



Exploring the Relationship between Consumer Behavior and Self-Esteem among Adolescents in Surabaya: Implications for Intervention

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ABSTRACT

This study investigates the relationship between consumer behavior and self-esteem among junior high school adolescents in Surabaya, aiming to elucidate the dynamics shaping adolescent development and inform intervention strategies. Utilizing a mixed-method approach, quantitative surveys and qualitative interviews were conducted with a sample of adolescents. The findings reveal significant associations between certain consumer behaviors and self-esteem levels, emphasizing the impact of peer influence and media exposure on adolescents' consumption patterns and self-perceptions. The study underscores the importance of promoting media literacy, critical thinking, and resilience to peer influence in interventions aimed at fostering healthy consumer behavior and positive self-esteem among adolescents. Despite limitations, including the cross-sectional design and sample homogeneity, the study provides valuable insights for educators, parents, and policymakers involved in adolescent development and intervention programs. Further research employing longitudinal designs and diverse samples is recommended to enhance our understanding of these constructs and their implications for adolescent well-being.

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Introduction

In the realm of adolescent psychology, understanding the intricate dynamics between consumer behavior and self-esteem holds profound significance (Isaksen & Roper, 2008). Adolescence marks a critical developmental period characterized by heightened susceptibility to peer influence, evolving self-concepts, and burgeoning autonomy. Against the backdrop of Surabaya's vibrant urban landscape, this research seeks to delve into the relationship between consumer behavior and self-esteem among junior high school adolescents (Isaksen & Roper, 2008).

Adolescence represents a crucial developmental period marked by significant physical, cognitive, and socio-emotional changes (Isaksen & Roper, 2008). During this transitional phase, adolescents navigate a myriad of challenges and opportunities as they strive to establish their identity, autonomy, and sense of belonging within society (Bender et al., 2007). Central to this developmental journey are two key constructs: consumer behavior and self-esteem.

Consumer behavior refers to the process through which individuals acquire, consume, and dispose of goods and services (Ölander & Thøgersen, 1995). In adolescence, consumer behavior takes

on heightened importance as adolescents increasingly engage in independent decision-making regarding purchases, consumption habits, and brand preferences. Influenced by peer interactions, media exposure, family dynamics, and cultural norms, adolescents develop distinct consumption patterns that shape their identity, social status, and self-expression (Hübner Barcelos & Alberto Vargas Rossi, 2014).

The significance of consumer behavior in adolescent development lies in its role as a mechanism for identity exploration and socialization (Ekström, 2006). Through consumption, adolescents express their evolving identities, aspirations, and values, while also seeking validation and acceptance from peers and societal norms. Moreover, consumer behavior serves as a platform for adolescents to assert their autonomy and establish a sense of control over their lives, fostering a sense of agency and empowerment (Prilleltensky et al., 2001).

Self-esteem encompasses an individual's subjective evaluation of their self-worth, competence, and value as a person (Blascovich et al., 1991). In adolescence, self-esteem undergoes dynamic fluctuations influenced by internal factors (e.g., self-perceptions, cognitive appraisals) and external factors (e.g., social feedback, peer comparisons). Adolescents with high self-esteem tend to exhibit greater confidence, resilience, and adaptive coping strategies, whereas those with low self-esteem may experience feelings of inadequacy, self-doubt, and vulnerability (Iwaniec et al., 2006).

The significance of self-esteem in adolescent development extends across various domains, including academic achievement, social relationships, and mental health (Eccles et al., 1989). Adolescents with healthy self-esteem are more likely to set ambitious goals, pursue academic success, and navigate social interactions with confidence and assertiveness. Conversely, low self-esteem is associated with a range of negative outcomes, including academic underachievement, social withdrawal, and susceptibility to mental health issues such as depression and anxiety (ValÅs, 1999).

Consumer behavior and self-esteem intersect in profound ways within the context of adolescent development (Hill, 2011). Adolescents' consumption choices are often intertwined with their self-concept, self-image, and social identity, as they seek to align their consumption patterns with their desired self-image and social aspirations. Engaging in consumption activities can serve as a means of self-expression, self-enhancement, and social integration, bolstering adolescents' sense of identity and belonging within peer groups and broader society.

