

THE INFLUENCE OF HEDONIC SHOPPING VALUES AND SHOPPING LIFESTYLE ON IMPULSIVE BUYING OF TOKOPEDIA CLOTHING CONSUMERS AMONG GEN Z IN MANADO

By:

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Abstract: This study aims to analyze the effect of hedonic shopping value and shopping lifestyle on impulse buying among Tokopedia clothing consumers, specifically Generation Z in Manado City. The background of this research is driven by technological advancements and the increasing use of e-commerce platforms like Tokopedia, which have transformed digital consumption habits. As a tech-savvy generation, Generation Z is particularly prone to making impulsive purchases triggered by shopping enjoyment and a consumptive lifestyle. This research employs a quantitative approach using a survey method. The population comprises Generation Z consumers who actively purchase clothing on Tokopedia in Manado City. A purposive sampling technique was applied, with the criterion that respondents had completed at least two transaction cycles on Tokopedia within the past three weeks, yielding a total of 115 respondents. Data were collected via questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination with the assistance of SPSS version 30. The findings indicate that hedonic shopping value has a positive and significant effect on impulse buying ($t\text{-count} = 5.150, p < 0.05$), and shopping lifestyle also exhibits a positive and significant effect ($t\text{-count} = 2.865, p < 0.05$). Simultaneously, both variables significantly influence impulse buying, as evidenced by an F-count of 156.296, which exceeds the F-table value of 3.09. The adjusted R-square value of 0.732 indicates that 73.2% of the variation in impulse buying behavior is explained by these variables, while the remaining 27.8% is influenced by other factors outside this study. These results conclude that higher hedonic shopping values and stronger shopping lifestyles are associated with an increased tendency among Generation Z to make impulsive clothing purchases on Tokopedia.

Keywords: Hedonic Shopping Value, Shopping Lifestyle, Impulse Buying, Tokopedia, Generation Z.

INTRODUCTION

Research Background

The development of e-commerce has consequently become an important component of Indonesia's digital economy. Online marketplaces provide consumers with access to a wide range of products, sellers, payment methods, promotions, and delivery services through a single digital environment. Among the various e-commerce platforms operating in Indonesia, Tokopedia represents an important context for examining these changes in consumer behavior. The relevance of Tokopedia is also associated with the convenience and variety offered by marketplace environments. Consumers can access numerous product categories, sellers, prices, promotional programs, and payment options within one platform. Such characteristics may increase opportunities for consumers to encounter products that were not included in their original shopping plans.

One important consumer behavior that can emerge from such an environment is impulse buying. Impulse buying refers broadly to purchasing behavior characterized by spontaneity and limited prior planning, in which the desire to purchase emerges during the shopping process. Unlike planned purchases, impulse purchases may occur when consumers suddenly experience a strong urge to obtain a product. The phenomenon has received considerable attention in consumer research because it is influenced by both internal psychological factors and external marketplace stimuli. A meta-analytic review by Iyer et al. (2020) demonstrates that impulse buying is affected by multiple internal and external factors, including psychological states, consumer characteristics, and marketing-related stimuli.

One factor that may explain impulse buying is hedonic shopping value. Hedonic shopping value refers to the experiential and emotional benefits that consumers obtain from the shopping process itself. In this perspective, shopping is not conducted exclusively to acquire a utilitarian product. Consumers may shop because the activity is enjoyable, exciting, entertaining, relaxing, socially meaningful, or satisfying. Hedonic shopping can therefore transform shopping from a task-oriented activity into an experiential activity. Consumers may browse products because they enjoy discovering new items, following trends, obtaining attractive deals, socializing, experiencing excitement, or rewarding themselves.

Another factor that may influence impulse buying is shopping lifestyle. Shopping lifestyle describes the way consumers allocate their time and money to shopping and the extent to which shopping becomes an important part of their everyday lifestyle. Consumers differ in the importance they attach to shopping, brands, fashion trends, product quality, promotional offers, and new product releases. For some consumers, shopping represents a routine activity, while for others it can be closely associated with self-expression, recreation, social interaction, or personal satisfaction.

