

The Influence Of Digital Promotion And Information Overload On Gen Z's Consumptive Behavior Mediated By Sharia Financial Management (A Study Of Shopee Users)

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Abstract

This study aims to analyze the influence of digital promotion and information overload on the consumptive behavior of Generation Z Shopee users, mediated by Sharia-compliant financial management. A quantitative approach utilizing Partial Least Squares-Structural Equation Modeling (PLS-SEM) was employed. The results indicate that information overload and digital promotion have a positive and significant effect on consumptive behavior. Conversely, neither information overload nor digital promotion significantly affects Sharia-compliant financial management, nor does Sharia-compliant financial management significantly influence consumptive behavior. Mediation analysis reveals that Sharia-compliant financial management does not mediate the impact of information overload or digital promotion on consumptive behavior. These findings suggest that the consumptive behavior of Generation Z Shopee users is driven more directly by informational stimuli and digital promotions than through the mechanism of Sharia-compliant financial management.

Keywords: Digital Promotion, Information Overload, Sharia Financial Management, Consumerist Behavior

INTRODUCTION

In this era of digitalization, e-commerce opens up opportunities for business actors. With digital applications, business actors can reach buyers more widely in many regions without geographical restrictions. Apart from that, digital applications can also help business owners reduce operational costs, for example rental costs or shop employee salaries. Utilizing an online-based buying and selling system allows business actors to

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collect consumer data more practically and in a relatively short time, because the technological support used is able to automate and streamline the process of collecting this information (Laudon & Guarcio, 2017).

The increasingly massive development of digital-based technology has reconstructed patterns of social relations, work systems and consumption behavior in modern society. One sector that is experiencing significant accelerated growth is online trading. In Indonesia, Shopee is widely known as a marketplace platform with a very high level of usage. Through the implementation of varied marketing strategies such as offering massive discounts, postage subsidies, sales programs with certain time limits, interactive live streaming features, and collaboration with content creators, this platform has succeeded in increasing consumer appeal and influencing consumption patterns, especially among Generation Z (Ferreira & Hwihanus, 2025).

Table 1. E-commerce Data in Indonesia

No.	Measurement Criteria	Shopee	Tokopedia	Lazada
1	Market Share (2023–2024)	36% – 38%	23% – 35%	8% – 9%
2	Number of Website Visitors (2023)	2.3 billion visits	1,2 billion visits	762 million visits
3	Gross Merchandise Volume (GMV)	US\$ 20,8 miliar	US\$ 16,2 miliar	US\$ 9,6 miliar
4	Active users (regular shoppers)	77% online users	43% online users	
5	Previously used by consumers	24% online users		

(Source: data processed by the author, 2026)

Based on the test results in table 1 above, Shopee demonstrates significant dominance among e-commerce platforms in Indonesia. The platform recorded the highest market share in the country during 2023–2024 ranging from 36% to 38% with total web visits reaching 2.3 billion. Shopee also posted the highest transaction value, or Gross Merchandise Volume (GMV), at US\$ 20.8 billion. Furthermore, 77% of online users shop regularly via Shopee, and 73% of Indonesian consumers report having used the platform. These figures confirm that Shopee is the most dominant and widely recognized e-commerce platform in the Indonesian digital market.

Table 2. Generation Birth Years

No.	Generation	Year of Birth
1	Silent Generation	(1928-1945)



No.	Generation	Year of Birth
2	The Baby Boomer Generation	(1946-1964)
3	Generation X	(1965-1980)
4	Generation Y	(1981-1996)
5	Generation Z	(1997-2012)

(Source: Gramedia Blog, 2026)

Among active e-commerce users, Generation Z stands out as the most dominant and compelling segment to study. This generation comprises individuals born between 1997 and 2012. They are characterized as digital natives who are highly responsive to visual content, quick to make decisions, and inclined to rely on online media for their consumption activities. Their close relationship with the digital world also makes them more susceptible to the influence of digital promotions and information overload; without sound financial management, this can drive uncontrolled, consumptive behavior. Gen Z's nature combining spontaneity with critical thinking makes them prime targets for various digital promotions, such as massive discounts, flash sales, and influencer recommendations (Nurhidayah & Rahman, 2025). These types of promotions appeal to both their emotions and their logic, aligning well with their online shopping decision-making processes.

