

COSMETIC STUDENTS' HEDONISTIC LIFESTYLE CORRELATION WITH CONSUMER BEHAVIOR OF DECORATIVE COSMETIC PRODUCTS

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ABSTRACT

The use of cosmetics among the younger generation has shifted the perception of cosmetics from a tool for beautifying oneself to a primary way to increase self-confidence. The need for make-up among students for decorative cosmetics is indeed a rational reason, but this condition can lead students to a hedonistic lifestyle by buying decorative cosmetics beyond their needs. Research is needed to examine “the relationship between a hedonistic lifestyle and consumer behavior regarding decorative cosmetic products among students of the Cosmetology Education Study Program at the Universitas Negeri Jakarta” (Class of 2025). The subjects in this research were 61 Cosmetology students from Universitas Negeri Jakarta. Data collection was using a questionnaire via Google Forms. Data analysis was performed using a correlation test. Spearman's rank correlation test showed a correlation value of 0.812 and Sig. 0.000 <0.05. The results indicate a “strong and significant relationship between hedonistic lifestyle and consumptive behavior toward decorative cosmetic products among beauty program students”. These findings may support the integration of financial literacy and responsible consumption materials into relevant courses and student development activities.

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INTRODUCTION

Technological advancements and social media have changed consumer behavior through the ease of obtaining information, comparing various product alternatives, and making purchases quickly. This development is in line with the increasing trend of decorative cosmetics use among the younger generation. The Jakpat Survey or Jajak Pendapat (2024) shows that the average individual uses 4 to 5 makeup products every day, and 79% of respondents feel more confident when appearing in public wearing cosmetics. These findings confirm that decorative cosmetics have shifted in function, from simply a tool for beautifying appearance to a need closely related to self-image, in line with the concept that consumer behavior consists of the “actions directly involved in obtaining, consuming, and disposing of products or services” (Setiadi, 2019:2).

From a consumer behavior perspective, Solomon (2020) states that a product is not only consumed for its functional benefits, but also because it has symbolic value that individuals can use to express their identity and gain social recognition. Therefore, the advancement of globalization, digital technology, and the rapid expansion of the social media-driven beauty industry have made decorative cosmetics increasingly available and widely marketed. As a result, these products are no longer regarded solely as means of enhancing appearance but have also become part of a contemporary

lifestyle that reflects an individual's identity and social status. An individual's own lifestyle can be reflected through activities, interests, and opinions, thus influencing consumption patterns.

According to Fatmawatie (2022), consumer behavior is the behavior of purchasing goods based more on desire than need. One psychological factor suspected to contribute significantly to this consumer behavior is a hedonistic lifestyle. Lifestyle is understood as a person's way of life as reflected in their "activities, interests, and opinions" (AIO) (Setiadi, 2019:75), Hedonism is specifically understood as a life orientation that places pleasure, enjoyment, and personal satisfaction as the primary goal, including in consumption activities (Thamrin & Saleh, 2021). In consumer behavior theory, lifestyle influences consumer motivation, which subsequently encourages consumptive behavior and ultimately affects cosmetic purchasing decisions. Thus, Lifestyle can be regarded as an important antecedent in explaining why consumers develop purchasing tendencies toward decorative cosmetic products.

Cosmetology students are suspected to be more susceptible to this condition due to the high intensity of exposure to beauty trends through social media and academic environments, the demand to always appear relevant to industry developments, and the justification of practical needs that can disguise hedonistic motives behind purchasing decisions. In a pre-study conducted on 10 makeup students from the 2022 to 2025 intake at Universitas Negeri Jakarta, 80% of students stated that they felt more confident when using well-known brands of makeup. Seventy percent stated that they often purchased makeup spontaneously without planning. Sixty percent stated that they owned similar cosmetic products from different brands. This also aligns with Eka Sarih Setia Ningsih's (2018:149) explanation that children and adolescents are very fond of brand goods. This is usually common among adolescent girls due to environmental factors.

