The influence of lifestyle and social media on consumptive behavior with self-control as an intervening variable

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Abstract

This study aims to analyze the influence of lifestyle and social media on consumptive behavior with self-control as an intervening variable. This research employs a quantitative method using primary data collected through questionnaires distributed to 104 students of the Faculty of Economics at Universitas Sarjanawiyata Tamansiswa. The data were analyzed using path analysis with IBM SPSS 26, supported by validity, reliability, and classical assumption tests. The results show that lifestyle has a negative and insignificant effect on consumptive behavior, while social media has a positive and significant effect. Lifestyle positively and significantly affects self-control, whereas social media has a negative but insignificant influence on self-control. Furthermore, self-control positively and significantly influences consumptive behavior. The findings also indicate that lifestyle has a significant indirect effect on consumptive behavior through self-control, while social media does not.

Keywords: Lifestyle, Social Media, Consumptive Behavior, Self-Control

INTRODUCTION

Consumptive behavior occurs when people purchase items more out of desire than necessity, which results in overspending (Fatmawatie, 2022; Fransisca & Erdiansyah, 2020). Internal factors such as personality, self-concept, and emotional state influence purchasing decisions, while social pressure and individual aspirations also encourage people to buy items merely for social acknowledgment (Simbolon & Zebua, 2024; Suryawati et al., 2024)

Students become a demographic susceptible to hedonistic lifestyles and industrial influences (Thamrin & Saleh, 2021). Studies indicate that lifestyle and social media affect consumption patterns, while self-control helps reduce such tendencies (Frasansyah et al., 2024; Suciyanti, 2024; Wulandari et al., 2023). Based on APJII 2024, Gen Z dominates internet and social media use, placing them at high risk of consumptive exposure.

Digital progress has shifted lifestyles and spending patterns (Nurindah & Yucha, 2023). Lifestyle reflects perspectives and identity expression (Abdullah & Suja'i, 2022; Moyong et al., 2022). Trends such as the vibe economy and "Boom Boom" fashion reinforce consumption, although movements like "No Buy 2025" promote self-control.

Research in Indonesia shows that lifestyle, e-money, and online loans increase consumptive behavior, while financial literacy and self-control decrease it (Agustian et al., 2025). Users of online loans increased by 5.42% in 2024. Individuals with elevated lifestyles are more consumptive, while self-control restrains these impulses and acts as a mediating variable (Turnip, 2024).

Modern lifestyles and social media significantly affect students' consumptive behavior (Umami & Maryani, 2023; Yulia et al., 2024). Advertisements, influencers, BNPL, and live shopping features stimulate impulsive buying and FOMO effects (Juita et al., 2024).

Lifestyle and social media function as external factors affecting consumptive behavior, where self-control mediates and reduces this influence (Husadani & Sugiasih, 2020). This integration offers a novelty as the three variables have not been examined simultaneously before.

Although various studies have addressed these variables, findings remain inconsistent. Some report significant effects, while others show weak or indirect influences. These variations suggest the presence of psychological mechanisms shaping the relationship. In this context, self-control becomes a relevant mediator because it regulates emotional impulses and helps individuals make rational decisions. Therefore, examining lifestyle and social media with self-control as a mediating variable provides a more comprehensive explanation of consumptive behavior and helps clarify inconsistencies in previous research.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Literature Review
Theory of Stimulus Organism Response (SOR)

The Stimulus–Organism–Response (SOR) theory states that human behavior is not produced directly by external stimuli, but through internal psychological processes. Environmental stimuli are interpreted through perception, emotion, and cognitive evaluation before resulting in a behavioral response. This model emphasizes that the organism (internal states) mediates the relationship between stimuli and behavior (Pandita et al. 2021; Devi et al., 2024; Vieira, 2013).

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) posits that intention is the primary predictor of behavior, shaped by three components: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen 1991). Perceived behavioral control reflects the extent to which individuals feel capable of regulating their actions, extending the earlier Theory of Reasoned Action (Ajzen, 1985). These components jointly influence behavioral intention and subsequent actions (Bosnjak et al., 2020).

