

Social Media Advertising, Conformity, and Environment on Hedonist Lifestyle Through Consumptive Behavior

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ABSTRACT

This study aims to prove and analyze the effect of social media advertising, conformity, and the environment on the hedonic lifestyle of students through their consumptive behavior towards fashion. This study uses quantitative methods, and data collection using questionnaires. The sample was selected using non-probability sampling with a total of 100 respondents. And data processing and analysis using SEM (Structural Equation Modeling). The results of this study can be concluded that social media advertising variables affect fashion consumptive behavior positively and significantly. Conformity affects fashion consumptive behavior positively and significantly. The environment influences fashion consumptive behavior positively and significantly. Fashion consumptive behavior affects the hedonic lifestyle positively and significantly. Social media advertising does not affect the hedonic lifestyle positively and significantly. Conformity is not a hedonic lifestyle in a positive and significant way. The environment influences the hedonic lifestyle positively and significantly. The implications of this research for readers are expected to increase knowledge and can add references in the application of SEM Analysis. And as a basis for follow-up suggestions for business and service activists related to factors that help improve sales.

Introduction

In the digital era, social media has become a popular and powerful platform for interacting, sharing information, and influencing consumption behavior. Social media advertising which appears on platform such as Facebook, Instagram, twitter and YouTube, has the ability to reach millions of people quickly effectively [1]. Social networking is now a necessity for the world community, especially teenagers, including students. Social media is also popular nowadays, making it easily accessible to everyone. In other data by the association of Indonesian internet service providers published in 2021, it is known that the majority of social media users or more precisely 62% use social media to conduct online business transactions [2]. Product promotion activity using digital devices which is carried out online and using various means such as social media and the internet [3].

The hedonic lifestyle refers to an individual's tendency to seek pleasure and instant gratification through the consumption of luxury goods, entertainment, and intense sensory experiences. Consumptive behavior, on the other hand, refers to the

tendency of individuals to spend excessively, often beyond their financial means, to satisfy material wants and needs. This become a strong tendency to predict the behavior of consumers to make purchases without planning [4]. The majority teenagers tend to behave consumptively, where their behavior is influenced by many factors such as place of residence, institutional environment, and other factors such as social media and peers. [5].

The role of social media advertising in influencing hedonic lifestyle and consumptive behavior has become an important concern in research on consumer behavior. Social media ads display seductive images and messages, emphasizing the immediate gratification that can be obtained by a particular product or using a service. The ability of social media advertising to target precisely certain consumer groups also strengthens its influence in shaping consumer behavior [6].

Social conformity also plays an important role in shaping hedonic lifestyles and consumptive behavior. Social conformity refers to the tendency of individuals to conform to social norms and expectations in their environment. When individuals are exposed to the hedonic lifestyle displayed on social media or by the people around them, they tend to feel compelled to imitate that behavior, so they don't feel isolated or deemed irrelevant.

Besides that, the environment a play a role in shaping hedonic lifestyle and consumptive behavior. A rich environment with offers of luxury goods, shopping centers, and attractive entertainment venues can influence individuals to develop a more hedonic lifestyle. An environment that promotes a consumptive and materialistic culture can also reinforce consumptive behavior and a hedonic lifestyle. When someone is ini environment that is rich in consumption, such as abundant product offerings, massive discounts, and easy access are triggers that encourage individuals to engage in consumptive behavior.

Some research results also show that these behaviors lead to extraordinary living conditions. Where the hedonic life leads to a life of activities aimed at pursuing pleasure, such as playing a lot, enjoying the hustle and bustle of the city, enjoying unnecessary shopping and wanting to always be the center of attention [7]. This research is 1) does social media advertising affect fashion consumptive behavior 2) does conformity influence fashion consumptive behavior 3) Does the environment influence fashion consumptive behavior 4) does fashion consumptive behavior affect the hedonic lifestyle? 5) Does Social Media advertising affect the hedonic lifestyle 6) Does conformity affect the hedonic lifestyle 7) Do environmental attitudes influence the hedonic lifestyle. This research aims to prove and analyze the effect of social media advertising, conformity, and the environment on the hedonic lifestyle of students through their consumptive behavior towards fashion style.

