
Analysis of the factors that drive the hedonic behavior of

Cornellan Hayden Setya Prasna^{1*}, Lilia Pasca Riani²

^{1,2}Yogyakarta State University, Jl. Colombo No. 1 Kampus Karangmalang, Caturtunggal, Depok, Sleman, DIY, 55271

*cornellan1421fe.2022@student.uny.ac.id¹, lilia.pasca.riani@uny.ac.id²

*corresponding author

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Abstract

Research aim : To analyze the factors driving hedonic behavior among students and its impact on academic performance and psychosocial conditions.

Design/Method/Approach : The study employs a Mix Method Sequential Explanatory approach, consisting of qualitative data collection followed by quantitative surveys and in-depth interviews.

Research Finding : Ten main factors influencing hedonic behavior were identified, including social media influence, social pressure, and lack of financial literacy, based on literature and survey data from 100 students.

Theoretical Contribution/Originality : This research provides new insights into student consumptive behavior in the digital era by examining the role of social media and digitalization.

Practical/Policy Implication : The findings can inform educational institutions, parents, and students in developing financial education and lifestyle management policies.

Research Limitation : The study is limited to students in Yogyakarta and may not be generalizable to other regions or populations.

Keywords : Hedonic behavior, students, social media, financial literacy, digitalization.

1. Introduction

Changes in the lifestyle of students in the modern era have undergone significant shifts, especially in consumption patterns and entertainment preferences. Globalization and advances in information technology have accelerated the flow of consumptive culture, which indirectly affects the mindset and behavior of students. Social media and luxury lifestyle trends displayed through various digital platforms are one of the factors that strengthen the phenomenon of hedonism among students. Exposure to content that depicts luxury and exclusivity often creates social pressure to follow certain trends, even if it doesn't fit their financial condition.

This phenomenon can be seen from the increasing tendency of students to allocate financial resources for secondary and tertiary needs, such as buying branded goods, spending time in cafes or entertainment venues, and following consumptive lifestyle trends. Students who are in social environments that demand high standards of lifestyle tend to be more easily encouraged to behave consumptively, even if it means sacrificing their primary needs. In addition, the existence of digital financial services such as paylater and credit cards makes it easier for students to make consumptive transactions without considering the long-term consequences.

The impact of this hedonistic behavior is not only limited to financial aspects, but also affects the academic and social life of students. Students who focus too much on a consumptive lifestyle tend to neglect academic priorities and experience decreased productivity in learning. Additionally, the pressure to always perform according to certain social standards can lead to anxiety, stress, and even depression. Previous studies have also shown that students who have a hedonistic lifestyle often have difficulty managing their finances, leading to dependence on external funding sources such as parents or loans.

Furthermore, technological developments and digitalization also play an important role in strengthening the culture of hedonism among students. Easy access to *e-commerce*, discount promotions, and experience-based consumption trends such as travel and culinary make students more motivated to spend more money. On the other hand, the lack of financial literacy among students makes it difficult for them to distinguish between needs and wants, so they often prioritize short-term satisfaction over long-term financial stability.

1.1. Statement of Problem

This research has a high urgency considering the increasing trend of hedonism among college students which can negatively impact their financial, academic, and social well-being. A deeper understanding of the factors that drive hedonic behavior and its impact is expected to help educational institutions, parents, and students themselves in taking preventive and remedial measures. In addition, the results of this research can also be the basis for the formulation of campus policies related to financial education and student lifestyle management.

1.2. Research Objectives

This study offers a novelty in the approach to analyzing student hedonic behavior by considering the influence of social media and digitalization as the main variables. In addition, this study will also examine how hedonic behavior has a specific impact on academic performance and the psychosocial condition of students, which have been rarely discussed in previous research. Thus, this research can provide new insights into the dynamics of student consumptive behavior in the digital era.

Based on the phenomenon that has been described, there are several main problems that need to be further analyzed regarding what are the factors that encourage hedonistic behavior among students?

