



## From TikTok to Checkout: Unpacking Financial and Social Influences on Gen Z's Beauty Purchases

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### **Abstract**

This study aims to analyze the influence of financial literacy, peer conformity, self-control, social media, and e-wallet on the consumptive behavior of Generation Z skincare product users in Surabaya City. The population in this study is Generation Z who was born between 1997-2012, uses skincare products, is active on social media, and uses an e-wallet. The sampling method used purposive sampling with a total of 229 respondents. Data collection was done through distributing questionnaires online. The data obtained were analyzed using Structural Equation Modeling (SEM) techniques with the help of AMOS version 24 software. The results showed that financial literacy, peer conformity, self-control, social media, and e-wallet have a significant effect on consumptive behavior. These findings are expected to be taken into consideration for Generation Z to be wiser in managing personal finances, utilizing social media, and using e-wallets as needed in order to reduce excessive consumptive behavior in buying skincare products.

**Keywords:** *Consumptive Behavior; E-wallet; Financial Literacy; Peer Conformity; Self Control; Social Media*

### **Introduction**

Indonesia is one of the four most populous countries in the world, and this number will continue to increase in the next few years. Currently, Indonesia has the advantage of a demographic bonus. The demographic bonus means that the number of Indonesian people of productive age (15-64 years) is greater than the number of Indonesian people of non-productive age (65 years and over) (Kominfo, 2020). The productive age (15-64 years) is divided into several generations, one of which is Generation Z which is included in the productive age group (Jayani, 2021). The results of the 2020 population census show that Generation Z dominates and is more significant than other generations. The results show that 71,50 million or 27,94% of the entire Indonesian population is Generation Z (BPS, 2020).

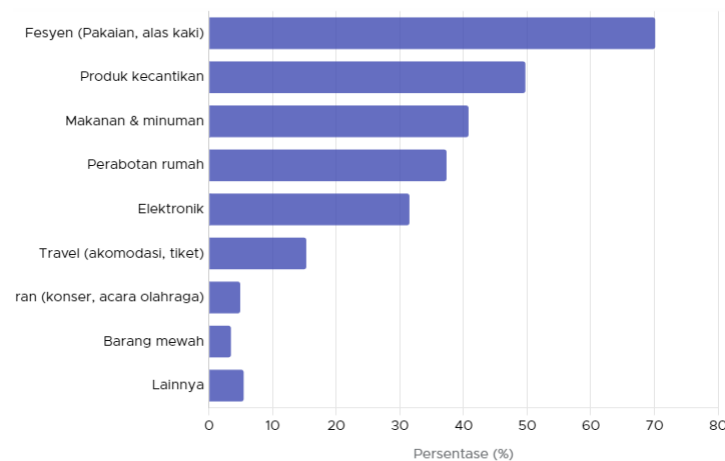


Figure 1 Products Most Purchased Online

Based on figure 1, beauty products rank second as the best-selling product category in 2023 with a percentage of 49,73% (Jauhari, 2023). The majority of Indonesians still choose to shop in online markets. According to the Consumer Report Indonesia 2023 by Standard Insights, 24,11% of Indonesians make at least one online purchase every month. In addition, 4,05% of customers make daily purchases online (Jauhari, 2023). The high percentage of sales of beauty products, including skincare, in the online marketplace reflects the increasing public awareness of the importance of skincare.

Skincare is a series of actions carried out systematically using certain products to improve the health, beauty and function of the skin, especially the face (Fadhilah et al., 2023). According to Syafitri (2022), consumers in Indonesia, especially women, consider skincare to be very important. This is also supported by Anisa (2021), which shows that skincare is very important for Indonesian women to maintain healthy skin. In addition, the majority of Generation Z spend their money on beauty products such as makeup and skincare due to social and aesthetic needs (Zap, 2023).

