CONSUMPTIVE BEHAVIOR AS AN INTERVENING ON THE INFLUENCE OF RELATED FACTORS ON ONLINE PURCHASE DECISIONS

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ABSTRACT

Consumptive behavior has become a bad habit for consumers, especially young consumers, and this is a phenomenon because this behavior cannot be avoided today in the midst of a lot of e-commerce, and changes in the function of social media which is a medium to advertise products that suit the account owner. Novelty in this study, on consumptive behavior variables that have two roles at once, as predictors and mediates variables that influence purchasing decisions. Variables such as lifestyle, social media advertising, financial literacy, and consumptive behavior are predictions of variables that influence consumer decisions in online shopping and how consumptive behavior variables as intervening variables among other variables used in this study. The data used in this research is primary data, sampling using purposive sampling techniques with non-probability sampling methods. Data analysis techniques in hypothesis testing use path analysis because between the independent variable and the dependent variable there is an influencing mediation. The result is financial literacy has no significant influence on online purchase decisions but lifestyle and social media ads has a significant influence on online purchase decisions. Based on the sobel test, it is known that consumptive behavior only mediates lifestyle to online purchase decisions.

Keywords: *consumptive, online_purchase, financial_literacy.*

1.   INTRODUCTION

Consumptive behavior is categorized as owned by a consumer if the consumer buys goods only for pleasure even just for lifestyle and not for the fulfillment of his needs, consumptive behavior often leads consumers towards an extravagant life because what is the basis of this behavior arises because of excessive consumption. Although a consumer's purchase decision is the consumer's own personal right regardless of how the purchase activity can occur, they still have to buy wisely as a consumer.

According to research, the age of consumers with a range of 18 to 35 years still dominates online shopping activities (Vika Azkiya Dihni, 2022). The phenomenon of many young consumers is what makes social media advertising easily can be found on the sidelines of the younger generation opening social media through their devices. The appearance of this advertising is adjusted to the history of browsing activities of goods that have been carried out by consumers.

Tracking browsing activity helps social media predict the products we might be looking for cari (kompas.com, 2020). According to Ardianto (2014),the level of media use can be seen from the frequency and duration. The ease of someone accessing social media and the high frequency of using social media can be a trigger for

someone to have consumptive behavior because they are tempted by advertisements on social media.

The difficulty in controlling expenses is closely related to how consumers manage their finances. Knowledge of personal financial management is included in financial literacy. According to the 2022 National Financial Literacy and Inclusion Survey (SNLIK) from the Financial Services Authority (OJK), Indonesia's financial literacy index score reached 49.68% in 2022 (Annur, 2022). The phenomenon that occurs is in the midst of a high financial literacy index, but young consumers are currently faced with various conveniences in terms of shopping for their needs, both goods and services. In terms of the use of technology, everything becomes easy and practical because consumers no longer need to spend money and energy to go to visit existing stores, it also brings changes to their lifestyle. Shopping online can bring pleasure to young consumers so they often do not control their spending just to keep up with trends.

Consumptive behavior has become a bad habit for consumers, especially young consumers, and this is a phenomenon because this behavior cannot be avoided today in the midst of a lot of e-commerce, and changes in the function of social media which is a medium to advertise products that suit the account owner. In fact, according to Sarbani (2022), in the current digital era related to the economic ecosystem, social media should provide access for its users to be more productive, not make its users as consumptive individuals.

Novelty in this study, on consumptive behavior variables that have two roles at once, as predictors and mediates variables that influence purchasing decisions. Variables such as lifestyle, social media advertising, financial literacy, and consumptive behavior are predictions of variables that influence consumer decisions in online purchases and how consumptive behavior variables as intervening variables among other variables used in this study.

Based on the background that has been described, the problem in this study is how does lifestyle, social media advertising, financial literacy, and consumptive behavior influence online purchasing decisions? and does consumptive behavior mediate lifestyle, social media advertising, and financial literacy in online purchasing decisions?

2. RESEARCH METODOLOGY

This research belongs to the type of quantitative research based on hypothesis testing. The data used in this research is primary data, sampling using purposive sampling techniques with non-probability sampling methods. Data analysis techniques in hypothesis testing use path analysis because between the independent variable and the dependent variable there is an influencing mediation. The purpose of path analysis is to look at the direct influence and indirect influence of variables.

Sample Identification

To determine the number of respondents in the research questionnaire because the size of the existing population cannot be known with certainty, so using the Bernoulli method:

$$N = \geq \frac{(\frac{Z\alpha}{2})^2 x\, pxq}{e^2} \qquad (1)$$

Note Information:

N = number of samples
α = confidence level (95%)
Z (α/2) = Normal distribution values (1,96%)
p = probability of the population not being sampled
q = probability of population taken as sample (1-p)
e = error rate (10%)

The probability of the population not being sampled and sampled is 0.5 respectively. If the calculation is carried out using the formula above, the minimum number of samples is obtained $\geq \frac{(1,96)^2 x\ 0,5x0,5}{0,1^2} = 96,04$. The minimum sample size in this research was 96 respondents.

