearance evaluation in emerging adulthood is low. In that case, the emerging adult feels dissatisfied with their body, which causes a low level of self-esteem in emerging adulthood. This is in line with the results of a previous study conducted by Jung and Lee (2006), which found that appearance evaluation correlates positively with self-esteem. This result also aligns with a study by Kim and Lennon (2007), who stated that appearance evaluation is significantly correlated with self-esteem. Then, the dimension of body image, namely body area satisfaction, was also found to have a positive and significant effect on self-esteem. This explains that emerging adults who feel satisfied with most parts of their body tend to feel valuable and have high self-esteem. The opposite is true; if emerging adults feel dissatisfied with most parts of their bodies, they tend to feel worthless and have low self-esteem. These results align with Jung and Lee (2006), which stated that the dimensions of body area satisfaction positively correlate with individual self-esteem.

Furthermore, the results of this research show that self-esteem has a negative and significant effect on impulse buying tendencies. This suggests that low levels of self-esteem tend to encourage emerging adults to engage in impulse buying behaviors. In contrast, emerging adults with high self-esteem levels are less likely to engage in impulse buying behavior. This result aligns with a previous study by Putri et al. (2022), which showed that self-esteem negatively and significantly affects impulse buying behavior. This research also aligns with the results of several previous studies that stated that self-esteem has a negative relationship with impulsive buying (Bandyopadhyay, 2016; Lestari, 2017; Permana & Kusdiyati, 2016). This research also aligns with the self-regulation theory. Self-regulation theory is the ability to guide behavior, thoughts, and emotions to lead individuals to a goal (Baumeister & Vohs, 2004). The theory of self-regulation has two functions (Higgins, 2002). According to Verplanken and Sato (2011), impulsive buying includes two functions of self-regulation theory, namely promotional and preventive motives. The promotional motive of impulse buying is to fulfill materialistic values by making purchases of certain items, while the preventive motive of impulse buying is to increase low self-esteem. Thus, it can be interpreted that individuals who have a low level of self-esteem tend to make problematic purchases of certain items to increase their self-esteem.

Then, related to the direct influence of each dimension of body image on impulsive buying tendencies, this research showed that only the appearance orientation dimension directly affected impulse buying tendencies. Meanwhile, the other four dimensions of body image were not found to affect impulse buying tendencies directly. This aligns with the results of a previous study conducted by Lucas and Koff (2017), which found that the dimension of appearance orientation correlates positively with impulsive buying. This can be interpreted as emerging adults who always pay attention to their appearance and strive to improve it, tending to buy items that aim to improve it. This causes emerging adults to tend to engage in impulse buying behavior. Some studies explain that individuals in the age range of emerging adulthood tend to think that appearance is important. This is because emerging adulthood begins to focus on exploring romantic relationships and work (Arnett, 2000, 2015; Erikson, 1968; Lefkowitz et al., 2011; Wängqvist & Frisén, 2013). Then, individuals in emerging adulthood tend to have ideals for body appearance (Gattario & Frisén, 2019). This causes emerging adults to improve and strive to achieve their ideal body appearance. So, when faced with a buying situation, emerging adults tend to have a spontaneous urge to buy things to support their appearance.

This research conducted five hypothesis tests. The results showed that the first hypothesis test was accepted, while the other four were rejected. The results of the first hypothesis test show that self-esteem has a mediating role in the influence of the appearance evaluation dimension on impulse buying tendencies. This explains that the dimension of appearance evaluation indirectly affects the tendency to impulsive buying through self-esteem. The type of mediation that occurs is full mediation. This is because the appearance evaluation dimension does not directly affect the tendency to impulsive buying, but there is a significant indirect influence between the three. This aligns with the definition of full mediation, namely, the relationship between independent and bound variables, which is fully explained through indirect relationships (Ghozali, 2019). The results of the first hypothesis test align with a previous study conducted by Cai et al. (2021), namely that self-esteem mediates body image dissatisfaction and impulsive buying. Dissatisfaction with body image itself can be interpreted as a low level of appearance evaluation (Lucas & Koff, 2017).

The results of this research can occur because emerging adults who experience low appearance evaluation then feel that he is not attractive, beautiful, or handsome, and the emerging adults consider themselves far from the ideal body image. This also lowers their self-esteem, making emerging adults feel worthless. Furthermore, when individuals with low self-esteem face an attractive product purchase situation, they have an impulse that cannot be controlled because buying products or goods can bridge the gap between the real and ideal selves. A previous study by Lucas and Koff (2017) also supports the results of this research, which stated that negative emotions mediate the relationship between appearance evaluation and impulsive buying. This means that low appearance evaluation causes individuals to have high negative emotions, while high negative emotions cause individuals to tend to make impulsive purchases to reduce the negative emotions felt by the individual. In this regard, self-esteem is significantly negatively related to negative emotions (Ozyesil, 2012). So, the lower an individual's self-esteem, the more often they feel negative emotions.