Overall, the rapid expansion of internet access, the development of e-commerce, the increasing importance of Generation Z as a digital consumer group, the popularity of online fashion shopping, and the psychological nature of impulse buying create a strong basis for investigating consumer behavior in digital marketplaces. The combination of hedonic shopping value and shopping lifestyle is particularly relevant because online clothing shopping can simultaneously satisfy functional needs, emotional desires, recreational motives, and lifestyle aspirations. Therefore, examining how these two factors are associated with impulse buying among Generation Z Tokopedia clothing consumers in Manado is important for developing a more context-specific understanding of contemporary online consumer behavior.

Research Objectives

1. To analyze the influence of hedonic shopping value and shopping lifestyle on impulse buying of tokopedia clothing consumers among gen Z in Manado.
2. To analyze the influence of hedonic shopping value on impulse buying of tokopedia clothing consumers among gen Z in Manado.
3. To analyze the influence of shopping lifestyle on impulse buying of tokopedia clothing consumers among gen Z in Manado.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior refers to the processes involved when individuals select, purchase, use, and evaluate products or services to satisfy their needs and desires. Consumer decisions are not always based solely on rational considerations but can also be influenced by emotional, experiential, social, and psychological factors. In an online shopping environment, these factors become increasingly important because consumers are continuously exposed to product information, promotions, reviews, recommendations, and digital shopping experiences.

Hedonic Shopping Values

Hedonic shopping value refers to the emotional, experiential, and pleasurable benefits consumers obtain from the shopping process rather than merely from acquiring a product. Babin, Darden, and Griffin (1994) explain that shopping can provide both utilitarian and hedonic value, meaning that consumers may obtain value not only from accomplishing a purchasing task but also from the enjoyment and experience of shopping. Arnold and Reynolds (2003) identify six dimensions of hedonic shopping motivation: adventure shopping, gratification shopping, role shopping, value shopping, social shopping, and idea shopping.

Shopping Lifestyle

Shopping lifestyle refers to the way consumers allocate their time, money, attention, and preferences to shopping activities. It reflects consumers' orientation toward products, brands, quality, fashion trends, promotions, new products, and shopping experiences. In fashion consumption, shopping lifestyle can be reflected through consumers' interest in product quality, famous brands, latest models, advertising offers, new products, alternative brands, gratification, social shopping, promotional value, and adventure shopping. Consumers with a strong

shopping lifestyle may spend more time exploring products and responding to shopping stimuli, potentially increasing their tendency to make unplanned purchases.

Impulsive Buying

Impulse buying refers to a spontaneous purchasing decision that occurs with limited prior planning and deliberation. Rook and Hoch's conceptualization emphasizes the psychological and experiential nature of impulse buying, in which consumers experience a sudden urge to purchase and may have difficulty controlling that urge. The characteristics of online shopping may facilitate impulse buying because consumers can immediately respond to product displays, promotions, discounts, recommendations, and other stimuli. In clothing purchases, an attractive design, new fashion trend, limited-time promotion, or perceived bargain may trigger an unplanned purchase.

Previous Studies

Faisal et al. (2020) determined the impact of hedonic shopping motivation towards online impulsive buying among generation Y. For this study, researcher focused on impact of relationship between independent variables which are dimension of hedonic shopping motivation (social shopping, value shopping, adventure shopping, idea shopping and relaxation shopping) and dependent variable (online impulsive buying). Data of this study were collected from 300 respondents by using convenience sampling. Based on the findings, it shows that only social shopping and idea shopping has relationship with online impulsive buying meanwhile another three variables (value shopping, adventure shopping and relaxation shopping) are rejected.

