MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

# The Influence of Social Media on Consumptive Behavior with Lifestyle as a Mediating Variable Among Gen Z in Garut Regency

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**ABSTRACT**

This study aims to examine the influence of social media on consumptive behavior mediated by lifestyle among Generation Z in Garut Regency. The method used is quantitative with an explanatory design. Data for this study were obtained from questionnaires distributed online to Generation Z in Garut Regency, namely individuals born between 1997 and 2012 who actively use social media. This study used a sample of 110 respondents. Data analysis was performed using Partial Least Squares (PLS) processed through SmartPLS. It was found that social media does not directly influence consumptive behavior. However, social media can significantly influence lifestyle. Similarly, lifestyle can influence consumptive behavior. The relationship between social media and consumption behavior becomes significant when mediated by the lifestyle variable. The novelty of this research lies in the disclosure of the lifestyle mediation mechanism, which clarifies how social media can influence consumption behavior through the formation of a lifestyle that is more influenced by digital trends. The results of this study can be used to design more effective marketing strategies that are in line with the characteristics of Generation Z.

**Keywords:** Consumptive Behavior, Lifestyle, Social Media.

## I.     Introduction

In the era of digitalization, Generation Z is the largest demographic group in Indonesia, numbering around 76 million people or 27.94 percent of the national population (BPS, 2023). As digital natives, they are very familiar with social media, which is not only used for communication but also shapes their daily consumption patterns (Fertier et al., 2020). Populix research (2023) shows that 56 percent of Gen Z buy products because of fear of missing out (FOMO), while 45 percent admit to often buying unnecessary items just to follow trends. This fact shows the high potential for consumptive behavior triggered by social media exposure. Users are often tempted by product offers that suddenly appear in their feeds or in advertisements tailored to their interests and online behavior, especially among the younger generation (Ali et al., 2022). However, the influence of social media on consumptive behavior is not always direct. Social media can shape and modify a person's lifestyle, such as the outfit of the day (OOTD) trend, modern cuisine, or the use of branded items that are often showcased through social media, which then influences their tendency to make excessive purchases or consume goods and services (Ramadhany, 2025). This can affect self-perception and

the need to own certain items to meet social expectations (Yang et al., 2024). This means that social media not only has a direct impact on consumptive behavior, but also through the internalization of certain lifestyles that are formed from digital interactions. Dikria & Mintarti (2016) emphasize that consumption habits, especially during adolescence, are a significant transition period that occurs between the ages of 12 and 27 (referred to by BPS as Generation Z). People go through a process of self-examination during this period and develop behavior patterns that they find most attractive, as well as whether or not they are in line with their desires. (Branje et al., 2021).

This condition also occurs among Generation Z in Garut Regency. The high use of social media among young people in Garut makes them more easily influenced to follow consumption trends. This can be seen from the rise of digital trend-based lifestyles, such as the purchase of fashion products, cosmetics, food, and other necessities that are often influenced by social media content. According to BPS (2023), 86 percent of junior high school students and above in Garut Regency have access to the internet (including Facebook, Twitter, WhatsApp, Instagram, and TikTok). Garut Regency is one of the areas with a significant Gen Z population, reaching more than 900 thousand people or 35 percent of the total population (BPS, 2024). This phenomenon is interesting to study because the consumption characteristics of Gen Z in developing areas may differ from those in metropolitan cities, especially in terms of social media usage and lifestyle (Aini et al., 2025). A 2023 PwC study shows that 73 percent of Gen Z spend their money on things they like, rather than saving for the future. Therefore, this research is highly urgent considering that the massive use of social media has the potential to increase the risk of uncontrolled consumptive behavior, which can hurt individuals' financial conditions and social welfare in general. In addition, research on the influence of social media on consumptive behavior has mostly focused on big cities, such as Jakarta, Bandung, or Surabaya. Research in non-metropolitan areas such as Garut Regency is relatively limited, even though the socio-cultural context of this region is different (Nur et al., 2023).