The results of this research are also in line with the theory of self-regulation function (Higgins, 2002). Impulse buying encompasses two functions of self-regulation theory, namely promotional and preventive motives (Verplanken & Sato, 2011). Promotional motives in impulse buying are the search for pleasure, hedonistic values, and the purchase of identity symbols, while the preventive motive in impulse buying is to reduce negative influences, restore a negative body image, and increase low self-esteem (Lucas & Koff, 2017; Verplanken & Sato, 2011). This can explain why emerging adults with low appearance evaluations tend to feel dissatisfied and unattractive. This causes emerging adults to

feel worthless and negative toward themselves. So, when faced with a buying situation, the emerging adult has an impulse from within to suddenly make purchases of unneeded and unplanned items to seek pleasure, to restore their satisfaction with their appearance, and to restore their sense of self-worth.

CONCLUSION

This research shows that self-esteem has a mediating role in the influence of the appearance evaluation dimension on impulse buying tendencies. The limitation of this research is that it only examines the mediating role of self-esteem variables on the influence of body image variables on impulsive buying tendencies. Thus, the suggestion for further research is to examine other variables that are likely to mediate the influence of body image variables on impulsive buying tendencies. Then, practical advice based on the results of this research is suggested, especially in the emerging adulthood developmental age group, to maintain and increase self-esteem, one of which is by obtaining social support from friends and family to avoid impulse buying behavior.

REFERENCES

- Arnett, J. J. (2000). Emerging Adulthood: A Theory of Development From the Late Teens Through the Twenties. *American Psychologist*, 55(5), 469–480. <https://doi.org/10.1037/0003-066X.55.5.469>
- Arnett, J. J. (2015). *Emerging Adulthood: The Winding Road from the Late Teens Through the Twenties* (2nd ed.). New York: Oxford University Press.
- Bandyopadhyay, N. (2016). The Role of Self-Esteem, Negative Affect and Normative Influence in Impulse Buying: A Study from India. *Marketing Intelligence & Planning*, 34(4), 523–539. <https://doi.org/10.1108/MIP-02-2015-0037>
- Baumeister, R. F., & Vohs, K. D. (Eds.). (2004). *Handbook of Self-Regulation: Research, Theory, and Applications*. New York: The Guilford Press.
- Beaton, D. E., Bombardier, C., Guillemin, F., & Ferraz, M. B. (2000). Guidelines for the Process of Cross-Cultural Adaptation of Self-Report Measures. *Spine*, 25(24), 3186.
- Cai, Z., Gui, Y., Wang, D., Yang, H., Mao, P., & Wang, Z. (2021). Body Image Dissatisfaction and Impulse Buying: A Moderated Mediation Model. *Frontiers in Psychology*, 12, 653559. <https://doi.org/10.3389/fpsyg.2021.653559>
- Cash, T. F. (2012). *Encyclopedia of Body Image and Human Appearance*. San Diego: Elsevier Academic Press.
- Cash, T. F. (2000). *The Multidimensional Body-Self Relations Questionnaire*. Retrieved from <http://www.body-images.com/>
- Cash, T. F., & Pruzinsky, T. (Eds.). (1990). *Body Images: Development, Deviance, and Change*. New York: The Guilford Press.
- Claes, L., Luyckx, K., Vogel, B., Verschueren, M., & Müller, A. (2018). Identity Processes and Clusters in Individuals With and Without Pathological Buying. *Psychiatry Research*, 267, 467–472. <https://doi.org/10.1016/j.psychres.2018.06.003>
- Claes, L., Müller, A., & Luyckx, K. (2016). Compulsive Buying and Hoarding as Identity Substitutes: The Role of Materialistic Value Endorsement and Depression. *Comprehensive Psychiatry*, 68, 65–71. <https://doi.org/10.1016/j.comppsy.2016.04.005>

