The Effect of Shopping Lifestyle, Hedonic Shopping Motivation, and Sales Promotion on Impulsive Buying Among Gen Z Consumers on E-Commerce

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ARTICLE INFORMATION

ABSTRACT

In the current digital age, characterized by rapid technological advancement, a multitude of platforms have emerged that offer a plethora of features One such platform is TikTok. However, over time, it has been utilized as a cost-effective and time-efficient means of promotion. Subsequently, TikTok launched TikTok Shop, enabling users to directly purchase products from the application. This study sets out to examine the phenomenon of impulsive buying on the TikTok Shop platform, focusing in particular on the case of Generation Z (Gen Z) consumers in Bekasi who tend to make impulse purchases through TikTok Shop. The sample was selected using the method of purposive sampling, with 100 respondents. The results of the t-test suggest that shopping lifestyle and sales promotion exert a positive and significant influence on impulsive buying. However, hedonic shopping motivation is found to be a non-significant predictor of this behavior. The lack of significance in the influence of hedonic shopping motivation may be attributed to the fact that consumers are primarily influenced by other practical factors. Consequently, further in-depth research is required by other researchers to explore impulsive buying which is influenced by various factors, including economic factors and the services offered.

Keywords: Hedonic Shopping Motivation; Impulsive Buying; Sales Promotion; Shopping Lifestyle; TikTok Shop

INTRODUCTION

In the commercial sectors of retail and e-commerce, the phenomenon of impulsive purchasing is a common occurrence. The term "impulsive buying" is used to describe unplanned purchases that are frequently prompted by external factors such as product reviews or sales promotions (Badri et al., 2023). The provision of a secure transaction platform, competitive pricing, and a user-friendly shopping process will facilitate an optimal shopping experience for customers engaged in e-commerce (Chong et al., 2023). In the realm of e-commerce, impulsive buying is gaining greater importance as online platforms utilize diverse marketing strategies to capture customer attention.

One variable that affects impulsive buying is the shopping lifestyle. Customers' shopping habits and preferences are reflected in their shopping lifestyles, which can affect their purchase decisions (Badri et al., 2023). Research shows that shopping lifestyle affects purchase motivation. People who have an active shopping lifestyle are more likely to make impulsive purchases because they are open to external stimuli such as product reviews and sales promotions (Badri et al., 2023).

Hedonic shopping motivation is also an effective factor in promoting impulsive buying, in addition to one's shopping lifestyle. Hedonic motivation is an intrinsic psychological drive that propels individuals toward seeking pleasure and satisfaction (Setiawan & Supriyanto, 2023). Empirical evidence suggests that the motivation to engage in hedonic shopping, or shopping for enjoyment, has an appreciable impact on impulsive buying. People motivated by hedonic factors tend to make spontaneous purchases, driven by the desire to experience positive emotions and enjoyment while shopping (Novyantari et al., 2024).

Sales promotions capitalize on consumers' proclivity for impulsive purchases, a strategy that has been demonstrated to enhance sales (Novyantari et al., 2024). Sales promotions, including discounts, free shipping, and cashback, can provide customers with greater value and encourage impulsive purchases (Khotimah & Syafwandi, 2024). When promotions are ongoing, customers may feel motivated to make purchases because they wish to take advantage of lower prices and the associated benefits (Khotimah & Syafwandi, 2024).

The rapid advances in technology today have produced a plethora of platforms that provide a multitude of features, with TikTok being a notable example. TikTok is an application that provides a plethora of features for short videos. However, over time, it has been utilized as a means of promotion at an affordable cost and efficient time. Eventually, TikTok evolved to provide TikTok Shop e-commerce (Aurelia et al., 2021). According to data sourced from Dhini (2022), the TikTok user demographic exhibits a clear dominance within the 20-29 age bracket, comprising approximately 35 percent of total users. This age cohort is followed closely by the 10-19 age group, representing up to 28 percent of the TikTok user base. The 30-39 age group represents 18 percent of users, while the 40-49 age group accounts for 16.3 percent. Users aged 50 and above constitute 2.7 percent of the total user base. In alignment with Simangunsong's (2018) research, young generation consumers are inclined to engage in consumption and frequently expend their financial resources on specific products without a clear rationale for doing so. Accordingly, this research concentrates on Generation Z (Gen Z) in Bekasi City.

