

IMPULSE BUYING OF GENERATION Z MUSLIMS: A STUDY ON HEDONIC SHOPPING MOTIVATION, SHOPPING LIFESTYLE, AND HEDONIC SHOPPING VALUE

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Abstract

The aim of this study was to identify the factors influencing impulse buying among Generation Z Muslims in Kudus Regency. The research was conducted on the Generation Z Muslim community in Kudus Regency, with a total sample size of 100, utilizing the purposive sampling technique. Data processing involved the use of statistical analysis methods through the SPSS program. The findings of this study revealed that the hedonic shopping motivation variable did not exhibit a positive and significant impact on impulse buying among Generation Z Muslims in Kudus Regency. Conversely, the Shopping Lifestyle variable demonstrated a positive, albeit insignificant, effect on impulse buying behavior of Generation Z Muslims in Kudus Regency. Moreover, the Hedonic Shopping Value variable exhibited a positive and significant influence on impulse buying among Generation Z Muslims in Kudus Regency. The managerial implication of this research underscores the importance of considering shopping lifestyle behavior and hedonic shopping value, as these factors can have an impact on the impulse buying tendencies of Generation Z Muslims.

Key Words: Hedonic Shopping Motivation, Shopping Lifestyle, Hedonic Shopping Value.

Introduction

The advancement of e-commerce in Indonesia has generally resulted in changes in consumer behavior, leading to a surge in impulse buying cases. The shift in consumption patterns among Indonesian society has caused many people to prefer online shopping over offline shopping due to the convenience of shopping activities through e-commerce services. The increased use of electronic trading platforms during the COVID-19 pandemic in Indonesia has prompted many entrepreneurs to strive and advance their businesses through various methods, such as product promotion and providing the best possible services to attract consumer interest (Supriyanto, Chikmah, et al., 2023). Based on a survey by KIC, in terms of e-commerce, the majority of Generation Z consumers cite three main reasons for choosing one platform over another: promotions or discounts (65%), ease of app usage (61%), and reduced cost of goods/products (54%) (Aria, 2021). Gen Z consists of savvy online shoppers who are adept at searching for the best prices and products. Apart from technological advancements, the efficiency in time and money management leads Generation Z to prefer online consumption activities over offline ones. When using an online platform, Generation Z pays great attention to information, aesthetics, ease of use, and security or privacy (Akram et al., 2018). In the process of making purchasing decisions, consumers are often influenced by various factors, such as receiving new information about goods or services, the ease of shopping activities, and sales

promotions. Online consumers often make purchases that can be considered illogical or tend toward being consumptive.

Impulsive buying is a series of events in which individuals experience sudden stimuli or triggers that influence them to make spontaneous and difficult-to-resist product purchases (Solomon, 2018). Impulsive buying occurs when someone makes a purchase without prior planning, usually while in a physical store or on an online shopping platform. These unintended purchases are triggered by stimuli or a series of stimuli observed in the store or while browsing online shopping sites (Supriyanto, Permatasari, et al., 2023). Impulse buying behavior often occurs easily on online shopping sites due to the information displayed about various products, such as product recommendations and reviews, suggestions for similar or related products, repurchase information, discounts, and the online shopping atmosphere when exploring these online sites. Hedonic shopping motivation is one of the many factors that can influence impulse buying. Hedonic shopping motivation refers to an internal drive that leads someone to make a purchase. Some reasons why individuals engage in consumption activities are motivated by hedonic desires or other personal reasons, such as pleasure and enjoyment, social activities, fantasies, or simply to satisfy their emotional needs. Shopping motivation is assumed to be one of the reasons for these various outcomes. Individuals derive pleasure from shopping through sensations, dreams, and considerations. There are six factors of hedonic shopping motivation, including adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping (Utami, 2014).