- Coopersmith, S. (1967). *The Antecedents of Self-Esteem*. San Francisco: W. H. Freeman and Company.
- Country Comparison Tool [The Culture Factor Group]. (n.d.). Retrieved from <https://www.theculturefactor.com/country-comparison-tool>
- Dittmar, H., Beattie, J., & Friese, S. (1996). Objects, Decision Considerations and Self-Image in Men's and Women's Impulse Purchases. *Acta Psychologica*, 93(1), 187–206. [https://doi.org/10.1016/0001-6918\(96\)00019-4](https://doi.org/10.1016/0001-6918(96)00019-4)
- Dittmar, H., & Drury, J. (2000). Self-Image – Is It in the Bag? A Qualitative Comparison Between “Ordinary” and “Excessive” Consumers. *Journal of Economic Psychology*, 21(2), 109–142. [https://doi.org/10.1016/S0167-4870\(99\)00039-2](https://doi.org/10.1016/S0167-4870(99)00039-2)
- Erikson, E. H. (1968). *Identity: Youth and Crisis*. Oxford: Norton & Co.
- Gattario, K. H., & Frisén, A. (2019). From Negative to Positive Body Image: Men's and Women's Journeys from Early Adolescence to Emerging Adulthood. *Body Image*, 28, 53–65. <https://doi.org/10.1016/j.bodyim.2018.12.002>
- Ghozali, I. (2019). *Mediasi dan Moderasi dalam Analisis Statistik Menggunakan Program IBM SPSS 25 Process Versi 3.1 & WarpPLS 6.0*. Semarang: Yoga Pratama.
- Hayes, A. F. (2018). *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach* (2nd ed.). New York: The Guilford Press.
- Higgins, E. T. (1987). Self-Discrepancy: A Theory Relating Self and Affect. *Psychological Review*, 94(3), 319–340. <https://doi.org/10.1037/0033-295X.94.3.319>
- Higgins, E. T. (2002). How Self-Regulation Creates Distinct Values: The Case of Promotion and Prevention Decision Making. *Journal of Consumer Psychology*, 12(3), 177–191. https://doi.org/10.1207/S15327663JCP1203_01
- Howitt, D., & Cramer, D. (2011). *Introduction to Research Methods in Psychology*. Harlow: Pearson.
- Indrayani, N. P. A. P., & Immanuel, A. S. (2022). Self-Esteem in Total Blindness and Low Vision Individuals: A Narrative Literature Review. *Proceeding of Biopsychosocial Issues*, 111–122.
- Jones, D. C. (2001). Social Comparison and Body Image: Attractiveness Comparisons to Models and Peers Among Adolescent Girls and Boys. *Sex Roles: A Journal of Research*, 45(9–10), 645–664. <https://doi.org/10.1023/A:1014815725852>
- Jung, J., & Lee, S.-H. (2006). Cross-Cultural Comparisons of Appearance Self-Schema, Body Image, Self-Esteem, and Dieting Behavior Between Korean and U.S. Women. *Family and Consumer Sciences Research Journal*, 34(4), 350–365. <https://doi.org/10.1177/1077727X06286419>
- Kim, J.-H., & Lennon, S. J. (2007). Mass Media and Self-Esteem, Body Image, and Eating Disorder Tendencies. *Clothing & Textiles Research Journal*, 25(1), 3–23. <https://doi.org/10.1177/0887302X06296873>
- Lefkowitz, E. S., Gillen, M. M., & Vasilenko, S. A. (2011). Putting the Romance Back into Sex: Sexuality in Romantic Relationships. In F. D. Fincham & M. Cui (Eds.), *Romantic Relationships in Emerging Adulthood* (pp. 213–233). New York: Cambridge University Press.