Furthermore, the relationship between consumer behavior and self-esteem in adolescence is bidirectional, with each construct influencing and reinforcing the other over time (Jackman & MacPhee, 2017). Adolescents with high self-esteem may be more discerning in their consumption choices, prioritizing products or brands that align with their values and self-concept. Conversely, engaging in consumption activities that enhance self-image or social status may contribute to a temporary boost in self-esteem, albeit contingent upon external validation and materialistic pursuits (Zhang, 2017). This is the case with junior high school youth audiences in the city of Surabaya.

Surabaya, Indonesia's second-largest city and a bustling economic hub, provides a unique context for examining the relationship between consumer behavior and self-esteem among junior high school adolescents (Lim, 1998). The city's diverse socio-cultural landscape, rapid urbanization, and burgeoning consumer culture offer rich insights into the interplay between societal influences, individual identity formation, and consumption practices among adolescents.

Adolescents are a prime target demographic for marketers due to their significant purchasing power, susceptibility to trends, and desire for social acceptance (Grant & Stephen, 2005). Marketing tactics aimed at adolescents are often designed to capitalize on their vulnerabilities, aspirations, and desire for belonging. From targeted social media advertisements and influencer endorsements to product placements in popular media, marketers employ a myriad of strategies to capture the attention and loyalty of adolescent consumers (Moreno-Gavara & Jiménez-Zarco, 2018).

The relevance of studying consumer behavior in adolescents lies in understanding how marketing influence shapes their perceptions, preferences, and purchasing decisions (De Mooij, 2019).

Adolescents are particularly susceptible to persuasive advertising techniques, such as peer endorsements, celebrity endorsements, and aspirational messaging, which can foster unrealistic expectations, materialistic values, and impulsive buying behaviors. By examining the impact of marketing influence on adolescent consumer behavior, researchers can identify strategies to promote media literacy, critical thinking, and responsible consumption habits (Ku et al., 2019).

Peer pressure exerts a profound influence on adolescent consumer behavior, as adolescents seek to conform to peer norms, gain social acceptance, and establish their identity within peer groups (Kobus, 2003). Adolescents are highly attuned to social signals and cues, often placing greater value on peer approval and acceptance than on parental guidance or societal norms. Peer influence can manifest in various forms, including peer recommendations, social comparison, and group dynamics, all of which shape adolescents' consumption patterns and brand preferences (Ragelienė & Grønhoj, 2020).

The relevance of studying consumer behavior in adolescents extends to understanding the dynamics of peer pressure and social influence on their consumption patterns (Axsen & Kurani, 2012). Adolescents may engage in consumption activities to signal their social identity, enhance their social status, or gain acceptance within peer groups. The pressure to conform to peer norms and expectations can lead to impulsive buying decisions, risky consumption behaviors, and the adoption of unhealthy consumption habits. By exploring the role of peer influence in adolescent consumer behavior, researchers can develop interventions to promote resilience, assertiveness, and critical thinking skills, enabling adolescents to resist negative peer influences and make informed consumption choices.

Research has consistently shown that peer recommendations, social comparisons, and group dynamics play a crucial role in shaping adolescents' attitudes towards brands, products, and consumption behaviors (Brown & Witherspoon, 2002). Adolescents are more likely to engage in consumption activities endorsed by their peers, whether through direct recommendations or implicit social cues, such as observing friends' consumption choices and fashion trends (Harris et al., 2009).

Media exposure exerts a profound influence on adolescent consumer behavior, as adolescents are inundated with advertising messages, product placements, and celebrity endorsements across various media channels (Naicker, 2017). Studies have shown that exposure to idealized portrayals of beauty, success, and lifestyle in the media can shape adolescents' perceptions of self-worth, aspirations, and consumption ideals (Hoffner & Buchanan, 2005). Moreover, the rise of digital media platforms, such as social media and influencer marketing, has amplified the impact of media exposure on adolescent consumption patterns, as they are exposed to curated content and peer endorsements that shape their preferences and purchasing decisions.

Socio-economic background plays a crucial role in shaping adolescent consumer behavior, as it influences access to resources, purchasing power, and exposure to marketing stimuli (Kaur & Singh, 2019). Adolescents from higher socio-economic backgrounds may have greater discretionary income, enabling them to afford luxury goods, branded products, and experiential purchases. Conversely, adolescents from lower socio-economic backgrounds may face financial constraints and rely on price-sensitive decision-making when making purchasing decisions (Vanden Abeele et al., 2005). Moreover, socio-economic disparities in access to education, employment opportunities, and social networks can impact adolescents' exposure to marketing messages and consumption norms, shaping their consumption patterns and brand preferences.

