

ABSTRACT

This research is backgrounded by a change in lifestyle in people who have switched to a healthy and environmentally friendly lifestyle. This lifestyle change is commonly found in generation Z people. So, this lifestyle change has resulted in people using organic skincare products. Generation Z has a consumptive lifestyle, so that each individual be required has a high level of financial literacy skills. A person with a high level of financial literacy will have a better economic life and will easily achieve prosperity in his life so that can avoid excessive consumption. This study aims to determine the influence of financial literacy and lifestyle skills on the consumption behavior of organic skincare users among generation Z.

Quantitative research employing a descriptive and causal approach is employed as the method of investigation. This study's sample consists of users of organic skincare products who are members of generation Z or fall within the age range of 10 to 26 years. The sampling strategy for this investigation will be determined using a purposive sample. The questionnaire results were then analysed using the structural equation modelling-partial least square (SEM-PLS) method, with 121 respondents comprising the sample. The findings of this study indicate that financial literacy significantly influences consumption behaviour, lifestyle significantly influences consumption behaviour, and lifestyle significantly influences financial literacy. Furthermore, the findings demonstrate that financial literacy can significantly moderate the impact of lifestyle on purchasing habits.

Keywords: *Financial Literacy, Lifestyle, Consumption Behavior*