DIJEFA: Dinasti International Journal of Economics, Finance & Accounting
E-ISSN: 2721-303X
P-ISSN: 2721-3021
https://dinastipub.org/DIJEFA dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijefa.v6i2.4449
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Received: 20 March 2025 | **Revised:** 05 April 2025 | **Accepted:** 20 April 2025

The Influence of Financial Literacy and Brand Image on Online Shopping Consumptive Behavior on TikTok Platform with Purchase Decision as a Mediator

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Abstract: This study aims to examine the influence of financial literacy and brand image on consumptive behavior in TikTok Shop, with purchase decision as a mediating variable. This research employs a quantitative approach using a correlational design with Structural Equation Modeling (SEM) analysis, utilizing Smart PLS version 3.0 software. Data collection was conducted through questionnaires. The sample consisted of 113 students from Universitas Muhammadiyah Surakarta who actively use TikTok Shop. The findings indicate that financial literacy and brand image significantly influence consumptive behavior. However, financial literacy does not affect purchase decision as a mediator, whereas brand image has a significant impact on purchase decision.

Keywords: Financial Literacy, Brand Image, Consumptive Behavior, Purchase Decision, TikTok Shop.

INTRODUCTION

Consumptive behavior is something that cannot be released in a person. One example of consumptive behavior is the habit of consuming excessively, a person can carry out consumption habits without going through a calculation and only for personal pleasure without being concerned with their personal needs (Abadi et al., 2020). Consumptive behavior can also be interpreted as an activity that is carried out excessively on a product because it is promised as a gift or the product is *trending* not because the product used has run out (Febriani & Sudarwanto, 2023). Consumptive behavior itself is usually the tendency to buy many items that are not actually needed to achieve maximum satisfaction, it can cause waste on financial to environmental aspects and personal well-being, such as increased waste and stress due to uncontrolled finances. Therefore, it is important for every consumer to be wiser in managing consumptive behavior in order to manage finances well.

The cause of consumptive behavior in online shopping is the easy access to shopping features, so that someone no longer faces difficulties when they want to buy because many products are available with various types and models. In addition, the advertisement of a product is related to technological and industrial advances, such as shopping through social

media (Oktaviani et al., 2022). One of these social media is *TikTok*. *TikTok* is a video-based social media application that encourages creativity in delivering product information online (Malacopo & Andriansyah, 2023). *TikTok* has also developed the *TikTok Shop* feature, which allows users to shop and trade products or services online to offer products and services. With the *TikTok* feature now not serving as an entertainment platform only, but an effective place for businesses to reach potential customers and increase their sales.

The use of *TikTok Shop* is considered to have a positive impact, especially in terms of increasing sales. *TikTok Shop* prioritizes the importance of *brand* and business by providing an element of entertainment before inviting users to shop, thus creating a comfortable and easy shopping experience (Riyadi, 2022). With this approach, *TikTok Shop* has succeeded in attracting consumer interest and strengthening customer loyalty. This not only helps businesses increase sales, but also effectively expands market reach (Aghivirwiati, 2023).

Shopping at *TikTok Shop* can also have a negative impact because young teenagers are easily attracted to new items and are prone to receiving information from outside without thinking. This can lead to unhealthy consumptive behavior and impulse buying. Therefore, users must be wiser in shopping online and for *platforms* to provide education that can help reduce these risks (Pramudita, 2022).

According to Santoso et al. (2022) there are several factors that influence a person's consumptive behavior, namely *e-commerce*, age, occupation, lifestyle, and financial literacy. *E-commerce* has changed the way consumers shop with easy access and a wide selection of products offered online. In addition, a person's age and occupation also affect their shopping preferences and habits. Dynamic and modern lifestyles encourage individuals to shop more frequently to fulfill their needs and wants. Financial literacy also has an important role in controlling consumptive behavior, where an understanding of financial management can help a person make better spending decisions. By considering all factors, it can be concluded that this can help us develop strategies to manage consumptive behavior more wisely and sustainably.

In managing consumptive behavior, a person must have the knowledge to manage finances that can make more informed spending decisions so that good financial literacy is needed. According to Susanti et al. (2018) Financial literacy is a person's ability to manage finances properly, which will have an impact on their quality of life. It is very important for each individual to improve their financial literacy. With a good understanding of financial management, they can control consumptive behavior, make smart financial decisions, and ensure long-term economic stability. Ultimately, improved financial literacy will contribute to an individual's well-being and apply the knowledge in everyday financial situations.

