





# Understanding the Determinants of Financial Behavior: Evidence from Financial Literacy, Materialism, and Lifestyle among Indonesian Youth

Tannia Tannia <sup>1</sup>, Carunia Mulya Firdausy <sup>2</sup>, and Mahlia Muis <sup>3</sup>

<sup>1</sup> Universitas Tarumanagara, Indonesia & Universitas Bunda Mulia, Indonesia

<sup>2-3</sup> Universitas Tarumanagara, Indonesia

tannia.118241008@stu.untar.ac.id / tannia@bundamulia.ac.id

**Abstract.** This study investigates the influence of Financial Literacy, Materialism, and Lifestyle on Financial Behaviour among Generation Z in Indonesia, a demographic highly engaged in digital finance yet vulnerable to impulsive “doom spending.” Using a quantitative approach with purposive sampling, data were collected through online surveys and analyzed with SmartPLS 3 to test reliability, validity, and path relationships. The results show that Financial Literacy and Lifestyle have positive and significant effects on Financial Behaviour, while Materialism has a negative but insignificant effect. These findings suggest that financially literate individuals are more capable of managing money wisely, making informed decisions, and maintaining responsible spending habits. Likewise, a balanced and disciplined lifestyle fosters better budgeting, saving, and financial control. In contrast, materialistic tendencies do not significantly affect financial behaviour, reflecting Gen Z’s pragmatic approach toward financial management despite consumer culture exposure. The model explains 46.3% of the variance in financial behaviour, indicating moderate explanatory power. The study highlights that cognitive (literacy) and behavioral (lifestyle) factors are key drivers of sustainable financial conduct. It recommends enhancing financial education and lifestyle awareness to reduce impulsive spending and strengthen financial resilience among Indonesia’s young population. Limitations and future research directions are also discussed.

**Keywords:** Financial Literacy, Materialism, Life Style, Behavior Finance.

## 1 Introduction

In the modern era, global economic growth has shaped Indonesians’ financial behavior toward increased consumption [1], [2]. Sound financial literacy encourages responsible financial behavior and better decision-making [3], [4], [5], [6]. Financial behavior significantly affects saving decisions, as seen in the growing trend of “doom spending” among Generation Z, impulsive purchases triggered by stress and uncertainty about the future [7]. Financial behavior involves managing and using money through budgeting,

saving, paying bills, and avoiding impulsive spending [8]. Effective money management supports financial goals and well-being [9]. While some studies show positive effects of financial behavior on saving [10], others find negative relationships [11].

Financial literacy also plays an essential role in shaping financial decisions. It includes understanding personal finance, debt, savings, investments, retirement, and insurance [12]. A lack of financial knowledge can hinder one's ability to manage finances effectively, potentially reducing national prosperity [13]. Thus, financial literacy is a personal responsibility that enables individuals to make situational financial choices wisely [14]. Financially literate individuals can make sound and responsible decisions [15]. Indonesia's 2020 census recorded 270.20 million people, dominated by Generation Z (27.94%) and Millennials (25.87%) [16]. These groups represent a vital economic force [17], [18], though their financial behavior differs [19]. However, Generation Z is more vulnerable to financial problems due to limited financial understanding, despite their strong access to digital finance [20]. Financial literacy levels vary by age and occupation, with professionals showing the highest literacy and students the lowest [21]. Enhancing literacy helps individuals manage money confidently and avoid future financial risks [22]. Previous studies focusing on Generation Z in Indonesia reveal that financial literacy plays a crucial role in shaping financial behavior, particularly saving decisions. Angelyna and Tannia found that financially literate individuals tend to exhibit stronger saving discipline and better financial management practices, regardless of social pressure [23].

Materialism is another factor influencing saving behavior. It reflects the belief that wealth and possessions are central to happiness [24]. Highly materialistic individuals tend to overspend and experience financial stress due to weak money management skills [25]. Their tendency to spend beyond income reduces their ability to save [26]. Studies on materialism and saving yield mixed findings: [27] reported a negative effect, [28] found a positive one, and [29] identified no significant impact. Excessive materialism, coupled with impulsive "doom spending," can create long-term financial instability [7].

Lifestyle also affects financial management. Generation Z often follows the "YOLO" (You Only Live Once) principle—preferring leisure and travel over long-term savings [30]. Their consumerist lifestyle, combined with limited financial knowledge, leads to poor money control [31]. Lifestyle represents how people think, act, and spend their resources [32]. Many young individuals prioritize social activities, shopping, or entertainment over saving [33]. Financial management becomes more challenging within busy and impulsive lifestyles [34]. Generation Z's consumptive tendencies highlight the importance of developing disciplined financial behavior and sustainable spending habits [35], [36].

