

THE ROLE OF SELF-CONTROL IN THE DIGITAL CONSUMPTIVE BEHAVIOR (TIKTOK SHOP) OF GENERATION Z: A LITERATURE REVIEW

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Abstract

Consumptive behavior is impulsive action without considering needs and wants. This condition is felt by Generation Z, who always want to follow trends in satisfying their needs and wants through digital platforms. One platform that is currently easily accessible is TikTok, which offers live shopping with entertainment videos, reviews from creators, and live broadcasts from sellers, allowing users to make purchases quickly without switching platforms. This has an impact on the imbalance between income and expenditure, leading to wastefulness. One of the internal factors that influence consumptive behavior is self-control. Good self-control can control an individual's actions in buying goods according to their needs, not just based on their desires. This article aims to examine in more depth the role of self-control as a factor that can control the consumptive behavior of Generation Z on the TikTok Shop platform. The method used in this study is a literature review by examining relevant scientific articles. The results of the study show that self-control plays an important role in controlling the digital consumptive behavior of Generation Z. Individuals with low self-control can increase consumptive behavior in using TikTok Shop, while individuals with good self-control are able to control their urge to shop and support wiser shopping decisions.

Keywords: Consumptive behavior, Self control, Generasi Z, Tiktok.

1. INTRODUCTION

Rapid technological developments in the era of globalization have driven economic progress. An advanced economy in a country is characterized by increasing digitalization (Dilasari, 2020). Digitalization is known to facilitate transactions and communication, but it also increases changes in consumption patterns in society, especially among Generation Z, who were born between 1997 and 2012. Generation Z, who constantly access the internet and technology, has even become an important part of everyday life (Hastini et al., 2020). One of the technologies used is the TikTok platform.

TikTok is one of the most accessible e-commerce platforms, making it attractive to Indonesia's Generation Z. According to data from The Global Statistics Indonesia 2025, the majority of TikTok users in Indonesia are aged 18-24, accounting for 30.4% of users. TikTok's features, which include live shopping with entertainment videos, reviews from creators, and live streams from sellers, allow users to make purchases quickly without switching platforms. Generation Z, who essentially use social media as part of their daily activities, will certainly increase their purchasing power through the TikTok platform. When this behavior continues to be repeated, it will create

sustainable consumptive behavior. Consumptive behavior is an irrational act by individuals without consideration, prioritizing desires over needs (Asisi & Purwanto, 2020). This condition is felt by Generation Z, who always want to follow trends to satisfy their desires and needs. This results in an imbalance between income and expenditure, leading to wastefulness. An internal factor that influences the level of consumption is self-control. Self-control is a way for individuals to control their actions (Zulaika & Listiadi, 2020). Self-control is the ability to control actions when faced with challenges related to psychological and physiological well-being in order to change impulsive behavior (Willems et al., 2019).

Low self-control has the potential to cause individuals to experience difficulties in controlling themselves when shopping. This shows that there is a relationship between self-control and consumptive behavior. These findings are in line with research conducted by Marina et al. (2025) on Generation Z in Padang City, which revealed a significant correlation between self-control and consumptive behavior. Additionally, Puteri et al. (2022) stated that individuals with good self-control are able to refrain from buying unnecessary items, whereas individuals with low self-control are more likely to make purchases that are not beneficial.

Based on previous research literature, there are inconsistencies regarding the role of self-control in consumptive behavior, making it urgent to discuss this issue in this study. This is because self-control is important in controlling individual behavior, especially consumptive behavior (Widiastuti, 2020). Therefore, this study aims to conduct an in-depth and comprehensive literature review of current findings on how self-control influences consumptive behavior among Generation Z on the TikTok Shop e-commerce platform. Therefore, the focus of this study is on individual self-control in controlling impulsive shopping desires through digital content. This study is expected to identify knowledge gaps and inconsistencies and provide practical implications for overcoming consumptive behavior in the digital era.

2. METHODOLOGY

This study uses a literature review to analyze data and previous research results. A literature review is an approach to synthesize various research results to see the big picture of a topic and find important aspects that have not been previously studied (Snyder, 2023). In this study, the literature review method was used to collect relevant literature, analyze the information obtained, and describe the main findings from each source. Literature sources were obtained through the Google Scholar database, which includes articles from national journals using the keywords self-control, TikTok Shop, and consumptive behavior. The research procedure was carried out in four stages, namely (1) literature collection, (2) data identification, (3) data description, and (4) drawing conclusions.

3. FINDINGS AND DISCUSSION

3.1 Previous Research Results

Author	Title	Results
Mariana, R.,et.al (2025)	THE ROLE OF SELF-CONTROL IN THE MEDIATING VARIABLES OF E-WALLET USE AND CONSUMPTIVE BEHAVIOUR AMONG GENERATION Z	The result of this study show a significant positive correlation between e-wallet usage and consumptive behavior. E-wallet usage is balanced by good self-control because high e-wallet usage can increase consumptive behavior and vice versa. Meanwhile, self-control is negatively correlated with consumptive behavior.
Andini, P.I., dkk (2025)	THE RELATIONSHIP BETWEEN SELF-CONTROL AND CONSUMPTIVE BEHAVIOUR IN E-COMMERCE AMONG GENERATION Z STUDENTS	The results of this study show a p-value of 0.981, which means that there is no significant relationship between self-control and consumptive behavior among Gen Z students
Kusmiati, D., & Kurniangsih, H. (2022)	STUDENT CONSUMPTIVE BEHAVIOUR: HOW MUCH OF A ROLE DO FINANCIAL LITERACY, LIFESTYLE, E-MONEY AND SELF-CONTROL PLAY?	The results show that there is a partial correlation between financial literacy and consumptive behavior of $0.83 < 0.05$. Meanwhile, there is a partial correlation between lifestyle, e-money, and self-control of $0.00 < 0.05$. It is known that they have a simultaneous effect of 56.6%, with the remainder being influenced by other factors.
Anggraini, P.L., & Hudaniah (2023)	THE RELATIONSHIP BETWEEN SELF-CONTROL AND CONSUMPTIVE ONLINE SHOPPING BEHAVIOUR AMONG STUDENTS LIVING AWAY FROM HOME	The results of this study show a significant negative effect on consumptive behavior. This means that the higher the self-control of students, the lower their consumptive behavior.