Previous studies have shown inconsistent results. Mustomi et al. (2020) found that social media did not have a significant effect on consumptive behavior, while Khirshananto & Adriansyah (2021) proved the opposite. Given its widespread use and high level of interaction, social media in this situation influences consumer preferences and decisions. Considering the research gap and the need for empirical evidence to support the validity of this assumption, research is needed to fill this gap and provide empirical evidence. The differences between these results emphasize the dynamics and complexity of understanding how social media influences people's consumption patterns, which can be influenced by various contextual factors and variations in social media use (Viola et al., 2023). This inconsistency indicates that other factors may play a role, one of which is lifestyle. Several studies (Fitriyani et al., 2023, and Zahra & Anoraga, 2021) confirm that lifestyle has a strong influence on consumptive behavior, while other studies show that lifestyle can be influenced by the intensity of social media use (Bowo et al., 2023) and (Varita et al., 2024). Based on this description, this study was conducted to bridge the gap between previous findings. The study was conducted in Garut Regency, which is geographically and socio-culturally different from large cities, so the results of the study are expected to contribute to a new understanding of consumptive phenomena in non-metropolitan areas. This study explicitly places lifestyle as a mediating variable to explain the mechanism of social media's influence on consumptive behavior. This is important in order to understand how social media not only shapes consumptive behavior directly, but also through the process of lifestyle internalization. Thus, this study strengthens the theoretical understanding of the interaction between social media, lifestyle, and consumptive behavior in the digital generation.

## II. Literature Review and Hypothesis Development

### 2.1. Consumptive Behavior

Consumptive behavior tends to make a person consumptive because they make purchases based solely on desire without considering the benefits and usefulness of the item (Khoirunnisa, 2021). Consistent

consumptive behavior will lead to poor financial management, which will ultimately result in wastefulness due to frequent and excessive purchases (Yahya, 2021). According to Puspitasari & Umami (2025), the factors that drive consumptive behavior come from internal factors (emotional urges, the desire for recognition, and the need for self-actualization) and external factors (promotions and discounts, social environment, and tempting advertisements). For Generation Z, these external factors tend to be more influential because they grew up in an era of social media exposure and the fear of missing out (FOMO) (Farras, 2025). Previous research shows that the dimensions of consumptive behavior include desire fulfillment, out-of-reach goods, unproductive goods, and status (Santiana et al., 2023). Based on the objectives of the literature, this study will adopt the Consumer Culture Theory Perspective (Arnould, J, & Thompson, J, 2005) in (Pangaila et al., 2025), which asserts that consumption often serves as a means of building self-identity and social symbols. This indicates that consumptive behavior is not merely an individual phenomenon, but rather part of a cultural pattern that continues to be shaped through social interaction. Therefore, the definition of consumptive behavior from the Consumer Culture Theory (CCT) perspective is used in this study because it provides a broad analytical framework that allows for an understanding of how Generation Z constructs the meaning of consumption in everyday life. It also makes this study more relevant in explaining the consumption behavior of Generation Z, which is closely related to identity, community engagement, and adaptation to contemporary social dynamics.

## 2.2. Social Media

Social media, especially among Generation Z, serves as a space for self-expression as well as a means of following trends. (Marsia & Siahaan, 2025). Social media users are free to modify text, images, videos, graphics, and other types of information by adding, removing, and sharing them. (Harahap & Adeni, 2020). Therefore, the social media indicators in this study (entertainment, interaction, trends, and customization) were chosen because they reflect the basic needs of users in consuming digital content. (Putri et al., 2023). There are two aspects of social media, namely social media as a result of digital technology development and social media as an interactive space created by user participation (Aulia & Srg., 2024). This is closely related to Generation Z, considering that this group is active users who consume and produce content. (Husna & Mairita, 2024). To understand the reasons behind the use and how social media is used by individuals, this study will adopt the Uses and Gratifications Theory perspective. Katz et al (1974), which is also used in research Rachmi et al (2024) Social media is used by individuals to fulfill their needs for entertainment, social interaction, and identity search. This theory provides a solid conceptual framework for understanding social media as a medium that is actively chosen and used by Generation Z to fulfill various psychological and social needs. This insight is an important basis for a more comprehensive examination of the influence of social media in this study.

## 2.3. Lifestyle

The concept of lifestyle refers to how individuals organize their activities, channel their interests, and express their opinions (AIO) in their daily lives (Silalahi & Hartati, 2021). Lifestyle is not only a reference for personal preferences, but also a social change that is built through interaction with the environment (Razali & Puspita, 2024). Thus, understanding lifestyle has broad implications, especially for Gen Z, both in practical research, such as understanding how Gen Z builds its identity and social life, and in academic applications, such as helping to identify the distinctive patterns of Gen Z that differentiate it from previous generations (Hamka, 2025). According to previous research, lifestyle plays an important role in determining consumer behavior, especially for the younger generation who are greatly influenced by social trends (Fatmawati, 2020). After presenting the previous literature review, this study adopts the theory described by Plummer, which was also used by Suryani & Kristiyani (2021), that a person's lifestyle is characterized by how they spend their time, what they consider important in life, and how they view the world around them. This theory also discusses