Although previous studies have examined the influence of financial literacy, materialism, and lifestyle on financial behavior and saving decisions, the findings remain inconsistent and fragmented [10], [11], [27], [28], [29]. Moreover, limited research fo-

cuses specifically on Generation Z in Indonesia, a digitally active yet financially vulnerable group [20]. Existing studies rarely integrate these variables within one comprehensive model. Therefore, further research is needed to explore how financial literacy, materialism, and lifestyle collectively shape Gen Z's financial behavior and saving decisions in today's uncertain economic environment.

## **2 Literature Review & Hypotheses**

### **2.1 Financial Literacy**

Financial literacy is the combination of knowledge, confidence, and skills that enables individuals to make responsible and effective financial decisions [37], [38]. It reflects a person's understanding of how to manage finances wisely in daily life [39] and helps individuals use financial resources efficiently [40]. A high level of financial literacy enables individuals to engage in effective planning, saving, investing, and avoidance of risky financial behaviours, thereby contributing to improved long-term financial well-being and financial self-efficacy [41], [42]. It includes knowledge of saving, investing, managing debt, and applying financial information to sound decisions [43]. The Financial Services Authority (OJK) also defines it as knowledge, skill, and confidence that shape responsible financial behavior [44]. Financial literacy improves individuals' ability to prioritize needs and make rational financial choices, thereby enhancing their capacity to avoid financial problems and promote long-term financial well-being [45], [46]. Greater financial knowledge has been shown to improve individuals' financial decision-making processes, including investment choices and financial planning, indicating that higher literacy promotes wiser financial behaviour among the public [47]. Greater financial knowledge leads to wiser financial behavior [48]. Financial literacy positively influences financial behavior, particularly among Generation Z in a cashless society, showing that improved literacy leads to more planned, disciplined, and sustainable financial actions [35], [49].

Hypotheses:

H1: Financial Literacy has a direct effect on Financial Behaviour.

### **2.2 Materialism**

Materialism refers to an individual's tendency to focus on material possessions as a means of achieving desired life goals or conditions [26]. In financial terms, it represents a person's drive to elevate economic status, often linked with competitive, selfish, and envious attitudes centered on personal interests [50]. It also reflects how individuals view possessions as essential to their identity and life satisfaction [51]. Materialism often arises from the habit of acquiring goods beyond basic needs, where high materialistic values lead individuals to believe that possessions are vital for happiness and success [51]. Materialistic individuals tend to spend excessively, manage money poorly, and neglect saving [52]. They often accumulate debt to purchase luxury goods

and engage in impulsive buying to gain satisfaction or social approval. Materialism can be measured through three main indicators: (1) acquisition centrality, (2) possessions defining success, and (3) acquisition as the pursuit of happiness [23].

Hypotheses:

H2: Materialism has a direct effect on Financial Behaviour.

### **2.3 Lifestyle**

Lifestyle refers to an individual's activities, interests, and ways of spending time [34]. It reflects how a person lives in the real world through their habits, preferences, and opinions [48]. From an economic perspective, lifestyle is closely related to how individuals allocate their time and financial resources [53]. Lifestyle represents a person's choices in consumption, social interaction, and personal priorities, which shape both financial and social behavior. Lifestyle can be measured using three main dimensions, activities, interests, and opinions (AIO), as proposed by Mowen and Minor (2002) [54]. This view is also confirmed the same indicators in analyzing lifestyle behavior [55], [56]. A person's lifestyle has a direct influence on their financial behavior. Individuals with extravagant or high-consumption lifestyles tend to have poor financial management skills [57], [58]. Lifestyle can either support or harm financial discipline depending on how well individuals control their spending and adapt to social trends [48]. Maintaining a balanced lifestyle helps individuals use their money more responsibly and avoid impulsive financial decisions. Empirical findings show that a positive lifestyle significantly improves students' financial behavior, indicating that when individuals live within their means, they tend to manage their finances wisely, make responsible decisions, and achieve better financial well-being [59].

Hypotheses:

H3: Lifestyle has a direct effect on Impulsive Buying.