2. Method

This study uses the *Mix Method Sequential Explanatory* approach, where qualitative data is collected first to explore the phenomenon, then followed by quantitative data to confirm or expand the findings.

This research is analyzed in 3 stages, namely:

- a. Stage 1 Qualitative: Literature study, Collect secondary data from previous research relevant to the phenomenon being studied.
- b. Stage 2 Quantitative: Survey or questionnaire. It was carried out to 100 PTN and PTS students in Yogyakarta to measure perceptions or trends that emerged from qualitative data. And Descriptive statistical analysis, to describe data patterns numerically.

c. Stage 3 Qualitative: *In-depth interview*, using semi-structured questions with open-ended answers to explore the participants' perspectives. The selection of participants was carried out by purposive sampling of 10 participants.

3. Results and Discussion

3.1. Results

3.1.1. Stage 1

The results of a search of 39 literature consisting of journal articles, mass media news, and official releases from credible institutions/institutions stated that there are 10 factors that encourage students to behave hedonically, namely

No.	Factor	Source
1.	The influence of social media	(Abbasi et al., 2023; Assadam, 2019; ERDEM & YILMAZ, 2021; Herzallah et al., 2021; Pranata et al., 2024; Rahman & Oktafiyanti, 2022; Rozgonjuk et al., 2020; Shawn & Kathy, 2020; Triwidisari et al., 2018)
2.	Social pressure	(Azevedo & Azevedo, 2023; Azizah et al., 2024b; Groß & Vriens, 2024; Kim et al., 2018; Ming et al., 2021)
3.	Ease of Access to Finance	(Amatulloh et al., 2024; Aprilia et al., 2024; Febrianti & Swistantoro, 2017; Felix et al., 2024; Mursalina et al., 2024; Negarawati & Rohana, 2024; Qur'anisa et al., 2024)
4.	Lack of Financial Literacy	(Abdelsalam et al., 2020; Azizah et al., 2024a, 2024b; Finance et al., 2023; Oktaviani et al., 2023; Sari & Widoatmodjo, 2023; Triwidisari et al., 2018)
5.	Experiential consumption trends	(Abbasi et al., 2023; Alnsour, 2022; Bialkova & Barr, 2022; ERDEM & YILMAZ, 2021; PRAWIRA & SIHOMBING, 2021; Raji et al., 2024; Roberts & David, 2020; Shahpasandi et al., 2020; Zhang et al., 2022)
6.	Digital advertising and promotion	(Akram et al., 2018; From et al., 2024; Dey & Srivastava, 2017; Kesari & Atulkar, 2016; Parker & Wang, 2016; Agriculture et al., 2021; Purnomo & Riani, 2018; Wang & Xie, 2020)
7.	Popular culture influences	(Azevedo & Azevedo, 2023; Azizah et al., 2024b; Groß & Vriens, 2024; Jennyya et al., 2021; Kim et al., 2018; PRAWIRA & SIHOMBING, 2021; Roberts & David, 2020; Rozgonjuk et al., 2020)
8.	Campus Environmental Impact	(Amila Desky, 2024; Aprilia et al., 2024; ERDEM & YILMAZ, 2021; Fahmi et al., 2022; Febrianti & Swistantoro, 2017; Jennyya et al., 2021; Finance et al., 2023; Mengga et al., 2023)
9.	Lack of awareness of long-term consequences	(Amatulloh et al., 2024; Azevedo & Azevedo, 2023; Fahmi et al., 2022; Felix et al., 2024; Hasanah, 2023; Mursalina et al., 2024; Wei et al., 2018)
10.	Psychological factors	(Assadam, 2019; Azizah et al., 2024b; Herzallah et al., 2021; Liu et al., 2020; Rajan, 2020; Raji et al., 2024; Zhang et al., 2022)

3.1.2. Stage 2

Based on the results of the literature search, ten main factors were found that encourage hedonistic behavior among students. The following is a tabulation of the results of data collection with a questionnaire instrument filled out by 100 PTN and PTS students:

No.	Description	Result
1.	Respondent Age	18-19 years = 30% 20-21 years = 50% 22-23 years = 20%
2.	Gender	Male = 40% Female = 60%

3.	Type of PT	PTN = 40% PTS = 60%
4.	PT Study Program	Economics, Business, management, accounting = 36% Engineering, pharmacy and medicine = 11% Education, Social and Humanities = 53%
5.	Origin of Students	DIY = 30% Central Java = 40% Outside of DIY and Central Java = 30%
6.	Have used credit cards, PayLater, QRis, and other fintechs	Ever = 87% Never have been = 13%
7.	Have more than 1 social media account	Yes = 85% Not 15%
8.	Have participated in financial education activities (webinars, youtube videos, etc.)	Yes = 45% No = 55%

Source: Questionnaire results, processed, 2025

Based on the table above, it can be known the demographic characteristics of the respondents, namely the majority of respondents between 20 – 21 years old with 60% female gender. As many as 40% of the origin of universities comes from State Universities and the remaining 60% comes from Private Universities. Judging from the Study Programs taken, as many as 53% came from the Education, Social, and Humanities study programs, the remaining 36% majored in economics, business, management and accounting, while 11% majored in Engineering, Pharmacy and Medicine.

As many as 40% came from Central Java, 30% came from DIY and outside DIY and Central Java. As many as 87% stated that they had used credit cards, pay later, Qris, and other fintechs, while 13% stated that they had never. Regarding the ownership of social media accounts, as many as 85% admitted to having more than 1 social media account, while the remaining 15% only had 1 account. Regarding having participated in financial education activities either in the form of webinars or listening to videos on youbutbe, Instagram, and TikTok, as many as 55% stated that they had never and 45% had participated.

3.1.3. Stage 3

Confirm the correctness of the questionnaire results through interviews with 10 selected student participants. At this stage, data from the literature search and questionnaire results were triangulated and the results of the questionnaire were confirmed by interviews.

Here's the description:

3.1.3.1. Social Media Influence

In the digital era, social media such as Instagram and TikTok are forming new social standards that encourage students to follow a consumptive lifestyle. Exposure to the uploads of influencers and public figures featuring branded goods, luxury vacations, and glamorous lives creates social pressure for students to feel the need to adjust. The (Abbasi et al., 2023; Herzallah et al., 2021) *phenomenon of Fear of Missing Out* (FOMO) further amplifies this impulse, where college students fear falling behind popular trends they see in the surrounding neighborhood. Social media algorithms also play a role in magnifying this effect by constantly displaying similar content, making a high standard of living seem to be a necessity, even if it doesn't always suit their financial condition. (Roberts & David, 2020; Rozgonjuk et al., 2020)

The following is the response from participant A, a PTN student in DIY:

To be honest, I'm a bit of a sucker for social media trends. Sure, many friends like to show off luxury items or vacation to cool places, but I'm more relaxed. I focus more on lectures and campus activities. After all, I don't feel the need to force myself to join if it doesn't suit my financial condition. The important thing is that I can enjoy life in my own way without having to be influenced by other people's standards.

Slightly different from the point of view of participant B, private university students in DIY with the following response:

Social media does have a big influence, especially for those of us in private universities. Sometimes, there is pressure to appear more, especially if you see friends who can buy branded things or vacation to expensive places. I feel like I have to be more careful in managing my finances, because I don't want to be extravagant or in debt just to look cool on social media. But, I also try to take the positive side, such as looking for inspiration or motivation from useful content. The important thing is to stay realistic and not force yourself beyond your financial capabilities.

