

Correlation on Mindfulness, Self Esteem and Impulsive Buying Among Female Online Shopper

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Abstract

Indonesian consumers are starting to like online shopping along with the increasing number of internet users in Indonesia. However, this fondness of online shopping in Indonesia shows that shopper trend in Indonesia is growing more impulsive every year. If shopper buy things impulsively without thinking and aware of their buying behavior then that shopper might be not mindful enough about their shopping behavior. Aside from mindfulness, shopper state of self-esteem might also be the cause of buying things impulsively. The purpose of this research is to see correlation on three variables which consisting of mindfulness, self-esteem, and impulsive buying among female online shopper. After the selection process, the participant used in this research consisted of 228 female online shopper with habit of doing online shopping at least once every two months. This study use quantitative research design with using three scale in form of questionnaire (FFMQ to measure mindfulness, RSES-R to measure self-esteem, IBTS to measure impulsive buying). All three scale shows good reliability and validity. Data analysis result showed that mindfulness have positive significant relationship with impulsive buying and self-esteem. On the other hand, self-esteem don't have significant relationship with mindfulness. This result is not what to be expected because from previous literature showed that there should be correlation between self-esteem and shopping behavior. One of the possibility to explain this result might be that excessive consumption like compulsive buying is more apparent in online shopping than impulsive buying. Further study need to be done to explore this issue.

Keywords: mindfulness, self-esteem, impulsive buying, online shopping

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Introduction

As the development of technology and internet facilities then one can buy goods without having to travel far to buy the goods. Shopping through the internet (online shopping) turns into something that can be done anywhere and anytime through mobile phone which has become a product that many found in Indonesian society today. According to Nielsen Indonesia (Lubis, 2014), Indonesian consumers are starting to like online shopping along with the increasing number of internet users in Indonesia. They love to read reviews and search for information about products and services needed. The most commonly used device for online shopping is mobile phones. According to the report (Lubis, 2014), Indonesia is at the top of the globe in terms of using mobile phones for online shopping along with the Philippines, Vietnam, and Thailand.

The large selection of items that can be purchased in online stores also encourage Indonesian consumers to do online shopping. Based on Nielsen Consumer & Media View Survey report for 2011-2015 period (in Anestia, 2015), consumers in Indonesia most often shop clothes at online stores. Nielsen mentioned that the 5 items most frequently spent by consumers in e-commerce consisted of clothing (69%), home appliance (10%), books (7%), travel tickets (7%), and computers (6%). The report also found that women are most often shop online (54%) than men (46%). Most buyers are employees / white collar (31%), students (26%) and employers (15%). In terms of age, the range of 20-29 years dominates online shoppers by 50% of the research sample. The rest are aged 30-39 years (23%), 10-19 years (18%), 40-49 years (7%), and 50 years and over (2%).

Things that encourage someone to be more happy to shop online, according to Harmandini (2011) are based on the fact that online stores have several advantages, including: (a) saving time and cost - save costs in the sense of reducing the cost of riding a vehicle or parking fee when they go to the mall, and save time because they do not have to go around the store to compare prices, just move the mouse to switch shops, (b) online stores always improve themselves - they can receive direct feedback from buyers, what can't be improved and what to become advantage can be improved. Through web analytics, an online store can find out its customer habits and optimize its services to meet customer needs, (c) regular stores do not provide search box services - without asking the salesperson, online stores through search boxes can distinguish items in their respective categories. The customer's comments will usually also be responded on message boards or e-mail, (d) regular stores do not provide recommendations - online stores such as Amazon, for example also provide recommendations on other items that may be related to the goods being searched, (e) no need to accept other distractions - in regular stores sometimes customers have to jostle, scramble things with others. In the online store this trouble is clearly not encountered.

A consumer will behave in a way to be happy to shop according to Hawkins, Mothersbaugh and Best (2007) due to external (cultural, sub-cultural, demographic, social status, reference group, family, and marketing activities) and internal influences (perceptions, memories, motives, personalities, emotions, and attitudes). The external and internal influences then shape one's self-concept and lifestyle. Self-concept and

lifestyle then generate the needs and desires for the decision-making process in buying a good.