### **2.4 Financial Behaviour**

Financial management behavior is defined as how a person organizes and manages their financial resources [60]. It includes effective planning, budgeting, monitoring, and control of financial resources, which form the foundation of healthy financial habits [61]. Financial behavior, as defined in the literature, includes how a person controls their budgetary expenditures and savings, manages spending, and engages in budgeting and savings activities [62]. Based on empirical financial behavior literature, key indicators of effective financial behavior include timely bill payment, preparing realistic budgets, consistent saving, recording expenditures, preparing emergency funds, managing consumption, maintaining cash flow, and investment planning, reflecting an individual's ability to manage personal finances responsibly and sustainably [62], [63], [64]. These actions reflect how individuals or groups make decisions to manage financial resources effectively [9], [65]. Financial behavior also involves both rational and emotional decision-making in managing income and assets. Financial behavior involves both rational and emotional decision-making in managing income and assets and is shaped not only by financial knowledge but also by psychological and social influences such as peer pressure and consumer culture. Prior

research indicates that lower levels of financial literacy are associated with suboptimal financial experiences and decisions, suggesting that behavioral components of financial decision-making extend beyond purely rational choice [66]. Positive financial behavior, reflected in systematic financial planning, discipline, and control over expenditures and savings, has been shown to contribute significantly to individuals' ability to meet financial goals, maintain financial stability, and achieve greater financial well-being [67], [68].

### 3. Methodology

The selection of appropriate research subjects is crucial to obtain representative data that can be generalized to a broader population. This study focuses on Generation Z, defined as individuals born between 1997 and 2012 (aged 12–27 years). The research object includes data collection and understanding of who, when, and where the study is conducted [69]. This study examines financial literacy (X1), materialism (X2), lifestyle (X3), and financial behavior (Y) as key variables, with Indonesia as the research location. The study adopts a quantitative approach using a Likert scale to measure individual or group opinions, attitudes, and perceptions toward social phenomena. A five-point scale (ranging from “strongly disagree” to “strongly agree”) was distributed via Google Forms. The population in this study consists of Generation Z individuals in Indonesia who have engaged in saving activities. A population represents the total data of interest within a specific area or timeframe. The sampling method used is purposive sampling, which selects participants based on specific criteria to ensure relevance and representativeness [70]. This technique allows researchers to focus on respondents with characteristics closely aligned with the research objectives. Purposive sampling helps obtain deeper insights from individuals with relevant experiences or knowledge related to the topic [72]. Data were processed using SmartPLS version 3. Several statistical tests were conducted, including discriminant validity to ensure that constructs are distinct from one another, composite reliability to evaluate internal consistency, coefficient of determination to assess model fit, and path coefficient analysis to measure the strength and direction of relationships between latent variables. Bootstrapping was used to test the significance of path coefficients and generate P-values.

### 4. Result and Discussion

**Table 1.** Validity, Reliability, and  $R^2$

	CA	rho A	CR	AVE	$R^2$
Financial Literacy (FINLIT)	0,653	0,689	0,782	0,425	
Materialisme (MAT)	0,735	0,798	0,841	0,638	
Lifestyle (LIFE)	0,679	0,698	0,805	0,510	
Financial Behaviour (FINBEH)	0,569	0,570	0,754	0,435	0,463

Source: Data processed using SmartPLS 3 (2025)

Table 1 presents the results of validity, reliability, and coefficient of determination ( $R^2$ ) for all constructs in this study, including Financial Literacy (FINLIT), Materialism (MAT), Lifestyle (LIFE), and Financial Behaviour (FINBEH). The results indicate that all constructs meet the minimum criteria for reliability and validity. Composite Reliability (CR) values for all constructs

exceed the recommended threshold of 0.70 [72], ranging from 0.754 for Financial Behaviour to 0.841 for Materialism, confirming satisfactory internal consistency. In terms of convergent validity, Average Variance Extracted (AVE) values for Materialism (0.638) and Lifestyle (0.510) are above the 0.50 threshold [73], indicating acceptable levels of variance explained by their indicators. However, Financial Literacy (0.425) and Financial Behaviour (0.435) fall slightly below the ideal benchmark, suggesting moderate convergent validity but still within an acceptable range for exploratory research [72]. The reliability indicators Cronbach's Alpha (CA) and rho\_A also support construct consistency, with rho\_A values ranging between 0.570 and 0.798, further confirming the measurement stability across constructs. The R<sup>2</sup> value for Financial Behaviour (0.463) demonstrates that approximately 46.3% of the variance in Financial Behaviour can be explained by Financial Literacy, Materialism, and Lifestyle. This value indicates a moderate explanatory power, implying that the proposed model is capable of predicting nearly half of the variations in financial behavior among Generation Z respondents in Indonesia.