Hypothesis Development
The Influence of Lifestyle on Consumptive Behavior

Lifestyle reflects one's habits, interests, and values. A high-consumption lifestyle encourages purchasing for trends, image, and pleasure rather than necessity, increasing the likelihood of impulsive or excessive buying (Agustian et al., 2025). Within the SOR framework, lifestyle acts as an external stimulus processed internally through perception and self-control before influencing behavior (Wulandari et al., 2023). Empirical studies show that lifestyle significantly increases consumptive behavior among young adults (Manalu, 2024; Oktaviana & Wibowo, 2024). Thus, the hypothesis formulated in this research is as follows:

H1: Lifestyle has a significant and positive influence on consumptive behavior.

The Influence of Social Media on Consumptive Behavior

Social media facilitates communication, self-expression, and content sharing, but also exposes users to advertisements, trends, and influencer lifestyles that encourage desire-driven purchases (Tabrani et al., 2023). Based on TPB, social media shapes attitudes, subjective norms, and perceived behavioral control, thereby influencing behavioral intentions toward consumption (Ajzen 1991). Research shows that social media intensity significantly increases students' consumptive behavior (Faisal, 2024; Nabil et al., 2024; Sari & Heng, 2024).
Thus, the hypothesis formulated in this research is as follows:

H2: Social media has a significant and positive influence on consumptive behavior.

The Influence of Lifestyle on Self Control

A consumptive lifestyle prioritizes desires, trends, and social status, reducing individuals' ability to regulate spending behavior (Nuriati et al., 2023). In TPB, self-control is linked to perceived behavioral control, representing one's ability to manage actions. A stronger consumptive lifestyle weakens self-regulation and increases impulsive tendencies (Vamvaka et al., 2020). Past studies confirm the negative relationship between a hedonistic lifestyle and self-control (Aulia Sari, 2019; Yusmita M et al., 2022)

Thus, the hypothesis formulated in this research is as follows:

H3: Lifestyle has a significant and negative influence on self-control.

The Influence of Social Media on Self-Control

Social media provides continuous exposure to consumptive content, trends, and influencer lifestyles, which can weaken individuals' ability to resist impulsive urges (Fahira & Hidayati, 2022). In SOR theory, social media acts as a stimulus that shapes internal states including self-control before determining behavioral outcomes (Vieira, 2013). High engagement with social media has been shown to reduce self-control and increase impulsiveness (Chika & Fahmawati, 2024; Gokalp & Akyurek, 2024). Thus, the hypothesis formulated in this research is as follows:

H4: Social media has a significant and negative influence on self-control.

The Influence of Self-Control on Consumptive Behavior

Self-control refers to the ability to regulate thoughts, emotions, and actions by considering long-term consequences (Abdullah et al., 2021). Individuals with higher self-control are better at resisting impulsive purchases, whereas low self-control leads to greater susceptibility to consumptive behavior. In the SOR framework, self-control mediates how stimuli such as promotions are processed before resulting in behavior (Ratnawati, 2024). Empirical studies consistently show that higher self-control reduces consumptive tendencies (Anatasya et al., 2024). Thus, the hypothesis formulated in this research is as follows:

H5: Self-control has a significant and negative influence on consumptive behavior.

The Influence of Lifestyle on Consumptive Behavior through Self-Control

Lifestyle provides social and emotional stimuli that shape internal processes such as self-control (Brivio et al., 2023). According to SOR, lifestyle influences behavior indirectly through these internal mechanisms. A consumptive lifestyle reduces self-control, which subsequently increases buying tendencies (Sun et al., 2023). Evidence shows that lifestyle affects consumptive behavior both directly and through weakened self-control (Rahmadini & Masnita, 2024). Thus, the hypothesis formulated in this research is as follows:

H6: Lifestyle has a significant and positive influence on consumptive behavior through self-control.

The Influence of Social Media on Consumptive Behavior through Self-Control

Social media shapes consumption norms and attitudes while also influencing perceived behavioral control, which is closely linked to self-control (Shahzalal & Adnan, 2022). Exposure to instant shopping features, trends, and advertisements may weaken self-control, thereby increasing consumptive behavior. Self-control therefore serves as an internal mechanism through which social media affects consumption.