how social environment, media, and technological advances all have an impact on lifestyle, in addition to demographic variables (Laana & Sukri, 2022). Thus, the application of this theory ensures that lifestyle variables can be studied comprehensively and in accordance with their context.
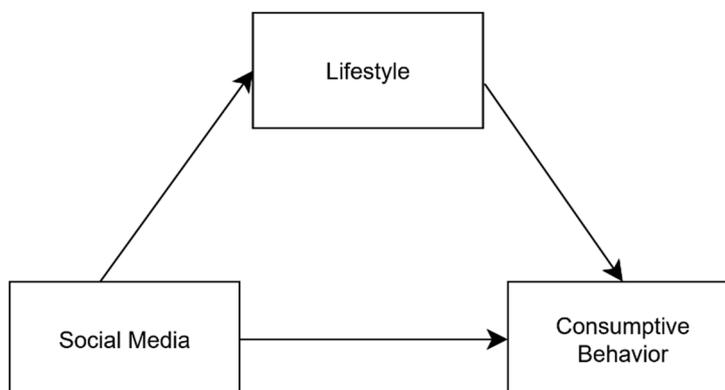


**Figure 1. Conceptual Framework**
Source: processed by Author (2025)

Figure 1. This is a conceptual framework that aims to provide an overview of the relationship between the variables studied. With this framework, readers can more easily understand the flow of influence of social media (X) on consumptive behavior (Y) through lifestyle (M) as a mediating variable, so that the research concept becomes clearer and more systematic.

a. The Influence of Social Media on Consumptive Behavior

Consumptive behavior is influenced by social media. The more time individuals spend on social media, the greater the impact on their purchasing decisions. Individuals who use social media excessively are often influenced by advertisements and promotional material that are frequently posted. As indicated by the increase in the frequency and volume of unexpected spending, this situation can increase their desire to buy items that are not actually needed. (Nabil et al., 2024). However, previous research results are inconsistent; some show a significant influence. (Khirshananto & Adriansyah, 2021), while others do not (Mustomi et al., 2020). Therefore, this relationship still requires further empirical testing. Based on the theoretical description and previous research findings presented above, a preliminary assumption can be drawn and formulated in the form of the first hypothesis as a reference for this study, as follows:

H1:    *Social media (X) has a positive and significant effect on consumptive behavior (Y).*

b. The Influence of Social Media on Lifestyle

Based on Uses and Gratifications Theory, social media plays a role in shaping lifestyle preferences through exposure to information, trends, and social interactions. The increase in popularity of social media also has a major impact on people's lifestyles. Changes in the lifestyles of young people are directly related to developments in time and technology. Generation Z uses social media not only for communication, but also as a reference for fashion, activities, and self-identity (Triananda et al., 2021). The findings of Bowo et al., (2023) and Varita et al., (2024) Support this relationship. Considering the conceptual relationship between the variables analyzed, the hypothesis is formulated as a tentative answer to the research problem. Therefore, the second hypothesis is formulated as follows:

H2: *Social media (X) has a positive and significant effect on lifestyle (M).*

c.   The Influence of Lifestyle on Consumptive Behavior

According to Consumer Culture Theory, lifestyle is a reflection of values and identity expressed through consumption. Teenagers with hedonistic lifestyles or status orientation tend to exhibit higher consumptive behavior. Using expensive products, dressing stylishly, and following the latest trends are ways that Generation Z keeps up with the times. The results of studies conducted by Fitriyani et al (2023) and Zahra & Anoraga (2021) Consistently state that lifestyle influences consumptive behavior. Based on the conceptual framework presented earlier and previous research, the third hypothesis is proposed as follows:

*H3: Lifestyle (M) has a positive and significant effect on consumptive behavior (Y).*

d.   The Influence of Social Media on Consumptive Behavior Through Lifestyle

When individuals are exposed to social media, they tend to internalize trends into their lifestyle, which ultimately encourages consumptive behavior. This means that the influence of social media on consumptive behavior is not always direct, but rather mediated by lifestyle (Aryani et al., 2024). This is supported by research. Anggraini & Hastuti (2023) That shows the influence of social media on consumptive behavior through lifestyle. This study uses a quantitative approach with an explanatory design. This design was chosen because the study not only attempts to describe the phenomenon but also explains the causal relationship between variables. In the context of the proposed hypothesis, social media is expected to influence consumptive behavior with lifestyle as a mediating variable. This indicates that the use of social media not only has a direct impact on consumptive behavior tendencies but also forms an individual's lifestyle. In other words, social media can influence a person's lifestyle patterns, which in turn encourage individuals to exhibit consumptive behavior. Therefore, explanatory design is considered relevant to empirically test the direct and indirect relationships between these variables. Based on the theoretical review and logical arguments presented earlier, the fourth hypothesis in this study is as follows:

*H4: Social media (X) has a positive and significant effect on consumptive behavior (Y) through lifestyle (M) as a mediating variable.*