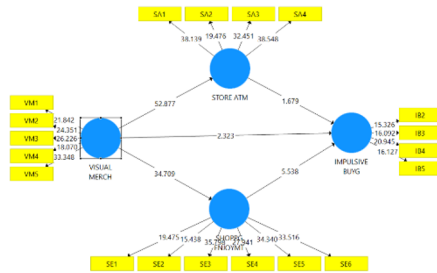
**Table 2.** Hypothesis Test Results

	Original Sample	Sample Mean	Std. Dev.	t Statistics	p values
FINLIT → FINBEH	0,345	0,354	0,075	4,577	0,000
MAT → FINBEH	-0,014	0,001	0,078	0,183	0,855
LIFE → FINBEH	0,416	0,499	0,073	5,702	0,000

Source: Data processed using SmartPLS 3 (2025)

Table 2 presents the hypothesis testing results generated using SmartPLS 3 (2025). This analysis explores the relationships between Financial Literacy (FINLIT), Materialism (MAT), Lifestyle (LIFE), and Financial Behaviour (FINBEH) within the context of Generation Z in Indonesia. The path coefficient significance was evaluated using the bootstrapping method to obtain p-values, which determine whether the relationships among variables are statistically significant. A p-value lower than 0.05 indicates a significant relationship at the 5% significance level [72]. The findings reveal that Financial Literacy ( $\beta = 0.345$ ,  $t = 4.577$ ,  $p = 0.000$ ) has a positive and significant effect on Financial Behaviour. This result suggests that individuals with higher financial knowledge are more capable of managing their finances responsibly and making informed financial decisions. Similarly, Lifestyle ( $\beta = 0.416$ ,  $t = 5.702$ ,  $p = 0.000$ ) also shows a positive and significant relationship with Financial Behaviour, implying that a well-managed and disciplined lifestyle can enhance one's financial management practices. In contrast, Materialism ( $\beta = -0.014$ ,  $t = 0.183$ ,  $p = 0.855$ ) demonstrates an insignificant and negative relationship with Financial Behaviour. This indicates that materialistic tendencies do not meaningfully influence how individuals manage their financial resources. Overall, these results highlight that financial literacy and lifestyle factors play critical roles in shaping positive financial behaviour, while materialism exerts minimal influence.

Figure 1. Bootstrapping Model



Source: Data processed using SmartPLS 3 (2025)

The structural model results demonstrate the relationships among Financial Literacy (FINLIT), Materialism (MAT), Lifestyle (LIFE), and Financial Behaviour (FINBEH). As illustrated in Figure 1, Financial Literacy (FINLIT) has a strong and positive effect on Financial Behaviour (FINBEH) ( $\beta = 0.345$ ,  $t = 4.577$ ,  $p < 0.001$ ), indicating that individuals with higher financial literacy tend to exhibit more responsible and rational financial behaviours. This finding highlights that improved understanding of financial concepts enhances individuals' ability to make informed financial decisions and manage resources effectively. Meanwhile, Lifestyle (LIFE) also shows a positive and significant relationship with Financial Behaviour (FINBEH) ( $\beta = 0.416$ ,  $t = 5.702$ ,  $p < 0.001$ ). This suggests that individuals with a balanced and well-managed lifestyle are more likely to demonstrate sound financial management practices. A disciplined lifestyle positively contributes to better budgeting, saving, and spending habits. In contrast, Materialism (MAT) exhibits a negative but insignificant effect on Financial Behaviour (FINBEH) ( $\beta = -0.014$ ,  $t = 0.183$ ,  $p = 0.855$ ). This implies that materialistic values do not significantly influence how individuals manage their financial activities. Overall, these findings confirm that Financial Literacy and Lifestyle are crucial determinants of positive Financial Behaviour among Generation Z in Indonesia, while Materialism exerts minimal impact.

Based on the results of data analysis, Financial Literacy ( $\beta = 0.345$ ,  $t = 4.577$ ,  $p = 0.000$ ) has a positive and significant effect on Financial Behaviour. This indicates that individuals with higher financial knowledge are more capable of managing their finances responsibly and making informed financial decisions. These findings confirm that financial literacy significantly influences the financial behaviour of Generation Z. Financial literacy refers to an individual's financial knowledge and skills that enable them to manage and utilize their financial resources effectively [40]. This result is consistent with the study which found that financial literacy has a positive and significant relationship with financial behaviour [59]. The t-test results further confirm that financial literacy partially and significantly affects financial behaviour, strengthening previous research findings. The influence arises from the financial knowledge possessed by Generation Z, who generally understand how to manage and use money wisely. Although individual perceptions may vary, most respondents agree that financial management knowledge is essential. This awareness reflects Generation Z's recognition of the importance of understanding how to control spending, plan savings, and make responsible financial decisions. Therefore, as financial literacy increases, Generation Z tends to be wiser and more disciplined in managing their money. These results reinforce earlier studies, confirming that financial literacy is a key factor shaping sound financial behaviour among young generations in Indonesia [40], [59].

