

Self-Control and Consumptive Behavior Control in Purchasing Internet Services for Social Networking Among Muslim Millennials

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ABSTRACT

The need for internet services to support a lifestyle in social networking sometimes leads Muslim millennials to behave consumptively in shopping, even though they understand the bad impact. This study aims to prove whether Self-control is the right predictor to explain Consumptive Behavior Control and if so, how much Self-control can explain Consumptive Behavior Control, especially in the case of Muslim millennials in spending their money on buying internet packages for social networking needs. This research was a quantitative study with ex-post facto design and also based on a survey of a group of students from an Islamic university in West Sumatra, Indonesia in 2022. Data were collected from 97 respondents and analyzed by using Simple Linear Regression. The findings have shown that Self-control is a good predictor for consumptive behavior control at a moderate level. Self-control can increase consumptive behavior control in students in purchasing internet services for social media. Self-control explains the achievement of Consumptive Behavior Control of 68.9%. This finding contributes to education observers who always focus on studies about consumptive behavior among young people and contribute to strengthen the theory of consumer behavior which is always growing rapidly throughout all the time.

Keywords: Adolescents, Consumptive Behavior, Media, Self-Control, Social Networking.

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I. INTRODUCTION

Social media refers to online media that supports social interaction using web-based technologies that can turn communication into interactive dialogue. Social media is built with internet-based applications that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). As online media, social media users can easily participate, create content, and also share any information on their web, blog, social network, wiki, forum, and other virtual worlds. Along with the rapid development of internet technology, social media attracts the interest of many users to maximize it as a medium for interacting and sharing information in a fast and unlimited time. The speed of development of social media has finally replaced the role of conventional mass media in spreading news and also for social and e-commerce purposes.

The rapid development of internet technology has led to an increase in the number of internet users (Interconnection Network) from year to year in various countries including Indonesia. The Association of Indonesian Internet Service Providers revealed that the internet penetration rate in Indonesia in 2022 reached 77.02%. This rate is increasing faster than in the period before Covid-19, in 2018 which was at 64.80%. This user contribution is dominated by users in the young age range of 9-34 years by 25.68% and users in the age range of 35-54 years by 27.68%. This data also reveals the top three reasons for internet penetration, which include reasons for accessing social media (such as Facebook, WhatsApp, Telegram, Line, Twitter, Instagram, YouTube, and others), in addition to accessing information or news and for working or studying from home (APJII, 2022). Social Networking is one of the most common forms of social media used around the world to stay connected with friends, family, colleagues, or also with customers. Social networking can have a social purpose or business purpose, through sites like Facebook, Twitter, Instagram, Pinterest, and others. Social networking is a site where anyone can create a personal web page, then connect with friends to communicate and share information. Three of the most popular social networking sites currently available and most accessed by young people, including in Indonesia, are Facebook, Instagram, and Twitter. The existence of Youtube and Tik Tok has also highlighted the need for this social network with video sharing and doing streaming features (Haenlein *et al.*, 2020).

The demand to stay active on various Social Networking platforms as part of the modern lifestyle among teenagers has led to an increase in the demand for internet service packages from several internet service providers such as Telkomsel, Indosat Ooredoo Hutchison (IOH), XL Axiata, and Smartfren and others. Sometimes this habit makes most teenagers lose their Self-control in making consumption decisions on internet service packages. Zahra and Anoraga (2021) found a positive relationship between lifestyle on student consumptive behavior. Some other empirical studies have also revealed the strong contribution of this lifestyle in realizing purchasing goods and services (AL-Hawari *et al.*, 2021; Matharu *et al.*, 2020; Simanjuntak, 2021; Tan *et al.*, 2021). This condition tends to be overburdened in terms of their financial ability, which dominantly still relies on pocket money from their parents. It was identified that there was a pattern of impulsive buying or wasteful buying behavior in the consumption behavior of buying access to internet service in supporting their lifestyle and friendship patterns in social networking.

Self-control is one of the important issues in studying the behavior of young people in purchasing internet service packages. The concept of Self-control refers to an individual's ability to modify behavior, an individual's ability to manage desired or unwanted information, and an individual's ability to choose one course of action based on something that is believed (Averill, 1973; Glass *et al.*, 1973; Goldfried & Merbaum, 1973). In the case of the behavior of buying goods and services among adolescents, self-control guides a person to act rationally, avoiding impulsive buying and wasteful buying. If these behaviors exist among teenagers, it indicates that the consumption behavior is out of control.

Some previous empirical studies have revealed the importance of Self-control in explaining consumer behavior and making purchasing decisions for goods and services. Self-control is a prominent issue in consumer research, because moral considerations of Self-control have an influence on purchasing decisions for goods and services (Nielsen & Hofmann, 2021), and are also positively related to financial behavior (Khoirunnisaa & Johan, 2020). Cobb-Clark *et al.*, (2021) have also stated that individuals with greater Self-control abilities tend to be consistent with long-term goals, including financial goals. Self-control has a positive and significant relationship and influence on financial behavior (Khoirunnisaa & Johan, 2020).