Shopping behavior in e-commerce is also related to consumers' shopping lifestyles, which are associated with impulse buying. Shopping lifestyle refers to how customers spend their money and time when shopping, as well as their behavior and ideas about the world they are in (Rabbani, Wijayanto, and Novrianti, 2023). Shopping lifestyle is about an individual's lifestyle and how they spend money in their living environment (Michael and Barton, 2009). There is a discrepancy between theories and previous research, which opens up opportunities for further research and investigation. Based on the theory of Arnold and Reynold, hedonic shopping motivation is the urge to shop in order to fulfill desires and derive pleasure from the process of spending money (Coelho et al., 2023). This theory contradicts the findings of a study conducted by (Lathiyfah, Bambang, and Viska, 2021) titled "The Influence of Shopping Lifestyle and Hedonic Shopping Motivation on Impulse Buying on Shopee.co.id," which found no significant influence of hedonic shopping motivation on impulse buying. These findings are also different from a study conducted by (Handayani et al., 2021) titled "The effect of hedonic shopping motivation on impulse purchase of fashion products in pandemic times," which found a significant influence of hedonic shopping motivation on impulse buying.

According to Levy's theory (Michael and Barton, 2009), shopping lifestyle refers to how a person lives, how they spend their time and money, the purchasing activities they engage in, and their attitudes and opinions about the world they live in. This theory also contradicts the findings of a study by (Irawan et.al, 2020) titled "The Influence of Shopping Lifestyle, Discount, Fashion Involvement, Hedonic Shopping Motivation, and Sales Promotion on Impulse Buying," which found no significant influence of shopping lifestyle and hedonic shopping motivation on impulse buying. This research is also supported by research t(Zefanya, Umboh, and Mananeke, 2018) titled "The Influence of Shopping Lifestyle, Fashion Involvement, and Sales Promotion on Impulse Buying Behavior of Women Consumers at MTC Manado," which found that shopping lifestyle had no significant influence on impulse buying behavior of women consumers at MTC Manado. These findings also differ from a study by (Liantifa and Siswadi, 2019) titled "Shopping Lifestyle as a Mediation Variable in the Effect of Hedonic Shopping Value on Buying Impulse in Online Shop," which found a significant influence of shopping lifestyle on impulse buying. The inconsistencies between theories and previous research open opportunities for researchers to conduct further and up-to-date studies on the topic. In this study, the researcher adds a new hypothesis by introducing the variable of hedonic shopping value as part of the research development. Hedonic shopping value is an emotional characteristic that influences consumer shopping activities. It reflects the shopping potential and emotional values of consumers during the shopping process.

Literature Review

Hedonic Shopping Motivation

Hedonic shopping motivation refers to an individual being influenced by the availability of attractive offers to promote and enable them to fulfill their desires through hedonic shopping, without considering the excellence of the purchased items to satisfy their pleasure (Supriyanto, 2022). It can be concluded that hedonic consumption motives refer to consumers who shop to satisfy themselves rather than the benefits of the purchased goods (Alba and William, 2012). The indicators of Hedonic Shopping Motivation are as follows:

1. Adventure or explore shopping: Specifically, the consumer's shopping journey or adventure in search of something new and exciting for them, as well as the activity of enjoying themselves while shopping.
2. Value shopping: The pleasure derived from seeking deals, discounts, and other special offers. Customers feel happy and consider themselves smart consumers when they can buy inexpensive items.

3. Shopping idea: This phenomenon occurs when customers go shopping to learn about trends and new clothing. Social shopping refers to the socializing activities carried out while shopping, having fun, which can be done with friends, family, and others.
4. Relaxation shopping: Shopping activities can aim to relieve tension and change a person's negative mood to a positive one.

Shopping Lifestyle

Shopping lifestyle refers to how customers spend their money and time when shopping, as well as their behavior and ideas about the world they are in (Rabbani, Wijayanto, and Novrianti, 2023). The indicators of shopping lifestyle are as follows:

1. Activities: It refers to how individuals spend their available time.
2. Interest: Everything considered important in their surroundings.
3. Opinion: Their thoughts mainly revolve around themselves and the world around them.