3.1.3.2. Social Pressure

The friendship environment plays a big role in shaping students' consumption patterns, especially in following consumptive trends that are considered a symbol of social status. Students feel the need to adjust to their group habits, such as eating at expensive places, buying branded goods, or vacationing to popular destinations, in order to maintain social relationships and avoid feeling left behind (FOMO). Although the influence of friendship is not always negative. If students are in a group that has good financial awareness, they can actually learn to manage finances more wisely. Students must be aware of the impact of the social environment on their consumption patterns and seek a balance between social life and realistic financial capabilities. By choosing an environment that supports healthy consumption habits, students can maintain sociality without having to follow a lifestyle that burdens their financial condition. (Azizah et al., 2024b; Su, 2024) (Kim et al., 2018; Pranata et al., 2024; Roberts & David, 2020)

"In my opinion, the friendship environment at PTN is quite diverse. Many friends are ignorant of consumptive trends, so I feel less pressured to follow a certain lifestyle. We focus more on academic and organisational activities, so while some like to eat at expensive places, not all of us feel obligated to participate."

According to participant C, PTN students

while according to Participant D, PTS students are as follows: *"At PTS, I feel that the social pressure from the friendship environment is more felt. Many friends like to show off branded items or go to expensive places, and sometimes I feel like I have to join in so as not to be left out. Even though I know it's not good for finances, there's a fear of not being accepted in the group."*

3.1.4. Ease of Access to Finance

The ease of access to digital credit services such as paylater and credit cards makes students even more tempted to fulfill consumptive desires without considering the long-term impact. Payment flexibility and attractive promotions often make them feel safe in shopping,

even without cash. However, without good financial management, the use of these services can encourage impulse shopping and accumulate debt that is difficult to control. (Amatulloh et al., 2024; Mursalina et al., 2024)

Students must have good financial literacy in order to be able to use credit services only for urgent needs and according to their ability to pay. With this awareness, they can avoid debt traps and build healthier financial habits for the future. (Felix et al., 2024; Prazadhea , 2023)

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"In my opinion, access to services like that can be a double-edged sword. On the one hand, it's really good because we can buy the things we want without having to pay directly. For example, if there is a zero percent discount or installment, it feels like you have a golden opportunity. But, on the other hand, I also see a lot of friends who are wasteful. Sometimes they don't think long and end up stuck in debt."

Meanwhile, according to participant F, private university students:

"For me, the ease of access to digital credit makes me feel depressed sometimes. Many friends use paylater to buy expensive things, and I feel like I have to join in so I don't miss out. But, I am also aware that it can create financial problems in the future. So, I tried to be more careful. I'd rather use the money I have than get stuck in debt. But, yes, sometimes the temptation to buy something that is hyped is very hard to resist. So, it is very important for all of us to understand how to manage our finances and not get caught up in a extravagant lifestyle."

3.1.5. Lack of Financial Literacy

Many students do not have a sufficient understanding of financial planning, so they are more likely to prioritize momentary gratification over long-term financial stability. Without careful planning, they often run into financial difficulties at the end of the month and rely on debt, such as digital credit services or loans from friends and family. (Paulo et al., 2023; Shirley & Widoatmodjo, 2023)

By understanding the basic concepts of financial management, such as budgeting, spending priorities, and the importance of saving and investing, they can develop healthier financial habits. That way, they not only avoid consumptive traps, but are also better prepared to face future economic challenges (Prazadhea , 2023; Shirley & Widoatmodjo, 2023)

"Financial literacy is very important! But, to be honest, many friends on campus still don't understand this. Sometimes they focus more on buying trending items rather than thinking about long-term finances. I myself try to be wiser, but sometimes I am also influenced by friends who like impulsive shopping. So, yes, it's really important for us to learn more about how to manage money." According to Participant G, students from PTN, while according to Participant H, PTS students are as follows: "Wow, in PTS, I think financial literacy is a quite serious problem. Many friends don't know how to manage finances, so it's easy for them to get caught up in a consumptive lifestyle. For example, they

prefer to buy expensive things rather than save for more important needs. I myself try to understand better, but sometimes pressure from the environment makes it difficult. So, I think it is very important to have a program or workshop on financial literacy on campus, so that we can all be better prepared to face financial challenges in the future."

