

## CONSUMER BEHAVIOR: LIFESTYLE, SOCIAL MEDIA AND PEER FRIENDS ON CONSUMPTIVE BEHAVIOR ONLINE SHOPPING FOR FASHION PRODUCTS ON THE TIKTOK PLATFORM

(Study on Management Students of Makassar State University)

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### Abstract

*This research discusses the role of lifestyle, social media and peers in consumptive behavior when shopping online for fashion products on the TikTok platform. With the aim of knowing the effect of lifestyle on consumptive behavior, the influence of social media on consumptive behavior, the influence of peers on consumptive behavior. The variables used are Lifestyle (X1), Socialmedia (X2) and Peers (X3) as independent variables and Consumptive Behavior (Y) as the dependent variable. The research approach used is a quantitative approach. The data collection method used is a questionnaire. The population in this study were students of the State Islamic Institute of Bone (IAIN Bone). with a sample of 80 respondents. These data were tested using the Structural Equation Modeling (SEM) technique with the help of the SmartPLS software analysis tool. The results showed that lifestyle (X1) has a significant effect on consumptive behavior (Y) with a sig value of 0.034, which means the value is smaller than a 0.05 or (0.034 < 0.05). Social Media (X2) has a significant effect on Consumptive Behavior (Y) with a sig value of 0.000 which means the value is less than a 0.05 or (0.000 < 0.05) and Peers (X3) have no effect on Consumptive Behavior (Y) with a sig value of 0.128 which means the value is greater than a 0.05 or (0.000 > 0.05).*

**Keywords:** Lifestyle, Socialmedia, Peers, Consumptive Behavior

### INTRODUCTION

The millennial era has begun with the increasing contribution of the digital aspect to the economy which is supported by increasingly sophisticated technology and infrastructure, the convenience and speed offered in a digital-based economy has simplified, accelerated and changed the patterns of demand and supply of economic actors from various sides, such as marketing, purchasing, product distribution, payment systems, and so on. So that product buying and selling transactions can be carried out in the palm of your hand using electronic networks (Lestari, 2021), this is what changes people's consumption patterns and lifestyles.

According to a survey conducted by Data Indonesia.id between August 25 2022 to September 10 2022, it is clear that the frequency of online shopping in Indonesia is still high, the majority or 43.2% of respondents said their online shopping frequency has not changed compared to when the Covid-19 case was still high (Emergency PPKM). In fact, 37.7% of respondents said they shopped online

more often (Rizaty, 2022). This shows that the trend of online shopping among the public is still high. The convenience of doing online shopping through the online shopping platform seems to be well responded to by the people of Indonesia and one of the most popular digital platforms is TikTok.

TikTok became popular in Indonesia in 2018 and was even named the best application on the Google Play Store. Indonesia has the fourth largest TikTok user in the world, with around 50 million active users and the more creative videos users share, the more people are interested in the videos. Video content published on TikTok is considered to be able to convey concise and interesting information. So that many entrepreneurs use TikTok as an advertising medium which then gives rise to the phenomenon of "TikTok Poison" (Study, Information, Atma, & Yogyakarta, 2022). This has caused TikTok users to be mostly dominated by the millennial generation, who tend to be easily influenced by the "TikTok Poison" trend and create consumptive behavior.

The millennial generation, which tends to keep up with the times and always has a feeling of being left behind, always has a desire to follow trending things on social media and tends to imitate someone's appearance, especially in terms of fashion. This is what makes the millennial generation have consumptive behavior.

So far, research on consumptive behavior on the TikTok platform has been carried out, including research that was also conducted by Dimas Perdana Oskar, Ranga Wenda Prinoya, Wellia Novita (2021), with the title "E-Commerce, Financial Literacy and Lifestyle on Consumptive Behavior Online Shopping through the TikTok platform". Furthermore, research was conducted by Marcellio Mulawarman Warih Kusumaningrat (2022) with the title "The Influence of Tiktok Content Creators on Adolescent Consumptive Behavior in Online Shopping (Correlation Study of the Influence of Tik Tok@carlendoraa Content Creators on Adolescent Consumptive Behavior in Online Shopping)". Research was also carried out by (Oktaviani, Komsiah, & Syaifuddin, 2022) with the title "Uses and Gratification: Testing the Influence of Content in the Tiktok Shop Feature on Consumer Shopping Behavior".