Hedonic Shopping Value

Hedonic shopping value is an emotional characteristic present in consumers and influences their shopping activities. Hedonic shopping value is the value that exists within an individual as a result of the influence of various attractive offers, driving them to fulfill their desires and needs by engaging in hedonic shopping without considering the consequences and benefits of the goods or services they purchase, solely for their own pleasure (Hursepuny and Oktafani, 2018). The indicators of hedonic shopping value are as follows:

1. Hunting bargain: Seeking discounted prices.
2. Browsing: Looking around at goods or services.
3. Sensory Stimulation: Sensory experiences during shopping.
4. Mingling with others: Socializing with others.
5. Being Pampered: Feeling happy to be indulged.
6. Kinesthetic experience.

Impulse Buying

Impulse buying is part of a condition known as "unplanned purchase," meaning a purchase that was not previously planned. In other words, the planned shopping list differs from the actual purchase (Komala, 2018). The indicators of impulse buying are as follows:

1. Spontaneity: Transactions that are unexpected and prompt customers to make immediate purchases, often as a result of direct visual stimuli at the point of sale.

2. Strength, compulsiveness, and intensity: The possibility of motivation arising within ourselves to set aside everything and take immediate action. Impulse buying is also associated with sudden and strong desires to accomplish something as soon as possible.
3. Excitement and stimulation: The sudden desire to buy something is often accompanied by feelings described as exciting, thrilling, and crazy. Highly impulsive buyers are unreflective in their philosophy, emotionally attracted to objects, and seek instant gratification. Moreover, the drive to acquire impulsively is hedonistic in nature and often leads to emotional conflicts.

Every person inherently possesses hedonic characteristics due to unfulfilled needs. However, once their existing needs are met, new needs may arise, and sometimes these new needs take priority over the previously existing ones. Based on the opinion of (Crustya and Farah, 2018) in their research, it is stated that "hedonic shopping motivation has a positive and significant influence on impulse buying on Shopee.id." Meanwhile, according to (Rafidah and Lisa, 2021), in their research, it is stated that "hedonic shopping motivation has a positive influence on impulse buying." According to (Reni and Harini, 2019) in their research, it is stated that "hedonic shopping motivation has a positive influence on impulse buying." Based on their findings, in their study, it is stated that "there is an influence of hedonic shopping motivation on impulse buying in Generation Z consumers by 54.7%." Based on the findings of several previous studies, it can be concluded that individuals who experience a higher level of hedonic shopping motivation will result in an increased level of impulse buying. According to the research findings of several previous researchers, it can be concluded that hedonic shopping motivation has an influence on impulse buying.

H1: Hedonic shopping motivation has a positive and significant influence on impulse buying in Muslim Generation Z.

Consumer decisions regarding how they spend their money and time are referred to as shopping lifestyle. A consumer has more time for shopping if they have more money, and if they have more money, they will have greater purchasing power. This is undoubtedly related to the involvement in product purchases, which impacts impulse buying. Each person has a different shopping lifestyle, even in their shopping activities. Shopping activities are the most favored activities for fulfilling one's needs. Shopping lifestyle is about how an individual enjoys their life, how they live their life, how they use their money, influenced by their own attitudes, perspectives, and the environment they are in. The way someone shops can reflect their habits, status, and dignity. Each person has a different shopping lifestyle within them. How they expose their lives through various behaviors that differentiate them from others through their shopping style. According to the findings of the research by (Lathiyfah, Bambang, and Viska, 2021), it is

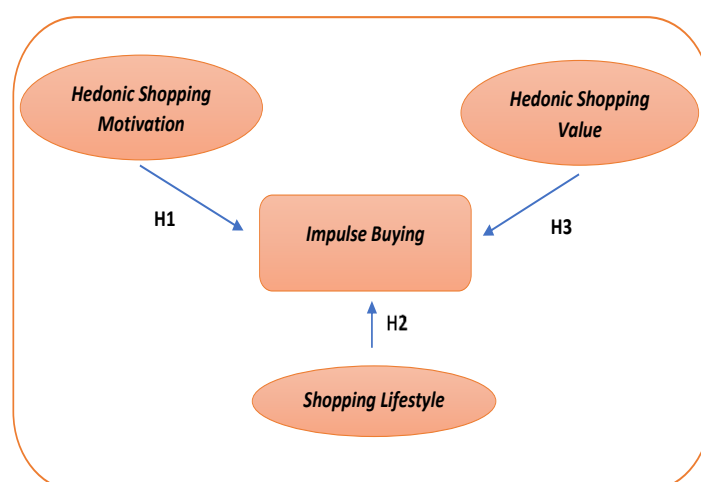
stated that "shopping lifestyle has a positive and significant influence on impulse buying." Meanwhile, according to (Rafidah and Lisa, 2021), it is stated that "shopping lifestyle has a positive and significant influence on impulse buying." And according to (Reni and Harini, 2020), it is stated that "shopping lifestyle has a positive and significant influence on impulse buying on Shopee e-commerce." Based on several findings in these studies, it can be concluded that a higher level of shopping lifestyle will result in an increase in impulse buying.