Consumer motives for shopping can be caused by various factors. A motive is a construct that represents the invisible inner force that stimulates and generates a behavioral response and provides a specific direction for the behavior. The terms need and motivation are often used interchangeably. This is because when the consumer feels the distance between the desired state and his or her actual state, a need is recognized and experienced as a state of encouragement called motivation. Needs and motivations affect what consumers see as important and also affect their feelings and emotions (Hawkins, et al., 2007).

At a time when feelings and emotions are dominating the consumer's motive to shop so often the purchase is done without the process of thinking and without the actual needs for products or services purchased. According to research company in Indonesia, Nielsen Company (Decilya, 2011), shoppers trend in Indonesia is growing more impulsive every year. This is seen from the lack of planning buyers when you want to shop. Nielsen data show that in 2010, 21% of shoppers never planned the items they wanted to buy. This result is an increase compared to the year 2003 which is only 10%. In addition, Nielsen 2010 data shows there are 39% of shoppers planning to buy something, but there are always additional items beyond the original plan. The result also increased compared to 2003 which was only 13%. Thus, online shopping that makes it easier for someone to spend without seeing the time and place will cause the people of Indonesia to buy goods impulsively or without planning.

Mindfulness becomes an important thing for shopping activity via online, because if someone is not really aware in buying goods that he bought, then the shopping behavior becomes something that is automatic and not to meet the needs in the person. A shopping behavior that becomes automatic will lead someone to buy goods impulsively (impulsive buying). Impulsive buying are defined by Piron (1991) as: (a) something unplanned - purchases made without any known problems or buying intent formed before entering the store; (b) the result of exposure to a stimulus - occurs when a buyer sees a product for the first time and imagines a need to buy (buy an unplanned product, because there is a discount), and (c) something that is decided on the spot - the whole process of purchasing product decision is done in the place of sale and only takes a few seconds. So impulsive buying occur when the purchase is unplanned, the desire to buy is driven by the presence of unexpected stimulus, and direct purchases are made on the spot as it sees the product or stimulus that the product presents.

If a shopping behavior becomes something that happens automatically without the need for thought processes, then the person has entered the state of mindlessness. According to Rosenberg (2004) most consumer behavior is happening automatically. In general, most people are unaware of how much goods have been purchased or how they relied on consumption as a way of recreation or temporary fulfillment, this is because they did not observe their behavior or the background of their needs in buying something.

The need for temporary self-gratification in consumer behavior can also relate to one's self-esteem. Several studies have shown that high self-esteem is related to shopping.

A series of studies have found that people who feel good about themselves, especially people who see themselves competent in domains that they consider important, tend more than others to spend on a variety of products and services that can make them feel good. This affects the marketing of a whole range of products, including entertainment, alcoholic beverages, and especially beauty-enhancing products (Arnould, Price, & Zinkhan, 2004).

Low self-esteem is also associated with excessive self-concern regarded by others. Quite a lot of research shows that consumer culture, with an excessive emphasis on the beauty of the physical self, can lead to a lower self-esteem among consumers. Very low self-esteem is also associated with compulsive and addictive behaviors, such as eating disorders, compulsive gambling, television addiction, shoplifting, and compulsive shopping. In a series of focus group interviews on skin care performed on women's groups with the same demographic profile, it was found that women with low self-esteem tend to avoid buying certain products because they do not feel that it is worth spending money on themselves. Therefore, low self-esteem can sometimes lead to excessive consumption and sometimes to low consumption, depending on other individual characteristics (Arnould et al., 2004).

Lack of mindfulness about every behavior performed and the influence of self-esteem in a person so that finding a way for temporary fulfillment, can be the background of someone making impulsive purchases via online or shopping online. The research question in this study: (1) is there a correlation between mindfulness and impulsive buying among adolescent girls who do online shopping? (2) Is there a correlation between self-esteem and impulsive buying among adolescent girls who do online shopping? (3) is there a correlation between mindfulness and self-esteem among adolescent girls who do online shopping?

H1: There is a correlation between mindfulness and impulsive buying among adolescent girls who do online shopping.

H2: There is a correlation between self-esteem and impulsive buying among adolescent girls who do online shopping.

