

The Relationship Between Hedonistic Lifestyle and Consumptive Behavior Among Students

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Abstract: Lifestyle helps describe a person's attitudes, values, and representation of wealth. Indonesian consumer society appears to have grown alongside the history of modernization in the economic sector, with the transformation of consumption-based capitalism marked by the rise of modern shopping centers, the fashion industry, the beauty industry, the culinary world, luxurious product advertisements, and the expanding technological shopping culture. This study aims to examine the relationship between a hedonistic lifestyle and consumptive behavior among students in 2025. This research is a quantitative study with a cross-sectional design. The total sample consisted of 50 respondents selected using a total sampling technique. The research instrument used was a questionnaire, and data analysis was performed using the chi-square test with a significance level of $p < 0.05$. The results showed that most students had a high hedonistic lifestyle (26 people or 52%) and high consumptive behavior (40 people or 80%). The Chi-Square test produced a p-value of 0.001, indicating a significant relationship between hedonistic lifestyle and consumptive behavior among students. It is necessary to strengthen a sustainable mindset to balance pleasure and financial responsibility, which will positively impact financial management, emotional stability, and long-term lifestyle patterns.

Keywords: Lifestyle, Hedonism, Consumptive Behavior.

Introduction

The phenomenon of consumer behavior for the younger generation can be said to be everything that is instant, not appreciating a process before a certain achievement occurs and also not accompanied by good financial planning, it will trigger shopaholic behavior that can be detrimental to oneself in the future, especially many students who still ask for help from their parents to pay for all their shopping items.(Fitriani, 2021)

According to Arifin (2018), consumer behavior is the behavior of consuming goods that are actually lacking or not needed (especially for secondary goods, namely goods that are not needed). Consumer behavior can occur because humans have materialistic tendencies and a strong desire to own goods without paying attention to their needs.(Aenun Apriliani1, 2024)

College students are considered adolescents, when compared to the age group of adolescents in Indonesian society. They are students who have enrolled in an educational institution called a university and have met the requirements set by the university. Students, like the general public or households, have needs to be met. Student needs include stationery, textbooks, transportation from home to campus and vice versa, and other supporting equipment necessary for the study period. Meeting these needs naturally involves expenses. Meeting these needs is crucial for leading individuals to a life in harmony with their environment.(Budi & Kurniawan, 2017)

Regarding lifestyle, a student certainly also has a lifestyle that he lives. If seen from the statement of Monks, Knoers, and Haditono regarding the division of adolescent phases based on age, students may still be categorized as teenagers, namely included in the late adolescent phase, whose age

ranges from eighteen to twenty-one years (Mar'at, 2012). The lifestyle of metropolitan teenagers in malls has made them a generation of "hangout kids" who often hang out in malls. This is certainly inseparable from the influence of globalization, both through print and electronic media that displays the western world lifestyle as a global lifestyle with a message that if they do not do what children their age do in other parts of the world, then they will be left behind, aka "jadul" or old-fashioned (Khairat et al., 2018)

Consuming luxury goods excessively is a consumer behavior with a hedonistic lifestyle, driven by a habit of always wanting what's trendy. This makes needs less of a priority for them, which can negatively impact their lives, such as their economy. If they consistently waste money, they could experience economic decline or financial deterioration.

Globalization has now penetrated every country in the world, including Indonesia, one of which is the province of South Sulawesi, specifically the city of Parepare. Globalization is experiencing an impact on changing human life values. Rapid industrial development has made the supply of goods very abundant and easily available. In this way, people will face a choice of goods that triggers human desire to try the options offered, thus forming a hedonistic lifestyle. Lifestyle helps reflect attitudes, values, and indicate wealth. Indonesian consumer society seems to grow in line with the history of modernization in the economic sector and the transformation of capitalism, its consumption marked the development of contemporary shopping centers, the style of the fashion industry, the beauty industry, the culinary world, the rise of advertising for very luxurious products and the world of technology shopping (online). Therefore, modern human consumption is not just in the form of goods, but also human services and interpersonal relationships. Anything can be an object of consumption. The result is a consumer culture that grips all aspects of society (Rahmat et al., 2020). (Thamrin & Achiruddin, 2021)

According to research (Anggraini & Santhoso, 2019) The consumptive behavior variable obtained an average empirical score of 75.03, lower than the hypothetical score of 92.5. Meanwhile, the hedonic lifestyle variable also showed that the empirical

average score was lower than the hypothetical average score, namely $65.47 < 67.5$. It can be concluded that there is a significant positive relationship between hedonic lifestyle and consumptive behavior in adolescents. The higher a person's hedonic lifestyle, the higher their consumptive behavior. Conversely, the lower a person's hedonic lifestyle, the lower their consumptive behavior.