Sari and Pidada (2019) determine the effect of hedonic shopping motivation, shopping lifestyle, price reduction on impulse buying behavior in Mall Bali Galeria Shopping Center Denpasar. The study population was visitors to Mall Bali Galeria. There were 90 sample respondents. Sampling using accidental sampling technique. The technique used for data collection using a questionnaire with a Likert scale measurement tool. data analysis method used was a validity test, reliability test, classic assumption test, and multiple linear regression analysis. The study results stated that the variable hedonic shopping motivation, shopping lifestyle, price reduction has a positive and significant effect partially and simultaneously on impulse buying behavior in Mall Bali Galeria Shopping Center Denpasar.

Tirtayasa et al. (2020) investigated the effect of hedonic shopping motivation, shopping lifestyle, and fashion involvement on impulse buying among 96 Zalora consumers in Medan. The results showed that all three independent variables had a positive and significant effect on impulse buying, with hedonic shopping motivation identified as an important factor associated with pleasure, prestige, emotional satisfaction, and other subjective shopping experiences.

Conceptual Framework

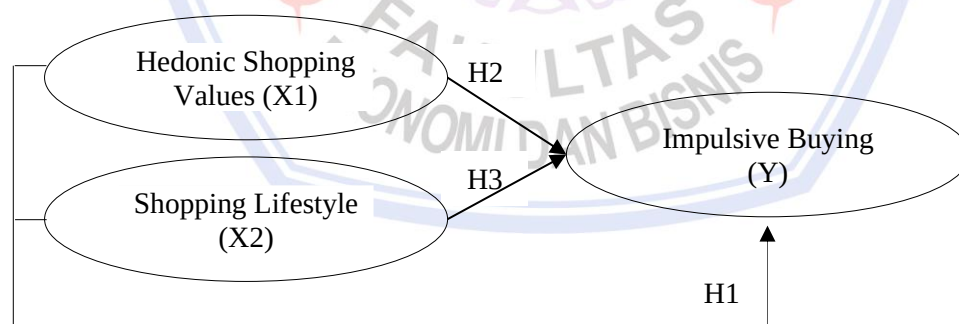


Figure 1. Research Model
Source: Data Processed (2020)

Research Hypotheses

- H1: Hedonic Shopping Value and Shopping Lifestyle have a simultaneous influence on Impulsive Buying of Tokopedia Clothing Consumers Among Gen Z In Manado
- H2: Hedonic Shopping Value positively influences Impulse Buying of Tokopedia Clothing Consumers Among Gen Z In Manado
- H3: Shopping Lifestyle positively influences Impulse Buying of Tokopedia Clothing Consumers Among Gen Z In Manado

RESEARCH METHOD**Research Approach**

This study employed a quantitative research approach with a survey method to examine the influence of Hedonic Shopping Value and Shopping Lifestyle on Impulsive Buying among Generation Z consumers purchasing clothing products through Tokopedia in Manado. A quantitative approach was considered appropriate because the study aims to measure the relationships between variables using numerical data and statistical analysis.

Population, Sample, and Sampling Technique

The population of this study consisted of Generation Z consumers who actively use and purchase clothing products through Tokopedia in Manado City. Because the exact size of the population was unknown, the minimum sample size was initially determined using the Lemeshow formula. The final sample consisted of 115 respondents. The study used non-probability sampling with a purposive sampling technique. Respondents were selected based on specific criteria relevant to the research objectives. The criteria were Generation Z consumers in Manado who actively used Tokopedia and had made at least two purchases within the previous three weeks.

Type of Data and Data Source

The study used both primary and secondary data. Primary data were obtained directly from respondents through questionnaires. Secondary data were obtained from relevant books, scientific journals, previous studies, and other literature related to hedonic shopping value, shopping lifestyle, impulsive buying, and online consumer behavior.

Data Collection Method

Data collection was conducted through two main methods: questionnaires and literature study. The questionnaire was used as the main instrument for collecting primary data. Respondents were asked to provide responses to statements representing the indicators of the research variables. A five-point Likert scale was applied, ranging from 1 to 5, as follows: response: Strongly Agree= 5, Agree= 4, Neutral= 3, Disagree= 2, Strongly Disagree= 1.