H3: There is a correlation between mindfulness and self-esteem among adolescent girls who do online shopping.

Mindfulness

According to Langer (1989), mindfulness is a feeling of involvement, attachment, and the state of the active mind achieved by noticing new things. "Mindfulness is paying attention to the ongoing experience of oneself in a way that allows openness and flexibility." Mindfulness is a condition that is fully present and conscious during everyday activities that are being done "(Compton, 2005). According to Alidina (2010), mindfulness is to pay attention to something present at a certain moment of compassion, curiosity, and acceptance.

Mindfulness is the practice to pay attention, which means knowing where the individual should direct his attachment (McKenzie & Hassed, 2012). According to Didonna (2009), mindfulness is a simple way to connect with the aim of reducing adversity and transforming human beings into a better person.

Based on these theories, it can be concluded that mindfulness is an active state of mind that pays attention to new things and life experiences openly and flexibly, as well as efforts to reduce the difficulties experienced and try to make human beings a better person. Mindfulness also means a fully present consciousness of the individual to know where attentiveness and where his or her attention should be directed in every daily activity that is being performed.

To get a better idea of mindfulness, it is useful to describe the opposite, mindlessness. When a person is in a mindless state, the person's mind is unfocused, does not pay attention to what is going on around himself; In short, the person is daydreaming. This daydreaming condition is actually useful sometimes. It would be very difficult to actively process all the information that comes to you at all times of the day. When entering a state of chronic mindlessness, then someone will be in a condition of automatic pilot and respond according to custom to his world without thinking of what is done or spoken. Another aspect of mindlessness is that in such circumstances a person becomes overly dependent on overly rigid categories of experience and may impede the person's ability to respond reasonably. Based on experiments conducted by Langer (1989), sources of mindlessness are found in habits, premature cognitive commitment in existing categories, and focus on future goals rather than ongoing processes (Compton, 2005).

Self-esteem

Self-esteem is one's view of himself. That is, people not only care about how they look but also how they value the qualities they have. (Taylor, Peplau, & Sears, 2006). According to Arnould, Price, and Zinkhan (2004), Self-esteem is a subjective self-assessment developed from personal experience of success or failure, interaction with others, maturity, descent, and social learning.

According to Tesser (2000), self-esteem is a global judgment that reflects our view of the attainment and capability we possess, the value we have, the views of our bodies, the response of others to ourselves, and even, at certain times to the goods that we have. According to Heatherton and Wyland (2003), self-esteem is an attitude about oneself and deals with personal beliefs about the skills and abilities, social relationships and outcomes that a person will have in the future.

Based on these theories can be concluded that self-esteem is a subjective judgment that is owned by a person to himself. This judgment is based on the things that have occurred in the life of the person, and based on what the person has. Self-esteem also relates to how the person perceives the quality or value he or she has.

Impulsive Buying

According to Peter and Olson (2003), impulsive buying are usually fast-paced buying choices in stores with little decision-making. Impulsive buying is the tendency of consumers to buy spontaneously, without thinking at all, happening quickly, and kinetically (Rook, & Fisher, 1995). According to Solomon (2009), impulsive buying occur when a person experiences a sudden impulse that the person can't deny. According to Loudon and Bitta (1993), impulsive buying are buying behavior that is not specifically planned.

According to Verplanken and Sato (2011), impulsive buying are not just making unplanned buying. Buying may be unplanned but not impulsive, such as habitual buying, unexpected buying solving existing problems, or buying that are too unimportant to plan or think about. Buying may also be impulsive, but planned, such as shopping to find someone a gift, or using a retail store environment as a "shopping list" for example when finding ingredients for typical Italian food. Using the time or location of a shopping place as a criterion also does not provide a satisfactory definition of an impulse buying. While some products are purchased more often for a momentary boost than others, defining impulse buying based on products that have been designated impulsive products is not a viable criterion either because of an overly broad individual or cultural difference.

According to Verplanken and Sato (2011), Rook's explanation is considered to be the most comprehensive providing definition of impulsive buying. Rook (1987) defines impulsive buying as something that happens when a buyer experiences a sudden, often strong and persistent push to buy something directly. The drive to buy is hedonically complex and can stimulate emotional conflicts. Impulsive buying are also prone to occur with less attention to the consequences of purchases made.