Thus, the hypothesis formulated in this research is as follows:

H7: Social media has a significant and positive influence on consumptive behavior through self-control.

METHODS

This quantitative study, using a descriptive method intended to present a structured description regarding the traits and connections among the phenomena under investigation (Sawo et al., 2021). Primary data was collected directly from respondents via questionnaires, developed based on research variables such as lifestyle, social media, self-control, and consumptive behavior. Each variable was further operationalized into dimensions and indicators, which are presented in the operational variable table to provide clarity regarding measurement and instrument development.

A purposive sampling technique was used to select respondents who met specific criteria, namely active students of the Faculty of Economics at Sarjanawiyata Tamansiswa University. This technique was selected because it aligns with the research objectives by ensuring that the respondents possess characteristics relevant to the phenomena being studied (Kiareni et al., 2024).

The minimum required sample size was determined using the Slovin formula with a population of 1,110 active students and a margin of error of 10%. The calculation is as follows:

$$n = \frac{1.110}{1 + 1.110(10\%)^2}$$

$$n = \frac{1.110}{1 + 1.110(0,01)}$$

$$n = \frac{1.110}{1 + 11,1}$$

$$n = \frac{1.110}{12,1}$$

$$n = 91,735$$

Based on this formula, a minimum of 92 respondents was required. This study successfully collected 104 responses, exceeding the minimum sample size, thereby ensuring adequate statistical power for the analysis.

Data were collected through online and offline questionnaire distribution using Google Forms between August 2 and September 16, 2025. Prior to the main data collection, a pilot test involving 42 respondents was conducted to examine the validity and reliability of the research instrument. The collected data were then processed and analyzed using IBM SPSS 26.

Operational Definition and Research Variable Indicators

Table 1 Research Variable: Consumptive Behavior

Variable	Definition	Indicator	Scale
Consumptive Behavior (Y)	Consumptive behavior is an action or habit in which individuals consume goods or services excessively, not based on essential needs but driven solely by desires or emotional factors (Agustian et al., 2025).	1. Shopping without planning 2. Shopping due to emotions 3. Following trends 4. Being tempted by promotions 5. Difficulty resisting desires	*Likert*

| | | 6. Frequently regretting purchases
7. Prioritizing wants over needs
8. Shopping for temporary entertainment (Agustian et al., 2025) | |

Table 2 Research Variable: Self-Control

Variable	Definition	Indicator	Scale
Self-Control (Z)	Self-control is an individual's ability to regulate impulses, emotions, and desires that may lead to impulsive or irrational behavior, enabling the person to act in accordance with long-term goals and accepted norms (Shahzalal & Adnan, 2022).	1. Resisting sudden desires 2. Focusing on needs 3. Considering risks 4. Not following others blindly 5. Ignoring promotions 6. Following the plan 7. Using logic 8. Staying calm	Likert

Table 3 Research Variable: Lifestyle

Variable	Definition	Indicator	Scale
Lifestyle (X1)	Lifestyle is a pattern of behavior, activities, interests, and opinions that individuals express in their daily lives, reflecting their values and consumption choices in both social and personal aspects (Abdullah & Suja'i, 2022).	1. Activities 2. Interests 3. Opinions 4. Values	Likert