Studies on consumptive behavior on the TikTok platform that have been carried out only refer to aspects of e-commerce, financial literacy, lifestyle, promotions, content creators and the TikTok shop feature. However, there is still a lack of research discussing consumptive behavior, especially on the TikTok platform with lifestyle aspects, and no one has discussed aspects of social media and peers. Therefore this research is here to discuss consumptive behavior on the TikTok platform with aspects of lifestyle, social media and peers as influencing factors. So the purpose of this study is to analyze how lifestyle, social media and peers influence the consumptive behavior of shopping for fashion products using the TikTok platform.

## LITERATURE REVIEW

### a. Consumer behavior

Basically, behavior is an action or deed that someone does directly. while the consumer is someone who is involved in a purchasing activity or user of a product. According to James F. Engel et al, said that consumer behavior is an individual action that is directly involved in obtaining and using economic service goods including the decision-making process that precedes and determines an action (Amirullah, 2002). The American Marketing Association defines consumer behavior, namely dynamic interactions regarding feelings, cognition, behavior and the environment in which individuals exchange in various aspects of life (J. Paul Peter, 2010).

Based on the various views of consumer behavior above, it can be concluded that consumer behavior is the real action of consumers who are influenced by various factors that direct consumers to consumptive behavior.

### b. Consumptive behaviour

According to Sumartono (2002), consumptive behavior is behavior that is not based on rational considerations, but desires that have reached a level that is no longer rational. whereas according to Nitisusanto (2012), consumptive behavior is reflected in consumer behavior where consumer behavior is the process that humans go through in searching, buying, using and acting on the consumption of products that are expected to meet needs (Alamanda, 2018).

Based on the various views above, it can be concluded that consumptive behavior is an act of consuming goods or services to get satisfaction.

### c. Lifestyle

According to Kotler and Armstrong (2008) define lifestyle as a pattern of individual life that is manifested in activities, interests and opinions (Alamanda, 2018). Lifestyle provides an overview of a person applying their self-concept determined by past, present and innate experiences. Lifestyle is also defined as the way a person spends time which they think is important in their environment and what they think about themselves and the world around them (Dimas Perdana Oskar, Rangga Wenda Prinoya, Wellia Novita, 2021).

Based on the views above, it can be concluded that lifestyle is the way of life of a person or individual who has an interest in activities, interests and opinions with the aim of regulating and reflecting his social status.

### d. Social media

According to Kaplan & Haenlein (2010) social media is a group of internet-based applications built on the ideological foundations of Web 2.0 which is a platform for the evolution of social media, which enables the creation and exchange of User Generated Content (Wiridjati & Roesman, 2018). Social media is

a simple communication tool for someone to stay in touch with family, friends in virtual space via the internet and is also the most important agent for socializing with consumers (Mustomi & Puspasari, 2020).

Based on the views above, it can be concluded that social media is a platform where someone can communicate in the virtual world and can make it easier for a person or entrepreneur to socialize and communicate with their consumers.

e. Friends of the same age

Novandi and Djazari (2011), define peers, namely an environment in which there are a group of people who have social similarities, such as the same level or age with various characters that can influence a person's behavior (Rozaini, 2021). According to Santrock (2007) also provides a definition that peers are young people of the same age or the same maturity (Akper & Tapanuli, 2020). Parke and Gauvain (2009), stated that there are four aspects of the role of peer groups, namely friends as reinforcement, friends as models, friends as comparisons and friends as a place to socialize and learn (Masri & Rezi, 2019).

Based on the views above, it can be concluded that peers are a group of people who have the same age with different characters so that they can influence individuals to behave consumptively.

## METHOD

The type of research used is associative research. Associative is research that aims to determine the relationship between two or more variables. The approach used in this research is a quantitative approach. A quantitative approach is an approach used to test a theory, to present a fact, to show relationships between variables, and some are developing concepts, developing understanding as well as in the natural sciences and social sciences (Bambang, 2006).

### Data analysis technique

The stages of SEM analysis itself must at least go through five stages, namely (Latan & Ramli, 2013):

1. Model specifications

The activity in this step is to develop a model based on theoretical studies to support research on the problem under study. Then define the model conceptually the construct to be studied and determine its dimensionality. The direction of the hypothesized relationship must also be clear and have a theoretical basis.

