

SELF-CONTROL AND CONSUMPTIVE BUYING BEHAVIOR TOWARD VIRAL FOOD AMONG FEMALE TIKTOK USERS STUDENTS IN INDONESIA

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Abstrak

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Female university students often face various social media influences that affect their daily consumption patterns, particularly in purchasing viral food on TikTok. Exposure to FYP content, attractive promotions, recommendations from food vloggers, and the urge to follow trends can increase consumptive buying behavior. This study aimed to examine the relationship between self-control and consumptive buying behavior in purchasing viral food on TikTok among undergraduate psychology female students at State University of Surabaya. This research employed a quantitative correlational approach, involving female undergraduate students selected using purposive sampling techniques, and the data were analyzed using Spearman correlation test. The results indicated a significant negative relationship between self-control and consumptive behavior with a Spearman correlation coefficient of -0.584 ($p < 0.001$). This finding indicates that higher self-control is associated with lower consumptive behavior in purchasing viral food on TikTok. These findings indicate that higher self-control is associated with lower consumptive buying behavior toward viral food on TikTok.

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INTRODUCTION

In recent years, the use of social media in Indonesia has increased rapidly, particularly among adolescents and university students. One of the most widely used platforms is TikTok, which offers short-form video content through an algorithm-based recommendation system known as the For You Page (FYP). TikTok's fast-paced, visual, and persuasive characteristics allow various trends to spread widely, including culinary trends and viral foods. Kemp (2025) reported that TikTok advertising audiences aged 18 and above in Indonesia reached 108 million in early 2025 and increased to 180 million by the end of 2025. At the same time, social media user identities in Indonesia accounted



for approximately 62.9% of the population, indicating that exposure to digital lifestyle trends has become increasingly dominant in students' daily lives.

In the context of TikTok, culinary content generally presents menus, prices, locations, portion sizes, and testimonials in a concise yet persuasive manner, encouraging audiences to try the featured products. (Rohmah et al., 2025) demonstrated that the attractiveness of food vlogger content influences purchasing decisions and can be strengthened through viral marketing. In addition, (Luo et al., 2025) explained that the characteristics of short videos can increase consumer trust, which ultimately encourages purchase intention. Repeated exposure to content through the FYP, combined with promotional offers such as discounts, vouchers, and food delivery services, makes purchasing decisions faster and more spontaneous (Ahdiat, 2025). Short-form video exposure may also reduce attentional control and increase cognitive distraction, which potentially contributes to impulsive decision-making and spontaneous purchasing behavior among social media users (Chiossi et al., 2023).

Previous studies have also shown that impulsive buying behavior on TikTok is strongly influenced by social media exposure, entertainment value, and users' inability to control purchasing impulses. University students who intensively use TikTok tend to make spontaneous purchases due to attractive short-video content, digital promotions, and social trends circulating on the platform (Ahmad et al., 2024). Furthermore, online impulse buying behavior on TikTok Shop is influenced by social influence, perceived enjoyment, and economic benefits offered through digital shopping features (Ngo et al., 2025).

The phenomenon of viral food on TikTok is not only related to consumption needs but also associated with social and psychological drives. University students are often encouraged to purchase viral food due to curiosity, the desire to follow trends, peer influence, and fear of missing out on popular social experiences. Among female undergraduate psychology students at State University of Surabaya (UNESA), viral food trends frequently become part of daily conversations, ranging from recommendations of foods currently appearing on the FYP, promotional information, to invitations to purchase products together in order not to be left behind by trends. Such conditions may strengthen spontaneous and repetitive buying behavior, especially when food-related content is perceived as attractive and entertaining (Fajri et al., 2025; Noer et al., 2024).

LITERATURE REVIEW

Consumptive behavior is understood as an individual's tendency to purchase or consume something excessively, not based on primary needs but rather driven by desire, temporary satisfaction, or social environmental influences. Lina and Rosyid (1997) explained that consumptive behavior emerges when individuals make impulsive, wasteful, and irrational purchases. Lubis, as cited in Sumartono (2002), also emphasized that consumptive behavior is characterized by purchasing decisions that are no longer based on rational considerations but instead on excessive desires. Furthermore, consumptive behavior is often driven by irrational desires rather than actual needs.