Based on these theories can be concluded that impulsive buying are purchases made because there is a sudden impulse that can't be controlled, occur quickly, done without any planning and without any attention to the consequences of the purchase which can then stimulate the occurrence of emotional conflict.

Method

Participants

Criteria of the subjects in this study were girls between the ages of 18 to 24 years and accustomed in doing online shopping for at least once in two months. References used to say people who accustomed shopping online at least once every two months is based on research conducted by the ministry of communication and informatics (Rianto, Amsas, Umami, Laksani, & Triyono, 2013) about the portrait of online shopping in Indonesia, where most of the people online shopping frequency is at least once in two months. Based on the results of data collection, 401 participants willing to be subjects in this study. The question of how often the online shopping behavior becomes the control data for the subject selection process. The frequency of the subjects performing online shopping in this study is differentiated into: (a) several times a week, (b) once per week, (c) once every one or two months, (d) twice a year, and (e) very rarely, once or less. Based on the selection process, the subjects of research who can enter the category accustomed in doing online shopping at least once every two months amounted to 228 participant.

Table 1. Frequency Description Results of Online Shopping Habits

Habits	Frequency	Percentage
Several times a week	23	5.7
Once per week	17	4.2
Once every one or two months	188	46.9
Twice a year	68	17.0
Very rarely, once or less	105	26.2
Total	401	100

Table 2. Age of Participant Who Pass the Selection Control Process

Age	N
18	39
19	70
20	62
21	33
22	14
23	10
Total	228

Procedure of Data Gathering

Firstly, the questionnaire was set by researchers with 110 items, which was used to assess impulsive buying, self-esteem, and mindfulness. Impulsive buying uses 20 items, respectively 10 items for cognitive subscale and 10 items for affective subscale. Self-esteem uses 20 items, respectively 10 items for negative subscale and 10 items for positive subscale. Mindfulness uses 70 items, respectively 7 items for 'non-reactivity to inner experience' subscale, 16 items for 'observing' subscale, 27 items for 'acting with awareness' subscale, 10 items for 'describing' subscale, and 10 items for 'non-judging' subscale. By the time they filled in the questionnaire, participants had been asked their willingness to fill in the demographic data, such as name, age, education level, occupation, family income, city of residence, the type of product purchased, the type of online store used, payment method and frequency of online shopping. Data were gathered from 7 January until 26 April, 2014. Data were gathered by personally approaching participants, and entrusting the questionnaires to researcher's friends. Researchers also spread the questionnaire online by making advance online form through google.doc which then disseminated through some social media.

Measurements

In this study, there are three questionnaires used to measure mindfulness, self-esteem, and impulsive buying, respectively: (a) FFMQ (Five Facet Mindfulness Questionnaires) belonging to Ruth A. Baer, Gregory T. Smith, Jaclyn Hopkins, Jennifer Krietemeyer, and Leslie Toney, which have been adapted into Indonesian by P. Tommy Yudha S. Suyasa; (b) Rosenberg Self-Esteem Scale-Revised (RSES-R) Negative & Positive Version (RSES-R) belonging to Ellen Greenberger, Chuanseng Chen, Julia Dmitrieva, & Susan P. Farrugia, which have been adapted into Indonesian by Alexy, and (c) Impulse Buying Tendency Scale (IBTS) belonging to Astrid Gisela Herabadi.

Mindfulness which was used in the questionnaire belonging to Baer, Smith, Hopkins, Krietemeyer and Toney (2006) is a 5 point Likert scale and divided into 5 facets: (a) 'non-reactivity', (b) 'observing', (c) 'acting with awareness', (d) 'describing', (e) 'non-judging'. In the 'non-reactivity' facet, the intention is to allow the mind or feeling that is being experienced to come and walk away without being carried away by the thoughts or feelings that are being experienced. In the 'observing' facet, the intention is to observe, realize or pay attention to all internal and external phenomena that occur. In 'acting with awareness' facet means being fully engaged and focused on what is being done and focusing on just one thing at a time. In the 'describing' facet, the intention is to provide an overview of what is observed without giving a label or a particular meaning to the things observed. In the 'non-judging' facet, the intention is to accept without judging the experience being felt in the present.

