

Analysis of Consumer Behavior and Consumptive Lifestyle in Online Shopping Among Generation Z

Deffy Ayu Putri Nur Anizzah¹, Marsofiyati², Eka Dewi Utari³

¹Office Administration Education Study Programme, Faculty of Economic and Business, Universitas Negeri Jakarta, Indonesia. ²Faculty of Economic and Business, Universitas Negeri Jakarta, Indonesia.

³Faculty of Economic and Business, Universitas Negeri Jakarta, Indonesia.

*Email:

³deffy.ayu.putri@mhs.unj.ac.id, ²marsofiyati@unj.ac.id, ³ekadewiutari@unj.ac.id

Abstract. This study aims to explore consumer behavior and the consumptive lifestyle in online shopping among Generation Z, particularly students. With the rapid advancement of digital technology, Generation Z has become the most affected group by the online shopping phenomenon. This research employs a qualitative method with in-depth interviews as the data collection technique. The study identifies how a consumptive lifestyle influences online shopping behavior among Generation Z, as well as how price and promotional strategies affect consumer decision-making in the context of online purchases. The findings reveal that the consumptive lifestyle embedded in Generation Z reflects a broader diversity of social and cultural values. Meanwhile, promotions and pricing play a crucial role in shopping decisions. These findings are expected to provide insights for stakeholders in designing effective marketing strategies and to help consumers become more critical in choosing products. This study also contributes to the development of literature on consumer behavior in the digital era.

Keywords: Consumer Behavior, Consumptive Lifestyle, Generation Z

Introduction

The rapid development of technology has fundamentally changed the way people live. Technology now fulfills almost all individual needs, making daily activities easier. People's lifestyles, which are reflected in habits and behavior patterns based on age, location and social background, are heavily influenced by technological advancements and globalization. In other words, technology and globalization shape the way modern society lives. A closer look reveals that various cultural developments in society can be categorized as popular culture.

Today, popular lifestyle is closely related to the phenomenon of online shopping, which has created a new dynamic in people's interactions with products and services. Online shopping provides easy access to products from all over the world, allowing people, especially Generation Z, to quickly find and purchase goods without being bound by geographical restrictions.

The growing popularity of online shopping is inseparable from the influence of technology. Digital technology has played a significant role in shaping dynamic and varied consumption patterns, enabling changes in human culture as technology continues to evolve. These changes are not only seen in the way people shop, but also impact the way they interact and share information about products. Social media, for example, plays an important role in forming communities where users can recommend products to each other, share experiences and leave reviews. This creates a culture of sharing that encourages trust and engagement in the shopping process.

Research conducted by Oktavia Ramadhani and Khoirunisa in 2025 entitled "Generation Z and Technology: The Lifestyle of Generation Z in the Digital Age". This research examines how technology affects the lifestyle of Generation Z. In addition, this research aims to provide an understanding, especially regarding the characteristics of Generation Z. In addition, this study aims to provide an understanding, especially regarding the characteristics of Generation Z in the digital era and the impact of technology on their lifestyle.

The results of the study explain that Generation Z has a high ability to utilize technology and digital devices. The development of technology has greatly influenced this generation's lifestyle, where they prioritize flexibility, convenience, and time efficiency in various activities, such as communicating through social media, working, studying, and shopping online. Some typical characteristics of Generation Z include the tendency to be independent, the ability to multitask, and quickly adapt to technology. However, intensive use of technology can also have negative impacts, such as reduced in-person social interactions and potential mental

health disorders.

A 2024 study by Meilani and Kusuma found two important points related to the hedonistic lifestyle, QRIS usage, and consumptive behavior of Generation Z in Denpasar. First, the hedonic lifestyle has a significant effect on consumptive behavior because Generation Z tends to follow trends and is willing to spend more money on popular goods or activities. Second, the ease of use of QRIS does not really affect consumptive behavior. Although Generation Z uses QRIS more often for non-cash transactions, this does not necessarily increase their consumptive behavior. The use of QRIS is more driven by the satisfaction, convenience, and benefits it offers.

