

THE EFFECT OF INDIVIDUAL MODERNITY, FINANCIAL LITERACY, AND TECHNOLOGY ADOPTION ON CONSUMPTIVE BEHAVIOR WITH LIFESTYLE AS AN INTERVENING VARIABLE AMONG COLLEGE STUDENTS IN MALANG CITY



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Abstract

This study aims to determine the influence of student consumptive behavior in terms of individual modernity, financial literacy, lifestyle, and technology adoption with lifestyle as an intervening variable. The method used is quantitative with explanatory research type. The population in this study were students in Malang city while the sample of this study were students of Malang State University, Brawijaya University, Muhammadiyah University, and Islamic University of Malang. The sampling used was multistage sampling. Data were collected by means of tests and questionnaires. Hypothesis testing was carried out using the Structural Equation Model (SEM) approach based on Partial Least Square (PLS). Based on the results of the study, it is known that individual modernity has a positive effect on consumptive behavior with a P-value of 0.000 and a t-statistic value of 51.028 while modernity has no effect on lifestyle because the P-Values value is 0.965 and a t-statistic value of 0.043. The financial literacy variable does not affect consumptive behavior because the P-Values value is 0.665 while the t-statistic value is 0.433 but the financial literacy variable has a negative effect on lifestyle with a P-Values value of 0.001 and a t-statistic value of 3.370. The technology adoption variable has a positive effect on consumptive behavior with a P-Values value of 0.020 and a t-statistic value of 2.335. The technology adoption variable also has a positive effect on lifestyle with a P-Values value of 0.000 and a t-statistic value of 4.798. The lifestyle variable has a positive effect on consumptive behavior variables with a P-Values value of 0.017 and a t-statistic value of 2.393.

Keywords: Individual Modernity, Financial Literacy, Technology Adoption, Consumptive Behavior, Lifestyle

INTRODUCTION

Rapid growth over the years has created ease of access to all kinds of goods and services. This convenience is a result of the increasingly rapid era of globalization (Purba et al., 2021). This ease of access naturally has both positive and negative impacts on society. The positive impact is that people find it easier to meet all their needs for goods and services due to easy access. On the other hand, the reality in society has had many negative impacts on daily consumption patterns, encouraging changes in consumption patterns that focus more on meeting secondary and tertiary needs rather than primary needs. Changes in consumption patterns that focus more on fulfilling secondary and tertiary needs rather than primary needs are often referred to as consumptive behavior.

Consumptive behavior is a behavior that arises due to increasingly rapid technological developments, this is evidenced by the ease of people in purchasing or consuming desired goods (Mengga, et.al, 2023). Consumptive behavior often occurs especially in the younger generation and adults who are easily influenced by developments, Consumption patterns often occur in teenagers or students (Firdaus, et.al, 2022). Students are an important part of social life and have a fairly large role in society. The phenomenon of consumptive behavior among students is characterized by a tendency to spend money excessively, where they are more likely to allocate expenses for things that are not important, but solely to fulfill personal satisfaction. The results of research conducted by (Priscilia, et.al, 2024) state that consumptive behavior often occurs among the younger generation, especially students because students adjust their relationships with their groups and in general they always want to be up to date which makes them behave consumptively.

It is known that the level of consumption in Malang is relatively high and dominated by student consumption. This is supported by research conducted (Mardatillah, 2021), which states that consumptive in Malang is dominated by male and female students residing in Malang, and that student consumptive behavior tends to be influenced by ease of transactions. Based on pre-research, it was found that male and female students in Malang, such as those from Malang State University, Brawijaya University, Muhammadiyah University, and Malang Islamic University, also tend to have consumerist behavior in their daily lives. Several students stated that they always want to buy things that simply follow popular trends, which automatically leads to consumerism in their daily lives.

On the other hand, Malang City is an educational city located not far from shopping centers such as: MATOS, MOG, Deliwafa, Clodiak, and so on. This strategic location unconsciously creates a person's tendency to engage in consumptive behavior, of course influenced by several factors, including external and internal factors. External factors are causal factors that originate from outside the individual or the external environment, while internal factors are causal factors that originate from within the individual. Individual modernity is considered a factor that can influence consumptive behavior (Kumalasari and Yohanes, 2019). According to Inkeles & Smith (1988), individual modernity is a value, attitude, and behavior that shapes a person's personality and makes them active and dynamic in developing their life independently in an increasingly complex social life.

Another factor suspected of influencing consumptive behavior is technology adoption. This adoption includes the use of social media, digital payments, and online shopping platforms. Information and technology are two factors that have not only brought changes to the world of e-commerce but also to consumer purchasing behavior, particularly

among students (Jannah et al., 2021). Indonesia's digital economy is estimated to have reached \$77 billion in 2022, and according to Bank Indonesia data, it is estimated to reach IDR 15,881.53 trillion in 2024, representing a 16.15% growth compared to the previous year.

On the other hand, consumptive behavior can occur due to the influence of financial literacy (Zahra & Anoraga 2021). Financial literacy is the knowledge related to finance and each individual's ability to apply it. Financial literacy can be acquired through lectures, but in reality, students rarely apply the financial management knowledge they have acquired in class, ultimately leading to consumptive behavior. Research (Sufyati, 2022) states that proper financial management supported by financial literacy is expected to improve the standard of living and enable individuals to control their decision-making and lifestyle .

