



The Impact Of Social Media On University Students' Consumptive Behavior In Fashion Product Purchases

Rofida Putri Nur Afifa¹, Sita Nurmasitah²

¹ Program Studi Pendidikan Kesejahteraan Keluarga, Fakultas Teknik, Universitas Negeri Semarang, Jawa Tengah, Indonesia

² Program Studi Pendidikan Kesejahteraan Keluarga, Fakultas Teknik, Universitas Negeri Semarang, Jawa Tengah, Indonesia

ARTICLE INFO

Article history:

Received Jun 9, 2026

Revised Jul 14, 2026

Accepted Jul 16, 2026

Keywords:

Consumer Behavior;
Digital Literacy;
Fashion Consumption;
Social Media;
University Students.

ABSTRACT

This study aims to examine the influence of social media on university students' consumptive behavior in purchasing fashion products. A quantitative explanatory survey was conducted involving 120 active students from the Family Welfare Education Study Program, Faculty of Engineering, Universitas Negeri Semarang, selected through purposive sampling. Data were collected using a validated online questionnaire and analyzed through descriptive statistics and simple linear regression. The findings reveal that social media has a positive and significant effect on students' consumptive behavior ($r = 0.736$, $R^2 = 0.541$, $p < 0.001$), indicating that greater exposure to fashion-related content is associated with stronger consumptive tendencies. The study concludes that social media has become a key determinant of students' fashion purchasing behavior, highlighting the importance of strengthening digital literacy, financial literacy, and self-control to encourage more rational consumption. The novelty of this study lies in its integrated examination of social media as a digital ecosystem encompassing promotional content, influencer marketing, fashion trends, product reviews, and continuous information exposure, rather than focusing only on purchase intention or influencer credibility as in previous studies.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Rofida Putri Nur Afifa,
Program Studi Pendidikan Kesejahteraan Keluarga,
Universitas Negeri Semarang,
Jl. Raya Sekaran, Kecamatan Gunungpati, Kota Semarang, Jawa Tengah 50229 Indonesia.
E-mail: sita_nurmasitah@mail.unnes.ac.id

INTRODUCTION

The development of digital technology has transformed the way individuals obtain information, build social identities, and make consumption decisions. Social media no longer functions solely as a communication space but has also become a medium for disseminating trends, promoting products, shaping lifestyles, and constructing consumption preferences (Kaplan & Haenlein, 2010). In the context of fashion, platforms such as Instagram, TikTok, Facebook, and various other social media channels provide rapid access to fashion information, product recommendations, consumer reviews, promotions, and content produced by influencers. This

condition makes social media one of the important factors that can influence consumer behavior, particularly among university students who actively use digital technology in their daily lives (DataReportal, 2024).

Fashion is one of the consumption sectors that is highly influenced by the development of visual trends and self-representation on social media. Fashion products are not only perceived as clothing necessities but also as symbols of identity, self-expression, social status, and a means for individuals to project a particular image in digital spaces (Belk, 1988). Wilska et al. (2023) explain that social media plays a role in shaping the consumption identities of young people because it allows individuals to compare themselves with others, follow popular styles, and adjust their consumption choices according to their social environment. Similarly, Nash (2019) demonstrated that social media influences fashion consumers through visual inspiration, consumer reviews, and interactive digital communication. Therefore, fashion consumption in the digital era cannot be separated from continuous exposure to social media content (Solomon, 2020).

One phenomenon that strengthens the influence of social media on consumer behavior is the presence of influencers and content creators. Influencers not only introduce products but also construct lifestyle narratives that can influence their followers' perceptions of needs, desires, and standards of appearance. Vrontis et al. (2021) state that influencer marketing is an effective marketing strategy because it builds trust and psychological closeness between influencers and their followers. Likewise, Djafarova and Rushworth (2017) found that social media influencers significantly affect young consumers' purchasing decisions. Koay et al. (2022) further argue that the influence of influencers becomes stronger among individuals with materialistic tendencies. In the fashion context, promotional content, outfit recommendations, fashion hauls, discounts, and viral trends encourage students to purchase products not only because of necessity but also because of their desire to follow trends and gain social recognition (Dinh & Lee, 2022).