Materials and Methods

The research design used in this study is an analytical research design using a cross-sectional approach. A cross-sectional research design is a study that studies the correlation between exposure or risk factors (independent) with consequences or effects (dependent), with data collection carried out simultaneously at one time between the risk factors and their effects (point-time approach), meaning that all variables, both independent and dependent variables, are observed at the same time (Pardede, 2023). The design of this study is to analyze the relationship between a hedonistic lifestyle and the consumer behavior of students in 2025.

Population is a group of cases consisting of subjects and objects that attract the attention of researchers to be studied and have been determined by researchers to be studied and conclusions drawn (Polit & Beck, 2012).

The population used in this study was all 50 students of the Health Information Management study program in 2025. A sample is defined as a portion of a population that serves as the actual source of data in a study. In other words, a sample is a portion of a population that represents the entire population. (Sulistiyowati, 2017) A sample is a subset of a population (Polit and Beck, 2012). This study used a total sampling technique, involving 50 respondents from all Health Information Management students at the Santa Elisabeth Health College in Medan. The research instrument used a questionnaire. Data were analyzed using the chi-square test, with a significant relationship being found if $p < 0.05$.

Results and Discussion

Table 1. Frequency distribution of respondents based on hedonistic lifestyle

No	Hedonistic Lifestyle	Frequency (f)	Percentage (%)
1	High	26	52
2	Low	24	48
Total		50	100

Based on table 1, the research results show that 26 people (52%) have a hedonistic lifestyle with a high category and 24 people (48%) have a low category.

Table 2. Frequency distribution of respondents based on consumer behavior

No	Consumptive behavior	Frequency (f)	Percentage (%)
1	High	40	80
2	Low	10	20
Total		50	100

Based on table 2, the research results show that the consumer behavior of students in the high category is 40 people (80%) and the low category is 10 people (20%).

Table 3. Tabulation Results between the Relationship between Hedonistic Lifestyle and Student Consumptive Behavior in 2025

Hedonistic lifestyle	Consumptive behavior						<i>p-value</i>
	Tall		Low		Total		
	f	%	f	%	f	%	
Tall	22	84.6	4	15.4	26	100	0.001
Low	18	75	6	25	24	100	

Based on table 3, the results of the analysis of the relationship between lifestyle and consumer behavior of Health Information Management students in 2025 obtained chi-square test results obtained from 50 respondents with a high hedonism lifestyle with high consumer behavior as many as 22 people (84.6%), and high hedonism with low consumer behavior as many as 4 people (15.4%). Meanwhile, respondents with a low hedonism lifestyle with high consumer behavior as many as 18 people (75%), and low hedonism with low consumer behavior as many as 6 people (25%).

Based on the results of the Chi-square statistical test, a *p-value* of 0.001 ($p < 0.05$) was obtained, so it was concluded that there was a significant relationship between the hedonistic lifestyle and the consumer behavior of health information

management study program students at STIKes Santa Elisabeth Medan in 2025.

Discussion

1. Hedonistic Lifestyle of Health Information Management Students.

The results of a study conducted by researchers at the Santa Elisabeth Health College campus in Medan on Health Information Management students using a questionnaire. The results showed that out of 50 respondents, 48% (24 people) had a high hedonistic lifestyle, while 52% (26 people) had a low hedonistic lifestyle. From these results, it can be seen that a low hedonistic lifestyle is more dominant, although the number is not too different from a high hedonistic lifestyle. This shows that most respondents tend to have a lifestyle that is more focused on non-material needs or deeper

values, but there are still a number of respondents who are more inclined towards instant gratification or the search for momentary pleasure.