Research by Gustika et al. (2024) shows that lifestyle has a positive and significant influence on purchasing decisions. This means that the more modern a person's lifestyle is, the greater their tendency to buy. This is due to people's desire to follow trends in the modern era. In addition, consumer behavior also has a positive and significant influence on purchasing decisions. The better the consumer behavior among Generation Z, the higher their purchasing decisions. Generation Z is highly influenced by social factors and trends. Shopee, as a popular e-commerce platform among them, often features the latest trends, products that are going viral, and limited special offers. In addition, Shopee provides convenience and comfort for Generation Z in Bandar Lampung. By using a smartphone and an internet connection, they can search, compare, and purchase the products they want easily. This makes it easier for them to fulfill their consumption needs and desires.

Methods

This research is a field study with a qualitative approach, where researchers will describe "Case Study: Consumer Behavior and Consumptive Lifestyle in Online Shopping of Generation Z". In conducting this field study, the researcher seeks to obtain factual data that is expected to be relevant to the research being conducted.

The location and time of the research, in this research was conducted in East Jakarta, which was chosen as the location because researchers used active university students and high school students, especially from Generation Z, as the object of research. This generation has a significant interest in online shopping. This research took place from March to May 2025. It began with determining a research topic that focuses on the field of marketing. The informants in this study are active students of the State University of Jakarta and high school students, especially from Generation Z, who have in-depth knowledge of the issues being studied and are willing to share information with researchers.

In this study, researchers used various data collection methods, such as observation and interviews. The researcher made direct observations to collect the necessary information, through question and answer interactions between the interviewer and the informant. From the results of observations and interviews, five main themes were found using random sampling techniques.

The data obtained from interviews and observations were then analyzed and explained in accordance with the theoretical study. This qualitative analysis describes events and problems directly, reflecting the reality in the field. Furthermore, the results of field observations were processed through three stages, namely: reducing data, presenting data, and drawing conclusions (verification). The final results of this research are presented in the form of descriptive analysis.

Result and Discussion

Result

The following are the results of research analysis based on interviews that researchers conducted with resource persons. In this chapter, researchers present the results of research obtained from interviews and documentation. The presentation is done qualitatively - descriptively by explaining the data in detail, so that conclusions can be drawn from each problem studied. The focus of this research is to explore how the influence of consumptive lifestyles in online shopping behavior among Generation Z and how prices and promotions affect consumer behavior decisions in online shopping among Generation Z.

After conducting research for approximately one week from April 12-19, 2025, researchers found data related to the title of this research, namely Analysis of Consumer Behavior and Consumptive Lifestyle in Online Shopping among Generation Z. These data were obtained by researchers through direct interviews with Generation Z interviewees who were born in 1998-2009. This data was obtained by researchers through direct interviews with Generation Z resource persons who were born in 1998-2009. Researchers chose 5 resource persons to be interviewed, including: 3 university students and 2 high school students.

The first interview, the researcher conducted with 1 student informant where the student is part of Generation Z with the year of birth 2006. The interview with the first interviewee was conducted on April 12,

2025. When interviewed, the interviewee was very happy and friendly. The researcher felt things starting from feeling a very good closeness, even when being interviewed the interviewee also answered all questions sincerely and sincerely, so that the interview conducted could run smoothly.

The second interview, the author conducted with 1 student informant born in 2005 on April 15, 2025. When the interview was taking place the author felt familiarity when meeting the informant. When conducting an interview with the informant, the researcher felt positive things because the speaker made the interview session comfortable.

The third interview, the researcher conducted with 2 high school student informants consisting of 1 informant born in 2007 and 1 informant born in 2008. This interview was conducted on April 18, 2025. When interviewed, they were very friendly, kind, open and answered all the questions that the researchers asked directly. In this interview, the researcher followed the interviewees' school vacation time outside of learning activities so as not to interfere with their school time.

The fourth interview, the researcher conducted with 1 student resource person on April 19, 2025, was no different from the previous interview, the author felt intimacy directly when being interviewed. The author met with this resource person very warmly so that it greatly helped the continuity of the interview until it was completed.