Financial management behavior carried out in everyday life can be influenced by many things, one of which is financial literacy and attitudes towards finance. In addition, financial management behavior is also influenced by various other factors, according to T. Mulyati et al. (2021) these factors can include education level, social strata and age group. The level of education, for example, some educational institutions teach about business behavior and financial literacy. Education helps improve financial literacy, especially among the younger generation (S. Mulyati & Permatahati, 2021). In addition, social strata also affect the experience and actions of children in financial management behavior, the higher the social strata class of society, the higher the level of literacy (Dewi & Listiadi, 2021).

The age group also has an effect on managing finances. Young people often find it difficult to control their spending, which can affect their lifestyle. Meanwhile, adults tend to be wiser in managing finances and manage their expenses better. However, the ability of young people to manage their finances will develop over time because they have better changes in financial conditions (Humairo & Yuliana, 2020).

Financial literacy helps people learn how to manage their finances so that they can improve their lives in the future. By knowing how to manage their money, a person can make the right investment decisions to achieve their pre-planned goals (Yahya, 2021). Likewise, a

strong brand image or *brand image*, which includes the features, characteristics, design, and packaging of the product that make it different and unique from other products. According to Riyadi (2022) it can help companies attract consumers who are more financially aware and good financial literacy in consumers allows them to recognize and choose brands with a positive image, thereby increasing company loyalty and competitive advantage. For this reason, companies may be compelled to strengthen their brand positioning to create a positive brand image and maintain competitiveness in the minds of consumers. A strong brand image allows consumers to recognize a product, assess its quality, minimize risk in purchasing, and gain experience and satisfaction with products that have their own uniqueness (Febriani & Sudarwanto, 2023). The research according to Salsabila et al. (2024) that brand image on purchasing decisions states that brand image is very influential on purchasing decisions by potential consumers about a product because of the quality of the product that has been shown by previous consumers.

This shows that brand image plays an important role in influencing consumer purchasing decisions. Therefore, a purchasing decision is a consumer decision to make a choice about purchasing a product that is in accordance with the needs, desires, and actions that cause satisfaction with a product. Factors that influence purchasing decisions include family, experience, price, and product quality (Hadisaputra et al., 2025). Family is often the main driver in determining consumer preferences and needs. Personal experience or other people's experiences with a product can shape consumer perceptions and influence their decisions. In addition, product price is an important consideration because consumers are looking for products that provide the best price within their budget and product quality is very influential because consumers tend to choose products that are able to effectively meet their needs and expectations.

In fulfilling appearance needs, people usually allocate their funds in choosing fashion products (Jannah & Fikry, 2024). This is due to the price of the product being an important consideration, especially for women who often spend most of their money on appearance needs such as cosmetics, clothing, accessories, and shoes. So they tend to choose products that are not only affordable but also of high quality to support their overall appearance.

Thus, this study aims to determine the effect of financial literacy and *brand image* on consumptive behavior of *online* shopping at TikTok Shop with purchasing decisions as a mediator. The findings confirm the importance of a good understanding of financial literacy and a positive *brand image* in influencing consumers' decisions to make purchases which ultimately affect their consumptive behavior. This research provides a significant contribution for marketers and business people in developing effective marketing strategies and increasing education for consumers to shop online more wisely in this digital era.