Consumptive behavior refers to the tendency to purchase or use goods excessively, irrationally, and based more on wants than actual needs (Schiffman & Wisenblit, 2019). Consumer behavior is strongly influenced by psychological, personal, and social factors, including exposure to marketing communication and social interaction (Kotler & Keller, 2022). In digital environments, consumptive behavior may increase because social media provides continuous visual stimulation, instant promotional information, and convenient online shopping access. Sharif and Yeoh (2018) found that excessive social networking site usage is positively associated with compulsive online buying behavior. Similarly, She et al. (2021) reported that intensive social networking site use negatively affects financial well-being through uncontrolled purchasing behavior.

Besides promotions and influencers, the phenomenon of Fear of Missing Out (FOMO) has become another important factor influencing fashion consumption. FOMO refers to the pervasive apprehension that others might be having rewarding experiences from which one is absent (Przybylski et al., 2013). In social media environments, FOMO emerges when individuals observe friends, influencers, or online communities displaying fashionable products as symbols of desirable lifestyles. Tandon et al. (2021) explain that social media significantly strengthens FOMO because users constantly monitor others' activities and attempt to keep pace with emerging trends. Consequently, university students may purchase fashionable products primarily to avoid feeling socially excluded or perceived as outdated.

Numerous previous studies have investigated the relationship between social media and consumer behavior. Kaplan and Haenlein (2010) explained that social media has fundamentally transformed communication between companies and consumers. Lim et al. (2017) demonstrated that social media influencers significantly affect purchase intention through consumer attitudes. Nash (2019) found that social media influences fashion consumers through visual inspiration, online reviews, and social interaction. Furthermore, Dinh and Lee (2022) confirmed that consumers' desire to emulate influencers significantly increases their intention to purchase fashion products promoted

on social media. These findings consistently indicate that social media has become an important determinant of purchasing decisions in digital environments.

Although many previous studies have explored the relationship between social media and consumer behavior, research specifically focusing on university students in the context of fashion product consumption remains limited. Most studies have concentrated on online purchase intention, influencer marketing, or consumer behavior in broader populations. However, university students represent a unique consumer segment because they are transitioning toward financial independence, actively engaging with digital platforms, and developing personal identities through appearance and lifestyle (Wilska et al., 2023). Therefore, understanding how social media shapes their consumptive behavior in purchasing fashion products remains an important research issue.

The novelty of this study lies in its specific focus on examining how multiple dimensions of social media—including digital promotions, influencer marketing, fashion trends, social interaction, and continuous information exposure—influence university students' consumptive behavior in purchasing fashion products. Unlike previous studies that primarily emphasize purchase intention or influencer credibility, this research investigates social media as a comprehensive digital ecosystem capable of shaping consumer attitudes and purchasing behavior simultaneously. This perspective is expected to contribute theoretically to the literature on digital consumer behavior while providing practical implications for promoting digital literacy and responsible consumption among university students.

Based on the foregoing discussion, this study aims to analyze the influence of social media on university students' consumptive behavior in purchasing fashion products. Practically, the findings are expected to provide valuable insights for educators, higher education institutions, and policymakers in designing educational programs that promote digital literacy, financial literacy, and responsible consumption. Theoretically, this study is expected to enrich the growing body of knowledge on digital consumer behavior, particularly within the context of fashion consumption among young adults in higher education.

RESEARCH METHODOLOGY

Types and Research Design

This study employs a quantitative approach with an explanatory survey design. This approach was selected because the study aims to analyze the influence of social media on university students' consumptive behavior in purchasing fashion products. The use of a survey is considered appropriate because data are collected directly from respondents through a structured questionnaire. This study does not involve any treatment or intervention for respondents; rather, it focuses on measuring students' perceptions, experiences, and behavioral tendencies related to social media use and fashion product purchasing activities.

