Self-esteem and its relationship with purchasing behavior in young university students in the southwestern area of Guanajuato

La autoestima y su relación con el comportamiento de compra en los jóvenes universitarios en la zona suroeste de Guanajuato

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Abstract

Consumer behavior is the study of people who help shape their identity (Solomon, 2008). Being a consumer starts from the first stages of life, with the experience in shopping the involvement with the articles is generated by the fact of how it is seen, the influence of advertising and the sense of satisfaction that generates emotions and the desire to repeat the purchase. process; For this reason, personality is involved in the acquisition of goods (Roa, 2013). In this way, in this research, the self-esteem evaluation test proposed by Coopersmith, and an online questionnaire, with a Cronbach's alpha of 0.761, have been applied to 141 students of the Technological University of the Southwest of Guanajuato, of business careers. The relationship between self-esteem and buying behavior. Among the main results, an average level of self-esteem presented by young people was found, it is identified that there is no direct relationship between the level of self- esteem and purchasing behavior, likewise, there is no relationship between self-esteem and satisfaction with the purchase. Therefore, the proposed hypotheses are rejected.

Self Esteem, Purchase, Satisfaction

Resumen

El comportamiento del consumidor es el estudio de las personas que ayudan a moldear su identidad (Solomon, 2008). El ser consumidor inicia desde las primeras etapas de vida, con la experiencia en las compras se genera el involucramiento con los artículos por el hecho de cómo se ve, la influencia de la publicidad y el sentido de satisfacción que genera emociones y ganas de repetir el proceso; por tal motivo en la adquisición de bienes se involucra la personalidad (Roa, 2013). De esta manera en esta investigación se ha aplicado a 141 estudiantes de la Universidad Tecnológica del Suroeste de Guanajuato, de las carreras de negocios, el test de evaluación de autoestima propuesto por Coopersmith, y un cuestionario online, con una alfa de cronbach de 0.761 buscando la relación entre la autoestima y el comportamiento de compra. Entre los principales resultados se encontró un nivel medio de autoestima que presentan los jóvenes, se identifica que no hay relación directa entre el nivel de autoestima y el comportamiento de compra, así mismo, no hay una relación entre la autoestima y la satisfacción con la compra, por lo que las hipótesis planteadas son rechazadas.

Autoestima, Compra, Satisfacción

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Introduction

The study of consumer behavior is a large branch that focuses on investigating from a broad aspect the analysis of the actions that people perform to investigate, acquire, use, evaluate and recommend products, services, places or ideas that satisfy their needs. It also covers aspects related to what is consumed, why, when, where, how often and under what conditions, reaching a final result which is the acquisition of products or services, thereby determining a possible satisfaction and welfare of the consumer; or dissatisfaction in the purchasing process.

Consumption is an extremely important aspect in contemporary society, since it is a fundamental object in the market process of economies, and thus a propeller of business development. That said, consumption is all economic activity that is directly linked to the satisfaction of needs.

Based on this relationship it is difficult to understand what young people look for in consumption, a study mentions that aspects such as society, familiarity with technology, the use of social networks and their constant communication in these are considered, given that the fact of sharing or interacting on virtual platforms and the constant search for experiences that allow to communicate it, as a new way of belonging; it is part of the lifestyle of young people today, so it influences their consumption (Injuve, 2015).

Understanding by this that young people according to an investigation in the process of buying clothes, consider aspects such as durability, that it is of good quality or combine and the important thing is that some of the celebrities they follow, use it, likewise athletic brands are the most popular, according to Piper Jaffray in a market study done in the United States; in Mexico there is no data in this regard as mentioned (Jaet, 2018).

In this context, another study mentions that young Mexicans are the age group that prefers to spend their money in the present rather than save it for the future (26%) (Ortíz, 2021).

In relation to self-esteem, self-esteem is a positive attitude of the individual towards himself/herself. When it is present in high levels, it indicates perceiving oneself as a competent being. The subject thinks he/she is important; he/she values him/herself for what he/she represents; he/she does not show fear of respecting him/herself (Rosenberg, 1965).