Information overload is known to trigger impulsive buying behavior among consumers. When individuals can no longer process information effectively, they often rush into purchasing decisions without rational deliberation sometimes as a way to relieve stress. This state not only fosters consumptive behavior but also carries the risk of post-purchase regret (cognitive dissonance). The more product attributes displayed digitally, the greater the buyer's perception of information load; consequently, they resort to cognitive shortcuts in their shopping decisions, often acting impulsively without careful consideration (Firdausi & Rafidah, 2026).

Massive online promotions and the sheer volume of information from e-commerce platforms lead Generation Z to shop excessively. This habit manifests when individuals purchase items without rational thought driven more by desire than need often acting spontaneously. A relentless urge to purchase goods in uncontrolled quantities can foster patterns of excessive consumption. If such habits persist over the long term, the consequences may include inefficient spending and a diminished ability to distinguish between fundamental needs and mere wants (Oskar et al., 2022).

From an Islamic perspective, excessive purchasing not only impacts personal finances but also conflicts with the principles of **al-kifayah** (living simply), the avoidance of **israf** (excessiveness), and the prohibition of **tabdzir** (wastefulness). Sharia-compliant financial management serves as a crucial internal control mechanism against

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the temptations of excessive consumption driven by digital promotions and information overload. This management approach encompasses not only the recording and organizing of expenses but also spiritual awareness, social responsibility, and maintaining a balance between worldly life and the Hereafter in the use of wealth. Sound Sharia financial literacy can foster consumption awareness grounded in Islamic values such as prioritizing needs, avoiding consumer debt, and curbing hedonistic lifestyles (Putri et al., 2025).

Preliminary research involving 41 students from the Faculty of Islamic Economics and Business (FEBI) at UIN STS Jambi revealed that the majority of respondents showed a strong interest in Shopee's digital promotions, such as discounts, flash sales, and regular notifications. Some admitted to impulsive shopping due to boredom or the fear of missing out on deals, while also feeling overwhelmed by the sheer volume of promotional information received. Although most respondents claimed to have financial plans aligned with Islamic principles, there were still those who held neutral views or had not yet optimized their financial management. These findings indicate that digital promotions and information overload contribute to consumptive behavior, whereas Sharia financial management has not yet fully served as an effective control mechanism. Therefore, further research is essential to examine the relationships between these three variables in greater depth. Based on this background and the absence of prior research specifically examining "The Influence of Digital Promotion and Information Overload on the Consumptive Behavior of Generation Z through Sharia Financial Management (A Study of Shopee Users)."

LITERATURE REVIEW

The Theory of Bounded Rationality, developed by Herbert A. Simon, explains that human rationality in decision-making is limited by constraints regarding information, time, and cognitive capacity. When individuals are exposed to excessive information, they are unable to evaluate it all optimally, resulting in less effective decisions. In the context of consumer behavior, information overload often causes consumers to delay decisions, feel confused, or even avoid making a purchase altogether due to the sheer volume of choices and information received (Shafa, 2025).

Consumptive behavior can be defined as decision-making driven primarily by wants rather than needs when making purchases. Irrational consumptive behavior leads to wasteful spending, making it difficult to distinguish between wants and needs. It reflects an individual's tendency to purchase items based on desires that override logical considerations rather than rational judgment. Excessive shopping habits arise from a variety of causes (Melani et al., 2025).



Fundamentally, promotional activities aim to build consumer understanding, attract attention, and drive purchases. This involves introducing products or services and enhancing their appeal to the public by leveraging internet-based technologies and platforms. Such strategies utilize various online channels to facilitate communication between companies and consumers (Tanjung et al., 2026). In practice, digital promotion employs diverse media such as websites, social media platforms, search engines, and email to reach target markets. Activities range from placing online advertisements, running social media campaigns, and sending promotional emails to collaborating with digital public figures to expand reach and strengthen marketing influence.

Information overload refers to the volume of information received that exceeds an individual's capacity to process it effectively. When an individual is unable to filter, prioritize, and comprehend incoming information due to its sheer volume or complexity, they experience mental strain, leading to suboptimal decision-making. Furthermore, information overload can result in information stress and digital fatigue, and even trigger impulsive consumer behavior, as decisions are made hastily without rational consideration (Fathikasari & Ratnasari, 2026).

