
THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION AND SHOPPING LIFESTYLE ON GENERATION Y IMPULSE BUYING AT TIKTOK SHOP IN BATAM CITY

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ABSTRACT

Keywords: Hedonic Shopping Motivation; Shopping Lifestyle; Impulse Buying.

Technological developments affecting business services. Along with the technological developments that are taking place, there has also been a change in generational growth, namely Generation Y (Millennials). Generation Y (millennials) are familiar with the use of technology, especially on online shopping platforms (e-commerce), and they have different lifestyles and character traits. The convenience offered by one of the e-commerce TikTok shops causes users to make spontaneous purchases. This study aims to determine the effect of hedonic shopping motivation and shopping lifestyle on impulse buying among Gen Y in TikTok Shop in Batam City. The research uses Google Forms as a questionnaire to obtain primary data. The partial research results on the hedonic shopping motivation variable obtained a t-value of $2.354 > t$ table 1.661 and a significant value of $0.021 < 0.05$. The shopping lifestyle variable received a t-value of $3.199 > t$ table 1.661 and a substantial value of $0.002 < 0.05$. At the same time, f-count $33.184 > f$ -table 3.09 and a substantial value of $0.000 < 0.05$. It can be concluded that hedonic shopping motivation and lifestyle positively and significantly affect impulse buying.



Introduction

The Industrial Revolution 4.0 is one of the discussions currently being discussed by various circles, especially business people. The industrial revolution is a term that emerged in 2011 in Germany, marked by the digital revolution and its role that cannot be separated from internet technology at present. The growing era has resulted in the population of each generation also changing; the number of baby boomers has decreased, the labour force in Generation X has increased, and Generation Y or millennials has the most. Millennials spend more time on social media (Azahari, 2022).

The millennials, or Generation Y, referred to according to KBBI, are the generation born in the 1990s-2000s. In addition, this generation is called millennials because their lives are very closely related to technological life (Taufikurrahman, 2023). Generation Y uses technology to meet their needs. In order to meet their needs, they predominantly access online-based marketing. For example, they make purchases online, which we currently know as E-Commerce.

Many things have changed in marketing due to the emergence of internet technology, one of which is E-Commerce (N. Taufik et al., 2020). Iprice Group stated that the percentage of online shopping applications used increased by 39%. Indonesia occupied the highest position until this caused digital-based business competition to be

tighter (Slamet et al., 2021). The Global Web Index evidences this, and it also notes that the State of Indonesia occupies the highest number in the world in terms of the use of e-commerce. In addition, a report published by We Are Social the number of internet users 96% have searched in the form of products/services and then purchased online. Then, 91% make purchases at retail stores, pay for products/services 90%, and make payments sequentially using mobile phones/laptops 79% and 29% (Databoks, 2019).

The TikTok application from China was released in 2016 by its founder, Zhang Yiming (Fahrezy, Zunaida, & Hardati, 2023). In April 2023, the number of TikTok users has increased by 1.09 billion worldwide, which is known to increase by 12.6% from the previous year. With the increase in users, Indonesia occupies the second position with 112.97 million users (Cindy Mutiara Annur, 2023). In this case, TikTok provides an online shopping platform (E-Commerce) feature, namely TikTok Shop. TikTok Shop provides convenience and an exciting way for its users to do online shopping, namely providing promotions in the form of content with short-duration videos.

Then, in 2023, on October 04, the time that shows 17:00, the TikTok Shop will officially be closed. This happened because of a ban from the government that did not permit TikTok Shop to provide an online shopping platform (E-Commerce), which is known to have a detrimental impact on other merchants, so TikTok Shop certainly can only promote. Sales are transferred to other online shopping platforms, and according to (Gunarso, 2023), the number of TikTok users in Indonesia dropped by 11.7% compared to the previous quarter. However, this does not change the state of Indonesia, which occupies the second position in the United States. It is known that the United States had 122.05 users in July 2023, while Indonesia had 99.79 million users.

After the problem, researchers surveyed TikTok Shop users. The results of the pre-research survey, it was found that 49% stated that users were disappointed with the closure of TikTok Shop, 46.9% of previous TikTok Shop users tended to get unique or exciting products so that their way of shopping changed, which previously often made spontaneous purchases (impulse buying). From the survey results, it can be concluded that the online shopping platform (E-Commerce) on the TikTik shop has provided convenience for users to access purchases. The closure of TikTok Shop can change hedonic shopping motivation because TikTok Shop has provided an experience that attracts users' attention to getting unique products. Then, the closure of TikTok Shop can change the shopping lifestyle of users because TikTok Shop not only provides offers for finding products but also provides references for users with a dynamic and trendy shopping lifestyle.