In consumer behavior studies, Engel, Blackwell, and Miniard (1994) explained that purchasing decisions involve processes such as need recognition, information searching, evaluation of alternatives, purchase decisions, and post-purchase evaluation. However, the development of short-video-based social media has shortened this process because product information is packaged instantly and persuasively. Consumers may

immediately feel encouraged to make purchases simply through exposure to short videos without carefully considering their needs and consequences. As a result, purchasing behavior becomes more impulsive and less rational, especially among individuals with low self-control abilities.

One psychological factor believed to play an important role in reducing consumptive behavior is self-control. Tangney, Baumeister, and Boone (2004) defined self-control as an individual's ability to inhibit impulses, regulate responses, and direct behavior in alignment with long-term goals. Individuals with high self-control tend to be more capable of resisting spontaneous buying urges, considering consequences before acting, and managing needs and priorities more consistently. In contrast, individuals with low self-control are more easily driven to make impulsive purchases for temporary satisfaction (Mischel et al., 1989). Research on TikTok Shop users also demonstrated that self-control significantly reduces impulsive buying tendencies among students. Individuals with stronger self-control are more likely to evaluate product usefulness rationally before making purchasing decisions, despite being exposed to persuasive social media content (Putri & Widyastuti, 2025).

Several previous studies have shown a relationship between self-control and consumptive behavior. Similar findings were also reported by Arum & Khoirunnisa (2021), who found that lower self-control was associated with higher consumptive behavior among female students using e-commerce platforms. Ansari et al. (2022) further found a positive relationship between self-control and lower consumptive behavior among university students engaged in online shopping activities. Annafila and Zuhroh (2022) also showed that self-control plays an important role in reducing consumptive behavior in online shopping activities. Dewandari and Putri (2021) emphasized that self-control helps individuals manage consumption urges so that purchasing decisions become more directed according to actual needs. In addition, Khairiyah (2024) found that self-control helps TikTok users resist impulsive buying urges caused by trends and digital promotions. However, Zayyadi, Hasanah, and Putri (2025) showed that the relationship between self-control and consumptive behavior is not always strong, indicating the need for further research in more specific contexts.

Based on this explanation, the novelty of this study lies in its focus on examining the relationship between self-control and consumptive behavior in purchasing viral food on TikTok among female undergraduate psychology students at UNESA. This study is important because the phenomenon of viral food on TikTok has become increasingly integrated into students' lives and has the potential to influence spending patterns and everyday consumption decisions. Furthermore, this research is expected to contribute theoretically to the fields of consumer psychology and self-regulation while also serving as a consideration in developing digital literacy and strengthening self-control among students. Therefore, the purpose of this study is to determine the relationship between self-control and consumptive behavior in purchasing viral food on TikTok among female undergraduate psychology students at State University of Surabaya.

RESEARCH METHOD

Participants

This study employed a quantitative approach with a correlational research design to examine the relationship between self-control and consumptive behavior in purchasing viral food on TikTok among undergraduate female psychology students at State

University of Surabaya (UNESA). Quantitative research was selected because the study focused on testing relationships between variables using numerical data analyzed statistically (Jannah, 2018). The correlational design was used to determine the existence and strength of the relationship between variables without providing experimental treatment to participants (Sugiyono, 2017).

The population consisted of all active female students of the Undergraduate Psychology Program at UNESA in the 2025 academic year, totaling 215 students. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in a minimum sample requirement of 140 respondents. However, the researcher successfully obtained 152 respondents who met the inclusion criteria and were included in the analysis. Participants were selected using purposive sampling techniques based on the following criteria: (1) active female undergraduate psychology students at UNESA, (2) users or individuals frequently exposed to TikTok content, (3) willing to participate voluntarily by completing informed consent, and (4) completing all research instruments. Most participants were aged between 19 and 23 years old, representing individuals in early adulthood who actively engage with digital media and lifestyle trends.