Lifestyle is a distinctive pattern of personal and social behavior that characterizes an individual or group. Lifestyle can reflect how a person spends money and spends time. Individuals often purchase items based on encouragement from friends in their group, requiring them to maintain a stylish style to stand out from their peers. According to Zahra & Anoraga (2021), lifestyle is an individual's pattern of behavior that can be reflected in their activities, interests, and habits regarding spending money and how they allocate their time. Naturally, lifestyles change over time, making them dynamic.

This dynamic lifestyle makes it increasingly difficult for people to manage their finances, primarily due to their limited knowledge of how to manage them (Agasi, 2024). Society, especially students, tends to be easily influenced by the lifestyles around them, which are constantly evolving with the times. This is evident in the habit of students who easily prioritize appearance in their daily lives due to the pressures of the lifestyles around them.

REVIEW OF LITERATURE

The Theory of Planned Behavior (TPB) was introduced by Ajzen Icek in 1985, or in the early 20th century. This theory states that individual behavior is influenced by intentions to act, which in turn are influenced by three main factors: attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). These three factors interact to predict whether someone will engage in a behavior, such as consumptive behavior. In this context, individual modernity, financial literacy, and technology adoption can influence the elements of the TPB, which in turn influence consumptive intentions and behavior.

The Theory of Planned Behavior is an extension of the Theory of Reasoned Action (TRA). According to the Theory of Reasoned Action (TRA), behavior can be largely predicted by an individual's attitude toward performing the intended behavior, through the influence of intervening behavioral intentions. The crucial attitude in this process is the specific attitude toward the particular behavior being studied; it is not sufficient to simply consider the individual's attitudes more generally. The theory also states that a person's intention to perform a behavior (which ultimately determines whether they will perform it) is influenced by social pressures or "subjective norms," which arise from an individual's perception of what others will think of those who perform the behavior.

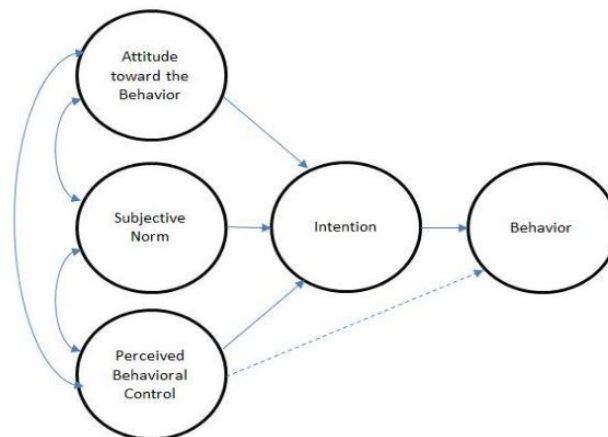


Figure 1.
(Theory of Planned Behavior) TPB Model

Solomon (1992) stated that consumptive behavior is the behavior of individuals in purchasing goods or services that exceed their functional needs.

Inkeles & Smith (1988) stated that individual modernity is a value, attitude, and behavior that shapes a person's personality and makes him active and dynamic in developing his life independently in an increasingly complex social life.

Atkinson & Messy (2012) stated that financial literacy is the knowledge and skills to make wise decisions regarding personal financial management, which includes understanding financial products, risk management, and financial planning.

Ismawan & Purwa (2023) stated that the adoption of technology related to the use of social media influences the consumptive behavior of students, which means that the consumptive behavior carried out by a person depends on how that person looks for information references related to the product to be purchased.

Engel et al. (1994) stated that lifestyle is a reflection of consumptive behavior in spending their lives, using their money and utilizing their time properly.

RESEARCH METHOD

Research Hypothesis

- H 1 : Individual modernity has a positive influence on consumptive behavior among college students in Malang City.
- H 2 : Financial literacy has a negative effect on consumptive behavior among college students in Malang City.
- H 3 : Technology adoption has a positive influence on consumptive behavior among college students in Malang City.
- H 4 : Lifestyle has a positive influence on consumptive behavior among college students in Malang City.
- H 5 : Lifestyle mediates individual modernity towards consumptive behavior among college students in Malang City.
- H 6 : Lifestyle mediates financial literacy towards consumptive behavior among college students in Malang City.

- H 7 : Lifestyle mediates technology adoption towards consumptive behavior among college students in Malang City.
- H 8 : Individual modernity has a positive influence on the lifestyle among college students in Malang City .
- H 9 : Financial literacy has a negative impact on the lifestyle among college students in Malang City.
- H 10 : Technology adoption has a positive impact on the lifestyle among college students in Malang City.

Research Model

This study uses a quantitative approach and explanatory research to determine whether there is an influence, and if so, how significant it is. The independent variables used are individual modernity, financial literacy, and technology adoption, while the dependent variable is consumptive behavior, and the mediating variable is lifestyle. The following is an illustration of the research design.