The influence of marketing in social media on consumers began to be seen with high motivation in online purchases accompanied by the stimulation of hedonic motivation. Hedonic value is something consumers feel without a definite cause, so it is said to be just a strong desire to meet needs or desires (Umar et al., 2023). (Dewi & Ang, 2020) explained that the evaluation of a product is hedonic and involves feelings, pleasure, or fantasy. Then, the value hedonists possess feelings and emotions caused by the connection between pleasure and entertainment. This can be seen in consumers who

feel happy making purchases, which can cause impulse buying or impulse buying (Paramitha et al., 2022).

According to research (Putra & Balqies, 2021), in their research to find out the variables of hedonic shopping motivation can be measured using indicators, namely: 1) Adventure Shopping, adventure or shopping experience that raises enthusiasm in themselves; 2) Social Shopping, creating a shopping experience with family or friends; 3) Gratification Shopping, taking time shopping to relieve boredom; 4) Idea Shopping, interest in following trends; 5) Role Shopping, a particular reason for someone who has their pleasure when shopping for others; 6) Value Shopping, the sense of pleasure produced when getting attractive offers in the form of discounts or promotions. The results (Choirul & Artanti, 2019) stated that hedonic shopping motivation positively affects impulse purchases. Then (Immanuel & Mustikarini, 2018) states that hedonic shopping motivation significantly influences impulse buying.

Hedonic purchase value affects shopping lifestyle, which means consumers have high purchasing power and much free time. Consumers often spend their time and money buying products or services that offer attractive advertising to trending brands or models in E-Commerce (Humairoh, Annas, & Zein, 2023). Lifestyle is essential in estimating the attitude of each individual or group of individuals, and lifestyle has been developed thoroughly, especially in marketing (Yang, Pentland, & Moro, 2023). Shopping lifestyle can be measured using indicators, namely: 1) Activities, a person's way of life that is owned with the aim of showing differences in social status; 2) Interest, one's assumption of a vital environment; 3) Opinion, thinking about oneself and the environment, needs can be met in shopping (Putra & Balqies, 2021). (Fintikasari & Ardyan, 2018) stated that the shopping lifestyle positively and significantly influences impulse buying. It is also stated that if the value of lifestyle shopping is higher, the higher the occurrence of impulse buying.

Similarly, the research of (Tirtayasa, Nevianda, & Syahrial, 2020) explained that the shopping lifestyle has a relationship at the economic level, which results in increased shopping activity. For example, shopping activities provided by online shopping platforms (E-Commerce) change the lifestyle of consumers, who tend to prioritise their consumption to meet their needs and desires. In this case, the online shopping platform on TikTok Shop has made it easy to access purchases and find attractive and unique offers so that consumers are interested in buying without planning (Fahrezy et al., 2023). This is also clarified by the research (Wardhani, 2023), which states that the existence of various products in e-commerce can cause consumers to be interested in shopping, and the occurrence of uncontrolled purchase behaviour is called impulse buying. Impulse buying is an impulse by someone who cannot be controlled, so they ignore the impact of their behaviour and tend not to consider the reason for buying something (Taufikurrahman, 2022).

The development of technology that provides convenience and attractive offers on online shopping platforms (E-Commerce) provides hedonic motivation in shopping and an increased shopping lifestyle to follow trends that cause impulse buying behaviour. So,

in this case, researchers are interested in conducting a study entitled "The Effect of Hedonic Shopping Motivation and Shopping Lifestyle on Impulse Buying Generation Y on TikTok Shop in Batam City." The phenomenon that can be formulated from this description is the occurrence of technological developments that provide all the convenience in online shopping, which causes hedonic shopping motivation (Hedonic Shopping Motivation) and is accompanied by changes in Generation Y, who are familiar with the technology so that the shopping lifestyle follows the trend (Shopping Lifestyle). Therefore, it is likely that impulse buying or unplanned purchases will occur. The study aimed to explain the positive influence and significant relationship between hedonic shopping motivation and shopping lifestyle on impulse buying.

Research Methods

Frame of mind

This study uses a framework of thinking, as in Figure 2. Based on the frame of mind in the picture, the following is an explanation of each variable in the study.