## III.   Research Method

The research method used is a quantitative method with an explanatory design. An explanatory design was chosen because this study not only focuses on describing phenomena but also attempts to identify and explain the influence of variables. Thus, this study aims to determine the extent to which social media use influences lifestyle and how that lifestyle impacts the consumptive behavior of Generation Z in Garut Regency. The research population is Generation Z in Garut Regency, namely individuals born between 1997 and 2012. Based on data (BPS, 2024)The number of Generation Z in Garut reaches more than 900 thousand people. The sampling technique used was purposive sampling with the criteria of respondents residing in Garut Regency, born between 1997 and 2012, and actively using social media. The sample size was determined based on the recommendation of Hair et al., (2019), which is 5–10 times the number of indicators or 100–200 samples analyzed. This study used 11 indicators, thus requiring a minimum of 110 respondents (11 X 10). This number was considered adequate for Partial Least Squares (PLS-SEM) analysis.

The data for this study were collected using a questionnaire with a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The instrument was adapted from previous studies:

a.   Social Media: consisting of 12 statement items, adapted from Harahap & Adeni, (2020) and Putri et al., (2023) Covering the dimensions of entertainment, interaction, trends, and customization. Example item: I follow accounts on social media that often share information about a product.

b. Lifestyle: consists of 8 statement items based on Plummer's AIO (Activities, Interests, Opinions) framework, adapted by Silalahi & Hartati (2021). Example item: "I follow lifestyle trends that are popular on social media."

c. Consumptive Behavior: 12 statement items adapted from Yahya (2021) and Santiana et al., (2023), covering indicators of excessive consumption, status, and impulse buying. Example item: "I often buy products just to maintain my image or social status."

Data collection in this study was conducted online using Google Forms as the questionnaire instrument. The questionnaire link was distributed through various social media platforms, including Instagram, WhatsApp, and TikTok, in order to reach a wider range of respondents. The questionnaire distribution process took place from June to July 2025. Before filling out the questionnaire, each respondent was first asked to read and provide informed consent. This was done to ensure that participation in the study was voluntary and that respondents understood the purpose, benefits, and confidentiality of the data provided. Thus, all data collected was obtained through ethical procedures and in accordance with scientific research standards. To anticipate potential common method bias (CMB), this study applied several procedures, namely, the preparation of a questionnaire with randomized items. This study provides full assurance of the confidentiality of respondents' answers, so that they feel safe to answer honestly without social pressure or the desire to give answers that match what respondents feel and the expectations of researchers. By implementing this step, it is hoped that the risk of bias can be minimized.

The data collected in this study were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3.0 software. The PLS-SEM method was chosen because it has advantages in handling studies with relatively small sample sizes, data that are not fully normally distributed, and studies that are predictive and exploratory in nature, as explained by (Hair et al., 2019). This method allows researchers to test conceptual models comprehensively and obtain reliable parameter estimates, even when data conditions are not ideal. The analysis process was carried out in two main stages: The first stage was testing the outer model to assess convergent validity and the reliability of the research instruments. The second stage was testing the inner model to evaluate the strength of the relationships between variables in the research model. At this stage, the researchers also assessed the R Square value for the dependent variables. In addition, inner model testing includes direct hypothesis analysis and mediation effect testing, thereby providing a more comprehensive understanding of the relationships between variables and the mechanisms at work within the research model. (Harahap, 2020).

**Table 1. Variable Operationalization**

| Variable | Definition | Dimensions and indicators | Source |
|---|---|---|---|
| Social Media | Social media is used by individuals to fulfill their needs for entertainment, social interaction, and identity search. | **Entertainment**<br>- Appeal of entertainment content<br>- Product appeal through content<br>**Interaction**<br>- User engagement with the brand<br>- Ease of communication on social media<br>**Customization**<br>- Personalization of product content<br>- Product suitability to user preferences<br>**Trends** | (Rachmi et al., 2024) |

| | | | |
|---|---|---|---|
| | | - Influence of trending products<br>- Appeal of viral products | |
| Lifestyle | A person's lifestyle is characterized by how they spend their time, what they consider important in life, and how they view the world around them. | **Activities**<br>- Shopping patterns<br>- Entertainment activities<br>**Interests**<br>- Aesthetic style<br>- Interest in products/services<br>**Opinions**<br>- Views on technology<br>- Attitudes toward brands | (Suryani & Kristiyani, 2021) |
| Consumptive Behavior | Consumption often serves as a means of building self-identity and social symbols. This shows that consumptive behavior is not only an individual phenomenon but also part of a cultural pattern that continues to be shaped through social interaction. | **Fulfilling Desires**<br>- Buying products because of desire<br>- Prioritizing pleasure over necessity<br>**Out-of-Reach Items**<br>- Desire to buy items beyond financial means<br>- Attempting to obtain products despite high prices<br>**Items Become Unproductive**<br>- Items are rarely used after purchase<br>- Products quickly lose their usefulness<br>**Status**<br>- Purchasing products to enhance self-image<br>- Consuming branded goods for social recognition | (Pangaila et al., 2025) |