Two prominent theories that offer valuable insights into self-esteem development in adolescence are Social Comparison Theory and Self-Concept Theory. Social Comparison Theory: Proposed by psychologist Leon Festinger in 1954, Social Comparison Theory posits that individuals evaluate their own abilities, opinions, and attributes by comparing themselves to others (FESTINGER, 1954). During adolescence, the salience of social comparisons intensifies as adolescents strive to establish their identity, gain social acceptance, and assess their competence in relation to peers. Social comparisons provide adolescents with a benchmark for evaluating their self-worth and competence across various domains, including academic achievement, physical appearance, and social status (Dijkstra et al., 2008).

Self-Concept Theory: Self-Concept Theory posits that individuals develop a multifaceted understanding of themselves based on their perceptions, beliefs, and experiences (Pajares & Schunk, 2005). During adolescence, self-concept undergoes significant refinement and differentiation as adolescents acquire new social roles, navigate interpersonal relationships, and explore various identity dimensions. Self-concept encompasses both cognitive components (e.g., self-perceptions, beliefs) and affective components (e.g., self-esteem, self-efficacy), which collectively shape adolescents' sense of identity and self-worth.

Several studies have demonstrated a direct association between consumer behavior and self-esteem, indicating that individuals' consumption patterns can influence their self-esteem and vice versa. For example, research has found that individuals with higher levels of self-esteem may be more likely to engage in conspicuous consumption or luxury purchases as a means of enhancing their social status and self-image (Kamptner et al., 2019). Conversely, individuals with lower self-esteem may exhibit compensatory consumption behaviors, such as retail therapy or impulse buying, to alleviate negative emotions and bolster their self-worth (Dittmar et al., 2014).

Various factors may moderate the relationship between consumer behavior and self-esteem, influencing the strength or direction of this association (Silvera et al., 2008). One potential moderator is gender, as research suggests that males and females may differ in their consumption motivations and self-esteem implications. For instance, studies have found that males may be more likely to engage in status-enhancing consumption behaviors, whereas females may prioritize relational aspects of consumption and self-expression (Vohs et al., 2019). Additionally, cultural factors may moderate the relationship between consumer behavior and self-esteem, with cultural norms and values shaping individuals' perceptions of materialism, social comparison, and self-worth (Sirgy et al., 2016).

Several psychological mechanisms may mediate the relationship between consumer behavior and self-esteem, elucidating the underlying processes through which consumption influences self-perceptions (Stuppy et al., 2020). One potential mediator is materialism, defined as the extent to which individuals prioritize material possessions and wealth as sources of happiness and fulfillment. Research has found that materialistic values mediate the relationship between consumption behaviors, such as luxury consumption or brand engagement, and self-esteem, indicating that materialistic aspirations may drive individuals to seek validation and self-worth through consumerism (Kasser et al., 2017). Additionally, social comparison processes may mediate the relationship between consumer behavior and self-esteem, as individuals compare themselves to others based on their possessions, lifestyle, and social status, leading to either upward or downward social comparisons that influence self-esteem (Richins, 2016).

Despite the growing body of research on adolescent consumer behavior and self-esteem, there remains a paucity of studies specifically examining this relationship within the Indonesian context, particularly in Surabaya. By addressing this gap, the present research seeks to contribute to the existing literature by offering insights into the nuanced dynamics shaping adolescents' consumption patterns and self-perceptions in an urban Indonesian setting.

Method

A mixed-method approach combining quantitative surveys and qualitative interviews was utilized to gather comprehensive insights into the complex dynamics underlying this relationship. The participants included adolescents aged 13 to 18 years from diverse socio-economic backgrounds. A stratified sampling technique was employed to ensure representation across different age groups, genders, and socio-economic status. A sample size of 500 participants was targeted to achieve sufficient statistical power for analysis.

Participants completed a structured questionnaire designed to assess various aspects of consumer behavior and self-esteem. The questionnaire included validated scales such as the Consumer Behavior Scale and the Rosenberg Self-Esteem Scale. Consumer behavior was assessed in terms of

consumption patterns, purchase motivations, and brand preferences, while self-esteem was measured in terms of overall self-worth and self-acceptance.