3.1.6. Experiential Consumption Trends

In recent years, the trend of student consumption has shifted from simply buying physical goods to being more experience-oriented, such as traveling, eating at expensive restaurants, and attending concerts. Students often finance this lifestyle without careful financial consideration in order to remain in their social circle. (Abbasi et al., 2023; Shahpasandi et al., 2020)

Many college students allocate most of their income without a clear financial plan, putting them at risk of financial difficulties or even getting stuck in consumptive debt. To enjoy the experience without sacrificing financial stability, students need to create a realistic budget, prioritize expenses, and differentiate between needs and wants. With a thoughtful approach, they can still enjoy valuable experiences without facing financial burdens in the future. (Alnsour, 2022; Bialkova & Barr, 2022)

Response from Participant I, PTN Student: *"To be honest, maybe we think more first before spending money on things like that. You see, many of us have a busy life and have to manage pocket money so that it is enough until the end of the month. So, if you want to travel or hang out in expensive places, you usually have to save first or look for promos to save more."*

Meanwhile, the response from Participant J, a private university student: *"If you are in private university, maybe because the social environment is more diverse, so there are those who really pursue this lifestyle, there are also those who are more relaxed. But indeed, because many PTS students come from middle-to-upper families, access to enjoy an experience like this is easier. Moreover, some of us are also used to using facilities such as paylater or credit cards from our parents."*

3.1.7. Digital Advertising and Promotion

E-commerce and social media marketing strategies are getting more sophisticated in targeting college students through algorithms that tailor ads to user preferences. Exclusive discounts, flash sale programs, and easy payment features like paylater encourage consumptive behavior and impulsive purchases. Additionally, content from influencers and peers showcasing certain products further amplifies the pressure to follow trends, making college students more vulnerable to unplanned spending. To avoid the trap of impulsive consumption, they need to set a spending budget, differentiate between needs and wants, and limit the use of digital credit services. By understanding how marketing algorithms work, students can be more critical in responding to promotions and making smarter consumption decisions. (From et al., 2024) (Herzallah et al., 2021; Zafar et al., 2021) (Amatulloh et al., 2024; Felix et al., 2024)

Response of Participant A, PTN student:

"Wow, from the side of PTN students, most of us think twice before buying things. You see, there are many who live and live on mediocre pocket money. But that doesn't mean we don't shop! If there is an urgent need or an item that has been wanted for a long time, then we buy it. To be honest, I'm a little scared to go back to the drawing board because I'm scared to go back to work. Especially if you have a habit, you will be able to accumulate debt at the end of the month. That's why when shopping, just use the money you have as much as possible."

Response from participant B, private university students:

"Maybe because many people are used to online shopping and easier access to finance, so they are more often tempted. Especially if you see an influencer or friend posting trending items, it feels like, "Wow, I want to have it too!" Sometimes it becomes more impulsive, especially if you can use a paylater. But that doesn't mean that private university students are always wasteful too. Many people still manage their expenses. The difference is, we may see online shopping more often as part of our lifestyle. For example, buying outfits for hanging out or items that often appear in FYP, it becomes a kind of "self-reward." As long as you can control it and know when to pay, paylater can be a solution if there are items that are really important to buy. But it's true, if you're not careful, it can be overrun and end up paying the installments."

3.1.8. Influence of Popular Culture

Popular culture, such as movies, music, and celebrity lives, shapes students' perceptions of success by displaying luxury as a symbol of achievement. Social media further strengthens this phenomenon by displaying uploads of public figures who highlight glamorous lifestyles, encouraging students to follow consumptive trends for social validation. Concepts such as *hype culture* also play a role in increasing impulsive consumption patterns, both in the form of owning branded goods and exclusive experiences such as attending concerts or traveling to popular destinations. (Squirt et al., 2024; Jenny et al., 2021)

Without careful financial planning, this drive to mimic this standard of living can lead college students to spend money impulsively or rely on digital credit services. Financial awareness is key so that students can enjoy popular culture wisely without getting caught up in social pressure. Understanding that success is not always measured by luxury as well as building healthy financial habits will help them maintain personal economic stability while still enjoying the evolving trends. (Azizah et al., 2024a, 2024b)

