

**CONSUMER BEHAVIOR OF GENERATION Z STUDENTS:  
THE INFLUENCE OF USING LAZADA E-COMMERCE, PROMOTIONS AND SOCIAL MEDIA  
(CASE STUDY OF TRISAKTI INSTITUTE OF TOURISM STUDENTS)**

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**ABSTRACT**

The rapid development of e-commerce, especially among Generation Z, has changed consumption patterns, especially online shopping. Lazada, one of Southeast Asia's largest e-commerce platforms, is the leading choice for students, especially at the Trisakti Institute of Tourism. This research aims to analyze the influence of using Lazada, promotions and social media on the consumer behaviour of Generation Z students. The method used is quantitative descriptive research with surveys as a data collection technique by distributing questionnaires to 150 students who actively use Lazada. The research results show that using Lazada E-Commerce, promotions, and social media significantly contributes to students' consumptive behaviour. In conclusion, ease of access, attractive promotions, and social media influence encourage students to shop more frequently, potentially leading to overspending. It is recommended that students be wiser in managing expenses. Lazada provides education about financial management, and lecturers can increase awareness about the impact of consumer behaviour on students' economic well-being.

**Keywords:** use of Lazada e-commerce, generation Z, consumer behaviour, promotions and social media

## **1. INTRODUCTION**

The rapid development of digital technology in the last two decades has changed many aspects of life, including people's shopping patterns. One of the most striking phenomena is the growing use of e-commerce as the leading shopping platform, especially among the younger generation. E-commerce provides comfort and convenience for consumers to shop without time and place restrictions, which is the main attraction for Generation Z (Ardiansyah, 2023). Generation Z is a group that is very familiar with technology and the internet, making them the primary users of e-commerce platforms (Permana et al., 2024).

Lazada, one of Southeast Asia's largest e-commerce platforms, offers various products at competitive prices and eases goods' payment and delivery processes. The existence of Lazada has had a significant impact on consumer behaviour, especially among Generation Z, who are often exposed to promotions and discounts offered through the Lazada mobile application and website. The use of e-commerce, such as Lazada, has the potential to form consumer behaviour patterns that are not only influenced by needs but also by emotional and psychological factors, such as the desire to appear trendy and have the newest items currently popular.

This research aims to analyze the use of Lazada in influencing the consumer behaviour of Generation Z, especially among Trisakti Institute of Tourism students. Considering that students are a group that actively uses technology and are often exposed to various discount deals and promotions through e-commerce, this research focuses on seeing to what extent Lazada can encourage consumer behaviour that tends to exceed the needs limits. Therefore, it is essential to understand the factors that influence students' shopping behaviour on platforms like Lazada, as well as the impact of this behaviour on their personal finances and well-being.

The use of e-commerce, especially platforms, has become a phenomenon that has dramatically influenced the consumer behaviour of Generation Z. E-commerce provides easy shopping with fast access, diverse product choices, and various payment methods that make things easier for consumers. According to Permana et al. (2024), online platforms can create consumer behaviour through various factors such as convenience, competitive prices and attractive promotions. Research conducted by Khairunnisa & Heriyadi (2023) shows that Generation Z, who are highly connected to technology, tend to be more impulsive in purchasing, especially when exposed to discounts or other attractive offers. Research conducted by Nadhifah et al. (2024) shows that the characteristics of Generation Z, which likes to follow trends and look

for the latest products, also strengthen this consumer behaviour. They often buy goods not because they need to but to show their existence or social status in the eyes of their friends or social media followers.

Additionally, psychological factors such as the influence of social media and personalized marketing strategies also play a significant role in driving consumer behaviour among students. According to Utami et al. (2024), discounts and promotions offered by e-commerce platforms can create a sense of urgency and the urge to buy impulsively. Research by Mursalina et al. (2024) shows that students are often influenced by external factors, such as recommendations from friends or influencers, which leads to poorly planned shopping decisions. This risks increasing overspending and can impact students' finances, who often need more budgets. Therefore, it is essential to understand how psychological influences, promotions, and ease of shopping influence students' consumer behaviour in using e-commerce platforms.