2. Model identification

This stage is an important stage in SEM, because a model that cannot be identified cannot be estimated or calculated. It is important for researchers to carry out this stage to find out whether the model has unique value or not. This identification is done by calculating the degrees of freedom, and the value of the degrees of freedom must be positive. Ideally, after model specification and identification, the next step is determining the number of samples.

### 3. Model estimation

After the data is collected, the model is estimated, having previously determined the estimation method. In general, the estimation method used is maximum likelihood (ML).

### 4. Model evaluation

Activities in this step are evaluating and interpreting the results of the analysis. This stage aims to evaluate the model as a whole. This process begins with a data normality test, followed by testing the measurement model by analyzing confirmation factors to test the validity and reliability of latent variables, followed by testing the structural model and finally assessing the overall fit of the model with reference to goodness of fit (GoF).

### 5. Model modification

This activity is concerned with the results of the evaluation and interpretation of the model. If the GoF value of the model is not or does not fit, it is necessary to modify or re-specific the model.

### 6. Data Analysis Process

Data analysis in this research was carried out in several steps, namely: (1) Data tabulation used to pour data obtained from the distributed questionnaires into tables based on the variables used with the Microsoft Excel program. (2) Outer Model Testing (Measurement Model) aims to identify the relationship between latent variables and their indicators. (3) The Inner Mode test aims to determine the effect of the independent variable on the dependent variable.

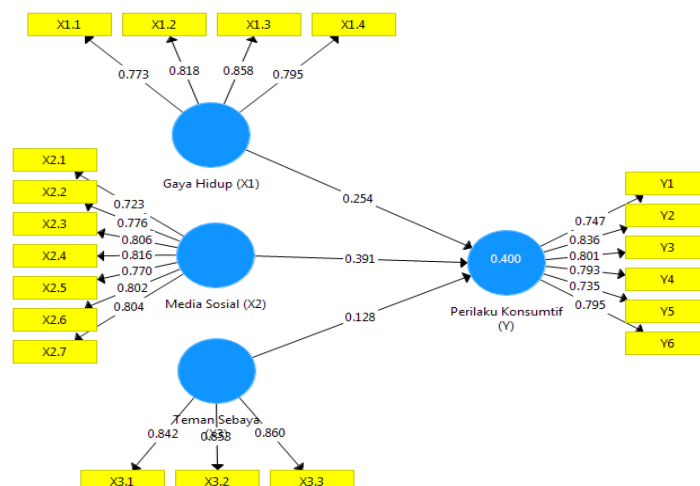
## RESULTS AND DISCUSSION

### 1. Analysis Results

#### a. Outer Model Testing

Outer Model testing is done to state the relationship between the independent variable and the dependent variable with the indicator. The test results are presented in the figure below.

**Figure 1**  
**Outer Model Testing Results**



### 1) Validity Test

The validity test in this study was expressed through the relationship of the independent variables namely Lifestyle (X1), Socialmedia (X2) and Peers (X3) with the dependent variable namely Consumptive Behavior (Y) through the help of Smart-PLS software with 80 samples. whether a variable indicator is valid or not can be seen in the value of the loading factor. The loading factor is a number that shows the correlation between the score of a question item and the construct indicator score that measures the construct. Loading factor with a value greater than 0.5 is said to be valid. However, according to Hair et al. (1998) for an initial examination of the matrix loading factor, which is approximately 0.3, it is considered to have met the minimum level, and for a loading factor of approximately 0.4, it is considered better, and for a loading factor greater than 0.7, in general it can be said to be very good. In this study the loading factor limit used was 0.7. After processing the data using Smart-PLS software, the loading factor values for each indicator can be shown in the following table:

**Table 1**  
**Validity Test Results**

Variable	Indicator	<i>Loading Factor Value</i>
Lifestyle (X1)	X1.1	0.773
	X1.2	0.818
	X1.3	0.858
	X1.4	0.795
Socialmedia (X2)	X2.1	0.723
	X2.2	0.776
	X2.3	0.806
	X2.4	0.816
	X2.5	0.770
	X2.6	0.802
	X2.7	0.804
Friends of the same age (X3)	X3.1	0.842
	X3.2	0.858
	X3.3	0.860

Consumptive behaviour (Y)	Y1	0.747
	Y2	0.836
	Y3	0.801
	Y4	0.793
	Y5	0.735
	Y6	0.795

**Source:** *Processed data, 2023*

The table above shows that the loading factor values for all indicators and Latin variables are  $>0.7$ , meaning that the relationship between Latin variables and indicators in this study can be declared valid. Thus, all indicators can be used to measure all Latin variables.