Financial activities encompass the various corporate processes undertaken to achieve organizational targets. Based on this, it can be concluded that financial management entails all activities related to organizing, managing, allocating, and effectively utilizing funds to attain future financial goals. Sharia financial management is the process of planning, organizing, and overseeing an individual's financial activities including income, expenditure, investment, and distribution in accordance with Islamic principles, with the aim of achieving **al-falah** (well-being in both this world and the hereafter) (Ilyas et al., 2026).

H1: Digital promotion influences consumptive behavior.

H2: Information overload influences consumptive behavior.

H3: Digital promotion influences Sharia financial management.

H4: Information overload influences Sharia financial management.

H5: Sharia financial management influences consumptive behavior.

H6: Sharia financial management mediates the influence of digital promotion on consumptive behavior.

H7: Sharia financial management mediates the influence of information overload on consumptive behavior.



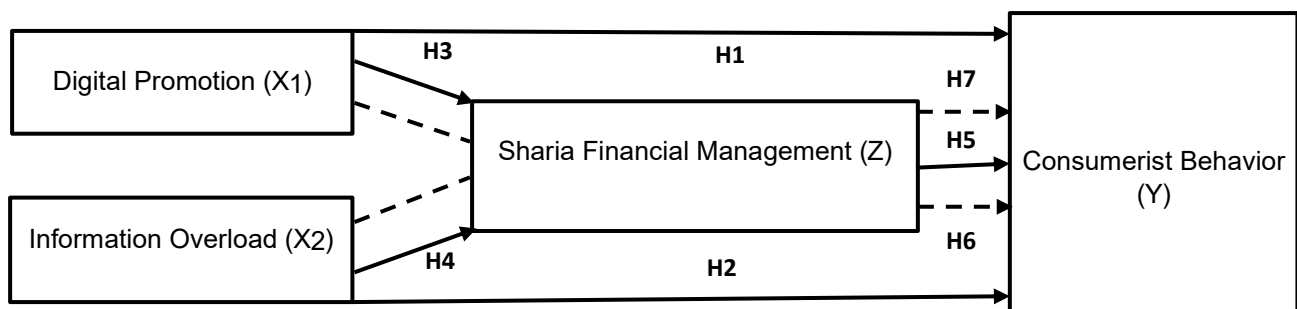


Figure 1. Conceptual Framework

RESEARCH METHOD

This study employs a quantitative approach with a causal-associative research design, aiming to analyze the relationships and influences between variables based on numerically measurable data. A quantitative approach was selected because the study focuses on hypothesis testing via statistical analysis, ensuring that results are obtained objectively and systematically. The research was conducted at the Faculty of Islamic Economics and Business at UIN Sulthan Thaha Saifuddin Jambi, focusing on active undergraduate students from the classes of 2021–2023 majoring in Sharia Economics, Sharia Accounting, Sharia Financial Management, and Sharia Banking.

Data were obtained from primary sources specifically through questionnaires distributed to respondents using a Likert scale, which were then statistically processed and analyzed and secondary sources, such as books, articles, magazines, and other materials. The study population consists of Generation Z individuals (born between 1997 and 2012) who actively use the Shopee application, specifically undergraduate students from the classes of 2021–2023 in the aforementioned majors. Purposive sampling was used to select the sample based on specific criteria: belonging to Generation Z, being a Shopee user, and having previously made a purchase or transaction via Shopee. Applying Slovin's formula resulted in a final sample size of 109 respondents.

Data analysis was performed using Structural Equation Modeling Partial Least Squares (SEM-PLS) with the SmartPLS software. PLS-SEM was chosen for its ability to simultaneously analyze relationships between latent variables including both direct and indirect effects and its suitability for research involving relatively complex models. The use of PLS-SEM is also well-established in quantitative research within the fields of management and consumer behavior. The PLS-SEM analysis was conducted in two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). Outer model evaluation encompasses the assessment of convergent validity, discriminant validity, and construct reliability. Convergent validity is evaluated using outer loading values and Average Variance Extracted (AVE), while construct reliability is assessed via Cronbach's Alpha and Composite Reliability.

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Furthermore, discriminant validity is evaluated using the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT). Inner model evaluation is conducted to determine the model's ability to explain endogenous variables and to test the relationships between variables; this involves examining R-square (R^2) values and path coefficients. Subsequently, hypothesis testing is performed using a bootstrapping procedure by analyzing t-statistic values and p-values. Relationships between variables are considered significant if the p-value is less than 0.05. If the study involves mediating variables, indirect effects are also analyzed to determine the role of the mediator variable within the relationships between variables.