The study conducted by Ratu et al. (2021), reveals that impulsive buying behavior is significantly influenced by two main factors: shopping lifestyle and hedonic shopping motivation. In line with the conclusions drawn by Humairoh et al. (2023), conclude that

both shopping lifestyle and hedonic shopping motivation have a positive and significant impact on impulsive purchases. Meanwhile, Pertiwi and Wibowo (2022) argued that while shopping lifestyle influences impulsive buying, the effects of sales promotions and hedonic shopping motivation on this behavior are insignificant. These findings are consistent with those of those who indicated that hedonic shopping motivation has no effect on impulsive buying. The variations in these research results highlight the need for further exploration of the role of hedonic shopping motivation, shopping lifestyle, and sales promotions in impulsive buying. As a result, researchers are keen to investigate whether these factors influence impulsive buying among Gen Z consumers on TikTok Shop in Bekasi.

This research aimed to explore the phenomenon of impulsive buying among consumers involved in e-commerce, with a particular focus on Gen Z consumers, who represent the majority of TikTok users. The results of previous studies are inconclusive regarding the influence of shopping lifestyle, hedonic shopping motivation, and sales promotions on impulsive purchases. This study aims to address these inconsistencies by focusing on TikTok Shop users in Bekasi City. This research is novel in that it considers the influence of shopping lifestyle, hedonic shopping motivation, and sales promotions as variables that influence impulsive purchases. These variables are applied to the demographics of TikTok Gen Z consumers, who have not been widely studied in urban Indonesia. It is anticipated that this research will facilitate the advancement of theoretical and practical insights pertaining to consumer behavior in digital markets. It will also provide marketers with another view so that they can develop more effective strategies for reaching the ever-evolving consumer segment.

LITERATURE REVIEW

Impulsive Buying
According to Christina (2014), the concept of impulsive buying is defined as a previously unplanned or spontaneous purchase decision made when opening an e-commerce site. The stimuli that arise when viewing e-commerce can result in unplanned purchases. In Vonkeman et al. (2017), Beatty and Ferrell explain that impulsive buying occurs when an individual makes a purchase without a specific purpose or product category in mind. Rook (1987) identifies several indicators of impulsive buying, comprising (1) Impulsiveness, (2) arousal and stimulation, (3) force, urge, and intensity, and (4) neglect of potential outcomes. The study by Badri et al. (2023), indicates that shopping lifestyle has a notable impact on impulsive purchasing behaviors. Individuals with an active shopping lifestyle tend to be more receptive to external influences, such as sales promotions and product reviews. Consequently, they are more prone to making impulsive purchases. Similarly, Khotimah and Syafwandi (2024) posit that the manner in which consumers allocate their time and financial resources, as reflected in their shopping lifestyle, gives rise to a consumption pattern that may culminate in impulsive purchases.

Shopping Lifestyle
The shopping lifestyle is a reflection of the manner in which consumers allocate their time and financial resources. With greater temporal flexibility, consumers can pursue a more extensive shopping experience in order to keep abreast of the latest trends. Conversely, the increased financial resources at their disposal can enhance their purchasing power even further (Hursepuny & Oktafani, 2018). In a related vein, Serliani and Nurdin (2019) contend that the shopping lifestyle represents consumer behavior in making decisions regarding the purchase of products in accordance with the personal responses or opinions of the individual consumer. The study by Darma and Japarianto (2014) identifies the following lifestyle indicators: (1) Activities, which pertain to how a

person spends their time; (2) Interests, which concern what a person deems significant in life; (3) Opinions, which encompass how a person views themselves and their surroundings. Meanwhile, shopping lifestyle indicators, as defined by Hidayat and Tryanti (2018), include responses to advertising offers, purchasing products from well-known brands, and belief in the quality of the purchased branded product. Ningrum and Pudjoprastyono's (2023) study indicates that a shopping lifestyle positively and significantly influences impulse buying. This is due to the fact that consumers who engage in shopping as a lifestyle are more susceptible to external influences, such as sales promotions and product reviews, which in turn makes them more likely to make impulsive buying.

In addition, other studies also support that shopping lifestyle and fashion engagement combined have a significant effect on impulsive purchases. For example, a conducted study by Gunawan and Sitinjak (2018) shows that fashion engagement and shopping lifestyle significantly affect adolescents and youth's impulsive buying behavior in DKI Jakarta. Therefore, a shopping lifestyle is crucial in shaping impulsive buying behavior and reflects how consumers allocate their time and financial resources.