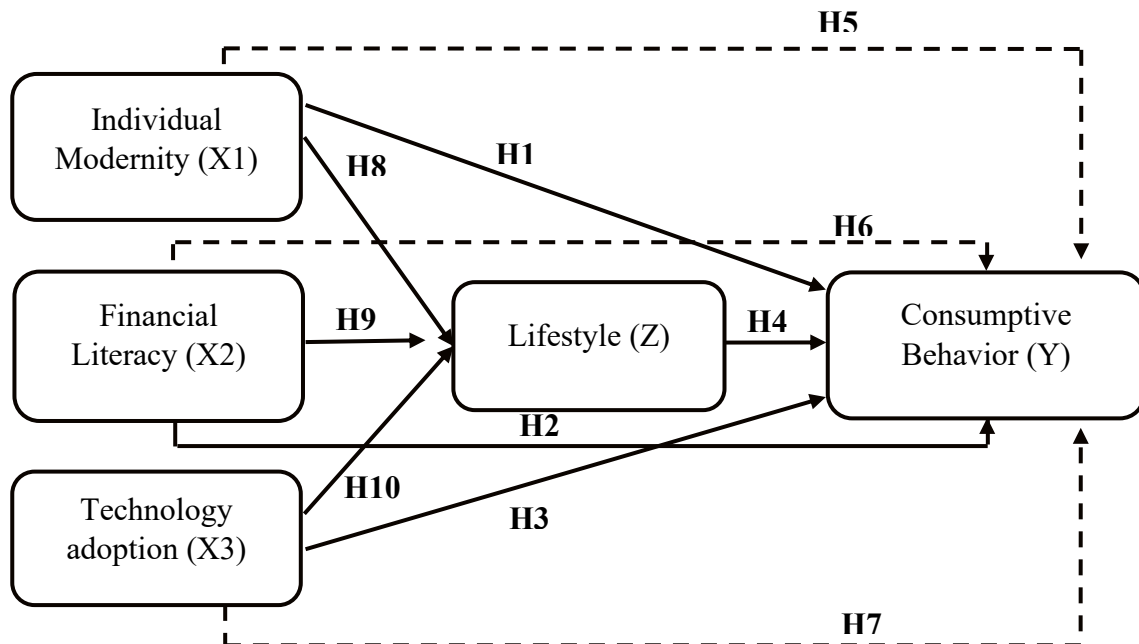


Figure 2.
Research Design

The population in this study were students from Malang City, while the sample consisted of students from Malang State University, Brawijaya University, Muhammadiyah University, and Malang Islamic University. Sampling was conducted in multistages. Data were collected through tests and questionnaires.

The population in this study was 117.881 students, and the sample size was 368 students from Malang City. Hypothesis testing was conducted using a Structural Equation Model (SEM) approach based on Partial Least Squares (PLS). The sample calculation is follows:

Daniel and Terrell's 1986 formula

$$n = \frac{\frac{t^2 pq}{d^2}}{1 + \frac{1}{N} \left(\frac{t^2 pq}{d^2} \right) - 1}$$

$$n = \frac{\frac{(1,96)^2 (0,6)(0,40)}{(0,05)^2}}{1 + \frac{1}{117,881} \frac{(1,96)^2 (0,6)(0,40)}{(0,05)^2} - 1}$$

$$n = 368$$

RESULTS AND DISCUSSION

Descriptive Analysis

Based on the research that has been conducted, five data were produced which were taken from a sample of 368 students in Malang City, namely individual modernity data (X1), financial literacy (X2), technology adoption (X3), lifestyle (Z), and consumptive behavior (Y). The four data are explained as follows :

Individual Modernity

The following relates to the frequency classification of individual modernity variable data:

Table 1.
Classification of Frequency Distribution of Individual Modernity Variables

Interval Class	Frequency Distribution	
	Frequency	Percentage
16-22	0	0%
23-29	1	0%
30-36	1	0%
37-43	7	2%
44-50	26	7%
51-57	34	9%
58-64	42	11%
65-71	112	30%
72-80	145	39%
TOTAL	368	100%

Source: Data processed by researchers, 2025

Based on table 1, it is known that the highest value for the individual modernity level is 80, while the lowest is 16. A total of 145 students have an individual modernity level with a value range of 72-80 with a percentage of 39%.

Financial Literacy

The following relates to the frequency classification of financial literacy variable data:

Table 2.
Classification of Frequency Distribution of Financial Literacy Variables

Interval Class	Frequency Distribution	
	Frequency	Percentage
0-0.99	0	0%
1-1.99	5	1%
2-2.99	18	5%
3-3.99	18	5%
4-4.99	14	4%
5-5.99	5	1%
6-6.99	2	1%
7-7.99	5	1%
8-9	301	82%
TOTAL	368	100%

Source: Data processed by researchers, 2025

Based on Table 2, it is known that the highest value for financial literacy is 9, while the lowest is 0. A total of 301 students have a financial literacy level with a value range of 8-9 and a percentage of 82%, while the lowest value is 0%.