Table 4 Research Variable: Social Media

| Variable	Definition	Indicator	Scale
Social Media (X2)	Social media is a digital platform that enables users to create, share, and interact with various types of content such as text, images, videos, and audio within a broad and open virtual network (Rizki & Prakoso, 2024).	1. Frequency & duration 2. Searching for product information 3. Following brand/shop accounts 4. Being influenced by ads/influencers 5. Interested in buying through social media 6. Interacting with consumptive content 7. Joining live shopping/promotions	Likert
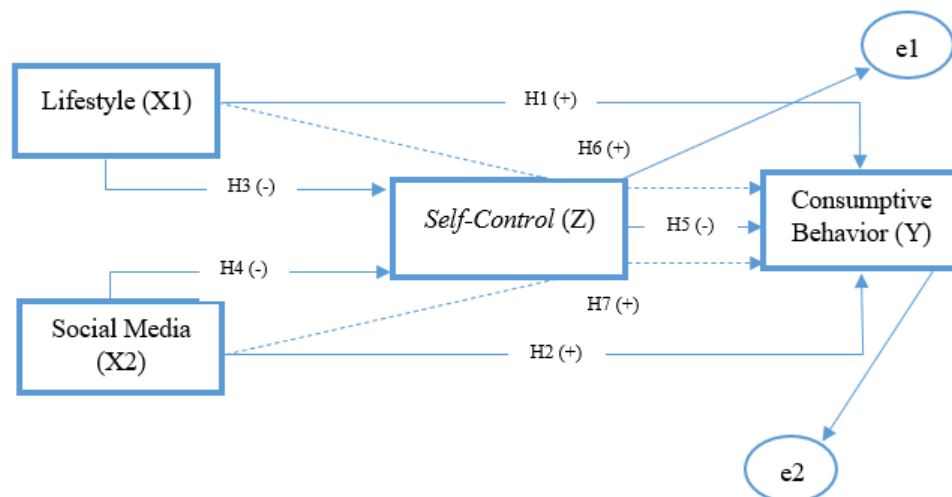
Figure 1. Research Framework

RESULT AND DISCUSSION
Data Quality Test Results
Validity Test Results

According to the findings of the validity test, it is determined that all statement items are considered valid. This is demonstrated by the Pearson Correlation coefficients that exceed the r-table values and significance levels below the 0,05 alpha level.

Reliability Test

According to the outcomes of the reliability test, it can be inferred that all variables in this study are considered reliable. This is shown by the Cronbach's Alpha coefficients of each variable exceeding 0,600.

Statistic Descriptive Test

Table 5 Statistic Descriptive Table

	N	Min.	Max.	*Mean*	*Std. Deviation*
Lifestyle	104	7	31	19,6923	5,68609
Social Media	104	10	45	28,4808	7,42337
Consumptive Behavior	104	10	50	32,5673	7,37190
Self-Control	104	12	45	31,7885	8,59066

Source: Primary data, 2025, processed

Referring to Table 5 above, it is indicated that the amount of data (N) from the present research was 104 respondents. The lifestyle variable had an average value of 19,69 with a standard deviation of 5,68609. The social media variable had an average value of 28,48 with a standard deviation of 7,42337. The consumptive behavior variable has an average value of 32,57 with a standard deviation of 7,37190. Meanwhile, the self-control variable as an intervening variable shows a mean of 31,79 accompanied by a standard deviation of 8,59066.

Classic Assumption Test

Table 6 Classic Assumption Test

Test	Method	Result	Conclusion
Normality	Kolmogorov-Smirnov Test	p-value = 0,200 (>0.05)	Residuals are normally distributed
Multicollinearity	Variance Inflation Factor (VIF)	VIF < 10, Tolerance > 0.1	No multicollinearity
Heteroscedasticity	Glejser Test	p-value > 0,05	No heteroscedasticity

According to the outcomes of the normality test using the Kolmogorov–Smirnov Test, the obtained p-value of 0,200 exceeds the significance level of 0.05. Thus, it can be inferred that the residuals are normally distributed. Based on the multicollinearity assessment using the Variance Inflation Factor (VIF), all VIF coefficients are less than 10, and the tolerance values are greater than 0,10. Therefore, it can be concluded that there are no signs of multicollinearity. Furthermore, the results of the heteroscedasticity assessment using the Glejser Test show that the p-value exceeds 0,05, showing that the regression model is free from heteroscedasticity.

Hypothesis Testing
Path Analysis

Path analysis was employed to test the variables of lifestyle (X1), social media (X2), self-control (Z), and consumptive behavior (Y). Path analysis is a study that uses intervening/mediating variables to test direct and indirect effects. The summary below presents the path analysis results, using two equations: equation 1 with the independent variables of lifestyle (X1) and social media (X2) and the dependent variable of self-control (Z), and equation 2 with the independent variables of lifestyle (X1), social media (X2), and self-control (Z) and the dependent variable of consumptive behavior (Y).