Hedonic Shopping Motivation
In the Badri et al. (2023) study, hedonism was defined as a view of life that prioritizes the pursuit of happiness and the avoidance of painful emotions. As Setyaningrum et al. (2016) posit, an individual's hedonic tendencies emerge when unmet needs give rise to the emergence of other needs that are prioritized. This process of need development contributes to the formation of a hedonic nature in shopping. Hedonic shopping motivation represents an impulse that arises from the subjective thoughts of consumers during the shopping experience. This phenomenon is characterized by the pursuit of pleasure and happiness, which often leads consumers to prioritize the emotional benefits of a product over its intrinsic value (Pitaloka, 2021). In contrast, Hursepuny and Oktafani (2018) posit that hedonic shopping motivation represents a consumer's pursuit of satisfaction. It is observed that the majority of consumers who experience emotional arousal engage in hedonic shopping.

Furthermore, Andryansyah and Arifin (2018) identify the following indicators of hedonic shopping motivation, they are adventure shopping, gratification shopping, idea shopping, role shopping, value shopping, and social shopping. Hedonic shopping motivation can be defined as the exploration of consumer behavior during a purchase in search of a unique experience. This concept is distinct from idea shopping, which indicates the motivation to follow the latest trends. In contrast, hedonic shopping motivation is associated with the positive feelings that arise after making a purchase. Role shopping describes the enjoyment derived from purchasing items for others, whereas value shopping emphasizes the pursuit of discounts or rebates. Social shopping, furthermore, involves the atmosphere of purchasing with others, such as shopping at a mall with friends Research shows that hedonic motivations significantly influence impulse buying behavior.

Sales Promotion
In the context of marketing, sales promotions are defined by Kotler and Keller (2012), are a category of temporary incentive tools, typically employed by consumers or traders, with the objective of increasing the rate and volume of purchases of a given product or service. The fundamental objective of a sales promotion is to stimulate potential purchasers to take prompt action, thereby initiating a sequence of events that will ultimately result in a purchase. The key indicators of sales promotion are the frequency of the promotion, quality of the promotion, attractiveness of the discounts offered by the company, duration of the promotion, and suitability of the promotion to the target

audience. Effective sales promotion tools include coupons, complimentary premium gifts, cashback, bonus packages, price offers, loyalty programs, and event marketing. The internet can be utilized as an effective marketing tool to promote products and interact with customers. It allows businesses to gain insight into consumer behavior and needs, which can be used to enhance customer satisfaction and loyalty (Singh et al., 2021). Empirical evidence indicates that sales promotions significantly and positively influence impulsive purchases. When a promotion is in effect, customers frequently feel compelled to purchase a product because they do not want to miss the opportunity to obtain a lower price or to benefit from additional features or services (Anggita et al., 2023).

Sales promotions have been demonstrated to have a positive impact on purchase volume, as well as a number of other beneficial effects. One such effect is the increase in brand awareness and consumer preference that is often observed. When consumers are stimulated by promotions, they are more likely to purchase products as a result of the immediate rationality conveyed by the promotion (Kotler & Armstrong, 2024). Furthermore, sales promotions can also enhance customer loyalty by offering additional benefits to those who have previously made purchases.

Given these backgrounds, the formulated hypotheses of this research are:
H1: There is a positive and significant effect of a shopping lifestyle on impulsive buying.
H2: There is a positive and significant effect of hedonic shopping motivation on impulsive buying.
H3: There is a positive and significant effect between sales promotions and impulsive buying.

The model of this study is drawn in Figure 1 below.

Figure 1. Research model
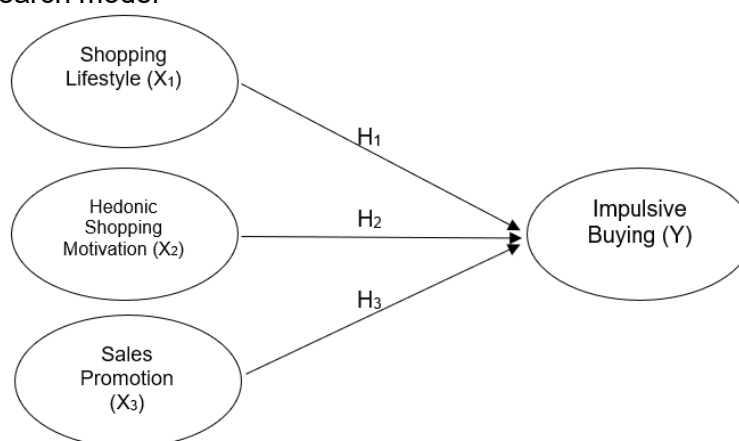
RESEARCH METHOD

The present study was conducted in Bekasi City, with a focus on three independent variables: Shopping Lifestyle (X1), Hedonic Shopping Motivation (X2), Sales Promotion (X3), and one dependent variable: Impulsive Buying (Y). This study employed a quantitative methodology, utilizing primary data sourced directly from the subjects under investigation.

