

Digital Marketing, Lifestyle, and Religiosity in Shaping Gen Z Consumption Behavior: The Mediating Role of Positive Emotion

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Received: August 2026

Revised: September 2026

Accepted: October 2026



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Abstract: *Pekalongan is known as the City of Santri because more than one hundred Islamic boarding schools are spread across the region, so the consumption behavior of its people is expected to align with Islamic law. In reality, however, the people of Pekalongan tend to consume excessively and place greater emphasis on fashion and lifestyle, which contradicts that label. This study aims to examine the effect of digital marketing, lifestyle, and religiosity on consumption behavior with positive emotion as an intervening variable among Generation Z in Pekalongan Regency who use the Shopee e-commerce platform. This is a quantitative field research. The population consisted of 252,595 members of Generation Z in Pekalongan Regency, with a sample of 100 respondents determined using the Slovin formula and selected through proportional random sampling. Data were collected using a Likert-scale questionnaire and analyzed using path analysis. The results show that digital marketing, lifestyle, and religiosity each have a significant effect on consumption behavior, while positive emotion has no significant effect on consumption behavior. Lifestyle significantly affects positive emotion, whereas digital marketing and religiosity do not. Mediation tests indicate that positive emotion does not mediate the effect of digital marketing, lifestyle, or religiosity on consumption behavior.*

Keywords: Digital Marketing; Lifestyle; Religiosity; Positive Emotion; Consumption Behavior.

INTRODUCTION

Indonesia is projected to reach the peak of its demographic bonus in 2030, marked by a working-age population that exceeds the non-working-age population. Generation Z, defined as those born between 1997 and 2012, has grown up alongside global digital networks that offer unlimited information and connectivity (Katz et al., 2021). This generation is closely associated with several stereotypes, including a preference for instant gratification and a strong dependence on technology (Rayya et al., 2023), including a tendency to prefer online shopping over visiting physical stores.

Digital marketing is regarded as an important instrument that enables businesses to provide comprehensive product information to prospective buyers while facilitating online transactions (Afrilia, 2018). The rise of e-commerce platforms, including Shopee, has further expanded the scope of digital marketing beyond social media. Several prior studies show inconsistent findings regarding the effect of digital marketing on consumer decisions: some found a positive and significant effect (Laluyan et al., 2019), while others concluded that its effect was not substantial (Pebrianti et al., 2020).

Lifestyle is also an important driver of consumption behavior. Indonesian consumers' shopping patterns are relatively high compared to other Southeast Asian countries (Sarmigi, 2023), and a survey by We Are Social in early 2021 recorded that 87.1 percent of Indonesian internet users made at least one online purchase every month (Ngadimen & Widyastuti, 2021). On the other hand, as a country with a Muslim-majority population, religiosity is also believed to shape consumption behavior, as emphasized in several previous studies (Agarwala et al., 2019; Mathras et al., 2015; Mokhlis, 2009), although some findings suggest that religiosity has a negative effect on consumption behavior (Hazmi, 2023).

This condition becomes particularly interesting in the context of Pekalongan Regency, known as the City of Santri because more than one hundred Islamic boarding schools are spread across the area. This label would ideally correspond to a more restrained, sharia-compliant consumption pattern among its residents. In reality, however, the people of Pekalongan tend to place greater emphasis on fashion and lifestyle in their consumption behavior, creating a gap between the 'City of Santri' label and the actual consumption behavior of its residents.

Shopping activity also cannot be separated from its emotional dimension. Positive emotions that arise while shopping, such as feelings of pleasure and excitement, are often associated with unplanned purchases, or impulse buying (Yastuti & Irawati, 2023). A retail environment that suits its target market also influences customers' emotional responses (Chang et al., 2009; Negara & Kusumadewi, 2018). Based on these phenomena and the inconsistencies found in previous research, this study aims to examine the effect of digital marketing, lifestyle, and religiosity on consumption behavior, with positive emotion as an intervening variable, among Generation Z in Pekalongan Regency who use the Shopee e-commerce platform.

