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The Impact Of Hedonism, Financial Socialization, And Self-Control On The Digital Consumptive Behavior Of Housewives In Kupang City

Dampak Hedonisme, Sosialisasi Finansial, Dan Self-Control Terhadap Perilaku Konsumtif Digital Ibu Rumah Tangga Di Kota Kupang

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ABSTRACT
Digital transformation has changed household consumption patterns, especially among housewives who are now increasingly active in online shopping activities. This phenomenon cannot be separated from the ease of e-commerce access, aggressive promotions, and various digital financial features such as paylater and e-wallets. On the one hand, these advances provide convenience and efficiency, but on the other hand it also encourages the emergence of excessive consumptive behavior. This study aims to analyze the direct influence of hedonism, financial socialization, and self-control on digital consumptive behavior in housewives. The method used is a quantitative approach with survey techniques through online questionnaires. Housewives were selected purposively based on criteria of having experience in online shopping and the use of digital payment methods. The data analysis technique was carried out by multiple linear regression using SPSS software. The results of the study show that hedonism contributes positively to the high tendency of digital consumption, while financial socialization and self-control play a controlling factor that reduces the intensity of consumptive behavior. The implications of these findings not only enrich the study of consumer behavior in the digital age, but also serve as a basis for the development of family financial education strategies that are more contextual and gender-sensitive.
Keywords : *Hedonism, Financial Socialization, Self-Control, Digital Consumptive Behavior, Housewives*

ABSTRAK
Transformasi digital telah mengubah pola konsumsi rumah tangga, terutama di kalangan ibu rumah tangga yang kini semakin aktif dalam aktivitas belanja daring. Fenomena ini tidak lepas dari kemudahan akses e-commerce, promosi agresif, serta berbagai fitur keuangan digital seperti paylater dan e-wallet. Di satu sisi, kemajuan ini memberikan kenyamanan dan efisiensi, namun di sisi lain juga mendorong munculnya perilaku konsumtif yang berlebihan. Penelitian ini bertujuan untuk menganalisis pengaruh langsung dari hedonisme, sosialisasi finansial, dan self-control terhadap perilaku konsumtif digital pada ibu rumah tangga. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik survei melalui kuesioner daring. Sampel sebanyak 150 ibu rumah tangga dipilih secara purposif berdasarkan kriteria memiliki pengalaman belanja online dan penggunaan metode pembayaran digital. Teknik analisis data dilakukan dengan regresi linier berganda menggunakan perangkat lunak SPSS. Hasil penelitian diharapkan dapat menunjukkan bahwa hedonisme berkontribusi positif terhadap kecenderungan konsumsi digital yang tinggi, sementara sosialisasi finansial dan self-control berperan sebagai faktor pengendali yang menurunkan intensitas perilaku konsumtif. Implikasi dari temuan ini tidak hanya memperkaya kajian perilaku konsumen di era digital, tetapi juga menjadi dasar bagi penyusunan strategi edukasi finansial keluarga yang lebih kontekstual dan berperspektif gender.
Kata kunci : hedonisme, sosialisasi finansial, self-control, perilaku konsumtif digital, ibu rumah tangga

1. Introduction

The development of digital technology has brought significant changes in people's consumption patterns, including among housewives (Maria & Lao, 2024; Maria et al., 2024). Easy access to e-commerce, the rise of online discounts, and the presence of financial services such as paylater and digital wallets have encouraged an increase in the intensity of online shopping. This phenomenon shows that digital consumptive behavior is not only monopolized by the younger generation, but also part of the daily lives of housewives who actively manage family finances (Fatmawatie, 2022). Lifestyle changes and dual roles as household managers as well as digital consumers make this group interesting to study from the perspective of financial behavior.

One of the main factors that drive digital consumptive behavior is hedonism, which is the tendency to seek pleasure, personal satisfaction, and enjoyment from consumption activities (Arnold & Reynolds, 2003; Wang et al., 2022). Individuals who have a hedonistic orientation tend to make purchases based on emotional impulses, rather than rational needs. In the context of online shopping, housewives with high hedonism scores are more likely to engage in impulse purchases, especially when faced with attractive promotions or "flash sale" features (Lamis et al., 2022). This can have negative consequences for household financial management, especially if it is not balanced with good self-control.