Consumptive behavior is a person's tendency to buy goods or services excessively without rational consideration, driven more by personal desires and satisfaction than real needs (Rahman et al., 2023). Excessive consumption tends to increase on objects of extraordinary value to achieve social status, prestige, wealth and happiness (Suminar & Meiyuntari, 2016). This behavior is most prone to occur in adolescents, and can carry over into adulthood (Wijayanti & Astiti, 2017). Consumptive behavior is influenced by trends and recognition from the social environment, which often encourages individuals to buy unnecessary items (Asandimitra et al., 2022).

The first factor that is thought to influence consumptive behavior is financial literacy. Financial literacy is the knowledge and ability of individuals to make appropriate financial decisions in everyday life (OJK, 2017). Individuals with good financial literacy will be wiser in managing expenses and tend to avoid consumptive behavior (Mubarokah & Pratiwi, 2022).

The second factor is peer conformity, which is a person's tendency to conform to the norms and behavior of the peer group (Mahrunnisya et al., 2018). When someone follows the habits of their peer group, they can feel worried about being left behind or FOMO (Khafida & Hadiyati, 2020). This triggers consumptive behavior.

The third influential factor is self control. Self control is the ability to resist internal urges so as not to engage in consumptive behavior (Ulayya & Mujiasih, 2020). Someone with good self control will limit spending in order to maintain personal financial stability (Chita et al., 2015).

The fourth factor is social media. Social media has a significant influence on a person's lifestyle and consumption patterns (Nurrahmi & Syam, 2020). Exposure to influencer content can drive unplanned purchasing decisions (Maulana et al., 2020).

The fifth factor is e-wallet. E-wallet is a digital-based non-cash payment method that facilitates transactions (Sukma & Canggi, 2021). However, because of its convenience, e-wallets can also encourage consumptive behavior if not accompanied by good financial management (Ramadani, 2016).

### **Theory of Planned Behavior (TPB)**

In 1991, Ajzen created a theory called Theory of Planned Behavior (TPB), which is the theory used by Ajzen to complement and refine the previous theory, namely Theory of Reasoned Action (TRA). TPB theory was developed with the influence of individual beliefs and perceptions in controlling their ability to behave (Suwarman, 2015). TPB is based on changes in individual behavior based on their interests. This interest exists because of an individual's interest in something without any encouragement. Individuals have different responses to a behavior, so there are differences in how to respond (Ajzen, 1991). According to Ajzen (2005), individual interest is influenced by 3 TPB factors, namely attitude towards behavior, subjective norms, and perceived behavioral control. Theory of Planned Behavior (TPB) in this study explains the variables of financial literacy, peer conformity, and self control.

### **Uses and Effect Theory**

The uses and effects theory was first coined by Sven Windahl in 1979, which is based on the theory of uses and gratification. This theory has been widely used in research, including in the fields of information technology, social media, and mass media. The uses and effects theory explains that individuals use media to achieve various outcomes. Media use is only seen as an intermediary, and the effect is the end result (Alfirahmi, 2019). The uses and effects theory states that individual behavior, expectations, reactions to the media, and the level of media availability all have an impact on how audiences use the media. Individuals who consume mass media not only receive the information offered to them, but they also analyze, interpret, and respond to that information using the knowledge and experience they have. The uses and effects theory in this study is used to explain the relationship of social media variables.

### **Technology Acceptance Model (TAM)**

In 1989, Davis created a theory, the Technology Acceptance Model. TAM was adapted from the Theory of Reasoned Action (TRA), which was previously proposed by Ajzen and Fishbein in 1980. The variables that distinguish technologies that can be accepted and rejected by individuals are perceived usefulness (attitude towards use) and perceived ease of use (attitude towards ease of use). The Technology Acceptance Model is believed to be able to predict and explain individual behavior with new technology (Utomo et al., 2018). This study uses the Technology Acceptance Model theory to explain the relationship between e-wallet variables.

### **Consumptive Behaviour**

Consumptive behavior is the act of consuming goods or services only for personal satisfaction and not based on rational needs (Mubarakah & Pratiwi, 2022). This is in line with the opinion of Sudiro & Asandimitra (2022) who explain that consumptive behavior is consumption that is carried out excessively by individuals. Lubis et al. (2020) stated that this consumption is carried out without rational consideration as a way to fulfill emotional needs. Meanwhile, Rahman et al. (2023) state that consumptive behavior is driven more by the impulse of desire and personal satisfaction than real needs. According to Utami (2008), consumptive behavior can be measured through two indicators, namely consumption patterns and wastefulness.