Based on the data analysis results, Materialism ( $\beta = -0.014$ ,  $t = 0.183$ ,  $p = 0.855$ ) demonstrates an insignificant and negative relationship with Financial Behaviour. This suggests that materialistic values do not substantially influence how young individuals manage their financial resources. Although the coefficient shows a negative trend, implying that higher materialism might relate to poorer financial management, the statistical insignificance indicates that this effect is minimal within this generational group. This result is consistent with findings who reported that materialism did not directly predict responsible financial behaviour among young adults, as its effect was mediated by impulsivity and financial self-control [74]. Similarly noted that materialistic values influence financial outcomes only when coupled with weak financial management practices [75]. In the Indonesian context, Gen Z's financial behaviour is more strongly shaped by financial literacy and digital financial access rather than by materialistic attitudes, reflecting a pragmatic rather than purely consumption-driven mindset [40]. The insignificant relationship may also reflect the evolving financial culture of Indonesian Gen Z, who are digitally connected, value convenience, and often use financial apps that promote budgeting and saving. Their material aspirations are frequently expressed through digital experiences or social identity rather than excessive spending on physical goods. Therefore, while materialism theoretically aligns with consumerism, it does not necessarily lead to poor financial behaviour in this demographic.

Based on the data analysis results, Lifestyle ( $\beta = 0.416$ ,  $t = 5.702$ ,  $p = 0.000$ ) shows a positive and significant relationship with Financial Behaviour, indicating that a disciplined and balanced lifestyle contributes to better financial management among Generation Z. This finding supports the view which define lifestyle as the way individuals live in the real world, reflected through their activities, interests, and opinions [48]. The results are also consistent with the which revealed that lifestyle has a positive and significant impact on financial behaviour [59]. Students with a well-managed and healthy lifestyle tend to demonstrate responsible financial behaviour, as they are more capable of using and allocating their money wisely. The t-test results further confirm that lifestyle partially and significantly influences financial behaviour, reinforcing previous findings. This suggests that lifestyle shapes how individuals, particularly Generation Z, manage their finances and make spending decisions. The influence of lifestyle arises from Generation Z's daily activities, interests, and opinions, which generally reflect a moderate and thoughtful approach to consumption. Respondents demonstrated awareness of maintaining a sustainable lifestyle without engaging in excessive spending, which helps prevent financial difficulties. Hence, a positive lifestyle fosters better financial decision-making and encourages responsible financial behaviour. These findings are consistent emphasizing that a well-balanced lifestyle significantly supports sound financial management among Generation Z [59].

## **5. Conclusion, Limitation, & Future Research**

This study examined the influence of Financial Literacy, Materialism, and Lifestyle on Financial Behaviour among Generation Z in Indonesia. The findings revealed that Financial Literacy and Lifestyle significantly and positively affect Financial Behaviour, while Materialism showed an insignificant and negative relationship. Specifically, higher financial literacy enables Generation Z to make more informed, rational, and responsible financial decisions [40], [59]. Similarly, a balanced and disciplined lifestyle fosters better money management, budgeting, and saving habits

[48]. Conversely, Materialism did not demonstrate a meaningful influence, suggesting that Indonesian Gen Z tends to adopt pragmatic financial attitudes despite being exposed to consumer culture. These results highlight that Generation Z's financial behaviour is primarily shaped by cognitive (financial literacy) and behavioral (lifestyle) factors rather than materialistic values. In a digital economy characterized by easy financial access and social media influence, financial education and lifestyle awareness play crucial roles in promoting sustainable financial practices. Strengthening literacy-based programs, both formal and informal, may enhance Gen Z's ability to make sound financial decisions and reduce risks associated with impulsive or "doom spending" tendencies.

However, this study has several limitations. The sample was limited to Generation Z respondents in Indonesia, which may restrict generalizability to other demographic groups or cultural contexts. Additionally, the use of self-reported data might introduce response bias. Future research should expand the sample scope across different generations or countries, explore mediating variables such as financial self-control or digital financial literacy, and incorporate qualitative methods to capture deeper behavioral insights. By integrating financial education with lifestyle management, future studies can further enhance understanding of how young individuals develop financially sustainable behaviors in an increasingly digitalized and consumption-driven society.