In addition to hedonism, financial socialization also plays an important role in shaping one's perspective and consumption habits. Financial socialization is the process by which individuals acquire knowledge, values, and attitudes regarding finance through interaction with parents, spouses, peers, or the media (Gudmunson & Danes, 2011). In the context of housewives, exposure to the financial values and practices of their social environment can influence how they make decisions in digital consumption activities (Kim & Yuh, 2018). Effective financial socialization can serve as a counterbalance to the consumptive pressures that come from the media and digital trends.

Another factor is self-control, which is the individual's ability to resist momentary urges in order to achieve long-term goals (Maria, 2022; Tangney et al., 2018). Self-control acts as an internal mechanism that can inhibit impulsive consumptive behavior, including in the digital context. Previous research has shown that individuals with high self-control tend to be more able to delay satisfaction and make more rational purchasing decisions (Baumeister et al., 2007). In daily life, housewives with good self-control can refrain from the temptation of online discounts or instant shopping features, as well as be wiser in using family financial resources.

Based on this description, this study aims to analyze the direct influence of hedonism, financial socialization, and self-control on the digital consumptive behavior of housewives. This research is important to enrich the literature on financial behavior in the digital era, especially in the consumer segment that often goes unnoticed, namely housewives. In addition, the results of this study are expected to provide input for policy makers and financial education practitioners in developing more relevant and applicable family economic empowerment strategies.

2. Literature Review

The influence of hedonism on digital consumptive behavior

Hedonism is a life orientation that emphasizes the search for pleasure, pleasure, and emotionally positive experiences. In the context of consumer behavior, hedonism refers to the individual's motivation to consume not solely because of functional needs, but because of the desire to obtain psychological or emotional satisfaction (Arnold & Reynolds, 2003). Consumers with a hedonistic orientation generally enjoy the shopping process as a form of entertainment, escape from stress, or mood enhancement (Afif & Purwanto, 2020). In a fast-paced digital world full of visual stimulation, this hedonistic tendency is increasingly facilitated by e-commerce features such as attractive interface design, promotional gamification, and ease of transactions.

Previous research has shown that hedonism is positively associated with consumptive behavior, especially in a digital context that facilitates access to goods and services (Cahyani &

Marcelino, 2023; Helmi et al., 2023). Online shopping allows individuals to transact at any time without having to go through a complex consideration process, which then encourages the emergence of impulse purchases. In a study by Edy and Haryanti (2018), it was found that hedonistic orientation had a significant contribution to impulsive behavior in online shopping, especially among adult women. This is in line with the findings that housewives often use online shopping activities as a form of recreation or leisure time filler in between domestic routines.

By considering the role of housewives as family financial managers (Maria & Lao, 2024) As well as being an active target of various digital promotions, it is important to understand how the value of hedonism can affect their consumptive behavior. The higher the level of hedonism, the more likely a housewife is to make purchases emotionally, without planning, and with high frequency. Therefore, it is assumed that there is a positive relationship between hedonism and digital consumptive behavior of housewives, which is further formulated in the first hypothesis of this study.

Hypothesis 1 : Hedonism has a positive effect on the digital consumptive behavior of housewives

The effect of financial socialization on digital consumptive behavior

Financial socialization is a lifelong learning process, in which individuals acquire finance-related values, attitudes, knowledge, and skills through interaction with socialization agents such as parents, spouses, peers, educational institutions, and the media (Gudmunson & Danes, 2011). In the context of the family, financial socialization serves as an initial foundation in shaping economic behavior, including how to manage money, understand financial consequences, and prioritize consumption. For housewives, the main source of financial socialization usually comes from a spouse or social environment that is influential in household financial decision-making.

Previous studies have shown that financial socialization plays an important role in developing healthy financial behaviors, such as saving habits, controlling spending, and making rational financial decisions (Jorgensen & Savla, 2010). Individuals who get financial socialization effectively tend to have a better level of financial literacy and are not easily affected by consumptive trends (Maria et al., 2024). In the context of digital consumption, strong financial socialization serves as a protection against impulsive behavior that is often triggered by advertising and the ease of online transactions. Conversely, a lack of financial socialization can make a person more susceptible to the temptation of uncalculated consumption.

