

The Effect of Hedonic Shopping Motivation, Sales Promotion and Lifestyle on Impulse Purchases (Case Study on Shopee Consumers in Yogyakarta)

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Abstract: - This study aims to analyze the influence of hedonic shopping motivation, sales promotion and lifestyle on impulsive buying in Shopee consumers in Yogyakarta. Data collection techniques were carried out using questionnaires and literature studies. The research method used is a quantitative approach with data collection through questionnaires and literature studies. A total of 99 respondents were selected as research samples. Hypothesis testing was carried out using multiple linear regression analysis with t-test and F-test. The results of the study prove that hedonic shopping motivation, sales promotion and lifestyle partially influence impulsive buying. Simultaneously, these variables influence impulsive buying.

Key-Words: - Hedonic; Shopping motivation; Sales promotion; Lifestyle; Impulsive buying.

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1 Introduction

In today's digital era, nearly all aspects of life have transformed into online systems, including shopping activities (Suwitho, 2022). Online shopping offers convenience to consumers by allowing them to meet their needs without leaving their homes (Purnamasari & Kadi, 2022). With just a smartphone, consumers can make purchases through e-commerce platforms, and the ordered items will be delivered directly to their addresses. One of the most popular e-commerce platforms in Indonesia is Shopee (Andriyanti & Farida, 2022). According to data from Qwords.com in April 2022, Shopee ranked second among shopping applications with the highest number of visits. This popularity is closely related to various attractive promotional strategies consistently offered by Shopee to its consumers, such as discounts, free gifts, product bundling, and free shipping, which significantly contribute to increased sales volume. These promotions often trigger impulsive buying behavior, which refers to spontaneous purchases made without prior planning—especially amid the increasingly consumptive lifestyle of Indonesian society. According to (Wijaya et al., 2020), consumer behavior in online shopping is often characterized by unplanned purchases driven by emotions or sudden urges without considering the benefits of the purchased

items. Moreover, massive promotions and increased public income also contribute to making shopping one of the main priorities, often without considering the long-term impact. Based on this phenomenon, this study aims to analyze the influence of hedonic shopping motivation, sales promotion, and lifestyle on impulsive buying behavior, focusing on Shopee consumers in Yogyakarta. The research problems addressed include: (1) whether hedonic shopping motivation significantly affects impulsive buying behavior among Shopee consumers in Yogyakarta, (2) whether sales promotions significantly affect impulsive buying, (3) whether lifestyle significantly affects impulsive buying, and (4) whether these three variables simultaneously have a significant influence on impulsive buying among Shopee consumers in Yogyakarta. This study aims to provide empirical evidence to answer these four research questions.

2 Theoretical Framework

Impulsive buying refers to a consumer behavior characterized by spontaneous purchasing decisions made without prior planning. According to (Yildirim, 2020), this behavior is triggered by a sudden and strong urge to purchase a product, executed quickly without considering the consequences. Emphasizes that impulsive buying is not based on rational thinking but rather driven by emotional impulses (Suwitho, 2022). Further explain that such decisions are made to fulfill short-term desires and provide instant gratification, rather than resulting from a well-thought-out decision-making process (Frechen & Brouwer, 2022).

One of the key factors driving this impulsive behavior is **hedonic shopping motivation**, which refers to the consumer's desire to seek pleasure and emotional experiences during the shopping process. (Kuminoff & Pope, 2014) state that this motivation involves sensory, emotional, and imaginative aspects, aimed at gaining satisfaction, entertainment, and emotional relief. (George, 2004) adds that shopping often serves as a way to overcome boredom, loneliness, or sadness, making the activity emotionally rewarding. In this sense, the stronger the consumer's hedonic motivation, the more likely they are to engage in impulsive buying, as the decision is emotionally driven and based on the desire for instant enjoyment.

In addition to hedonic motivation, **sales promotion** also plays a significant role in triggering impulsive buying behavior. (Ubirajara et al., 2021) explains that sales promotions offer short-term incentives that influence quick purchasing decisions. (Suwitho, 2022) highlight that promotions such as discounts, coupons, and giveaways attract consumer attention and create a sense of urgency to buy. This is supported by (Racherla & King, 2012), who argue that sales promotion strategies effectively trigger impulsive purchases by providing additional motivation and capitalizing on emotional buying moments. Therefore, sales promotion not only enhances product appeal but also increases the likelihood of unplanned purchases.

On the other hand, an individual's **lifestyle** also influences the tendency toward impulsive buying behavior. Lifestyle as a pattern of habits, interests, and preferences that reflect one's values and personal identity (Monginsidi et al., 2019). Lifestyle reflects how people live, including how they spend their time and money. Individuals with a consumerist lifestyle or who are highly oriented toward trends and experiences are more easily influenced by promotional stimuli and hedonic motivations, thus becoming more prone to impulsive purchases (Kotler, P., Keller, 2011). Lifestyle acts as a foundation that shapes consumer attitudes and decision-making, particularly in how they respond to sales promotions or emotional shopping experiences.