Table 7 Path Analysis Results Equation 1

Variable	B	Beta	t	Sig t
(Constan)	18,653			
Lifestyle	0,772	0,511	4,401	0,000
Social Media	-0,073	-0,063	-0,541	0,590
F calculated	14,499			

Sig F	0,000
R square	0,223
Dependent Variable: Self-Control	

Source: Primary data, 2025, processed

Referring to Table 7 above, with structural equation 1 is $Z = \alpha + \beta_1 X_1 + \beta_2 X_2 + e_1$ with a total result of $\alpha = 18{,}653$, $\beta_1 X_1 = 0{,}511$, $\beta_2 X_2 = -0{,}063$, $e_1 = \sqrt{(1 - 0{,}223)} = 0{,}881$

Table 8 Path Analysis Results Equation 2

Variable	B	Beta	t	Sig t
(Constan)	9,040			
Lifestyle	-0,079	-0,061	-0,586	0,559
Social Media	0,592	0,596	6,249	0,000
Self-Control	0,259	0,302	3,696	0,000
F hitung	31,114			
Sig F	0,000			
R square	0,483			
Dependent Variable: Consumptive Behavior				

Source: Primary data, 2025, processed

According to Table 8 above, with structural equation 2 is $Y = \alpha + \beta_3 X_1 + \beta_4 X_2 + \beta_5 Z + e_2$ dengan hasil jumlah $\alpha = 9{,}040$, $\beta_3 X_1 = -0{,}061$, $\beta_4 X_2 = 0{,}596$, $\beta_5 Z = 0{,}302$, $e_2 = \sqrt{(1 - 0{,}483)} = 0{,}719$. To better understand the results of the path analysis calculations in structural equations 1 and 2 using SPSS version 26, the following is a path diagram used in this study:
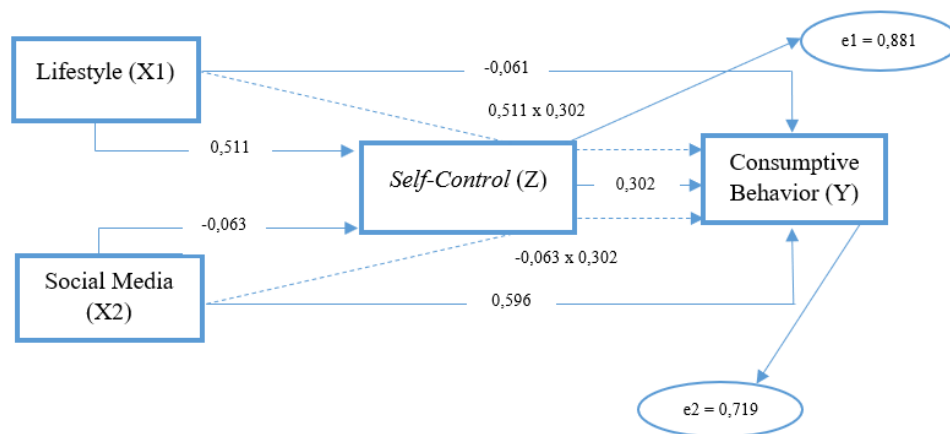

Figure 1 Diagram of the Influence of Lifestyle and Social Media on Consumptive
Behavior with Self-Control as an Intervening Variable
Source: Primary data, processed, 2025

Partial Test (t-test)
Based on Table 8, namely in path analysis equation 2, it can be seen that the significance test results show that the probability value of lifestyle on consumptive behavior is $0{,}559 > 0{,}050$ and the Beta value is -0,061, so it can be concluded that H1 is rejected. This shows that lifestyle has an insignificant and negative effect on consumptive behavior.

Based on Table 8, namely in path analysis equation 2, it can be seen that the significance test results show that the probability value of social media on consumptive behavior is 0,000 < 0,050 and the Beta value is 0,596, so it can be concluded that H2 is accepted. This shows that social media has a significant and positive effect on consumptive behavior.

