

## **The Effect of Lifestyle on Social and Social Norm: A Case Study of Male University Students at a Public University in Banten, Indonesia**

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### **Abstract**

Developments in technology and culture affect a person's attitude and lifestyle. Lifestyle describes the "whole person" who interacts with his environment. One of the trendy lifestyles in demand by various people, including students, is the modern lifestyle. Modern lifestyles influence consumers' consumption decisions because good images will arise if we can follow this lifestyle. Especially in social problems, where to hang out, and style in appearance. So, a person's lifestyle is related to his association and social norms that are carried out in the surrounding environment. This study aimed to determine the relationship between the influence of lifestyle on student association and social norms. This research uses a quantitative approach with a correlational study. Respondents in this study were male students at a state university in Banten, Indonesia, which consisted of the Faculty of Law, Faculty of Medicine, Faculty of Teaching and Education, Faculty of Engineering, Faculty of Business Economics, Faculty of Agriculture, Faculty of Social and Political Sciences, totaling 115 people. Data collection uses a VALS scale questionnaire (adaptation). The results of this study indicate that there is an influence of lifestyle on association and social norms. A simple lifestyle following the circumstances of the respondents influences associations that do not require a "brand image" or require branded goods in their association. As well as influences social norms as well. If lifestyle changes, then the behavior shown will also affect the social norms that it does.

Keywords: Lifestyle, Social, Social norms

### **INTRODUCTION**

Lifestyle is a person's way of life (Meiryani et al., 2021) which are expressed in activities, interests, and how a person lives in using money and time. It can symbolize a person's prestige in the eyes of society. Lifestyle better describes a person's behavior, namely how he lives, uses his money, and makes use of the time he has. According to the results of research conducted by Wang et al., (2012), adolescents' lifestyle changes are the way of dressing that tends to choose branded products, hanging out habits, and language styles that tend to have regional accents. This condition occurs due to the cultural shift from areas that tend to be simple to an urban culture, which is synonymous with mall life and hanging out.

Lifestyle is a way of life that is identified by how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). The lifestyle of a community will be different from other communities. Even from time to time, the lifestyle of an individual and certain groups of people will move dynamically.

According to Mowen and Minor (2002), lifestyle shows how to spend money and allocate time. Setiadi (2015) explains lifestyle broadly as a way of life, how a person spends his time, what (activities) he considers important in his environment (interest), and what he thinks about himself and also the world around him (opinions). Kotler and Lee (2009) state that lifestyle is a person's pattern of living in the world which is expressed in his activities, interests, and opinions. This lifestyle will later become the identity of a consumer's personality. According to Hastuti et al. (2019), students have diverse lifestyles, different in appearance, accent, student activities outside the campus, and self-control. They shop not controlled by the money they have and the necessities of life in a month but tend to make very complex momentary decisions. The decision to buy a product is strongly influenced by consumer behavior to fulfill wants and needs. Lifestyle changes also affect behavior in determining consumption choices (Kotler and Lee, 2009). This change is seen in changes in fashion, appearance, and people's habits, tastes, and buying behavior to meet their lifestyles.

Lifestyle changes are evident in adolescents, especially those from the middle-class economic group. According to Chaney et al. (2004), lifestyle is a style, procedure, or way of using goods, place, and time typical of certain groups of people, which are very dependent on cultural forms, even though they are not the totality of social experience.

College students are part of the younger generation, who were born between 1990 and 2000 on average and had the same characteristics as the millennial generation. Apart from fashion, they spend their time at night going to the mall for sightseeing, shopping, watching movies, gathering at cafes, and hanging out as portraits of modern students (Noerham, 2012).

Talking about students is not spared from the daily lifestyle or habits carried out by students. Lifestyle is a term that is currently popular among the public. Today, lifestyles have changed and developed over time. In the past, people were not too concerned with appearance and lifestyle. Still, nowadays, the situation is different because lifestyle is starting to become a concern among the public.

One lifestyle trend that is currently popular is hanging out. Hanging out is an activity carried out by young people and adults in a place to gather and do activities to fill their spare time. Or in another sense, hanging out is the lingua franca of young people which in Indonesian is almost the same as crouching, sitting, or leaning in a place. But in the next definition, the term hanging out becomes wider. Many activities and activities, both active and passive, developed from just sitting or squatting, such as seeing, hearing, seating,

standing, and staying (Gehl, 2007).