Procedure

The research was conducted at the Faculty of Psychology, State University of Surabaya. Prior to data collection, the researcher developed and prepared research instruments based on relevant theoretical frameworks regarding self-control and consumptive behavior. The instruments were subsequently tested through item discrimination and reliability analysis to ensure measurement quality. After obtaining permission to conduct the research, the questionnaires were distributed online to respondents who matched the inclusion criteria. Participants first received information regarding the purpose of the study, confidentiality of responses, voluntary participation, and informed consent procedures. Respondents who agreed to participate then completed the questionnaire independently.

This study was observational in nature and did not involve experimental manipulation or intervention. The procedure focused on observing the natural relationship between self-control and consumptive behavior among female students in the context of purchasing viral food promoted through TikTok content. After data collection, responses were screened to ensure completeness and suitability for statistical analysis.

Data Collection

Data were collected using a structured questionnaire based on a five-point Likert scale ranging from Strongly Agree to Strongly Disagree. According to Sugiyono (2017), the Likert scale is commonly used to measure attitudes, perceptions, and opinions toward specific phenomena. The questionnaire consisted of favorable and unfavorable items to minimize response bias.

The first instrument measured consumptive behavior using dimensions proposed by Lina and Rosyid (1997), namely impulsive buying, wasteful spending, and irrational purchasing behavior. Initially, the scale consisted of 24 items. After item discrimination testing, three items were removed because they did not meet the minimum item-rest correlation criterion of 0.30, resulting in 21 valid items retained for analysis. Reliability testing using Cronbach's Alpha produced a coefficient of 0.847, indicating high internal consistency.

The second instrument measured self-control using the Brief Self-Control Scale (BSCS) developed by Tangney, Baumeister, and Boone (2004). The scale consisted of 13 items assessing dimensions of self-discipline, non-impulsiveness, healthy habits, work ethic, and reliability. All items met the validity criteria and were retained in the final analysis. The reliability coefficient for the self-control scale was 0.792, indicating acceptable reliability.

Data Analysis

Data analysis was conducted using JASP statistical software. Descriptive statistical analysis was first performed to determine the mean, standard deviation, minimum score, and maximum score of each variable. The results showed that the mean score of self-control was 44.66 (SD = 4.753), while the mean score of consumptive behavior was 49.67 (SD = 12.02).

Prior to hypothesis testing, assumption testing was conducted using the Kolmogorov–Smirnov normality test. The results indicated that self-control data were normally distributed ($p = 0.575$), whereas consumptive behavior data were not normally distributed ($p < 0.001$). Therefore, non-parametric analysis using Spearman correlation was applied to test the research hypothesis.

The Spearman correlation analysis revealed a significant negative relationship between self-control and consumptive behavior ($r_s = -0.584$; $p < 0.001$). This finding indicates that students with higher levels of self-control tended to show lower levels of consumptive behavior in purchasing viral food products on TikTok. The coefficient of determination showed that self-control contributed 34.1% to consumptive behavior, while the remaining variance was influenced by other factors such as lifestyle, peer influence, and social media exposure. Ethical considerations in this study included voluntary participation, respondent anonymity, confidentiality of personal data, and informed consent prior to participation.

RESULT AND DISCUSSION

The results of this study are presented based on descriptive statistical analysis, categorization of research variables, demographic characteristics of respondents, assumption testing, and hypothesis testing. The findings describe the relationship between self-control and consumptive behavior in purchasing viral food products on TikTok among undergraduate female psychology students at State University of Surabaya (UNESA).

Descriptive statistical analysis showed that the study involved 152 respondents. The self-control variable had a mean score of 44.66 with a standard deviation of 4.753, a minimum score of 30, and a maximum score of 56. Meanwhile, the consumptive behavior variable had a mean score of 49.67 with a standard deviation of 12.02, a minimum score of 25, and a maximum score of 81. These findings indicated that the self-control variable demonstrated relatively homogeneous data distribution, whereas consumptive behavior showed greater variability among respondents.