Based on Table 7, namely in path analysis equation 1, it can be seen that the significance test results show that the probability value of lifestyle on self-control is 0,000 < 0,050 and the Beta value is 0,511, so it can be concluded that H3 is rejected. This shows that lifestyle has a significant and positive effect on self-control.

Based on Table 7, namely in path analysis equation 1, it can be seen that the significance test results show that the probability value of social media on self-control is 0,590 > 0,050 and the Beta value is -0,063, so it can be concluded that H4 is rejected. This shows that social media has an insignificant and negative effect on self-control.

Based on Table 8, namely in path analysis equation 2, it can be seen that the significance test results show that the probability value of self-control on consumptive behavior is 0,000 < 0,050 and the Beta value is 0,302, so it can be concluded that H5 is rejected. This shows that self-control has a significant and positive effect on consumptive behavior.

Coefficient of Determination (Adjusted R^2)

Based on Table 7, it is known that the coefficient of determination (R Square) in equation 1 is 0,223, equivalent to 22,3%. This indicates that lifestyle and social media variables simultaneously affect self-control by 22,3%. Meanwhile, the remaining 77,7% is contributed by other variables not included in this study.

Then, based on Table 8, it can be seen that the coefficient of determination (R Square) in equation 2 is 0,483, equivalent to 48,3%. This shows that lifestyle, social media, and self-control variables simultaneously affect consumptive behavior by 48,3%. Meanwhile, the remaining 51,7% is contributed by other variables that were not studied.

Residual Influence Value (e)

Based on Figure 2 in the path diagram, there are two error/residual effects (e). Error/residual 1 (e1) describes the amount of variance in the self-control variable that is not explained by lifestyle and social media. Meanwhile, error/residual 2 (e2) describes the amount of variance in the consumptive behavior variable that is not explained by lifestyle, social media, and self-control. The magnitude of the residual indicator is calculated as follows:

$$e1 = \sqrt{1 - R} = \sqrt{1 - 0,223} = 0,881$$

$$e2 = \sqrt{1 - R} = \sqrt{1 - 0,483} = 0,719$$

It can therefore be seen that the magnitude of the residual effect on el is 0,881 and the magnitude of the residual effect on e2 is 0,719.

Direct and Indirect Effect

Based on the results of the path analysis, the direct effect of lifestyle on consumptive behavior is -0,061. Meanwhile, the indirect effect of lifestyle on consumptive behavior mediated by self-control is (0.511 × 0.302) = 0.154. Since the beta coefficient value -0,061 < 0,154, it can be concluded that self-control is able in mediating the link between lifestyle and consumptive behavior. Referring to these results, it can be seen that the indirect influence is greater than the direct effect; therefore, H6 is accepted. This indicates that lifestyle has a significant and positive effect on consumptive behavior through self-control.

Based on the results of the path analysis, the direct effect of social media on consumptive behavior is 0.596. Meanwhile, the indirect effect of social media on consumptive behavior through

self-control is (-0,063 × 0,302) = -0,019. Since the beta coefficient value 0,596 > -0,019, it can be concluded that self-control is not able to mediate the relationship between social media and consumptive behavior. Based on these results, it is known that the direct effect is greater than the indirect effect; therefore, H7 is rejected. This indicates that social media has a significant and positive effect on consumptive behavior, but not through self-control.

Model Fit Test
The F test is used to test the significance of multiple regression equations. The F test results are presented in Table 5 below:

Table 9 F-Test Results of Equation 1

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	1695,581	2	847,791	14,499	,000^b
1	Residual	5905,765	101	58,473		
	Total	7601,346	103			
a.Dependent Variable: Self-Control						
b.Predictors: (Constant), Social Media , Lifestyle						

Source: Primary data, 2025, processed

Based on Table 9 above, it can be explained that the influence of the independent variables (social media and lifestyle) on the intervening variable (self-control) has a significance value of 0,000 and an F-calculated value of 14,499. If the F-calculated value is greater than the F-table value, the model is considered significant and can be regarded as fit. The F-calculated value of 14,499 is greater than the F-table value of 3,09; therefore, the model in this study can be considered fit.