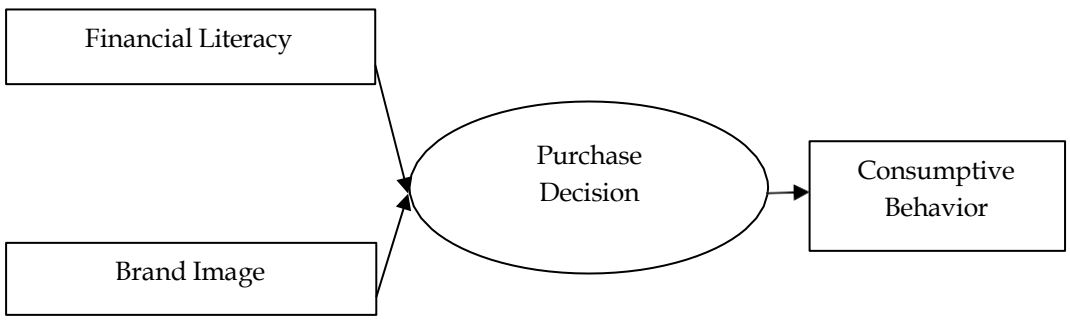


Figure 1. Research Model

METHOD

This research is a type of quantitative research using the *Structural Equation Model* (SEM) correlation design using *Smart PLS software* version 3.0. This research begins with developing a model based on theory, developing previous research instruments, collecting data through *google forms*, analyzing the model, revising the model if necessary, analyzing the fit of the model and the research ends with interpreting the findings in a practical context. This study involved 113 respondents from various fields of study at Universitas Muhammadiyah Surakarta who were selected using *purposive sampling*. The sample consisted of 69.9% female and 30.1% male. The sample size was determined based on the minimum sample size guideline proposed by Putra & Rahmawan (2022) which suggests a range of 100 to more. The researcher has set certain criteria for respondents, these criteria are FKIP students at Universitas Muhammadiyah Surakarta 2021 who use the TikTok Shop application.

RESULTS AND DISCUSSION

There are two steps in the measurement test. First, in the results of data measurement research, namely the Validity Test and Reliability Test, it shows that the research results meet the predetermined criteria, so that the variables are declared reliable (Putri et al., 2024). To ensure that the research instrument has an adequate level of reliability, an evaluation process is carried out on each item or variable used. In some cases, deletion of certain variables is necessary because the variable shows a low level of correlation with the measured construct or has a *Composite Reliability* value of≥ 0.7 that the variable shows reliable (the data is reliable).

After conducting the measurement test, then conduct a structural test to state whether the variable can have a significant effect. In the hypothesis measurement test using the T-Statistic test where the T-Statistics value> 1.96 is required, the hypothesis is accepted (the variable is significant to other variables), the following are the results of the provisional conjecture in the following table.

Table 1. Test of Original Sample Values, T-Statistics and P Value

Hypothesis	Relationship	Original Sample	T-Statistics	P Value	Results
H1	X1→ Y	0,628	7,365	0,000	Accepted
H2	X1→ Z	0,167	1,266	0,206	Rejected
H3	X2→ Y	0,249	2,593	0,010	Accepted
H4	X2→ Z	0,351	3,000	0,003	Accepted
H5	Z→ Y	0,089	1,079	0,281	Rejected

Source: Research Data, 2024

In the measurement test of the five hypotheses, it is predicted that three hypotheses are accepted and the other two are rejected, as follows; 1) The T-Statistics value of Financial Literacy (X_1) on Consumptive Behavior (Y) is obtained 7.365 > 1.96. This shows that respondents tend to have good financial literacy skills, so as to minimize consumptive behavior. 2) The relationship between the Brand Image (X_2) variable and the Consumptive Behavior (Y) variable with a T-Statistics value of 2.593 > 1.96. In buying products, respondents usually remember the brand well so that it leads to consumptive behavior in purchasing certain products. 3) The T-Statistics value of Brand Image (X_2) on Purchasing Decisions (Z) is 3.000 > 1.96. Where the higher the brand image attached to the image that the brand itself has, the higher the consumer purchasing decision.

Based on the results of this study, it is known that Financial Literacy (X_1) affects Consumptive Behavior (Y). The higher the level of financial literacy possessed by respondents, the better their ability to manage finances independently so as to minimize consumptive behavior, this statement is supported by research developed by Izazi et al. (2020). Individuals with well-developed financial knowledge and self-control mechanisms are significantly better equipped to suppress impulsive and wasteful buying tendencies (Lusardi & Mitchell, 2014). With an understanding of financial management concepts, such as budgeting

and controlling expenses, financial literacy can also help individuals realize the importance of saving and investing for the future which can increase financial understanding as an effort to prevent the adverse effects of consumptive behavior, but in the results of research on financial literacy (X_1) on Purchasing Decisions (Z) show no significant influence (Arista, 2024).