Research Methods

This research was conducted on Maarif Hasyim Latif Sidoarjo who became the subject of this study were students of the management Department of Economics and Business. The research method used in this study is a quantitative method using a data collection method using a questionnaire that refers to the Likert scale. As for some of the

variables in this study, among others. Sampling was carried out by purposive sampling, which is sampling according to predetermined criteria, so that the samples taken are in accordance with the objectives of this study. This sample in this research were students of the Management Department of the Faculty of Economics and Business. The sample calculation is calculated according to the Solving formula and uses an error tolerance of 0,10 or 10%, which corresponds to an accuracy level of 90%. The following is a calculation using the Slovin formula from Sugiyono (2016) [8].The sample in this study were students of the Management of the Faculty of Economics and Business, with the following calculations are:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{541}{1 + 541 \cdot 0,05^2}$$

$$n = \frac{541}{1 + 541 \cdot 0,05 \cdot 0,05}$$

$$n = 100$$

Description:

- n = total sample
- N = Population
- e = error (5%)

From the calculation above, the number of samples obtained was 100 students from the Management Department of the Faculty of Economics.

Result and Discussion

Path Analysis

From this result of path coefficient is known:

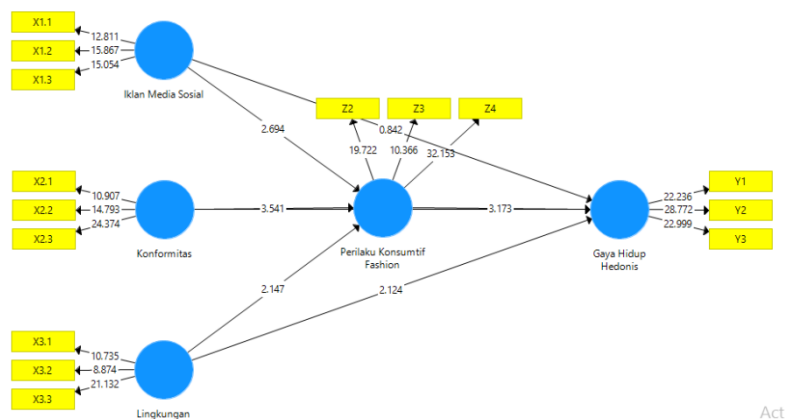


Figure 1. Path Coefficient
(Source: Output Algorithm SmartPLS3)

Based on the results of testing the hypothesis with the Bootstrapping method using SmartPLS software, it can be concluded that the discussion concerns all hypotheses in this study as follows:

Table 1. Path Coefficient (Hypothesis)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
X1 → Z	0,220	0,225	0,082	2,694	0,007
X2 → Z	0,339	0,346	0,096	3,541	0,000
X3 → Z	0,221	0,232	0,103	2,147	0,032
Z → Y	0,382	0,382	0,120	3,173	0,002
X1 → Y	-0,091	-0,084	0,109	0,842	0,400
X2 → Y	0,068	0,072	0,105	0,642	0,521
X3 → Y	0,255	0,264	0,120	2,124	0,032

Source: Output Algorithm SmartPLS3

From this Table above it can be explained as follows:

1. The variable Social Media Advertising on Fashion Consumptive behavior has a t-statistic value of 2.694 and has a p-value of 0,007, so Hypothesis 1 is accepted because the t-statistic value is greater than 1,96 and the p-value is less than 0,05.
2. The Conformity Variable on Consumptive Fashion Behavior has a t-statistic value of 3.541 and has a p-value of 0.000, so Hypothesis 2 is accepted because the t-statistic value is greater than 1.96 and the p-value is less than 0.05.
3. The Environmental Variable on Fashion Consumptive Behavior has a t-statistic value of 2.147 and has a p-value of 0.032, so Hypothesis 3 is accepted because the t-statistic value is greater than 1.96 and the p-value is less than 0.05.
4. The Variable Fashion Consumptive Behavior on Hedonic Lifestyle has a t-statistic value of 3.173 and has a p-value of 0.002, so Hypothesis 4 is accepted because the t-statistic value is greater than 1.96 and the p-value is less than 0.05.
5. The Social Media Advertising Variable on Hedonic Lifestyle has a t-statistic value of 0.842 and a p-value of 0.400, so Hypothesis 5 is rejected because the t-statistic value is less than 1.96 and the p-value is greater than 0.05.
6. The variable conformity to the hedonic lifestyle has a t-statistic value of 0.642 and a p-value of 0.521, so Hypothesis 6 is rejected because the t-statistic value is less than 1.96 and the p-value is greater than 0.05.