Operational Definition and Indicators of Research Variable**Table 1. Operational Definition and Indicators of Research Variable**

Variable	Definition	Indicators
Hedonic Shopping Values (X1)	Hedonic shopping is the act of shopping because it gets pleasure and makes it an interesting action that is motivated to get information.	1. Value shopping 2. Role shopping 3. Idea shopping 4. Gratification 5. shopping 6. Social shopping 7. Adventure 8. shopping 9. Site navigation ease or online shopping ease at Tokopedia
Shopping Lifestyle (X2)	Shopping Lifestyle is a lifestyle that refers to a consumption mindset that reflects a person's choices about how to spend time and money	1. Best quality 2. Famous brands 3. Latest models 4. Advertising offers 5. Latest products 6. Buy another brand 7. Gratification shopping 8. Social shopping 9. Value shopping (best promo and discount) 10. Adventure shopping
Impulsive Buying (Y)	Impulse buying is the tendency of consumers to buy suddenly which gets a boost from the	1. Non-Cognitive 2. Evaluation 3. Psychology conflict

emotional and psychological side of the product promoted by the marketer

4. Out of control

5. Spontaneity

Testing of Research Instruments

Validity and Reliability Tests

Validity testing was conducted using the Pearson Product-Moment correlation. The test evaluated the correlation between each questionnaire item and its corresponding variable score. An item was considered valid when its Pearson correlation coefficient exceeded the critical r-value and its significance level was below 0.05.

Reliability was assessed using Cronbach's Alpha to determine the internal consistency of the questionnaire items. A Cronbach's Alpha value above 0.60 was considered adequate for reliability, while values above 0.80 indicated good internal consistency.

Data Analysis Method

Test of Classical Assumptions

1. Normality Test. The normality of the regression residuals was assessed using a histogram and a Normal P-P Plot. The regression model was considered normally distributed when the histogram followed an approximately bell-shaped distribution and the points in the P-P Plot were distributed around and followed the diagonal line. The results indicated that the residuals were normally distributed.
2. Multicollinearity Test. Multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF) values. A model is generally considered free from multicollinearity when the Tolerance value is greater than 0.10 and the VIF value is below 10. In this study, both independent variables produced a Tolerance value of 0.196 and a VIF value of 5.108.
3. Heteroscedasticity Test. Heteroscedasticity was assessed using a scatterplot of standardized residuals. The model was considered free from heteroscedasticity when the residual points were randomly distributed without forming a distinct pattern and were spread around the zero value on the Y-axis. The scatterplot indicated random distribution without a clear pattern, suggesting that the regression model did not suffer from heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the simultaneous and partial relationships between Hedonic Shopping Value (X1), Shopping Lifestyle (X2), and Impulsive Buying (Y). The regression model is expressed as:

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + e$$

Y = Impulsive Buying

α = Constant value

$\beta_1\beta_2$ = The regression coefficient of each variable

x1 = Hedonic shopping value

x2 = Shopping lifestyle

e = Standard error

Coefficient of Determination (R²)

The coefficient of determination (R²) was used to determine the proportion of variation in Impulsive Buying that could be explained by Hedonic Shopping Value and Shopping Lifestyle. Because the model contains more than one independent variable, the Adjusted R² is particularly relevant for interpreting the explanatory contribution of the regression model.

Hypothesis Testing

F-Test and T-Test

The F-test was used to examine whether Hedonic Shopping Value and Shopping Lifestyle jointly influence Impulsive Buying. The decision criterion was that the null hypothesis is rejected when the significance value is below 0.05 or when the calculated F-value exceeds the critical F-value.

The t-test was used to examine the individual effect of each independent variable on Impulsive Buying while controlling for the other independent variable. The decision criterion was that an independent variable is statistically significant when its significance value is below 0.05 or when the absolute t-count exceeds the t-table value.