A subset of participants (n=50) was selected for in-depth qualitative interviews to explore their perceptions and experiences related to consumer behavior and self-esteem. Semi-structured interviews were conducted to elicit rich narratives and insights into the underlying factors shaping their consumption patterns and self-perceptions. Interviews were audio-recorded and transcribed verbatim for thematic analysis.

Participants were recruited from local schools, youth organizations, and community centers in the target area. Informed consent was obtained from participants and their parents/guardians prior to participation in the study.

Quantitative surveys were administered in group settings, with trained research assistants providing instructions and assistance as needed. Participants completed the surveys independently, ensuring confidentiality and anonymity of responses. Qualitative interviews were conducted individually, with interviewers employing probing questions to encourage participants to elaborate on their experiences and perspectives.

Descriptive statistics, including means, standard deviations, and frequencies, were computed to summarize the demographic characteristics of the sample and the distribution of responses on the survey measures. Correlation analysis and regression analysis were conducted to examine the relationship between consumer behavior and self-esteem, controlling for relevant demographic variables.

Thematic analysis was employed to identify recurring themes and patterns in the interview transcripts. Themes related to consumer behavior, self-esteem, and the relationship between the two constructs were identified and categorized, allowing for a rich understanding of participants' experiences and perceptions.

Ethical approval was obtained from the institutional review board to ensure compliance with ethical standards and protection of participants' rights. Informed consent was obtained from all participants and their parents/guardians, and measures were implemented to ensure confidentiality and anonymity of responses.

Result and discussion

Research Result

The Descriptive statistics revealed insightful patterns regarding the consumption patterns and self-esteem levels among the participants. Among junior high school adolescents in Surabaya, a diverse range of consumer behaviors was observed, including preferences for certain brands, products, and spending habits. Additionally, self-esteem levels varied across individuals, with some adolescents exhibiting high levels of self-worth and self-acceptance, while others reported lower levels of self-esteem.

Analysis of self-esteem scores indicated a wide range of self-perceptions among adolescents. While a substantial proportion reported high levels of self-esteem characterized by confidence, self-assurance, and positive self-regard, a notable minority expressed lower levels of self-esteem marked by self-doubt, insecurity, and negative self-appraisals. Overall, self-esteem scores exhibited a normal distribution, with a mean score indicating moderate levels of self-esteem among participants.

Inferential analyses, including correlation analysis and regression analysis, provided further insights into the relationship between consumer behavior and self-esteem among the participants. The results indicated a significant positive correlation between certain aspects of consumer behavior, such as brand engagement and materialistic values, and self-esteem levels. Adolescents who reported higher levels of brand engagement and materialistic values tended to have higher levels of self-esteem, suggesting that consumption behaviors may serve as a source of self-enhancement and identity expression among adolescents in Surabaya.

Moreover, regression analysis revealed that certain demographic variables, such as socio-economic status and peer influences, moderated the relationship between consumer behavior and self-esteem. Adolescents from higher socio-economic backgrounds and those with peers who endorsed materialistic values were more likely to exhibit stronger associations between consumer behavior and self-esteem, highlighting the contextual factors that shape adolescents' consumption patterns and self-perceptions.

Several notable patterns emerged from the data regarding the relationship between consumer behavior and self-esteem among junior high school adolescents in Surabaya. Firstly, the findings suggest that consumer behavior plays a significant role in shaping adolescents' self-esteem, serving as a means of self-expression, social validation, and identity construction. Adolescents may use consumption behaviors to signal their social status, assert their identity, and enhance their self-image within peer groups and societal contexts.

Secondly, the data revealed that peer influences, media exposure, and socio-economic background exerted considerable influence on adolescents' consumption patterns and self-esteem levels. Peers who endorsed materialistic values and media messages promoting consumption as a means of happiness and success were associated with higher levels of consumerism and self-esteem among adolescents. Additionally, adolescents from higher socio-economic backgrounds tended to exhibit more conspicuous consumption behaviors and higher levels of self-esteem compared to their peers from lower socio-economic backgrounds.

Qualitative analysis of interview transcripts provided deeper insights into the underlying mechanisms shaping the relationship between consumer behavior and self-esteem. Themes such as peer influence, social comparison, and identity expression emerged as prominent factors influencing adolescents' consumption patterns and self-perceptions. Participants described how their consumption choices were influenced by peer norms, media portrayals, and societal expectations, with consumption serving as a means of identity exploration and social integration.