Table 10 F-Test Results of Equation 1

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	2702,383	3	900,794	31,114	,000^b
1	Residual	2895,146	100	28,951		
	Total	5597,529	103			
a.Dependent Variable: Consumptive Behavior						
b.Predictors: (Constant), Self-Control, Social Media , Lifestyle						

Source: Primary data, 2025, processed

Based on Table 10 above, it can be explained that the influence of the independent variables (lifestyle and social media) and the intervening variable (self-control) on the dependent variable (consumptive behavior) has a significance value of 0,000 and an F-calculated value of 31,114. If the F-calculated value is greater than the F-table value, the model is considered significant and can be regarded as fit. The F-calculated value of 31,114 is greater than the F-table value of 2,70 therefore, the model in this study can be considered fit.

Discussion
The Influence of Lifestyle on Consumptive Behavior
The first hypothesis states that lifestyle has a positive influence on consumptive behavior. However, the analysis results show a beta value of -0.061 with a significance level of 0.559 > 0.050, indicating that H1 is rejected. This finding shows that lifestyle has no significant influence and even tends to reduce consumptive behavior. This result contradicts previous studies and the common

concept that a modern lifestyle is typically associated with increased consumption. However, several studies have also reported similar findings, such as the study by Lestari et al. (2024), which found that lifestyle does not influence consumptive behavior.

Theoretically, within the SOR model, lifestyle should function as a stimulus that triggers internal evaluation and leads to a consumption response. However, in the context of UST students, the lifestyle they practice is more simple, functional, and need-oriented. The frugal living culture in Yogyakarta and the Tamansiswa values that emphasize self-awareness and simplicity help explain why lifestyle does not increase consumptive behavior. Sample bias is also possible, as UST students are relatively homogeneous in their lifestyle patterns, resulting in insufficient variation to affect differences in consumptive behavior. Thus, lifestyle does not function as a consumption trigger but instead represents a way of living that suppresses impulsive behavior.

The Influence of Social Media on Consumptive Behavior

The second hypothesis states that social media has a positive effect on consumptive behavior. The results show a beta value of 0.596 with a significance level of 0.000 < 0.050, indicating that H2 is accepted. This finding is consistent with the Theory of Planned Behavior (TPB), which states that attitudes, subjective norms, and perceived behavioral control shape consumption intentions and behavior.

UST students, as part of the digital generation, are highly exposed to influencer recommendations, promotional content, and viral trends on platforms such as TikTok and Instagram. This exposure shapes positive consumption attitudes and creates social norms in which following trends is perceived as common. This result is consistent with Wulandari et al. (2024), who also found a strong relationship between social media and consumptive tendencies. Among students, the influence of social media is stronger than internal factors such as lifestyle or economic conditions because digital persuasion and visual cues directly stimulate purchasing desires.

The Influence of Lifestyle on Self-Control

The third hypothesis states that lifestyle negatively influences self-control. However, the analysis reveals a beta value of 0.511 with a significance level of 0.000 < 0.050, indicating that H3 is rejected because the relationship found is positive and significant. Although this contradicts the initial assumption that a modern lifestyle weakens self-control, this result is understandable given that UST students' lifestyle reflects structured patterns rather than hedonistic tendencies.

Within the TPB framework, self-control is closely related to perceived behavioral control. Students who follow structured routines and are accustomed to managing expenses tend to have stronger self-control. The values of simplicity and discipline embedded in Tamansiswa culture also reinforce this internal mechanism. Therefore, the respondents' lifestyle strengthens self-control instead of weakening it.

The Influence of Social Media on Self-Control

The fourth hypothesis states that social media negatively influences self-control. However, the beta value of -0.063 with a significance level of 0.590 > 0.050 shows that H4 is rejected. Although the relationship is negative, it is not significant.

In the SOR theory, social media is viewed as an external stimulus that can disrupt focus and increase impulsivity. However, most UST students use social media for non-consumptive purposes, such as communication or light entertainment, which reduces its impact on self-control. This strong self-regulation explains why digital stimuli do not significantly weaken self-control.