Prayodha & Savira (2018) study examined consumer behavior among cosmetology students at Surabaya State University. The research used a qualitative case study method. The results showed that consumer behavior among cosmetology students arises from professional demands that require them to appear attractive and follow beauty trends, thus encouraging students to continuously purchase cosmetic products and makeup supplies repeatedly. Meanwhile Thamrin & Saleh (2021) examined the correlation between a hedonistic lifestyle and student consumer behavior using the Pearson Correlation test. Their findings showed that the more hedonistic students are, more likely they are to engage in consumptive behaviour. However, previous studies have mainly examined the direct correlation between hedonistic lifestyle and consumptive behavior or described consumptive behavior qualitatively. Existing studies have not clearly explained the behavioral mechanism through which it subsequently leads to consumptive behavior and finally influences decorative cosmetic purchasing decisions among cosmetology students. Furthermore, previous studies have not specifically investigated this relationship among cosmetology students at Universitas Negeri Jakarta using the Spearman rank correlation technique. Therefore, there remains a research gap regarding the conceptual explanation of how lifestyle influences cosmetic purchasing behavior within this specific population.

Based on this research gap, this study proposes a conceptual framework in which lifestyle influences Consumer Motivation, which subsequently encourages Consumptive Behavior, and ultimately leads to Cosmetic Purchase. This conceptual pathway provides a more comprehensive explanation of consumer behavior than previous studies that primarily focused on direct relationship between variables. The novelty of this research lies in explicitly examining the correlation between hedonistic lifestyle and consumptive behavior among cosmetology students at Universitas Negeri Jakarta while introducing the conceptual pathway of Lifestyle → Consumer Motivation → Consumptive Behavior → Cosmetic Purchase as a theoretical framework for explaining decorative cosmetic purchasing behavior. In addition, this study provides empirical evidence using the Spearman Rank correlation technique in a population that has not been specifically investigated in previous studies. Therefore, this research aims to analyze correlation between hedonistic lifestyle and consumptive behavior in purchasing decorative cosmetic products among students of the Cosmetology Education Study Program, Universitas Negeri Jakarta Class of 2025.

RESEARCH METHODS

This research uses "survey and cross-sectional methods with a descriptive analysis approach". The descriptive analysis approach is a method used to describe and explain the conditions of research variables based on data obtained from respondents systematically and factually. The survey method was used to obtain data from respondents through distributing questionnaires to determine the perceptions of Universitas Negeri Jakarta Cosmetology Education students, Class of 2025, regarding the correlation between cosmetology students' lifestyles and consumptive behavior of decorative cosmetic products. The research focuses on "analyzing the correlation between a hedonistic lifestyle and consumptive behavior regarding decorative cosmetic products among students of the Cosmetology Education Study Program at the

Universitas Negeri Jakarta” (Class of 2025), as well as determining the direction and strength of the correlation between these two variables.

The research entitled "Correlation of Hedonistic Lifestyle of Makeup Students with Consumptive Behavior as Consumers of Decorative Cosmetic Products" was conducted at Universitas Negeri Jakarta, Class of 2025. This research was conducted in the even semester of 2026. The sampling method used in this study was purposive sampling with the following criteria: Makeup students of Universitas Negeri Jakarta, Class of 2025, who have purchased or are currently purchasing decorative cosmetic products. The sample of this study was 61 people, which was determined using the Slovin formula.

Table 1. Number of respondents calculation

No	Class of	Number of Students	Calculation based on Slovin's formula	Number of respondents
1	2025	102	$n_i = \frac{102}{265} \times 160$	61
Total				61

Source: Primary Data, 2026

The questionnaire was compiled based on indicators from the research variables, namely hedonistic lifestyle as variable X and consumptive behavior of decorative cosmetic products as variable Y. Hedonistic lifestyle and consumptive behavior of decorative cosmetic products were measured through the total score obtained by respondents from the Likert scale questionnaire instrument. Lifestyle was compiled through 3 dimensions, namely activities, opinions, and interests. The consumptive behavior of decorative cosmetic products was compiled into 3 dimensions, namely “impulsive buying, wasteful buying, and non-rational buying”.

The dimensions of Variable X, namely hedonistic lifestyle, comprised activities, opinions, and interests, whereas Variable Y, namely consumptive behavior toward decorative cosmetic products, encompassed impulsive buying, wasteful buying, and non-rational buying. The research instrument consisted of 25 statements developed to measure the indicators associated with both variables. Each statement was evaluated using a five-point Likert scale, with response categories ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). The five-point Likert scale was employed because of its widespread application in quantitative research and its ability to provide respondents with a structured range of response options for expressing the degree of agreement with each statement. (Sulianta, 2025).