Data Type
The data used in this study is primary data collected from questionnaires in which there are instruments to measure the variables used in the study. Each instrument has a scale and in this study used a 5-point Likert Scale, each of which was given a score. The five-point Likert scale is a commonly used scale in research because it has a fairly good index of validity, reliability, strength of discrimination, and stability (Budiaji, 2013).

Structural Equations
Based on the research conducted, the structural equation for path analysis is as follows:

$$Y1 = β1\ X1 + β2\ X2 + β3\ X3 +\ ε1 \qquad (2)$$
$$Y2 = β4X1 + β5X2 + β6\ X3 + β7Y1 + ε2 \qquad (3)$$

Note Information:
X1 = lifestyle
X2 = social media ads
X3 = financial literacy
Y1 = consumptive behavior
Y2 = purchase decision
β1 – β7 = path coefficient
ε1, ε2 = structural.

3. RELATED RESEARCH/LITERATUR REVIEW

Previous research on consumer decision-making for online purchases illustrates that there are many factors that influence online purchase decisions. Riskayanti's research (2020) found that financial literacy has a positive and significant effect on consumptive behavior. In research by Mustomi, et al. (2020) stated that there was no significant influence between social media on consumptive behavior. In contrast to the results of Richadinata's research, et al. (2021), the results of his research prove that social media affects consumer purchasing decisions, especially students. Research on lifestyle by Philip (2019) shows that lifestyle and consumptive behavior both have a significant and positive effect on purchasing decisions.

The difference with previous research is to make consumptive behavior variables as intervening or mediating variables to determine their role among lifestyle variables, social media advertising, and financial literacy on consumer purchasing decisions. Through path analysis, the independent variables in this research did not directly influence changes in purchasing decision variability.
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4. RESULTS AND DISCUSSION

Test Validity and Reliability
The validity test is carried out to determine whether the instrument used is valid or not. For the purpose of instrument trials, questionnaires were given to 30 respondents first. With r table = 0.361. Test validity by comparing r count > r table

that states the question or indicator is declared valid. In addition to validity tests, reliability tests on questionnaires were also carried out. Obtained alpha value > r table, which is 0.9 > 0.361, the questionnaire in the study can be said to be reliable or consistent.

Path Analysis

The design of the path diagram model based on the theory and variables used is as follows:
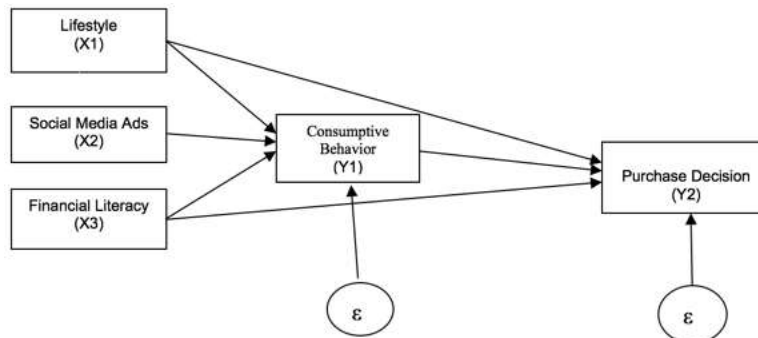

Figure 1. Path Analysis Model

The first step in path analysis is to determine that there is a significant influence on the independent variables of lifestyle, social media ads, and financial literacy on the variable of consumptive behavior.

Table 1. Coefficients of Structural Model I

Variables (Model I)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	17.492	.535		32.713	.000
Lifestyle	.379	.034	.712	11.002	.000
Social Media Ads	.093	.040	.144	2.301	.024
Financial Literacy	.059	.035	.125	1.716	.089

a. Dependent Variable: Consumptive behavior
Source:Processed primary data (2023).

Based on Table 1. The results of testing the influence of lifestyle, social media ads, and financial literacy on consumptive behavior variables are known to be only financial literacy variable whose significance is more than alpha at the level of 5 percent (0,089>0,05), this indicates that there is no significant influence between financial literacy and consumptive behavior. Other variables such as lifestyle and social media advertising had significance values less than alpha at the level of 5 percent, respectively 0,000 <0,05 and 0,024<0,05. This means of these two variables has a significant influence on consumptive behavior.

Table 2. Coefficient of Determination of Structure Model I

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.860[a]	.739	.731	.99830	1.907

a. Predictors: (Constant), Financial literacy, Social Media Ads, Lifestyle

b. Dependent Variable: consumptive behavior
Source:Processed primary data (2023).

The result of the coefficient of determination is 0,731. This value shows that the influence of financial literacy, social media ads, and lifestyle variables on consumptive behavior by 73,1 percent, the remaining 26,9 percent is explained by

other variables outside this research study. Based on the Adjusted R Square value in Table 2, the calculation of the standard error value is:

$$\varepsilon 1 = Pei = \sqrt{1-0,731} = 0,518 \tag{4}$$

Based on the results of data processing in Table 1. and the standard error value ($\varepsilon 1$), the structural equation of model I is as follows:

$$Y1 = 0,712 \, X1 + 0,144 \, X2 + 0,125 \, X3 + 0,518 \tag{5}$$

The results of tests that have been conducted on the influence of financial literacy variables, social media advertising, lifestyle, and consumptive behavior on online purchase decision variables are presented in Table 5.

