

The Relationship of Hedonic Lifestyle with Consumptive Behavior in E-Commerce Users Adolescent

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ABSTRACT

This study aims to determine the relationship between hedonic lifestyle and consumptive behavior in adolescent e-commerce users. This study proposes a hypothesis that there is a positive relationship between hedonic lifestyle and consumptive behavior in adolescent e-commerce users. The subjects in this study were 116 adolescents with an age range of 17-22 years. The data collection method used in this study is to use the Consumptive Behavior Scale and the Hedonic Lifestyle Scale. The data analysis technique used is using product moment correlation. Based on the results of data analysis, the correlation coefficient (r_{xy}) = 0.800 with $p = 0.000$ ($p < 0.001$) shows that the hypothesis proposed in this study is accepted, namely there is a positive correlation between hedonic lifestyle and consumptive behavior in adolescent e-commerce users. The coefficient of determination (R^2) is 0.639 so it can be said that the hedonic lifestyle contributes 63.9% to consumptive behavior and the remaining 36.1% is influenced by other factors.

INTRODUCTION

Current technological developments have various impacts on various fields. One of them is in the industrial sector, currently the industrial sector has emerged online shopping sites to follow the existing business competition. Online commerce is called *e-commerce* (Kusumaningtyas & Ediyono, n.d.). According to (Kotler, 1997) *e-commerce* is an online channel that a person can reach through internet media. (Wadiyah et al., 2023) stated that teenagers today prefer to shop through *e-commerce*, thus influencing adolescents to shop continuously because of the convenient access offered by saving time and effort (Wadiyah et al., 2023). According to (Paramitasari, 2012), the age range of late adolescence is 17-22 years. Adolescents go through a transition period so that it is full of turmoil and problems to find their identity (Noviandari et al., n.d.).

(Yuliantari, 2015) revealed that now many teenagers are trapped in consumptive behavior, teenagers are willing to spend their money only to fulfill their desires, not their needs. Teenagers do it to show off in the environment, tend to participate and adolescents live in an environment that behaves consumptively, so there is an urge to follow it and do not want to lose (Yuliantari, 2015). (Fromm, 1995) defines consumptive behavior as behavior carried out by a person by being marked by an excessive pattern of life in the use of something to fulfill satisfaction in his life. (Anggraini & Santhoso, 2019) Individuals who determine consumptive behavior will continue to make purchases so that it leads to irrational purchases. Purchases made by individuals are due to the feeling of wanting to imitate and follow trends so that their life patterns are excessive because purchases are not based on careful consideration (Anggreani & Suciarto A., 2020).

(Fromm, 1995) also revealed that there are four aspects of consumptive behavior, namely: Fulfillment of desires, goods out of reach, unproductive goods, and behavioral status. Based on a survey conducted by (populix, 2020), data was obtained that the most intense online shopping through *e-commerce applications* was dominated by the age group of 18-21 years old, as much as 35% percent with the highest level. Further strengthened by a survey obtained from the Indonesia Internet Service Providers Association (APJII)(Assosiasi Penyelenggara Jasa Internet Indonesia, 2023), the highest group of internet users is occupied by teenagers, followed by workers and housewives who are used for commercial purposes. The results of data obtained in the survey show that adolescents are interested in online shopping so that it can trigger the emergence of consumptive behavior. This is also supported by research by (Febyanti, 2006) stating that there are 94% of adolescents who buy products excessively, which is done by adolescents to keep up with existing trends.

Teenagers still can't control their desires and always want to follow the latest trends, so teenagers buy products excessively. (Basri, 1995) stated that adolescents should be able to make decisions about the choices that are in front of them. It is not appropriate if teenagers only obey their desires and desires in order to achieve momentary gratification. Of course, it can harm the teenager himself. (Irmasari, 2010) stated that consumptive behavior can have a negative impact on adolescents, including social jealousy, extravagance, and tendency not

to think about future needs. Consumptive behavior has an impact on individual psychology, including anxiety, feeling insecure, and being demanded (Insani, 2022). Consumptive behavior causes anxiety, individuals always feel that they are required to follow the changes that exist by buying the desired items. However, not all individuals have the finances that can support their enjoyment, so anxiety arises because of unfulfilled desires (Tommy S Suyasa, 2005).