## **2. LITERATURE REVIEW**

E-commerce or electronic commerce is a digital innovation that allows buying and selling transactions to be carried out online. Lazada, as one of the largest e-commerce platforms in Southeast Asia, has an important role in connecting consumers with various products and services. Lazada shows significant growth among users in Indonesia, especially in the fashion, electronics and household product categories. The convenience factor of shopping online, flexible payment methods, and attractive promotions are the main reasons many consumers choose Lazada (Budhi, 2016).

Generation Z is an age group born between 1997 and 2012 which is known as the digital native generation who are accustomed to technology and the internet from an early age. Generation Z has excellent technology skills and tends to prefer doing online activities rather than offline. Their shopping behavior is also influenced by the presence of social media and the influence of influencers (Dewi et al., 2023).

Consumer behavior is influenced by cultural, social, personal and psychological factors. For Generation Z, the main factors influencing consumer behavior are price, convenience and ease of access via digital platforms. One important aspect of online consumer behavior is reviews from other users which are often used by consumers to make purchasing decisions (Septiani et al., 2024).

Promotion is a marketing strategy used to attract consumers' attention and encourage them to make purchases. Effective promotions can increase sales significantly. In the context of e-commerce, Lazada often uses various promotional methods, such as big discounts, shopping vouchers, and loyalty programs to attract consumers, especially among Generation Z who are very sensitive to prices (Septani & Vanel, 2021).

Social media plays a very important role in influencing consumer behavior, especially for Generation Z. Platforms such as Instagram, TikTok, and Facebook are often used by e-commerce companies such as Lazada to promote products through influencers and advertisements tailored to user preferences. The influence of social media on consumer behavior is enormous, with Generation Z tending to follow trends and recommendations from influencers on these platforms. Social media also allows consumers to interact directly with brands and get faster information about products or ongoing promotions (Saragih et al., 2024).

## **3. RESEARCH METHOD**

This research uses quantitative descriptive research, which aims to describe and analyze the use of Lazada e-commerce on the consumer behaviour of Generation Z students, especially at the Trisakti Institute of Tourism. A quantitative approach was chosen because it allows data collection that can be measured and analyzed statistically to determine the extent of the influence of e-commerce use on student shopping behaviour. This research focuses on consumer behaviour that arises due to easy access to e-commerce and the factors that influence their shopping decisions.

The research method used was a survey with questionnaires distributed as the main instrument for collecting data. This questionnaire will include questions regarding the frequency, patterns and types of products purchased through Lazada, as well as factors that influence students' shopping decisions, such as discounts, promotions and the influence of social media. The data collected will provide an overview of how Trisakti Institute of Tourism students interact with e-commerce and how this influences consumer behaviour.

The population in this study were all Trisakti Institute of Tourism students who actively use the Lazada e-commerce platform. The sample in this research was 150 students, which is considered representative of

student consumer behaviour using Lazada. The sampling technique used is simple random sampling, where each student has the same opportunity to be selected as a respondent so that the data obtained can represent the population randomly and is free from bias.

The data analysis technique used in this research is a descriptive statistical analysis to describe the characteristics of students' consumptive behaviour and simple linear regression analysis to examine the relationship between Lazada use and students' consumptive behaviour. Through this analysis, this research aims to understand better the factors that influence students' consumer behaviour and the extent to which e-commerce plays a role in shaping their shopping habits.

#### 4. RESULT AND DISCUSSION

Table 1. Characteristics of Respondents

Characteristics	Frequency	Percentage (%)
Gender		
Male	60	40%
Female	90	60%
Age		
18-20 years old	80	53.33%
21-23 years old	60	40%
24 years old	10	6.67%
Lazada Usage		
1-3 times a week	50	33.33%
4-6 times a week	70	46.67%
> 6 times a week	30	20%
Type of product purchased		
Clothing and accessories	60	40%
Electronic	40	26.67%
Household needs	30	20%
Beauty and personal care	20	13.33%

Source: Processed data (2024)

Table 1 shows the characteristics of respondents, with most women (60%) compared to men (40%), most aged 18-20 years (53.33%), who most often use Lazada 4-6 times a week (46.67 % ), and buy more clothing and accessories products (40%). This reflects the tendency of women to shop more actively online, especially in the fashion category, as well as the 18-20 year age group, which is digital-native consumers who tend to shop more often via e-commerce platforms. The frequency of using Lazada shows that respondents are active consumers. At the same time, the dominance of purchasing clothing and accessories products illustrates shopping trends among the younger generation, who often follow fashion and change clothes. Overall, these findings reflect shopping patterns influenced by the demographics and habits of young consumers highly connected to the digital world.