Studies on consumptive behavior are very interesting and have been extensively explored by some researchers in the conventional consumption environment, especially among young people. Unstable emotions among young people cause this psychological field of study to be always interesting to discuss in the field of marketing management. The behavior of these young people is sometimes emotional in purchasing goods and services, sometimes tends to be consumptive, less concerned with social problems, and more concerned with lifestyle than benefits. The behavior of buying an item or service sometimes occurs without rational consideration or is not based on urgency (Wojdan *et al.*, 2021). Adolescence is a time to find identity through the style that is displayed every day so that it can be appreciated by others.

Students are classified as teenage consumers, whose consumption patterns sometimes tend to be emotional. In their daily activities, students are always related to consumption activities, covering college needs, clothing needs, cosmetics for ladies, and also the need for internet packages and others which of course to support a lifestyle. The phenomenon that often exists today is the tendency of students to imitate the contemporary consumptive lifestyle. The results of the early interviews provide an overview of the behavior that can't control themselves to continue buying internet service packages. Some of them are even willing to sacrifice the need for having snacks as long as they can buy internet packages. This is because their current life cannot be separated from internet access, so this tends to lead to consumptive behavior.

Consumptive behavior level can be driven by many factors, but Self-control is identified as one of the psychological aspects that influence the decision to purchase goods and services. Excessive concern from some observers concludes that there is a negative impact of this social networking on consumptive behavior among young people. Zahrai *et al.* (2022) have claimed that there is a negative impact of the Self-control of social media failures on personal well-being. Good Self-control to live efficiently contributes to reducing consumptive behavior (Halimatussakdiyah *et al.*, 2019). In some cases among students, Self-control and lifestyle are two interrelated things that affect consumption behavior (Widiyanti *et al.*, 2022). From the perspective of the Islamic consumers behavior context, this consumptive behavior is also considered to lead to badness. Consumptive behavior is contrary to the consumption principle in Islamic Religiosity, which prohibits people from overdoing everything. Consumption is expected to be carried out only on the use of a good product, far from things that are forbidden and bring benefits. Consumption activities should reflect the relationship between humans and God (Karoui & Khemakhem, 2019).

O children and grand children of Adam, wear your beautiful clothes at every (entering) mosque, eat and drink, but don't overdo it. Actually, Allah SWT does not like people who are excessive (QS.Al-A'raf :31)

The contribution of Self-control in the case of purchasing goods and services among young people can be seen in some previous empirical studies. It was identified that there was a significant effect of Self-control on consumptive behavior among students in purchasing goods and services (Sari *et al.*, 2021). There is a positive relationship between Self-control on consumptive behaviors in the case of online shopping

simultaneously among students (Nisa & Arief, 2019). Male students are considered to be more capable of controlling themselves than female students. Ridhayani and Johan (2020) revealed a finding that female students were 8,806 times more likely to behave consumptively than male students. The higher the self-control, an individual will be more careful in making a buying decision.

This study aims to estimate the level of consumptive behavior control with Self-control as a predictor. This research is expected to enrich empirical studies on the existence of consumptive behavior among young people, especially about how far Self-control can explain variations in the level of consumptive behavior control. The diversity of behavior among millennials in making purchases of internet service packages will be illustrated in the results of this study. This research is expected to contribute to policy decision-making by businessmen in the internet service industry and also be useful for educational practitioners. The decision to choose a group of Muslim millennials who are active in social networking as the case in this study, with their study background at the Islamic University, aims to provide a little analysis of Islamic consumer behavior in this study. It is observed that this phenomenon exists among these students, where they allocate 30 GB-240 GB per month for social networking needs. Hopefully, the important question that is often asked by some educators, "Is Self-control a predictor for controlling consumptive behavior among young people?", will be answered by this research.

II. LITERATURE REVIEW AND HYPOTHESES

A person's lifestyle will greatly affect the person's needs, desires, and buying behavior. Lifestyles that tend to be excessive and hedonic, especially for the lifestyle, can lead to consumptive behavior with higher costs for its fulfillment. Among young people, this high-cost consumption behavior tends to be caused by what they see, what is the trend at the time, or as a result of imitating idols, which then makes them behave consumptively. They adopt a lot of behavioral patterns from various influencers on various social media, which then become mistaken examples and lead them to a hedonic lifestyle that exceeds the ability of their parents as the main financial facilitator. Several empirical studies reveal the strong contribution of this lifestyle in realizing purchasing goods and services and find the strength of lifestyle in influencing consumption decisions. (AL-Hawari *et al.*, 2021; Matharu *et al.*, 2020; Simanjuntak, 2021; Tan *et al.*, 2021).