After interviewing 5 sources, the researcher continued with data analysis. The analysis conducted was qualitative data analysis, which is an approach that does not utilize mathematical, statistical, and other econometric models. This analysis process is limited to data processing techniques, such as checking and tabulation. In this case, the researcher only reads the existing tables, graphs, or numbers, then compiles a description and provides an interpretation.

Discussion

Based on the results of direct observations and interviews with relevant parties in April 2025. So the authors analyze the formulation of problems regarding consumptive lifestyles affecting online shopping behavior as well as, price and promotion issues affecting consumer behavior decisions in online shopping among Generation Z which are discussed below:

1. The influence of consumptive lifestyle in online shopping behavior among Generation Z

Generation Z, especially those born in 2006 like Najla, are heavily influenced by technological advancements and the internet when it comes to online shopping. She reveals that access to social media platforms makes her life easier and contributes to her consumptive behavior. According to Najla, influencers and reviewers on social media boost her confidence to buy products without going to a physical store. With recommendations and reviews, online shopping decisions become easier and faster. From an interview with Luqman, a Gen Z born in 2005, he stated that the consumptive lifestyle does not significantly affect him. He shops online only to fulfill his needs, avoiding the time and effort spent going to physical stores.

Meanwhile, Kesya, a Gen Z born in 2007, revealed that the decision to shop online is based on need, but sometimes it is also triggered by the desire to follow trends. She mentioned that the influence of social media, such as TikTok and Instagram, is very strong in encouraging her to buy products online, especially when influenced by promotional videos. Kesya revealed that she trusts reviews from friends and influencers on social media more than comments on online platforms. She is not used to buying products on twin dates and months, preferring to buy when the need arises.

Meanwhile, Fachrel, a 2008-born Gen Z, sees online shopping as a practical way to fulfill life's needs without being tempted to shop based on trends. He states that despite the influence of social media, he is not easily tempted and only buys items that are necessary.

Nayla, a Gen Z born in 2004, stated that she shops online only to fulfill her needs and when financially possible. She feels that the influence of social media is not significant, it only helps to find product references. Nayla tends to buy during twin dates and months or during flash sales to get attractive discounts.

2. Price and Promotion Affect Consumer Behavior Decisions in Online Shopping among Generation Z

Price and promotion are closely interconnected in the context of consumer behavior. Promotions, such as discounts or special offers, can increase the attractiveness of lower-priced products, thereby encouraging consumers to buy. When consumers see products at promotional prices, they often feel they are getting more value, which can increase the likelihood of purchase. The following researchers describe the results of interviews from the first informant relating to prices and promotions affecting consumer behavior decisions in online shopping among Generation Z.

Najla, a Gen Z born in 2006, considers price and promotions as important considerations when shopping online. She looks for deals through platform features and information from influencers on social media, such as TikTok and Instagram, which makes her more efficient. Najla likes discounted prices because they help her save money and allow her to buy more products. She also often shops during twin dates and months, as prices are more affordable and there is usually free shipping. This has an effect on her shopping decisions, making her more interested in shopping when there are great deals.

Luqman, born in 2005, stated that price is the main factor in his online shopping decision. He prefers to shop online for affordable prices and discounts. Luqman often looks for promos and uses free shipping vouchers to save money. He is also easily swayed by deals during twin dates and months, which often offer big discounts and flash sales. Gen Z interviewees stated that the most effective promotions to grab their attention are immediate discounts and limited exclusive offers. They are more moved to buy products online when there is an attractive offer that provides more value. In addition, promotion through social media and collaboration with influencers are also significant, as they often seek recommendations from trusted influencers.

Kesya, a Gen Z born in 2007, does not place much importance on price when shopping online. She prefers to buy the products she wants without looking for promos or discounts, even if they are expensive. However, she still looks for practical promos through WhatsApp groups that contain discount information. Kesya also considers promotions from influencers to be very influential in her buying decisions. Interesting review content from influencers who use the product is a major consideration. She prefers discounted prices to bonus products, as it is rare to find the desired item at a discount. Kesya does not pay much attention to prices during twin dates and months and tends to buy on regular dates.

