Research Article

The Influence of Instagram Social Media Use and Hedonistic Lifestyle on the Consumptive Behavior of Female Culinary Arts Education Students, Class of 2023, Universitas Negeri Medan

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Abstract: Consumptive behavior among college students has increased along with the development of social media that plays a role in shaping modern lifestyles. This study was conducted to determine the effect of Instagram social media use and hedonistic lifestyle on the consumptive behavior of female students in the Culinary Arts Education Study Program, Universitas Negeri Medan. The study used a quantitative approach with multiple regression analysis methods. Data were obtained by distributing questionnaires to 52 respondents selected using a simple random sampling technique. The results showed that Instagram social media use had a significant effect on consumptive behavior with a significance value of 0.049, while hedonistic lifestyle had a more dominant effect with a significance value of 0.000. Simultaneously, both variables had a positive and significant effect on consumptive behavior with an R^2 value of 0.418, meaning that 41.8% of the variation in consumptive behavior was explained by these two variables. Based on these results, it was concluded that the higher the use of Instagram social media and hedonistic lifestyle, the greater the tendency of students to behave consumptively.

Keywords: Consumptive Behavior; Hedonistic Lifestyle; Instagram Social Media; Multiple Regression Analysis; University Students.

1. INTRODUCTION

The increasingly modern era has brought about significant changes in human behavior patterns, including how individuals fulfill their needs and desires. One phenomenon emerging from this change is the rise in consumer behavior, especially among the younger generation. Consumer behavior indicates a person's tendency to purchase goods or services not solely out of necessity, but also out of emotional impulses, a desire to follow trends, or to gain recognition from others. A lifestyle that prioritizes satisfaction and self-image makes consumer behavior a visible part of everyday life. Female college students are a group that is more easily influenced by this tendency because they have a strong interest in appearance and lifestyle, and are strongly influenced by their social environment.

College students, especially female students, are a group of active Instagram users who are vulnerable to this influence. A study conducted by Sri Dita (2023) revealed that female college students tend to use the social media platform to express themselves and build their self-image. When they see posts from close friends, influencers, or product advertisements, they often desire to own similar items to gain recognition from others. This pattern suggests that the use of Instagram social media has a direct relationship with consumer behavior. The higher the frequency and involvement of students in Instagram activities, the greater their

tendency to make purchases that are not always based on needs.

Furthermore, a hedonistic lifestyle also strengthens this relationship. According to findings from the journal ECONOMINA (2023), a hedonistic lifestyle encourages individuals to seek pleasure and satisfaction through consumption activities. When individuals believe that happiness can be achieved through possession of goods, exposure to promotional content on Instagram becomes more effective in triggering consumer behavior. Thus, Instagram acts as a triggering medium, while a hedonistic lifestyle acts as a factor that increases consumption levels without considering rational needs.

Based on this description, this study aims to explore the impact of Instagram usage and a hedonistic lifestyle on the consumption behavior of female students in the 2023 intake of the Culinary Arts Education Study Program at Universitas Negeri Medan. This study is important because it can provide insight into how digital activities and contemporary lifestyles influence consumption behavior among students. The research findings are expected to serve as a foundation for developing smart consumption education and greater digital awareness in academic settings.

Consumer Behavior

Consumer behavior is a modern social phenomenon that has developed alongside globalization and advances in digital technology. Kartika (2022) defines consumer behavior as excessive consumption that is no longer oriented toward needs but solely toward desires. Access to various products through digital media has blurred the line between needs and wants, making it easier for people, especially the younger generation, to purchase items for immediate gratification.

In the context of college students, consumer behavior is a real phenomenon. Dewi Wulandari, Muftiyanto, and Suyatno (2024) noted that college students often direct their spending towards social trends such as fashion, dining at popular cafes, and accessories and beauty products. Consumption is no longer simply about fulfilling needs but has become a means of self-expression and a symbol of social status. Adilah and Nur (2023) added that exposure to various lifestyle trends on social media creates social pressure to conform to ideal lifestyles, leading students to frequently make impulsive purchases without rational consideration.