The basic concepts in consumer behavior theory have set down an important basis for the relationship between lifestyle and purchasing decisions for goods and services (Keller & Kotler, 2010; Schiffman *et al.*, 2010). Some recent empirical studies have also revealed many things about the relationship between these two things, both in the case of purchasing goods (Kaur *et al.*, 2022; Matharu *et al.*, 2021; Puteri, Arinda, *et al.*, 2022; Shahid *et al.*, 2022) or services such as financial services (Bananuka *et al.*, 2020; Hassan *et al.*, 2020; Puteri, Parsaulian, *et al.*, 2022). As important as lifestyle is as a consideration in purchasing decisions for goods and services, further effects have been identified on consumptive behavior. Considerations in purchasing good and services are no longer based on the purpose of the benefit, but rather leads to proving one's social status. The higher a person's lifestyle, the higher the consumptive behavior exists, or in other words, the lifestyle has a positive influence on consumptive behavior (Zahra & Anoraga, 2021). Self-control which is then expected to be part of the process of controlling the demand then gets an important position in the discussion because this psychological aspect is identified as a determining aspect in controlling consumptive behavior.

A. Consumptive Behavior Control

Behavior is a person's reaction that is not only visible from the body and their speech but also manifests in their attitude. Furthermore, consumptive behavior refers to the desire to consume goods or services that are not really needed in excess in order to achieve maximum satisfaction. Consumptive behavior can also be defined as the behavior of buying goods or services in excess and only concerned with wants rather than needs without being based on rational considerations. In consumptive behavior, purchases are only based on rational considerations but only to fulfill pleasure or emotions (Engel *et al.*, 1995; Mowen & Minor, 1995).

To identify the existence of consumptive behavior, can usually be measured by the presence of impulsive purchases, excessive purchases, or the presence of irrational purchases. Impulsive buying is the behavior of consumers who buy goods solely because they are based on a desire that suddenly occurs at the sales location and is carried out without planning and rational considerations. This theory, of course, contradicts two theories, the theory of motivation and Maslow's need theory, which assumed that customers are economical and rational, so that their purchases are planned and certain (Dutta & Mandal, 2018). In an impulsive purchase, the purchase action is carried out without seeking information about the product to be purchased. Usually, impulsive buying arises because the seller tries to lure with various promotions at the point of sale which causes customers to buy more than what they planned (Dutta & Mandal, 2018; Iyer *et al.*, 2020). Basic theory has revealed impulse buying as unplanned buying characterized by a hedonically

complicated, irresistible, without rational consideration and without contemplation of alternatives (Beatty & Ferrell, 1998).

Wasteful buying is also a characteristic of consumptive behavior, and this is a buying behavior that prioritizes wants over needs which causes someone to spend money for various needs that are not actually needed or not basic needs. Wasteful buying is an act that wastes a lot of money to buy or consume something without a definite need (Mowen & Minor, 1995). Wasteful buying shows that individuals make excessive purchases without being based on exact needs. Wasteful buying is related to individual behavior that is irrational and without being based on a definite need. Furthermore, consumptive behavior also refers to non-rational buying, namely the buying behavior of individuals who only follow emotions, for example, because of a desire to follow other people's styles or for reasons to prioritize prestige. By making these purchases will cause a sense of pride in themselves and bring pleasure in themselves. One way that is used is physical comfort, where young people sometimes feel very comfortable if wearing something trendy and can support their appearance. Aspects of non-rational purchases are purchases made not for reasons of need, but because of prestige to seem modern or fashionable (Rahmatika & Kusmaryani, 2020).

There are four main factors that influence a person's consumptive behavior, which consist of cultural, social, personal, and psychological aspects (Keller & Kotler, 2010; Schiffman *et al.*, 2010). Someone who grows up in a family and society that tends to be consumptive must learn the basic cultural values that shape their consumptive behavior patterns, which then become their character in consuming in adulthood. Among these four determinants, personal considerations are the most varied reasons that shape a person's behavior in consumption. Age and life cycle, job, economic situation, lifestyle, personality, and self-concept are parts of personal reasons for making purchasing decisions. Individuals who tend to do consumptive behavior are not only affected by family, friends, and advertisements, but also influenced by moods, situations, and emotions (Schiffman *et al.*, 2010).

B. Self-Control

This concept refers to the ability within the person to compose, lead, regulate oneself, control, refrain from temptation, and also manage existing information to then choose the best option from several alternative choices in a particular situation. The basic concept of psychology provides direction about Self-control as an individual's ability to modify behavior, an individual's ability to manage desired and unwanted information, and an individual's ability to choose one course of action based on something that is believed (Averill, 1973; Glass *et al.*, 1973). Goldfried and Merbaum (1973) define Self-control as the ability to regulate, guide, regulate and direct forms of behavior that can lead individuals to positive consequences. Self-control is also defined as the ability of an individual's body and mind to do what should be done, which allows them to make the right choice when there is a temptation even though at that time bad thoughts and ideas arise in their heads.