Technology Adoption

The following relates to the classification of the frequency distribution of technology adoption data:

Table 3.
Classification of Frequency Distribution of Financial Literacy

Interval Class	Frequency Distribution	
	Frequency	Percentage
10-14.44	0	0%
14,4518.89	0	0%
18.9-23.34	0	0%
23.35-27.79	4	1%
27.8-32.24	28	8%1
32.25-36.69	61	17%
36.7-41.14	72	20%
41.15-45.59	45	12%
45.6-50	158	43%
TOTAL	368	100%

Source: Data processed by researchers, 2025

Based on Table 3, it is known that the highest value for the level of technology adoption is 50, while the lowest is 10. A total of 158 students have a high level of technology adoption, with a value range of 45.6-50 and a percentage of 43%, while the lowest value is 0%.

Lifestyle

The following relates to the classification of the frequency distribution of lifestyle data:

Table 4.
Classification of Lifestyle Frequency Distribution

Interval Class	Frequency Distribution	
	Frequency	Percentage
12-17.33	0	0%
17.34-22.67	3	1%
22.68-28.01	40	11%
28.02-33.35	65	18%
33.36-38.69	23	6%
38.7-44.03	24	7%
44.04-49.37	48	13%
49.38-54.71	119	32%
54.72-60	46	13%
TOTAL	368	100%

Source: Data processed by researchers, 2025

Based on table 4, It is known that the highest value for lifestyle level is 60 while the lowest is 12. A total of 46 students have a high lifestyle level with a value range of 54.72-60 and a percentage of 13% while the lowest value is 0%.

Consumptive Behavior

The following relates to the classification of frequency distribution of consumptive behavior data:

Table 5.
Classification of Frequency Distribution of Consumptive Behavior

Interval Class	Frequency Distribution	
	Frequency	Percentage
10-14.44	0	0%
14,4518.89	0	0%
18.9-23.34	2	1%
23.35-27.79	6	2%
27.8-32.24	27	7%
32.25-36.69	23	6%
36.7-41.14	57	15%

41.15-45.59	98	275
45.6-50	155	42%
TOTAL	368	100%

Source: Data processed by researchers, 2025

Based on table 5, it is known that the highest value for the level of consumptive behavior is 50, while the lowest is 10. A total of 155 students have a high level of consumptive behavior with a value range of 45.6-50 and a percentage of 42%, while the lowest value is 0%.

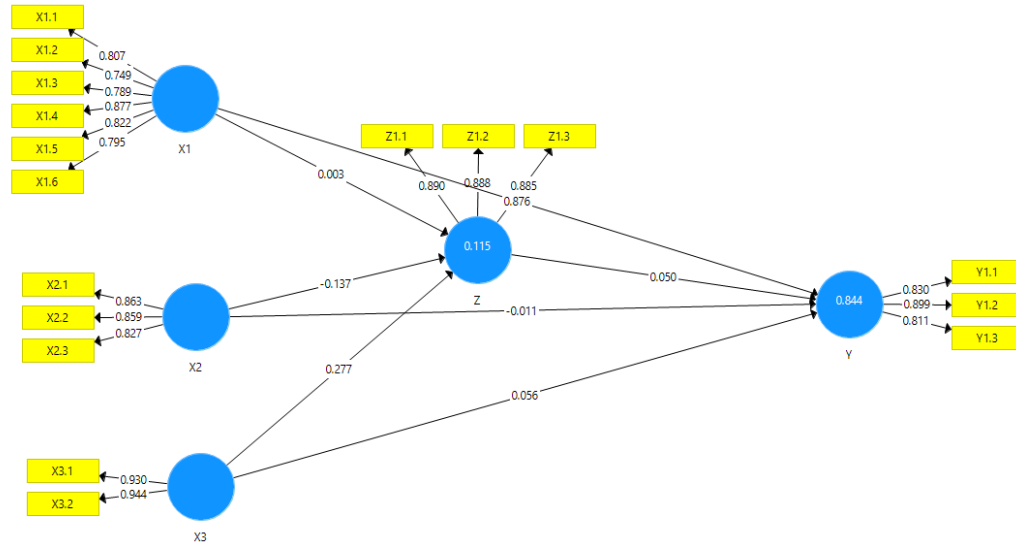


Figure 2.
Outer Model

Table 6.
Fornell-Larcker Criteria

	X1	X2	X3	Y	Z
X1	0.808				
X2	-0.347	0.850			
X3	0.478	-0.244	0.937		
Y	0.915	-0.339	0.492	0.848	
Z	0.183	-0.206	0.312	0.230	0.888

Source: Data processed by researchers, 2025

Based on the data above, it shows that the square root of AVE of the five research variables is greater than the correlation value with other constructs so that discriminant validity is declared good and all variables are declared valid.

Table 7.
Construct Reability Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1	0.893	0.898	0.918	0.652
X2	0.808	0.807	0.886	0.722
X3	0.862	0.869	0.935	0.878
Y	0.803	0.807	0.884	0.718
Z	0.866	0.869	0.918	0.788

Source: Data processed by researchers, 2025

The data above shows that Cronbach's alpha for each variable is greater than 0.7, and the composite reliability value for all variables is greater than 0.7. Therefore, it can be concluded that all variables are valid.

Structural Model or Structural Model (Inner Model)

Table 8.
R-Square

	R Square	R Square Adjusted
Y	0.844	0.843
Z	0.115	0.108

Source: data processed by researchers, 2025

Based on the data above, it shows that the value of the Y variable is 0.844, which indicates that consumptive behavior activities provide a contribution value of 84.4% and for the lifestyle variable, it is 11.5%.