## IV.    Results and Discussion

4.1     Respondent Demographics

**Table 2. Respondent Demographics**

| Category | Frequency | % |
|---|---|---|
| Gender | | |
| Male | 49 | 45 |
| Female | 61 | 55 |
| Occupation | | |
| Student | 80 | 73 |
| Freelancer | 19 | 17 |
| Private Employee | 11 | 10 |
| Income | | |
| >IDR 1.000.000 | 27 | 25 |
| IDR 1.000.000– 3.000.000 | 67 | 61 |
| <IDR 3.000.000 | 16 | 14 |

This study involved 110 respondents with diverse demographic characteristics, including gender, occupation, and monthly income. Based on gender, 61 respondents (55%) were female, while 49 respondents (45%) were male. In terms of occupation, the majority of respondents were students, numbering 80 people (73%), followed by 19 freelancers (17%) and 11 private employees (10%). Meanwhile, in terms of monthly income, most respondents, namely 67 people (61%), had an income in the range of IDR 1,000,000 to IDR 3,000,000. Meanwhile, 27 respondents (25%) had an income of less than or equal to IDR 1,000,000, and 16 respondents (14%) had an income of more than IDR 3,000,000. This data shows that the respondents in this study were predominantly women, students, and individuals with low to middle incomes.

### 4.2. Results

#### a. Outer Model

Outer model testing was conducted to determine the relationship between latent constructs and the indicators that represent them. This model serves to assess the validity and reliability of indicators in measuring latent variables. (Hair et al., 2019). The outer model examines the extent to which these indicators truly reflect the intended concept through convergent validity testing to demonstrate the validity of an instrument or measuring tool. (Adiatma, 2021). This test is evaluated through outer loading and AVE values, as well as composite reliability as seen from Cronbach's alpha value. (Hair et al., 2019). Thus, the outer model ensures that the research instrument used is capable of providing consistent and accurate measurement results before further structural analysis is carried out.
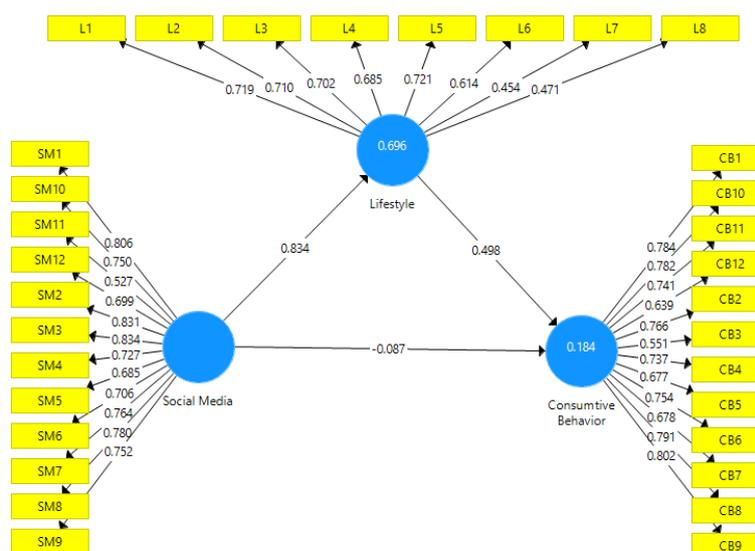


**Figure 2. First Model and Outer Loading**

The factor loadings test results show that most of the research indicators have values above 0.70, indicating that these indicators are considered reliable in explaining latent variables. However, some indicators have factor loadings below 0.70. Some other indicators showed weak contributions, with factor loadings below 0.70. To improve the validity and accuracy of the measurement results, these indicators were removed from the model. The research model was assessed to be better and more reliable in understanding the relationship between latent variables by removing indicators that did not meet the requirements.
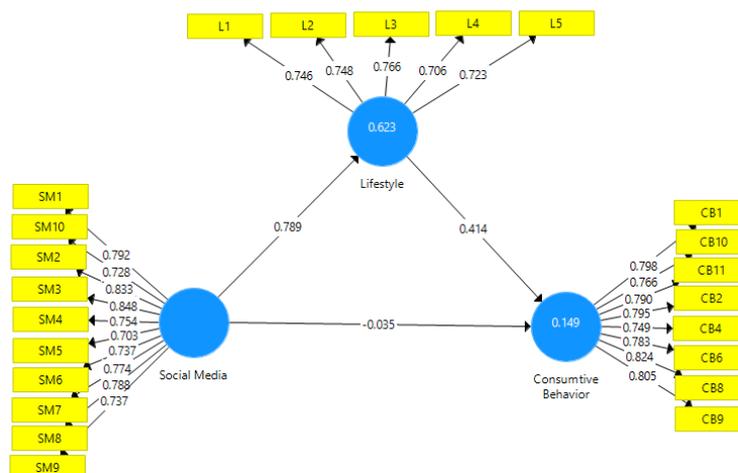
**Figure 3. Second Model and Outer Loading**
*Source: Data Process (2025)*