RESULTS AND DISCUSSION**Research Results****Tabel 2. Validity Test Result**

Variables	Pernyataan	Pearson Correlation (r hitung)	r tabel	Sig	Alpha	Status
Hedonic Shopping Values (X1)	X1.1	0.760***	0.1832	0,000	0,05	Valid
	X1.2	0.818***	0.1832	0,000	0,05	Valid
	X1.4	0.726***	0.1832	0,000	0,05	Valid
	X1.5	0.682***	0.1832	0,000	0,05	Valid
	X1.13	0.739***	0.1832	0,000	0,05	Valid
	X1.15	0.696***	0.1832	0,000	0,05	Valid
	X1.3	0.765***	0.1832	0,000	0,05	Valid
	X1.14	0.699***	0.1832	0,000	0,05	Valid
	X1.9	0.770***	0.1832	0,000	0,05	Valid
	X1.7	0.763***	0.1832	0,000	0,05	Valid
	X1.10	0.833***	0.1832	0,000	0,05	Valid
	X1.11	0.800***	0.1832	0,000	0,05	Valid
	X1.12	0.848***	0.1832	0,000	0,05	Valid
	X1.6	0.774***	0.1832	0,000	0,05	Valid
	X1.8	0.785***	0.1832	0,000	0,05	Valid
Shopping Lifestyle (X2)	X2.1	0.668***	0.1832	0,000	0,05	Valid
	X2.2	0.784***	0.1832	0,000	0,05	Valid
	X2.4	0.641***	0.1832	0,000	0,05	Valid
	X2.6	0.642***	0.1832	0,000	0,05	Valid
	X2.10	0.839***	0.1832	0,000	0,05	Valid
	X2.11	0.720***	0.1832	0,000	0,05	Valid
	X2.7	0.864***	0.1832	0,000	0,05	Valid
	X2.8	0.797***	0.1832	0,000	0,05	Valid
	X2.3	0.802***	0.1832	0,000	0,05	Valid
	X2.5	0.801***	0.1832	0,000	0,05	Valid
Impulsive Buying (Y)	X2.9	0.670***	0.1832	0,000	0,05	Valid
	Y1	0.840***	0.1832	0,000	0,05	Valid
	Y2	0.936***	0.1832	0,000	0,05	Valid
	Y3	0.936***	0.1832	0,000	0,05	Valid
	Y4	0.901***	0.1832	0,000	0,05	Valid
	Y5	0.903***	0.1832	0,000	0,05	Valid
	Y6	0.894***	0.1832	0,000	0,05	Valid

Source: Data processed, SPSS 30 (2026)

The results obtained that all statements are declared valid because the probability value (sig) of all statements is smaller than 0.05 (Alpha) and all r coefficient values (pearson correlation) of all statements are greater than r table 0.1832.

Table 3. Reliability Test Result

Variables	Cronbach's Alpha	N of items	Information
Hedonic Shopping Values (X1)	0.947	15	Reliable
Shopping Lifestyle (X2)	0.919	11	Reliable
Impulsive Buying (Y)	0.953	6	Reliable

Source: Data Processed, SPSS 30 (2026)

The variables used by the researcher are reliable, this can be seen in the table 3 showing that the Cronbach's Alpha value of each independent variable has a reliable average value, namely above 0.90. So, it can be said that all variables are valid and reliable so they can be accepted and used for further statistical analysis.

Classical Assumption Tests

Normality Test

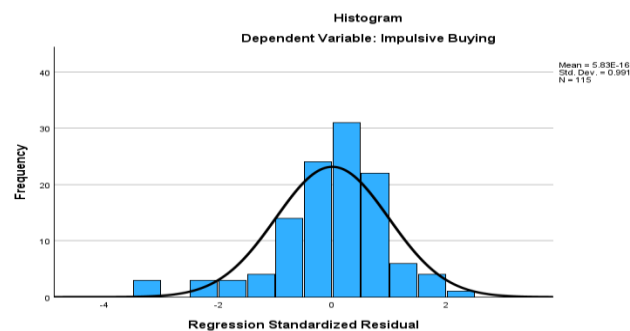


Figure 2. Histogram Regression
 Source: Data Processed, SPSS 30 (2026)

The normal curve in the histogram above indicates that the model is normally distributed, as it forms a bell-shaped shape.