The Influence of Self-Control on Consumptive Behavior

The fifth hypothesis states that self-control negatively influences consumptive behavior. However, the analysis shows a beta value of 0,302 with a significance level of 0,000 < 0,050, indicating that H5 is rejected because the relationship is positive and significant. This finding contradicts the

SOR theory, which positions self-control as the internal organism that filters external stimuli to prevent impulsive consumption.

In this research context, respondents with high self-control still show consumptive behavior, but their consumption tends to be planned and rational rather than impulsive. Thus, the organism does not reject the consumption stimulus but processes it thoughtfully, resulting in controlled consumption. Statistically, this appears as an increase in consumptive behavior, although the quality of consumption differs from impulsive buying.

These findings indicate that self-control does not always reduce consumption levels but instead directs individuals toward managed and rational consumption. Future research should therefore differentiate between impulsive consumptive behavior and planned consumptive behavior.

The Influence of Lifestyle on Consumptive Behavior Through Self-Control

The sixth hypothesis states that lifestyle positively influences consumptive behavior through self-control. The results show that the direct influence of lifestyle is -0,061, while the indirect influence through self-control is 0,154, indicating that H6 is accepted.

Although the direct effect of lifestyle is negative, a structured lifestyle increases self-control, which in turn increases planned consumption. Within the SOR framework, lifestyle acts as a stimulus that strengthens internal mechanisms, enabling consumption decisions to become more rational. This indicates that UST students' lifestyle does not trigger impulsive buying but instead promotes consumption aligned with personal needs or preferences.

The Influence of Social Media on Consumptive Behavior Through Self-Control

The seventh hypothesis states that social media positively influences consumptive behavior through self-control. However, the results show that the direct influence (0.596) is greater than the indirect influence (0.577), indicating that H7 is rejected.

This means that self-control does not mediate the relationship between social media and consumptive behavior. Respondents primarily use social media for entertainment, communication, and information, so exposure to trends and advertisements does not significantly influence self-control. Instead, social media directly shapes attitudes and consumption desires, consistent with TPB, which emphasizes that attitudes and subjective norms have a stronger influence on intentions than behavioral control.

CONCLUSION

Based on the results of data analysis and hypothesis testing involving 104 students from the Faculty of Economics, Universitas Sarjanawiyata Tamansiswa, several conclusions can be drawn:

1. Lifestyle has no significant influence on consumptive behavior, with a negative relationship. This indicates that the generally simple lifestyle of students does not increase consumptive behavior.

2. Social media has a positive and significant effect on consumptive behavior. Exposure to digital content, trends, and online recommendations increases students' consumptive tendencies.

3. Lifestyle has a positive and significant influence on self-control. Students' structured and functional lifestyle strengthens their ability to regulate themselves.

4. Social media has a negative but insignificant influence on self-control. Students' social media use does not significantly weaken their self-control.

5. Self-control has a positive and significant effect on consumptive behavior. Higher self-control leads to more planned consumption rather than impulsive buying.

6. Lifestyle indirectly influences consumptive behavior through self-control. Lifestyle enhances self-control, which then encourages planned consumption.

7. Social media does not influence consumptive behavior through self-control. The effect of social media on consumption occurs directly and is not mediated by self-control.

SUGGESTIONS

1. For Students

   a. Increase awareness in filtering social media content to avoid being easily influenced by consumptive trends.

   b. Continue practicing structured financial management to strengthen self-control and avoid unnecessary purchases.

2. For the University (UST and the Faculty of Economics)

   a. Provide educational programs on digital literacy and financial literacy to reduce the negative impact of social media on consumption behavior.

   b. Integrate Tamansiswa values of simplicity into student development programs, particularly regarding lifestyle and personal financial management.

3. For Future Research

   a. Add new variables that may influence consumptive behavior, such as:

      1) Financial literacy

      2) Materialism

      3) Impulsive buying tendency

      4) Peer influence

   b. Use a broader and more diverse sample (across faculties, universities, or regions outside Yogyakarta) to reduce lifestyle homogeneity bias.

   c. Explicitly distinguish between planned consumptive behavior and impulsive consumptive behavior, considering the finding that self-control increases planned consumption.

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