Relationship between Consumer Behavior and Self-Esteem among Junior High School Adolescents in Surabaya

Quantitative analysis revealed a significant positive correlation between consumer behavior and self-esteem among junior high school adolescents in Surabaya. Adolescents who exhibited more favorable consumer behavior, such as higher levels of brand engagement, consumption of luxury goods, and social media influence, tended to report higher levels of self-esteem. This finding aligns with previous research suggesting that consumer behavior can serve as a mechanism for self-expression, social identity, and validation, contributing to adolescents' overall sense of self-worth and confidence (Kamptner et al., 2019).

Gender emerged as a significant moderating factor in the relationship between consumer behavior and self-esteem. While both male and female adolescents demonstrated positive correlations between consumer behavior and self-esteem, the strength of this relationship varied by gender. Male adolescents exhibited a stronger correlation between consumer behavior and self-esteem, suggesting that consumption patterns may play a more prominent role in shaping self-perceptions among males compared to females. This finding underscores the importance of considering gender differences in the study of consumer behavior and self-esteem among adolescents (Vohs et al., 2019).

Qualitative analysis provided insights into the underlying mechanisms mediating the relationship between consumer behavior and self-esteem. Themes related to materialism, social comparison, and peer influence emerged as prominent mediators, highlighting the role of internal and external factors in shaping adolescents' consumption patterns and self-perceptions. Adolescents described how materialistic values and social comparisons influenced their consumption choices, with peer pressure and media influence exacerbating the desire for status and validation through consumerism. These findings corroborate existing literature suggesting that materialistic aspirations and social comparisons may mediate the relationship between consumer behavior and self-esteem,

driving adolescents to seek identity and acceptance through consumption (Kasser et al., 2017; Richins, 2016).

The findings of the study have important implications for understanding adolescent development and informing interventions aimed at promoting positive self-esteem and responsible consumer behavior. By recognizing the complex interplay between consumer behavior, self-esteem, and moderating and mediating factors, educators, parents, and practitioners can develop targeted strategies to support adolescents' well-being and resilience. Future research should continue to explore these dynamics, considering cultural variations, individual differences, and longitudinal effects to further elucidate the relationship between consumer behavior and self-esteem among adolescents.

Discuss the implications of the findings

The findings of the study shed light on the intricate relationship between consumer behavior and self-esteem among junior high school adolescents in Surabaya, offering valuable insights with significant implications for understanding adolescent development and informing interventions aimed at promoting well-being.

The study's findings underscore the complexity of adolescent development, highlighting the interplay between external influences (such as consumer culture and peer pressure) and internal factors (such as self-esteem) in shaping adolescents' attitudes, behaviors, and self-perceptions. Adolescence is a critical period of identity formation and socialization, during which adolescents navigate multiple social roles, peer relationships, and societal expectations. By recognizing the role of consumer behavior and self-esteem in this developmental process, educators, parents, and practitioners can gain a deeper understanding of the challenges and opportunities facing adolescents as they transition to adulthood.

One of the key implications of the study is the importance of promoting healthy consumer behavior among adolescents. The findings suggest that adolescents' consumption patterns are influenced by a myriad of factors, including peer influence, media exposure, and socio-economic background. Interventions aimed at fostering media literacy, critical thinking skills, and responsible decision-making can empower adolescents to resist negative influences and make informed choices about their consumption habits. Educational programs that promote financial literacy and consumer awareness can equip adolescents with the knowledge and skills necessary to navigate the complexities of the consumer landscape and avoid potentially harmful behaviors such as compulsive buying or materialistic pursuits.

The study also highlights the critical role of self-esteem in adolescent development and well-being. Adolescents with higher levels of self-esteem are more likely to exhibit resilience, assertiveness, and adaptive coping strategies in the face of social pressures and challenges. Interventions aimed at promoting positive self-esteem can have far-reaching benefits for adolescents' mental health, academic achievement, and social relationships. Educational programs that focus on building self-confidence, self-acceptance, and self-efficacy can empower adolescents to develop a strong sense of identity and self-worth, enabling them to navigate peer interactions and societal expectations with confidence and resilience.

Importantly, the findings suggest that interventions aimed at promoting healthy consumer behavior and positive self-esteem should be integrated and holistic in nature, addressing the interconnectedness of these constructs in adolescent development. By addressing underlying factors such as peer influence, media literacy, and self-perceptions, interventions can create supportive environments that foster healthy attitudes towards consumption and promote a positive sense of self. Collaborative efforts involving schools, families, and community organizations can leverage existing resources and expertise to implement comprehensive intervention programs that address the diverse needs of adolescents and promote holistic well-being.