H2: Shopping lifestyle has a positive and significant influence on impulse buying in Muslim Generation Z

Hedonic shopping value is a simplicity and pleasure that reflects the emotional and entertainment value derived from shopping activities, which are considered enjoyable and often seen as an escape or adventure. At least six experiences are obtained during shopping activities, which are potential sources of enjoyment: bargain hunting, browsing, sensory stimulation, mingling with others, being pampered, and the last one is kinesthetic experience. Each person has a shopping style determined by their shopping motivation. If a person has a high hedonic motivation, it is possible that their shopping style will also be high. This statement is supported by the findings of the research conducted by (Melifia and Ferry, 2019), which states that "hedonic shopping value has an influence on impulse buying." According to the findings of (Eko and Yosevin, 2020), it is stated that "hedonic shopping value itself has a significant contribution and influence on impulse buying." Hedonic shopping value has a positive relationship with the impulse buying variable, which means that the higher the level of hedonic shopping value a person has, the higher their impulse buying will be.

H3: Hedonic shopping value has a positive and significant influence on impulse buying in Muslim Generation Z.

Research Framework
Figure 1 Research Framework



Source : (Crusyta and Farah, 2018); (Meilifia and Ferry, 2019); (Nindita, 2020)

Research Methodology

Quantitative research is a type of research that utilizes numerical data as a means to examine information about what is to be known. In most cases, research methods are used to analyze a specific population or sample (Sugiyono, 2016). The data sources used include primary and secondary data. Primary data is obtained from respondents' responses to the researcher's questions through a questionnaire distributed via Google Forms, while secondary data is obtained from journals, books, the internet, and previous research. The population used in this study consists of Generation Z Muslim community members who have made purchases using e-commerce services in Kudus Regency. The sampling method used is non-probability sampling, specifically purposive sampling. The sample criteria are as follows: The respondents of this study are Muslims residing in Kudus Regency, totaling 100 respondents. The sample criteria are individuals born between the years 1996-2010 (Generation Z, aged 12-26 years), users of e-commerce in Kudus Regency, and have made at least one purchase on e-commerce platforms in the past year.

Validity testing in this study is conducted using the Pearson Correlation formula. A model is considered valid if the significance level is below 0.05, indicating that the item's question is valid. All item questions are deemed valid when the calculated r-value is greater than the table value of the coefficient. Reliability testing serves as a means to assess the validity of a questionnaire, acting as an indicator of a variable. Reliability testing can be conducted after ensuring the instrument's validity, using the Cronbach's Alpha coefficient measured by the SPSS program. The alpha value ranges from 0 to 1, and a question is considered reliable if the alpha value is not less than 0.60. Classical assumption testing is employed to examine whether the regression model produces unbiased regression coefficients when the following classical assumptions are met: no multicollinearity, no heteroscedasticity, and normality. Normality testing is used to determine whether the disturbance or residual variables in a regression model are normally distributed. The Kolmogorov-Smirnov test is used to check the normality of data. If the resulting significance value is greater than 0.05, the data is considered normally distributed. Conversely, if the result has a significant value < 0.05 , the data is considered non-normal (Ghozali, 2016).