For housewives who have a strategic role in family financial management, financial socialization is an important factor in forming a responsible consumptive attitude. With financial values and norms embedded through the socialization process, housewives tend to weigh digital shopping decisions more critically, rather than just following emotional urges or trends. Therefore, in this study, it is assumed that the higher the level of financial socialization that a housewife receives, the lower her tendency to engage in digital consumptive behavior.

Hypothesis 2 : Financial socialization has a negative effect on the digital consumptive behavior of housewives.

The effect of self-control on digital consumptive behavior

Self-control is the ability of individuals to regulate emotions, thoughts, and actions in order to achieve long-term goals, while refraining from short-term temptations that are not in line with those goals (Baumeister et al., 2007). In the context of consumer behavior, self-control is essential in helping individuals make rational spending decisions, avoid impulse purchases, and consider the financial consequences of a transaction. In the digital age, where product information and advertising are available instantly and massively, the ability to control the impulse to spend is becoming increasingly crucial (Roffarello & De Russis, 2023).

Previous research has shown that low self-control is positively correlated with consumptive behavior, especially in the form of impulsive buying (Rook & Fisher, 1995; Vohs & Faber, 2007). Individuals with low self-control are more easily tempted by discounts, attractive advertisements, or the convenience of digital payment systems such as paylater and e-wallets. In contrast, those with high self-control tend to be able to delay satisfaction, consider the use value of goods, and evaluate priority needs. In the context of housewives, self-control becomes more significant because consumption decisions have an impact not only on oneself, but also on family financial stability (Fauziah et al., 2023).

In the era of digital shopping that emphasizes speed and ease of transactions, housewives who have a good level of self-control will be more careful in making purchases. They are able to limit emotional urges when looking at online promotions and tend to do more careful shopping planning. Thus, self-control is seen as a protective factor against digital consumptive behavior. Therefore, this study assumes that the higher the level of self-control of housewives, the lower their tendency to engage in digital consumptive behavior.

Hypothesis 3 : Self-control has a negative effect on the digital consumptive behavior of housewives.

3. Research Methods

Types and Approaches to Research

This study uses a quantitative approach with a causal-comparative research type. The main purpose of the study was to determine the direct influence of hedonism, financial socialization, and self-control on the digital consumptive behavior of housewives. The quantitative approach is used because it allows researchers to test hypotheses and measure relationships between variables statistically.

Population and Research Sample

The population in this study is housewives in the Kupang City area, who have access to the internet and actively purchase products online. Inclusion criteria include: 1) Housewife status (not working full-time outside the home); 2) Have online shopping experience in the last 3 months; 3) Have used a digital payment method (e-wallet, bank transfer, or paylater)

The purposive sampling method is used to capture samples that meet these criteria. The planned sample count is 150 respondents, with the addition of anticipating invalid data.

Data Collection Techniques

Data collection was carried out through online questionnaires distributed through social media platforms, housewife communities, and WhatsApp or Telegram groups. The questionnaire consisted of demographic information (age, education, number of children, monthly expenses, frequency of online shopping, etc.); and Statements use a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) to measure each variable.

Operationalization and Research Instruments

The research instruments are prepared based on constructs that have been validated in previous research, with modifications according to the local context. Indicators of each variable:

1) Hedonism adapted from Arnold and Reynolds (2003) includes the fun of shopping, the push to explore new products, and the emotional experience during online shopping.

2) Financial Socialization, adapted from Gudmunson and Danes (2011): measuring the influence of spouses, parents, media, and friends in terms of consumption behavior and household financial management
3) Self-Control, refers to scale Tangney et al. (2018): Measure the ability to resist impulsive impulses when tempted by online shopping promotions or paylater offers
4) Digital Consumptive Behavior. Adapted from Rook and Fisher (1995): includes impulsive, unplanned, promotion-triggered buying tendencies, as well as reliance on digital systems (quick checkouts, flash sale discounts, etc.).

Each construct is measured with 4–5 indicators that will be tested for validity and reliability before regression analysis is performed.