Table 3. Operationalization of Variables

Variable	Indicator
Consumerist Behavior (Y)	1) Purchasing based on desire rather than need 2) Lack of rational consideration in purchasing 3) Impulsive buying 4) Emotional drive in shopping 5) Influence of the social environment 6) Influence of promotions and advertising 7) Use of digital technology 8) Consumerist lifestyle
Digital Promotion (X1)	1) Price promotion 2) Shipping promotion 3) Time-based promotion 4) Interactive promotion 5) Influencer marketing 6) App feature and notification
Information Overload (X2)	1) Too many notification and promotion 2) Excessive product information that causes confusion 3) Difficulty distinguishing relevant information 4) Stress caused by having too many choice 5) Feeling overwhelmed when using the app
Sharia Financial Management (Z)	1) Saving and avoiding debt 2) Zakat, infaq, and waqf 3) Wise consumption

RESULTS AND DISCUSSION

Respondent Profile

Data for this study were gathered by distributing questionnaires to 109 participants. The respondents were FEBI students from the 2021, 2022, and 2023 cohorts who, at the

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time of the study, were in their ninth, seventh, and fifth semesters, respectively. Respondent characteristics were classified into three main aspects: year of enrollment, field of study, and gender. The following section presents an overview of respondent profiles based on the questionnaire responses collected by the researcher:

Table 4. Distribution of Respondents by Cohort Year

Cohort Year	Amount	Presentation (%)
2021	22	20,2%
2022	53	48,6%
2023	34	31,2%
Total	109	100%

(Source: data processed by the author, 2026)

Based on the test results in table 4 above shows that participants from the Class of 2022 constitute the largest portion of the sample compared to the Class of 2021 and the Class of 2023. Specifically, 53 individuals are from the Class of 2022, while 22 belong to the Class of 2021 and 34 are from the Class of 2023.

Table 5. Distribution of Respondents by Study Program

Study Program	Amount	Presentation (%)
Sharia Economics	15	13,8%
Sharia Accounting	20	18,3%
Sharia Banking	17	15,6%
Sharia Financial Management	57	52,3%
Total	109	100%

(Source: data processed by the author, 2026)

Based on the test results in table 5 above shows that the majority of participants are from the Sharia Financial Management Study Program, with 57 participants. The remainder consists of 20 Sharia Accounting students, 17 Sharia Banking students, and 15 Sharia Economics students.

Table 6. Distribution of Respondents by Gender

Gender	Amount	Presentation (%)
Male	15	13,8%
Female	20	18,3%
Total	109	100%

(Source: data processed by the author, 2026)



Based on the test results in table 6 above shows that the majority of respondents were female, totaling 72 individuals, while 37 males were recorded.

Measurement Model Test (Outer Model)

Convergent Validity Test

Convergent validity assessment is conducted by examining the strength of the relationship between each question or indicator and the concept it represents. An indicator is considered to meet the requirement if its value is ≥ 0.70 , indicating a strong association; however, values between 0.50 and 0.70 are acceptable provided that the measured concept still demonstrates adequate convergent validity.

Table 7. Outer Loading – Stage 1

Indicator	Information Overload	Sharia Financial Management	Consumerist Behavior	Digital Promotion	Information
X1.1				0.638	Valid
X1.2				0.607	Valid
X1.3				0.763	Valid
X1.4				0.667	Valid
X1.5				0.704	Valid
X1.6				0.815	Valid
X2.1	0.514				Unvalid
X2.2	0.687				Valid
X2.3	0.791				Valid
X2.4	0.783				Valid
X2.5	0.834				Valid
Y.1			0.895		Valid
Y.2			0.822		Valid
Y.3			0.833		Valid
Y.4			0.837		Valid
Y.5			0.802		Valid
Z.1		0.800			Valid
Z.2		0.406			Unvalid
Z.3		0.794			Valid
Z.4		0.858			Valid

(Source: SmartPLS 4, 2026)



Based on the test results in table 7 above shows that the output for the "information overload" variable includes one indicator with a value of 0.514, which falls below the 0.60 threshold. Similarly, for the PKS variable, one indicator was found with a value of 0.406, failing to meet the minimum loading factor criterion of 0.60. Consequently, indicators with values below 0.60 must be eliminated, and the model re-tested. Furthermore, the digital promotion variable contains two indicators classified as relatively weak, with values of 0.638 and 0.607, respectively. This situation results in a low Average Variance Extracted (AVE) value falling below the 0.50 threshold indicating that the convergent validity of the construct remains weak.

