

THE EFFECTS OF SOCIAL MEDIA EXPOSURE, HEDONIC SHOPPING MOTIVATION, AND TRUST IN E-COMMERCE PLATFORMS ON GENERATION Z'S ONLINE CONSUMPTIVE BEHAVIOR IN THE CITY OF MEDAN

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Abstract

The development of digital technology and the rapid growth of e-commerce have significantly transformed consumer behavior, particularly among Generation Z, who are highly connected to social media. Exposure to promotional content, digital trends, and the convenience of online transaction has the potential to encourage impulsive and hedonic shopping behavior. This study aims to analyze the influence of social media exposure, hedonic shopping motivation, and trust in e-commerce platforms on the online purchasing behavior of Generation Z in Medan City. This study employs a quantitative approach using a survey method. Primary data were collected through the distribution of questionnaires to Generation Z individuals who actively use social media and engage in online shopping. Data analysis was conducted using statistical techniques, including descriptive analysis as well as partial and simultaneous hypothesis testing. The results indicate that social media exposure, hedonic shopping motivation, and trust in e-commerce platforms have a positive and significant effect on the consumptive behavior of Generation Z, both partially and simultaneously. These findings suggest that higher level of social media exposure, hedonic shopping motivation, and trust in e-commerce platforms are associated with a stronger tendency toward online purchasing behavior among Generation Z in Medan City.

Keywords: Social Media Exposure, Hedonic, Trust, Consumptive Behavior, Generation Z.

INTRODUCTION

The rapid advancement of digital technology has significantly transformed various aspects of human life, including communication patterns, information access, and consumption behavior. One of the most prominent developments in the digital era is the expansion of e-commerce, which enables consumers to conduct buying and selling transactions electronically through internet-based platforms (Muallif 2022). The integration of digital technology into commercial activities has made online shopping more accessible, efficient, and convenient for consumers.

In Indonesia, the growth of e-commerce has shown a consistent upward trend in recent years. Data from Bank Indonesia indicate a significant increase in e-commerce transaction values, reflecting the growing dependence of society on digital purchasing systems. In addition, the increasing number of active e-commerce users demonstrates that online shopping has become an integral part of consumer lifestyles in Indonesia. This rapid development is closely related to the expansion of social media usage, which functions not only as a communication platform but also as a marketing and promotional medium.

Social media has evolved into a powerful digital environment that allows businesses to interact directly with consumers through visual content, advertisements, and influencer endorsements. For many users, social media is no longer limited to social interaction, and

become a primary source product information and shopping inspiration. Continuous exposure to promotional content and digital trends on social media platforms can shape consumer perceptions and encourage purchasing decisions (Mustomi and Puspasari 2020); (Siregar et al. 2024). Research also indicates that intensive social media exposure is positively associated with consumptive tendencies among young consumers (Gunawan, Audrianto, and Wuisan 2023); (Hidayat and Valentina 2022).

Generation Z, defined as individuals born between 1997 until 2012, represented one of the largest demographic groups in Indonesia and plays a crucial role in driving digital consumption. According to data from (Badan Pusat Statistik 2025), the number of Generation Z individuals in Medan City reached approximately 572,714 in 2024, indicating a substantial potential market for online shopping activities. Ad digital natives, Generation Z is highly familiar with technology and spends a significant amount of time interacting with social media and online platforms. This high level of digital engagement increases their exposure to marketing content and online shopping opportunities.

The consumption behavior of Generation Z is often characterized by impulsive purchasing, emotional decision-making, and the tendency to prioritize desire over necessity (Harahap, Marpaung, and Asengbaramae 2023). Online shopping activities are frequently perceived as a form of self-reward and entertainment rather than merely fulfilling functional needs (Yahya et al. 2023); (Hidayat, Hoki, and Stanley 2025). The convenience offered by e-commerce platforms further reduces barriers to purchasing, making transactions faster and more spontaneous.

Several factors are believed to influence the consumptive behavior of Generation Z in online shopping. Social media exposure plays a significant role in stimulating purchase intentions through repetitive and persuasive digital content (Humaam 2024). Hedonic shopping motivation encourages individuals to engage in shopping activities for pleasure, enjoyment, and emotional satisfaction (Ali et al. 2024). In addition, trust in e-commerce platforms including transaction security, service reliability, and product authenticity reduces perceived risk and increases consumers willingness to make repeated online purchases (Napitupulu and Supriyono 2023).