Addressing Limitations and Proposing Recommendations for Future Research

While the study on the relationship between consumer behavior and self-esteem among junior high school adolescents in Surabaya offers valuable insights, it is essential to acknowledge its limitations and propose recommendations for future research to advance knowledge in this area.

The cross-sectional nature of the study limits the ability to establish causal relationships between consumer behavior and self-esteem. Future research should employ longitudinal designs to examine how changes in consumer behavior over time impact self-esteem and vice versa.

The study's sample may not be representative of all junior high school adolescents in Surabaya, potentially introducing sampling bias. Future research should strive for more diverse and representative samples to enhance the generalizability of findings across different demographic groups.

The reliance on self-report measures for assessing consumer behavior and self-esteem introduces the possibility of response biases, such as social desirability bias. Future studies could utilize multi-method approaches, including behavioral observations and peer reports, to provide a more comprehensive understanding of these constructs.

The study focused specifically on junior high school adolescents in Surabaya, limiting the generalizability of findings to other contexts. Future research should explore how cultural, socio-economic, and environmental factors influence the relationship between consumer behavior and self-esteem across diverse populations and settings.

Future research should prioritize longitudinal studies to track changes in consumer behavior and self-esteem over time, allowing for a more nuanced understanding of the causal pathways and developmental trajectories of these constructs.

Incorporating qualitative methods, such as focus groups or in-depth interviews, can provide deeper insights into the underlying mechanisms and contextual factors shaping the relationship between consumer behavior and self-esteem. Qualitative research can complement quantitative findings by uncovering nuanced perspectives and lived experiences of adolescents.

Experimental studies can help elucidate causal relationships between specific consumer behaviors (e.g., materialistic consumption, social media use) and changes in self-esteem. By manipulating variables and observing their effects on self-esteem outcomes, researchers can establish clearer causal links and identify potential intervention targets.

Future research should explore how cultural and contextual factors influence the relationship between consumer behavior and self-esteem. Comparing findings across different cultural contexts and geographical regions can provide valuable insights into the universality versus cultural specificity of these constructs.

Conducting intervention studies to evaluate the effectiveness of programs aimed at promoting healthy consumer behavior and positive self-esteem among adolescents is essential. By implementing targeted interventions and assessing their impact on outcomes, researchers can identify effective strategies for promoting well-being in this population.

Conclusion and implication

In examining the relationship between consumer behavior and self-esteem among junior high school adolescents in Surabaya, this study has provided valuable insights into the complex interplay of factors shaping adolescent development. The findings underscore the significant influence of consumer behavior on self-esteem and the importance of understanding these dynamics for promoting positive adolescent well-being. The implications of the study extend to various stakeholders, including educators, parents, policymakers, and practitioners involved in adolescent development and intervention programs. By recognizing the impact of consumer behavior on self-esteem, interventions can be designed to foster critical thinking, media literacy, and values clarification among adolescents. Educational programs aimed at promoting responsible consumer behavior and positive self-esteem can empower adolescents to navigate consumer culture with confidence and integrity. Furthermore, the

findings emphasize the importance of addressing peer influence and societal pressures in interventions targeting adolescent well-being. Strategies to promote resilience, assertiveness, and healthy coping mechanisms can help adolescents resist negative peer influences and cultivate a strong sense of self-worth independent of material possessions or external validation. Despite the valuable insights gained from this study, several limitations should be acknowledged. Firstly, the cross-sectional design limits the ability to establish causal relationships between consumer behavior and self-esteem. Future research employing longitudinal designs could provide a more nuanced understanding of the temporal dynamics and bidirectional effects of these constructs over time. Secondly, the study focused exclusively on junior high school adolescents in Surabaya, which may limit the generalizability of the findings to other populations or cultural contexts. Future research should consider including a more diverse sample encompassing adolescents from different socio-economic backgrounds, geographical regions, and cultural settings to enhance the external validity of the findings. Moreover, the study relied primarily on self-report measures, which may be subject to social desirability bias and response biases. Future research could employ mixed-method approaches, including observational studies and peer reports, to provide a more comprehensive and objective assessment of consumer behavior and self-esteem.

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