## 2) Reliability Test

The results of the reliability test on the variables Lifestyle (X1), Social Media (X2), Peers (X3) and Consumptive Behavior (Y) through the help of the Smart-PLS software with 80 samples, can be presented in table form below.

**Table 2**  
**Reliability Test Results**

Variable	AVE	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>
Lifestyle (X1)	0.659	0.885	0.833
Socialmedia (X2)	0.618	0.919	0.897
Friends of the same age (X3)	0.616	0.906	0.877
Consumptive behaviour (Y)	0.725	0.888	0.811

**Source:** *Processed data, 2023*

The table above shows that for the variables Lifestyle (X1), Socialmedia (X2), Peers (X3) and Consumptive Behavior (Y) have an AVE (Average Variance Extracted) value greater than 0.5, the Composite Reliability value is greater of 0.7, and the Cronbach's Alpha value is greater than 0.6, meaning that it can be said that all constructs in the model used meet the criteria of discriminant validity so that they can be declared reliable.

## 3) R-Square

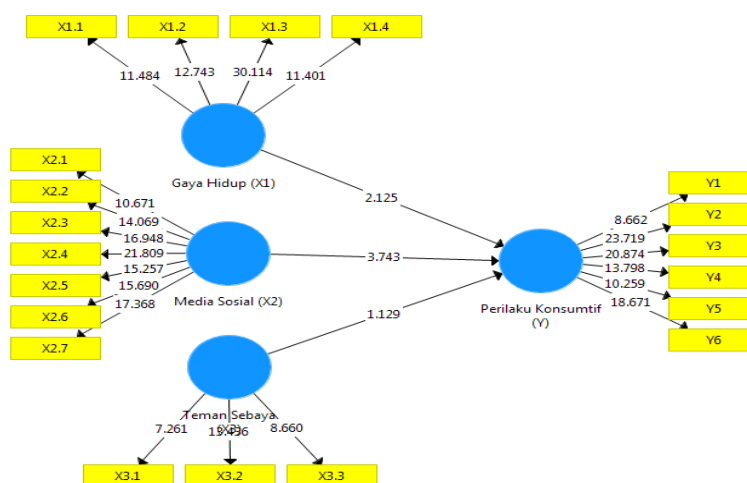
The R-Square value obtained from the results of testing the inner model with the help of Smart-PLS software for the Consumptive Behavior variable (Y) is 0.400 (40%), which means that this value indicates that the Lifestyle variables (X1), socialmedia (X2) and Peers (X3) have a 40% influence on the consumptive behavior

variable (Y), while the remaining 60% is influenced by other variables that are not present in this research model.

**b. Inner Model Testing**

Inner model testing was conducted to determine the relationship between the independent variables and the dependent variable used in this study. The results of testing the inner model can be seen in the image below.

**Figure 2**  
**Inner Model Test Results**



Based on the influence or relationship between the constructs of the independent variable and the dependent variable as presented above, it can be explained as follows:

1. The path parameter coefficient obtained from the relationship between the Lifestyle variable (X1) and the Consumptive Behavior variable (Y) is 0.254, the T-Statistics value is 2.125 (> 1.96), and the P-Values is 0.034 (significant if  $\alpha \leq 0.05$ ), it can be stated that there is a significant influence of lifestyle on consumptive behavior of Management Study Program students in shopping for fashion products on the TikTok platform. A positive value on the parameter coefficient indicates that the higher a person's lifestyle, in this case a Management Study Program student, the more consumptive behavior.
2. The path parameter coefficient obtained from the relationship between the social media variable (X2) and the consumptive behavior variable (Y) is 0.391, the T-statistic value is 3.743 (> 1.96), and the P-value is 0.000 (significant if  $\alpha \leq 0.05$ ), it can be stated that there is a significant influence of social media on consumptive behavior of Management Study Program students in shopping for fashion products on the TikTok platform. A positive value on the parameter coefficient indicates that the more often social media is used, the higher the effect on consumptive behavior patterns.