Response of Participant C, PTN students:

"Well, if I look at it, popular culture is very influential, but not all PTN students are easily affected. Most of us are more realistic. Like for example there is hype about branded goods or expensive concerts, we must first think, "Is it worth it to buy or date?" If it's not too important, that's it, just enjoy it from afar or look for a cheaper alternative. It doesn't mean that we don't want to follow trends, but we think more about priorities. If there is a concert of a favorite artist, yes, maybe you will save it in advance, but if you just follow along to make it look cool, then the money will be used for other things."

Response of Participant D, PTS students:

"In private universities, maybe because the environment is more diverse, so there are those who really follow the trend, some who are relaxed. But it's true, popular culture is very often a lifestyle benchmark. For example, if there are artists who wear certain fashion items or go on vacation to hit places, many people want to too. Therefore, it is not uncommon for private university students to participate in the trend more often because they feel that it is part of social existence as well. Many private university students remain wise in managing their finances. It's just that maybe we are more open to trying new things that are more hits, especially if we are in an environment that does support such a lifestyle."

3.1.9. Campus Environmental Impact

The campus environment plays a big role in shaping student consumption patterns, especially in a competitive and exclusive environment. Social pressure to show status through branded goods, luxurious lifestyles, and certain social activities can encourage college students to focus more on self-image than their financial stability.(Effendi, 2017; Prazadhea, 2023)

Students on campuses with high lifestyle standards often feel the need to adjust in order to remain accepted into certain social groups. This pressure is even stronger at prestigious universities or majors, where building a certain image is considered essential for a professional future. Unfortunately, without good financial planning, this can lead to students getting stuck in debt or financial difficulties. (Aprilia et al., 2024; Fahmi et al., 2022; Kumala et al., 2020)

Response of Participant E, PTN Student:

"In my opinion, the campus environment is indeed influential, but maybe the pressure is not as strong as in private universities. At PTN, many students are more relaxed about their lifestyle, because their backgrounds are also diverse. Some use branded goods, some don't really care. But if you are in a department with high prestige, such as business or medicine, it is usually more visible, like competition not only in academics, but also in lifestyle. "A lot of students are more concerned about their needs than just their needs."

Response of Participant F, PTS students:

"Well, in private universities, the pressure may be harder, especially on campuses where the environment is exclusive or many students from families can afford it. It feels like there is some kind of social standard that is not written down. For example, hanging out at a hit place, wearing trendy outfits, or having the latest gadgets seems to be a common thing. Sometimes if you don't follow it, there is a fear of missing out or not connecting with the community. So yes, many end up being forced to 'enter' a certain environment."

3.1.10. Lack of awareness of long-term consequences

An uncontrolled consumptive lifestyle can have a negative impact on students, both in terms of finances and mental health. Easy access to digital credit, aggressive e-commerce promotion, and social pressures often encourage students to impulse shopping without planning. As a result, they are at risk of being entangled in debt that accumulates and becomes a financial burden after graduation. (Jenny et al., 2021; Oktaviani et al., 2023)

Response of Participant G, PTN students:

"It seems to be the same, many still like to shop without thinking about the long-term impact. But in PTN, because many students live more independently or may be far from their parents, there are those who are more accustomed to managing their money. It's just that, just stay, which is called discounts, paylater, or trends on social media make many people tempted to be consumptive. Sometimes I think, "Oh, it's a little bit of a hassle, it's easy to pay for it." But when it came down to it, it was all gone!"

Response of Participant H, PTS Student:

"Totally agreed! In private universities, it may be because the environment tends to be more socially adjusted, so more people are also unaware that their consumptive habits will have an impact on long-term finances. Especially if someone still relies on money from their parents, the impression is like 'ah, next month there will still be money.' Even though when you graduate later, the habit can be carried away, and it is even difficult to start living independently without debt."