		Thus, the consumptive behavior of students living away from home is influenced by their level of self-control
Saneva, A.T., Ninawati., & Kurniawati, M. (2022)	THE ROLE OF SHOPPING MOTIVATION AND SELF- CONTROL IN THE CONSUMPTIVE BEHAVIOUR OF LATE TEENAGE FEMALE K-POP FANS	The results of the study show that there is a significant positive relationship between shopping motivation and consumptive behavior with $R=0.030$ and an R square value of 0.001. This means that the higher the shopping motivation, the more consumptive behavior among adolescents increases, with a role of 1%. Meanwhile, self-control has a negative effect of $R = -0.074$ and an R-squared value of 0.224. This means that the lower the self-control, the higher
Widiastuti, E., Sudarto., & Simin (2023)	THE ROLE OF SELF-CONTROL AND FINANCIAL LITERACY IN MINIMISING CONSUMPTIVE BEHAVIOUR AMONG UNIVERSITY STUDENTS	This study shows that self-control has a negative effect on consumptive behavior. Meanwhile, financial literacy has a positive effect on consumptive behavior, so that an increase in understanding of financial literacy can also increase consumptive behavior, meaning that both variables have a simultaneous effect. Good financial literacy can influence consumptive behavior, and high self-control can reduce consumptive behavior among students.

3.2 Discussion

The results of a literature review based on six relevant research articles explain that self control plays a role in the digital consumption behavior of TikTok shop users, especially among Generation Z. TikTok shop is an e-commerce platform that combines entertainment and easy transactions in one application, making shopping easier and more attractive. These characteristics encourage users to shop impulsively, especially when faced with attractive promotions, viral product trends, and recommendations from algorithms. This condition makes Generation Z vulnerable to consumptive behavior. The intensity of exposure to content indirectly creates a psychological urge to make purchases. In this situation, self-control plays an important role as an internal psychological factor in controlling one's urge to buy products and considering purchasing decisions rationally.

Self control is an individual's ability to regulate and manage their impulses, emotions, and behavior in order to achieve long-term goals. Liu et al (2024) explain that self-control is the regulation of emotions, thoughts, and behavior against impulses and urges that occur within a person. Based on the findings of Anggraini & Hudaniah (2023), individuals with high self control are able to understand what is good for themselves before acting, so the tendency for consumptive behavior in online shopping will be lower. Individuals with good self-control are able to resist the urge to consume and prioritize their needs before shopping on TikTok Shop. Conversely, low self-control makes individuals more vulnerable to various product marketing stimuli, promotions, and algorithm recommendations, thereby triggering consumptive behavior. As explained by Haryadi et al. (2025), consumptive behavior is influenced by visual appeal and promotions available on digital platforms. This shows that self-control can be one of the factors controlling the consumptive behavior of Generation Z, whose lives coexist with digital development.

TikTok Shop is one of the online shopping features of the TikTok platform, which is currently growing rapidly and widely used, especially by Generation Z. TikTok Shop is a series of alternatives, facilities, and media for buying and selling goods for business people using the application (Yanti et al, 2023). TikTok Shop offers various conveniences, such as time efficiency in shopping, a wide selection of products, relatively low prices, and interactive features that engage users. However, these conveniences have the potential to encourage people to engage in consumptive behavior, especially among Generation Z. This is in line with the opinion of Saputro et al. (2021), who stated that Generation Z is the largest group of e-commerce users.

Consumptive behavior is an action taken by an individual in the form of excessive use of products or services. This means that an individual purchases products not because of necessity but because of desire, which is influenced by offers and popular products. These desires cause individuals to buy products that they do not actually need (Rasyid, 2019). The decision to buy an item is driven by emotional factors that prevent a person from thinking rationally. Therefore, it can be concluded that consumptive behavior is influenced by self-control in each individual.

4. CONCLUSION

The conclusion of this study is that self-control plays a role in managing consumptive behavior among Generation Z. Individuals with good self-control can

control themselves to buy goods rationally according to their needs. However, low self-control tends to increase consumptive behavior. Conditions in the digital era that make it easy to access platforms such as TikTok Shop, which provides short videos and transactions, are factors that increase consumptive behavior among Generation Z without an understanding of good self-control. Thus, self-control not only controls individuals in buying and deciding on their desires without considering their needs, but also allows them to use the TikTok Shop platform more wisely. This study focuses on the importance of self-control in the digital era, as understanding this can educate Generation Z in facing future challenges. Recommendations for further research should explore broader variables and other factors influencing consumptive behavior in specific genders or subjects.

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