3. The path parameter coefficient obtained from the relationship between the peer variable (X3) and the consumptive behavior variable (Y) is 0.128, the T-Statistics value is 1.129 ( $> 1.96$ ), and the P-Values is 0.260 (significant if  $\alpha \leq 0.05$ ), it can be stated that there is no significant influence of peers on consumptive behavior in the Management Study Program in shopping for fashion products on the TikTok platform.

## 2. Discussion Results

### a. The Effect of Lifestyle (X1) on Consumptive Behavior (Y)

Based on the results of this study, the sig value of the lifestyle variable is 0.034, which means that the value is less than  $\alpha 0.05$  or ( $0.034 < 0.05$ ), so this shows that the lifestyle variable has a significant effect on consumptive behavior. The positive value of the parameter coefficient indicates that the higher a person's lifestyle, the more consumptive behavior.

The results of the analysis above indicate that the lifestyle of students of the Makassar State University Management Study Program makes them consumptive, because they follow trends such as shopping for branded fashion products and limited-produced fashion products so they can look different, they also tend to spend money when shopping for fashion products without Think about whether the product purchased is really needed or just to fulfill a desire. They have an interest in hedonic activities, follow personal interests and are always influenced by the opinions that develop with the aim of regulating and reflecting their social status alone. This is in line with the theory of Kotler and Armstrong (2008) defining lifestyle as a pattern of individual life that is manifested in activities, interests and opinions.

The results of this study are in line with research conducted by Yarian Alamanda (2018), Delyana Rahmawany Pulungan and Hastina Febriaty (2018), Dimas Perdana Oskar, Rangga Wenda Prinoya and Wellia Novita (2021), Silviana Meinawati Putri, Iranita Hervi Mahardayani and Latifah Nur Ahyani (2022), which states that lifestyle has a significant effect on consumptive behavior.

### b. The Effect of socialmedia (X2) on Consumptive Behavior (Y)

Based on the results of this study, the social media variable has a sig value of 0.000, which means the value is less than  $\alpha 0.05$  or ( $0.000 < 0.05$ ), so this shows that social media variables have a significant effect on consumptive behavior. A positive value on the parameter coefficient indicates that the more often social media is used, the higher the effect on consumptive behavior patterns.

The results of the analysis above can be said that students of the Makassar State University Management Study Program indicated consumptive behavior due to the influence of social media. because social media participation makes it easy to get information, facilitates socialization or conversation with friends or family

and makes it easy to access fashion trends so that it creates a consumptive nature. This is in line with the theory of Mustomi and Puspasari (2020), saying that social media is a simple communication tool for someone to stay in touch with family, friends in virtual spaces via the internet and also the most important agent for socializing with consumers. This research is in line with research conducted by Rini Kartika Sari and Ida Subaida (2019), which states that social media influences consumptive behavior.

c. Influence of Peers (X3) on Consumptive Behavior (Y).

Based on the results of this study, the peer variable has a sig value of 0.128, which means the value is greater than  $\alpha$  0.05 or ( $0.000 > 0.05$ ), so this shows that the peer variable has no effect on consumptive behavior.

This shows that peers are not a variable that can influence Makassar State University Management Study Program students in consumptive behavior when buying fashion products on the TikTok platform. Research that is in line with this research was conducted by Makmin Tree, Jufrizen and Ayla Annisa (2021) which stated that there was no influence of peers on consumptive behavior.

## CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that the variables tested include Lifestyle (X1), Socialmedia (X2) and Peers (X3) variables. There are only two variables that influence consumptive behavior in students of the Management Study Program, Makassar State University. The two variables in question are lifestyle variables with a sig value of 0.034 which means the value is smaller than  $\alpha$  0.05 or ( $0.034 < 0.05$ ) and social media variables with a sig value of 0.000 which means the value is less than  $\alpha$  0.05 or ( $0.000 < 0.05$ ), while the variable that does not affect is the peer variable with a sig value of 0.128 which means the value is greater than  $\alpha$  0.05 or ( $0.000 > 0.05$ ).

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