Overall, consumer behavior among college students is the result of a complex interaction between social, psychological, and economic factors. Wulandari et al. (2024) emphasized that social media use significantly influences student consumer behavior, while a hedonistic lifestyle reinforces this tendency. This phenomenon demonstrates the need for self-control efforts and increased financial literacy among college students to minimize consumer behavior. With a better understanding of the meaning of consumption and financial management, students can become more rational and responsible consumers amidst the current consumerist digital culture.

Use of Instagram Social Media

Advances in communication technology have brought about significant changes in the way people interact, one of which is the presence of social media, which has now become an essential part of daily life. Sholehah et al. (2022) stated that social media serves not only as a means of exchanging information but also as a space for building self-identity, influencing public opinion, and fostering consumer behavior. Among various platforms, Instagram stands out for its strong visual character and appeal to the younger generation.

Furthermore, Anggraini and Hastuti (2023) emphasized that features like stories, reels, and explore make Instagram more than just an entertainment platform, but also a digital marketing platform capable of shaping consumption preferences. Through posts by influencers and brands, users are often influenced by certain lifestyles and encouraged to imitate them. Research by Sholehah et al. (2022) also shows that the increase in online buying and selling activity on Instagram is a sign of a shift in consumer behavior toward a more visual and immediate approach. For students, this platform is often used to find inspiration for trends such as outfit of the day (OOTD), accessories, or beauty products, which ultimately can foster impulsive buying habits to strengthen social image.

Anggraini and Hastuti (2023) added that some students struggle to detach from Instagram due to the urge to keep up with trends and maintain a social presence. Therefore, Instagram use is not just a form of entertainment but also influences individuals' perspectives on needs, pleasure, and consumption in the digital age.

Hedonistic Lifestyle

A hedonistic lifestyle is one oriented toward the pursuit of pleasure and personal satisfaction. Safitri and Husnaini (2025) explain that this lifestyle grows due to easy access to information and technology, which allows individuals to emulate a luxurious lifestyle considered ideal. This phenomenon marks a shift in values from an orientation toward rational needs toward material satisfaction and entertainment. College students are a vulnerable group to this influence because their transition to adulthood makes them easily influenced by popular trends and the desire for social recognition.

According to Tanjung and Aritonang (2023), a hedonistic lifestyle encompasses three main aspects: interests, activities, and opinions. The interest aspect relates to a fascination with pleasurable pursuits such as fashion and entertainment; the activity aspect describes the use of time for consumptive activities; while the opinion aspect reflects how individuals assess their social status based on material possessions. Their research findings indicate a strong positive relationship ($r = 0.920$) between a hedonistic lifestyle and consumer behavior, where the higher a person's level of hedonism, the greater the tendency to overconsume.

These findings align with research by Sholehah et al. (2022), which states that a hedonistic lifestyle encourages individuals to seek pleasure without considering rational needs. Therefore, it is crucial for students to develop financial literacy, self-control, and moral awareness to balance needs, values, and social responsibilities in their daily lives.

2. RESEARCH METHODS
Types of research

This study uses a quantitative method with a descriptive approach and multiple linear regression analysis. This approach was chosen to determine the effect of Instagram social media use (X1) and a hedonic lifestyle (X2) on the consumer behavior (Y) of Culinary Arts Education students, Class of 2023, at Universitas Negeri Medan.

Location and Time of Research

This research was conducted at Medan State University, specifically on female students in the Culinary Arts Education Study Program. The research lasted for three months, from July 2025 to October 2025, encompassing preparation, data collection, data analysis, and report preparation.

Population and Sample

The population in this study consisted of all 60 female students of the Culinary Arts Education Study Program, Universitas Negeri Medan, graduating class of 2023. This population was selected because it was considered representative of a group of active social media users relevant to the research topic regarding the influence of Instagram use and a hedonistic lifestyle on consumer behavior. All members of the population had relatively homogeneous characteristics, namely being active female students and being in the same age range, making them suitable as a basis for determining the research sample.

From this population, a sample size of 52 individuals was determined using the Slovin formula with a 5 percent margin of error. The sampling technique used simple random sampling to ensure that each member of the population had an equal chance of being selected as a respondent. This number was deemed sufficient to represent the entire population and yield accurate data. Researchers also ensured that the sample selection was random and free from subjectivity.