Multicollinearity testing is used to examine whether there is correlation among the independent variables in a regression model. To determine the presence of multicollinearity, the tolerance and VIF values are observed. If the VIF value is < 10 and the tolerance value is > 0.10 , it can be concluded that there is no multicollinearity. Conversely, if the VIF value is > 10 and the tolerance value is < 0.10 , multicollinearity exists (Ghozali, 2016). Heteroscedasticity testing determines whether there is a difference in variance between the residual of one observation and the residual of another observation in the regression model (Ghozali, 2016). The test results are presented as two-sided tests using a significance level of 0.05. If the result is greater than 0.05, the regression model does not have heteroscedasticity (Ghozali, 2013).

Data Analysis Technique

Multiple regression analysis is used to determine the strength of the independent variables (X_1 and X_2) on the dependent variable (Y). The multiple regression equation is $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. The coefficient of determination (R^2) is a metric that indicates how well the model can explain the variation in the dependent variable. The coefficient of determination ranges from 0 to 1. A low R^2 value indicates that the ability of the variables to explain the variation in the dependent variable is very limited (Ghozali, 2013). The F-statistic is used to determine whether all independent variables collectively have a simultaneous effect on the dependent variable (Ghozali, 2013). If the F-value is < 0.05 , H_0 is rejected; if the F-value is > 0.05 , H_0 is accepted. The t-statistic is used to assess the significance of each independent variable in explaining the variation in the dependent variable. If the significance value is 0.05 or 5%, the individual independent variable has a significant impact on the dependent variable (Ghozali, 2013).

Results and Discussion

Based on the data distribution and return of questionnaires, out of the 120 respondents in the population, only 117 questionnaires were returned, while the rest did not provide any response. In this study, a sample size of 100 was used. Validity testing showed that all the questions used in the study had Pearson correlation values greater than the predetermined table value of 0.1654 ($df = n-2$), indicating the validity of each

item question for every variable. From the table, it is known that the impulse buying, hedonic shopping motivation, shopping lifestyle, and hedonic shopping value variables have Cronbach's alpha values greater than 0.60. Therefore, it can be concluded that all variables in this study are reliable.

Normality testing, based on the conducted tests, yielded output from SPSS, using the One Sample Kolmogorov-Smirnov Test. The obtained Asymp. Significance (2-tailed) values were greater than 0.05. This indicates that the entire research data is normally distributed and meets the assumption of normality. Multicollinearity testing showed that there is no multicollinearity for the equation model used in this study. This can be observed from the tolerance values, which are greater than 0.1, and the VIF values, which are less than 10. Therefore, the assumption of multicollinearity is satisfied. Heteroscedasticity testing, based on the conducted tests, yielded SPSS output for the Glejser test, indicating that the significance values of the impulse buying, hedonic shopping motivation, shopping lifestyle, and hedonic shopping value variables are greater than 0.05. This means that there is no heteroscedasticity in the conducted research.

Multiple Linear Regression Analysis

The results of data processing and multiple linear regression analysis can be seen in the table 1, which obtained the following multiple linear regression equation:

$$Y = 5,688 - 0,049X_1 + 0,047X_2 + 0,403X_3 + e$$

Information:

Y = Impulse Buying

X₁ = Hedonic Shopping Motivation

X₂ = Shopping Lifestyle

X₃ = Hedonic Shopping Value

e = error

Numb	Hipotesis Testing	Testing Result	Information
1.	Multiple Linear Regression Test	Evaluation Table Output : Y = 5,688 - (-,049)X ₁ + (0,047)X ₂ + (0,403)X ₃	Constant Value = 5.688 Regression Coefficients : Hedonic Shopping Motivation = -0,049 shopping lifestyle = 0,047 hedonic shopping value = 0,403
2.	T test	a. hedonic shopping motivation (X ₁) has a t-value of -0.448	a. hedonic shopping motivation (X ₁) does not

		and a significance of 0.655. b. shopping lifestyle (X2) has a t-value of 0.311 and a significance of 0.756. c. hedonic shopping value (X3) has a t-value of 2.963 and a significance of 0.04.	have a significant effect on impulse buying (Y). b. shopping lifestyle (X2) does not have a significant effect on impulse buying (Y). c. c. hedonic shopping value (X3) has a significant effect on impulse buying (Y).
3.	Simultaneous Test (F)	The F value is 5.570 and the significance is 0.001.	hedonic shopping motivation (X1), shopping lifestyle (X2), and hedonic shopping value (X3) together have a significant influence on impulse buying (Y).
4.	Coefficient of Determination Test (R ²)	The Adjusted R Square value is 0.122.	Hedonic shopping motivation (X1), shopping lifestyle (X2), and hedonic shopping value (X3) have an influence of 12.2% on impulse buying.