Table 8. Outer Loading – Stage 2

Indicator	Information Overload		Consumerist Behavior	Digital Promotion	Information
X1.3				0.749	Valid
X1.4				0.705	Valid
X1.5				0.744	Valid
X1.6				0.840	Valid
X2.2	0.661				Valid
X2.3	0.825				Valid
X2.4	0.812				Valid
X2.5	0.838				Valid
Y.1			0.896		Valid
Y.2			0.819		Valid
Y.3			0.833		Valid
Y.4			0.838		Valid
Y.5			0.802		Valid
Z.1		0.790			Valid
Z.3		0.809			Valid
Z.4		0.859			Valid

(Source: SmartPLS 4, 2026)

Based on the test results in table 8 above shows that all items across the aspects of Digital Promotion, Information Overload, Consumerist Behavior, and Sharia Financial Management have scores exceeding 0.60. This indicates that all questions are considered valid and adequately reflect the concepts being measured.



Table 9. Average Variance Extracted

Variable	Average variance extracted (AVE)	Information
Information Overload	0.620	Valid
Sharia Financial Management	0.672	Valid
Consumerist Behavior	0.703	Valid
Digital Promotion	0.580	Valid

(Source: SmartPLS 4, 2026)

Based on the test results in table 9 above shows that the Average Variance Extracted (AVE) values for all constructs exceed the minimum threshold of 0.50. This indicates that each construct effectively explains the variation in its indicators. Consequently, discriminant validity is established, and the measurement model is deemed suitable for use in the subsequent stage of analysis.

Discriminant Validity Test

Discriminant validity can be evaluated by examining cross-loading values or comparing AVE values across constructs; indicators must exhibit a higher correlation with the construct they measure than with other constructs.

Table 10. Cross Loading

Indicator	Information Overload	Sharia Financial Management	Consumerist Behavior	Digital Promotion	Information
X2.2	0.661	0.211	0.330	0.331	Valid
X2.3	0.825	0.169	0.474	0.370	Valid
X2.4	0.812	0.222	0.630	0.554	Valid
X2.5	0.838	0.266	0.515	0.463	Valid
Z.1	0.259	0.790	0.209	0.233	Valid
Z.3	0.190	0.809	0.138	0.271	Valid
Z.4	0.225	0.859	0.208	0.238	Valid
Y.1	0.539	0.188	0.896	0.585	Valid
Y.2	0.528	0.263	0.819	0.491	Valid
Y.3	0.538	0.233	0.833	0.487	Valid
Y.4	0.523	0.137	0.838	0.498	Valid
Y.5	0.550	0.137	0.802	0.495	Valid
X1.3	0.404	0.281	0.491	0.749	Valid
X1.4	0.497	0.205	0.402	0.705	Valid

X1.5	0.331	0.226	0.411	0.744	Valid
X1.6	0.477	0.200	0.539	0.840	Valid

(Source: SmartPLS 4, 2026)

Based on the cross-loading test results in table 10, all indicators exhibit their highest loading values on the constructs they measure compared to their loadings on other constructs. This indicates that each indicator has a stronger relationship with its intended construct than with other constructs. Consequently, all indicators meet the discriminant validity criteria based on cross-loading; thus, the research instrument is deemed capable of adequately distinguishing between the respective constructs and is suitable for further analysis.

Table 11. Latent Variable Correlation, AVE, and Square Root of AVE Values

Variabel	Information Overload	Sharia Financial Management	Consumerist Behavior	Digital Promotion	AVE	$\sqrt{\text{AVE}}$	Information
Information Overload	1.000	0.276	0.639	0.561	0.620	0.787	Valid
Sharia Financial Management	0.276	1.000	0.228	0.300	0.672	0.820	Valid
Consumerist Behavior	0.639	0.228	1.000	0.611	0.703	0.838	Valid
Digital Promotion	0.561	0.300	0.611	1.000	0.580	0.762	Valid

(Source: SmartPLS 4, 2026)

Based on the test results in table 11, all constructs exhibit AVE values ≥ 0.50 , thereby meeting the criteria for convergent validity. Furthermore, the square root of the AVE for each construct exceeds the correlation values between that construct and the others. These results indicate that each construct possesses adequate discriminant capability relative to the other constructs. Thus, based on the Fornell–Larcker criterion, the discriminant validity of the research model is established, and the measurement model is ready to proceed to the structural model testing stage.