The study's population consists of Gen Z consumers who engage in impulsive purchasing at TikTok Shop in Bekasi. The sampling method used in this study was non-probability, utilizing purposive sampling. Based on Sugiyono (2016), non-probability sampling methods do not offer every member of the population an equal opportunity to

be chosen for the sample. The criteria used for the present study's sample included having made at least three online purchases via the TikTok application within the past three months, and the term "Gen Z" refers to consumers born between 1997 and 2012.

The data were gathered through the distribution of questionnaires using Google Forms, which were then disseminated via several social media platforms, including WhatsApp and Instagram. The objective is to identify the appropriate respondents and facilitate their active participation in the survey. A four-point Likert scale was employed to assess the items included in the questionnaire, whereby a rating of 1 signifies a firmly disagreeing response and a rating of 4 indicates a firmly agreeing response. This approach ensures the data collected is both representative and suitable for subsequent analysis. Subsequently, the data underwent processing via SPSS version 25, encompassing validity and reliability tests, classical assumption tests, and multiple linear regression tests.

The purpose of this analysis is to evaluate the influence of the independent variable on the dependent variable. This study analyses three variables, which are defined as follows: (1) Shopping lifestyle, which is measured through indicators of advertising offers, purchasing products from well-known brands, and belief in the quality of branded products purchased; (2) In order to ascertain the hedonic shopping motivation, a number of indicators are employed which are specifically related to the individual's shopping motivation, as previously outlined in the theoretical review; (3) Sales promotion is analyzed through the utilization of indicators encompassing promotion frequency, promotion quality, the attractiveness of discounts offered by the company, promotion duration, and promotion suitability for the target audience.

The findings of this study are expected to offer significant insights into how the interplay of shopping habits, hedonic shopping motivation, and sales promotion strategies influences impulse buying behavior in the modern digital age. Consequently, marketers will be able to design more effective marketing strategies to increase impulsive shopping activities among their target market.

RESULTS

Table 1. Respondents' Demographic Profile

Characteristics	Frequency	Percentage (%)
Gender		
Male	25	25%
Female	75	75%
Year of Born		
1997	7	7%
1998	3	3%
1999	10	10%
2000	16	16%
2001	18	18%
2002	15	15%
2003	17	17%
2004	9	9%
2005	4	4%
2006	1	1%
Length of Joining Time		
< 1 year	38	38%
1-2 years	43	43%
>2 years	19	19%

Monthly Expenditure Shopping at TikTok Shop		
< IDR 150,000	39	39%
IDR 150,000 – IDR 300,000	36	36%
> IDR 300,000	25	25%
Shopping Frequency in a Month		
1-3 times	83	83%
4-6 times	14	14%
> 6 times	3	3%

A total sample of 100 respondents were surveyed via questionnaire, and the results in Table 1 indicate that the majority of Gen Z TikTok Shop consumers are females (75%), with males representing the remaining 25%. The majority of respondents were born between 2000 and 2003, with the highest proportion of births occurring in 2001. The data indicates that 17% of respondents were born in 2003, 16% in 2000, 18% in 2001, and 15% in 2002. Additionally, 34% of respondents were not born within the specified range of 2000 to 2003.

Of the 100 respondents, 43% had been members of TikTok Shop for a period between one and two years, 38% for a period of less than one year, and the remainder for a period exceeding two years. The majority of participants (83%) reported engaging in shopping activities on one to three occasions per month. A further 14% of respondents reported shopping four to six times per month, while the remaining respondents (3%) engaged in more than six shopping activities per month. A total of 39% of respondents indicated that they spend less than IDR150,000 on average per month. 36% of respondents reported spending between IDR150,000 and IDR300,000 per month, while 25% of respondents spend more than IDR300,000 on average per month on shopping. The majority of respondents indicated that they shop at TikTok Shop because of the promotional offers, including free shipping, cashback, discounts, and flash sales, and because the products are available at varying price points.

Test of Validity and Reliability
Validity Test
As Sugiharto (2006) posits, the concept of validity pertains to a variable that is employed to quantify a specific phenomenon. Validity testing involves determining whether a questionnaire has been drawn up correctly. If the questions contained in a questionnaire are representative of the variables to be measured, then the questionnaire is considered valid (Ghozali, 2018). The Pearson Bivariate Correlation is a suitable technique for testing the validity of a questionnaire. This analysis correlates the scores for each item with the overall total score. Items that show a significant correlation with the total score are regarded as contributing to the discovery of the desired information and are thus considered valid. The instrument or question items are considered valid if the correlation coefficient (r) is greater than or equal to the critical value from the table, indicating a significant correlation with the total score.