Based on the explanations above, it can be concluded that impulsive buying is the result of a complex interaction between hedonic shopping motivation, sales promotion stimuli, and consumer lifestyle. These three factors contribute significantly to the tendency of consumers to make spontaneous and emotionally driven purchasing decisions.

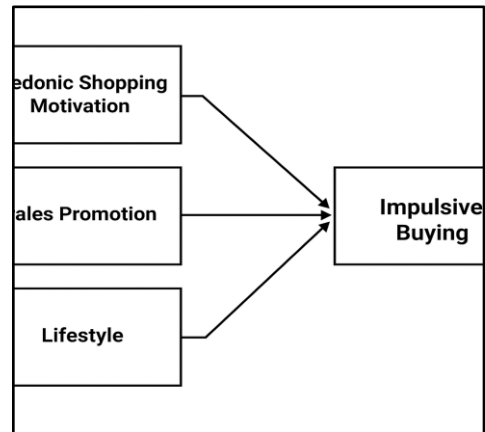


Figure 1. Conceptual framework

3 Research Method

This study employs a **quantitative research method** aimed at examining the causal relationship between variables using statistical tools. The type of research is **causal-comparative**, which seeks to determine the influence of one or more independent variables on a dependent variable. The study uses both **primary and secondary data** sources. Primary data were collected through a **questionnaire** distributed to selected respondents, while secondary data were obtained through **literature review** of relevant books, journals, and other supporting documents. The questionnaire was developed based on validated indicators for each variable, using a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree."

The data analysis technique applied in this study is **multiple linear regression analysis**, which aims to measure the extent to which independent variables affect the dependent variable. Prior to regression analysis, classical assumption tests were conducted, including tests for normality, multicollinearity, heteroscedasticity, and autocorrelation. Instrument reliability and validity were also tested to ensure the accuracy of the measurement tools. The data were processed using the **Statistical Package for the Social Sciences (SPSS) version 25**.

4 Results and Discussions

4.1. Results

Table 1. Multiple Linear Regression Test

Unstandardized Coefficients				Standardized Coefficients	t	Sig.
	Model	B	Std. Error	Beta		
1	(Constant)	0,774	0,042		18,426	0,000

	Hedonic shopping motivation	0,029	0,014	0,069	2,108	0,038
	Sales promotion	0,354	0,031	0,684	11,436	0,000
	Life style	0,136	0,025	0,266	5,468	0,000

Based on the table above, the multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 0.774 + 0.029X_1 + 0.354X_2 + 0.136X_3 + e$$

Where:

- Y = Impulsive Buying
- X_1 = Hedonic Shopping Motivation
- X_2 = Sales Promotion
- X_3 = Lifestyle
- a (**0.774**) = Constant
- e = Error term (residual)

Interpretation of the Regression Coefficients

- The **constant value (0.774)** indicates that if all independent variables (X_1 , X_2 , and X_3) are equal to zero, the value of impulsive buying is predicted to be 0.774.
- The **coefficient of X_1 (0.029)** means that each one-unit increase in hedonic shopping motivation will result in a 0.029-unit increase in impulsive buying, assuming other variables remain constant.
- The **coefficient of X_2 (0.354)** shows that each one-unit increase in sales promotion will lead to a 0.354-unit increase in impulsive buying, holding other variables constant.
- The **coefficient of X_3 (0.136)** implies that each one-unit increase in lifestyle will increase impulsive buying by 0.136 units, assuming other variables remain constant.

From the regression analysis results, it is evident that **sales promotion (X_2)** has the most dominant effect on impulsive buying behavior among Shopee consumers in Yogyakarta, with the highest regression coefficient of **0.354**. This suggests that promotional efforts such as discounts, flash sales, and vouchers play a key role in encouraging spontaneous purchases. While **hedonic shopping motivation (X_1)** and **lifestyle (X_3)** also have a positive influence on impulsive buying, their impact is relatively smaller. The hedonic aspect (0.029) indicates that emotional and entertainment-driven shopping experiences slightly contribute to impulsive behavior. Meanwhile, lifestyle (0.136) reflects how consumers' daily habits and preferences moderately influence their tendency to shop impulsively.

In summary, all three variables have a **positive and significant influence** on impulsive buying behavior, but **sales promotion** is the most influential factor in this model.