Data collection technique

Data collection in this study used a questionnaire with a 4-point Likert scale administered directly to female students in the Culinary Arts Education Study Program, class of 2023, at Universitas Negeri Medan. Respondents were asked to complete the questionnaire independently under the researcher's supervision to ensure accuracy and completeness of the data collected.

Data Analysis Techniques

The data analysis technique in this study used Multiple Linear Regression Analysis to test the influence of the independent variables, namely Social Media Use and Hedonic Lifestyle, on the dependent variable, Consumptive Behavior, both partially and simultaneously. Before the analysis was carried out, the data were tested through Validity and Reliability Tests to ensure the questionnaire was appropriate and consistent in measuring the research variables. Next, the Classical Assumption Test was carried out, which included the Residual Normality Test (Kolmogorov-Smirnov).

Multicollinearity testing based on the Variance Inflation Factor (VIF < 10) and heteroscedasticity testing using the Glejser method ensure the model is free from assumption violations. After the model meets the requirements, hypothesis testing is performed using the t-test to determine partial effects and the F-test for simultaneous effects. The contribution of the two independent variables to consumer behavior is measured using the coefficient of determination (R^2).

3. RESULTS AND DISCUSSION

Research result
1) Validity Test

Table 1. Validity Test.

Variables	Number of Items	r Table (N=52, $\alpha=0.05$)	Range r Count	Information
X_1 - Use of Instagram Social Media	10	0.273	0.412 – 0.782	Valid
X_2 Hedonistic Lifestyle	10	0.273	0.455 – 0.801	Valid
Y Consumptive Behavior	10	0.273	0.496 – 0.812	Valid

All items in the three variables had calculated r values greater than the table r (0.273). Thus, all statements in the questionnaire were declared valid and able to accurately measure the constructs being studied.

2). Reliability Test

Table 2. Reliability Test.

Variables	Cronbach's Alpha	Criteria	Information
X_1 - Use of Instagram Social Media	0.823	> 0.70	Reliable
X_2 - Hedonistic Lifestyle	0.887	> 0.70	Reliable
Y - Consumer Behavior	0.874	> 0.70	Reliable

All variables have a Cronbach's Alpha value above 0.70, indicating that the research instrument is reliable and consistently used to measure the variables studied.

3). Classical Assumption Test

Table 3. Classical Assumption Test.

Test Type	Mark	Criteria	Information
Normality Test (Kolmogorov-Smirnov)	Sig. = 0.200	> 0.05	Normally distributed data

Test Type	Mark	Criteria	Information
Multicollinearity Test (VIF X_1)	1,624	< 10	There is no multicollinearity

Test Type	Mark	Criteria	Information
Multicollinearity Test (VIF X_2)	1,624	< 10	There is no multicollinearity

Test Type	Mark	Criteria	Information
Heteroscedasticity Test (Glejser)	Sig. > 0.05	> 0.05	There is no heteroscedasticity

The results of the classical assumption test show that the regression model meets the BLUE (Best Linear Unbiased Estimator) requirements, namely normal data, no multicollinearity, and no heteroscedasticity.

4). Multiple Linear Regression Analysis

Table 4. Linear Regression Analysis.

Variables	Regression Coefficient (β)	t Count	Sig.	Information
Constant	12,457	-	-	-
X_1 - Use of Instagram Social Media	0.214	2,021	0.049	Significantly weak
X_2 - Hedonistic Lifestyle	0.583	5,612	0,000	Strong significance
R^2 = 0.418 (41.8%)	**F Count = 17.842**	**Sig. = 0.000**		**Moderately significant**

Both independent variables have a positive effect on consumer behavior. The coefficient of determination (R^2) value of 0.418 or 41.8% indicates that 41.8% of the variation in consumer behavior can be explained by Instagram social media use and a hedonistic lifestyle, while the remaining 58.2% is influenced by other factors such as social environment, personality, and economic status.

5). Hypothesis Testing

a). F test (simultaneous)

Table 5. F test.

Source of Variation	F Count	F Table (α=0.05; df=2.49)	Sig.	Influence (%)	Information
Regression (X_1 & X_2 against Y)	17,842	3.19	0,000	41.8%	Moderately significant

The F-test results show that simultaneously, the variables of Instagram social media use (X_1) and hedonic lifestyle (X_2) significantly influence consumer behavior (Y) with a contribution rate

of 41.8%. This means that both independent variables together have a significant influence on increasing female students' consumer behavior.

b). t-test (Perial)

Table 6. t-test (Perial).