The test results show that all remaining indicators have factor loadings above 0.70 after indicators with factor loadings below 0.70 were removed from the model. This indicates that these indicators have met the convergent validity criteria and can optimally reflect the latent variables. Thus, the research model can be said to have good measurement quality, as it only retains indicators that are truly relevant and valid in explaining the latent variables. The removal of indicators with low factor loadings also strengthens the consistency of the model, so that the analysis results can be explained more accurately.

The elimination process was carried out by referring to the smallest loading factor value first, because these indicators did not meet the minimum criterion of 0.70 required in the analysis. Thus, indicators that were irrelevant or unable to represent their latent variables were not included in the next stage of analysis. After the indicator elimination process, all remaining indicators were found to have loading factor values above the minimum threshold of 0.70. This indicates that each indicator that was retained can be considered valid and suitable for use in explaining and reflecting their respective latent variables consistently and accurately.

**Table 3. Validity & Reliability Values**

| | Cronbach's Alpha | rho_A | Reliabilitas Komposit | Rata-rata Varians Diekstrak (AVE) |
|---|---|---|---|---|
| Lifestyle | 0.791 | 0.793 | 0.857 | 0.545 |
| Social Media | 0.924 | 0.926 | 0.936 | 0.594 |
| Consumptive Behavior | 0.915 | 0.925 | 0.929 | 0.622 |

A variable is considered reliable if the Cronbach's Alpha and Composite Reliability (CR) values are greater than 0.70. This indicates that the instrument can provide stable and consistent measurement results when used repeatedly. A variable is considered to have good convergent validity if the Average Variance Extracted (AVE) value is greater than 0.50 and the loading factor of each indicator is greater than 0.50. If these criteria are met, it can be concluded that the indicators truly measure the same thing. Based on Table 2, it can be seen that each item is consistent and reliable, with Cronbach's Alpha and Composite Reliability (CR) values greater than 0.70 and AVE values greater than 0.50. Therefore, the research model can be said to be valid and reliable for measuring the variables of social media, lifestyle, and consumptive behavior, thereby producing accurate results.

b. Inner Model

The Inner Model is used to assess the extent to which exogenous variables can explain the variance of endogenous variables, as well as to measure the influence of each latent variable through path coefficients tested with bootstrapping calculations. (Hair et al., 2019). Thus, this model is tested by calculating the R Square value to assess the proportion of variance in the dependent variable that can be explained by the independent variables, as well as examining the magnitude and significance of the path coefficients to determine the relationship between the research instruments. (Hair et al., 2019).

**Table 4. R-Square**

|  | R Square | Adjusted R Square |
|---|---|---|
| Lifestyle | 0.623 | 0.619 |
| Consumptive Behavior | 0.149 | 0.133 |

Table 3 shows the $R^2$ value for the lifestyle variable, which indicates the extent to which social media influences the respondents' lifestyles. The $R^2$ value is 0.62, which means that 62 percent of the changes in the respondents' lifestyles can be explained by the use of social media, while the remaining 38 percent is influenced by additional components not included in the research model. This value can be interpreted as having a fairly strong contribution. In addition, the Consumptive Behavior variable only recorded an R Square value of 0.149 and an Adjusted R Square of 0.133. Thus, consumptive behavior can only explain about 14.9 percent of the variation in social media use, while the rest is more influenced by other factors outside this study. This value shows that consumptive behavior has a relatively weak influence on social media use. Furthermore, the path coefficient value is used for hypothesis testing, namely, to determine whether the relationship is significant or not; a bootstrapping test is required by looking at the T-statistic and P-value values. If the T-statistic value is greater than 1.96 or the P-value is less than 0.05, the path coefficient is declared significant, so it can be concluded that the independent variable does indeed influence the dependent variable in the research model.