Table 1. Research Hypothesis Test Results

Source: Hypothesis Test Results with SPSS (2022)

Based on the equation above, the interpretations can be made as follows:

1. The constant value is 5.688 and it is positive, which means that when all independent variables are considered constant (0), the average value of the impulse buying variable is 5.688.
2. Hedonic Shopping Motivation has a negative coefficient of 0.049, which means that the Hedonic Shopping Motivation variable is predicted to decrease the value of Impulse Buying by 4.9%.
3. Shopping Lifestyle has a positive coefficient of 0.047, which means that Shopping Lifestyle is predicted to increase the value of Impulse Buying by 4.7%.
4. Hedonic Shopping Value has a positive coefficient of 0.403, which means that Hedonic Shopping Value is predicted to increase the value of Impulse Buying by 40.3%.

Coefficient of Determination

The adjusted R-squared value from the regression is used to determine the influence of independent variables on the dependent variable, as shown in the table above, indicating a coefficient of determination (R-squared) of 0.385. This means that the variables hedonic shopping motivation, shopping lifestyle, and hedonic shopping value have a relationship with the impulse buying variable. The adjusted R-squared value is 0.122, indicating that the variables

hedonic shopping motivation, shopping lifestyle, and hedonic shopping value can only explain 12.2% of the impulse buying variable, while the remaining 87.8% is influenced by other factors outside the variables used in this study. Based on the data processing, the F-test using SPSS yielded a calculated F-value of 5.570 with a significance value of 0.001, which is smaller than 0.05. This means that the variables hedonic shopping motivation, shopping lifestyle, and hedonic shopping value have a simultaneous effect on impulse buying.

The influence of hedonic shopping motivation on impulse buying:

From the table above, it can be seen that the hedonic shopping motivation variable has a calculated t-value of -0.448 and a significance value of 0.655. The significance value of 0.655 is larger than 0.05, indicating that hedonic shopping motivation does not have a positive and significant effect on Impulse Buying. Therefore, the first hypothesis (H1) is rejected.

The influence of shopping lifestyle on impulse buying:

From the table above, it can be seen that the shopping lifestyle variable has a calculated t-value of 0.311 and a significance value of 0.756. The significance value of 0.756 is larger than 0.05, indicating that shopping lifestyle has a positive but not significant effect on impulse buying. Thus, the second hypothesis (H2) is rejected.

The influence of hedonic shopping value on impulse buying:

From the table above, it can be seen that the hedonic shopping value variable has a calculated t-value of 2.963 and a significance value of 0.04. The significance value of 0.04 is less than 0.05, indicating that the hedonic shopping value variable has a positive effect on impulse buying. Therefore, the third hypothesis (H3) is accepted.

Discussion

The influence of hedonic shopping motivation on impulse buying:

The hedonic shopping motivation variable has a calculated t-value of -0.048 and a significance value of 0.655. The significance value of 0.655 is larger than 0.05, indicating that the hedonic shopping motivation variable does not have a positive and significant effect on impulse buying. Therefore, hypothesis (H1) is rejected. The lack of impulsive drive within oneself results in the absence of impulsive purchases. Additionally, based on the adjusted R-squared value of 0.122, it means that the variables hedonic shopping motivation, shopping lifestyle, and hedonic shopping value can only explain the influence of 12.2% on the impulse buying variable, while the remaining 87.8% is influenced by variables outside the scope of this

study. Therefore, it can be concluded that there are other factors that have a greater influence on the impulse buying variable, such as positive emotions, sales promotion, price discounts, and fashion involvement. This finding aligns with the research conducted by (Deborah, Oesman, and Yudha, 2022) and (Pramesti and Dwiridotjahjono, 2022).