Table 1. Descriptive Statistics of Research Variables

Variable	Mean	SD	Min	Max
Self-Control	152 44.66	4.753	30	56
Consumptive behavior	152 49.67	12.02	25	81

The categorization analysis showed that most respondents were classified in the moderate category for both variables. For self-control, 90 respondents (59.2%) were categorized as moderate, 32 respondents (21.1%) as low, and 30 respondents (19.7%) as high. Regarding consumptive behavior, 80 respondents (52.6%) were categorized as moderate, 40 respondents (26.3%) as low, and 32 respondents (21.1%) as high.

Table 2. Categorization of Self-Control

Category	Score range	Frequency	Percentage
Low	$X < 39.91$	32	21.1%
Moderate	$39.91 \leq X < 49.41$	90	59.2%
High	$X \geq 49.41$	30	19.7%

Table 3. Categorization of Consumptive Behavior

Category	Score range	Frequency	Percentage
Low	$X < 37.65$	40	26.3%
Moderate	$37.65 \leq X < 61.69$	80	52.6%
High	$X \geq 61.69$	32	21.1%

Demographic analysis indicated that the majority of respondents were from the 2023 cohort (27.6%), followed by the 2022 cohort (26.3%), while respondents from the 2024 and 2025 cohorts each represented 23.0% of the sample. Based on age distribution, most respondents were 19 years old (33.6%), followed by 21 years old (25.0%), 20 years old (21.7%), 22 years old (16.4%), and 23 years old (3.3%).

Table 4. Demographic Characteristics of Respondents

Demographics	frequency	Percentage
cohort	2022	40 26.3%
	2023	42 27.6%
	2024	35 23.0%
	2025	35 23.0%
Age	19	51 33.6%
	20	33 21.7%
	21	38 25.0%
	22	25 16.4%
	23	5 3.3%

Prior to hypothesis testing, normality testing was conducted using the Kolmogorov–Smirnov test. The results showed that the self-control variable was normally distributed with a significance value of $p = 0.575$, whereas the consumptive behavior variable was not normally distributed with a significance value of $p < 0.001$. Therefore, non-parametric analysis was applied in subsequent hypothesis testing.

Table 5. Normality Test Results

Variable	Test	Significance (p)	Interpretation
Self-control	Kolmogorov-Smirnov	0.575	Normal
Consumptive behavior	Kolmogorov-Smirnov	< 0.001	Not Normal

The linearity test using partial regression plots demonstrated a negative linear tendency between self-control and consumptive behavior. The regression line showed a downward direction from left to right, indicating that higher self-control scores tended to be associated with lower consumptive behavior scores. Hypothesis testing was conducted using Spearman correlation analysis due to the non-normal distribution of one research variable. The analysis produced a Spearman correlation coefficient of $r_s = -0.584$ with a significance value of $p < 0.001$. The coefficient indicated a moderate negative relationship between self-control and consumptive behavior. The coefficient of determination indicated that self-control explained 34.1% of the variance in consumptive behavior.

Table 6. Spearman Correlation Analysis

Variables	Spearman's r	Coefficient of Determination	Contribution (%)	Value	Interpretation
Self-control – Consumptive Behavior	-0.584	0.341	34.1%	< 0.001	Significant

These findings indicated that respondents with higher self-control tended to report lower consumptive behavior in purchasing viral food products on TikTok. Conversely, lower self-control was associated with higher levels of consumptive behavior.

Discussion

The findings of this study indicate that there is a significant negative relationship between self-control and consumptive behavior in purchasing viral food products on TikTok among undergraduate female psychology students at State University of Surabaya (UNESA). These results suggest that students with higher levels of self-control tend to demonstrate lower levels of consumptive behavior, whereas students with lower self-control are more likely to engage in impulsive and excessive purchasing behavior related

to viral food trends. The findings support the initial hypothesis of the study, which proposed that self-control is associated with consumptive behavior in the context of social media-driven consumption.