### **Financial Literacy**

Financial literacy is a set of individual behaviors and abilities in understanding and managing their finances to achieve future goals (OJK, 2017). Financial literacy is also understood as basic knowledge of financial concepts used to make wise financial decisions (Yahya, 2021). This is reinforced by Fauzi & Sulistyowati (2022), which states that financial literacy includes an understanding of spending, managing, and planning money for the future. Someone who has good financial literacy will be able to avoid consumptive behavior and manage their finances more responsibly (Mubarokah & Pratiwi, 2022). According to Chen & Volpe (1998), there are four indicators of financial literacy, namely basic financial knowledge, saving and borrowing, insurance, and investment.

### **Peer Conformity**

Peer conformity is a form of individual adjustment to peer groups, where a person acts in accordance with group expectations to gain social acceptance (Bulan & Rohmadoni, 2022). According to Mahrurnisya et al. (2018), peer conformity reflects a person's ability to adapt to group norms. Peer groups become a place to exchange opinions that can influence a person's consumption behavior (Kadeni & Srijani, 2018). In addition, individuals often make peer groups a reference so as not to be considered out of date and avoid negative judgment (Mayasari & Indrawati, 2023). According to Ambarsari & Asandimitra (2023), conformity is also a form of change in individual behavior due to encouragement from reference groups based on applicable norms. Myers (2010) states that indicators of peer conformity consist of normative influence and informational influence.

### **Self-Control**

Self-control is an individual's ability to control behavior and make decisions independently based on rational considerations (Ulayya & Mujiasih, 2020). Self-control is needed to resist inappropriate internal urges so that a person can choose wiser and more positive actions. In today's digital era, self-control is becoming increasingly important because the ease of making purchase transactions can encourage consumptive behavior, especially among adolescents (Chita et al., 2015). Marsela & Supriatna (2019) state that self-control helps a person regulate their actions in accordance with applicable values, morals, and social norms. Gong et al. (2009) suggested that indicators of self-control include control over thoughts, emotions, impulses, and performance.

### **Social Media**

Social media is an internet-based platform that allows individuals to communicate, share information, and build social networks digitally (Anggraeni & Khasan, 2018). According to Nurmianani et al. (2023), social media provides space for users to express themselves in various forms of content such as text, images, and videos. In line with that, Pertiwi & Irwansyah (2020) stated that social media functions as an interactive medium to exchange information, ideas, and knowledge. Hidayatun (2015) added that social media is also used as a means of social interaction that can influence individual consumption patterns through promotional content. According to Mayfield (2008), there are five indicators in social media, namely participation, openness, conversation, community, and connectedness.

### **E-Wallet**

E-wallet is a digital payment method in which a certain amount of funds is first stored in electronic media and then used in transactions (Yahya, 2021). E-wallets are increasingly popular among the younger generation because of the easy and fast transaction process (Sukma & Canggi, 2021). According to Bank Indonesia (2018), e-wallet is a payment instrument where funds are stored on certain electronic media by the organizer, but are not categorized as banking deposits. Fauziah & Nurhasanah (2020) also mentioned that e-wallets make it easier to pay small amounts that cannot be done with cash. According to Ramadani (2016), there are two indicators in the use of e-wallets, namely benefits and advantages as well as convenience and trust.

### **The Effect of Financial Literacy on Consumptive Behavior**

In explaining the effect of financial literacy on consumptive behavior, we can use the Theory of Planned Behavior. This theory explains that a person's behavior is influenced by intentions, which are formed from attitudes, subjective norms, and perceived control. According to Fariana et al. (2021), a high level of financial literacy can influence the way a person chooses products and manages their money, thus supporting long-term financial planning. Financial literacy aims to help a person understand the meaning of financial management in order to be able to make wise decisions.