Based on the tests that have been done by researchers, it is known the FFMQ cronbach's alpha of 228 subjects in this study for each facets namely: (1) 'non-reactivity' = 0.855, (2) 'observing' = 0.822, (3) 'acting with awareness' = 0.912, (4) 'describing' = 0.854, (5) 'non-judging' = 0.832. So it can be concluded that all five facets of scale show good internal consistency. To get the score of mindfulness, mean of the five facets are combined and divided by five to get the composite score of mindfulness.

Self-esteem which was used in the questionnaires belonging to Greenberger, Chen, Dmitrieva, and Farugia (2003) is a 6 point Likert scale and measured 2 dimension: (a) positive self-esteem for RSES-R positive version, and (b) negative self-esteem for RSES-R negative version. Positive self-esteem means a positive assessment of the quality of one self or satisfaction with self-quality. Negative self-esteem means a negative assessment of the quality of one self or dissatisfaction with self-quality. Based on the tests that have been done by researchers, it is known the RSES-R Cronbach's Alpha of 228 subjects in this study for each versions, namely: (1) negative version: 0.869, and (2) positive version: 0.892. So it can be concluded that the scale show good internal consistency. To get the score of self-esteem, all item of negative version must be reverse coded first so all the item will resemble the positive version for scoring. After the reverse coding of negative version, then the mean of negative and positive version is combined and divided by two to get the composite score of self-esteem.

The impulsive buying used in Herabadi's (2003) questionnaire is a 7 point Likert scale and divided into two dimensions: (a) cognitive, and (b) affective. The cognitive dimension means the tendency to lack effort, thought, and planning before buying a product. The affective dimension means intimacy and passion, the desire to buy and the difficulty of controlling the desire. Based on the tests that have been done by researchers, it is known the IBTS of 228 subjects in this study have a correlation between affective and cognitive items when averaged at 0.441, $p < 0.01$ (with cronbach alpha respectively for cognitive items and affective items of 0.841 and 0.738). So it can be concluded that the scale show good internal consistency. To get the score of impulsive buying, mean of the cognitive and affective subscale are combined and divided by two to get the composite score of impulsive buying.

Table 3. Nonparametric Test Result of Self-Esteem, Mindfulness, and Impulsive Buying Using One Sample Kolmogorov-Smirnov Test

	N	Mean	Std. Deviation	Asymp Sig. (2-tailed)
Self-Esteem	228	4.7020	0.68104	0.000
Mindfulness	228	2.9594	0.28903	0.200
Impulsive Buying	228	3.8884	0.96790	0.200

Table 4. Nonparametric Test Result of Mindfulness Facets Using One Sample Kolmogorov-Smirnov Test

	N	Mean	Std. Deviation	Asymp Sig. (2-tailed)
Non-reactivity	228	2.9756	0.64311	0.024
Observing	228	3.2757	0.48855	0.080
Act Aware	228	2.8577	0.53447	0.200
Describing	228	3.4172	0.56647	0.000
Non-judging	228	2.2711	0.50202	0.000

Table 5. Correlation Results of Mindfulness and Impulsive Buying Pearson Correlations

		Impulsive Buying
Mindfulness	R	-.236**
	Sig. (2-tailed)	.000
	N	228

** . Correlation is significant at the 0.01 level (2-tailed).

Table 6. Correlation Results of Self-Esteem and Impulsive Buying Spearman's rho Correlations

		Impulsive Buying
Self-Esteem	R	-.043
	Sig. (2-tailed)	.522
	N	228

Table 7. Correlation Results of Mindfulness and Self-Esteem Spearman's rho Correlations

		Self-Esteem
Mindfulness	R	.520**
	Sig. (2-tailed)	.000
	N	228

** . Correlation is significant at the 0.01 level (2-tailed).

Table 8. Correlation Results of Mindfulness Facets and Self-Esteem Spearman's Rho Correlations