In this way the present work aims to know the relationship between the level of self-esteem and its relationship with the purchasing behavior of the university students of the Technological University of the Southwest of Guanajuato of the business profile, using quantitative, descriptive research of correlational type to establish a relationship between the factor of self-esteem that conditions the way of consumption of the young people studied and their satisfaction, this will be done through the Coopersmith's Self-Esteem scale: Questionnaire that is applied on self-esteem to the students to know their internal (personal), and external (family and social) aspect; this with the purpose of describing the level of self-esteem of the students that will allow reflecting on the consumption processes that induce a purchase behavior.

Literature Review

For the present work it is important to explain what self-esteem is as a natural component of multiple dimensions that functions as a moderator of behavior and as a determining factor in the personal and social development of individuals; in the case of consumer purchasing behavior, it is studied as an internal factor in the concept of self, thus influencing the final result of consumption. Self-esteem is a positive attitude of the individual with himself (Rosenberg, 1965), when it is present in high levels, it indicates to perceive oneself as a competent being. The subject thinks he/she is important; he/she values him/herself for what he/she represents, does not show fear of respecting him/herself (Riso, 2006), low levels of self-esteem can lead to negative attitudes in the subject (Montoya & Sol, 2001). For this reason, it has been considered that self-esteem can be defined as an evaluation that the individual generates about himself, expressing a positive or negative perspective and seeks to point to what he feels capable or successful (Coopersmith, 1967).

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In this sense, it can be considered subjective, since the individual may approve or disapprove of this perception (Serrano, 2013).

The Coopersmith self-esteem scale, a self-esteem inventory created by Coopersmith in (1967) and validated by Lara-cantú, Verduzco, Acevedo and Cortés (1993), which measures the personal judgment of self-worth and consists of 25 items with dichotomous answers "yes" and "no", with reliability indexes of $\alpha= 0.81$, was used for the technical note. To understand the importance of measuring self-esteem, it is considered relevant to understand that there are different levels at which it can be found; each individual reacts in different ways to similar situations (Ocho, Campos, Gómez, & Lima, 2021).

Low self-esteem can lead to feelings of apathy, isolation, low capacity to love and passivity, while high self-esteem is related to people who are involved in more active lives, with feelings of control over circumstances, less anxious and better able to tolerate internal or external stress, are less sensitive to criticism, tend to have better physical health, enjoy their interpersonal relationships and value their independence (Rosenberg, 1962).

Regarding the application of the measurement of self-esteem in the literature studied, it was found that there are differences in the level of self-esteem between the sexes, which is maintained when comparisons are made for each age group with the exception of the 17-25 years age group. This data is interesting given that previously significant differences had been reported between the sexes at 12 years of age, in favor of males; which indicates that the most marked differences in self-esteem between the sexes occur between 12 and 25 years of age (Lara, Verduzco, Acevedo, & Cortés, 1993).

Another study carried out among university students shows that general self-esteem has levels where 51% of the total have medium self-esteem, 24.5% have a low level of self-esteem, and 24.5% have a high level of self-esteem. Therefore, it can be affirmed that more than half of the university students have a medium level of self-esteem, while the levels of low and high self-esteem are equal.

This difference could be due to the fact that early and strong attachment bonds were not established within the family (Gonzales & Guevara, 2016).

The relationship between the level of self-esteem and the purchasing process has not been directly addressed in the youth of the area, the literature found mentions a study where no influence of self-esteem on the adolescent participants was reported that incites them or leads them to buy compulsively, since the result of the test of association of that study was Sig. = .83 (p >.05), denying the relationship between these two variables, which can be understood because according to these authors the culture in which adolescent consumers are immersed has much more influence on their buying behavior than problems related to self-esteem (Muñoz , 2019).