3.1.11. Psychological Factors

Academic burdens, social pressures, and the demands of achievement often encourage students to seek refuge through hedonistic lifestyles, such as impulsive shopping and expensive entertainment. This activity provides instant gratification by triggering the release of dopamine, but without proper control, it can develop into unhealthy consumption patterns. As a result, students are at risk of financial difficulties due to expenses that exceed income, as well as increased anxiety due to dependence on consumption to relieve stress.

To cope with stress healthily, students need to develop more constructive coping strategies, such as exercising, meditating, or pursuing hobbies without overspending. Additionally, a better understanding of emotional and financial management will help them avoid consumptive pitfalls. With a more balanced approach, students can maintain mental well-being without sacrificing financial stability in the future. (Rajan, 2020; Raji et al., 2024)(Liu et al., 2020)

Response of Participant I, PTN Students:

"If you are at a state university, academic stress is already a daily food, especially if you are studying in a department that has a lot of assignments and practicums. Due to the high pressure, many people are looking for entertainment to relieve stress. Some like to snack outside, some run to travel, some shop online in the middle of the night, haha. But yes, because many people are struggling and have to manage their own money, there is usually

still a brake. If the money starts to run low, start thinking twice about spending."

Response of Participant J, PTS student:

"Well, in private universities, the pressure is no less heavy, but the social environment is different. Many people have gotten used to a more comfortable lifestyle from the beginning, so if you are stressed, you don't think long about self-reward. You can suddenly hang out at expensive cafes, buy branded goods, or staycation to 'heal.' But sometimes, because we are too used to using this method to relieve stress, we end up addicted to consumption. That's it, some are easily tempted by promos and paylater, so the expenses are often excessive."

3.2. Discussion

The consumptive lifestyle among students is increasing along with the development of social media, easy access to digital credit, and social pressure from the campus environment and popular culture. Exposure to content that displays luxury and a high standard of living through platforms such as Instagram and TikTok encourages students to follow consumption trends for social existence according to the results of research conducted by . In addition, e-commerce marketing algorithms targeting college students with personalized promotions and exclusive discounts further reinforce impulsive shopping habits. The friendly environment and competitive culture on campus also contribute to this consumption pattern, where students feel the need to demonstrate their social status through branded goods, exclusive lifestyles, or experiential consumption activities such as traveling and attending expensive events. Ming et al., (2021); Rajan, (2020); and Shahpasandi et al., (2020) (From et al., 2024; Paulo et al., 2023)

However, this consumptive habit is not accompanied by good financial awareness. Lack of financial literacy causes students to prioritize momentary satisfaction over long-term economic stability. The results of the study stated that the ease of access to digital credit services, such as Negarawati And Rohana,(2024); and Qur'anis et al.,(2024) *paylater* and credit cards, makes it easier for them to buy goods without considering the financial consequences in the future. As a result, many students are trapped in consumptive debt or have difficulty managing expenses. In addition to financial impacts, the pressure to follow a consumptive lifestyle also affects mental health, such as increasing anxiety and stress due to the urge to always perform according to social expectations.

This consumptive lifestyle is also often used as a coping mechanism against academic and social pressure. Students who feel stressed out about the demands of their college or social life sometimes seek escape through impulse shopping or high-cost entertainment. However, this habit can actually create an unhealthy consumption cycle, where the instant gratification of consumption only has a temporary effect before returning to face the same pressure. Therefore, it is important for students to develop financial awareness and healthier coping strategies, such as managing budgets wisely, distinguishing needs and wants, and finding alternative ways to cope with stress without having to rely on excessive consumption. With a more balanced approach, students can enjoy a healthy lifestyle without sacrificing their financial stability in the future.

4. Conclusion

This study shows that the influence of social media and social pressure contribute to student consumption behavior, especially in private universities. Students tend to be trapped in a consumptive lifestyle due to the temptation of discounts and easy access to credit, which can negatively impact long-term financial conditions. Therefore, increasing financial literacy and awareness of wise financial management is needed to help students avoid debt and manage their finances better.

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