Data Sources and Research Respondents

The data source in this study is primary data obtained from active students of the Family Welfare Education Study Program, Faculty of Engineering, Universitas Negeri Semarang. The research respondents consisted of 120 students from the 2023, 2024, and 2025 cohorts. Respondents were selected using purposive sampling, taking into consideration their suitability with the research focus, namely students who actively use social media and have access to information, promotions, reviews, and fashion product trends through digital platforms. The inclusion criteria consisted of (1) active undergraduate students enrolled in the Family Welfare Education Study Program, (2) active users of at least one social media platform (e.g., Instagram, TikTok, Facebook, or X), (3) having purchased fashion products through or after exposure to social media content within the previous six months, and (4) voluntarily agreeing to participate in the study. Students who did not actively use social media or returned incomplete questionnaires were excluded from the analysis.

Research Instrument

The questionnaire was adopted from Sawitri (2025). Prior to administration, the wording of the instrument was reviewed to ensure clarity and suitability for the study context. Minor linguistic adjustments were made without altering the original constructs or measurement indicators.

The questionnaire employed a four-point Likert scale, consisting of: strongly disagree, disagree, agree, and strongly agree. Each response was assigned a score ranging sequentially from 1 to 4.

The instrument consisted of 19 statement items, including 13 items measuring the social media variable and 6 items measuring consumptive behavior. The social media variable covered exposure to fashion promotions, the use of social media as an information source, ease of comparing products, interest in trends, product reviews, and trust in fashion-related information on social media. Meanwhile, the consumptive behavior variable included the influence of advertisements, attraction to discounts, time efficiency, the abundance of product choices, increased shopping intensity, and the impact of social media use on expenditures.

Data Collection Technique

Before completing the questionnaire, all participants received information regarding the objectives of the study, the voluntary nature of participation, anonymity of responses, confidentiality of the collected data, and their right to withdraw at any stage without consequence. Informed consent was obtained electronically before respondents accessed the questionnaire.

Research data were collected online using Google Forms. The questionnaire was distributed to students who met the criteria to participate as research respondents. Before answering the questionnaire, respondents were provided with an explanation of the study's objectives and were instructed to complete the questionnaire according to their actual conditions and experiences. After all data had been collected, the researcher checked the completeness of responses. Subsequently, each response was scored according to the Likert scale criteria. The scores for each item were then summed to obtain the total scores for the social media variable and the consumptive behavior variable.

Data Analysis Technique

Data analysis was conducted through several stages. The initial stage included checking the completeness of respondents' answers, coding scores according to the Likert scale, and calculating the total scores for each research variable. Once the data were deemed suitable for analysis, descriptive analysis was performed to obtain an overview of respondents' tendencies regarding the social media variable and consumptive behavior in purchasing fashion products.

To test the effect of social media on students' consumptive behavior, a simple linear regression analysis was performed. The regression model used in this study was expressed as $\hat{Y} = a + bX$, where $\hat{Y}$ indicates the dependent variable (consumptive behavior), a is the regression constant, b is the regression coefficient, and X is the independent variable (social media). The model was applied to assess the magnitude and direction of the influence of social media on students' consumptive behavior in purchasing fashion products.

RESULTS AND DISCUSSIONS

Respondent Characteristics

The respondents in this study consisted of 120 active students from the Family Welfare Education Study Program, Faculty of Engineering, Universitas Negeri Semarang. The respondents were drawn from three cohorts: 2023, 2024, and 2025. Based on their distribution, there were 39 students from the 2023 cohort, 42 students from the 2024 cohort, and 39 students from the 2025 cohort. This distribution indicates that the representation of respondents across cohorts was relatively proportional, allowing

the collected data to provide a comprehensive picture of social media usage patterns and consumptive behavior in purchasing fashion products among students from different academic cohorts.

Table 1. Respondent Distribution by Academic Cohort

Academic Cohort	Number of Respondents	Percentage (%)
2023	39	32,50%
2024	42	35,00%
2025	39	32,50%
Total	120	100%

Description of Research Variables

The social media variable was measured using 13 statement items, with a theoretical score range of 13–52. The descriptive analysis results showed that the social media scores had a minimum value of 23, a maximum value of 52, a mean of 41.02, and a standard deviation of 5.72. Compared to the ideal maximum score, the mean score of the social media variable reached 78.88%. These findings indicate that students have a relatively high level of exposure to and utilization of social media for obtaining information, comparing products, following trends, and considering the purchase of fashion products.