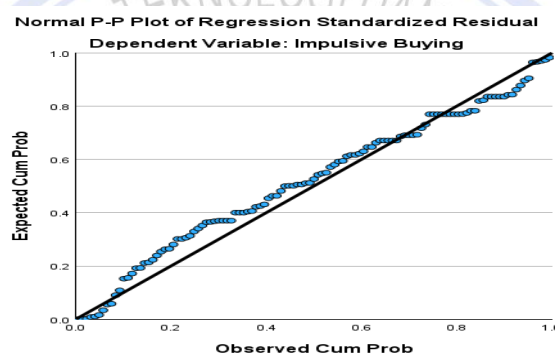


Figure 3. Normal P-Plot Regression Standardized Residual
 Source: Data Processed, SPSS 30 (2026)

The Normal P-P Plot of Regression Standardized Residuals graph depicts the distribution of data around the diagonal line, and the distribution follows the direction of the diagonal line. In other words, the presence of points around the linear line indicates that the model is normally distributed.

Heteroscedasticity Test

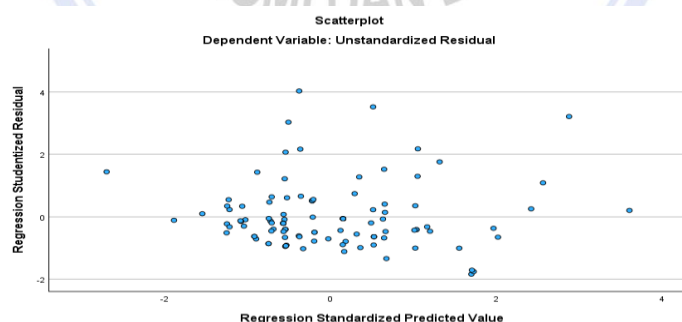


Figure 4. Scatterplot
 Source: Data Processed, SPSS 30 (2026)

That the scatterplot displayed for the heteroscedasticity test reveals points scattered randomly with no clear pattern, and that these points are distributed both below and above the 0 mark on the Y-axis. This indicates the absence of heteroscedasticity in the regression model, so the regression model is suitable for predicting the Purchase Decision variable (Y).

Multicollinearity Test**Table 4. Multicollinearity Test Results**

	Variabel	Tolerance	VIF	Keterangan
1	Hedonic Shopping Values (X1)	.196	5.108	Non multikolinieritas
	Shopping Lifestyle (X2)	.196	5.108	Non multikolinieritas

a. Dependent Variable: Impulsive Buying

Source: Data Processed, SPSS 30 (2026)

Producing VIF values for both X variables less than 10 (<10) and Tolerance values for both X variables greater than 0.1. It can therefore be concluded that there is no evidence of multicollinearity in this research model.

Multiple Linear Regression Analysis**Table 5. Regression Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.180	1.615		-2.588	.011
	Hedonic Shopping Values	.285	.055	.565	5.150	<.001
	Shopping Liestyle	.238	.083	.314	2.865	.005

Source: Data Processed, SPSS 30 (2026)

$$Y = -4.180 + 0.285X_1 + 0.238X_2$$

1. The constant is -4.180, so the Hedonic Shopping Value and Shopping Lifestyle variables are considered constant (0), and Impulsive Buying has a value of -4.180.
2. The Hedonic Shopping Value regression coefficient X1 shows a positive effect on Impulsive Buying with a regression coefficient of 0.285. This indicates that increasing the Hedonic Shopping Salue variable by one unit will increase Impulsive Buying by 0.285.
3. The Shopping lifestyle regression coefficient X2 shows a positive effect on Impulsive Buying with a regression coefficient of 0.238. This indicates that increasing the Shopping Lifestyle variable by one unit will increase Impulsive Buying by 0.238.