LITERATURE REVIEW

According to (Tommy S Suyasa, 2005), lifestyle is one of the factors that can affect consumptive behavior in individuals. The emergence of shopping platforms that present products from all kinds of brands, makes individuals interested in making purchases. Supported by the results of research conducted by Febyanti (2006) proving that adolescents show a positive influence on hedonistic lifestyles and consumptive behavior. So that shopping activities often make individuals have a tendency to a hedonistic lifestyle (Haryono, 2014), (Wells, 1971) stated that a hedonistic lifestyle is a lifestyle carried out by individuals by spending money and time according to their interests, activities, and opinions. (Hawkins & Mothersbaugh, 2010) also explain that there are three aspects of a hedonistic lifestyle that are measured using the AIO measurement system, namely activity, interest, and opinion.

When adolescents with a hedonistic lifestyle will lead to consumptive behavior, where adolescents tend to make purchases only to satisfy their lust or desire and prioritize external appearance (Khairat et al., 2019) Strengthened by the results of research by (Kunzmann et al., 2005) showed that there was a positive relationship between a hedonistic lifestyle and consumptive behavior in adolescents. The higher a person's hedonistic lifestyle, the higher the consumptive behavior. Likewise, the lower a person's hedonistic lifestyle, the lower the consumptive behavior. Based on the background description above, the researcher chose to further research the phenomenon of adolescent shopping activities that waste money to fulfill his lifestyle (Effendi, 2016). To find out the relationship between hedonistic lifestyle and consumptive behavior in adolescent *e-commerce users* .

METHODOLOGY

The method used in this study is quantitative research. Data collection in this study uses scale as a data collection tool. In this study, the scale used is *the Likert scale*. On the *likert scale*, there are several questions consisting of two types of questions, namely *favourable questions* (questions that support the attitude object) and *unfavourable questions* (questions that do not support the attitude object). Each item of the subject question is provided with four alternative answers, namely SS = Very appropriate, S = Appropriate, TS = Not appropriate, and STS = Very inappropriate, the subject is only allowed to choose one of the answers. In this study, there are two scales used by researchers, namely the Consumptive Behavior Scale to measure the level of consumptive behavior and the Hedonic Lifestyle Scale to measure the level of hedonistic lifestyle. The subjects in this study are adolescents aged 17-22 years who use *e-commerce*.

Then for data analysis in this study, a *product moment correlation analysis* was used by Pearson. Product moment correlation analysis can be used to ensure that the questionnaire used in this study is really able to measure variables that can be measured well and are acceptable. The data analysis of this study uses the help of a data analysis application. Data analysis begins with an assumption test consisting of a normality test and a linearity test. Furthermore, data analysis with hypothesis tests is used as a basis material to draw conclusions and hypotheses in the research.

RESEARCH RESULT AND DISCUSSION

The researcher conducted a hypothesis test first before conducting a hypothesis test analysis. The assumption test is used as a prerequisite test before conducting a product moment test.

Table 1. Normality Test Results

Variable	K-S-Z	P
Consumptive Behavior	0,054	0,200
Hedonic Lifestyle	0,082	0,052

Based on the table above, the results of the *Kolmogorov-Smirnov test* on the consumptive behavior variable were obtained $KS-Z = 0.054$ with $p = 0.200$ ($p > 0.05$) and the hedonistic lifestyle variable obtained a value of $KS-Z = 0.082$ with $p = 0.052$ ($p > 0.05$). From this data, it shows that the distribution of data is distributed normally.

Table 2. Linearity Test Results

Variable	N	R	R Squared	Mr
Consumptive Behavior*	116	0,8	0,639	0,000
Hedonistic Lifestyle				

Based on the results of the Linearity Test on the variable of consumptive behavior with a hedonistic lifestyle, a linear coefficient value of $F = 194.298$ with $p = 0.000$ ($p < 0.050$), means that there is a linear relationship between consumptive behavior (bound variable) and hedonistic lifestyle (independent variable).