The consumptive behavior variable was measured using 6 statement items, with a theoretical score range of 6–24. The analysis results revealed that consumptive behavior scores had a minimum value of 10, a maximum value of 24, a mean of 19.81, and a standard deviation of 2.81. This mean score represents 82.53% of the ideal maximum score. These findings suggest that students' consumptive behavior in purchasing fashion products is relatively high. In other words, most respondents tended to agree with statements related to the influence of advertisements, discounts, convenience, the wide variety of product choices, increased shopping intensity, and the impact of social media on spending.

Table 2. Descriptive Statistics for the Study Variables

Variable	N	Minimum	Maximum	Mean	Standard Deviation	Percentage of Maximum Score (%)
Social Media	120	23	52	41,02	5,72	78,88%
Consumptive Behavior	120	10	24	19,81	2,81	82,53%

Further Analysis of Research Variables

Further analysis was conducted on each questionnaire item to identify the most prominent indicators within each variable. For the social media variable, the highest mean score was found for the statement that social media encourages students to pay greater attention to fashion trends when choosing clothing, with a mean of 3.45. This was followed by the statement regarding purchasing clothing from brands that receive positive reviews on social media, which had a mean score of 3.42. These findings indicate that fashion trends and product reviews are important factors influencing students' considerations when purchasing fashion products.

Meanwhile, the lowest mean score for the social media variable was found for the statement concerning adapting one's clothing style to currently viral trends, with a mean of 2.69. Although this value remains above the midpoint of the scale, the result suggests that students do not always directly adjust their clothing styles to follow viral trends. In other words, while social media influences students' awareness of fashion trends, not all trends that emerge on social media are immediately adopted in their actual clothing choices.

Table 3. Descriptive Statistics for the Social Media Variable Items

Code	Statement Indikator	Minimum	Maxsimum	Mean	Standart Deviation
------	---------------------	---------	----------	------	--------------------

X1	Ketertarikan mencoba fashion baru setelah melihat promosi di media sosial	1	4	3,22	0,61
X2	Keinginan membeli produk baru setelah melihat konten fashion di media sosial	1	4	3,14	0,73
X3	Penggunaan media sosial sebagai sumber informasi fashion	1	4	3,31	0,61
X4	Kemudahan membandingkan harga pakaian melalui media sosial	1	4	3,40	0,57
X5	Kemudahan membandingkan produk fashion melalui media sosial	1	4	2,83	0,88
X6	Penggunaan fitur hashtag untuk mencari tren fashion	1	4	3,02	0,78
X7	Keinginan memiliki produk yang sedang tren di media sosial	1	4	2,82	0,80
X8	Penyesuaian gaya berpakaian dengan tren viral di media sosial	1	4	2,69	0,86
X9	Dorongan media sosial untuk memperhatikan tren dalam memilih pakaian	1	4	3,45	0,66
X10	Pembelian pakaian dari merek yang memperoleh ulasan positif	1	4	3,42	0,62
X11	Kecenderungan membeli dari toko daring yang memberi informasi lengkap	1	4	3,33	0,64
X12	Keandalan informasi media sosial dalam memilih produk fashion	1	4	3,40	0,60
X13	Kemudahan pencarian informasi belanja melalui media sosial	1	4	2,99	0,73

In the consumer behavior variable, the highest mean score was found for the statement that shopping through social media is more time-efficient, with a mean of 3.51. The statement regarding the influence of social media advertisements on shopping activities also had a high mean score of 3.46. These findings indicate that students' consumer behavior is influenced not only by promotional stimuli but also by their perceptions of the convenience and efficiency of shopping through social media.

The lowest mean score was found for the statement concerning the impact of social media on financial expenditure, with a mean of 3.03. Although this was the lowest score within the consumer behavior variable, the value still reflects a tendency toward agreement. This suggests that students are aware of the influence of social media on their spending, although the perceived impact is not as strong as the aspects of time efficiency and advertising.