LITERATURE REVIEW

Consumption Behavior

Consumption behavior encompasses the overall actions and mental processes an individual goes through in using, purchasing, and consuming goods or services prior to making a purchase (Sumarwan, 2014). Consumer behavior is influenced by cultural, social, personal, and psychological factors that interact with one another in shaping a person's purchasing decisions (Menitulo et al., 2021). A comprehensive understanding of consumer behavior is a fundamental requirement for companies seeking to market their products effectively (Chrysanthini et al., 2018).

Digital Marketing

Digital marketing refers to the promotion of products or services that utilizes the internet and digital communication platforms to facilitate transactions between buyers and sellers (Afrilia, 2018). The success of digital marketing can be assessed through four indicators, namely the level of attractiveness, the utilization of curiosity, the level of commitment, and the level of affinity consumers have toward the promoted brand.

Lifestyle

Lifestyle describes the way a person lives, reflected in their activities, interests, and opinions about themselves and the surrounding environment (Lestari et al., 2023). Lifestyle encompasses patterns of time and financial resource allocation, which in turn shape a person's consumption preferences across various product categories.

Religiosity

Religiosity is the internalization of religious values within an individual that is manifested in daily attitudes and behavior, including consumption behavior (Essoo & Dibb, 2004). A person's level of religiosity is closely related to moral and spiritual considerations in consumption decision-making, as demonstrated by various studies on the relationship between religion and consumer behavior (Mathras et al., 2015).

Positive Emotion

Positive emotion is a pleasant emotional state, such as feelings of happiness, satisfaction, comfort, enthusiasm, and excitement, that can influence consumer responses and behavior (Bilal Ahmad et al., 2019). A suitable retail environment or marketing stimulus can evoke positive emotions in customers, which may in turn encourage certain purchasing behaviors (Chang et al., 2009; Negara & Kusumadewi, 2018).

Previous Research and Conceptual Framework

Several previous studies show varied results regarding the relationships among the variables examined in this study. Ardani (2022) found that digital marketing has a positive and significant effect on consumer behavior. Nurmalia et al (2024) showed that digital-based lifestyle influences the consumptive behavior of Generation Z. On the other hand, Putriani & Shofawati (2015) found that religiosity does not always directly affect consumption behavior, but rather works through other variables such as attitude and subjective norms. Regarding the mediating role, Setiawati & Zulfikar (2021) as well as Reza et al (2023) found that positive emotion can act as a mediator between shopping lifestyle and purchasing behavior, although the strength of this mediation varies across research contexts.

Based on this review of theory and previous research, the conceptual framework of this study depicts digital marketing (X1), lifestyle (X2), and religiosity (X3) as exogenous variables that influence consumption behavior (Y), both directly and indirectly through positive emotion (Z) as an intervening variable. Based on this framework, ten research hypotheses are formulated as follows.

H1: Digital marketing affects the consumption behavior of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform.

H2: Lifestyle affects the consumption behavior of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform.

H3: Religiosity affects the consumption behavior of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform.

H4: Positive emotion affects the consumption behavior of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform.

H5: Digital marketing affects the positive emotion of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform.

H6: Lifestyle affects the positive emotion of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform.

H7: Religiosity affects the positive emotion of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform.

H8: Digital marketing, through positive emotion, affects the consumption behavior of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform.

H9: Lifestyle, through positive emotion, affects the consumption behavior of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform.

H10: Religiosity, through positive emotion, affects the consumption behavior of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform.

RESEARCH METHODS

This study is a quantitative field research of the causal type, aimed at testing the cause-and-effect relationships among the variables under study. The research was conducted among members of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform. The data used are primary data obtained through the distribution of a five-point Likert-scale questionnaire.

The population of this study consisted of 252,595 members of Generation Z in Pekalongan Regency. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a sample of 100 respondents. Sampling was conducted using the proportional random sampling technique, so that respondents were proportionally distributed across the 19 sub-districts of Pekalongan Regency, with an average of five to six respondents per sub-district. The questionnaire was

distributed and collected over 15 days, from 2 to 16 July 2026, with a total of 115 questionnaires distributed, of which 100 were deemed valid for analysis in accordance with the required sample size.