## References

1. Gama, D., Pertiwi, L., & Hasan, I. (2023). Economic growth and consumption behavior in Indonesia. *Asian Economic Review*, 18(2), 210–223.
2. Asfina, N., Rahmawati, L., & Hasanah, S. (2023). Global economic growth and consumption trends in Indonesia. *Indonesian Journal of Development Studies*, 7(2), 101–110.
3. Fitriana, A., Rahmawati, D., & Santoso, P. (2024). The influence of financial literacy on financial behavior. *Journal of Economic Education*, 9(3), 87–96.
4. Khan, S., Abdullah, M., & Rahman, A. (2024). Financial literacy and economic well-being. *International Journal of Economics and Finance*, 16(1), 45–57.
5. Andriyani, D., & Sulistyowati, R. (2021). The effect of financial literacy on financial behavior among millennials. *Economic Review Journal*, 9(4), 56–64.
6. Ferdiansyah, R., & Triwahyun-ingtyas, M. (2021). Financial education and saving decisions. *Journal of Economic Studies*, 5(2), 115–124.
7. Rri.co.id. (2024). Fenomena doom spending di kalangan Gen Z Indonesia. Retrieved from <https://rri.co.id>
8. Imaniah, F. (2021). Financial management among young adults. In Ukhriyawati et al. (2021).
9. Dewi, L., & Anggraini, E. (2022). Effective money management and financial goals. *Indonesian Journal of Finance*, 3(1), 55–67.
10. Nurrafi, D., Siregar, T., & Wati, P. (2024). Financial behavior and saving decisions. *Journal of Financial Studies*, 12(1), 88–101.
11. Febriliantino, R., Putra, H., & Lestari, D. (2024). Saving intentions and financial literacy among students. *Journal of Finance and Accounting*, 9(2), 133–144.
12. Kustina, N., Rahmad, I., & Yulianti, R. (2024). Financial literacy and retirement planning in Indonesia. *Journal of Economic Studies*, 10(2), 56–68.

13. Batista, A., & Ayu, K. (2023). Financial knowledge and national prosperity: Evidence from developing economies. *International Journal of Finance*, 11(2), 133–146.
14. Andiani, D., & Maria, S. (2023). Financial literacy as a personal responsibility for wise financial decision-making. *Journal of Economics and Finance*, 5(3), 221–233.
15. Artha, A., & Wibowo, R. (2023). Financially literate behavior and decision-making in emerging markets. *Journal of Behavioral Economics*, 14(3), 205–219.
16. Badan Pusat Statistik. (2020). *Sensus Penduduk 2020: Hasil utama sensus penduduk Indonesia*. Jakarta: BPS.
17. Mukhlis, A., Siregar, F., & Yuliani, D. (2023). Generation Z's financial inclusion in Indonesia. *Indonesian Journal of Economic Studies*, 15(2), 133–146.
18. A. L. A. Sari, & Widodoatmodjo, S. (2023). Generation Z as a driving force of Indonesia's economy. *Indonesian Economic Outlook*, 6(1), 72–83.
19. Savira, L., & Ratu, S. (2024). Financial behavior differences among Millennials and Gen Z. *Journal of Youth Economics*, 8(2), 134–145.
20. Kumparan.com. (2024). Fenomena Generasi Z dan literasi keuangan digital. Retrieved from <https://kumparan.com>
21. OJK & BPS. (2024). *Laporan tingkat literasi dan inklusi keuangan Indonesia tahun 2024*. Jakarta: Otoritas Jasa Keuangan.
22. Dilasari, A., Wijaya, E., & Yuliana, P. (2020). Financial literacy and money confidence among Indonesian students. *Economic Studies Journal*, 6(2), 99–108.
23. C. Angelyna and T. Tannia, "The Effect of Financial Literacy on Generation Z's Saving Behavior with Social Influence as a Moderating Variable," *Business Management Journal*, vol. 21, no. 1, pp. 83–98, 2025
24. Richins, M. L., & Dawson, S. (1992). A consumer values orientation for materialism and its measurement: Scale development and validation. *Journal of Consumer Research*, 19(3), 303–316.
25. I. Permatasari et al., "Materialism and money management," 2023.
26. Saffana, R., Sudarno, S., & Sangka, D. (2023). Materialism and financial stress among young consumers. *Journal of Economic Behavior*, 14(2), 177–189.
27. Mardiana, R., & Rochmawati, D. (2020). The influence of materialism on saving intention. *Journal of Behavioral Finance*, 7(1), 45–53.
28. Wijanarko, D., Hidayah, S., & Sari, E. (2022). Materialism and saving intention among Indonesian youth. *Journal of Behavioral Finance*, 9(4), 102–115.
29. Jamila, S. (2019). Materialism and saving behavior among Indonesian youth. *Journal of Economics and Business Research*, 5(1), 44–55.
30. Laturette, A., Rini, D., & Hartono, F. (2021). YOLO lifestyle and saving patterns among Gen Z. *Journal of Social and Behavioral Economics*, 9(3), 233–245.
31. Kusumaningtyas, E., Fadhillah, M., & Sari, P. (2024). Digital lifestyle and financial discipline. *Journal of Youth Finance*, 7(2), 110–121.
32. Azizah, F. (2020). Lifestyle and modern consumption among Indonesian youth. *Journal of Social Sciences*, 9(2), 87–95.
33. Anggraini, R., Santoso, H., & Dewi, F. (2023). Youth spending behavior and social engagement: An Indonesian perspective. *Journal of Youth and Society*, 15(1), 88–99.
34. A. N. Hidayah, & Iramani, R. (2023). Lifestyle, spending patterns, and financial well-being among students. *Journal of Economics Education*, 8(1), 44–57.
35. Widiantari, A., Nugroho, R., & Fitria, H. (2023). Financial literacy and responsible spending behavior. *Journal of Behavioral Finance*, 11(1), 55–68.
36. Busman, F., Hidayat, R., & Sari, M. (2022). Consumer behavior and financial management among Gen Z. *Journal of Behavioral Finance*, 10(4), 214–226.