Table 3. Coefficients of Structural Model II

Coefficients^a

Variables (Model II)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-13.594	4.537		-2.996	.003
Lifestyle	-.297	.126	-.357	-2.363	.020
Social media Ads	-.332	.101	-.329	-3.300	.001
Financial Literacy	.052	.085	.070	.614	.541
Consumptive Behavior	1.460	.249	.933	5.874	.000

a. Dependent Variable: Online Purchase Decision
Source:Processed primary data (2023).

Based on the results of Table 3, it is known that only financial literacy variable is more than alpha at the level of 5 percent (0,541>0,05). This indicates that financial literacy has no significant influence on online purchase decisions.

Table 6. Coefficient of Determination of Structure Model II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.617^a	.381	.354	2.419	1.797

a. Predictors: (Constant), Financial literacy, Social Media Ads, Lifestyle
b. Dependent Variable: consumptive behavior
Processed primary data (2023).

The result of the coefficient of determination is 0,354. This value shows that the influence of financial literacy, social media ads, lifestyle, and consumptive behavior variables on online purchase decision by 35,4 percent, the remaining 64,6 percent is explained by other variables outside this research study. Based on the Adjusted R Square value in Table IV, the calculation of the standard error value is:

$$\varepsilon 2 = Pei = \sqrt{1-0,354} = 0,804 \tag{4}$$

Based on the results of data processing in Table III and the standard error value ($\varepsilon 1$), the structural equation of model II is as follows:

$$Y2 = -0,357X1 - 0,329X2 + 0,070X3 + 0,933Y1 + 0,804 \tag{5}$$

Based on the standard error values $\varepsilon 1$ (0,518) and $\varepsilon 2$ (0,804), the coefficient of determination of the total structural equation from this research model can be calculated by the following calculations:

$$R^2m = 1 - (\varepsilon 1)^2(\varepsilon 2)^2 \tag{6}$$

$R^2m = 1 - (0,518)^2(0,804)^2$
$R^2m = 1 - (0,268)(0,646)$
$R^2m = 1 - (0,173)$
$R^2m = 0,827$

The total coefficient of determination of 0,827 means that 82,7 percent of the variables used can be explained by the model formed, while the remaining 17,3 percent is explained by other variables outside the model formed.

Direct Influence

Financial Literacy has an insignificant relation on a person's consumptive behavior (P-Value>0,05). The findings explain that there may be external factors where financial literacy is not a priority for respondents. Other priorities, such as technological developments because everything in shopping activities can be done effectively and efficiently with technology so as to change consumption behavior.

While the relationship between lifestyle, social media advertising on online purchase decisions has a significant effect. Based on the result, it means lifestyle and social media ads has contribution and relation with consumer's decision on online purchasing. The constant value of the two variables is negative, negative signs indicate a non-directional relationship. The increasing influence of social media advertising accompanied by an increasing lifestyle reduces consumers' online purchase decisions, this can happen due to the factor that consumers are able to support their lifestyle from products purchased directly or offline to meet their satisfaction right away without having to wait for the product to be delivered at a certain period of time.

Financial literacy has an insignificant relationship to consumers' online purchasing decisions (P-Value>0,05), Although financial literacy is related to one's financial management which includes decisions in purchases, in this study it is not a benchmark for making an online purchase decision. Because respondents are consumers aged 18-35 years who are in high online purchase activities so that financial literacy is not their calculation when making online purchase decisions.

Indirect Influence

The indirect influence of lifestyle, social media ads, and financial literacy on online purchase decisions mediated by consumptive behavior is as follows, The amount of direct influence given by lifestyle on online purchase decisions is -0.357 while the indirect influence of lifestyle through consumptive behavior on online purchase decisions is 0.712 x 0.933 = 0.664. The amount of direct influence given by Social Media Ads on online purchase decisions is -0.329 while the indirect influence of Social Media Ads through consumptive behavior on online purchase decisions is 0.144 x 0.933 = 0.134. The amount of direct influence given by financial literacy on online purchase decisions is 0.070 while the indirect influence of financial literacy through consumptive behavior on online purchase decisions is 0.125 x 0.933 = 0.117. All calculations provide positive values, which means that the three variables provide positive changes in online purchase decisions from a consumptive behavior.

Mediation Variable Test

Based on the results of the sobel test, it is known that consumptive behavior only mediates lifestyle to online purchase decisions where z-score > Z-table (3,688 > 1,64).

5.   CONCLUSION

Based on the results of the analysis and discussion, the following conclusions can be conveyed: Financial literacy has no significant influence on online purchase decisions but lifestyle and social media ads has a significant influence on online purchase decisions. Financial literacy is not factored in by consumers aged 18-35 years who are in high online purchase activities. The sample does not provide enough evidence that consumptive behavior can mediate social media advertising

and financial literacy to online purchase decisions. Only lifestyle was mediated by consumptive behavior towards online purchase decisions in this study.

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