H1: Financial literacy affects the consumptive behavior of Generation Z skincare product users in Surabaya City.

### **The Effect of Peer Conformity on Consumptive Behaviour**

Theory of Planned Behavior describes the influence of peer conformity on consumptive behavior. TPB is based on changes in individual behavior that are influenced by intentions that come from interests without external coercion. A person's capacity to change and conform to a peer group is known as peer conformity (Mahrunnisya et al., 2018). Peers often become a person's reference in behavior so as not to be considered outdated and avoid social criticism (Mayasari & Indrawati, 2023). This phenomenon is related to Fear of Missing Out (FOMO), when individuals feel left behind or ignored in their group, triggering anxiety (Wulandari & Siwi, 2022). The higher the level of conformity to the group, the greater the tendency to show consumptive behavior (Yuliantari & Herdiyanto, 2015).

H2: Peer conformity affects the consumptive behavior of Generation Z skincare product users in Surabaya City.

### **The Effect of Self Control on Consumptive Behaviour**

Theory of Planned Behavior explains that self-control plays an important role in shaping consumptive behavior. TPB emphasizes that behavior is influenced by intentions formed from attitudes, subjective norms, and perceived control. Self-control is the capacity of individuals to regulate their behavior to be in line with certain moral, social, and value standards (Marsela & Supriatna, 2019). Self-control is also the result of a person's cognitive judgment in making decisions to get the expected results (Chita et al., 2015). With strong self-control, a person is able to restrain himself and manage expenses more wisely (Fariana et al., 2021).

H3: Self-control affects the consumptive behavior of Generation Z skincare product users in Surabaya City.

### **The Effect of Social Media on Consumptive Behaviour**

The influence of social media on consumptive behavior can be explained through the Uses and Effect theory. This theory states that individuals use media for specific purposes and the results of that use influence behavior (Alfirahmi, 2019). Social media as a web-based technology allows online interaction and communication, while accelerating the dissemination of information (Anggraeni & Khasan, 2018). However, social media also encourages social comparisons that cause a person to feel less satisfied with themselves and are encouraged to follow consumptive trends (Ratu et al., 2024). Fast information and exposure to ideal lifestyles on social media make individuals want to conform, even if they have to overspend.

H4: Social media affects the consumptive behavior of Generation Z skincare product users in Surabaya City.

## The Effect of E-Wallet on Consumptive Behaviour

The Technology Acceptance Model (TAM) explains the effect of e-wallets on consumptive behavior. TAM predicts that acceptance of new technology is determined by perceptions of the ease and benefits of its use (Alfadda & Mahdi, 2021). E-wallet is a digital payment technology that allows transactions to be made quickly, practically, and efficiently (Sukma & Canggi, 2021). This convenience and speed make e-wallets encourage consumptive behavior, especially when supported by promotions and discounts. An e-wallet user is even referred to as part of the cashless-society because it starts to leave cash transactions.

H5: E-wallet affects the consumptive behavior of Generation Z skincare product users in Surabaya City.

## Method

The type of research used is causality research with a quantitative approach. The type of data used in this research is primary data. Data was obtained from an online questionnaire. The endogenous variable is consumptive behavior. Exogenous variables include financial literacy, peer conformity, self-control, social media, and e-wallet. The sampling technique in this study used purposive sampling and snowball sampling techniques, using Google Form through several social media platforms, namely WhatsApp, Instagram, and Telegram. There are special criteria in this study, namely Generation Z who are in the age range of 12-27 years, live in Surabaya, users of skincare products, social media users, and e-wallet users. The sample in this study consisted of 229 respondents, and the answers to the questions were measured using 5 likert scales and the Three Box Method. The data analysis technique uses Structural Equation Modeling (SEM) with AMOS version 24 software.