- Lestari, M. R. (2017). *Hubungan antara Harga Diri dengan Impulsive Buying pada Pegawai Wanita di Kantor Dinas Perhubungan Kota Surakarta* (Bachelor's thesis, Universitas Muhammadiyah Surakarta, Sukoharjo, Indonesia). <https://doi.org/10/09.DAFTAR%20PUSTAKA.pdf>
- Lucas, M., & Koff, E. (2017). Body Image, Impulse Buying, and the Mediating Role of Negative Affect. *Personality and Individual Differences*, *105*, 330–334. <https://doi.org/10.1016/j.paid.2016.10.004>
- Mairoslianti, W., & Fikry, Z. (2021). Hubungan Self Esteem dengan Impulsive Buying terhadap Produk Fashion pada Mahasiswa Fakultas Perhotelan dan Pariwisata Universitas Negeri Padang. *Socio Humanus*, *3*(1), 186–195.
- Murtiyanto, H. S. P. (2016). *Hubungan antara Body Image dan Kecenderungan Pembelian Impulsif pada Remaja* (Bachelor's thesis, Universitas Sanata Dharma, Yogyakarta, Indonesia). Retrieved from <http://repository.usd.ac.id/id/eprint/6889>
- Ozyesil, Z. (2012). The Prediction Level of Self-Esteem on Humor Style and Positive-Negative Affect. *Psychology*, *3*(8), 638–641. <https://doi.org/10.4236/psych.2012.38098>
- Pegler, A., Gregg, A. P., & Hart, C. (2019, June 15). *The Rosenberg and the Rest: Meta-Research on the Measurement of Self-Esteem in Personality and Social Psychology (2004-2015)*. <https://doi.org/10.31234/osf.io/aps9m>
- Permana, R. A., & Kusdiyati, S. (2016). Hubungan Self Esteem dengan Impulse Buying pada Mahasiswa Angkatan 2013 Fakultas Ekonomi Universitas X Bandung. *Prosiding Psikologi*, 764–769.
- Pettit, N. C., & Sivanathan, N. (2011). The Plastic Trap: Self-Threat Drives Credit Usage and Status Consumption. *Social Psychological and Personality Science*, *2*(2), 146–153. <https://doi.org/10.1177/1948550610385138>
- Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS Procedures for Estimating Indirect Effects in Simple Mediation Models. *Behavior Research Methods, Instruments, & Computers*, *36*(4), 717–731. <https://doi.org/10.3758/BF03206553>
- Putri, S. M., Ramadhani, A., & Rasyid, M. (2022). Harga Diri dan Konformitas terhadap Pembelian Impulsif Barang Tiruan Produk Mode pada Remaja. *Psikoborneo: Jurnal Ilmiah Psikologi*, *10*(1), 51–68. <https://doi.org/10.30872/psikoborneo.v10i1.7105>
- Rachmat, F. (2022). Body Image Effect on the Behavior of Beauty Products Impulse Purchases on the Students Psychology Al Azhar University of Indonesia. *Al-Mubin: Islamic Scientific Journal*, *5*(1), 18–28. <https://doi.org/10.51192/almubin.v5i01.256>
- Rosari, B. I. S. (2017). *Hubungan antara Body Image dan Kecenderungan Impulse Buying Wanita Bekerja* (Bachelor's thesis, Universitas Sanata Dharma, Yogyakarta, Indonesia). Retrieved from <http://repository.usd.ac.id/id/eprint/11673>
- Rosenberg, M. (1989). *Society and the Adolescent Self-Image* (Revised). Middletown: Wesleyan University Press.
- Rosenberg, Morris. (1965). *Society and the Adolescent Self-Image*. Princeton: Princeton University Press.

- Siregar, F. J. (2022). *Pengaruh Kontrol Diri terhadap Pembelian Impulsif saat Perayaan Hari Belanja Online Nasional (Harbolnas) pada Mahasiswi Perguruan Tinggi Negeri di Kota Malang* (Bachelor's thesis, Universitas Islam Negeri Maulana Malik Ibrahim, Malang, Indonesia). Retrieved from <http://etheses.uin-malang.ac.id/36456/>
- Tyoni, A. F., & Syarifah, D. (2022). Pengaruh Celebrity Worship dan Self-Esteem terhadap Impulsive Buying pada Penggemar K-Pop Dewasa Awal. *Buletin Riset Psikologi dan Kesehatan Mental*, 1–9.
- Verplanken, B., & Herabadi, A. (2001). Individual Differences in Impulse Buying Tendency: Feeling and No Thinking. *European Journal of Personality*, 15(1_suppl), S71–S83. <https://doi.org/10.1002/per.423>
- Verplanken, B., & Sato, A. (2011). The Psychology of Impulse Buying: An Integrative Self-Regulation Approach. *Journal of Consumer Policy*, 34(2), 197–210. <https://doi.org/10.1007/s10603-011-9158-5>
- Vosylis, R., Žukauskienė, R., & Crocetti, E. (2020). Linking Identity Processes to Spending Self-Control Capacities in Emerging Adulthood: The Mediating Role of Self-Regulatory Identity Functions. *Emerging Adulthood*, 8(5), 404–411. <https://doi.org/10.1177/2167696818820204>
- Wängqvist, M., & Frisén, A. (2013). Swedish 18-Year-Olds' Identity Formation: Associations with Feelings About Appearance and Internalization of Body Ideals. *Journal of Adolescence*, 36(3), 485–493. <https://doi.org/10.1016/j.adolescence.2013.02.002>
- Winarsunu, T. (2017). *Statistik dalam Penelitian Psikologi dan Pendidikan*. Malang: Penerbit Universitas Muhammadiyah Malang.
- Yi, S., & Baumgartner, H. (2011). Coping with Guilt and Shame in the Impulse Buying Context. *Journal of Economic Psychology*, 32(3), 458–467. <https://doi.org/10.1016/j.joep.2011.03.011>
- Zhou, H., & Gu, Z. (2015). The Effect of Different Price Presentations on Consumer Impulse Buying Behavior: The Role of Anticipated Regret. *American Journal of Industrial and Business Management*, 5(1), 27–36. <https://doi.org/10.4236/ajibm.2015.51004>