The Influence Social Media Advertising on Fashion Consumptive Behavior

Many students often pay attention to advertisements displayed on social media, because the current visualization of advertisements is modern and attractive so that they are influenced and easily attracted by the advertised goods, this is what causes their high level of consumption. In general, social media advertising has a strong potential to influence consumer behavior by creating needs and desires that encourage individuals to buy the products or services offered. The results of this study are also in line with the research conducted by [9][10].

The Influence Conformity Variable on Consumptive Behavior

The greater the effect of conformity on an individual person, the greater the consumption behavior. Conversely, if the effect of conformity is low, consumption behavior will be lower. Someone will try to improve his self-image by following the

lifestyle of his peers so that he feels equal and acceptable in his group. In general, social advertising has a strong potential to influence consumer behavior by creating needs and desires that encourage individuals to buy the products or services offered. The results of this study are also in line with the research conducted by [11].

The Influence Consumptive Behavior on Hedonic Lifestyle

Based on the results of the analysis, it is said that there are still many students who buy items even though they are not really needed and are not useful, because they feel confident when using products that follow trends, because they can make their appearance not considered old-fashioned.

Consumptive behavior is often related to efforts to achieve a social status that is considered high and respected in society. Individuals who engage in consumptive behavior often buy luxury goods or well-known brands as symbols of prestige and status. The hedonic lifestyle is also often associated with social status and images that depict wealth and success. Therefore, individuals who engage in consumptive behavior tend to adopt lifestyles that show prestige and social status through consumption. The results of this study are also in line with the research conducted by [12].

The Influence Social Media Advertising Variable on Hedonic Lifestyle

The results of the study show that not all advertisements can influence student lifestyles, this is also because advertisements are unattractive, so students are not interested in the fashion products offered. This is because students are not easily influenced by the lifestyle of their friends which makes them follow a hedonic lifestyle, such as getting carried away with behaviors and activities that only refer to entertainment, adjusting to friends, groups or communities, who have a hedonic lifestyle. They prefer to follow their own conscience rather than the lifestyle of their group or community. The results of this study are also in line with the research conducted by [13].

The Influence Environmental on Consumptive Behavior

An environment that is rich in product offerings can encourage individuals to engage in consumptive behavior. When there are many product choices available and easily accessible, individuals tend to be exposed to the temptation to buy more goods. For example, a shopping mall with a wide variety of stores and products, or an e-commerce with thousands of products that can be accessed with just a few clicks, can trigger the desire to buy more goods.

This is also because the friendship environment on campus also influences, based on the results of field analysis using questionnaires that have been carried out and supported by data processing on environmental variables it is said that it is easy for a student to be affected if his friends have expensive and branded items that make someone feel his image looks like a modern person. The results of this study are also in line with the research conducted by [14].

Conclusion

Based on results of research Social Media Advertising, Conformity, And Environment on Hedonist Lifestyle Through Consumptive Behavior are social media advertising influences consumptive behavior. Conformity influences fashion

consumptive behavior. The environment influences consumptive behavior. Consumptive behavior affects the hedonic lifestyle. Social media advertising does not affect the hedonic lifestyle. Conformity does not affect the hedonic lifestyle. The environment does not affect the hedonic lifestyle.

The limitation of this research is the limited number of samples that affect the results of statistical tests carried out. The sample size is still quite limited. This study included only samples from educational organization backgrounds to deepen the data and processable results. And then, adding variables that have not been discussed in this study, such as financial literacy variables that can influence consumptive behavior which will then affect a hedonic lifestyle.

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