Coefficient of Determination (R²)**Table 6. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 ^a	.736	.732	3.021

Source: Data Processed, SPSS 30 (2026)

Based on the data above, the Adjusted R Square value of 0.732 indicates that the influence of hedonic shopping value and shopping lifestyle on impulsive purchases among Gen Z clothing consumers in Manado is 73.3%. This means that hedonic shopping value and shopping lifestyle have a strong influence on impulsive purchases, while the remaining 26.8% of impulsive purchases may be influenced by other variables not examined in this study

Hypothesis Testing**Simultaneous Test (F-Test)****Table 7. F-Test Result**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2852.171	2	1426.085	156.296	<.001 ^b
	Residual	1021.916	112	9.124		
	Total	3874.087	114			

Source: Data Processed, SPSS 30 (2026)

Based on the f-test results above, the calculated f-value was 156.296 > ftable 3.09. Therefore, it can be concluded that the hedonic shopping value and shopping lifestyle variables have a simultaneous effect on the impulse buying variable.

Partial Test (T-Test)

Based on table 5:

1. For the Hedonic Shopping Values variable, the calculated t-value is 5.150 with a Sig. <0.001, meaning it still has a significant effect on the impulse buying variable even though other variables are included in the model.
2. For the Shopping Lifestyle variable, the calculated t-value is 2.865 with a significance level of 0.005. This value is still far below 0.05, so it still has a significant effect on the impulsive buying variable.

Discussion**The Influence of Hedonic Shopping Value and Shopping Lifestyle on Impulsive Buying**

The results of this study indicate that Hedonic Shopping Value and Shopping Lifestyle simultaneously have a positive and significant effect on Impulsive Buying among Gen Z clothing consumers on Tokopedia in Manado. Therefore, the two independent variables jointly contribute significantly to variations in impulsive buying behavior. In this study, Hedonic Shopping Value was measured through seven indicators: Value Shopping, Role Shopping, Idea Shopping, Gratification Shopping, Social Shopping, Adventure Shopping, and Site Navigation Ease/Online Shopping Ease. Shopping Lifestyle was measured through ten indicators: Best Quality, Famous Brands, Latest Models, Advertising Offers, Latest Products, Buying Another Brand, Gratification Shopping, Social Shopping, Value Shopping (best promotions and discounts), and Adventure Shopping. The simultaneous finding is consistent with previous research cited in the thesis, which indicates that hedonic shopping value and shopping lifestyle are related to consumers' impulsive purchasing behavior.

The Influence of Hedonic Shopping Value on Impulsive Buying

The partial test shows that Hedonic Shopping Value has a positive and significant effect on Impulsive Buying. These results indicate that higher hedonic shopping value is associated with a higher tendency toward impulsive buying among Gen Z clothing consumers on Tokopedia in Manado. The finding can be understood from the emotional and experiential aspects of online shopping. Consumers may perceive clothing shopping not only as a way to fulfill functional needs but also as an activity that provides pleasure, emotional satisfaction, exploration, and self-reward. The descriptive findings in the study support this interpretation. Value Shopping was positively perceived by 75.83% of respondents indicating that shopping was associated with emotional and psychological satisfaction. Idea Shopping reached 80.46% showing that consumers also use shopping to follow trends, seek inspiration, and support self-expression. Gratification Shopping recorded 70.03% reflecting the role of shopping in relieving stress and providing psychological satisfaction. Furthermore, Social Shopping obtained 79.30% indicating that interaction, reviews, fashion trends, and the shopping environment contribute to a more enjoyable shopping experience. Adventure Shopping reached 78.87% demonstrating consumers' interest in exploration and discovering new clothing styles. The highest reported indicator was Site Navigation Ease, with 83.22% of respondents suggesting that convenient navigation, product categories, menus, and recommendations encourage consumers to explore Tokopedia more extensively. This enjoyable exploration can create greater opportunities for spontaneous purchasing decisions. This finding is consistent with the research cited in the thesis by Wandira et al. (2019), which found that Hedonic Shopping Value has a positive and significant effect on Impulsive Buying. Thus, the present study reinforces the argument that shopping experiences involving pleasure, emotional satisfaction, exploration, and convenience can be associated with spontaneous purchasing behavior.