		Non-reactivity	Observing	Act aware	Describing	Non-judging
Self-Esteem	R	.312**	.183**	.408*	.408**	.045
	Sig. (2-tailed)	.000	.000	.000	.000	.498
	N	228	228	.228	.228	.228

** . Correlation is significant at the 0.01 level (2-tailed).

Table 9. Correlation Results of Mindfulness Facets (Observing and Acting with Awareness) and Impulsive Buying
Pearson Correlations

		Observing	Acting with Awareness
Impulsive Buying	R	-.016	-.325**
	Sig. (2-tailed)	.810	.000
	N	228	228

** . Correlation is significant at the 0.01 level (2-tailed).

Table 10. Correlation Results of Mindfulness Facets (Non-reactivity, Describing, and Non-judging) and Impulsive Buying
Spearman's Rho Correlations

		Non-reactivity	Describing	Non-judging
Impulsive Buying	R	-.149*	-.049	-.074
	Sig. (2-tailed)	.024	.462	.265
	N	228	.228	.228

*. Correlation is significant at the 0.05 level (2-tailed).

Result

The nonparametric test results showed that the self-esteem composite score is not normally distributed ($p = 0.000 < 0.05$) so the correlation analysis used in finding correlation of self-esteem with impulsive buying and mindfulness is using spearman correlation. On the other hand, mindfulness and impulsive buying composite score is normally distributed ($p = 0.200 > 0.05$) so both can used Pearson correlation to find out the correlation results. The correlation analysis showed that there is a negative significant correlation between mindfulness and impulsive buying ($p = 0.00 < 0.05$, $R = -0.236^{**}$). This results showed that the higher the mindfulness the lower the impulsive buying experienced by adolescent girls who do online shopping.

The correlation analysis showed that there is no negative significant correlation between self-esteem and impulsive buying ($p = 0.522 > 0.05$, $R = -0.043$). This result showed that there is no certainty that a high self-esteem will be followed by a low impulsive buying experienced by adolescent girls who do online shopping. Other correlation analysis showed that there is a positive significant correlation between mindfulness and self-esteem ($p = 0.00 < 0.05$, $R = 0.520^{**}$). This result showed that the higher the mindfulness the higher the self-esteem experienced by adolescent girls who do online shopping.

The correlation analysis showed that there are four facets of mindfulness which have positive significant correlation with self-esteem ($p = 0.00 < 0.05$) and these four facets are 'non-reactivity', 'observing', 'acting with awareness', and 'describing'. Among the four facets of mindfulness, 'acting with awareness' and 'describing' have the highest coefficient correlation ($R = 0.408^{**}$), followed by 'non-reactivity' ($R = 0.312^{**}$) and 'observing' ($R = 0.183^{**}$). This result showed that the more adolescent girls fully focused on what is being done ('acting with awareness') and observing without giving a label or particular meaning to the things observed ('describing') will contribute to more positive self-esteem while they do online shopping. Furthermore, the more adolescent girls able to not being carried away by the thoughts or feelings that are being experienced ('non-reactivity') and only just observe all the phenomena

that occur ('observing') will also contribute to more positive self-esteem while they do online shopping.

The correlation analysis showed that there are two facets of mindfulness which have negative significant correlation with impulsive buying ($p = 0.00 < 0.05$; $p = 0.024 < 0.05$) and these two facets are 'acting with awareness' and 'non-reactivity'. Among the two facets of mindfulness, 'acting with awareness' have higher coefficient correlation ($R = -0.325^{**}$) than 'non-reactivity' ($R = -0.149^*$). This result showed that the more adolescent girls fully focused on what is being done ('acting with awareness') and not being carried away by the thoughts or feelings that are being experienced ('non-reactivity') will contribute to less impulsive buying while they do online shopping.

Discussion

In this study the relationship found in mindfulness and impulsive buying in adolescent girls who do shopping online demonstrate the role of mindfulness in the process of making a decision to buy an item. Mindfulness itself is actually a condition or state of mind that is fully conscious of what is being done and seeks to realize about things that happen both inside and outside, while impulsive buying are an act of purchase that is done because of a lack of self-awareness about the decisions that taken when buying an item. As Rosenberg (2004) suggests impulsive buying takes advantage of mindlessness or unconscious processes that can lead to impulsive purchases. The large selection of items in the online store to make teenage girls who are basically still in the stage of identity searching to try various things. When finding items in an online store that are deemed to fit a teenager's self-identity such as bags, shoes, clothes that are considered feminine and attractive, at that moment there may be a momentary impulse or impulse to buy the item.

