

## Shopping Lifestyle As A Moderating Variable Of The Influence Of Hedonic Shopping Value On Impulse Buying

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### **Abstract**

#### **Keywords:**

*Impulse Buying, Hedonic Shopping Value, Shopping Lifestyle, Moderating Variable, Consumer Behavior.*

*This study aims to analyze and test the role of Shopping Lifestyle variables as moderating variables in strengthening or weakening the influence of Hedonic Shopping Value (HSV) on Impulsive Buying (IB). Impulsive buying is a consumer behavior phenomenon characterized by lack of planning, quick decisions, and strong emotional drives, which often have significant financial consequences, especially in the context of e-commerce and stimulation-rich retail environments. Previous research has confirmed that hedonic value, namely the aspects of pleasure, excitement, and fantasy obtained from the shopping process, is a strong predictor of impulsive tendencies. However, the magnitude of this influence is believed not to be universal, but rather depends on the individual context, one of which is the internalized consumption pattern, namely shopping lifestyle. This study adopts the StimulusOrganismResponse (S-O-R) framework, where HSV serves as an internal stimulus (O) that triggers an impulsive buying response (R), and this interaction is moderated by shopping lifestyle. This study employed a quantitative design with a survey of active online shoppers in Indonesia. The target population was individuals with moderate to high levels of hedonic consumption. The analytical technique used was Moderated Regression Analysis (MRA) to test the moderation hypothesis. It is hoped that the findings of this study will provide theoretical contributions by validating shopping lifestyle as an important contextual variable in consumer behavior models and provide practical implications for retailers in designing marketing strategies that target consumers based on their lifestyle profiles.*

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## INTRODUCTION

Consumer behavior has undergone a significant metamorphosis from the classical model emphasizing rationality and utilitarianism (Rational Choice Theory) to a paradigm that recognizes the dominance of emotional, affective, and experiential aspects (Holbrook, 1982). In an increasingly competitive market environment dominated by retail that is rich in stimulation—both physical and digital—shopping is no longer seen merely as a means to fulfill functional needs (utility-driven). Instead, shopping has transformed into a means of recreation, self-expression, emotional therapy, and a source of personal pleasure, a phenomenon widely known as Hedonic Consumption (Dittmar, 2004).

This shift gave birth to the concept of Hedonic Shopping Value (HSV). HSV refers to the non-instrumental, non-functional, and affective benefits consumers derive from the shopping process, including excitement, pleasure, stimulation and fantasy (Babin, 1994). In contrast to Utilitarian Shopping Value (which focuses on efficiency and task completion), HSV is associated

with the experience of fun or leisure. In the marketing literature, HSV has been recognized as a powerful driving factor for various consumer behaviors, one of which is Impulse Buying.

Impulse buying (IB) is an unplanned, sudden, and emotionally charged purchase that is driven by a strong emotional impulse upon interaction with a product or triggering stimulus (Rook, 1995). IB is characterized by four key elements: spontaneity, emotional intensity, lack of cognitive evaluation, and often followed by post-purchase regret (Beatty, 1998). IB has become a major focus due to its significant implications for retail sales volume (estimated to account for 40% of total sales in some categories) and the financial and psychological consequences it has on consumers (Bayley, 1998). In the context of modern markets dominated by e-commerce, IB becomes even more vulnerable. The online shopping environment offers 24/7 accessibility, algorithm-based personalized recommendations, the use of e-wallets and one-click purchases, as well as flash sales and limited-stock strategies, all designed to create time pressure and reduce rational evaluation time (Parboteeah, 2009). This digitalization effectively breaks down the last barriers to impulsive action (Arianty, 2016).

The relationship between HSV and IB is strongly explained within the Stimulus Organism Response (SOR) environmental psychology framework (Mehrabian, 1974). In this model, the retail environment or marketing stimulus (S) triggers an internal response in the consumer (O), here represented by positive mood and HSV. HSV, as an internal affective state, serves as psychological permission for consumers. Consumers who experience high levels of joy or pleasure during the shopping process tend to view purchases as a way to prolong, maintain, or enhance that positive mood, thus justifying impulsive actions (Ramanathan, 2006). HSV is an internal trigger that drives a spontaneous behavioral response (IB), as the primary purpose of shopping has shifted from product acquisition to seeking emotional experiences. Therefore, the direct relationship of HSV to IB has been a consistent finding in the literature (Cantikasari & Basiya, 2022).