Construct Reliability Test

Table 12. Cronbach's Alpha

Variable	Cronbach's alpha	Information
Information Overload	0.797	Reliabel

Sharia Financial Management	0.756	Reliabel
Consumerist Behavior	0.894	Reliabel
Digital Promotion	0.757	Reliabel

(Source: SmartPLS 4, 2026)

Based on the test results in table 12, it shows that all variables are above or equal to 0.70. This means that each variable has met the reliability requirements. In other words, all statements in each variable are sufficient.

Table 13. Composite Reliability

Variable	Composite reliability (rho_c)	Information
Information Overload	0.866	Reliabel
Sharia Financial Management	0.860	Reliabel
Consumerist Behavior	0.922	Reliabel
Digital Promotion	0.846	Reliabel

(Source: SmartPLS 4, 2026)

Based on the test results in table 13, indicate that all research constructs have Composite Reliability values above 0.70. This demonstrates that the indicators for each construct possess adequate internal consistency in measuring their respective constructs. Consequently, all constructs meet the reliability criteria, and the research instrument is deemed reliable for use in subsequent analyses.

Structural Model Test (Inner Model)

Table 14. R-Square

Var. Depend	R-square	R-square adjusted
Consumerist Behavior	0.502	0.487
Sharia Financial Management	0.107	0.090

(Source: SmartPLS 4, 2026)

Based on the test results in table 14, the R^2 value of 0.502 indicates that 50.2% of the variation in consumptive behavior can be explained by Digital Promotion, Information Overload, and Sharia Financial Management, suggesting that the model possesses good explanatory power (Chin, 1998). Meanwhile, the R^2 value of 0.107 for Sharia Financial Management indicates that 10.7% of its variation is explained by Digital Promotion and Information Overload. Although considered low, this value remains acceptable in social research involving numerous factors outside the model.



Table 15. Path Coefficient Bootstrapping Dirrect Effect

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
Information Overload -> Consumerist Behavior	0.432	0.439	0.094	4.602	0.000	Proven
Information Overload -> Sharia Financial Management	0.158	0.155	0.133	1.188	0.235	Not Proven
Sharia Financial Management -> Consumerist Behavior	-0.002	-0.007	0.079	0.025	0.980	Not Proven
Digital Promotion -> Consumerist Behavior	0.370	0.371	0.082	4.518	0.000	
Digital Promotion -> Sharia Financial Management	0.212	0.225	0.120	1.759	0.079	Not Proven

(Source: SmartPLS 4, 2026)

Based on the t-test results in table 15 above, the findings can be explained as follows:

- 1) Information Overload has a positive and significant effect on Consumptive Behavior ($\beta = 0.432$; $t = 4.602$; $p = 0.000$). Thus, the hypothesis is accepted.
- 2) Information Overload does not have a significant effect on Sharia Financial Management ($t = 1.188$; $p = 0.235$). Thus, the hypothesis is rejected.
- 3) Sharia Financial Management does not have a significant effect on Consumptive Behavior ($t = 0.025$; $p = 0.980$). Thus, the hypothesis is rejected.
- 4) Digital Promotion has a positive and significant effect on Consumptive Behavior ($\beta = 0.370$; $t = 4.518$; $p = 0.000$). Thus, the hypothesis is accepted.



5) Digital Promotion does not have a significant effect on Sharia Financial Management ($\beta = 0.212$; $t = 1.759$; $p = 0.120$). Thus, the hypothesis is rejected.

Table 16. Path Coefficient Bootstrapping Indirrect Effect

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
Information Overload -> Sharia Financial Management -> Consumerist Behavior	-0.000	-0.004	0.017	0.019	0.985	Not Proven
Digital Promotion -> Sharia Financial Management -> Consumerist Behavior	-0.000	-0.000	0.020	0.021	0.983	Not Proven

(Source: SmartPLS 4, 2026)

Based on the test results in table 16 of the indirect effect analysis indicate that Sharia financial management does not mediate the relationship of information overload and digital promotion with consumptive behavior. This is evidenced by p-values of 0.985 and 0.983, respectively (both > 0.05). Consequently, neither mediation path is significant, leading to the rejection of the mediation hypotheses.