Variables	t Count	t Table (α=0.05; df=49)	Sig.	Influence (%)	Interpretation
X_1 - Use of Instagram Social Media	2,021	2,009	0.049	18.6%	Weak significant effect
X_2 - Hedonistic Lifestyle	5,612	2,009	0,000	46.2%	Strong significant influence

Partially, Instagram social media usage had a positive but weak effect on consumer behavior, at 18.6%, while a hedonistic lifestyle had a much stronger positive effect, at 46.2%. This indicates that a hedonistic lifestyle is the most dominant factor influencing consumer behavior.

c). Coefficient of Determination (R^2)

Table 7. Coefficient of Determination.

Model	R	R Square (R^2)	Adjusted R^2	Std. Error	Information
Multiple Linear Regression	0.647	0.418	0.392	3,426	Moderate influence

The R^2 value of 0.418 indicates that 41.8% of the variation in consumer behavior (Y) can be explained by the combination of Instagram social media usage variables (X_1) and hedonic lifestyle (X_2). Meanwhile, the remaining 58.2% is influenced by other factors not included in the research model, such as social environment, economic status, peer influence, and students' financial literacy levels. The Adjusted R^2 value of 0.392 also confirms that this regression model is still quite stable and suitable for use in explaining the relationship between variables with moderate influence.

Discussion

The Influence of Instagram Social Media Use on Consumer Behavior

Based on the research results, Instagram social media usage has been shown to have a positive and significant influence on female students' consumer behavior, with a significance value of 0.049 < 0.05. This finding indicates that the higher the intensity of Instagram use, the greater the tendency for individuals to make purchases based on desires, rather than needs. Exposure to product promotional content, glamorous lifestyles, and influencer posts on the platform triggers the urge to follow popular consumption trends. Visual elements such as stories, feeds, and reels also strengthen users' psychological desire to purchase products deemed aesthetically appealing.

Compared to the research findings of Martalia Irlianti, Dwita Razkia, and Ajeng Safitri (2023) on the influence of TikTok Shop on the consumer behavior of working women, the study found a greater influence, at 63.4% with a significance value of 0.000. This difference is due to the characteristics of TikTok Shop, which allows users to make purchases directly within the application, resulting in a faster and more impulsive consumption process. Meanwhile, Instagram users still need to switch to another platform or store website to complete a transaction, so their consumer impulse is not as strong as in TikTok Shop.

Anisa Rahmawati's (2021) research also supports these findings, noting that Instagram use significantly influences adolescent consumer behavior, contributing 54.2%. Rahmawati emphasized that the more frequently individuals are exposed to influencer content and digital advertising, the stronger their impulse to buy to build self-image and maintain social status. Therefore, it can be concluded that the influence of Instagram use in this study is moderate, not as significant as TikTok Shop, but still demonstrates that social media plays a significant role in shaping consumption patterns in modern society, especially among young women.

The Influence of Hedonistic Lifestyle on Consumptive Behavior

Based on the research results, a hedonistic lifestyle has a positive and significant effect on the consumer behavior of female students with a calculated t value of 5.612 greater than the t table of 2.009 and a significance of 0.000 < 0.05. This result indicates that the higher a person's level of hedonism, the greater their tendency to behave in a consumer manner. Students with a hedonistic lifestyle tend to seek pleasure and satisfaction through consumer activities such as shopping, hanging out in popular places, or buying branded products. This shows that consumer behavior is not only driven by needs, but also by the desire to gain social status and recognition from the surrounding environment.

These findings align with the research findings of Ira Putri Tanjung and Nancy Naomi Aritonang (2023) who examined the relationship between a hedonistic lifestyle and consumer behavior among K-pop fan students in Medan. Their findings demonstrated a very strong correlation with a correlation value of r = 0.920 and p = 0.000. This means that the higher the student's level of hedonism, the greater their likelihood of engaging in consumer behavior, especially in the context of popular culture like K-pop, which emphasizes luxury and self-image. The similarity between these two studies is evident in the fact that both emphasize a hedonistic lifestyle as the dominant factor driving someone to overconsume for personal pleasure or social recognition.