Self-control classifies into a few sub-terms. *First*, Behavior control. This concept refers to the ability to modify an unpleasant situation, which consists of the ability to control behavior or the ability to determine who can control the situation. If an individual has good behavior control, then he will be able to regulate behavior with his abilities. However, if someone is unable, then someone will use external sources to overcome it. *Second*, cognitive control, this concept refers to a person's ability to process unwanted information by interpreting and assessing something and then integrating an event in a cognitive framework to reduce pressure or what is called psychological adaptation. By doing this assessment, it means that someone is trying to interpret a situation by looking at the positive side of the situation. *Third*, decisional control. This concept is a person's ability to take action based on something that is believed. In making choices, Self-control will function well with the opportunity, freedom, or possibility of choosing some alternative which is sometimes difficult. *Fourth*, Informational Control. This aspect refers to the ability possessed by a person to reduce stress by increasing an individual's ability to predict and prepare for what will happen, by reducing the fear of things that might happen. Information control can help an individual to reduce stress about something that is predicted to happen. *Kelima*, Retrospective control, this concept refers to the person's ability to be sure about what and who caused a stressful event after it happened. An individual may not be able to control everything, but if he tries to modify the experience of stress to reduce anxiety then that is good control. These five basic concepts become a clear theoretical basis for explaining this Self-control decision-making in purchasing (Ajzen, 2002; Whang *et al.*, 2021; Winecoff & Huettel, 2017).

From the Islamic perspective, Self-control is also a normative concept that is most widely referred to in explaining consumer behavior. The function of consumption is not only to fulfill physical needs but also for spiritual needs, so that humans can maximize their human functions as servants of God to get happiness (Khan, 2013). In the Islamic perspective, Self-control is also a normative concept that is most widely referred to in explaining consumer behavior. The function of consumption is not only to fulfill physical needs but also for spiritual needs, so that humans can maximize their human functions as servants of God to get happiness. The main purpose of consumption in Islam is to get closer to God and is based on a clear

principle of control because an individual should only buy enough goods, in order to live adequately. Islam also prohibits wasteful behavior in the use of goods. There is a principle of simplicity in consuming something, namely the attitude of not being excessive and forcing others to shop outside the budget limit. There is a clear relationship between religiosity and virtuous behavior, with a focus on the potential contribution of religion to human efforts to control themselves and become virtuous human beings (Geyer & Baumeister, 2005). In Islamic economics behavior, there is a term known as "*Ishraf*", which means going beyond limits. Doing "*Ishraf*" in speaking or behaving can lead to arrogance, as well as in overspending, which can lead to arrogance.

Some empirical studies have identified the importance of Self-control in behavior and making purchasing decisions for goods and services. Self-control is a prominent piece in consumer research, where it is often conceptualized as abstinence from hedonic consumption. The concept of Self-control is different from impatience and self-regulation (Vosgerau *et al.*, 2020). Self-control level is determined by many things, external side, and internal side. Age is one example of an internal factor that determines the level of self-control. The older a person gets, the better his ability to control himself. The older a person gets, the more he learns to respond to disappointments, dislikes, failures and learns to control them so that this can bring out the ability of Self-control in a person. The external factor that influences Self-control is family. Discipline is one thing that parents can apply to their children because discipline can form a good personality and can control one's behavior. The discipline instilled by parents to children from a young age will develop self-control so that children can properly account for all the actions they take (Tittle *et al.*, 2003). Other findings reveal that moral considerations of self-control, and also the environment, will influence purchasing decisions (Nielsen & Hofmann, 2021). Not only for the consumption of goods but Self-control is positively related to financial behavior and affects decisions in financial transactions (Khoirunnisaa & Johan, 2020).

C. Self-Control and Consumptive Behavior Control

Consumptive behavior has been extensively explored in previous studies in the traditional consumption environment. Studies in this field are very interesting to be explored further, especially among millennials whose emotions are sometimes not stable in reflecting on various phenomena of purchasing goods or services. Young consumers are more likely to be consumptive, less concerned with social issues, and more concerned with appearance. Cobb-Clark *et al.* (2021) concluded that individuals with higher Self-control tend to be consistent with long-term goals, including financial goals. This Self-control has been shown to have a positive relationship and influence on financial behavior (Khoirunnisaa & Johan, 2020).

Although some studies reveal consumptive behavior reflects something bad, this is not always correct. An interesting finding can be seen in (Naeem, 2021) which has revealed how the fear of fear, risk perception, and conformist tendency cause impulsive buying during the COVID-19 pandemic. Fear and concern about survival due to this global health pandemic had made many people think less rationally and make impulse purchases, especially for consumer goods needs through online shopping. Of course, this is natural and not something poor in behavior.