The relationship identified in this study can be understood through the theoretical framework of self-control proposed by Tangney et al. (2004), who describe self-control as the ability to regulate thoughts, emotions, and behaviors in accordance with long-term goals and social standards. Individuals with stronger self-control are generally more capable of inhibiting impulsive reactions, delaying gratification, and evaluating the consequences of their actions before making decisions. In the context of TikTok consumption trends, students with higher self-control are more likely to critically evaluate whether purchasing viral food products is necessary, rather than responding immediately to emotional or social stimuli. Conversely, individuals with weaker self-control may find it more difficult to resist persuasive digital content and promotional stimuli. Previous studies among Indonesian university students also demonstrated that self-control significantly reduces impulsive buying behavior during intensive online shopping promotions (Siregar & Cholili, 2023).

The present findings are consistent with previous studies that demonstrate a negative association between self-control and consumptive behavior. Annafile and Zuhroh (2022) found that self-control plays an important role in reducing excessive online shopping behavior among university students. Khairiyah (2024) also showed that self-control functions as a psychological mechanism that helps individuals resist impulsive purchases triggered by digital marketing and viral trends on TikTok. The consistency between the current findings and previous studies strengthens the argument that self-control is a significant psychological factor influencing consumer behavior in digital environments.

The findings also support the perspective proposed by Baumeister (2002), which emphasizes that self-control acts as an internal mechanism that helps individuals regulate impulsive desires and maintain goal-directed behavior. In highly stimulating digital contexts such as TikTok, users are continuously exposed to algorithm-driven content, short videos, influencer recommendations, and promotional offers that can intensify the desire to consume trending products. Students who possess stronger self-regulatory abilities appear to be more capable of resisting these influences and making purchasing decisions based on rational considerations rather than emotional impulses. In addition, live-streaming commerce features on TikTok can intensify impulsive buying tendencies because consumers receive immediate emotional stimulation, product demonstrations, and real-time interaction from content creators. These conditions encourage more spontaneous purchasing decisions among Generation Z users Adha et al. (2025). Recent studies also suggest that livestreaming features, persuasive promotions, and interactive digital shopping environments on social media platforms can strengthen impulsive buying tendencies by increasing emotional engagement and reducing consumers' cognitive evaluation before making purchasing decisions (Feng et al., 2024).

Although self-control demonstrates a significant contribution to consumptive behavior, the moderate correlation coefficient and the coefficient of determination indicate that self-control is not the only factor influencing purchasing behavior. Previous studies also indicated that digital platform quality and online shopping convenience may interact with self-control in influencing impulsive buying behavior among university students. Better digital stimulation and easier purchasing systems tend to increase

spontaneous buying decisions, especially among individuals with weaker self-regulation abilities (Cholili, 2024). Approximately 34.1% of the variance in consumptive behavior is explained by self-control. This finding is consistent with, this finding is consistent with Harjanti et al. (2025), who reported that lifestyle and financial behavior also contribute to consumptive behavior. Suggesting that other psychological, social, and environmental factors also contribute to the tendency to purchase viral food products. This finding aligns with Haws, Bearden, and Nenkov (2012), who argue that self-control effectiveness is influenced by situational and cognitive conditions, including how individuals perceive the value and consequences of consumption. Social influence, peer pressure, lifestyle orientation, fear of missing out (FOMO), and exposure to influencer-generated content may also strengthen consumptive tendencies among young adults in social media environments as reported in recent studies on social media-driven consumption behavior among young adults (Hidayat et al., 2023).

The demographic characteristics of the respondents may also help explain the findings of this study. Most participants were categorized as early adults, a developmental stage characterized by identity exploration, lifestyle experimentation, and high engagement with social media platforms. Consequently, exposure to viral food trends on TikTok may become part of broader social and lifestyle practices among university students. In this situation, social validation and digital engagement may increase the attractiveness of participating in viral consumption trends, particularly among female students who are highly active on social media. This finding is consistent with previous studies showing that intensive social media exposure and digital shopping platforms contribute to increased consumptive behavior among university students (Sari & Irmayanti, 2021).