Medan City, as one of Indonesia's metropolitan areas with rapid digitalization and a large Generation Z population, provides a relevant context for examining the phenomenon of online consumptive behavior. Despite the increasing use of e-commerce and social media, empirical research focusing specifically on the combined influence of social media exposure, hedonic shopping motivation, and trust in e-commerce platforms on Generation Z's consumptive behavior in Medan City remains limited. Therefore, this study aims to analyze the influence of social media exposure, hedonic shopping motivation, and trust in e-commerce platforms on the consumptive behavior of Generation Z in online shopping in Medan City.

LITERATURE REVIEW

Consumptive Behavior

Consumptive behavior refers to a tendency to purchase goods or services excessively without rational consideration of actual needs. This behavior is generally driven by emotional impulses rather than functional necessity (Wardani and Anggadita 2021). (Purwati, Pristiyono, and Halim 2023) also said in the context of modern society, consumptive behavior has increasingly become part of lifestyle, particularly among young consumers who prioritize desire over need.

Generation Z shows a high tendency toward consumptive behavior due their close attachment to digital technology and online platforms. Online shopping activities are often motivated by emotional satisfaction, self-reward, and the pursuit of pleasure rather than rational decision-making (Harahap, Marpaung, and Asengbaramae 2023). The ease of access to e-commerce platforms further intensifies this behavior, making purchases more spontaneous and less controlled.

Social Media Exposure

Social media exposure refers to intensity and frequency of individuals interaction with digital platforms used for communication, information sharing, and promotion. Social media has evolved into an influential marketing medium that shapes consumer perceptions and purchasing decisions through visual content, advertisements, and influencer endorsements (Zakiyah et al. 2024); (Hidayat et al. 2025)

For Generation Z, social media plays a central role in daily life and significantly influences consumption patterns. Continuous exposure to promotional content, product reviews, and trending information can stimulate purchase intentions and encourage impulsive buying behavior (Mustomi and Puspasari 2020). Research indicates that frequent interaction with social media content increases the likelihood of consumptive behavior among young consumers (Gunawan, Audrianto, and Wuisan 2023).

Hedonic Shopping Motivation

Hedonic shopping motivation refers to shopping behavior driven by the pursuit of pleasure, excitement, and emotional gratification rather than utilitarian value. According to (Ali et al. 2024), this motivation emphasizes experiential aspects such a fantasy, enjoyment, and sensory stimulation obtained through shopping activities.

Consumers with strong hedonic shopping motivation tend to perceive shopping as a form of self-reward and entertainment. In the context of online shopping, attractive digital interfaces, promotional offers, and limited-time discounts enhance emotional satisfaction and encourage impulsive purchasing behavior (Mujianah et al. 2024). As a result, hedonic shopping motivation plays a significant role in increasing consumptive behavior, particularly among Generation Z consumers who highly value emotional shopping experiences.

Trust in E-Commerce Platforms

Trust in e-commerce platforms is a crucial factor influencing online purchasing behavior. Trust refers to consumers confidence in the ability of a e-commerce platforms to provide secure transactions, protect personal data, deliver authentic products, and offer reliable services (Napitupulu and Supriyono 2023).

Higher levels of trust reduce perceived risk and uncertainly in online transactions, thereby increasing consumers willingness to engage in repeated purchases. Among Generation Z, (Mahgfiroh and Hardiansyah 2024) said trust in e-commerce platforms significantly influences purchasing frequency and long-term consumption behavior, as trust enhances comfort and confidence during online shopping activities.

METHOD

This study employed a quantitative research approach with a casual associative design to examine the influence of social media exposure, hedonic shopping motivation, and trust in e-commerce platforms on the consumptive behavior of Generation Z in online shopping. A quantitative approach was selected to measure relationships among variables objectively using statistical analysis (Hidayat 2025).

The population of this study consisted 100 respondents from Generation Z individuals in Medan City who actively use social media and engage in online shopping through e-commerce platforms. The sampling technique was conducted based on predetermined criteria to ensure that respondents met the characteristics required for the study. The sample represented Generation Z consumers who frequently interact with digital platforms and participate in online purchasing activities.

Primary data were collected using a structured questionnaire distributed to respondents. The questionnaire was designed using a likert scale to measure social media exposure, hedonic shopping motivation, trust in e-commerce platforms, and consumptive behavior. The use of a likert scale allowed respondents to express their level of agreement with each statement objectively. Prior to hypothesis testing, the research instrument was tested for validity and reliability to ensure that all measurement indicators met the required standards.