Table 4. Descriptive Statistics for the Consumer Behavior Scale Items

Code	Statement Indikator	Minimum	Maximum	Mean	Standart Deviation
Y1	Pengaruh iklan di media sosial terhadap aktivitas belanja	2	4	3,46	0,56
Y2	Ketertarikan berbelanja karena diskon di media sosial	1	4	3,38	0,70
Y3	Persepsi bahwa berbelanja melalui media sosial lebih menghemat waktu	2	4	3,51	0,57
Y4	Persepsi bahwa media sosial menyediakan lebih banyak pilihan produk	1	4	3,18	0,70
Y5	Peningkatan intensitas belanja karena media sosial	1	4	3,24	0,76

Y6	Pengaruh media sosial terhadap pengeluaran keuangan	1	4	3,03	0,81
----	---	---	---	------	------

The Influence of Social Media on Students' Consumer Behavior

A simple linear regression analysis was conducted to examine the extent to which social media influences students' consumer behavior in purchasing fashion products. The results showed a correlation coefficient (R) of 0.736, indicating a strong positive relationship between social media and consumer behavior.

Furthermore, the coefficient of determination (R Square) was 0.541, suggesting that social media accounts for 54.10% of the variance in students' consumer behavior. The remaining 45.90% is explained by other factors outside the research model, such as self-control, financial literacy, peer influence, economic conditions, lifestyle, actual needs, and personal preferences.

Table 5. Summary of the Regression Model

R	R Square	Adjusted R Square	Standard Error of Estimate
0,736	0,541	0,537	1,908

The results of the regression analysis yielded the following regression equation.

$$\hat{Y} = 5,000 + 0,361X$$

The regression equation indicates that the constant value of 5.000 represents the estimated consumer behavior score when the social media variable is statistically equal to zero. Meanwhile, the regression coefficient of 0.361 reflects a positive direction of influence. This means that for every one-unit increase in the social media score, the consumer behavior score is expected to increase by 0.361 units.

These findings confirm that the relationship between social media and consumer behavior is positive and directly proportional. In other words, the greater students' exposure to social media in the context of fashion, the stronger their tendency to exhibit consumerist behavior when purchasing fashion products.

Table 6. Simple Linear Regression Test Results

Model	Koefisien B	Standard Error	t hitung	Sig
Konstanta	5,000	1,267	3,947	0,000
Media soaial	0,361	0,031	11,801	0,000

The t-value for the social media variable was 11.801, with a significance level of 0.000. Since this significance value is below the threshold of 0.05, it can be concluded that social media has a significant effect on students' consumer behavior in purchasing fashion products. This finding indicates that social media is one of the factors contributing to the development of consumerist tendencies among students, particularly through exposure to product information, promotional content, fashion trends, user reviews, and easy access to fashion products.

Furthermore, the model fit was evaluated using the F-test in the ANOVA table. The analysis yielded an F-value of 139.275 with a significance level of 0.000. Because the significance value is less than 0.05, the regression model is considered statistically significant and appropriate for explaining the influence of social media on students' consumer behavior.

Table 7. Results of the ANOVA Test

Sumber Variasi	Sum of Squares	df	Mean Square	F hitung	Sig
Regresi	507,020	1	507,020	139,275	0,000
Residul	429,571	118	3,640		
Total	936,592	119			

Discussion

The findings of this study demonstrate that social media has a positive and significant influence on university students' consumptive behavior in purchasing fashion products. This result suggests that social media no longer functions merely as a communication or information-sharing platform but has evolved into a digital ecosystem that shapes consumption norms, lifestyle expectations, and purchasing preferences. Continuous exposure to fashion-related content—including promotional campaigns, influencer endorsements, product reviews, and trend updates—encourages students to internalize prevailing consumption standards. Consequently, purchasing decisions are increasingly driven by social comparison, symbolic consumption, and the desire to maintain a contemporary social identity rather than by purely functional or utilitarian needs. The visual appeal, accessibility, and personalized content delivery of social media further reinforce these tendencies by reducing the cognitive effort required to search for products and compare alternatives.