The data analysis used is descriptive analysis to describe the characteristics of the research data, including the average value (mean), median, mode, standard deviation, minimum and maximum values, as well as frequency distribution and score categorization for each variable. Validity testing was conducted using item-total correlations to ensure that each item adequately represents the construct being measured. After validation, the statements were then tested for reliability. Reliability testing was conducted using Cronbach's alpha coefficient, where a value of 0.70 was considered the minimum acceptable standard.

The normality test was performed as part of the classical assumption tests to assess whether the data from both variables were normally distributed, where a significance value exceeding 0.05 indicated a normal distribution. The linearity test was employed to determine the presence of a linear relationship between variables X and Y, based on a Deviation from Linearity significance value above 0.05. Next, a correlation analysis is carried out to determine the direction and strength of the relationship between hedonistic lifestyle (X) and consumptive behavior (Y). To determine the statistical significance of the correlation, a correlation significance test (t-test) was performed to examine whether the sample correlation could be generalized to the population. The resulting t-value was compared with the critical t-value at $\alpha = 0.05$ with degrees of freedom of $n - 2$. A calculated t-value greater than the t-table value, or a p-value below 0.05, resulted in the rejection of H_0 and acceptance of H_a , thereby indicating a strong correlation between hedonistic lifestyle and consumptive behavior toward decorative cosmetic products among make-up students.

RESEARCH RESULTS

Based on data collected from 61 respondents, all respondents were active students of the Cosmetology Education Study Program consisting of various classes. The respondents were characterized based on gender, class, and the frequency of decorative cosmetic products us daily activities and lectures. All respondents were female students because

the Cosmetology Education Study Program is predominantly attended by women, who are closely associated with the use of decorative cosmetic products for both academic practice and personal appearance.

Table 2. Descriptive Statistical Analysis

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Hedonistic Lifestyle (X)	64	21	51	42,69	5,54
Consumptive Behaviour (Y)	64	13	55	45,69	9,18

Source: Primary Data, 2026

The descriptive statistics for the research variables are shown in Table 3. The Hedonistic Lifestyle variable had a min score of 21, a max score of 51, a mean of 42.69, and a standard deviation of 5.54. Meanwhile, the Consumptive Behavior variable had a min score of 13, a max score of 55, a mean of 45.69, and a standard deviation of 9.18. The theoretical score range for Consumptive Behavior was 12–60. The mean score for Consumptive Behavior (45.69) was higher than the mean score for Hedonistic Lifestyle (42.69).

Table 3. Instruments Data Test Results

Variable	Correlation Value (R count)	R table	Validity Criteria	Note	Cronbach Alpha	Reliability Criteria	Note
Hedonistic Lifestyle (X)	0,255 - 0,734	0,246	R table < R count	Valid	0,756	$\alpha > 0,60$	Highly Reliable
Consumptive Behaviour (Y)	0,668 - 0,822	0,246	R table < R count	Valid	0,933		

Source: Primary Data, 2026

Based on table 2, all questionnaire items for each variable had an R-count values above the R-table threshold for all questionnaire items were greater than the R-table value of 0.246, confirming that each item met the established validity criteria. In addition, reliability testing generated CA values of 0.756 for hedonistic lifestyle and 0.933 for consumptive behavior. Both values exceeded the minimum reliability criterion of 0.60, indicating that the research instrument was valid and reliable and therefore suitable for further statistical analysis.

Table 4. Classical Assumption Tests Results

Variable	Kolmo-Smirnov	Asymp-Sig. (2-tailed)	Normality Criteria	Note	Deviation from Linearity	Linearity Criteria	Note
Hedonistic Lifestyle (X)	-	0,200	Sig. > 0,05	Normal	0,001	Deviation > 0,05	No significant linearity
Consumptive Behaviour (Y)	-	0,200	Sig. > 0,05	Normal			

Source: Primary Data, 2026

Tests of normality and linearity are presented in Table 4. The Asymp. Sig. (2-tailed) value for both variables was 0.200, higher than the significance level (0.05). Thus, the data for both variables were considered normally distributed. However, the linearity test resulted in a Deviation from Linearity significance value of 0.001, which shows that the linearity assumption was not satisfied. Therefore, a non-parametric statistical approach was used for subsequent correlation analysis. Because the linearity assumption was not met, the correlation analysis in this study did not use the Pearson Product Moment correlation, which requires a linear relationship, but instead used the Spearman Rank correlation technique, in accordance with Sugiyono (2023), who states that non-parametric statistical analysis should be applied when one or more assumptions of parametric analysis are not fulfilled.