Fachrel, a 2008-born Gen Z, emphasizes that price is a major factor in her online shopping decisions. She is selective in choosing products, ensuring quality and value for money. Fachrel often compares prices and reads reviews before buying, and looks for discounts or promos to get the best price. She leverages online shopping platforms and follows her favorite brands' social media accounts to find deals. Fachrel also believes that interactive promotions, such as quizzes or giveaways on social media, are very effective in attracting Generation Z's attention, making them feel more connected and motivated to shop.

Nayla, a Gen Z born in 2004, stated that price is not very important in online shopping decisions, depending on the need. She rarely looks for promos because she finds them impractical. Nayla is more influenced by promotions through social media and influencers, which she finds effective. She prefers discounts to product bonuses, especially when buying food online, as it gives her flexibility and reduces total expenditure. As a student with limited space, she prefers to buy products that fit her needs without worrying about extra items that she will not use.

Conclusion

Based on the results of research conducted by researchers regarding the Analysis of Consumer Behavior and Consumptive Lifestyle in Online Shopping among Generation Z, there are several things that need to be concluded based on the definition of the Big Indonesian Dictionary (KBBI), lifestyle includes daily behavior patterns in society, while consumptive describes behavior that only uses without producing. Alvian and Arif (2024) state that a consumptive lifestyle reflects individual behavior that is influenced by a luxurious life, often leading to extravagance in fulfilling desires that are not always necessary.

The interviews with the five informants showed a diversity of views on how price and promotions influence consumer behavior decisions in online shopping among Generation Z. While some informants, such as sister Najla, admit that social media and influencers encourage their consumptive nature, many show a pragmatic approach to shopping. Brother Luqman and brother Fachrel, for example, choose to shop online only when necessary and not get caught up in trends, reflecting the value of efficiency and meeting more basic needs.

On the other hand, sister Kesya and sister Nayla highlighted the influence of social media in their purchasing decisions, while still considering real needs. They pointed out that trust in recommendations from friends and influencers had a significant impact on shopping decisions, confirming the importance of social context in consumptive behavior.

In addition to consumptive lifestyles, the study also explored how price and promotions affect purchasing decisions among Generation Z. All informants agreed that price is the main factor that influences their decision to shop online. They tend to actively seek out promos and discounts, which allow them to save money and get more value from each purchase.

Sister Najla and brother Luqman emphasized that they would not buy products that are perceived to

be too expensive, indicating high price sensitivity among Gen Z. They use various platforms, including social media, to find information about discounts and promos, which is considered a smart strategy in shopping.

Social media acts as an effective channel in attracting the attention of Generation Z. Informants such as sister Kesya and sister Nayla revealed that recommendations from influencers greatly influence their decisions. Interesting and credible content from influencers creates a sense of trust and interest in purchasing products, reflecting a paradigm shift in product marketing that is more community-based.

While there are similarities in considering price and promotions, there are differences in the intensity of promo searches. Some informants, such as Ms. Kesya, are more impulsive in their purchases, not giving much thought to price as long as the product fulfills their desires. In contrast, brother Fachrel shows a selective attitude, often comparing prices and reading reviews before buying, reflecting the varied individual characteristics among Generation Z.

Overall, this study shows that Generation Z pays close attention to price and promotions when shopping online. They utilize social media as a key source of information and are influenced by attractive promotions, especially those by influencers. Discounted rebates are considered more beneficial compared to product bonuses, reflecting their need for efficiency in spending.