Table 2. ANOVA

.ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,085	3	4,028	727,529	,000b
	Residual	0,532	96	0,006		
	Total	12,617	99			

Based on the ANOVA analysis presented in the table above, the calculated **F-value is 727.529** with a significance value (**Sig.**) of **0.000**. This value is compared to the **F-table value of 2.70** at

the 5% significance level ($\alpha = 0.05$) with degrees of freedom of 3 for regression and 96 for residual. Since **F-calculated > F-table** and the significance value is **< 0.05**, the regression model is considered **statistically significant**. This means that the independent variables—**hedonic shopping motivation (X_1)**, **sales promotion (X_2)**, and **lifestyle (X_3)**—**simultaneously have a significant effect on impulsive buying behavior (Y)**. The model is capable of explaining the overall variation in impulsive purchases, making it suitable for further analysis.

4.2. Discussions

This study aims to examine the influence of hedonic shopping motivation, sales promotion, and lifestyle on impulsive buying behavior among Shopee consumers in Yogyakarta. Multiple linear regression analysis was employed using SPSS version 25. Based on the results presented in Table 1, the regression equation is formulated as:

$$Y = 0.774 + 0.029X_1 + 0.354X_2 + 0.136X_3 + e$$

Where:

- Y = Impulsive Buying
- X_1 = Hedonic Shopping Motivation
- X_2 = Sales Promotion
- X_3 = Lifestyle
- a = Constant (0.774)
- e = Error term (residual)

The constant value of 0.774 indicates that when all independent variables are held at zero, the predicted value of impulsive buying behavior is 0.774. This reflects a baseline level of impulsive buying that is not explained by the three independent variables.

The regression coefficient for hedonic shopping motivation (X_1) is 0.029, meaning that for every one-unit increase in this variable, impulsive buying behavior increases by 0.029 units, assuming other variables remain constant. Although statistically significant (Sig. = 0.038), the effect size is relatively small. In contrast, sales promotion (X_2) exerts the strongest influence, with a coefficient of 0.354 and a significance level of 0.000. This suggests that promotional tactics such as discounts, flash sales, and vouchers play a major role in triggering unplanned purchases. Lifestyle (X_3) also significantly affects impulsive buying, with a regression coefficient of 0.136 and a significance level of 0.000. This finding implies that consumer habits and preferences—shaped by their lifestyle—moderately influence spontaneous purchasing behavior. Overall, the three independent variables have a positive and significant effect on impulsive buying.

Furthermore, the results of the ANOVA test (Table 2) show that the F-value is 727.529, which is much greater than the F-table value of 2.70 at a 5% significance level (df = 3; 96), with a significance value of 0.000. Since **F-calculated > F-table** and **Sig. < 0.05**, it can be concluded that the regression model is statistically significant. This indicates that hedonic shopping motivation, sales promotion, and lifestyle jointly and significantly influence impulsive buying behavior among Shopee users in Yogyakarta.

These findings support the theory that consumer purchasing decisions are not solely driven by rational needs but are also influenced by emotional states, lifestyle preferences, and external stimuli such as promotions. In this context, sales promotions serve as strong external cues that stimulate consumers to make unplanned purchases. Meanwhile, consumers driven by hedonic

motives are more likely to shop for pleasure, entertainment, or emotional satisfaction. Lifestyle further shapes the degree to which individuals are prone to impulsive buying based on their daily routines and social values.

In summary, the regression model demonstrates that while all three variables positively contribute to impulsive buying, sales promotion is the most influential factor. These results offer important implications for digital marketing strategies on e-commerce platforms. Businesses may enhance their promotional campaigns by aligning them with consumer lifestyles and appealing to emotional triggers to effectively increase impulsive purchases.

5 Conclusions

Based on the findings of this study, it can be concluded that hedonic shopping motivation, sales promotion, and lifestyle all have a positive and significant influence on impulsive buying behavior among Shopee consumers in Yogyakarta. Among these three factors, sales promotion exerts the most dominant effect. This indicates that promotional strategies such as discounts, flash sales, and vouchers are key drivers that strongly encourage consumers to make spontaneous purchasing decisions. While hedonic motivation and lifestyle also contribute to impulsive buying, their influence is relatively moderate compared to sales promotions.

Given these results, it is recommended that e-commerce platforms like Shopee continue to develop and refine their promotional techniques, as these are proven to be highly effective in stimulating impulsive buying behavior. On the other hand, consumers are encouraged to be more mindful in their spending habits to avoid excessive or unnecessary purchases driven solely by promotions or emotional stimuli. Businesses may also benefit from understanding the psychological and lifestyle factors that influence buyer decisions to design more targeted and ethical marketing campaigns.

This study, however, is not without limitations. The sample was confined to Shopee users in the Yogyakarta area, which may limit the generalizability of the results to other regions or demographic groups. Additionally, the data collection relied solely on self-reported questionnaires, which may introduce bias due to social desirability or inaccurate self-perception. Moreover, the scope of the research was limited to three independent variables—hedonic shopping motivation, sales promotion, and lifestyle—while other potential influences on impulsive buying, such as social influence, personal control, or emotional state, were not considered. Future research is encouraged to address these gaps for a more comprehensive understanding of impulsive consumer behavior.

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