Table 5. Rank Spearman Test Result

		Hedonistic Lifestyle	Consumptive Behaviour
Spearman's rho	Hedonistic Lifestyle	Correlation Coefficient	1,000 0,812

	Sig (2-tailed)/	.	0,000	
	N		64	64
Consumptive Behaviour	Correlation Coefficient	0,812		1,000
	Sig (2-tailed)	0,000	.	
	N		64	64

Source: Primary Data, 2026

After the prerequisite tests were completed, Spearman's rank correlation test was performed to examine the relationship between hedonistic lifestyle (Variable X) and consumptive behavior toward decorative cosmetic products (Variable Y) among cosmetology students. The test also assessed the direction and strength of the relationship between the two variables. The Spearman Rank correlation test was selected because the linearity assumption was not met. The Spearman correlation analysis is presented in Table 5. The Correlation coefficient (Spearman's rho) was 0.812, with a significance value (Sig. 2-tailed) of 0.000. Since the significance value was lower than 0.05 (0.000, 0,05), there was a statistically significant correlation between the hedonistic lifestyle and consumptive behavior toward decorative cosmetic products among cosmetology students. According to the interpretation criteria proposed by Sudijono (2016), the correlation coefficient of 0.812 falls within the 0.800 - 1.000 interval, indicating a very high level of correlation between the two variables. The positive correlation coefficient indicates that the relationship between the variables. This means that a higher hedonistic lifestyle was associated with higher levels of consumptive behavior toward decorative cosmetic products, whereas lower levels of hedonistic lifestyle were associated with lower levels of consumptive behavior. In addition, the Spearman correlation coefficient ($r = 0.812$) indicates a large effect size, suggesting a strong association between hedonistic lifestyle and consumptive behavior among the respondents.

The correlation analysis produced a coefficient of 0.812 with a significance value (Sig. 2-tailed) of 0.000. Since the significance value was below 0.05 ($0.000 < 0.05$), the results indicate a statistically strong correlation between hedonistic lifestyle and consumptive behavior toward decorative cosmetic products among cosmetology students. According to the correlation criteria proposed by Sudijono (2016), a coefficient of 0.812 falls within the range of 0.800–1.000, indicating a very high level of relationship. The positive coefficient indicates a unidirectional association between the two variables, meaning that higher levels of hedonistic lifestyle are associated with higher levels of consumptive behavior toward decorative cosmetic products. Conversely, lower levels of hedonistic lifestyle are associated with lower levels of consumptive behavior toward decorative cosmetic products.

These results indicate that a hedonistic lifestyle is a very strong factor in influencing the consumer behavior of cosmetology students in purchasing decorative cosmetic products. Students who are highly oriented towards pleasure, enjoyment, and personal satisfaction tend to be more easily influenced by beauty trends, product promotions, and the desire to own popular decorative cosmetic products, thus driving them to make excessive purchases.

This finding aligns with research conducted by Wulansari (2019), which found a positive and significant relationship between a hedonistic lifestyle and the consumer behavior of makeup purchases among female students at Sultan Agung Islamic University, Semarang. The study showed that the higher the hedonistic lifestyle, the higher the consumer behavior of makeup purchases among female students.

Furthermore, the finding of this research also support the findings of Khairat et al. (2019), who stated that there is a positive and significant correlation between hedonistic lifestyle and consumer behavior among female students. Students with higher levels of hedonistic lifestyle tend to show higher levels of consumer behavior.

This study also supports the findings of Prayodha & Savira (2018) who found that consumer behavior in cosmetology students is influenced by professional demands, developments in beauty trends, and the desire to always look attractive, which drives repeated purchases of cosmetics and makeup equipment. However, this study provides a new contribution by showing that a hedonistic lifestyle has a very strong relationship with consumer behavior in cosmetology students specifically, a finding that has not been widely studied before.