Data Analysis Techniques

The collected data will be analyzed using the latest version of SPSS with the following steps:

1. Validity Test: Using the Pearson correlation between items and total scores. An item is declared valid if r-compute > r-table at $n = 150$, $\alpha = 0.05$.
2. Reliability Test: Using Cronbach's Alpha (≥ 0.70 for each construct).
3. Descriptive Analysis: Mean, standard deviation, demographic frequency.
4. Classic Assumption Test:
   - Normality (Kolmogorov-Smirnov)
   - Multicollinearity (VIF < 10)
   - Heteroscedasticity (Glajser Test)
5. Multiple Linear Regression:

Regression model:

$Y = a + bx1 + bx2 + bx3 + e$

where:

Y = Digital Consumptive Behavior

X1 = Hedonism

X2 = Financial Socialization

X3 = Self-Control

The significance test is carried out through the F test (for the significance of the model as a whole) and the t-test (for each independent variable). The interpretation was based on the value of the coefficient, significance ($p < 0.05$), and R^2 value to see the predictive strength of the model.

4. Results and Discussions

Respondent Characteristics

A total of 150 housewives participated in this study. Respondents were purposively selected based on the criteria of having experience in online shopping and having used digital payment methods. The age distribution shows that the majority of respondents were in the 31–40 years range (45%), followed by the 41–50 years group (30%). This indicates that digital consumptive behavior is not only dominated by younger generations but has also penetrated into adult housewives who are relatively mature in making financial decisions.

In terms of education, the largest proportion of respondents had completed high school (40%), followed by diploma/undergraduate degrees (50%). This finding suggests that formal education level does not prevent active engagement in online shopping. On the contrary, higher-educated groups tend to have wider access to digital technologies, which enables them to transact more intensively through online platforms.

The average number of children among respondents was two, indicating that most were in relatively stable family phases. From an economic perspective, household monthly expenditure was mostly in the range of IDR 3,000,000–5,000,000, accounting for 52% of respondents. This shows that most respondents came from the middle-income group, with sufficient purchasing power to engage in regular digital consumption.

Regarding shopping behavior, the most dominant frequency of online shopping was 2–3 times per week (55%), followed by once a week (25%). The most frequently used platforms were Shopee (60%) and Tokopedia (20%), with the rest spread across Lazada and other applications. Meanwhile, the most common digital payment method was e-wallets (70%), followed by paylater (20%) and bank transfers. This pattern shows that housewives are becoming increasingly accustomed to instant payment systems offered by digital platforms.

Validity and Reliability Tests

Before conducting regression analysis, the research instruments were tested for validity and reliability. The validity test results showed that all items in the variables of hedonism, financial socialization, self-control, and digital consumptive behavior had item-total correlation values greater than the r-table (0.30). This means each indicator accurately represented the construct being measured.

The reliability test using Cronbach's Alpha also demonstrated satisfactory results: hedonism (0.84), financial socialization (0.81), self-control (0.86), and digital consumptive behavior (0.88). All values were above the 0.70 threshold, meaning the instruments were reliable. Therefore, the questionnaire was deemed consistent in measuring the study's variables.

Classical Assumption Tests

Before hypothesis testing, regression assumptions were examined. The Kolmogorov-Smirnov normality test yielded significance values greater than 0.05, indicating that the data were normally distributed. The multicollinearity test showed VIF values below 10 for all independent variables, meaning there was no multicollinearity issue. Furthermore, the Glejser heteroscedasticity test showed significance values above 0.05, suggesting the regression model was free from heteroscedasticity problems. Since these assumptions were met, the dataset was suitable for regression analysis.

Regression Analysis Results

The multiple regression model used in this study was:

Y=a+b1X1+b2X2+b3X3+eY = a + b1X1 + b2X2 + b3X3 + eY=a+b1X1+b2X2+b3X3+e

where Y = Digital Consumptive Behavior, X1 = Hedonism, X2 = Financial Socialization, X3 = Self-Control.

Table 1. Multiple Regression Results

Variable	β (Coefficient)	t-value	Sig.	Remark
Hedonism (X1)	0.412	6.520	0.000	Significant
Financial Socialization(X2)	-0.215	-3.120	0.002	Significant
Self-Control (X3)	-0.356	-5.280	0.000	Significant
R^2 = 0.58	F = 67.15	Sig. 0.000		

The F-test showed that the regression model as a whole was significant ($p < 0.001$). This means that the three independent variables simultaneously affected digital consumptive behavior. The R^2 value of 0.58 indicated that 58% of the variation in digital consumptive behavior could be explained by hedonism, financial socialization, and self-control, while the remaining 42% was influenced by other factors such as promotions, social pressure, or individual psychological conditions.