Although financial literacy did not show a significant effect on purchasing decisions in the study, this does not reduce the importance of financial literacy in controlling consumptive behavior, because financial literacy helps a person to consider the benefits and value of a product before deciding to buy it. In this study, respondents, who are mostly students, may not have experience or in-depth understanding of financial management, so their ability to make purchasing decisions is not fully developed (Hanifah et al., 2024). Young consumers often display a disconnect between theoretical financial knowledge and actual purchasing choices due to external social pressures and marketing exposure (Schiffman & Wisenblit, 2019). Therefore, as a student, it is necessary to increase knowledge about financial literacy in order to be better at making purchasing decisions that are in accordance with priorities and needs.

Brand Image is the main driver of consumptive behavior, this is evidenced in the research results of the T-Statistics value of 2.593 > 1.96 which states that brand image can create an attraction to buy a product consumptively. In addition, brand image is often associated with a certain social status, which makes consumers feel that having products from that brand can reflect their identity, which results in buying products that are not in accordance with their needs. Strong brand equity and favorable symbolic associations heavily influence consumer perception, driving brand attachment and non-essential consumption (Keller, 2013). In Mahiri (2020)'s research also states that brand image has a significant effect on consumptive behavior, due to influencing factors, namely consumers being able to remember a brand advertisement that has characteristics, style and product quality so that it can lead to consumptive behavior in buying a product.

A product can be well received by consumers because of the brand image trust in the product, giving rise to purchasing decisions, meaning that the higher the brand image attached to the image that the brand itself has, the higher the purchasing decision (Kamaliah, 2023). When a product has a good brand image, it will create a sense of trust in the quality of the products offered. Consumers tend to feel more comfortable choosing products from brands that are well known and have a good reputation, this provides a guarantee of satisfaction and benefits to be obtained (Arviano, 2020).

Furthermore, the last hypothesis, the Purchasing Decision variable (Z) on the Consumptive Behavior variable (Y) but this hypothesis is not significant because based on the T-Statistics value (1.079) < 1.96, the Purchasing Decision variable (Z) has no significant effect as a mediator. The results of this study reveal that purchasing decisions cannot influence consumptive behavior, because consumers tend to consider buying a particular product and can evaluate spending. In consumer decision-making frameworks, intention and initial purchase evaluation do not automatically translate into repetitive or unplanned consumptive behavior unless reinforced by continuous situational or emotional triggers (Kotler & Keller, 2016).

There are two factors that influence a purchasing decision, namely;

1. External factors, where consumers can find out the quality of the product by looking at other consumer reviews on the e-commerce platform and knowing from neighborhood reviews that have used the product.
2. Internal factors, where economic problems can influence a purchasing decision, because consumers must have a way to manage finances appropriately so as not to trigger consumptive behavior.

But in contrast to the research produced by Fernandes et al. (2021) which examines purchasing decisions on consumptive behavior in adolescents in Bustaman Village states that purchasing decisions can influence consumptive behavior, the results of this study indicate that adolescents tend to have a desire to shop excessively, causing consumptive behavior and cannot manage finances properly.

This shows that purchasing decisions are not only influenced by internal and external factors but can also contribute to the emergence of consumptive behavior. If consumers are

unable to control consumptive behavior, then consumers must understand the concept of financial management well in order to realize the importance of managing expenses according to their needs and financial capabilities, so as to avoid potential financial problems in the future.

CONCLUSION

Based on the results of research that has been conducted on the Effect of Financial Literacy, Brand Image on Consumptive Behavior with Purchasing Decisions as a mediator, which is analyzed using quantitative methods with a *Structural Equation Model (SEM*) approach through *Smart PLS software*. The data was collected through distributing questionnaires in the form of *Google Form*, which consisted of 27 statements and managed to get 113 respondents as research samples. Based on the results of hypothesis testing, of the five hypotheses proposed. Three hypotheses are accepted and two hypotheses are rejected. Accepted hypotheses include: (1) The Effect of Financial Literacy (X1) on Consumptive Behavior (Y), (2) The Effect of Brand Image (X2) on Consumptive Behavior (Y) and (3) The Effect of Brand Image (X2) on Purchasing Decisions (Z), and meanwhile, the rejected hypotheses include: (1) The Effect of Financial Literacy (X1) on Purchasing Decisions (Z) and (2) The Effect of Purchasing Decisions (Z) on Consumptive Behavior (Y).

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