Style Hedonism refers to individual behavior that focuses more on seeking instant gratification, self-gratification, and avoiding pain or discomfort. Individuals with a high hedonism lifestyle tend to prioritize short-term gratification over considering long-term consequences. Meanwhile, individuals with a low hedonism lifestyle are more likely to be oriented toward long-term goals, self-discipline, and sacrifice to achieve greater results.

This indicates that most students in the Health Information Management study program at STIKes Santa Elisabeth Medan tend to have a more hedonistic lifestyle, although not all students fall into this category. A hedonistic lifestyle is characterized by an individual's tendency to seek pleasure and fulfill desires without considering the long-term consequences.

2. Student Consumptive Behavior

The results of a 2025 study on consumer behavior conducted at the Santa Elisabeth Health College in Medan showed that of 50 respondents, 40 (80%) had a high level of emotional control, while 10 (20%) had a low level of emotional control. Although the majority of respondents were able to control their emotions well, a small number still had poor emotional control, putting them at risk of impulsive consumer behavior.

Consumer behavior is often influenced by a person's ability to manage emotions. Individuals who are unable to control their emotions are more easily tempted to make impulsive purchases as a way to cope with stress or seek instant gratification. In the context of college students, this can impact financial management, academic focus, and overall mental health. Students with poor emotional control are more susceptible to unplanned spending patterns, overspending, or even debt due to a lack of self-control over consumer impulses.

Factor-Factors influencing consumer behavior include psychological pressure, social environment, financial discipline, and financial education. Life pressures and academic burdens can trigger students to use consumption as an emotional escape. Furthermore, if the surrounding environment supports a materialistic lifestyle, the

risk of adopting consumer behavior increases. A lack of understanding of financial management also increases the risk of impulsive spending and difficulty managing a budget.

To help students improve their consumption discipline and reduce the risk of impulsive consumer behavior, several efforts are needed, such as providing financial management training, developing emotional management skills programs, and integrating ethical values into the learning process. Strengthening a positive academic culture and psychological support are also crucial for developing a more informed mindset when dealing with pressure and making consumption decisions. This way, students will be better able to maintain a balance between financial, academic, and personal well-being.

3. The Relationship between Hedonistic Lifestyle and Student Consumptive Behavior in 2025

The results of a study conducted at STIKes Elisabeth Medan in 2025 regarding the relationship between a hedonistic lifestyle and consumer behavior showed that out of 50 respondents, 24 respondents (48%) had a high hedonistic lifestyle and all (100%) also had high consumer behavior. Meanwhile, out of 26 respondents (52%) who had a low hedonistic lifestyle, 16 respondents (32%) still had high consumer behavior and only 10 respondents (20%) had low consumer behavior. A high hedonistic lifestyle indicates an individual's tendency to seek instant gratification and a lack of ability to restrain impulsive urges, thus increasing the risk of consumer behavior such as excessive spending or unplanned spending. Students with a hedonistic orientation tend to use consumption as a way to obtain short-term emotional satisfaction without considering the long-term impacts, especially in financial and academic aspects. However, some students with a low hedonistic lifestyle also showed high levels of consumer behavior, indicating that other factors such as psychological pressure, social environment, and lack of understanding of financial management also influence their consumption patterns.

Factors influencing this relationship include academic and work pressures that lead students to seek escape through the consumption of goods and services, the influence of a social environment that

supports a materialistic lifestyle, and a lack of wise financial management skills. Students who are unable to control their emotions and consumer impulses are more vulnerable to waste and financial difficulties, even with limited income or scholarships.

To help students raise awareness of the importance of planned consumption and reduce the risk of impulsive consumer behavior, interventions such as financial management training, self-development programs focused on emotional control, and the integration of ethical and spiritual values into the learning process are needed. Strengthening a positive learning culture and psychological support can also provide students with essential tools for coping with stress and making wiser decisions. This will help them better balance their financial needs, academics, and overall personal well-being.

Test results Statistics show a p-value of 0.001, which means there is a significant relationship between a hedonistic lifestyle and consumer behavior in Health Information Management Study Program students.

Conclusions

It is hoped that the campus can provide counseling services for students who have difficulty controlling an excessively consumptive lifestyle so that they can get the right help and solutions so that students can control themselves and make realistic personal financial plans to avoid waste due to an uncontrolled consumptive lifestyle.

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