Table 9.
F-Square

	X1	X2	X3	Y	Z
X1				3,521	0.000
X2				0.001	0.018
X3				0.014	0.066
Y					
Z				0.014	

Source: data processed by researchers, 2025

To measure the influence between exogenous and endogenous variables. The F-Square value is assessed with the provisions of 0.02 (weak), 0.15 (moderate), 0.35 (large) to interpret how large a predictor of a latent variable is at the structural level. Based on the data above, it shows that variable X1 has a large influence on variable Y, namely 3.521 while on variable Z it is classified as weak at 0.000. Variable X2 has a weak influence on variables Y and Z. Variable X3 has a weak influence on variables Y and Z. Variable Z has a weak influence on variable Y.

Hypothesis Testing (path coefficients)

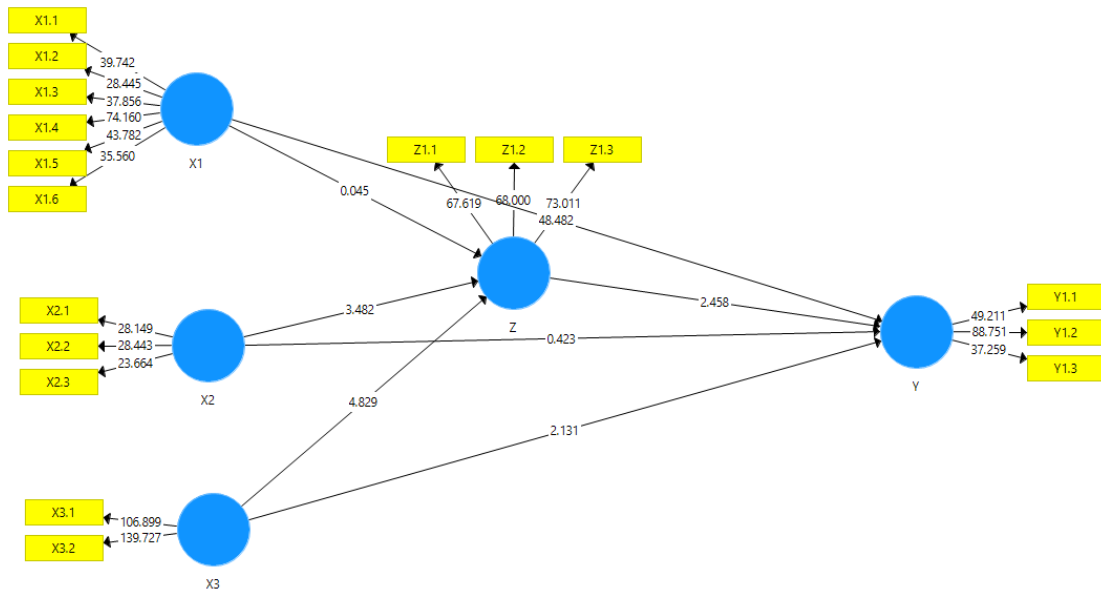


Figure 3.
Bootstrapping

Table 10.
Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0.876	0.876	0.017	51,028	0.000
X1 -> Z	0.003	0.002	0.065	0.043	0.965
X2 -> Y	-0.011	-0.009	0.025	0.433	0.665
X2 -> Z	-0.137	-0.137	0.041	3,370	0.001
X3 -> Y	0.056	0.056	0.024	2,335	0.020
X3 -> Z	0.277	0.278	0.058	4,798	0.000
Z -> Y	0.050	0.051	0.021	2,393	0.017

Source: data processed by researchers, 2025

Based on the data above, it is known that X1 has a positive effect on Y with a P-value of 0.000 which indicates that the value is less than 0.05 while the t-statistic value is 51.028 which indicates that the value is more than 1.96 while X1 has no effect on Z because the P-Values value is 0.965 and the t-statistic value is 0.043.

Variable X2 has no effect on Y because the P-Values value is 0.665 while the t-statistics value is 0.433 and X2 has a negative effect on Z with a P-Values value of 0.001 while the t-statistics value is 3.370.

Variable X3 has a positive effect on Y with a P-Value of 0.020 while the t-statistic value is 2.335 and X3 has a positive effect on Z with a P-Value of 0.000 while the t-statistic

value is 4.798. Variable Z has a positive effect on variable Y with a P-Value of 0.017 and a t-statistic value of 2.393 .

Mediation Test

Table 11.
Mediation Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Z -> Y	0.000	0.000	0.003	0.043	0.966
X2 -> Z -> Y	-0.016	-0.017	0.008	2,054	0.041
X3 -> Z -> Y	0.014	0.014	0.006	2,271	0.024

Source: data processed by researchers, 2025

Based on the data above, it is known that the lifestyle variable mediates variable X2 against variable Y with a P value of 0.041 and a t-statistic value of 2.054. Lifestyle also mediates variable X3 against variable Y with a P value of 0.024 and a t-statistic value of 2.271.