37. Astuti, D., Nugroho, P., & Wijaya, T. (2019). The relationship between knowledge and financial decision-making. In Wijaya et al. (2022).
38. Hariawan, A., & Canggih, C. (2022). Financial literacy and responsible decision-making. *Journal of Accounting and Finance*, 11(1), 76–89.
39. Fitria, E., Rahmad, I., & Nur, S. (2021). Understanding financial literacy for effective management. *Journal of Economics*, 12(1), 12–20.
40. Perkasa, A., Lestari, S., & Nirmala, I. (2024). Financial literacy and financial management skills in Indonesia. *Journal of Economic Development*, 13(1), 64–75.
41. U. M. Lone and S. A. Bhat, “Impact of Financial Literacy on Financial Well-Being: a Mediation Role of Financial Self-Efficacy,” *Journal of Financial Services Marketing*, Oct. 2022
42. I. Katnić, M. Katnić, M. Orlandić, M. Radunović, and I. Mugosa, “Understanding the role of financial literacy in enhancing economic stability and resilience in Montenegro: A data-driven approach,” *Sustainability*, vol. 16, no. 24, Art. no. 11065, Dec. 2024
43. Dewi, M., & Sari, D. (2020). Financial literacy and saving behavior in Indonesia. *Journal of Development Economics*, 8(3), 189–201.
44. Tannia, N., Dewi, E., & Putri, R. (2023). Definisi dan pengukuran literasi keuangan oleh OJK. *Journal of Finance and Society*, 5(4), 201–212.
45. A. Katnić, M. Katnić, M. Orlandić, M. Radunović, and I. Mugoša, “Understanding the role of financial literacy in enhancing economic stability and resilience: A data-driven approach,” *Sustainability*, vol. 16, no. 24, Art. no. 11065, Dec. 2024
46. Aprih Santoso and E. P. Sari, “The role of financial literacy as one of the influences of financial behavior,” *J. Manajemen*, vol. XXV, no. 03, pp. 415–430, Oct. 2021
47. T. Tannia, E. Siratan, J. Jeffri, R. A. Kaisar Elim, and D. G. F. Tutuhunewa, “Pengaruh literasi keuangan, ketertarikan untuk berinvestasi, persepsi risiko, dan kesadaran investasi terhadap keputusan investasi masyarakat di wilayah Timur Indonesia,” *GLORY J. Ekonomi dan Ilmu Sosial*, vol. 4, no. 6, pp.1501–1512, 2023
48. Sufyati, L., & Lestari, D. (2022). Lifestyle and financial management behavior. *Journal of Behavioral Economics*, 10(3), 188–200.
49. Fatimah, N., & Fathihani, R. (2023). Financial literacy and financial planning behavior of Generation Z. *Journal of Economic Research*, 15(1), 77–90.
50. Junaidi, A., Wicaksono, P., & Hamka, R. (2022). Materialism and economic motivation. *Journal of Social and Economic Psychology*, 9(3), 202–212.
51. Hengo, P., Ndoen, D., & Amtiran, P. (2021). Materialism, happiness, and life satisfaction. *Journal of Consumer Behavior*, 13(2), 155–167.
52. Gardarsdóttir, R. B., & Dittmar, H. (2012). The relationship of materialism to debt and financial well-being. *Journal of Economic Psychology*, 33(3), 471–481.
53. Halik, A., Jufri, M., & Ramli, S. (2023). Lifestyle and spending behavior among urban millennials. *Journal of Economic Perspectives*, 7(4), 214–227.
54. A. H. Susanto, “Analysis of lifestyle factors that influence individuals following community,” *IOSR Journal of Research & Method in Education (IOSR-JRME)*, vol. 9, no. 1, pp. 33–38, 2019
55. Hidayat, M., & Paramita, L. (2024). Lifestyle analysis using the AIO model. *Journal of Consumer Psychology*, 10(1), 65–79.
56. Amelia, D., Prasetyo, R., & Putra, Y. (2023). Lifestyle and consumption patterns among Indonesian youth. *Journal of Consumer Studies*, 12(2), 112–124.
57. H. Hatimatunnisani, M. Zulkarnaen, and K. Arifin, “The influence of hedonistic lifestyle and consumptive behavior on personal financial management,” *International Journal of Economics, Business and Industrial Research*, vol. 3, no. 2, pp. 45–56, 2024