Table 3. Hypothesis Test

Variable	F	P
Consumptive Behavior*	194,298	0,000
Hedonic Lifestyle		

Based on the data obtained, the results of the correlation analysis of the scale of consumptive behavior with hedonistic lifestyle were obtained with a value (r_{xy}) = 0.800 with a significant value of 0.000 ($p < 0.050$), so it can be said that there is a positive correlation on the scale of consumptive behavior with hedonistic lifestyle in adolescents who use *e-commerce*. So, if the hedonistic

lifestyle is higher in adolescent *e-commerce* users, the higher the consumptive behavior in adolescent *e-commerce* users. Likewise, on the other hand, if the hedonistic lifestyle is lower in adolescents who use *e-commerce*, the lower the consumptive behavior in adolescents who use *e-commerce*.

The results of the study are in line with previous research conducted by Haryono (2015) that lifestyle has a positive relationship with consumptive behavior in adolescents. So it is said that a hedonistic lifestyle affects the increase in consumptive behavior in adolescents. Furthermore, the research of Khairat, et al. (2018) shows that there is a relationship between a hedonistic lifestyle and consumptive behavior, meaning that lifestyle influences individuals to behave consumptive so that if an individual has a hedonistic lifestyle, the individual tends to behave consumptive (Khairat, et al., 2018).

Anggraini, et al. (2017) that when adolescents with a hedonistic lifestyle will lead to consumptive behavior, where adolescents tend to make purchases only to fulfill their desires or desires. According to Hawkins (2007), lifestyle is often used as a basic motivation and initial guideline in making purchases. So that purchases made by individuals refer to the lifestyle they adhere to (Haryono, 2015). Thamrin and Saleh (2021) stated that the hedonistic lifestyle is a behavior that prioritizes pleasure in life, by fulfilling his desire to buy expensive and branded products, it is considered normal and used as an attraction for individuals to seek attention to their environment so that individuals fulfill it by behaving consumptively (Thamrin & Saleh, 2021).

Kunzman, et al. (2015) stated that adolescents with a hedonistic lifestyle tend to carry out their daily activities that lead to pleasure and consumption, so that they can increase consumptive behavior because adolescents will certainly look for new products and trends to meet their lifestyle (Thamrin & Saleh, 2021). This is done by adolescents as an effort to raise their prestige and as a self-actualization of adolescents in adjusting to the lifestyle of their friends so that adolescents no longer think about costs or prices, the most important of which is their satisfaction and desire (Haryono, 2015).

Based on the description above, it can be concluded that there is a positive relationship between a hedonistic lifestyle and consumptive behavior in adolescent *e-commerce* users. This is proven based on the results of data analysis conducted by researchers, that hedonistic lifestyles have contributed as much as 63.9% to the improvement of the consumptive behavior of adolescent *e-commerce* users. The hedonistic lifestyle is one of the factors that affect consumptive behavior, so the lifestyle chosen by the individual determines the purchase he makes.

The research process is still not perfect, researchers found several obstacles in the research. Obstacles in research that researchers experience in the research process are related to the research subject. Some research subjects did not meet the criteria for participating in the scale, so the data could not be used. In this study, researchers are still using old research theories because there is still a lack of the latest references regarding the theory of consumptive behavior and hedonistic lifestyles. It is hoped that future researchers can be developed again with the latest findings so that they can increase the relevance and accuracy of

research, and can make a more significant contribution to the understanding and application of science.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and discussion, it shows that there is a very significant positive relationship between hedonistic lifestyle and consumptive behavior in adolescent *e-commerce users*. This means that the higher the hedonistic lifestyle in adolescent *e-commerce users*, the higher the consumptive behavior in adolescent *e-commerce users*. Likewise, on the other hand, if the hedonistic lifestyle is lower in adolescents who use *e-commerce*, the lower the consumptive behavior in adolescents who use *e-commerce*.

The result of the determination coefficient was obtained as 0.639. This proves that the hedonistic lifestyle variable has an influence of 63.9% on the improvement of the consumptive behavior of adolescent *e-commerce users* and the remaining 36.1% is influenced by other factors. Based on the results of the categorization, it shows that adolescents who use *e-commerce* have a moderate consumptive behavior score (56%) and a hedonistic lifestyle have a low score (73%). This shows that adolescent *e-commerce users* have a tendency to engage in consumptive behavior.