**Table 5. Hypothesis**

| Hypothesis | T Statistik (\| O/STDEV \|) | P Values | conclusion |
|---|---|---|---|
| Social Media -> Consumptive Behavior | 0.184 | 0.854 | Rejected |
| Social Media -> Lifestyle | 21.525 | 0.000 | Accepted |
| Lifestyle -> Consumptive Behavior | 2.541 | 0.011 | Accepted |
| Social Media -> Lifestyle -> Consumptive Behavior | 2.431 | 0.015 | Accepted |

According to Table 4, Hypothesis 1 (H1) is rejected with a t-statistic value of 0.184 < 1.98 (t table) with p-values of 0.854 > 0.05. This indicates that social media does not have a significant impact on the consumptive behavior of Generation Z in Garut Regency. In other words, the intensity of an individual's social media use does not necessarily encourage an increase in consumptive behavior without other mediating factors. Hypothesis 2 (H2) was accepted with a t-statistic value of 21.525 > 1.98 (t table) with p-values of 0.000 < 0.05, indicating that social media has a direct, positive, and significant effect on the lifestyle of Generation Z in Garut Regency. The higher the intensity of social media use, the greater the effect on individual lifestyles. Social media has become the primary means of introducing trends, consumption patterns, and lifestyle preferences that are then adopted by its users. Hypothesis 3 (H3) is accepted, with a T-statistic of 2.541 > 1.98 (t-table) and p-values of 0.011 < 0.05, confirming that lifestyle has a direct, positive, and significant effect on the consumptive behavior of Generation Z in Garut Regency. This means that lifestyle contributes to an increase in consumptive behavior. Thus, it can be concluded that lifestyle, which is shaped by exposure to social media and the surrounding environment, contributes significantly to an increase in consumptive behavior. Individuals who have a more modern lifestyle and follow trends tend to exhibit higher consumptive behavior. Hypothesis 4 (H4) is accepted with a t-statistic value of 2.431 > 1.98 (t table) with p-values of 0.015 < 0.05. This indicates that social media has a positive and significant indirect influence on consumptive

behavior through the lifestyle of Generation Z in Garut Regency. In other words, although social media does not have a direct effect on consumer behavior, this effect still occurs indirectly when social media influences lifestyle, which ultimately impacts consumer behavior.

### 4.3. Discussion

#### a. The Influence of Social Media on Consumptive Behavior

This study shows that social media does not have a significant impact on consumptive behavior. Thus, it can be concluded that the increase in respondents' consumptive behavior is not directly influenced by how often they use social media. This may also be because social media is generally used for entertainment, communication, and obtaining information, not solely as a driver of shopping activities. In other words, a person's social media activity does not necessarily indicate that consumptive behavior will follow. This is in line with the research conducted by Mustomi et al., (2020) A study found that social media does not influence consumptive behavior. Another possibility is the existence of more decisive mediating variables, such as fear of missing out, level of trust in the product, or encouragement from friends. These factors have the potential to be stronger triggers than simply the length of time a person spends on social media. In addition, improved self-control and financial literacy can also prevent individuals from engaging in consumptive behavior even though they are frequently exposed to promotional content.

Theoretically, these findings show that the impact of social media on consumer behavior is complex and can be influenced by various other factors, including lifestyle, moral values, and self-control. In other words, social media use will only influence consumer behavior if it is mediated by certain elements that affect a person's shopping habits. The rejection of this hypothesis further emphasizes that social media is not the only factor influencing consumer behavior; rather, it must be viewed in the context of other factors that function as mediators. These findings differ from those of Khirshananto & Adriansyah (2021) and Budiyanto et al (2022), which shows a significant positive effect. One possible reason for the difference is the geographical context; Generation Z in Garut tends to be more attached to social values and has more limited purchasing power than urban students. This supports the argument that social media is not the sole determinant of consumptive behavior, but requires mediating factors, such as lifestyle.

#### b. The Influence of Social Media on Lifestyle

According to the findings of this study, the tendency toward a more consumptive lifestyle is growing in line with the intensity of social media use. The more frequently someone uses it, the greater the likelihood that they will adopt a certain lifestyle. Social media serves as a tool for communication and connection, but it also has a significant influence on a person's daily actions, decisions, and self-expression. This is also in line with the results of research conducted by Shalika et al (2021). Due to their exposure to social media, teenagers may experience changes in their lifestyle. Teenagers are influenced by fashion trends that are popular on social media and want to adopt them. From a conceptual point of view, these results reinforce the idea that social media not only functions as a means of communication but also as a platform for lifestyle changes. Users often follow the content displayed as part of their identity formation process, whether in terms of fashion, recreational activities, or consumption patterns. Therefore, the findings of this study support the idea that social media has a major impact on lifestyle habits, which in turn can influence consumptive behavior in a social and economic context. The conclusions of this study are in line with the conclusions of a previous study by Agianto et al (2020) and Khansa & Putri, (2022) That is, social media also has a significant influence on lifestyle.