## Result

### Description of Respondent Characteristics

#### Characteristic of Respondent

	Characteristics of Respondent	Sum	Percentage
<b>Gender</b>	Male	56	24,5%
	Female	173	75,5%
<b>Age</b>	12 - 17	7	3,1%
	18 - 22	177	77,3%
	23 - 27	45	19,7%
<b>Domicile Area</b>	Central Surabaya	31	13,5%
	North Surabaya	44	19,2%
	East Surabaya	56	24,5%
	South Surabaya	59	25,8%
	West Surabaya	39	17,0%
<b>Types of Social Media</b>	Instagram	77	33,6%
	TikTok	97	42,4%
	WhatsApp	33	14,4%
	Facebook	1	0,4%
	Twitter	15	6,6%
	Youtube	6	2,6%

	Characteristics of Respondent	Sum	Percentage
<b>Types of E-Wallets</b>	Snapchat	0	0,0%
	Telegram	0	0,0%
	DANA	48	21,0%
	OVO	8	3,5%
	ShopeePay	124	54,1%
	GoPay	45	19,7%
	LinkAja	3	1,3%
	Jenius	1	0,4%
	Sakuku	0	0,0%
<b>Income</b>	<Rp1.500.000,00	104	45,4%
	Rp1.500.000,00 - <Rp2.500.000,00	56	24,5%
	Rp2.500.000,00 - Rp3.500.000,00	21	9,2%
	>Rp3.500.000,00	48	21,0%
<b>Expense</b>	<Rp150.000,00	66	28,8%
	Rp150.000,00 - <Rp250.000,00	82	35,8%
	Rp250.000,00 - Rp350.000,00	33	14,4%
	>Rp350.000,00	48	21,0%

### Outlier Evaluation Results

Outlier criteria can be seen from the Mahalanobis distance value which is smaller than the Chi-square table value. This value is obtained from CHIINV with a significance level of  $p = 0,001$  and a total of 57 indicators. The table chi-square value is 95,751. Based on the research results, the data is within the Mahalanobis distance.

### Normality Test

The determination criteria can be seen from the cr skewness and cr kurtosis values, which are  $\pm 2.58$ . Based on the test results, univariately it was found that SC10, EW3, EW5, and EW8 were not normal with values of -2,73, -2,766, 2,892, and -2,785 respectively, so these items were removed to be able to proceed to the next stage of testing. However, multivariately, the data has a normal distribution.

### Validity Test

Valid variable instruments can be identified by looking at the estimated value (factor loading) of the Standardized Regression Weight output which must be more than 0,500 to be declared valid in explaining the construct or variable. Based on the test results, several items were found to have an estimated value (factor loading) below 0,500, including SC9, SM1, SM3, SM6, CB5, and CB7. So that these items must be deleted in order to proceed to the next testing stage.

## Reliability Test

Variabel	Construct Reliability
FL	0,833
PC	0,824
SC	0,851
SM	0,791
EW	0,844
CB	0,800

The reliability test in this study uses constructs or variables measured by the CR (Construct Reliability) value, which must be above 0,700 to be considered reliable. Based on the test results, the CR value of each variable generated exceeds the specified requirement of more than 0,700.

## Goodness of fit Test Results

### Goodness of fit Test

Goodness of Fit	Cut of Value	Value	Information
PROB	$\geq 0,05$	0,086	Good Fit
CMIN/DF	$< 2$	1,063	Good Fit
RMSEA	$\leq 0,08$	0,017	Good Fit
GFI	$\geq 0,90$	0,854	Close to Fit
AGFI	$\geq 0,90$	0,828	Close to Fit
TLI	$\geq 0,90$	0,984	Good Fit
CFI	$\geq 0,90$	0,986	Good Fit

In this study, seven Goodness of Fit criteria were used to test the feasibility of the model. The results of the model feasibility test show that five categories, namely PROB (0,086), CMIN/DF (1,063), RMSEA (0,017), TLI (0,984), and CFI (0,986), fall into the good fit category. The other two categories, namely GFI (0,854) and AGFI (0,828), are in the close to fit category. The model feasibility test in this study is acceptable because there are five categories of good fit and two categories of close to fit.