58. N. Yana and I. R. Setyawan, "Do hedonism lifestyle and financial literacy affect students' personal financial management?" *Int. J. Appl. Econ. Bus.*, vol. 1, no. 2, pp. 880–888, 2023
59. Msarofah, L., & Fauzan, M. (2023). The influence of financial literacy and lifestyle on the financial behavior of students of the Faculty of Economics and Business, Surakarta Muhammadiyah University. *Journal of Economics and Business Research*, 9(2), 77–89.
60. M. S. Pamungkas and T. U. Prasetyo, "Financial management behavior: the influence of financial technology, locus of control, and financial literacy," *Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa*, vol. 6, no. 1, 2024.
61. Andreansyah, A., & Meirisa, D. (2022). The role of financial behavior in personal money management. *International Journal of Financial Studies*, 10(1), 34–45.
62. R. binti Ahmad, "Measuring financial literacy and financial behaviours among employees in Malaysia," *Global Vision Economic & Policy Studies (GVES)*, 2024
63. H. Helmalia, "The mediating effect of financial behavior on the relationship between Islamic financial literacy and financial well-being," *Al-Intaj Journal*, vol. 11, no. 2, pp. 297–317, Sept. 2025
64. A. Susanto, "Financial behavior and financial management: Theory and empirical evidence," *Jurnal Inovasi Akuntansi (JIA)*, vol. 3, no. 2, pp. 184–193, 2025
65. Dew, J., & Xiao, J. (2021). The association between financial behavior and financial well-being. *Journal of Financial Counseling and Planning*, 32(2), 235–250.
66. A. Lusardi and P. Tufano, "Debt literacy, financial experiences, and overindebtedness," *J. Pension Econ. Finance*, vol. 14, no. 4, pp. 332–368, Oct. 2015
67. M. F. Sabri, M. A. Anthony, S. H. Law, R. Husniyah, N. A. Su'anan, and M. Ithnin, "Impact of financial behaviour on financial well-being: Evidence among young adults in Malaysia," *J. Financ. Serv. Mark.*, vol. 27, no. 3, pp. 1–15, May 2023.
68. V. S. Sivakumar, A. Balagurusamy, and A. Shanthy, "Financial behaviour and well-being: A study on personal financial planning," *Int. J. Res. Finance Manag.*, vol. 5, no. 2, pp. 73–86, May 2025
69. Pakpahan, M., Siahaan, J., & Manullang, R. (2021). *Research methodology in social sciences*. Bandung: Alfabeta.
70. Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill-building approach* (8th ed.). Hoboken, NJ: John Wiley & Sons.
71. Ghozali, I., & Latan, H. (2021). *Partial Least Squares: Concepts, techniques, and applications using SmartPLS 3.0*. Semarang: Universitas Diponegoro Press.
72. Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Thousand Oaks, CA: Sage.
73. Junarsin, E., Kurniawan, F., & Setiawan, R. (2022). Testing convergent validity using AVE in behavioral studies. *Journal of Business Research Methods*, 8(1), 23–34.
74. Lučić, A., Prokopec, M., & Todorović, V. (2021). Materialism and financial behavior among young adults. *Journal of Behavioral Economics*, 11(2), 67–80.
75. Pham, T., Yap, K., & Dowling, N. (2012). The impact of materialism on young consumers' financial behavior. *Journal of Behavioral Finance*, 13(1), 16–26.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution- NonCommercial - NoDerivatives 4.0 International License (<http://creativecommons.org/licenses/by-nc-nd/4.0/>), which permits any noncommercial use, sharing, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if you modified the licensed material. You do not have permission under this license to share adapted material derived from this chapter or parts of it.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