Table 2. Validity Test Result

Variable	Code	Total	Validity
		Pearson Correlation	Status
Shopping Lifestyle (X1)	X1.1a	0.718	Valid
	X1.1b	0.679	Valid
	X1.2a	0.729	Valid
	X1.2b	0.630	Valid
	X1.3a	0.743	Valid
	X1.3b	0.665	Valid

Hedonic Shopping Motivation (X2)	X2.1a	0.662	Valid
	X2.1b	0.753	Valid
	X2.2a	0.787	Valid
	X2.2b	0.700	Valid
	X2.3a	0.752	Valid
	X2.3b	0.511	Valid
	X2.4a	0.568	Valid
	X2.4b	0.652	Valid
	X2.5a	0.780	Valid
	X2.5b	0.372	Valid
	X2.6a	0.524	Valid
	X2.6b	0.769	Valid
Sales Promotion (X3)	X3.1a	0.721	Valid
	X3.1b	0.669	Valid
	X3.2a	0.750	Valid
	X3.2b	0.750	Valid
	X3.3a	0.698	Valid
	X3.3b	0.777	Valid
	X3.4a	0.658	Valid
	X3.4b	0.731	Valid
	X3.5a	0.748	Valid
	X3.5b	0.681	Valid
Impulsive Buying (Y)	Y1a	0.717	Valid
	Y1b	0.839	Valid
	Y2a	0.809	Valid
	Y2b	0.840	Valid
	Y3a	0.835	Valid
	Y3b	0.823	Valid
	Y4a	0.863	Valid
	Y4b	0.757	Valid

Table 2 above indicates that all research indicators are of good value. The research questionnaire is divided into four sections, comprising 36 questions with a calculated r value exceeding that of the r table. Therefore, all questionnaire questions are considered valid.

Reliability Test
Reliability is a questionnaire measurement tool that serves as a variable or construct indicator (Ghozali, 2018). If the responses provided are consistent or stable over time, a questionnaire can be considered reliable. The degree of stability, consistency, predictive power, and accuracy can be defined as the reliability of a test. Measures that have a high degree of reliability are measures that can provide reliable data. Research that produces consistent results for the same measurement is considered reliable. Conversely, if repeated measurements give different results, they can be considered unreliable (Amalia et al., 2021).

Table 3. Reliability Test Result

Variable	Cronbach Alpha	R_{table} 5%	Status
Shopping Lifestyle (X_1)	0.779	0.195	Reliable
Hedonic Shopping Motivation (X_2)	0.873	0.195	Reliable
Sales Promotion (X_3)	0.892	0.195	Reliable
Impulsive Buying (Y)	0.921	0.195	Reliable

The data in Table 3 show that Cronbach's Alpha values for shopping lifestyle, hedonic shopping motivation, sales promotions, and impulse buying are above 0.60, which suggests that the questionnaire is a reliable and trustworthy indicator for each variable.

Classical Assumption Test
Before testing using multiple linear regression, the classic assumption test needs to be carried out. This test ensures that the data under analysis have a normal distribution (test of normality) and are not multicollinear or heteroscedastic. The classical assumption test is only performed when multiple linear regression methods are used in research and is performed on scaled data (Amalia et al., 2021).
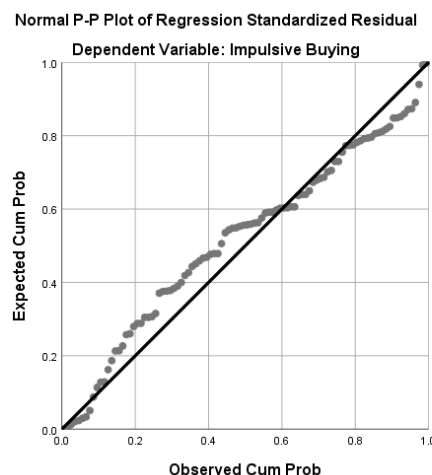
Normality Test
Testing the normality of the data is a crucial instrument for assessing the distribution of dependent and independent variables. The test outcomes can elucidate whether the data exhibits a normal distribution and whether the regression model approximates normality (Amalia et al., 2021).