## Hypothesis Test Results

In this test, a critical ratio value greater than or equal to 2 ( $CR \geq 2$ ) and  $P < 0,05$  is used so that the exogenous variables are stated to significantly affect the endogenous variables. Then, the estimated values, positive and negative, indicate the causality relationship between exogenous variables and endogenous variables. A positive estimation value indicates a unidirectional relationship, while a negative estimation value indicates an opposite relationship.

### Hypothesis Test

			Estimate	S.E.	C.R.	P
CB	<---	FL	-1,518	0,269	-5,634	***
CB	<---	PC	0,296	0,055	5,418	***
CB	<---	SC	-0,296	0,144	-2,051	0,04
CB	<---	SM	0,172	0,045	3,826	***
CB	<---	EW	0,637	0,202	3,158	0,002



Based on the table, H1 is accepted because the negative critical ratio value is -5,634, which is more than 2. In addition, the resulting P value of \*\*\* is less than 0,001, smaller than 0,05. This means that financial literacy has a negative and significant effect on consumptive behavior. H2 is accepted because the critical ratio value is positive, namely 5,418 more than 2. The resulting P value of \*\*\* is less than 0,001, smaller than 0,05. This means that peer conformity has a positive and significant influence on consumptive behavior. H3 is accepted because the critical ratio value is negative, namely -2,051 more than 2. In addition, the resulting P value of 0,04 is smaller than 0,05. This means that there is a negative and significant influence between self control on consumptive behavior. H4 is accepted because the positive critical ratio value of 3,826 is more than 2. In addition, the resulting P value of \*\*\* is less than 0,001, smaller than 0,05. This means that there is a positive and significant influence between social media on consumptive behavior. H5 is accepted because the positive critical ratio value of 3,158 is more than 2. The resulting P value of 0,002 is smaller than 0,05. This means that e-wallets have a positive and significant influence on consumptive behavior.

### **Coefficient of Determination Test Results**

The coefficient of determination is analyzed to determine how much the contribution of exogenous variables in explaining endogenous variables. The criterion used to measure the coefficient of determination is the estimated value in the Squared Multiple Correlations output. The greater the resulting value, the more significant the contribution of exogenous variables in explaining endogenous variables. Based on the test results on AMOS 24, it is known that the percentage value of Squared Multiple Correlations is 48%. The rest comes from variables outside this study, such as pocket money variables by Sari et al. (2020), lifestyle variables by Fariana et al. (2021), social demographics variables by Zahra & Anoraga (2021), mental accounting variables by Rizky & Asandimitra (2024), parents' income variables by Maulidina & Kurniawati (2022), debit cards variables by Fatmasari et al. (2019), e-commerce variables by Oskar et al. (2022), money attitude variable by Ambarsari & Asandimitra (2023), self confidence variable by Sa'adah & Handayani (2021), fashion orientation variable by Widaningsih & Mustikasari (2019), and individual modernity variable by Kumalasari & Soesilo (2019).

## **Discussions**

### **The Effect of Financial Literacy on Consumptive Behavior**

Based on the results of hypothesis testing that has been carried out, the influence of financial literacy variables has a negative and significant effect on consumptive behavior variables, which means that the hypothesis is accepted. The results of this study are based on the Theory of Planned Behavior which explains that a person can predict the discrepancies that will occur when taking action using knowledge and experience. The ability in financial management can help individuals make wise decisions. Individuals with a high level of financial literacy tend to be able to control spending and refrain from consumptive behavior. Increased financial literacy will help individuals to reduce consumptive behavior. The results of this study are in line with previous research by Sari et al. (2020), Fariana et al. (2021), Zahra & Anoraga (2021), Lestari et al. (2022), Rizky & Asandimitra (2024), Sudiro & Asandimitra (2022), Maulidina & Kurniawati (2022), Oskar et al. (2022), Fauzi & Sulistyowati (2022), Mubarakah & Pratiwi (2022), Kumalasari & Soesilo (2019), and Haryana (2020), which state that financial literacy has a significant influence on consumptive behavior.