A lot of deviant behavior is carried out by teenagers, this is a problem that must have special attention from various groups, and there must be efforts to control these problems so that the number of these behaviors can be minimized. These problems are no longer a pathology for our nation. Deviations - the current lifestyle of adolescents can influence deviations that occur. According to Sugihartati (2020), lifestyle is the "active adaptation of individuals to social conditions to meet the need to unite and socialize with others" to meet all the needs of adolescents. At this time, many justify what is wrong and neglect what is correct to succeed in doing deviant things and think that the most important thing is that their needs are met. To determine the relationship between the influence of lifestyle on the association and social norms of students.

## **METHOD**

This research uses a quantitative approach with a correlational study. Respondents in this study were male students at a state university in Banten consisting of the Faculty of Law, Faculty of Medicine, Faculty of Teaching and Education, Faculty of Engineering, Faculty of Business Economics, Faculty of Agriculture, Faculty of Social and Political Sciences totaling 115 people. Data collection uses a VALS scale questionnaire (adaptation).

In addition, this research is a correlational study. According to Fraenkel and Wallen (1998), correlational research is a study to determine the relationship and level of relationship between two or more variables without any attempt to influence these variables so that there is no variable manipulation.

The population in this study were male students from various faculties at a university in Banten. The population size cannot be quantified with certainty, so the sampling technique used is a non-probability sampling technique (Creswell et al., 2005). We have a sample because the sample is willing, available, and represents the characteristics to be studied, whereas the sample is not selected systematically. The non-probability technique used by researchers is a consecutive sampling; that is, all subjects who come and meet the selection criteria are included as a sample until the required number of subjects is met (Sastroasmoro & Ismael, 2010).

The sample characteristics in this study were: (1) Active student at a PN in Banten (2) Male sex. Assael et al. (2001) reveals that lifestyle is a pattern of every individual's life, expressed through activities, interests, and opinions. One approach that can be used to measure the values and lifestyles of individuals or consumers is value and lifestyle (VALS).

Value and lifestyle (VALS) is divided into two main dimensions: first, based on motivation, which includes consumer orientation in principle, status orientation, and action orientation.

Then the second is based on resources, namely consumers who are grouped based on income, education, health, self-confidence, and energy. There are eight consumer segments, including innovators, ideally motivated (thinkers and believers), achievement motivated (achievers and strivers), expression motivated (experiencers and makers), and survivors (Hawkins, Mothersbaugh & Best, 2010).

Values and Lifestyle (VALS) to measures the dimensions that underlie lifestyle perceptions, consisting of 36 items with a loading factor above 0.50. VALS is used to view people based on their attitudes, needs, wants, beliefs, and demographics (Kahle et al., 1986).

Lifestyle is shown by certain behaviors of a group of people or a society that adheres to almost the same values and way of life. The lifestyle that develops in society reflects the values of money upheld by the community itself. To understand lifestyle, a group needs a program or instrument to measure a developing lifestyle. The International Survey or Research (SRI) has developed a program to measure lifestyle in terms of cultural values, namely outer-directed, inner-directed, and need-driven. This program is called value and lifestyle 1/VALS 1 (Setiadi, 2015).

The questionnaire created in this study used a Likert Scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2012). The answer choices consist of highly agree, agree, disagree, and very disagree. Table 1 is used as a reference for each ranking in the association and social norms and Table 2 shows eight dimensions contained in this instrument.

Tabel 1. Assessment criteria instrument

Criteria	Score of statemnet	
	positive	negative
Highly agree	4	1
Agree	3	2
Disagree	2	3
Very disagree	1	4

Table 2. The eight dimensions of the VALS instrument

Dimension	Indicators
<i>Experiencers</i>	<ul style="list-style-type: none"> <li>• Enjoy diversity.</li> <li>• Like things that are fun</li> </ul>
<i>Achievers</i>	<ul style="list-style-type: none"> <li>• Enjoy showing success.</li> <li>• Oriented towards education.</li> </ul>
<i>Believers</i>	<ul style="list-style-type: none"> <li>• Conservative.</li> <li>• Have a concrete belief in religious values.</li> </ul>

Dimension	Indicators
<i>Innovators</i>	<ul style="list-style-type: none"> <li>• Hold fast to family values.</li> <li>• Having high self-confidence.</li> </ul>
<i>Makers</i>	<ul style="list-style-type: none"> <li>• Spirited leader.</li> <li>• Likes constructive activities with their own hands.</li> </ul>
<i>Strivers</i>	<ul style="list-style-type: none"> <li>• Pay attention to self-image</li> </ul>
<i>Survivors</i>	<ul style="list-style-type: none"> <li>• Has limited interests.</li> <li>• Easily satisfied with something</li> </ul>
<i>Thinkers</i>	<ul style="list-style-type: none"> <li>• Open to social changes and new technologies</li> <li>• Rational.</li> </ul>

The reliability criteria are categorized based on the criteria made by Guilford (1956) in Table 3.