The influence of shopping lifestyle on impulse buying:

The shopping lifestyle variable has a calculated t-value of 0.311 and a significance value of 0.756. The significance value of 0.756 is larger than 0.05, indicating that the shopping lifestyle variable has a positive but not significant effect on impulse buying. Thus, the second hypothesis (H2) is rejected. The lack of influence from shopping lifestyle could be due to individual economic factors, which is in line with the research conducted by (Gardi and Darmawan, 2022) and (Wahyuni, Suryani, and Amelia, 2022). Individuals with lower economic status tend to have lower purchasing power and consumption. On the other hand, individuals with higher economic status have higher purchasing power and consumption. It can be concluded that the majority of respondents used in the study were students who do not have stable personal economies, resulting in a weak level of purchasing and consumption. Economic status is a crucial factor for individuals to engage in consumption activities. Based on the adjusted R-squared value of 0.122, it means that the variables hedonic shopping motivation, shopping lifestyle, and hedonic shopping value can only explain the influence of 12.2% on the impulse buying variable, while the remaining 87.8% is influenced by variables outside the scope of this study. Therefore, it can be concluded that there are other variables that have a greater influence on the impulse buying variable, such as positive emotions, sales promotion, store atmosphere, price discounts, and fashion involvement.

The influence of hedonic shopping value on impulse buying:

Based on the data processing and analysis of the descriptive statistics, the hedonic shopping value variable has a calculated t-value of 2.963 and a significance value of 0.04. The significance value of 0.04 is less than 0.05. This means that the hedonic shopping value variable has a positive and significant effect on impulse buying. Therefore, the third hypothesis (H3) is accepted. The research findings align with a study conducted by (Eko and Yosevin, 2020) titled "The Influence of Electronic Word of Mouth and Hedonic Shopping Value on Impulse Buying in Online Shops," which states that hedonic shopping value significantly influences impulse buying. The results of this study are also supported by the research conducted by (Wahyuni, Suryani, and Amelia, 2022), which also states that hedonic shopping value influences impulse buying. Research conducted by (Tarka, Harnish, and Babaev, 2022) also states that hedonic shopping value influences impulsive buying. Impulse buying is a series of events in which

individuals experience sudden stimuli that influence them to make spontaneous purchases. Impulsive buying is unplanned and often occurs in physical stores or online shopping platforms. These unintended purchases are triggered by stimuli or a series of stimuli observed in stores or while browsing online shopping sites. Impulse buying behavior is easily triggered on online shopping sites due to the information displayed, such as receiving suggestions and reviews about products, recommendations for other or similar products, repurchase information, discounts, and the online browsing experience on those sites.

Conclusion

Based on the data processing, data analysis, and discussion regarding the influence of hedonic shopping motivation, shopping lifestyle, and hedonic shopping value on impulse buying among Muslim Generation Z in Kudus Regency, the following conclusions are drawn:

1. There is no positive and significant influence of hedonic shopping motivation on impulse buying among Muslim Generation Z in Kudus Regency.
2. There is a positive but not significant influence of shopping lifestyle on impulse buying among Muslim Generation Z in Kudus Regency.
3. There is a positive and significant influence of hedonic shopping value on impulse buying among Muslim Generation Z in Kudus Regency.

Research Recommendations

To stimulate and encourage impulse buying behavior, it is necessary to create a new experience for consumers when visiting your e-commerce website by providing a unique feature selection atmosphere different from other e-commerce platforms. Additionally, consumers should feel like they are exploring a new world when they visit the website. Such aspects will create stimuli for individuals to engage in impulse buying activities. Furthermore, advertising through various social media platforms, offering a wider range of the latest fashion clothing, and providing fashion products from popular brands that are regularly updated can also serve as stimuli for individuals to engage in impulse buying activities. It is important to promote wise consumption of goods and services based on actual needs and to avoid excessive behavior, as excess is not beneficial. The research findings can serve as additional empirical evidence for future studies or marketing theories that establish the relationship between hedonic shopping motivation, shopping lifestyle, and hedonic shopping value with impulse buying. The results and new findings from this research can be used as a foundation for future studies that may have similarities to this research.

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