Consumer behavior is the starting point for understanding the stimulus-response model. Environmental and marketing stimuli enter the buyer's awareness and characteristics, and the decision-making process leads to certain purchase choices (Kotler & Armstrong, 2008). Buying behavior then studies the behavior of final consumers who are individuals, families or groups of individuals who purchase a good or service for their own consumption. In this way people have different tastes and preferences for products or services for this reason something that may please a person will not necessarily be to the liking of other consumers; this is also due to different factors such as: cultural ones, which are acquired by the person from an early age; social factors involve reference groups where people tend to share and buy with similarities with each other; personal factors, which are involved with the different stages of life of the person that tends to change their purchasing desires and influence the decision of a product and, finally psychological factors, these also tend to influence the buying habits of the person where aspects focus on personality and motivation (Davila & Rafaele, 2021).

In another concept, purchasing behavior is a process governed by cultural, social, psychological and personal factors which are related to processes such as the acquisition in purchase of a good that has the purpose of satisfying a need, as well as the purchasing behavior linked to the effort, time that the person spends for the search, use and disposal of the product. (Schiffman & Lazar, 2010).

A study developed in young women suggests that most of the people who are easily affected by compulsive buying behavior have low self-esteem, as this influences their need to obtain goods seeking to increase it through these acquisitions (Cantero & Bertolín, 2015), which temporarily eliminates the negative emotionality (Denegri, 2010) that characterizes and motivates compulsive buyers to buy.

Continuing with this approach, it has been determined that there is an important relationship between feelings of compulsion or impulse towards purchases and certain psychosocial phenomena, in this case, the weakness in self-esteem (Denegri, 2010), this means that when self-esteem is at a low level, individuals show negative feelings of inferiority, sadness and guilt, externalized from needs (physical and emotional) that have been unsatisfied. Following this premise, it has been proposed that self-esteem is presented at a low level, so people try to compensate by acquiring objects which, although they may favor their personal image or social status, induce them to feel happy momentarily, generating a temporary elevated mood, which can disguise all of the above (Rodríguez, Saucedo, Hernández, & Gutiérrez , 2017).

Given that people as consumers make purchasing decisions every day that are complicated to understand, it becomes vitally important to study consumer behavior and specifically the factors that affect their tastes and preferences when acquiring a product, which is why we seek to learn more about this topic and its relationship with self-esteem.

There is abundant information based on theories, characteristics, buying processes and cultural, social and psychological factors that directly affect and influence consumer buying behavior and therefore in decision making, therefore knowing the customer and especially the what, when and how of their behavior becomes very useful information for decision making in a company, Therefore, understanding the buying behavior of consumers is not an easy task, since the patterns of consumer behavior have changed significantly, influenced by the excess of advertising messages that support the marketing theory creating the needs and a lifestyle in consumption.

Expressing with this that people's consumption habits have constantly changed through advertising, every so often, products or services come on the market that are exhibited, consumed or generate needs or desires to consumers, which transmit information to specific social groups to encourage them to buy a product or service, as mentioned in a study how advertising influences the buying behavior of students of the Bachelor of Marketing Management, Promotion and Sales of the University Extension of Aguadulce, which showed in the analysis of the results that 48. 8% are induced by advertising to buy some type of product that perhaps they did not believe necessary and 71.3% consider that the presentation of the products is fundamental in the purchase decision (Pedreschi & Nieto, 2020), with this more information is obtained on the purchasing behavior of young people.

Another study mentions among the main findings that 78% of young people are motivated to shop by their friends, only 19% are influenced by their parents and six out of 10 are seduced by sales and advertising, as well as 15% of teenagers go to shopping malls mainly in search of clothes and shoes. Nearly 70% know a specialized clothing store where they go every time they need to add something to their closet. Currently, it seems that many young people like to be different and know where and how to choose their attire, have a certain taste for brands and do not accept imitations (Nielsen, 2012), the results show that when deciding what and where to buy an item of clothing, young people are not influenced to a large extent by the tastes and preferences of their friends, nor by singers, opinion leaders, or television. However, it is important for young people the opinion of their family and the image they show to society, which is why the clothes they wear are in accordance with the image they want to project, and thus refers to self-esteem and the concept of self.