The Influence of Individual Modernity on Consumptive Behavior Among College Students in Malang City

In this study, the individual modernity variable was tested on students, where students are considered as one of the vulnerable groups in responding to something, especially in consumptive behavior. Based on the results of the study, it is known that the influence of individual modernity on consumptive behavior is positive and significant, which means that individual modernity in this study has a positive influence on the consumptive behavior of Malang city students. Based on *the f-square*, it is known that the level of influence of variable X1 (individual modernity) on variable Y (consumptive behavior) among Malang city students means that X1 (individual modernity) has a large or high influence on variable Y (consumptive behavior). The higher a person's modernity, the higher their tendency to engage in consumptive behavior. In this study, this statement relates to the student community in Malang and implies that if students exhibit a high level of openness, life satisfaction, or modernity, they are more likely to engage in consumptive behavior in their daily lives.

The results of this study align with the findings of Kumalasari & Yohanes (2016) who stated that modernity positively influenced the consumptive behavior of college students in Malang in 2016. This study is also relevant to the research of Ciptasari et al. (2023) who stated that individual modernity positively influenced student consumptive behavior. Thus, it can be concluded that student consumptive behavior is inseparable from the influence of individual modernity factors.

The Influence of Financial Literacy on Consumptive Behavior Among College Students in Malang City

Based on the results of research on students in Malang City, it was found that financial literacy had no effect on their consumptive behavior. In this study, financial literacy was assessed through a test, not a questionnaire, with the aim of assessing students' financial literacy levels. The level of financial literacy in this study was indicated by several indicators: financial knowledge, financial attitudes, and financial behavior. In the financial knowledge indicator, financial knowledge is a student's ability to understand basic concepts in financial

management, such as budget planning. Students with a high level of financial knowledge are less likely to be tempted to overconsume because they understand the risks of waste and the long-term effects of consumptive behavior.

In general, financial literacy is expected to influence consumptive behavior, especially among students who are beginning to manage their finances. However, there are several reasons why financial literacy is not always directly proportional to consumptive behavior in Malang. First, many students may understand basic financial concepts like saving, budgeting, or responding wisely, but fail to apply them in their daily lives. Consequently, financial knowledge or literacy cannot yet change a person's habits and behavior.

Financial literacy alone is not enough to change students' consumptive behavior. Behavioral change requires a combination of knowledge, internal motivation, self-control, and a supportive environment. Financial literacy requires emotional maturity and self-control. This is also relevant to the fact that consumptive behavior can grow if it is driven not only by a single causal factor, but also by other internal and external factors not yet covered in this study.

The Influence of Technology Adoption on Consumptive Behavior Among College Students in Malang City

In this study, it was found that the adoption of technology on consumptive behavior was positive and significant, which means that the adoption of technology in this study has an influence on the consumptive behavior of students in Malang City. The higher the individual adopts technology, the higher the tendency to behave in a consumer manner. According to Davis (1989), through the Technology Acceptance Model (TAM) explains that: technology adoption is influenced by two main factors, namely perceived usefulness and perceived ease of use.

If students have a high level of technology adoption, including online applications or platforms, then students in Malang tend to behave in a consumptive manner due to their high levels of perceived usefulness (*PU*) and perceived ease of use (*PEOU*). Both of these are included in the technology adoption variable indicators to measure how the level of technology adoption can influence consumptive behavior. The higher the individual adopts technology, the higher the tendency to behave in a consumerist manner.

The results of this study are in line with research conducted by Novanda, AP & Albrian, FP, (2024) which stated that social media addiction has a positive and significant effect on consumptive behavior and is also relevant to research conducted by Febrianti, et.al., (2020) which stated that there is an influence of the use of digital wallet applications on consumptive behavior by 26.3% with the majority of respondents being female students aged 18-23 years. On the other hand, the use of this application or platform also includes the use of social media accounts which is in line with the opinion of Trisuci & Abidin, (2022) who stated that the use of Instagram social media will increase the tendency to behave in a consumer manner. Therefore, it can be concluded that students in their consumptive behavior cannot be separated from the influence of technology adoption factors in their daily lives.

The Influence of Lifestyle on Consumptive Behavior Among College Students in Malang City

Based on the results of research in Malang City, it is known that the influence of lifestyle on consumptive behavior is positive and significant, meaning that lifestyle in this

study has an influence on the consumptive behavior of Malang city students. Lifestyle is a person's lifestyle pattern reflected in activities, interests, and opinions in daily life (Kotler & Keller, 2016). If the student has high activities, interests, opinions related to shopping activities, they tend to behave in a consumerist manner. The higher the student's lifestyle such as hedonistic, interests, opinions, or someone who is considered an inspiration in life, and so on, the higher the level of consumptive behavior in their daily lives. Meanwhile, the lower the student's lifestyle, the lower the student's consumptive behavior in daily life.

The results of this study align with the opinion of (Firdaus et al., 2022) who stated that lifestyle positively influences consumptive behavior and are also relevant to research conducted by (Tri Suci & Abidin, 2022) who stated that lifestyle positively influences consumptive behavior. Therefore, if the lifestyle level of Malang City students is high, then the level of consumptive behavior of Malang City students will also be high.