1. Hedonic Shopping Motivation

Hedonic motivation in consumers in making purchases of a product.

2. Shopping Lifestyle

The shopping lifestyle is for consumers who tend to follow trends or new products and spend the money and time they have.

3. Impulse Buying

Purchases made spontaneously, suddenly, or unplanned.

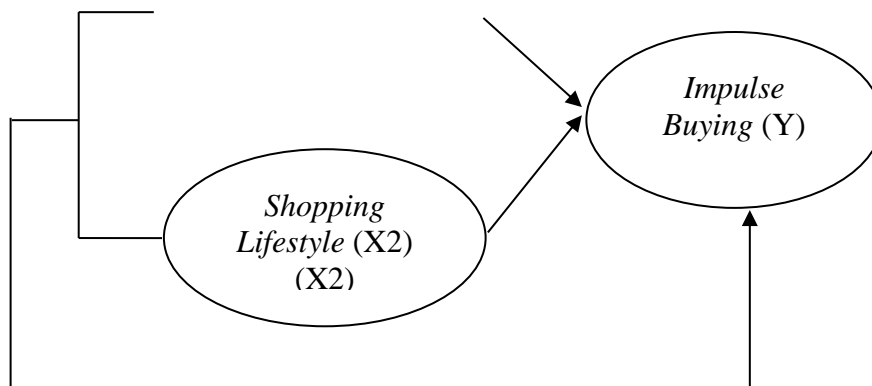


Figure 1. Frame of Mind

Data Collection Techniques

The data collection technique in this study was to use a questionnaire given to respondents totalling 100 TikTok Shop users in Batam City.

The questionnaire distribution time starts from October 2023 to November 2023. The questionnaire was distributed online using Google Forms and social media. The measurement scale used in the study is the Likert scale, where the Likert scale uses surveys in the form of numbers 1 to five. Where are the numbers 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree)? The statements in the

questionnaire were taken according to indicators on each of the variables: hedonic shopping motivation, shopping lifestyle, and impulse buying.

Data Analysis Techniques

In research using descriptive data analysis techniques. Data is presented in tabulated form—preparation of research instruments in the form of questionnaires.

Results and Discussion

The demographics of respondents by gender can be seen in Table 1. Respondents.

Table 1
Respondents by gender

		Frequenc y	Per cent	Valid Percent	Cumulative Percent
Valid	Law - Law	22	22.0	22.0	22.0
	Woman	78	78.0	78.0	100.0
	Total	100	100.0	100.0	

Respondents in this study were dominated by women, with a value of 78.0% (78 people). In general, women tend to prefer shopping than men.

Table 2
Respondents by age

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	20 - 24 years	49	49.0	49.0	49.0
	25 - 29 years	37	37.0	37.0	86.0
	30 - 34 years	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

The age of respondents in the study was dominated by the age of 20 to 24 years, who had a value of 49.0% (49 people), then respondents aged 25 to 29 years, who had a value of 37.0% (37 people).

Table 3
Respondents by occupation

		Frequency	Per cent	Valid Percent	Cumulati ve Percent
Valid	Student	33	33.0	33.0	33.0
	Employee/ASN/Self- employed	58	58.0	58.0	91.0
	Not Yet/Not Working	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

The study has three types of respondents' jobs: students, employees, and civil servants. Self-employed to respondents who have not or are not working. Of these types of jobs, respondents' work is dominated by employees / civil servants/entrepreneurs with a value of 58.0% (58 people).

Table 4
Respondents by status

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Marry	20	20.0	20.0	20.0
	Unmarried	80	80.0	80.0	100.0
	Total	100	100.0	100.0	

The status of respondents in the research presented is married and unmarried. The status of respondents is the dominance of unmarried respondents, who have a value of 80.0% (80 people).

Table 5
Uji Kolmogrov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardised Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.00052611
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.056
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on Table 5, the value of Asymp. Sig (2-tailed) of 0.200 is more significant than 0.05, so the data obtained is usually distributed.

Table 6
Multicollinearity Test

		Collinearity Statistics	
Coefficient		Tolerance	BRIGHT
Model 1	Hedonic Shopping Motivation	.412	2.429
	Shopping Lifestyle	.412	2.429
a. Dependent Variable: Impulse Buying			

Based on Table 6, it is known that the tolerance value of the two independent variables is more significant than 0.10. Where the hedonic shopping motivation variable has a tolerance value of 0.412 and VIF 2.4, then the shopping lifestyle variable has a tolerance value of 0.412 and VIF 2.4. Therefore, it can be concluded that the two variables do not have multicollinearity.