Figure 2. Normality Test with Histogram
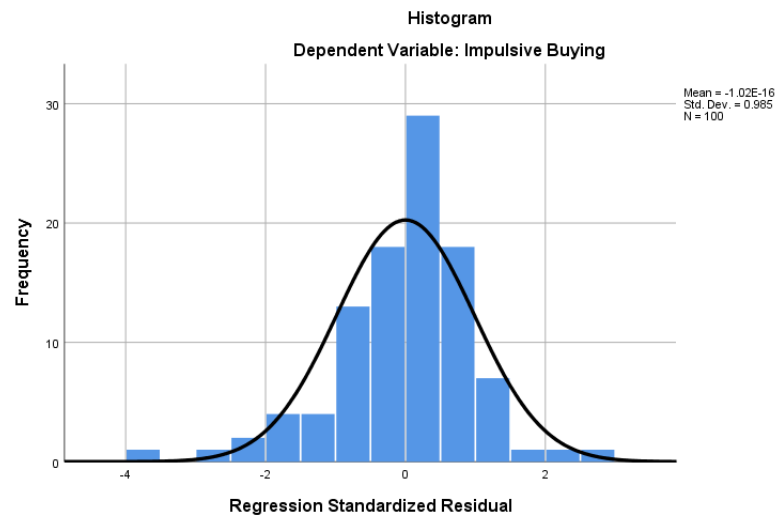
As illustrated in Figure 2, the data in the study exhibits a normal distribution, as evidenced by the symmetrical histogram and its alignment with the diagonal line between -4 and 3.

Figure 3. Normality Test with PP-Plot

As shown in Figure 3, as indicated by the alignment of the data points on the P plot graph with the diagonal line, normality test results indicate that the data are normally distributed.

Heteroskedasticity Test

The heteroskedasticity test is employed for the purpose of determining whether there is a consistent discrepancy between the absolute values of the residuals derived from the regression model results. The objective of this assessment is to ascertain whether the observed variance differs between individual observations (Amalia et al., 2021).

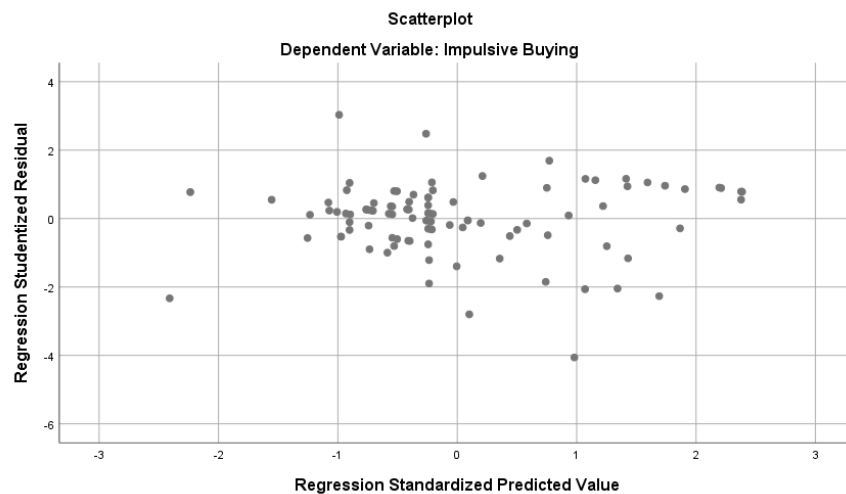**Figure 4.** Heteroscedasticity Test Results

Figure 4 illustrates a heteroscedasticity test result that demonstrates the data points are irregularly distributed without a discernible pattern. Based on this result, it can be concluded that heteroscedasticity is not present within the regression model, and therefore the data is deemed appropriate for utilization.

Multicollinearity Test

The objective of this examination is to determine the linear correlation between an independent variable and a dependent variable. In instances where the independent variable is correlated with a dependent variable that is not readily distinguishable from the former, the reliability of the test results is diminished. The optimal result of a linear regression test is the acquisition of data that evinces the absence of correlation or relationship between the variables under examination (Amalia et al., 2021).

Table 4. Multicollinearity Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.793	3.839		-0.207	0.837		
	Shopping Lifestyle	0.513	0.252	0.233	2.038	0.044	0.560	1.787

Hedonic Shopping Motivation	-0.022	0.136	-0.021	-0.162	0.872	0.450	2.223
Sales Promotion	0.455	0.145	0.388	3.150	0.002	0.483	2.068
a. Dependent Variable: Impulsive Buying							

Table 4 shows variables pertaining to shopping lifestyle and hedonic shopping motivation, not those related to sales promotion. Furthermore, the data satisfy the requisite normality assumptions. This is due to the fact that all three variables display both a variance inflation factor (VIF) value that is less than 10, as well as a tolerance value that exceeds 0.10.