Table 2. Validity Test

Question Item	r-count	r-table
Lazada Usage		
I often use Lazada for shopping	0.732	0.250
I am satisfied with the ease of use of the Lazada application	0.810	0.250
I prefer using Lazada over other platforms	0.688	0.250
Lazada provides easy payment methods	0.754	0.250
I received the product purchased on Lazada very quickly	0.805	0.250
Promotion & Social Media		
Promotions on Lazada often influence my shopping decisions	0.775	0.250
I often buy things on Lazada because of the influence of friends or social	0.742	0.250

Question Item	r-count	r-table
media		
I follow product recommendations given by influencers on social media	0.760	0.250
I often buy products after seeing advertisements or promotions on social media	0.790	0.250
Promotional offers such as flash sales influenced my decision to buy at Lazada	0.801	0.250
Consumptive Behavior		
I often buy things impulsively on Lazada	0.812	0.250
I bought the product because of the attractive discount	0.820	0.250
I tend to buy trending items on Lazada	0.765	0.250
I often shop at Lazada even though I do not have a specific budget	0.803	0.250
I often buy things to fulfill lifestyle needs rather than functional needs	0.748	0.250

Source: Processed data (2024)

Table 2 shows that all question items have an r-calculation greater than the r-table (0.250), which means all items are valid for measuring the variables of Lazada usage, the influence of promotions, social media, and consumer behaviour. Thus, the data collected is reliable and relevant.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Alpha Value
Use of Lazada E-Commerce	0.845	0.600
Promotion and Social Media	0.765	0.600
Student Consumptive Behavior	0.790	0.600

Source: Processed data (2024)

Table 3 shows the reliability test results using Cronbach's alpha values for each variable. All variables have a Cronbach's alpha value greater than 0.600, which indicates that the instruments used have good reliability.

Table 4. Coefficient of determination test (R<sup>2</sup>)

R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
0.792	0.627	0.616	0.88991775

Source: Processed data (2024)

Table 4 shows the results of a customized R<sup>2</sup> value of 0.616, indicating that 61.6% of the Generation Z consumer behaviour of Trisaksti Tourism Institute students can be explained by the variables of using Lazada and the influence of promotions and social media. The remaining 38.4% is influenced by other variables not examined in this research.

Table 5. Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.
	(B)	Std. Error			
(Constant)	0.245	0.075		3.246	0.002
Use of Lazada E-Commerce	0.403	0.072	0.405	5.604	0.000
Promotion and Social Media	0.295	0.083	0.298	3.557	0.001

Source: Processed data (2024)

Table 5 shows that the two independent variables, namely the use of Lazada E-Commerce and the influence of promotions and social media, significantly influence Generation Z's consumer behaviour among Trisakti Institute of Tourism students. This can be seen from the significance value of less than 0.05 for both variables, which shows that both statistically affect the dependent variable, namely consumer behaviour.

Table 6. Simultaneous Test

	Sum of Squares	df	Mean Squares	F	Sig
Regression	12.568	2	6.284	54.348	0.000
Residual	7.524	147	0.051		
Total	20.092	149			

Source: Processed data (2024)

Table 6 shows the results of a simultaneous test (ANOVA) to test whether the independent variables of using Lazada E-Commerce and the influence of promotions and social media significantly affect Generation Z's consumer behaviour among Trisakti Institute of Tourism Students. The F value is 54.348 with a significance value (Sig.) of 0.000 indicating that the regression model simultaneously significantly influences the dependent variable, namely consumer behaviour.