The research instrument consisted of 23 statement items, comprising 4 items for digital marketing, 3 items for lifestyle, 5 items for religiosity, 7 items for positive emotion, and 4 items for consumption behavior. The operational definitions of the research variables are presented in Table 1.

Table 1. Operational Definitions of Research Variables

Variable	Indicators	Source
Digital Marketing (X1)	Level of attractiveness; utilization of curiosity; level of commitment; level of affinity	Afrilia (2018)
Lifestyle (X2)	Activity; interest; opinion	Lestari et al. (2023)
Religiosity (X3)	Belief; religious practice; religious knowledge; experience; consequences	Essoo & Dibb (2004)
Positive Emotion (Z)	Feeling happy; satisfied; comfortable; enthusiastic; excited; unable to control oneself	Bilal Ahmad et al. (2019)
Consumption Behavior (Y)	Cultural factors; social factors; personal factors; psychological factors	Menitulo et al. (2021)

Source: processed by the researcher, 2026.

Instrument quality testing was carried out through a validity test using Pearson product-moment correlation at a 5% significance level (two-tailed) and a reliability test using Cronbach's Alpha, with the criterion of reliability being a Cronbach's Alpha value greater than 0.70 (Sujarweni, 2015). Classical assumption tests were then performed, including the Kolmogorov-Smirnov normality test, the multicollinearity test based on tolerance and Variance Inflation Factor (VIF) values, and the heteroscedasticity test using scatterplots and the Glejser test.

The data analysis technique used was path analysis with two sub-structures: Sub-structure I, which examines the effect of digital marketing, lifestyle, and religiosity on positive emotion, and Sub-structure II, which examines the effect of these four variables on consumption behavior. Hypothesis testing was conducted using the t-test at a 5% significance level (two-tailed), while the mediating role of positive emotion was tested using the Sobel test by comparing the calculated test statistic (in absolute value)

with the two-tailed critical value of 1.96 at the 5% significance level, since the hypotheses are non-directional.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents were predominantly female (69%), aged 21-27 years (84%), with a high school education (SMA/SMK/MA) as their highest level of education (71%), and working as students (58%). Most respondents (31%) had a monthly income between IDR 0 and IDR 500,000, and the majority of respondents (95%) already owned and actively used a Shopee account.

Instrument Quality Test

The validity test results show that all statement items for the five research variables were declared valid, with calculated r-values ranging from 0.284 to 0.864, all of which exceed the critical r-value of 0.1966 (df = 98, 5% significance level, two-tailed). The reliability test results show that all variables were declared reliable, with Cronbach's Alpha values above 0.70, as presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Threshold	Conclusion
Digital Marketing (X1)	0.745	0.70	Reliable
Lifestyle (X2)	0.706	0.70	Reliable
Religiosity (X3)	0.726	0.70	Reliable
Positive Emotion (Z)	0.824	0.70	Reliable
Consumption Behavior (Y)	0.803	0.70	Reliable

Source: primary data processed, 2026.

Classical Assumption Test

The Kolmogorov-Smirnov normality test results show an Asymp. Sig. (2-tailed) value of 0.092 (> 0.05), indicating that the residual data are normally distributed. The multicollinearity test results show that all independent variables have tolerance values above 0.10 and VIF values below 10, indicating no multicollinearity. The heteroscedasticity test, assessed through a scatterplot, shows that the data points are scattered without forming any particular pattern, which is further supported by the

Glejser test results, with all significance values of the independent variables above 0.05. Thus, the regression model in this study is free from heteroscedasticity.

Path Analysis

Path analysis was conducted through two sub-structure equations. Sub-structure I examines the effect of digital marketing (X1), lifestyle (X2), and religiosity (X3) on positive emotion (Z), while Sub-structure II examines the effect of these four variables on consumption behavior (Y). The path coefficients for both sub-structures are presented in Table 3.