These findings are consistent with previous studies demonstrating the important role of social media in influencing consumer behavior. Wilska et al. (2023) argue that social media contributes significantly to the construction of consumption identities among young people, while Siregar et al. (2023) highlight its role in transforming the fashion purchasing process from information seeking to final purchasing decisions. However, the present study extends previous research by conceptualizing social media as a multidimensional digital ecosystem rather than merely a communication channel or marketing platform. This perspective explains how promotional content, fashion trends, influencer marketing, product reviews, and continuous social interaction operate simultaneously to shape students' consumptive behavior, thereby providing a broader explanation than studies that primarily focused on purchase intention or influencer credibility.

The descriptive findings further reveal that fashion trends and product reviews received the highest responses among the indicators of social media influence. This suggests that students increasingly rely on socially validated information when making purchasing decisions. Positive reviews from other consumers, influencers, or online communities strengthen trust in products and encourage purchase decisions beyond actual necessity. This pattern reflects the growing importance of electronic word-of-mouth (e-WOM), where peer-generated information is perceived as more credible than conventional advertising. In addition, the finding that time efficiency represents the highest-rated indicator of consumptive behavior indicates that the convenience of searching, comparing, and purchasing products through social media strengthens consumer tendencies. Although this efficiency offers practical benefits, it also reduces opportunities for reflective decision-making and may increase impulsive buying because purchasing decisions can be made immediately in response to persuasive promotional stimuli.

The present findings are also consistent with the concept of Fear of Missing Out (FOMO). According to Przybylski et al. (2013), FOMO refers to individuals' anxiety about being excluded from rewarding experiences enjoyed by others, while Tandon et al. (2021) explain that social media intensifies this feeling through continuous exposure to others' activities and achievements. In the context of fashion consumption, students' strong attention to fashion trends and positive product reviews indicates that social comparison and the desire to remain socially relevant may reinforce consumptive behavior even when purchases are not based on actual needs. Furthermore, the coefficient of determination ($R^2 = 0.541$) indicates that social media explains a substantial proportion of students' consumptive behavior, although the remaining variance suggests that purchasing decisions are also influenced by other factors such as self-control, financial literacy, peer influence, economic conditions, and lifestyle. This finding confirms that consumptive behavior is multidimensional and should not be interpreted as the consequence of social media exposure alone.

Theoretically, this study enriches the literature on digital consumer behavior by proposing a multidimensional perspective that conceptualizes social media as an integrated digital ecosystem influencing university students' purchasing behavior. Practically, the findings provide empirical evidence for higher education institutions, educators, and policymakers to strengthen digital

literacy, financial literacy, and self-regulation programs that encourage students to critically evaluate promotional content, distinguish between needs and wants, and make more responsible purchasing decisions. Overall, these findings contribute to a broader understanding of how digital environments shape contemporary consumer behavior and provide a stronger foundation for future research investigating the interaction between technological, psychological, and social determinants of consumption.

CONCLUSION

This study concludes that social media plays a significant role in shaping university students' consumptive behavior in purchasing fashion products. Rather than functioning solely as a communication or information-sharing platform, social media has evolved into a digital ecosystem where promotional content, influencer marketing, fashion trends, product reviews, and continuous information exposure collectively encourage students to develop stronger consumption tendencies. The findings indicate that students' purchasing decisions are influenced not only by functional needs but also by social comparison, symbolic consumption, and the convenience provided by digital platforms. These results demonstrate that consumptive behavior in the digital era is increasingly embedded within students' everyday interactions with social media. From a theoretical perspective, this study contributes to the literature on digital consumer behavior by proposing a multidimensional understanding of social media as an integrated digital ecosystem that simultaneously shapes attitudes, preferences, and purchasing behavior. This perspective extends previous studies that predominantly emphasized purchase intention or influencer credibility as the primary mechanisms underlying online purchasing decisions. From a practical perspective, the findings provide valuable insights for higher education institutions, educators, and policymakers to strengthen digital literacy, financial literacy, and self-regulation programs that enable students to critically evaluate online promotional content, distinguish between needs and wants, and make more responsible purchasing decisions. Despite these contributions, this study has several limitations. First, the research involved respondents from a single study program at one university, which may limit the generalizability of the findings to broader student populations. Second, the study examined only the direct influence of social media on consumptive behavior and did not incorporate other potentially important determinants, such as self-control, financial literacy, peer influence, lifestyle, or Fear of Missing Out (FOMO). Finally, the cross-sectional design captures students' perceptions at one point in time and therefore cannot explain changes in consumptive behavior over time. Future research is recommended to employ more diverse samples involving students from different universities and academic disciplines to improve the external validity of the findings. Subsequent studies should also incorporate additional psychological, social, and economic variables – such as self-control, financial literacy, FOMO, peer influence, materialism, and lifestyle – within more comprehensive analytical models. Furthermore, longitudinal or mixed-methods approaches are recommended to provide a deeper understanding of how social media continuously shapes consumer behavior and to identify the underlying mechanisms driving consumptive tendencies in digital environments.