An important implication of this study is that strengthening self-control and digital consumption awareness may help reduce consumptive behavior among university students. From a theoretical perspective, the study contributes to the growing body of research on self-regulation and consumer psychology in digital environments. The findings support the view that self-control remains a critical protective factor against impulsive and irrational consumption despite the increasing influence of social media algorithms and digital marketing strategies. Previous Indonesian studies also found that higher self-control is associated with lower consumptive behavior among students in online shopping and digital consumption contexts (Ardana & Nurlaili, 2026). Practically, the findings highlight the importance of financial literacy, digital literacy, and self-regulation programs within educational institutions to help students develop healthier consumption patterns and more responsible financial decision-making.

Several limitations of this study should be acknowledged. First, the research focused only on female undergraduate psychology students at a single university, which limits the generalizability of the findings to broader populations or different demographic groups. Second, the use of self-report questionnaires may increase the possibility of response bias, including social desirability bias and subjective interpretation of questionnaire items. Third, the study examined only one psychological variable, namely self-control, whereas consumptive behavior may also be influenced by many other factors such as personality traits, emotional regulation, peer conformity, media exposure intensity, and socioeconomic conditions. Previous studies have shown that lifestyle, e-money usage, and social media intensity also significantly contribute to consumptive tendencies among university students (Kusmiati & Kurnianingsih, 2022). Future research

is therefore encouraged to include additional variables and broader participant groups to obtain a more comprehensive understanding of consumptive behavior in digital contexts. Mixed-method or qualitative approaches may also provide deeper insights into the psychological experiences underlying impulsive consumption behavior among social media users.

Overall, this study demonstrates that self-control plays an important role in reducing consumptive behavior related to viral food purchases on TikTok among university students. The findings emphasize the importance of self-regulation abilities in helping individuals navigate highly persuasive digital environments and rapidly changing social trends. As social media continues to shape modern consumption patterns, understanding the psychological factors underlying consumptive behavior becomes increasingly important for both researchers and educational institutions seeking to promote healthier and more rational consumer behavior among young adults.

CONCLUSION

This study aims to examine the relationship between self-control and consumptive behavior in purchasing viral food products on TikTok among undergraduate female psychology students at State University of Surabaya (UNESA). The findings demonstrate that self-control has a significant negative relationship with consumptive behavior, indicating that students with higher levels of self-control tend to exhibit lower levels of impulsive and excessive purchasing behavior related to viral food trends on TikTok. These findings confirm that self-control functions as an important psychological factor in regulating consumption behavior within highly stimulating digital environments.

The study contributes to the field of psychology, particularly consumer psychology and self-regulation research, by highlighting the importance of self-control in managing consumption behavior influenced by social media exposure. In the context of rapidly developing digital platforms and viral marketing strategies, the ability to regulate impulses and evaluate purchasing decisions rationally becomes increasingly essential for young adults. The findings also suggest that social media trends can influence consumption patterns significantly, especially among university students who are highly engaged with digital content and lifestyle-oriented online interactions.

Practically, the findings emphasize the importance of strengthening self-regulation, digital literacy, and financial awareness among university students to reduce the risk of consumptive behavior triggered by viral trends on social media. Educational institutions may consider implementing programs related to financial management, digital consumption awareness, and psychological self-regulation to help students develop healthier decision-making patterns. Future research is encouraged to examine additional variables that may influence consumptive behavior, such as fear of missing out (FOMO), peer influence, lifestyle orientation, and intensity of social media use, as well as involving broader and more diverse participant groups to improve the generalizability of the findings.

Overall, this study demonstrates that self-control serves as an important protective factor against consumptive behavior in the digital era. As social media increasingly shapes modern consumer culture, understanding the psychological mechanisms underlying impulsive consumption becomes essential for promoting more rational, adaptive, and responsible consumer behavior among young adults.

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