#### c. The Influence of Lifestyle on Consumptive Behavior

These findings are consistent with Consumer Culture Theory, which explains that consumption serves as a means of self-expression. This is in line with the research by Fitriyani et al. (2023) and Zahra & Anoraga (2021), which found that a hedonistic lifestyle increases consumptive behavior among students. Thus, this study reinforces the argument that lifestyle is not only a reflection of personal values but also an important mechanism in explaining excessive consumption behavior among Generation Z. According to the findings of this study, a more contemporary or hedonistic lifestyle will further increase people's tendency to

engage in consumptive behavior. These results show that a person's tendency to engage in consumptive behavior increases in line with their level of well-being. In other words, lifestyle plays an important role in shaping a person's consumption patterns, both in terms of frequency, intensity, and the types of goods or services purchased. Theoretically, these results support the hypothesis that consumptive behavior is influenced by lifestyle. Individuals who have a modern, hedonistic, or status-oriented lifestyle tend to be driven to purchase goods and services not solely out of necessity, but also as a form of self-identity fulfillment. Thus, the acceptance of this hypothesis strengthens empirical evidence that lifestyle is an important variable that cannot be ignored in explaining the phenomenon of consumptive behavior in society. This is in line with the results of research by Pulungan & Febriaty, (2018) This revealed that consumptive behavior is influenced by lifestyle.

d.   The Influence of Social Media on Consumptive Behavior through Lifestyle

Based on the results of this study, the use of social media creates a lifestyle that encourages the individuals surveyed to develop consumptive attitudes. The results of the study indicate that social media does not significantly influence consumer behavior. This implies that the use of social media alone is not enough to encourage people to participate in consumptive behavior. In other words, the intensity of social media access does not automatically make someone more consumptive, because consumption decisions are also influenced by other internal and social factors. Nevertheless, it shows that, when mediated by lifestyle, social media significantly and positively influences consumer behavior. This study implies that certain lifestyles, such as following trends, valuing status symbols, or pursuing social recognition, are influenced by social media and ultimately encourage people to engage in consumptive behavior. Therefore, lifestyle serves as a more appropriate mediating variable to explain the indirect impact of social media on consumption behavior.

These differences in results demonstrate the importance of mediating variables in social science research. The actual influence on consumer behavior only becomes apparent when individuals integrate the trends or symbols they see on social media into their daily lives. Essentially, social media only provides a platform for connection and exposure to information. Lifestyle can be seen as a bridge connecting personal consumer preferences with social media exposure. The findings of this study indicate that the influence of social media on consumptive behavior becomes significant when mediated by lifestyle ($\beta=0.326$, $p<0.05$). This provides an important theoretical contribution by explaining why previous research results are still inconsistent, supporting the view of Anggraini & Hastuti (2023) There is an influence of social media on consumptive behavior through lifestyle.

## V.    Conclusion

Based on the findings of the analysis, this study concludes that social media indirectly influences consumptive behavior. This influence only becomes significant when lifestyle is used as a mediator. This shows how social media influences people's habits, which in turn drives consumption. On the other hand, lifestyle has been proven to be the most important factor in explaining consumptive tendencies, showing that a person's values and lifestyle have a greater influence on their purchasing patterns. The findings of this study have both theoretical and practical implications. Practically, these results can help people use social media more wisely, especially in filtering content or information that may encourage excessive consumption. By understanding the lifestyles of their target customers, businesses can use social media as an effective marketing tool. Theoretically, this study adds to the knowledge of how lifestyle functions as a mediator in the interaction between consumer behavior and social media. Further research is recommended to expand the number and diversity of respondents to make the results more representative, add new variables such as psychological, cultural, and economic factors, and use longitudinal methods to capture the dynamics of consumptive behavior in the long term. In addition, further research could conduct intergenerational comparisons to see whether lifestyle mediation patterns apply consistently to other groups. More applicable recommendations, such as digital literacy programs for the public to reduce excessive consumption behavior and marketing ethics guidelines for businesses, could also be the focus of future research to make the results

more comprehensive and useful both academically and practically. This study certainly has limitations that need to be considered. First, the scope of respondents is still limited to certain groups, meaning that the results of the study cannot be generalized widely. Second, the use of a cross-sectional research design is unable to capture changes in consumptive behavior over time. Third, the variables used are still limited to social media, lifestyle, and consumer behavior, so they do not cover other external factors such as economic conditions, psychological aspects, and cultural values that may also have an influence. Fourth, the data were obtained based on a self-report questionnaire, so it has the potential to be influenced by the subjectivity of the respondents.

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