Abstract

Objective. Aims to examine consumer behavior in relation to materialism and social consumption.

Method. Correlation, test of mean, and regression analysis had become the basic methodology to process the questionnaire. Respondents were collected using convenient sampling.

Results. The variables that become the most important contributor to time spent shopping are opinion leadership and materialism, while the variables that contribute the most to spending are age and social consumption motivation. It means that people in Indonesia really concern about what others think toward their appearances, and they listen to other people’s opinion about what to buy and where to buy.

Conclusion. There are positive correlations between materialism, social consumption motivation, opinion leadership, time spent shopping, and spending. It explains about people’s buying behavior and their decision to purchase something.

Key words. Materialism, Social Consumption Motivation, Opinion Leadership, Time Spent Shopping, and Spending.
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