DISCUSSION

The findings indicate a significant and positive association between hedonistic lifestyle and consumptive behavior toward decorative cosmetic products among cosmetology students. The very high correlation coefficient ($r = 0.812$)

suggests that students with a higher level of hedonistic lifestyle also tend to exhibit higher levels of consumptive behavior in purchasing decorative cosmetic products.

These findings support the consumer behavior theory proposed by Solomon (2020). This states that products are consumed not only for their functional benefits but also for their symbolic value, allowing individuals to express their identity and gain social recognition. In the context of cosmetology students, decorative cosmetic products are used not only for academic practice but also to reflect their professional identity, enhancing self-confidence, and keeping up with current beauty trends. Consequently, students with stronger hedonistic tendencies are more likely to demonstrate higher consumptive behavior toward decorative cosmetic products.

The strong relationship identified in this study may also be explained by the characteristics of cosmetology students, who are frequently exposed to beauty trends. Cosmetic product innovations and appearance-oriented environments. Such exposure may encourage greater interest in decorative cosmetic products and increase the tendency to purchase products that support both academic activities and personal appearance. These findings suggest that both academic activities and personal appearance. These findings suggest that a hedonistic lifestyle is closely associated with consumptive behavior in this particular population. Furthermore, this finding is consistent with the theory of Engel et al. (1994), which explains that consumer purchasing behavior is influenced by the interaction of individual, environmental, and psychological factors. In the present study, the hedonistic lifestyle represents one of the individual psychological factors that may contribute to consumptive behavior among cosmetology students.

The present findings reinforce the symbolic consumption perspective proposed by Solomon (2020), suggesting that decorative cosmetics function not only as beauty products but also as identity-signaling goods. This explains why students with stronger hedonistic tendencies demonstrate higher levels of consumptive purchasing. Khairat et al. (2019) reported that students with higher levels of hedonistic lifestyle were more inclined toward consumptive behavior. The consistency of these findings indicates that a hedonistic lifestyle remains an important factor associated with consumptive behavior across different student populations.

This study also complements the findings of Prayodha & Savira (2018), who reported that consumptive behavior among cosmetology students was influenced by professional demands. Development in beauty trends and the need to maintain an attractive appearance. Unlike the previous study, which primarily described consumer behavior qualitatively, the present study provides quantitative empirical evidence demonstrating “a very strong correlation between a hedonistic lifestyle and consumptive behavior toward decorative cosmetic products among cosmetology students”. This finding strengthens the existing literature by showing that a hedonistic lifestyle is strongly associated with consumptive behavior within a population that is highly engaged with the beauty industry.

The findings of this research add to the existing literature by providing empirical evidence of the relationship between hedonistic lifestyle and consumptive behavior toward decorative cosmetic products among cosmetology students at Universitas Negeri Jakarta. This population has received limited attention in previous studies, particularly those using a quantitative correlational approach with the Spearman Rank correlation technique. Therefore, this study expands the existing evidence on consumer behavior in the context of decorative cosmetic products and offers practical implications for promoting more rational purchasing behavior among cosmetology students.

CONCLUSION

This research aims to examine the correlation between a hedonistic lifestyle and consumptive behavior toward decorative cosmetic products among students of the Cosmetology Education Study Program at UNJ, Class of 2025. The findings demonstrate a statistically significant correlation between hedonistic lifestyle and consumptive behavior toward decorative cosmetic products among cosmetology students. It can be concluded that the higher the hedonistic lifestyle among cosmetology students, the higher the consumer behavior in purchasing decorative cosmetic products. This study shows a unidirectional correlation between the lifestyle of UNJ make-up students and a hedonistic lifestyle. It is recommended that cosmetology students be wiser in managing their finances and distinguish between needs and wants when purchasing decorative cosmetic products.

The findings of this study can be practically applied as a reference in developing educational materials on financial literacy and wise consumption behavior in the curriculum, both through related courses and student development activities. This study used a limited sample size, focused only on alumni from one university, and employed descriptive data analysis, resulting in less comprehensive results. Subsequent research is recommended to incorporate a broader and

more diverse sample of respondents and include other relevant variables. Regression analysis, SEM, and PLS analysis can also be used to identify and test the influence between variables.

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