The Influence of Lifestyle Mediation on the Relationship between Individual Modernity and Consumptive Behavior Among College Students in Malang City

Based on the results of research in Malang City, it is known that lifestyle does not mediate the individual modernity variable on the consumptive behavior of Malang city students. This research result is certainly in contrast to the findings of previous research that stated that lifestyle can mediate the individual modernity variable on consumptive behavior. In fact, the results of the field study found that this research has meaning that although the level of modernity of individual students increases, this does not automatically affect lifestyle and consequently does not encourage significant changes in consumptive behavior through lifestyle.

This study found that individual modernity does not necessarily lead students to adopt a particular lifestyle, and thus does not indirectly influence their consumption through lifestyle. Students may possess modern values such as rationality or futuristic thinking, yet still live a simple lifestyle due to economic, religious, or ecological factors. Therefore, in this context, the lifestyle variable is not strong enough to be used as a mediating variable or as a mediator between individual modernity and consumptive behavior in Malang. This is undoubtedly influenced by several factors beyond the scope of this study.

The Influence of Lifestyle Mediation on the Relationship between Financial Literacy and Consumptive Behavior Among College Students in Malang City

Based on the results of research in Malang City, it is known that the influence of financial literacy on consumptive behavior mediated by lifestyle is negative and significant. This means that lifestyle in this study has an indirect influence in mediating financial literacy on the consumptive behavior of Malang city students. Low financial literacy will change the lifestyle of students and result in increased consumptive behavior of Malang city students. Financial literacy in this study adopts indicators. In this study, financial literacy has a non-unidirectional relationship, where if the level of financial literacy increases, it will affect the decline of student lifestyle so that students will be better or wiser in consuming and vice versa. The level of financial literacy in this study is indicated by several indicators. These indicators are: financial knowledge, financial attitudes and financial behavior.

The results of the study stating that financial literacy has a negative effect on the consumptive behavior of Malang city students also prove the grand theory of "*Theory Planned Behavior* (TPB)" is still relevant or not in the current era through the component of "perceived behavioral control". *Perceived Behavioral Control* means the extent to which

individuals feel able to control their behavior. In this study, financial literacy is considered relevant and strengthens the component of " *perceived behavioral control* ", where this attitude includes students with high financial understanding will feel more confident in controlling spending and they will reject consumptive invitations because they are aware of the long-term financial consequences, which ultimately financial literacy can reduce the intensity of consumptive behavior.

The mediating variable in this study, lifestyle, is positioned as the " *intention* " component, while the consumptive behavior variable is positioned as the " *behavior* " or actual behavior. The lifestyle variable as a mediator means that financial literacy not only directly influences consumptive behavior but also influences lifestyle, which ultimately drives consumptive behavior. Thus, an indirect influence from financial literacy to consumptive behavior emerges through lifestyle. The supporting factor for these results is certainly influenced by the high level of influence of financial literacy on lifestyle and consumptive behavior among Malang city students.

The Influence of Lifestyle Mediation on the Relationship between Technology Adoption and Consumptive Behavior Among College Students in Malang City

Based on the results of the respondents, it is known that the influence of technology adoption on consumptive behavior mediated by lifestyle is positive and significant. This means that lifestyle in this study has an indirect influence in mediating technology adoption on consumptive behavior of Malang city students. High technology adoption will change student lifestyles and result in increased consumptive behavior of Malang city students. Technology adoption in this study adopts indicators from *the Technology Acceptance Model* (TAM) explaining that: technology adoption is influenced by two main factors, namely *perceived* usefulness and *perceived ease of use*.

The results of the study, which stated that technology adoption has a positive effect on the consumptive behavior of Malang city students, also prove the grand theory of " *Theory Planned Behavior* (TPB)" is still relevant or not in the current era through the components of " *subjective norm* " or "subjective norm" and " *perceived behavioral control* ". Technology adoption is considered to be driven by *subjective norms* where the stronger the subjective norm (social drive), the greater the intention to behave consumptively in everyday life. The mediating variable, namely lifestyle, is positioned as the " *intention* " component, while the variable of consumptive behavior is positioned as " *behavior* " or actual behavior.

The results of this study are in line with Aditya et al. (2024) who stated that the use of social media mediated by lifestyle influences a person's consumptive behavior. The direct influence of technology adoption on consumptive behavior is not entirely direct but can also occur through prior lifestyle changes, where technology adoption will change students' lifestyles and affect their level of consumptive behavior. With the mediating variable of lifestyle, technology adoption can have a positive effect on the consumptive behavior variable of Malang city students and increase their consumptive behavior.

The Influence of Individual Modernity on the Lifestyle Among College Students in Malang City

Based on the results of research in Malang, it was found that individual modernity in this study did not influence the consumptive behavior of Malang city students. In this study, this statement relates to the Malang city student community and means that although students have a rational way of thinking and are open to change, this does not necessarily reflect their

daily lifestyle. On the other hand, many students may possess modern insights and knowledge but have not yet reached the stage of applying them in real life, such as in their lifestyle.

The reality of the field study in this research found that individual modernity has no influence on lifestyle because individual modernity is not always directly proportional to a consumerist or modern lifestyle. Students may possess modern values (rationality, forward-thinking, and respect for time), but they may not apply them in a conspicuous daily lifestyle.