Consumptive behavior level can be influenced by many factors. Self-control is identified as one of the psychological aspects that influence purchasing decisions on goods and services. Previous literature searches have claimed that there is a negative impact of social media of Self-control failures on personal well-being (Zahrai *et al.*, 2022). Another study shows the contribution of Self-control in the case of purchasing goods and services among adolescents and finds that good Self-control to live efficiently contributes to reducing consumptive behavior (Halimatussakdiyah *et al.*, 2019). Self-control and lifestyle have a positive and significant effect on consumptive behavior among students in college (Widiyanti *et al.*, 2022).

There is often a failure in Self-control that causes many teenagers to behave consumptively in purchasing goods and services. This phenomenon exists because many young people imitate the contemporary consumptive lifestyle and attach importance to buying branded goods such as buying make-up, clothes, and other accessories to look trendy. Empirical studies conclude some important findings, such as the significant effect of Self-control on consumptive behavior among college students (Sari *et al.*, 2021), and also a positive relationship between Self-control on online shopping consumptive behaviors simultaneously or partially among college students (Nisa & Arief, 2019). Gender is considered to have differences in self-control. Male adolescents are considered to be more capable of controlling themselves than female adolescents. Ridhayani and Johan (2020) found that female students were 8,806 times more likely to behave consumptively than male students, and female students were 8,806 times more likely to behave consumptively than male students.

Based on the understanding of the literature on consumers behavior and the diversity of previous studies about consumptive behavior, especially among young people, the following are the following hypotheses:

H0: There is no effect of self-control on controlling consumptive behavior in purchasing internet service packages.

H1: There is an effect of self-control on the control of consumptive behavior in purchasing internet service packages.

III. METHOD

A. Design Research

This study is field research that applied a quantitative method with an ex-post facto design. This study aims to examine the causal relationships between Self-control and consumptive behavior control among millennials in purchasing internet service packages. This research was conducted on a group of students who are active in social networking at an Islamic university in West Sumatera, Indonesia in 2022. This case was selected according to research needs to better describe the consumptive behavior of students who are motivated by knowledge of the bad behavior of “wasteful” in Islamic consumer behavior. The cross-sectional data were used in this study to test how far Self-control was able to explain the millennial generation in purchasing internet services for social networking purposes.

B. Population and Sample

The population of this research was students at the State Islamic University of Bukittinggi in the province of West Sumatera, Indonesia, who are active in Social Networking. The population in this study is the millennial group who are relevant to the research needs with the need for a Self-control response to purchasing internet packages to support their various social networking activities. The sample was selected purposively by selecting respondents according to research needs, that is the college student who is in the millennial generation group who is active on various social networking platforms. The purposive sampling method aims to dig deeper into the information and to find the best information directly (Uma & Roger, 2003). The number of samples is determined by referring to the criteria (Rao, 2012) where the quota of respondents is taken at least 97 respondents for the case (significance level of 5% and maximum margin of error 10%). In order to the selected respondents showing the distribution of their knowledge of Islamic consumer behavior, the distribution of respondents is taken in proportion to their majors in Table I.

TABLE I: SAMPLE DISTRIBUTION

Categories (Based on Majors)	Total Population	Sample Calculation
Islamic economics	1269	$(1269/4814) \times 97 = 26$
Syariah banking	1650	$(1650/4814) \times 97 = 33$
Sharia Accounting	516	$(516/4814) \times 97 = 10$
Sharia Tourism	306	$(306/4814) \times 97 = 6$
Hajj and Umrah Management	341	$(341/4814) \times 97 = 7$
Sharia Business Management	732	$(732/4814) \times 97 = 15$
	4814	97 respondents

C. Variables and Measurements

The dependent variable in this research is consumptive behavior control in purchasing internet service packages, and the predictor is self-control. This variable is part of the concept of consumer behavior theory (Keller & Kotler, 2010; Schiffman *et al.*, 2010), in which the indicators for each of these variables were developed for research needs and research object, that is the millennial consumers. To measure variables, respondents are asked for their opinions using a five-point Likert scale, ranging from strongly disagree to strongly agree on sixteen instruments. Reflective indicators are applied to measure the two variables in the model which are then extended to suit the estimation model. the data quality test is carried out completely by looking at the normality, linearity validity, and reliability test. Self-control is measured by three indicators and six reflective indicators which were developed based on the basic concept of consumer behavior (Averill, 1973; Glass *et al.*, 1973; Goldfried & Merbaum, 1973), some propositions from some empirical related studies about consumers behavior of adolescents (Whang *et al.*, 2021), and also the basic concept of Islamic consumers behavior (Khan, 2013). Furthermore, the variable of controlling consumptive behavior was developed from the basic concept of consumptive behavior consisting of three indicators, consist of impulsive purchases, excessive purchases, or the presence of irrational purchases. The development of instrument items is based on the initial concept of consumer behavior (Engel *et al.*, 1995; Kotler & Armstrong, 2018; Mowen & Minor, 1995; Schiffman *et al.*, 2010), and also the diversity of various previous empirical studies that have been widely used in elaborating the consumptive behavior among adolescents (Halimatussakdiyah *et al.*, 2019; Naem, 2021; Nisa & Arief, 2019).