### **The Effect of Peer Conformity on Consumptive Behavior**

Based on the results of hypothesis testing that has been carried out, the influence of peer conformity variables has a positive and significant effect on consumptive behavior variables, which means that the hypothesis is accepted. The results of this study are in accordance with the Theory of Planned Behavior, which explains that individuals receive pressure from social groups when interacting in their environment, thus forming norms and changing behavior to consumptive. Generation Z follows peer

group trends to socialize and feel accepted, including in the use of skincare products. FOMO (Fear of Missing Out) reinforces the tendency to follow group norms so as not to be left behind. This indicates that the higher the peer conformity, the higher the level of consumptive behavior of a person. The results of this study are in line with previous research by Rizky & Asandimitra (2024), Utami et al. (2023), Ambarsari & Asandimitra (2023), Hayati et al. (2020), Prasetya et al. (2021), Lubis et al. (2020), Widaningsih & Mustikasari (2019), and Hidayanti et al. (2023), which states that peer conformity has a significant effect on consumptive behavior.

### **The Effect of Self Control on Consumptive Behavior**

Based on the results of hypothesis testing that has been carried out, the effect of self control variables has a negative and significant effect on consumptive behavior variables, which means that the hypothesis is accepted. The results of this study are based on the Theory of Planned Behavior which states that individual perceptions of self control can influence behavior. The higher the self control, the lower the individual's tendency to consumptive behavior. Self control plays an important role in resisting the urge to buy based on momentary desires. Generation Z respondents in this study are still in the emotional development stage, so control from the social environment, including parents, is still needed. The results of this study are in line with previous research by Fariana et al. (2021), Rizky & Asandimitra (2024), Utami et al. (2023), Sudiro & Asandimitra (2022), Sukma & Canggih (2021), Sakdiyah & Handayani (2022), Hayati et al. (2020), Prasetya et al. (2021), Gunawan & Andani (2022), Lubis et al. (2020), Kumalasari & Soesilo (2019), and Haryana (2020), which state that self control has a significant influence on consumptive behavior.

### **The Effect of Social Media on Consumptive Behavior**

Based on the results of hypothesis testing that has been carried out, the influence of social media variables has a positive and significant effect on consumptive behavior variables, which means that the hypothesis is accepted. The results of this study are based on the Uses and Effects theory, where the media is used by individuals to meet information and entertainment needs which can have an impact on consumptive behavior. The high exposure to beauty trends, product testimonials, and influencer promotions on social media encourages individuals, especially Generation Z, to make purchases not based on needs, but trends. The FOMO phenomenon also triggers individuals not to be left behind by ongoing trends. The results of this study are in line with previous research by Diantini et al. (2021) and Muttaqin et al. (2022), which state that social media has a significant effect on consumptive behavior.

### **The Effect of E-Wallet on Consumptive Behavior**

Based on the results of hypothesis testing that has been carried out, the influence of e-wallet variables has a positive and significant effect on consumptive behavior variables, which means that the hypothesis is accepted. The results of this study are based on the Technology Acceptance Model, with the variable perceived usefulness, which explains that individual behavior changes as technology advances. The ease and speed of making transactions through e-wallets makes Generation Z more consumptive in shopping. Digital payment systems encourage individuals to transact without considering their needs, because the purchase process becomes more practical. The results of this study are in line with previous research by Sudiro & Asandimitra (2022), Maulidina & Kurniawati (2022), Sukma & Canggih (2021), and Ambarsari & Asandimitra (2023), which state that e-wallet has a significant influence on consumptive behavior.

### **Conclusion**

Based on the results of this study, financial literacy affects consumptive behavior. This shows that good or bad financial knowledge and management will have an impact on consumptive behavior. Peer conformity affects consumptive behavior. This shows that normative and informational influences from

peers have a direct impact on consumption decisions. Self control affects consumptive behavior. This shows that control over thoughts, impulses, emotions, and performance affects consumptive behavior. Social media affects consumptive behavior. This shows that the intensity of social media use has an impact on consumptive behavior. E-wallet affects consumptive behavior. This shows that ease of use, maximum usefulness, risk, and compatibility have an impact on consumptive behavior.

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