Data analysis was conducted using statistical techniques. Descriptive analysis was applied to describe respondent characteristic and the distribution of research variables. Furthermore, hypothesis testing was performed both partially and simultaneously to examine the effects of social media exposure, hedonic shopping motivation, and trust in e-commerce platforms on consumptive behavior. The result of the analysis were used to determine the significance and direction of the relationships among the variables studied.

RESULTS AND DISCUSSION

The results of the data analysis indicate that social media exposure has a positive and significant effect on the consumptive behavior of Generation Z in online shopping. This finding suggest that frequent exposure to promotional content, digital trends, and product-

related information on social media platforms increases the tendency of Generation Z consumers to engage in impulsive purchasing behavior.

Hedonic shopping motivation was also found to have a positive and significant influence on consumptive behavior. Respondents with higher level of hedonic shopping motivation tend to perceive online shopping as a source of entertainment, emotional satisfaction, and self-reward. This condition encourages unplanned purchasing decisions and increases consumptive behavior in online shopping activities.

In addition, trust in e-commerce platforms shows a positive and significant effect on consumptive behavior. High levels of trust related to transaction security, service reliability, and product authenticity enhance consumers confidence in conducting online purchases. Consequently, Generation Z consumers feel more comfortable making repeated purchases, which contributes to higher levels of consumptive behavior.

Simultaneously, social media exposure, hedonic shopping motivation, and trust in e-commerce platforms have positive and significant effect on the consumptive behavior Generation Z in online shopping. This result indicates that these factors jointly play an important role in shaping online consumption patterns among Generation Z in Medan City.

The positive influence of social media exposure on consumptive behavior confirms that social media functions as a powerful medium in shaping consumer purchasing decisions. Continuous exposure to advertisements, influencer endorsements, and promotional content stimulates desire and encourages impulsive buying behavior among Generation Z consumers. These finding is consistent with the previous studies that emphasize the role of social media increasing consumptive tendencies through persuasive digital content.

The significant effect of hedonic shopping motivation indicates that emotional factors strongly influence online shopping behavior. Generation Z consumers tend to prioritize pleasure, enjoyment, and emotional satisfaction when engaging in online shopping activities. The digital shopping environment, supported by attractive interfaces and promotional features, strengthens hedonic motivation and increases consumptive behavior. This result supports previous research highlighting hedonic shopping motivation as a key driver of impulsive and consumptive purchasing behavior.

Furthermore, trust in e-commerce platforms plays a crucial role in consumptive behavior. When consumers perceive e-commerce platforms as secure, reliable, and trustworthy, they are more wiling to engage in repeated online purchases. For Generation Z, trust reduces perceived risk and uncertainty, thereby facilitating higher purchase frequency and increased consumptive behavior.

Overall, the findings demonstrate that social media exposure, hedonic shopping motivation, and trust in e-commerce platforms simultaneously influence the consumptive behavior of Generation Z. These results emphasize the importance of psychological and technological factors in understanding online consumption behavior, particularly among young digital-native consumers.

CONCLUSION

This study concludes that social media exposure, hedonic shopping motivation, and trust in e-commerce platforms have positive and significant effect on the consumptive behavior of Generation Z in online shopping in Medan City, both partially and simultaneously. The findings indicate that higher levels of exposure to digital content, stronger emotional motivation for shopping, and greater trust in online platforms contribute to increased consumptive behavior among Generation Z consumers. These results highlight that online purchasing behavior among Generation Z is not solely driven by functional needs, but also influenced by psychological factors and confidence in digital platforms.

Furthermore, this study emphasizes the importance of understanding Generation Z as a digital-native consumer group whose consumption patterns are strongly shaped by social media interaction and online shopping experiences. The results provide empirical evidence that social media exposure, hedonic shopping motivation, and trust play a crucial role in shaping consumptive behavior in the context of e-commerce.

Based on the findings of this study, it is recommended that e-commerce platform providers and digital marketers develop strategies that consider the psychological aspects of Generation Z consumers, particularly in managing consumptive tendencies through responsible marketing practices. Future research is encouraged to include additional variables such as financial literacy, lifestyle, and self-control to obtain a more comprehensive understanding of consumptive behavior in the digital era. The authors would like to express their appreciation to all respondents who participated in this study and contributed valuable information to the research.

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