Although the relationship between HSV and IB has been shown to be significant, empirical and logical observations indicate substantial individual variability. Not all consumers who perceive high hedonic value will purchase impulsively with the same intensity. Some consumers may enjoy the shopping process (high HSV) but have strong self-control mechanisms or financial orientations, thus successfully resisting IB impulses (Nuryani et al., 2022). This variability suggests that the influence of HSV on IB is not deterministic, but rather depends on boundary conditions or internal dispositional factors that moderate the relationship.

One internal dispositional factor that has great potential to explain the variability of responses to HSV is Shopping Lifestyle (SL). SL refers to the internalized consumption patterns, habits, channel preferences, and psychological meanings that individuals attach to shopping activities in general (Keller, 2016). SL is a relatively stable behavioral orientation, formed from personal values, social customs, and demographic factors. Marketing literature has classified various types of SL, including: The Economic Shopper (focused on efficiency), The Recreational Shopper (focused on pleasure and leisure), The Ethical Shopper, and The Personalized Shopper (Kotler, 2019). This study specifically focuses on the Recreational/Hedonic SL dimension, namely the extent to which individuals integrate shopping activities into their lives as a primary source of pleasure, hobby, or leisure activity (Philip, 2013). Consumers with high HSV in this dimension inherently possess a mindset that is ready to accept hedonic stimuli and lacks psychological barriers to impulsive behavior. Based on this, this article aims to analyze the influence of Hedonic Shopping Value on Impulsive Purchases, with Hedonic Shopping Value as a moderating variable.

## RESEARCH METHODS

This study employed a quantitative design with an explanatory survey approach (Sugiyono, 2019). The goal was to explain causal relationships and test theoretically developed moderation hypotheses between variables. Variables used in this article (Hasan, 2002): 1. Independent Variable (X): Hedonic Shopping Value (HSV). 2. Dependent Variable (Y): Impulsive Buying (IB). 3. Moderating Variable (M): Shopping Lifestyle (SL). All variables were measured using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The population used in this study were Gacoan noodle consumers who actively shopped online (at least 3 times in the last 6 months) in Indonesia (Hair, 2010). Sampling Technique: Purposive Sampling, with the criteria that respondents had done IB at least once and were online shopping oriented. Sample Size: A total of 350 respondents were collected, meeting the minimum Rule of Thumb requirements for regression analysis with three variables and to increase statistical power (Sarstedt et al., 2014). Data were analyzed using the Statistical Package for the Social Sciences (SPSS). Data Quality Tests (Ghozali, 2016): 1. Includes Validity Test (Confirmatory Factor Analysis or Item-Total Correlation) and Reliability Test (Cronbach's Alpha Coefficient). 2. Classical Assumption Test: Includes Normality, Multicollinearity, Heteroscedasticity, and Linearity Tests. 3. Simple Regression Analysis (H1): Tests the direct effect of HSV on IB. 4. Moderated Regression Analysis (H2): Uses Moderated Regression Analysis (MRA) to test the interaction effect between HSV and on IB. The HSV and SL variables are first centered to reduce multicollinearity issues (Kotler, 2008).

## RESULTS AND DISCUSSION

### RESULT

#### Background Analysis

Consumer behavior has undergone a significant metamorphosis from the classical model emphasizing rationality and utilitarianism (Rational Choice Theory) to a paradigm that recognizes the dominance of emotional, affective, and experiential aspects (Holbrook, 1982). In an increasingly competitive market environment dominated by retail that is rich in stimulation-both physical and digital-shopping is no longer seen merely as a means to fulfill functional needs (utility-driven). Instead, shopping has transformed into a means of recreation, self-expression, emotional therapy, and a source of personal pleasure, a phenomenon widely known as Hedonic Consumption (Dittmar, 2004).

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### **Data Quality Test Results**

The validity test results showed that all indicators had factor loading values (or item-total correlations) above the threshold (e.g.,  $> 0.50$ ), indicating that the research instrument was valid. The reliability test showed that all variables (NBH, PI, SL) had Cronbach's Alpha values above 0.70 (e.g., HSV = 0.88; IB = 0.91; SL = 0.85), confirming the instrument's reliability. The classical assumption test was also met.

### **H1: The Effect of Hedonic Shop IB ng Value on Impulse Buying**

The results of a simple regression analysis indicate that Hedonic Shopping Value (HBV) has a positive and significant effect on Impulse Buying (IB).