The Influence of Shopping Lifestyle on Impulsive Buying

Based on the results, the shopping lifestyle variable has a positive and significant effect on impulse buying among Gen Z clothing consumers on Tokopedia in Manado. Shopping lifestyle shows how individuals prioritize their budget and daily schedule. The digital era has radically changed people's shopping habits. From merely fulfilling basic needs, shopping has now become a lifestyle driven by instant desires and unlimited accessibility. Best Quality with 83.30% of respondents shows that respondents have a strong tendency to prioritize quality over price when making purchasing decisions. Famous Brands with 72.52% of respondents indicate that consumer shopping motivation on Tokopedia is based not only on product function but also on the symbolic value of the clothing to stay relevant. Latest Models with 80.70% of respondents stated that social environment and social media exposure play a crucial role in consumer purchasing decisions, creating a fear of being left behind if they do not immediately make a purchase which ultimately triggers impulsive buying behavior, (Social Proof) Recommendations from friends are considered stronger evidence of quality than conventional advertising, thus accelerating the decision-making process to impulsively purchase the latest model items. Advertising Offers with 79.39% of respondents show that respondents' shopping decisions are highly dependent on the aesthetic aspects (creativity) and frequency (intensity)

of advertising. Latest Products with 77.39% of respondents stated that the use of e-commerce platforms and social media as the main shopping channels indicates that ease of access, product variety, and time efficiency are the main considerations. The fact that respondents actively used Tokopedia in the last three months confirms the existence of loyalty to the Tokopedia platform which is considered capable of consistently fulfilling their lifestyle needs, the emergence of Impulsive Buying behavior. The finding that respondents often buy products outside the initial shopping list. This study is supported by relevant research by Loo et al. (2024). Previous research findings indicate that shopping lifestyle has a positive and significant effect on impulse buying.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the research findings:

Based on the research conducted and the discussion in the previous chapter, the following conclusions can be drawn:

1. Hedonic shopping value and shopping lifestyle simultaneously have a positive and significant effect on impulse buying among Gen Z clothing consumers in Manado. This indicates that when consumers integrate a shopping-oriented lifestyle with high emotional or pleasure-seeking motivations, their tendency to make unplanned purchases increases significantly.
2. Hedonic shopping value has a positive and significant effect on impulse buying among Gen Z clothing consumers in Manado. This finding suggests that Gen Z consumers in Manado highly value the emotional satisfaction, thrill, and enjoyment derived from shopping, which acts as a primary catalyst for immediate and spontaneous purchasing decisions.
3. Shopping lifestyle has a positive and significant effect on impulse buying among Gen Z clothing consumers in Manado. It reveals that the daily shopping habits, trend-following behaviors, and social patterns of Gen Z consumers reinforce their tendency to buy clothing impulsively, making shopping a reflection of their personal lifestyle.

Recommendations

1. Tokopedia is recommended to improve personalized, interactive, and engaging shopping features while maintaining ethical marketing practices that encourage responsible spending.
2. future researchers are encouraged to examine other factors influencing impulse buying using larger samples and broader research contexts.
3. Generation Z consumers are encouraged to strengthen self-awareness and financial literacy, distinguish needs from temporary desires, and control impulsive purchases.
4. Manado City Government is encouraged to strengthen financial literacy, digital transaction security, and entrepreneurship education for Gen Z.
5. Universities can use this study as a reference for research and learning in marketing and consumer behavior.

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