Multiple Linear Regression Analysis
In accordance with the data presented in Table 4, the following regression equation can be derived $Y = -0.793 + 0.513X_1 - 0.022X_2 + 0.455X_3$. The results obtained from the multiple linear regression analysis can be elucidated as follows:

The constant (a) value of the multiple linear regression equation presented in Table 4 is 0.793 with a negative sign. This signifies that in the event that all independent variables are presumed to be equal to zero (0), the value of impulsive buying is predicted to reach -0.793.

The regression coefficient value for the shopping lifestyle (X1) is positive, indicating that any change in the Shopping Lifestyle value will result in a corresponding change in the impulsive buying value of 0.513. This is on the assumption that two other variables, hedonic shopping motivation and sales promotion, remain constant.

The regression coefficient for the variable representing hedonic shopping motivation (X2) is negative, indicating that a change in hedonic shopping motivation will result in a decrease in impulsive purchases by 0.022. This is assuming that shopping lifestyle and sales promotion remain constant.

The sales promotion variable has a positive regression coefficient value, indicating that any change in the value of sales promotion will result in a corresponding change in the value of impulsive buying. This is contingent upon the assumption that both the shopping lifestyle and hedonic shopping motivation remain unaltered.

Model Fit Test (F-Test)
The objective of the stimulant test is to examine the interrelationship between a set of independent variables and a dependent variable through a combined methodology. This approach permits an integrated assessment of the impact of multiple factors influencing the dependent variable, thereby facilitating a comprehensive understanding of the stimulants' impact on the dependent variable (Nani, et al., 2021).

Table 5. F-Test Result

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	781.583	3	260.528	13.408	0.000[b]
	Residual	1865.407	96	19.431		
	Total	2646.990	99			
a. Dependent Variable: Impulsive Buying						

b. Predictors: (Constant), Sales Promotion, Shopping Lifestyle, Hedonic Shopping Motivation

In consideration of the data presented in Table 5, the model can be deemed to be an appropriate fit or feasible representation. The calculated F value of 13.408 exceeds the F table value of 1.660 at a specified level of significance and with a p-value of less than 0.05.

T-Statistic Test (t-Test)
The regression coefficient test is a statistical tool used to assess the degree to which an independent variable affects a dependent variable. The t-test is employed to ascertain the extent to which the coefficient parameters and regression constants can be relied upon to validate the accuracy of a multiple linear regression model equation. This test elucidates the influence exerted by independent variables on dependent variables. The estimated parameters encompass the intercept (constant) and slope (coefficient) (Nani, et al., 2021).

Hypotheses Testing Results
H1: There is a Positive and Significant Effect of a Shopping Lifestyle on Impulsive Buying
The results of the first hypothesis test in Table 4 yielded that the calculated t-value (2.038) exceeded the critical value of the t-table (1.660) and the observed significant value (0.044) was less than 0.05. Based on these results, the conclusion is that H0 is rejected and H1 is accepted. This implies that between shopping lifestyle (X1) and impulse buying (Y), there is a positive and significant relationship effect.

H2: There is no Positive and Significant Effect of Hedonic Shopping Motivation on Impulsive Buying
The results of the hypothesis testing, as presented in Table 4, indicate a t-value that falls below the t-table value, specifically -0.162 < 1.660, with a significance value exceeding 0.05, specifically 0.872 > 0.05. This allows us to conclude that the null hypothesis (H0) is accepted and the alternative hypothesis (H2) is rejected. It has been proven that the hypothesis that hedonic shopping motivation (X2) has significant effects on impulsive buying (Y) is false.

H3: There is a Positive and Significant Effect Between Sales Promotions and Impulsive Buying
As demonstrated in Table 4, the results of the hypothesis tests indicate that the t-value (3.150) is larger than the t-table value (1.660) and that the associated p-value (0.002) is less than α=0.05. Therefore, the null hypothesis (H0) is rejected in favor of the alternative (H3), which suggests that sales promotion has a positive and significant effect on impulsive buying.

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DISCUSSION

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The term "impulsive buying" is used to describe a spontaneous purchasing decision made by a consumer when they observe a product and are motivated to make a purchase. This behavioral tendency is often shaped by the accessibility of alluring offers presented by sellers. An individual's shopping style or shopping lifestyle is indicative of their social status and represents the manner in which they allocate their financial and temporal resources The findings of the analysis demonstrate that there is a statistically significant impact of a shopping lifestyle on impulsive buying (p < 0.05). The calculated t-value of 2.038 exceeds the tabulated value of 1.660 at the 95% confidence level. The results substantiate the initial hypothesis (H1), demonstrating a positive and significant

impact of a shopping lifestyle on impulsive purchases. This evidence substantiates the assertion that Gen Z TikTok Shop consumers in Bekasi are subject to the influence of their shopping lifestyle when engaging in transactions at TikTok Shop. This finding aligns with the conclusions drawn by Badri et al. (2023), which indicates that a shopping lifestyle positively contributes to impulsive buying. Additionally, other studies corroborate that an inclination towards a shopping lifestyle and a proclivity for fashion are two factors that have a substantial impact on the likelihood of impulsive buying. Therefore, a shopping lifestyle is not only indicative of how consumers choose to allocate their time and financial resources, but it also has a significant influence on the propensity to engage in impulsive buying.