References

- Afifah, A. N. (2025). Pengaruh Faktor-Faktor Perilaku Konsumen Terhadap Gaya Hidup Halal Generasi Z di Provinsi Lampung (Doctoral dissertation, IAIN Metro).
- Anufia, B., & Alhamid, T. (2019). Instrumen pengumpulan data.
- Apriliani, A., Efendi, B., & Nurhayati, E. C. (2024). Faktor-faktor Yang Mempengaruhi Perilaku Konsumtif Pada Mahasiswa Manajemen. *Jamasy: Jurnal Akuntansi, Manajemen dan Perbankan Syariah*, 4(2), 63-68.
- Ardani, W. (2022). Pengaruh digital marketing terhadap perilaku konsumen. *Jurnal Tadbir Peradaban*, 2(1), 40-47.
- Fatin, F. N., & Murtani, A. (2024). PENGARUH GAYA HIDUP, PENDAPATAN DAN LITERASI KEUANGAN SYARIAH TERHADAP PERILAKU KONSUMTIF (STUDI KASUS PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS POTENSI UTAMA. *JURNAL WIDYA*, 5(2), 1984-1997.
- Hidayati, S. N., Rachmawati, E., & Kharismasyah, A. Y. (2023). Pengaruh citra merek, harga, kualitas produk dan gaya hidup terhadap keputusan pembelian. *Inovasi: Jurnal Ekonomi, Keuangan, dan Manajemen*, 19(1), 209-222.
- Irwansyah, R., Listya, K., Setiorini, A., Hanika, I. M., Hasan, M., Utomo, K. P., ... & Triwardhani, D. (2021). Perilaku konsumen.
- Kamil, R., & Laksmi, L. (2023). Generasi Z, Pustakawan, dan Vita Activa Kepustakawanan. *BACA: Jurnal Dokumentasi Dan Informasi*, 25-34.
- Khansa, S. D., & Putri, K. Y. S. (2022). Pengaruh Sosial Media Tiktok Terhadap Gaya Hidup Remaja. *Ekspresi Dan Persepsi: Jurnal Ilmu Komunikasi*, 5(1), 133-141.
- Kristyowati, Y. (2021). Generasi "Z" dan strategi melayaninya. *Ambassadors: Jurnal Teologi dan Pendidikan Kristiani*, 2(1), 23-34.
- Kustiawan, B., Apriyanto, A., Haryanti, T., & Rustam, A. (2025). Perilaku Konsumen: Pendekatan Strategis. PT. Sonpedia Publishing Indonesia.
- Pelupessy, M. (2024). PENGARUH PRODUK, HARGA, DAN PROMOSI TERHADAP KEPUASAN PELANGGAN PADA INDOMARET CABANG GUNUNG MALINTANG KOTA AMBON. *B2C MARKETING JURNAL*, 1(1), 1-17.
- Pratama, O. P., Hendriyanto, S. T., & Murti, W. (2025). Pengaruh Tiktok Shop Terhadap Gaya Hidup Konsumtif Mahasiswa Di Yogyakarta. *Jurnal Ilmu Komunikasi Dan Sosial Politik*, 2(3), 624-630.
- Ramadhani, O., & Khoirunisa, K. (2025). Generasi Z dan Teknologi: Gaya Hidup Generasi Z di Era Digital. *JURNAL PENDIDIKAN DAN ILMU SOSIAL (JUPENDIS)*, 3(1), 323-331.
- Sazali, H., & Rozi, F. (2020). Belanja Online dan Jebakan Budaya Hidup Digital pada Masyarakat Milenial. *JURNAL SIMBOLIKA Research and Learning in Communication Study*, 6(2), 85-95.
- Septiansari, D., & Handayani, T. (2021). Pengaruh belanja online terhadap perilaku konsumtif pada mahasiswa di masa pandemi covid-19. *Jurnal Ekonomi dan Manajemen Teknologi, Wonosobo: UNMUH Prof. Dr. Hamka (UHAMKA)*, 5.
- Siregar, A. M., & Aslami, N. (2022). Analisis Faktor-Faktor Perilaku Konsumen Terhadap Keputusan Pembelian. *Mimbar Kampus: Jurnal Pendidikan dan Agama Islam*, 21(2), 96-103.
- Sunyoto, D., & Saksono, Y. (2022). Perilaku konsumen.

- Terapan, J. S. H. (2022). Gaya hidup konsumtif mahasiswi dalam trend fashion (studi kasus mahasiswi jurusan manajemen Universitas Islam Lamongan). *Jurnal Sosial Humaniora Terapan*, 4(2).
- Wibawa, A. P., Kusuma, A. S., & Ikom, S. (2024). *Gaya Hidup Konsumtif Fast Fashion Oleh Masyarakat Urban (Studi Fenomenologi Terkait Gaya Hidup Fast Fashion Mahasiswa Surakarta)* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).