D. Analytical Method

To measure how much Self-control can explain consumptive behavior control in young people, simple linear regression can be applied easily. The independent variable in this study is Self-control and the independent variable used was Consumptive behavior control.

Model can be formulated as (1).

$$Y = \beta_0 + \beta_1 x_1 + \varepsilon \quad (1)$$

where,

Y is Consumptive behavior control

X₁ is Self-control

β_i is parameter estimation

ε is error terms

Causality analysis with Simple linear regression was carried out with a few stages of testing. First, at the measurement model analysis stage, data quality testing is done by assessing reliability and validity. To measure the validity of the instrument items and ensure internal consistency, the validity test method used is Pearson's Product Moment Correlation, namely by ensuring that the correlation value between items meets statistically. Furthermore, to ensure the reliability of the research instrument, the reliability analysis is assessed by Cronbach's alpha. Second, to ensure that the ordinary least squares (OLS) analysis used fulfills the criteria of BLUE (Best Linear Unbiased Estimator), and is statistically feasible, then normality, linearity, and also heteroscedasticity tests are applied in data management. The normality test method used is the One-Sample Komolgorov Smirnov (K-S) method, and the Glejser test is carried out to test for heteroscedasticity. In this study, to determine whether there is a multicollinearity problem, the VIF (variance inflation factory) can be used as a guide. Third, hypothesis testing is carried out by evaluating the results of the analytical model using the F-test, t-test, and R-Squared. F-test was conducted to turn off that the predictor in the model had a simultaneous effect on the dependent variable. t-test are basically used to measure how strong the effect of the independent variables individually on the dependent variable is. Meanwhile, R-Squared is used as a reference to measure how far the model's ability can explain the effect of the independent variable on the variation of the dependent variable.

IV. RESULT AND DISCUSSION

For further analysis on how far Self-control can be a strong predictor of consumptive behavior control among millennials in the case of purchasing internet service packages, the following section is the result and discussion of this research problem.

A. Overview Social Networking

The term social media usually refers to an online medium, where users can easily participate, share, and create content such as web and blogs, social networks, wikis, forums, and virtual worlds. While traditional media uses print or broadcast media to convey information, social media uses the internet to turn communication into interactive dialogue. Social media is currently built with internet-based applications that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). Social media attracts anyone interested in participating by giving contributions and feedback openly, and also sharing information in a fast and unlimited time.

One of the most common forms of social media used by teenagers around the world is Social Networking. It refers to the use of internet-based social media that can build networks with friends, family, colleagues, or customers. Social networking can be used widely, for social purposes or business, through sites like Facebook, Twitter, Instagram, Pinterest, and others. Along with the advancement of internet technology and technology for mobile phones, interactions in social networking are also growing rapidly. To access social networking, it can be done anywhere and anytime using only a smartphone.

The need to be active in social networking makes most teenagers lose their Self-control in making decisions about purchasing internet service packages. This condition tends to be overburdened by their financial capabilities, which predominantly still rely on pocket money from their parents. (APJII), (2022) revealed that 210.026.769 people out of a total population of 272.682.600 Indonesians (77.02%) in 2021, have access to the internet. Students are the group with the highest penetration of internet services, which is 99.26%. In addition to the need to work or study from home, this access is dominated by the need for social media such as to access Facebook, Whatsapp, Telegram, Line, Twitter, Instagram, Youtube, and others.

B. Descriptive Analysis

Table II below describes the frequency distribution of the characteristic social demographic of respondents in the study. Based on Table II, it was identified that 73.19% of the total respondents in this study were female students. Most of the respondents are young people aged 19-21 years, who are in their third year of undergraduate programs with a pocket in the range of 2.000.001–3.000.000 IDR per month.