In this case, students may have an open, independent attitude, and are driven to demonstrate their existence through modern activities, interests, and opinions, but they have not been able to encourage or realize this in their lifestyle in everyday life. This certainly does not affect the drive to live a higher lifestyle. Based on the results of the respondents, it is known that there is increasingly no influence on the level of modernity of individual students in Malang city on lifestyle. This can certainly be influenced by several factors, including: attitudes that are inconsistent with intentions where students can be modern cognitively (think rationally and openly), but do not have a strong intention to change their lifestyle and are influenced by several other factors. Furthermore, in this context, exposure to modernity is only limited to knowledge, not to actualization.

The Influence of Financial Literacy on the Lifestyle Among College Students in Malang City

Based on the results of research in Malang City, it is known that the influence of financial literacy on lifestyle is negative and significant, which means that financial literacy in this study has an influence on the lifestyle of students in Malang City. In this study, financial literacy has a unidirectional relationship, where if the level of financial literacy is increasing, it will affect the decline in student lifestyle and students will be better or wiser in consuming. If students feel they have control over their finances (through financial literacy), then they intend to live a healthier, more economical, and productive lifestyle, not a healthy lifestyle. The higher the financial literacy, the higher the student's intention to live a wise and healthy lifestyle. On the other hand, this is certainly reinforced by the findings in this study which state that the higher the level of financial literacy, the lower the level of student lifestyle and result in a negative influence of the financial literacy variable on the lifestyle of students in Malang City.

The results of this study align with the statement (Dewi et al., 2021) that a good level of financial literacy increases self-efficacy in making financial decisions, which leads to lifestyle changes. Therefore, in this context, when the research results are compared with the goal of determining whether the TPB is still relevant in the current era, it can be concluded that positioning the financial literacy variable along with the concept of "*perceived behavioral control*" is still considered relevant in the current era.

The results of this study are also supported by the findings of Manik (2019), who stated that there is a negative relationship between financial literacy and lifestyle, meaning that the higher the financial literacy, the lower the lifestyle. This study also aligns with Putri (2023), who stated that increasing students' financial literacy will result in a lower lifestyle. This is relevant to the situation where a higher level of financial literacy among students in Malang City will lead to a lower lifestyle, and vice versa, a lower level of financial literacy will lead to an increase in students' lifestyle.

The Influence of Technology Adoption Among College Student Lifestyles in Malang City

Based on the research results, it was found that technology adoption has a positive and significant impact on lifestyle, meaning that technology adoption in this study has an impact on the lifestyle of students in Malang City. The higher an individual's technology adoption, the higher their daily lifestyle.

The results of the study, which stated that technology adoption has a positive effect on the consumptive behavior of Malang city students, also prove the grand theory of "*Theory Planned Behavior* (TPB)" is still relevant or not in the current era through the components of "*subjective norm*" and "*perceived behavioral control*". Technology adoption is considered to be driven by *subjective norms* where the stronger the subjective norm (social drive), the greater the intention to behave consumptively in everyday life.

Technology adoption, both as a subjective norm and *as perceived behavioral control*, positively influences the lifestyle intentions of students in Malang City. *Subjective norms* create social pressure to adopt a high-quality lifestyle, while *perceived behavioral control* fosters the belief that a digital lifestyle is easy to achieve. Therefore, these two factors contribute to a strong desire to adopt a high-quality lifestyle.

Furthermore, high levels of *perceived behavioral control* among technology users or technology adoption will significantly impact increased consumption and lead to a more elevated lifestyle due to the ease of shopping. This study demonstrates that technology adoption remains a strong intermediary, strengthening the component of the intermediary variable or intention (lifestyle) in the TPB (*Theory of Planned Behavior*).

The realization of the two-component concept can be seen from several things, including: from *the subjective norm side*, it is known that students often see friends or influencers using digital wallets & online shopping, which can foster a sense of need to follow suit. Meanwhile, from the perceived behavioral control side, many students find it easy to use online applications or platforms and ultimately can increase control over digital behavior. Both of these contexts will shape the intention of Malang city students to have a higher lifestyle.

The research findings that state that technology adoption has a positive influence on lifestyle are also supported by the findings of Nurhayati et al. (2021), who stated that one example of technology adoption or use among students can improve their lifestyle and influence their lifestyle patterns. Furthermore, this research is also relevant to Heni's (2025) opinion, which states that the level of technology use influences students' lifestyles.

CONCLUSION

Based on the results of this study, it is known that the variables of individual modernity, financial literacy, and technology adoption are related to the consumptive behavior of Malang City students. Individual modernity has a positive effect on consumptive behavior and does not affect student lifestyle, while the variable of technology adoption has a positive effect on student lifestyle and consumptive behavior. On the other hand, the financial literacy variable has a negative effect on lifestyle and does not affect student consumptive behavior. In this study, the lifestyle variable as a mediating variable successfully mediates the variables of financial literacy and technology adoption on student consumptive behavior, but the lifestyle variable does not mediate the individual modernity

variable. Therefore, further research is needed regarding mediating variables that can act as mediators of consumptive behavior variables. This study is expected to be a reference for further researchers, especially regarding the factors that influence consumptive behavior.

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