The results of the study show that adolescents have a moderate level of consumptive behavior, so it can be interpreted that adolescents are able to control consumptive behavior. It is hoped that adolescents can control their consumptive behavior further so that they are able to consider first before purchasing a product. Teenagers can set a purchase priority scale according to their needs, not based on pleasure alone. It is hoped that researchers can further develop research with the latest findings and can add additional variables related to factors that affect consumptive behavior and various research subjects. Thus, future research is able to provide more comprehensive and more representative research recommendations.

Recommendation

Based on the research findings and discussion, several recommendations can be proposed to address and manage the relationship between hedonistic lifestyle and consumptive behavior in adolescent *e-commerce users*:

1. For Adolescents:

Enhance Financial Literacy: Adolescents should be educated on financial management, including budgeting, saving, and distinguishing between needs and wants. This will help them make more informed purchasing decisions.

Set Purchase Priorities: Encourage adolescents to establish a priority scale for purchases based on necessity rather than indulgence, reducing impulsive buying tendencies.

Practice Mindful Consumption: Promote mindfulness in shopping by advising adolescents to evaluate the value and necessity of a product before making a purchase.

Limit E-Commerce Exposure: Adolescents can regulate their exposure to e-commerce platforms and marketing campaigns by setting specific time limits for online browsing to avoid unnecessary temptations.

2. For Parents and Educators:

Parental Monitoring and Guidance: Parents should guide adolescents in developing responsible spending habits and model appropriate financial behavior.

Educational Programs: Schools and community organizations should incorporate financial education and awareness programs into their curricula, emphasizing the impact of hedonistic behavior on financial well-being.

Encourage Discussions: Facilitate open discussions with adolescents about the influence of advertising and social trends on their consumption habits.

3. For E-Commerce Platforms:

Promote Responsible Marketing: E-commerce platforms can adopt ethical marketing practices that do not exploit adolescents' impulsive tendencies, such as limiting targeted advertisements and flashy promotions aimed at younger audiences.

Introduce Spending Controls: Platforms could provide features that help users track their spending, set budgets, or limit the frequency of purchases, catering to adolescents' financial well-being.

4. For Future Researchers:

Explore Additional Variables: Future studies should examine other factors that may influence consumptive behavior, such as social media influence, peer pressure, cultural values, or emotional states.

Broaden Research Scope: Expanding research to include adolescents from various socioeconomic, cultural, and geographical backgrounds could provide more representative findings.

Investigate Long-Term Impacts: Longitudinal research could offer insights into how the hedonistic lifestyle and consumptive behavior evolve over time and identify intervention points for sustainable consumption practices.

By implementing these recommendations, stakeholders can work collaboratively to address the challenges associated with hedonistic lifestyles and consumptive behavior, ultimately fostering a culture of responsible consumption among adolescents.

ADVANCE RESEARCH

Research on the relationship between hedonistic lifestyle and consumptive behavior in adolescent e-commerce users has yielded significant findings. It has been demonstrated that there is a strong positive correlation between the two variables, indicating that a higher level of hedonistic lifestyle among adolescents correlates with an increase in consumptive behavior. Conversely, a lower hedonistic lifestyle corresponds to a decrease in such behavior. The coefficient of determination (R^2) calculated in this study is 0.639,

signifying that 63.9% of the variance in consumptive behavior is influenced by the hedonistic lifestyle, while the remaining 36.1% is attributed to other factors.

The categorization results reveal that 56% of adolescents exhibit a moderate level of consumptive behavior, whereas 73% demonstrate a low hedonistic lifestyle. This suggests that while adolescents who use e-commerce show some tendencies toward consumptive behavior, they are largely able to exercise control over their purchasing habits. This moderate level of consumptive behavior implies that many adolescents are conscious of their spending patterns and may prioritize needs over fleeting desires. Nevertheless, it remains important to encourage further improvement in self-regulation to reduce impulsive buying. Adolescents should be guided to establish a priority scale for purchases based on necessity rather than pleasure, fostering more responsible consumption habits.

Future research should explore additional variables that may influence consumptive behavior, such as peer influence, parental guidance, economic status, and digital marketing strategies. Expanding the scope of research to include diverse demographic groups and employing longitudinal methodologies could provide a deeper understanding of the factors driving consumptive behavior. Such comprehensive studies would contribute to the development of tailored interventions and policies aimed at fostering financial literacy and sustainable consumption among adolescents in the digital age.

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