TABLE II: DEMOGRAPHIC INFORMATION OF RESPONDENTS

Characteristic	Description	Frequency	(%)
Gender	Male	26	26.80
	Female	71	73.19
Total		97	100.00
Age (Years)	<19	2	2.06
	19-21	77	79.38
	>21	18	18.56
Total		97	100.00
Pocket Money (IDR per month)	≤ 1.000.000	2	2.06
	1.000.001-2.000.000	15	15.46
	2.000.001-3.000.000	53	54.64
	>3.000.000	27	27.83
Total		97	100.00

C. Testing of Normality, Linearity, and Heteroscedasticity

The results of the normality test showed that the data were normally distributed, which can be seen with the One-Sample Kolmogorov-Smirnov, of 0.081 (Asymp. Sig. (2-tailed) = 0.124). This value proves that the residual value generated from the regression is normally distributed and this regression model fulfills the assumption of normality. To determine whether two variables have a linear relationship or not, a linearity test is carried out. The results of the linearity test show that the significant value in the deviation from the linearity table is 0.000 (Sig. 0.831). So, the relationship between these two variables is linear, and OLS can be used to estimate these two variables.

Furthermore, to ensure that the regression model does not have symptoms of heteroscedasticity, the Glejser test is applied in this model, by regressing the independent variable to the absolute residual value. The results of the heteroscedasticity test show that the significance value for each of the estimation coefficients in the model is 0.506 (p-values > 0.05). Thus, it can be concluded that the heteroscedasticity symptom is not present in the estimation model, thus, there are no variance and residual inequalities for all observations in the linear regression model in this study.

D. Testing Validity and Reliability

The results of the reliability and validity tests for the instrument items in the questionnaire are shown in Table III and Table IV.

TABLE III: VALIDITY AND RELIABILITY TEST (FOR VARIABLE OF CONSUMPTIVE BEHAVIOR CONTROL)

Code	Item Description	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Impulsive purchases			
CB11	Consider your needs before shopping	0.747	0.920
CB12	I didn't buy things right away the first time I saw them	0.768	0.919
Excessive purchases			
CB21	I don't want to overspend	0.740	0.920
CB22	Self-control in buying something is very important	0.608	0.927
Irrational purchases			
CB31	I buy things to fulfill a need, not just for fun	0.694	0.919
CB32	I make the best use of pocket money	0.731	0.927

TABLE IV: VALIDITY AND RELIABILITY TEST (FOR VARIABLE FOR SELF-CONTROL)

Code	Item Description	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Behavior control			
SC11	always be careful in considering actions in shopping	0.638	0.918
SC12	buying internet quota according to needs	0.654	0.920
Cognitive control			
SC21	refrain from being wasteful in using the internet quota	0.687	0.917
SC22	Always limit yourself in buying internet quota	0.667	0.920
Decisional control			
SC31	I will not make a rash purchase decision	0.787	0.921
SC32	I always delay buying internet quota if it's not urgent	0.759	0.918
Informational Control			
SC41	Always manage the spending so it's not wasteful	0.724	0.922
SC42	I look for information first before making a purchase	0.745	0.919
Retrospective control			
SC51	always listen when parents forbid excessive shopping	0.706	0.921
SC52	Understand that if you buy too much internet quota, you can harm yourself	0.728	0.922

As in Table III and Table IV, the result of Cronbach's alpha for each variable in the model fulfills feasible statistically. Hair *et al.*, (1998) stated that a variable is categorized as reliable if Cronbach's alpha > 0.60. Thus, the constructs measured were statistically reliable, so they can be continued for further regression analysis. Instrument items are also statistically valid because the Corrected Item Total Correlation exceeds 0.3. It can be seen that the level of reliability (Cronbach's alpha) for the variable Self-control and consumptive behavior control are 0.922 and 0.927 respectively.

E. Results of the Simple Linear Regression.

The results of the causal relationships between Self-control and Consumptive Behavior Control can be shown in Table 5.

TABLE V: RESULT OF SIMPLE LINEAR REGRESSION

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.680	3.628	-	1.841	0.069
Self-control	0.568	0.039	0.832	14.608	0.000

Dependent Variable: Consumptive Behavior Control

Based on the results of the regression above, a functional equation can be formulated as (2).

$$CB = 6.680 + 0.568 SC + \varepsilon \quad (2)$$

where,

F-test = 213.406 (Sig.0.000)

R-Square = 0.692

Adjusted R-Square = 0.689

Note: CB is Consumptive Behavior Control, SC is Self-control, α is constant, β_i is estimation coefficient and ε is Error term.

F. Testing of Hypotheses

As shown in the ANOVA test results in Table VI, the F-test value is 213.406 (Sig. 0.000). These results ensure that independent variables included in the model have a simultaneous effect on the dependent variable so that the regression model used is correct and can be used to predict more further.

TABLE VI: RESULT OF F-TEST

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5301.392	1	5301.392	213.406	0.000
Residual	2359.968	95	24.842	-	-
Total	7661.361	96	-	-	-

Dependent Variable: Consumptive Behavior Control

Predictors: (Constant), Self-control

The feasibility of the estimated coefficient, which is the basis for measuring the influence of the independent variable individually on the dependent variable, can be referred to in table 5. The estimation coefficient for Self-Control is 0.568 (p-value = 0.000), so it can be concluded that Self-control has a significant positive effect on consumptive behavior control.