References

- Asni, A., Rahman, A., & Sari, D. (2021). The influence of self-control on consumptive behavior among university students. *Journal of Educational, Health and Community Psychology*, 10(3), 295–310.
- Dinh, T. C. T., & Lee, Y. (2022). "I want to be as trendy as influencers" – How social media influencers affect fashion purchase intention. *Sustainability*, 14(3), 1222. <https://doi.org/10.3390/su14031222>

- Fauzia, N., Hidayat, A., & Nurhayati, S. (2022). The influence of social media use, economic literacy, and self-control on consumptive behavior through online purchase intention among university students. *Jurnal Pendidikan Ekonomi Indonesia*, 20(2), 115–128.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hootsuite, & We Are Social. (2024). *Digital 2024: Global overview report*. <https://datareportal.com/reports/digital-2024-global-overview-report>
- Khoiriyah, N., Wahyono, H., & Haryono, A. (2020). Peer group, economic literacy, social media use and students' consumptive behavior. *International Journal of Scientific and Technology Research*, 9(3), 5145–5150.
- Koay, K. Y., Cheah, C. W., & Loh, K. Y. (2022). The role of materialism and social media influencers in shaping consumers' purchase intention. *Journal of Retailing and Consumer Services*, 66, 102940. <https://doi.org/10.1016/j.jretconser.2022.102940>
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th Global ed.). Pearson.
- Nash, J. (2019). Exploring how social media platforms influence fashion consumer decisions in the UK retail sector. *Journal of Fashion Marketing and Management*, 23(1), 82–103. <https://doi.org/10.1108/JFMM-01-2018-0012>
- Novanti, R., Putri, D., & Kurniawan, A. (2024). Self-control as a mediator between social media use, peer environment, and consumptive behavior among university students. *Jurnal Manajemen dan Bisnis Indonesia*, 11(1), 45–59.
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson.
- Sharif, S. P., & Yeoh, K. K. (2018). Excessive social networking sites use and online compulsive buying in young adults: The mediating role of money attitude. *Young Consumers*, 19(3), 310–327. <https://doi.org/10.1108/YC-10-2017-00743>
- She, L., Rasiah, R., & Li, C. (2021). Social networking site usage and financial well-being: The mediating role of compulsive buying behavior. *Frontiers in Psychology*, 12, 670184. <https://doi.org/10.3389/fpsyg.2021.670184>
- Siregar, R., Harahap, D., & Nasution, M. (2023). Social media and fashion consumption behavior among Generation Z consumers. *Journal of Consumer Sciences*, 8(2), 150–165.
- Statista. (2024). *Social media users worldwide 2024*. <https://www.statista.com>
- Tandon, A., Dhir, A., Islam, N., Talwar, S., & Mäntymäki, M. (2021). Psychological and behavioral outcomes of fear of missing out at the workplace and social media. *Telematics and Informatics*, 62, 101621. <https://doi.org/10.1016/j.tele.2021.101621>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12647>
- Wilska, T. A., Lähteenmaa, J., & Tuominen, A. (2023). Social media, consumption identity, and young consumers in the digital era. *Young Consumers*, 24(2), 201–216.
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Prentice Hall.
- Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(2), 139–168. <https://doi.org/10.1086/209154>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing young female users' purchasing decisions. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>

- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Lim, X. J., Radzol, A. R. M., Cheah, J. H., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2), 19–36. <https://doi.org/10.14707/ajbr.170035>
- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.