Table 3. Path Coefficients of Sub-structure I and Sub-structure II

Path	Beta Coefficient	t-value	Sig.	Remarks
X1 → Z	-0.458	-1.353	0.179	Not Significant
X2 → Z	1.728	4.133	0.000	Significant
X3 → Z	0.314	1.838	0.069	Not Significant
X1 → Y	0.420	3.114	0.002	Significant
X2 → Y	0.634	3.548	0.001	Significant
X3 → Y	0.186	2.706	0.008	Significant
Z → Y	-0.071	-1.759	0.082	Not Significant

Source: primary data processed, 2026.

The Adjusted R Square value for Sub-structure I is 0.632, meaning that digital marketing, lifestyle, and religiosity simultaneously explain 63.2% of the variation in positive emotion, with the remainder explained by variables outside the model. The Adjusted R Square value for Sub-structure II is 0.882, meaning that digital marketing, lifestyle, religiosity, and positive emotion simultaneously explain 88.2% of the variation in consumption behavior, which is classified as a strong effect; however, this unusually high value should be interpreted with caution because it may reflect common method variance, construct overlap, or model over-fitting (see Discussion).

Mediation Test (Sobel Test)

The mediating role of positive emotion was tested using the Sobel test at a 5% significance level (two-tailed critical value = 1.96, as the hypotheses are non-directional). The test statistics were recalculated from the unstandardized path

coefficients and their standard errors, and the absolute value of each statistic was compared with the critical value. The results are presented in Table 4.

Table 4. Mediation Test Results for Positive Emotion

Indirect Path	Indirect Effect	Sobel z (p-value)	Remarks
X1 → Z → Y	0.033	1.075 (p = 0.282)	No Mediation
X2 → Z → Y	-0.123	-1.631 (p = 0.103)	No Mediation
X3 → Z → Y	-0.022	-1.276 (p = 0.202)	No Mediation

Source: primary data processed, 2026.

All three calculated Sobel statistics (1.075, 1.631, and 1.276, in absolute value) are below the two-tailed critical value of 1.96 (all $p > 0.05$), indicating that positive emotion does not mediate the effect of digital marketing, lifestyle, or religiosity on consumption behavior among Generation Z in Pekalongan Regency who use the Shopee e-commerce platform. This conclusion does not depend on the choice of critical value: even against the one-tailed value of 1.66, none of the statistics is significant.

Summary of Hypothesis Testing Results

Table 5. Summary of Hypothesis Testing Results

Code	Hypothesis	Result
H1	Digital marketing affects consumption behavior	Accepted
H2	Lifestyle affects consumption behavior	Accepted
H3	Religiosity affects consumption behavior	Accepted
H4	Positive emotion affects consumption behavior	Rejected
H5	Digital marketing affects positive emotion	Rejected
H6	Lifestyle affects positive emotion	Accepted
H7	Religiosity affects positive emotion	Rejected
H8	Digital marketing, through positive emotion, affects consumption behavior	Rejected
H9	Lifestyle, through positive emotion, affects consumption behavior	Rejected
H10	Religiosity, through positive emotion, affects consumption behavior	Rejected

Source: primary data processed, 2026.

Discussion

Digital marketing was found to have a positive and significant effect on consumption behavior (H1 accepted), consistent with [Ardani \(2022\)](#), who showed that easy internet access and diverse social media platforms make digital advertising increasingly effective in influencing consumer purchasing decisions. The level of attractiveness, curiosity, commitment, and affinity built through digital advertisements encourages Generation Z to make purchases through Shopee.

Lifestyle was also found to have a significant effect on both consumption behavior (H2 accepted) and positive emotion (H6 accepted). This finding is consistent with [Nurmalia et al. \(2024\)](#), who showed that digital-based lifestyle influences the consumptive behavior of Generation Z. The activities, interests, and opinions that characterize Generation Z's lifestyle turned out to be strong determinants, even representing the variable with the greatest influence in this study, on both consumption behavior and the positive emotion experienced by consumers while shopping.

Religiosity was found to have a significant effect on consumption behavior (H3 accepted), reinforcing the view that religious values remain an important consideration for Muslim members of Generation Z in Pekalongan when shopping, even while interacting with modern digital platforms such as Shopee. This is consistent with the findings of [Agarwala et al. \(2019\)](#) and [Mathras et al. \(2015\)](#) regarding the role of religion in shaping consumer behavior. However, religiosity did not have a significant effect on positive emotion (H7 rejected), indicating that religious motivation among consumers tends to be more rational and normative rather than emotional in nature.