The research results indicate that information overload has a positive and significant effect on consumptive behavior. The more information consumers receive, the greater their tendency toward consumptive behavior. This suggests that exposure to product information, reviews, and digital stimuli can heighten consumer attention toward purchasing activities. Research by Cao et al. (2025) also indicates that information overload in live commerce can serve as a stimulus influencing consumers' cognitive processes and purchasing decisions.

Information overload does not have a significant effect on Sharia-compliant financial management. This indicates that the volume of information received does not necessarily enhance respondents' ability to manage finances in accordance with Sharia principles. Information overload can increase the burden of information processing, meaning individuals are not always able to translate the information they receive into sound financial decisions.

Sharia-compliant financial management does not have a significant effect on consumptive behavior. These findings indicate that the application of Sharia financial management practices has not yet been able to directly curb the respondents' tendency toward consumerism. Consumptive behavior in the digital environment may be more strongly influenced by external stimuli, such as promotions and various triggers found on online shopping platforms. These results are very relevant to the research of Marlina et al. (2025) on 200 Gen Z Muslims, who found that Islamic financial literacy did not have a significant effect on consumer behavior, while social media and digital payments had a significant effect.

Digital promotion has a positive and significant impact on consumptive behavior. The more intensively digital promotions are received, the greater the consumer's tendency to make a purchase. Promotions such as discounts, vouchers, cashback, and limited-time offers can serve as stimuli that trigger a purchasing response. These findings align with the research of Jazilinni'am et al. (2026), which found that promotions have a positive and significant effect on impulsive buying among Generation Z.

Digital promotion does not have a significant impact on Sharia-compliant financial management. This implies that the intensity of the promotions received by respondents has not been sufficient to directly alter financial management behavior based on Sharia principles. Digital promotion is geared more towards stimulating purchasing, whereas financial management requires more complex skills, knowledge, and financial considerations. The findings of Marlina et al. (2025) reinforce the argument that digital factors such as social media and digital payments are more closely associated with consumptive behavior, whereas Islamic financial literacy does not show a significant influence on such behavior.

Sharia-compliant financial management does not mediate the effect of information overload on consumptive behavior. This indicates that the impact of information overload on consumptive behavior is not transmitted through the mechanism of Sharia-compliant financial management. Consequently, the relationship reflects a direct influence of information exposure on consumer behavior rather than one mediated by changes in financial management practices. Literature suggests that information overload can directly affect consumer responses and decision-making processes through the burden of information processing. Zhang & Ahmad (2024) found that information overload in

social commerce influences consumer psychological processes and purchasing behavior both directly and through specific mechanisms though the direction of this influence may vary depending on the mechanism involved.

Sharia financial management does not mediate the influence of digital promotion on consumptive behavior. This means that digital promotion affects consumptive behavior independently of Sharia financial management practices. These findings indicate that promotional stimuli play a more dominant role in driving consumption responses than Sharia financial management mechanisms. Research by Yasser & Dedu (2026) also directly examines the impact of digital promotion on the consumptive behavior of Gen Z in Indonesia. This supports the interpretation that the effects of digital promotion can occur without necessarily involving changes in financial management behavior.

CONCLUSION

This study demonstrates that information overload and digital promotion have a positive and significant effect on consumptive behavior. Conversely, information overload and digital promotion do not significantly affect Sharia financial management, nor does Sharia financial management significantly influence consumptive behavior. Mediation analysis further reveals that Sharia financial management does not mediate the impact of either information overload or digital promotion on consumptive behavior. Thus, the respondents' consumptive behavior is influenced more directly by information stimuli and digital promotion than through the mechanism of Sharia financial management.

Based on the research findings, Gen Z Shopee users are advised to be more selective when receiving digital information and promotions and to improve their application of Sharia-compliant financial management to ensure more planned consumption decisions. For Shopee and business operators, digital promotions should be conducted in an informative and responsible manner that prioritizes consumer education. Future research is encouraged to incorporate additional variables such as self-control, lifestyle, Sharia financial literacy, and FOMO and to expand the scope of the study and the sample size to achieve more comprehensive results.

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