The use of Lazada E-Commerce significantly influences Generation Z's consumer behaviour among Trisakti Institute of Tourism students because this platform provides convenience in shopping online, with various promotions, discounts and various products. Students tend to be attracted to easy access, more affordable prices, and product choices that suit their needs and desires. Features such as easy payment, fast delivery, and a review system from other users also encourage them to make impulse purchases, which leads to increased consumer behaviour. With the widespread use of smartphones and easily accessible internet connections, Lazada has become the leading choice for meeting students' daily needs, be it electronic goods, fashion, or other personal needs products, ultimately strengthening their consumption patterns.

Several previous studies have shown a significant relationship between the use of e-commerce and the consumer behaviour of Generation Z. Hafiza et al. (2024) found that online promotions and ease of e-commerce transactions play a significant role in increasing purchasing frequency and consumer behaviour among the younger generation. Sartika et al. (2024) also revealed that social media and e-commerce influence the online shopping habits of Generation Z students with personalized and exciting promotions. Research by Astriana & Jaharuddin (2024) confirms that ease of access, product variety, and strategic discounts on e-commerce platforms encourage purchasing decisions and consumer tendencies. Septiansari & Handayani (2021) identified that digital promotions and accessible online payment features in e-commerce encourage students to shop more often, strengthening their consumer behaviour. Apart from that, Utamanyu & Darmastuti (2019) emphasized that the ease of transaction features and product diversity in online shopping applications also influence purchasing decisions and increase consumer behaviour among Generation Z.

The influence of promotions and social media has a significant influence on the consumer behaviour of Generation Z among Trisakti Institute of Tourism students because students are actively exposed to various product information and exciting publications through platforms such as Instagram, TikTok and Facebook. Intensive promotions often encourage students to make impulse purchases, whether in discounts, vouchers, or direct gifts. Social media also showcases a more consumerist lifestyle, with influencers and friends often showcasing trending products or services. This creates social norms influencing students to follow consumer behaviour to fulfil social needs and personal desires. Additionally, the ease of interacting with brands and seeing other consumers' testimonials via social media further strengthens their purchasing decisions, which ultimately increases consumption levels among students.

Several previous studies show that promotions and social media have a significant influence on the consumer behaviour of Generation Z. Asrun & Gunawan (2024) found that digital promotions through social media, such as Instagram and TikTok, encourage impulse purchases in Generation Z. Putri & Iriani (2020) also revealed that personalized advertising and discount offers delivered via social media increased purchasing interest and consumption behaviour of generation Z. Research by Nurmalia et al. (2024) show that online promotions on platforms such as Instagram and Facebook encourage young consumers to shop more frequently, strengthening their consumerist tendencies. Khairunnisa & Heriyadi (2023) found that social media-based promotions, such as discounts and prizes, speed up purchasing decisions and increase consumer behaviour. Hunaifi et al. (2024) also confirmed that social media is a crucial channel for brands

to interact with Generation Z, where attractive promotions, such as flash sales and coupons, encourage them to make purchases.

## 5. CONCLUSIONS AND RECOMMENDATIONS

This research shows that the use of Lazada e-commerce significantly influences Generation Z students' consumer behaviour, especially at the Trisakti Institute of Tourism. Ease of access, competitive prices, various promotions, and social media influences encourage students to make impulse purchases and follow trends, even though they are often driven by something other than functional needs. Most students tend to buy popular or promoted items via social media, which can accommodate their consumerist shopping patterns. This emphasizes the importance of a deeper understanding of the factors influencing shopping decisions and their impact on personal finances.

For students, it is recommended to be wiser in shopping online by prioritizing more urgent needs and avoiding impulsive purchasing decisions that are only influenced by promotions or trends. Students need to be more careful in managing their personal financial budget to prevent excessive spending. For Lazada, it is essential to be more transparent in promotions and educate its users about financial management, especially the younger generation, so that they can make more rational shopping decisions. Lecturers are advised to organize activities that increase students' awareness of consumer behaviour and its impact on their financial well-being and teach them the importance of financial planning in their lives.

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