There is not much information on the relationship of self-esteem and the purchasing behavior of young people; but, according to a study conducted by the National Commission for the Protection and Defense of Users of Financial Services, young Mexicans also spend more than they earn; their disbursements are divided as follows: 34.1% of their budget is spent on food, beverages and tobacco, 18.8% on transportation, 14% on educational services and 33.1% on miscellaneous expenses.

Of the total respondents, 54% make purchases that go outside their budget at least once a month (Condusef, 2019).

Another study shows that when using expensive name brands, which is the preference of many consumers, and despite the fact that they may lack sufficient income, they spend their salary on clothes and products that are not within their reach and this could be the cause of low self-esteem, lack of identity, reaching a social status that others do not have, or even, the search for a symbol of belonging, the idea that with a product or service people reach a certain status or style that others do not have, considering then that they are aspirational, help to achieve standards, goals, ideals, emotions and forms (Olguín & Rojas, 2018). In this way, it is considered important to know the relationship between the level of self-esteem and consumer purchasing behavior in young university students.

Methodology to be developed

Methodology

In this work, a quantitative, descriptive correlational type research was developed.

Objectives

1. To know the level of self-esteem of the young people of the business profile of the Technological University of Southwest Guanajuato.

2. To relate the level of self-esteem with the purchasing behavior of the young people of the business profile of the Technological University of Southwest Guanajuato.

3. To relate the level of self-esteem with the purchase satisfaction of the young people of the business profile of the Technological University of the Southwest of Guanajuato.

4. To identify which branch of products are most purchased by young university students.

Hypothesis

H1. The level of self-esteem of young people with a business profile at the Technological University of Southwest Guanajuato is high.

H2. The level of self-esteem has a strong correlation based on the purchasing behavior of young university students with business profile at the Technological University of Southwest Guanajuato.

H3. The level of self-esteem is considered to have a strong correlation with the level of purchase satisfaction of young university students with business profile at the Technological University of Southwest Guanajuato.

Participants and sample

In determining the sample size, given the nature of the study, the target population was set at young students of the Technological University of Southwest Guanajuato (UTSOE). The virtual survey was applied through Microsoft forms to 141 students, aged 15 to 23 years, from the municipalities of Valle de Santiago, Salamanca, Jaral del Progreso, Huanímaro and other municipalities in the state of Guanajuato.

The population of young university students with the business profile was considered with a total of 290 items, a degree of reliability of 90% and an error of 5%, obtaining a sample of 141 young people.

Instrument

The "Coopersmith Self-Esteem Test", developed by Stanley Coopersmith (1960), designed to evaluate levels of self-esteem, and suitable for research with young people, was used for the present investigation 25 items, with yes and no response options. For the sample of 141 university students from the Business Development and Marketing area and for the Business Innovation and Marketing degree at the Technological University of the Southwest of Guanajuato, in Valle de Santiago, Guanajuato. The reliability through Cronbach's Alpha was 0.828.

Regarding the consumer behavior survey, it was designed based on the needs and feelings of the possible purchase with 21 Likert scale items with a Cronbach's alpha of 0.878.

The present research, in accordance with its purpose, will be conducted through a correlational study, since it seeks to "know the relationship or degree of association that exists between two or more concepts, categories or variables in a particular sample or context" (Hernández, Fernández , & Baptista, 2014), evaluating the degree of association between the level of self-esteem and the purchasing behavior of young university students in Valle de Santiago, Guanajuato. It will be a cross-sectional study, since the data collected through the application of the different instruments were given at a specific time and not over time. On the other hand, the data analysis will be quantitative, using the SPSS program.

The reliability of the instrument is related to the global data that are obtained statistically and represented in Cronbach's Alpha, therefore it can be said that an instrument is reliable when the results exposed from it are also used for other research and provide the same results (Supo, 2013). In the case of the questionnaire applied, a Cronbach's alpha of 0.761 was obtained, which is an acceptable value.

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