Furthermore, the research findings of Nurul Sholehah, Nurfadhilah, and Wahyu Nugroho (2022) also point in the same direction, indicating a significant influence between a hedonistic lifestyle and consumer behavior among students at the Faculty of Economics, Yogyakarta State University, with a significance value of 0.001 <0.05. They asserted that students accustomed to pursuing personal satisfaction tend not to consider real needs in their financial expenditures. Comparatively, the influence of the hedonistic lifestyle in this paper is comparable in strength to the two aforementioned studies, differing only in the context of the subjects and their social environment. This confirms that a hedonistic lifestyle is a psychological factor that consistently influences consumer behavior across various groups, both in academic and socio-cultural settings.

The Influence of Instagram Social Media and Hedonic Style on Consumptive Behavior

Based on the research results, it was found that the use of Instagram social media and a hedonistic lifestyle simultaneously have a positive and significant effect on the consumer behavior of female students. The calculated F value of 17.842 is higher than the F table of 3.19 with a significance level of 0.000, which means that both variables together have an important role in shaping the consumption patterns of students. Social media acts as an external factor that introduces various trends and lifestyles, while hedonistic attitudes are internal factors that encourage individuals to follow these trends. Both interact synergistically, giving rise to the urge to make impulsive purchases and expenditures for prestige satisfaction.

This finding is consistent with research by Ayu Nuro'im and Muhammad Anasrulloh (2023) in the Economina Journal, which also demonstrated that social media and a hedonistic lifestyle simultaneously significantly influence the consumer behavior of students at Bhinneka PGRI University in Tulungagung. They explained that students who are active on social media and have hedonistic tendencies are more easily influenced by promotions, discounts, and digital trends. The researchers also noted that the social satisfaction that arises through recognition from their surroundings strengthens these consumer tendencies. Thus, the combination of these two factors not only increases consumer behavior but also contributes to shaping students' social identities.

Research by Dewi Wulandari, R. Taufiq Nur Muftiyanto, and Agus Suyatno (2024) in the Business Management and Accounting Research (RIMBA) study showed similar results. They found that social media use and a hedonistic lifestyle had a significant positive relationship with students' consumer behavior, while financial literacy had no significant effect. This means that the more frequently students interact with social media and the higher their hedonistic tendencies, the greater the likelihood of consumer behavior, especially if not accompanied by adequate financial management skills.

When compared, the results of this study show a direction and findings that are in line with the two previous studies, although there are differences in the level of influence. The similarity lies in the conclusion that social media is a means of forming consumption perceptions, while a hedonistic lifestyle acts as an internal drive to realize it in real action. The difference lies in the context of the research subjects, where this study focuses on Culinary Arts students who are socially closer to visual lifestyle trends and aesthetic-based consumption. Thus, the synergy between social media use and a hedonistic lifestyle is proven to have a strong influence on consumptive behavior, while also illustrating the tendency of the younger generation in the digital era to be increasingly oriented towards self-image and social satisfaction.

4. CONCLUSION

Based on the research results, it can be concluded that the use of Instagram social media and a hedonistic lifestyle have a positive and significant influence on the consumer behavior of female students in the Culinary Arts Education Study Program, Universitas Negeri Medan. Instagram use encourages students to follow consumption trends through exposure to visual content and digital promotions, while a hedonistic lifestyle strengthens consumer drives through an orientation towards pleasure and self-image. Overall, the interaction between these two factors forms an increasingly strong consumer behavior pattern among students. Therefore, it is necessary to improve financial literacy and critical awareness in using social media so that students can become wise and responsible consumers.

SUGGESTION

Based on the research results, discussion and conclusions above, there are several inputs related to this research, namely as follows:

1). For Culinary Arts Students of Universitas Negeri Medan:
The research results show that social media use and a hedonistic lifestyle influence student consumer behavior. Therefore, it is hoped that students will be more discerning in their use of social media and be able to manage their lifestyle to avoid negative impacts on consumption patterns. A selective attitude and awareness of realistic needs will help students manage their finances more effectively.

2). For Further Researchers:
This research is expected to be a reference for subsequent research to examine other variables that have the potential to influence consumer behavior, such as the influence of the peer environment, financial literacy, or psychological factors.

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