Next, to measure how far Self-control can clarify the variations in Consumptive Behavior Control, can be guided by the R-Square. The results show that the coefficient of determination (R-Square) is 0.692 and the Adjusted R-Square is 0.689. So, the reliability of Self-control in explaining the achievement of Consumptive Behavior Control is 68.9%. This implies that Self-control can be a predictor for consumptive behavior control at a moderate level.

TABLE VII: RESULT OF R-SQUARE

Regression Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.832 ^a	0.692	0.689	4.984

Predictors: (Constant), Self-control

Dependent Variable: consumptive behavior control

G. Discussion

Based on the findings, it can be concluded that Self-control is a fairly good predictor in explaining consumptive behavior control. Based on the case analyzed, that is the millennial behavior in purchasing internet service packages, it is observed that the direct effect of Self-control on the consumptive Behavior Control is 0.568 (p-value = 0.000). The hypothesis in this study, (H1: Self-control will have a positive effect on consumptive behavior choosing e-money prepaid software), is acceptable. The increasing of Self-control

in the group of young people can definitely control their consumptive behavior. With this finding, it can be ascertained that there is a direct significant effect between Self-control on Consumptive behavior control.

This study has proved the existence of consumptive behavior among millennials in purchasing goods and services. This behavior is also revealed in purchasing internet service packages, even though in the previous empirical studies this field of this issue has been more intensively implemented in the cases of purchasing goods (Hayati *et al.*, 2020; Naeem, 2021; Ridhayani & Johan, 2020; Tania *et al.*, 2022). Actually, young people are the captive market which is characterized as an unstable emotional customers and easily influenced. What they are observed, or what they are considered can support their lifestyle, that's what they purchased. Obsessions to show their own lifestyle and the weaknesses of those who like to imitate many idol artists, cause consumptive behavior to always exist in their consumption behavior.

Through this empirical study, the relationship between Self-control and Consumptive Behavior has also been further elaborated. This study provides a variety of results from similar studies that have described the relationship between Self-control and Consumptive Behavior Control. Some previous studies on the relationship between Self-control and Consumptive Behavior Control (Halimatussakdiyah *et al.*, 2019; Nisa & Arief, 2019; Sari *et al.*, 2021; Widiyanti *et al.*, 2022), have been further elaborated on a more specific case, that is among millennial Muslims who are active in social networking. The findings of this study are also in line with previous empirical findings, which were previously analyzed in different cases. Thus, these findings strengthen similar studies that have examined the relationship between these behavioral variables.

If it is associated with the concept of Islamic Consumers Behavior, these findings provide some implications that may not have been exposed optimally. Revealing the existence of Self-control and consumptive behavior control in the millennial Muslim group with a good background in knowledge of Islamic economics, but then fading along with the rapid acceleration of social media, this is something unique. When this theoretical concept is applied to a group of Muslim teenagers who are active in Social Networking, it is clear that if they are aware of how bad wasteful and consumptive behavior is, then this finding is the answer. Self-control will reduce consumptive behavior, if only these young people understand the importance of avoiding purchasing something that is not useful. Unless they use their Social Networking for business purposes, then the answer will be different again.

Self-control has an important role in the process of forming adolescent consumption behavior. This age range is a period of transition and searches for identity, where adolescents experience a process of formation in their behavior, where adolescents seek and strive to achieve an ideal self-pattern, this causes adolescents to be easily influenced by various things. Muslim Millennials should be simple in behaving and consuming something, not excessive but not lacking. With self-control, an individual can limit the amount of consumption and avoid "Ishraf", which is prohibited in Islamic Thought. Of course, the determinants of this consumptive behavior will be more diverse and develop along with the diversity of the latest empirical findings. At least, this study has enriched the results of research in the field of consumer behavior among young Muslims.

V. CONCLUSION

This finding has revealed that Self-control is a predictor of Consumptive behavior control in the Muslim millennial. The better the self-control of young people, the more they increase their self-control on Consumptive Behavior, especially for purchasing something that is less useful. This finding contributes to enriching studies on consumer behavior in the Islamic perspective. Self-control is a shield for a Muslim in making every decision in life, including in terms of making purchasing decisions. When a Muslim consumer is faced with various alternative choices in buying a product, then in this case he must be able to distinguish between needs and wants. It would be better in making purchasing decisions based on needs not just on desires to avoid consumptive behavior. This finding has also provided practical implications for education practitioners who observe the behavior of young people, so that they can enrich studies in line with developing theories of consumer behavior that are growing rapidly with changing times. Future research can be directed to more intense studies on consumptive behavior and its relation to neuro-marketing because research in the field of psycho-economy is always interesting to discuss along with the development of social media.

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