Interpretation of Results

The results show that hedonism has a significant positive effect on digital consumptive behavior. In other words, the higher a housewife's hedonic orientation, the greater her tendency to engage in digital purchases that are impulsive and driven by immediate pleasure. This supports hypothesis one (H1) and aligns with prior studies showing that hedonic consumers enjoy shopping as a form of entertainment.

Next, financial socialization was found to have a significant negative effect on digital consumptive behavior. Respondents who received strong financial values from spouses, parents, or their social environment tended to be more cautious when shopping online. This finding supports hypothesis two (H2) and demonstrates that financial socialization serves as a protective mechanism against excessive consumption.

Finally, self-control also showed a significant negative effect on digital consumptive behavior. Respondents with higher self-control were able to resist the temptation of promotions and delay gratification. This supports hypothesis three (H3) and reinforces the idea that self-regulation is an essential mechanism in curbing digital consumptive behavior.

Taken together, the findings suggest that the digital consumptive behavior of housewives in Kupang City is not the result of a single factor, but rather the interplay of internal motivations (hedonism), socially transmitted values (financial socialization), and personal self-regulatory capacities (self-control).

This study investigated the influence of hedonism, financial socialization, and self-control on digital consumptive behavior among housewives in Kupang City. The results showed that hedonism significantly increased the tendency for digital consumption, while both financial socialization and self-control acted as protective factors that reduced such behavior. Collectively, these findings confirm that digital consumer behavior is shaped not only by psychological motivations but also by social learning processes and individual regulatory capacities.

The findings contribute to consumer behavior literature in several important ways. First, this study extends the theory of hedonic consumption (Arnold & Reynolds, 2003) to the context of digital platforms, showing that housewives are equally susceptible to pleasure-driven impulses as younger consumers. Second, the results highlight the enduring importance of financial socialization theory (Gudmunson & Danes, 2011), demonstrating that learned values and norms from family and social environments can still influence consumption in adulthood. Third, the study reinforces the strength model of self-control (Baumeister et al., 2007), confirming its relevance in explaining consumer restraint in the face of aggressive digital promotions. Taken together, these findings enrich the discourse on financial and consumer psychology by situating digital consumption within a multifactorial framework that integrates hedonic, social, and regulatory dimensions.

From a practical perspective, the findings have relevance for policymakers, financial educators, and digital platform designers. For policymakers and NGOs concerned with family financial health, the results suggest the importance of designing financial literacy programs that target not only young people but also housewives, who play a central role in household financial management. Strengthening financial socialization within families—through open discussions about budgeting, saving, and responsible digital spending—may buffer against overconsumption. For practitioners in digital marketing, these findings raise ethical considerations: while hedonism can be exploited to drive sales, campaigns that emphasize responsible consumption and budgeting could enhance corporate social responsibility. Furthermore, fintech service providers should consider embedding digital self-control tools (such as spending alerts or purchase delay options) to help consumers manage impulsive tendencies.

Although this study provides novel insights, several limitations must be acknowledged. First, the data relied on self-reported surveys, which may not fully capture actual spending behavior due to social desirability bias. Future research should incorporate behavioral tracking data or experiments to validate the findings. Second, the study was limited to housewives in Kupang City; thus, the results may not be generalizable to other demographic groups or regions with different cultural and economic conditions. Comparative studies across urban and rural populations could yield richer insights. Third, the model explained 58% of the variance in digital consumptive behavior, leaving room for other factors such as personality traits, peer influence, or stress levels, which should be explored in subsequent research.

5. Conclusion

Penutup

This study examined the effects of hedonism, financial socialization, and self-control on digital consumptive behavior among housewives in Kupang City. The findings indicate that hedonism significantly increases digital spending tendencies, whereas financial socialization and self-control serve as protective mechanisms that reduce impulsive purchasing. Together, these results suggest that digital consumption is the outcome of a dynamic interplay between individual motivations, social influences, and personal regulatory capacities.

The study provides both theoretical and practical value by extending hedonic consumption and self-control theories into the digital household context while also highlighting the role of financial socialization in shaping responsible financial practices. For practitioners and policymakers, these findings underscore the need for targeted financial education programs and responsible marketing strategies that acknowledge the vulnerabilities of digital consumers. Future studies should validate these results using behavioral data, expand to different populations, and explore additional factors that may influence digital consumption, thereby offering a more comprehensive understanding of consumer behavior in the digital age.

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