Limitations of online stores that only show the goods through pictures alone without being able to touch the items you want to buy, further increase the possibility of someone to fall in mindlessness condition at the time of buying goods. Unlike the ordinary stores that can still show the physical direct goods to buy will make someone to think more or consider the quality of goods to be purchased and see again whether the price of goods in accordance with the quality of goods that have been touched and viewed directly. Although online stores do not provide physical goods directly, but sometimes online stores offer many special offers and also lower prices, and this is what sometimes makes teenage girls likely to buy without consideration and full awareness and only interested in buying for a moment's view.

On the other hand, there is no relationship found in self-esteem and impulsive buying in adolescent girls who do shopping online and this result is not what to be expected. According to Arnould, Price, and Zinkhan (2004), very low self-esteem is associated with compulsive and addictive behaviors, such as eating disorders, compulsive gambling, television addiction, shoplifting, and compulsive shopping. Verplanken and Sato (2011) said that impulsive buying has been associated with joy and pleasure but has also been found related to negative emotions and low self-esteem. So from previous research and past theory it is assumed that self-esteem should have a relationship with impulsive buying, but the different outcome is obtained in this study.

Researcher assumed that maybe excessive consumption like compulsive buying is more apparent in online shopping than impulsive buying.

According to previous study (Flight & Scherle, 2013), there was evidence found that compulsive buying tendency is positively associated with online shopping, while impulse buying tendency is positively associated with offline shopping. With that result study in mind, there might be possibility that self-esteem will have more relationship with compulsive buying than impulsive buying when the context is online shopping. While this assumption is still not final, in this study the level of impulsive buying tendency itself is not so high because the impulsive buying score of empirical mean is lower than its hypothetical mean of 7 point Likert scale ($\bar{X} = 3.8884 < 4$). So the participant in this study which consist of adolescent girls are not quite impulsive when buy goods through online shopping and self-esteem become not really related with impulsive buying in this study, because there is a possibility that compulsive buying is more likely to occur than impulsive buying.

While self-esteem is not found to have relationship with impulsive buying, the same can't be said with mindfulness. Mindfulness and self-esteem have positive significant relationship and it shows that the more mindful adolescent girls about their activity while they shop, they tend to have more high self-esteem. This result supported the finding of previous study by Randal, Prat, and Bucci (2015) which found that dispositional mindfulness is positively associated with self-esteem. Pepping, Davis and Donovan (2016) also found that individuals high in dispositional mindfulness tend to be high in self-esteem, and that mindfulness-based clinical interventions may assist in cultivating secure self-esteem. Regarding which specific of mindfulness can enhance self-esteem, results by Pepping, Donovan, and Davis (2013) indicate that the 'non-judging' facet of mindfulness most strongly related to high self-esteem, further 'non-reactivity', 'acting with awareness' and 'describing' were also associated with high self-esteem. However in this study, the 'non-judging' facet is not related at all to self-esteem, while the other four facets all have positive significant correlation. So from this study, it appears that in context of online shopping, the mindfulness facets of 'acting with awareness' and 'describing' is the most strongly related to high self-esteem.

Conclusion

Based on the results of data analysis, it can be concluded that there is a correlation between mindfulness and impulsive buying among adolescent girls who do online shopping (H1 accepted). In this regards, the facets of mindfulness which related to impulsive buying are 'acting with awareness' and 'non-reactivity'. From other results of data analysis, it can be concluded that there is no correlation between self-esteem and impulsive buying among adolescent girls who do online shopping (H2 rejected). For the last results of data analysis, it can be concluded that there is a correlation between mindfulness and self-esteem among adolescent girls who do online shopping (H3 accepted). In this regards, the facets of mindfulness which related to self-esteem are 'acting with awareness', 'describing', 'non-reactivity', and 'observing'.

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