Hedonic shopping motivation, also known as the "pleasure principle," refers to the subjective urge of consumers to shop for pleasure and happiness. This often leads consumers to overlook a product's intrinsic or extrinsic benefits. Research findings indicate that the significance value for the effect of hedonic shopping motivation on impulsive buying is 0.872, which is greater than 0.05. Furthermore, the resulting t-value is -0.162, which is less than the t-table value of 1.660. The results thus demonstrate that the second hypothesis (H2) is refuted. This signifies that there is no notable impact of hedonic shopping motivation on impulsive buying. This outcome may be attributed to other factors exerting a more pronounced influence on impulsive purchases. Consumers tend to be more selective, considering various factors beyond the immediate appeal of a product, including economic considerations, emotional satisfaction, and the pursuit of pleasure.

When making purchasing decisions, consumers evaluate several factors, such as product choice, brand, dealer, time of purchase, and purchase quantity, all aligned with their specific needs (Bahri & Komaladewi, 2023). Consequently, members of Gen Z who use TikTok shops in the city of Bekasi do not exhibit a strong inclination toward hedonic shopping motivation during their transactions These findings concur with those of Anggita et al. (2023), which indicates that hedonic shopping motivation does not positively impact impulsive buying. Despite the array of stimuli and promotions offered by e-commerce platforms such as TikTok Shop, Gen Z demonstrates low susceptibility to these factors when making impulsive purchases. This suggests that preferences and more rational or planned shopping behaviors may exert a greater influence on their purchasing decisions.

Additionally, other research suggests that while the frequency of using TikTok Shop features correlates positively with consumptive behavior among Gen Z, it does not explicitly identify hedonic shopping motivation as a primary factor. Therefore, to develop more effective and relevant marketing strategies, it is crucial to understand the distinctive characteristics of Gen Z consumers. Strategies that emphasize the practicality and convenience of shopping, along with seamless integration with intuitive technology, can serve as more effective alternatives for increasing consumer engagement and loyalty.

Sales promotion is a category of short-term incentive tools designed to encourage consumers to take actions that result in purchases. The results of the research indicate that the effect of sales promotion on impulsive buying is statistically significant with a value of 0.002, which is smaller than 0.05. Additionally, the t-value of 3.150 is greater than the t-table value of 1.660, further supporting the statistical significance of this relationship evidence supports the acceptance of the third hypothesis (H3). This suggests that sales promotion has a notable impact on influencing impulsive purchases. In other words, sales promotion can be considered to have a positive and significant impact on impulsive buying. This suggests that Gen Z TikTok Shop consumers in Bekasi are susceptible to sales promotions when making transactions at TikTok Shop. This

aligns with the findings of Salim and Fermayani (2021), which suggest that sales promotions exert a favorable and statistically significant influence on impulsive purchasing behavior. Furthermore, sales promotions can reinforce customer loyalty by offering supplementary benefits to those who have previously made purchases. Consequently, companies can develop more intimate relationships with customers and enhance customer retention. By grasping these motivations, marketers can devise more efficacious strategies to capture attention and augment consumer engagement.

CONCLUSION

The findings of the study suggest that shopping lifestyles and sales promotions exert a beneficial and considerable impact on impulsive purchasing behavior, whereas hedonic shopping motivation exerts a negligible influencing effect on this phenomenon. Individuals who engage in shopping as part of their lifestyle are more likely to make spontaneous purchases, particularly when exposed to attractive and favorable promotions. Effective sales promotions can stimulate consumers' interest in spending more, thereby increasing the frequency of impulse purchases.

The hedonic shopping motivation does not exert a considerable influence on this behavior, as consumers are more influenced by other practical factors. Economic factors and the satisfaction gained from making purchases are significant determinants of consumer behavior. When customers are gratified by the product or service they have received, a greater propensity for repeat purchases and repeat impulsive behavior will ensue. Furthermore, the aspect of convenience and ease of shopping also plays a crucial role. Therefore, marketers must consider these factors in designing their marketing strategies, focusing on improving the shopping experience and offering attractive promotions to effectively encourage impulse purchases.

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The authors declare no potential conflicts of interest.

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