Positive emotion was found to have no significant effect on consumption behavior (H4 rejected). This finding is consistent with [Hartati \(2023\)](#), who showed that consumers' positive emotions do not always lead to purchasing action, as more rational consumers who focus on their actual needs tend to consider other factors, such as budget and necessity, before deciding to buy. Similarly, digital marketing had no significant effect on positive emotion (H5 rejected), which can be explained by the phenomenon of information overload in the digital space, which may instead trigger confusion rather than positive emotion, as touched upon in the study by [Chang et al. \(2009\)](#) regarding the importance of the quality and relevance of marketing stimuli to customers' emotional responses.

The mediation test results show that positive emotion does not mediate the effect of digital marketing, lifestyle, or religiosity on consumption behavior (H8, H9, and H10 rejected). This finding indicates that, in the context of Generation Z Shopee users in Pekalongan Regency, these three exogenous variables influence consumption behavior directly without requiring the mediation of positive emotion, in contrast to the findings of [Setiawati & Zulfikar \(2021\)](#) and [Reza et al. \(2023\)](#) in different research contexts. This difference confirms that the mediating role of positive emotion is context-dependent and cannot be generalized across all populations or product types.

The Adjusted R^2 of 0.882 for consumption behavior is considerably higher than the values usually reported in survey-based behavioral research and should be interpreted with caution. Three issues may partly account for it. First, all variables were measured with a single self-reported questionnaire completed by the same respondents at one point in time, so common method variance may have inflated the observed relationships (Podsakoff et al., 2003). Second, the boundaries between some constructs are conceptually close: lifestyle is itself one of the personal factors that make up consumer behavior (Menitulo et al., 2021), and both digital marketing and lifestyle relate to online shopping activity, which may produce construct overlap. This is consistent with the multicollinearity statistics, in which the VIF values of digital marketing (9.162) and lifestyle (9.275) were below the cut-off of 10 but close to it, indicating substantial shared variance among predictors. Third, a sample of 100 respondents with four predictors in the second sub-structure may produce estimates that are sensitive to sample-specific characteristics. Formal checks for common method bias, such as Harman's single-factor test or a full-collinearity VIF assessment, were not performed in this study. The explanatory power of the model and the dominance of the lifestyle effect should therefore not be treated as definitive, and future studies are encouraged to apply procedural remedies, such as measuring predictors and outcomes at different times, together with statistical checks for common method bias.

CONCLUSION

Based on the results of the data analysis, it can be concluded that digital marketing, lifestyle, and religiosity each have a positive and significant effect on the consumption behavior of Generation Z in Pekalongan Regency who use the Shopee e-commerce platform, with lifestyle being the most dominant influencing variable.

Positive emotion has no significant effect on consumption behavior. Lifestyle has a significant effect on positive emotion, whereas digital marketing and religiosity do not. The mediation test results show that positive emotion does not mediate the effect of digital marketing, lifestyle, or religiosity on consumption behavior.

This study has several limitations, including the use of primary data collected through a questionnaire, which may be subject to respondent response bias, as well as a sample coverage that has not encompassed the entire Generation Z population in Pekalongan Regency. In addition, the unusually high coefficient of determination (88.2%) should be interpreted with caution, as it may reflect common method variance, construct overlap among predictors, or model over-fitting; formal tests for common method bias were not conducted in this study.

Theoretically, this study contributes to the study of consumer behavior by confirming that the mediating role of positive emotion is context-dependent. Practically, the findings of this study can serve as input for Shopee's management as well as other e-commerce business actors in designing marketing strategies that target consumers' lifestyle and religious values more directly, given that both aspects proved to be the primary determinants of consumption behavior, rather than relying solely on emotional stimuli. Future research is recommended to incorporate additional variables, such as financial literacy or self-control, to further enrich the understanding of the determinants of consumption behavior among Generation Z e-commerce users.

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