**Table 1**  
First Hypothesis Testing Results

Independent Variables	Regression Coefficient	T-Values	P-Values	Noted
HSV	0.457	8.92	0.000	Significant

The regression coefficient of 0.457 ( $p < 0.05$ ) indicates that every one unit increase in HSV will increase IB by 0.457 units, *ceteris paribus*. H1 is accepted. This result is consistent with previous literature (Ramanathan & Menon, 2006; Dube & Lee, 2005) which confirms that positive mood and pleasure seeking during shopping are strong triggers for unplanned purchasing actions. H2: Peran Moderasi SL

**Table 2**  
Pengujian MRA (regresi dengan variabel interaksi) dilakukan untuk menguji H2

Variabbke	Regression Coefficient	T-Values	P-Values	Noted
HSV(X)	0.312	5.88	0.000	Significant
SL (M)	0.155	2.50	0.013	Significant
Interaction NBH->SL	0.285	4.15	0.000	Significant

The regression coefficient of the interaction variable HSV  $\times$  SL is 0.285 with a significant  $p$  value ( $p < 0.05$ ). This result indicates that Shopping Lifestyle (SL) significantly moderates the relationship between Hedonic Shopping Value (NBH) and Impulsive Buying (PI). H2 is accepted. Further analysis (simple slope analysis) shows that the influence of HSV on IB is strongest and steepest in respondents with high SL (+1 SD) compared to respondents with low SL (-1 SD). This supports the argument that the psychological disposition of consumers (organisms) who consider shopping as an integral hobby or recreational activity (high SL) will strengthen how emotional stimuli (NBH) are translated into impulsive behavioral responses (PI). For this group, the experience of pleasure (NBH) automatically triggers unplanned behavior because self-control barriers are already low, in line with the S-O-R framework.

## DISCUSSION

### Hubungan HSV dan IB

The finding regarding the positive influence of HSV on IB confirms that hedonic motives are the primary driving factor behind the impulsive phenomenon in the Indonesian market. High IB is not simply a matter of price or promotion; it is more deeply related to consumers' psychological needs to seek pleasure, stimulation, and escape from daily pressures through shopping activities (Dittmar, 2004). Retailers that successfully design environments (store atmosphere, e-commerce displays) that trigger aesthetic value and pleasure will be more effective in triggering IB (Peck & Childers, 2006).

### The Moderating Role of Shopping Lifestyle

The key result of this study is the acceptance of H2, which proves that Shopping Lifestyle (SL) is a pure moderator in the NBH-PI relationship. This has important theoretical implications. First, these results fill a gap in the consumer behavior literature by integrating stable dispositional variables (SL) into the value-behavior dynamic (Youn & Faber, 2000). Second, these findings underscore the importance of viewing consumers not only based on their current emotional state (NBH), but also on their behavioral traits (SL).

For consumers with low SL (e.g., economic shoppers or utilitarian shoppers), although they may experience little NBH, their self-control mechanisms or efficiency orientation remain

strong, so HSV does not immediately trigger PI. Conversely, for consumers with high SL (recreational shoppers), HSV serves as a catalyst that immediately triggers an impulsive response because their mindset is accustomed to prioritizing the pleasure of shopping over rational considerations.

### Managerial and Marketing Implications

These moderation results suggest that retailers should segment the market based on lifestyle, not just demographics: 1). Strategies for High SL (Recreational Shoppers): Marketers should increase the dose of hedonic stimuli (e.g., gamification, aesthetic design, personalized product discovery recommendations) because this group is susceptible to IB when HSV is increased. 2). Strategy for Low SL (Utilitarian Shoppers): Marketers should focus more on utilitarian value and efficiency (fast checkout, clear product information, price comparison) because hedonic drives are less effective in triggering IB in this group.

### CONCLUSION

This study successfully demonstrated that Hedonic Shopping Value (HV) is a strong predictor of Impulsive Buying (IB). Furthermore, Shopping Lifestyle (SL) significantly functioned as a moderating variable, strengthening the positive influence of HV on Impulsive Buying (PI), meaning that impulsive tendencies are highest among consumers who routinely consider shopping a pleasurable or recreational activity. This finding validates the S-O-R framework by incorporating behavioral traits (SL) as a determinant of how emotional states (HV) influence responses (PI).

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