Tabel 3. Reliability Criteria

Interval of reability	Criteria
$0,90 \leq \alpha \leq 1,00$	Very high
$0,70 \leq \alpha \leq 0,90$	High
$0,40 \leq \alpha \leq 0,70$	Moderate
$0,20 \leq \alpha \leq 0,40$	Low
$\alpha \leq 0,20$	Very low

## RESULTS AND DISCUSSION

Based on the research results, they are looking at the background of the respondents, consisting of different backgrounds, as well as monthly pocket money and their parent's income. The average monthly allowance for male students or respondents is around Rp. 500,000 - Rp. 2,000,000, and the father's income is Rp. 3,000,000 - Rp. 7,000,000, and the mother's income is Rp. 3,000,000 - Rp. 7,000,000, but most of the respondents' mothers did not work.

The lifestyle of a student or person's lifestyle affects relationships and social norms. It can be seen from the results of the respondents' questionnaire answers male students have a simple lifestyle according to their monthly pocket money and do not show any hedonistic behavior. The simple lifestyle and the economic conditions and background of this respondent also influence the association because a lifestyle that is not hedonism affects the association, that is, as it is without having to attach importance to expensive brand images or having branded goods when gathering with friends. It can also be seen from the questionnaire results that male students at one of the state universities in Banten, Indonesia, from seven faculties, adhere to family values and social norms. This shows that the student's lifestyle

influences social relations and norms because if his lifestyle changes, for example, into hedonism and emphasizes various branded goods when hanging out, it will also affect his association and behavior in carrying out existing social norms. Of the 115 respondents, there was no hedonistic lifestyle; the lifestyle shown followed the family's economic background and the monthly allowance they received.

The social environment also influences lifestyle. The social environment is around us and influences human development, such as the natural surroundings and economic situation. The association in this study is relevant to the opinion regarding the importance of association conveyed by Zoer'aini (2003); the social environment greatly influences changes in one's lifestyle, where the social environment will have its own impact on that life. This means that the social environment in daily activities impacts development and behavior, the social environment itself will have both good and bad impacts on adolescents, so adolescents themselves must be able to distinguish and choose what kind of lifestyle they will determine based on influences from the environment.

People's lifestyles continue to develop along with the times, which are heavily influenced by globalization and modernization. The influence of globalization and modernization has touched almost all aspects of people's lives, not only in the economic field but also in the socio-cultural field. The mindset of the people in living their lives has also changed along with these developments. Kushendrawati (2006) explains that the development in question has entered an era in which the world feels smaller, and all kinds of information, capital, and culture move quickly without hindrance to sovereign boundaries. The impact is felt in changes in the lifestyle of the Indonesian people, who always follow the latest developments.

According to Sumarwan (2011) lifestyle is a newer concept and easier to measure than attitude. Lifestyle is defined as the pattern in which people live using their time and money. Lifestyle describes how people manage their personal lives, how to live in society, how to behave in public, and efforts to distinguish their status from others. Lifestyles that tend to be high-class with luxury goods and far from the word "cheap" certainly influence decision-making behavior in choosing an item. From this lifestyle, consumer behavior arises in decision-making, which varies depending on the underlying environmental factors.

Lifestyle is a person's behavior shown in activities, interests, and opinions, especially those related to self-image, to reflect social status. Lifestyle is a frame of reference that a person uses in behaving, and the consequences will form certain behavior patterns. Especially

how he wants to be perceived by other people so that lifestyle is closely related to how he forms an image in the eyes of other people and is related to his social status. Certain status symbols are needed to reflect this image, which plays an important role in influencing consumer behavior.

Lifestyle can be understood as a characteristic of a person, which marks a value system, as well as attitudes towards oneself and one's environment. "Lifestyle is a combination and totality of ways, habits, choices, and the objects that support it. In practice, it is based on a certain value system or belief system. Lifestyle is part of everyday social life. It has become a trend that is increasingly changing towards a necessity when the mass media also plays a role in it and becomes important in shaping consumer culture patterns.

## CONCLUSION

The results of this study indicate that there is an influence of lifestyle on association and social norms. A simple lifestyle in accordance with the circumstances of the respondents influences associations that do not require a "brand image" or require branded goods in their association. As well as influences social norms as well. If lifestyle changes, then the behavior shown will also affect the social norms that it does. As Zoer'aini (2003) argues, the social environment greatly influences changes in one's lifestyle, where the social environment will impact that life. This means that the social environment in daily activities has an impact on development and behavior, the social environment itself will have both good and bad impacts on adolescents, so adolescents themselves must be able to distinguish and choose what kind of lifestyle they will determine based on influences from the environment.

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