Figure 2. Heteroscedasticity Test

In Figure 2, it can be seen that the dots contained in the scatterplot are spread out, and there is no unified pattern shape. Therefore, it can be said that heteroscedasticity does not occur.

Table 7
Double linear regression test

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.648	1.456		4.567	.000
	<i>Hedonic Shopping Motivation</i>	.128	.054	.287	2.354	.021
	<i>Shopping Lifestyle</i>	.354	.111	.390	3.199	.002

a. Dependent Variable: *Impulse Buying*

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

$$Y = 6,648 + 0,128 + 0,354 + 1,456$$

The result of the equation can be described as follows:

1. The constant 6.648 states that hedonic shopping motivation (X1) has a value of 0.021, and shopping lifestyle (X2) is 0.02. So, it can be concluded that impulse buying (Y) has a value of 1.456.
2. The hedonic shopping motivation coefficient (X1) has a value of 0.128 and has a positive value. So, it can be concluded that a positive relationship exists between hedonic shopping motivation (X1) and impulse buying (Y). This can be interpreted if hedonic shopping motivation increases, the higher the impulse buying.
3. The shopping lifestyle coefficient (X2) has a value of 0.354 and has a positive value. So, it can be concluded that a positive relationship exists between shopping lifestyle (X2) and impulse buying (Y). This can be interpreted as a shopping lifestyle that causes impulse buying.

Table 8
Test t (partial)

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.648	1.456		4.567	.000
	<i>Hedonic Shopping Motivation</i>	.128	.054	.287	2.354	.021
	<i>Shopping Lifestyle</i>	.354	.111	.390	3.199	.002

From the table above, it can be explained that:

1. Test hypothesis (H1): hedonic shopping motivation variable (X1) calculated t value 2.354 significant value 0.021. Then, t count 2.354 is more excellent than t table 1.661, and the significant value 0.021 is smaller than 0.05. So it can be concluded that Ho was rejected and Ha was accepted, so partially, hedonic shopping motivation significantly affects impulse buying.
2. Test hypothesis (H2): shopping lifestyle variable (X2) calculated t value 3.199 significant value 0.002. Then, t count 3.199 is more excellent than t table 1.661, and the significant value 0.002 is smaller than 0.05. So, it can be concluded that Ho was rejected and Ha was accepted, so a partial shopping lifestyle significantly affects impulse buying.

Table 9
Test f (simultaneous)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	390.988	2	195.494	33.184	.000b
	Residual	571.452	97	5.891		
	Total	962.440	99			

a. Dependent Variable: *Impulse Buying*
b. Predictors: (Constant), *Shopping Lifestyle*, *Hedonic Shopping Motivation*

Based on Table 9, it can be stated that hedonic shopping motivation (X1) and shopping lifestyle (X2) have a calculated f value of 33.184 and a significant value of 0.000. So, the result of f is calculated as $33.184 > 3.09$, and the significant value of 0.000 is less than 0.05. So, it can be concluded that Ho was rejected and Ha was accepted. Simultaneously, hedonic shopping motivation and shopping lifestyle have a significant effect on impulse buying.

Table 10
R² Test (Determination)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637a	.406	.394	2.42719

a. Predictors: (Constant), *Shopping Lifestyle*, *Hedonic Shopping Motivation*
b. Dependent Variable: *Impulse Buying*

Based on Table 10, it can be stated that the result of the R square is 0.406 or 40.6%. It can be said that impulse buying is influenced by hedonic shopping motivation (X1) and shopping lifestyle (X2), with a value of 40.6% and another 59.9% influenced by independent variables other than this study.

The Influence of Hedonic Shopping Motivation on Impulse Buying

Based on the results of statistical tests, hedonic shopping motivation has a positive and partially significant influence on impulse buying—where t count has a value of 2.354 > t table 1.661. Then, the significant value has a value of 0.021 < 0.05. So, based on the research findings, it can be concluded that the greater the value of hedonic shopping motivation, the greater the value of impulse buying. This research aligns with research conducted by Shanti (2021), which states that hedonic shopping motivation has a positive and significant effect on impulse buying. His research obtained a significant value of 0.532 > 0.05 and a t count of 0.627 < 1.984.

The Effect of Shopping Lifestyle on Impulse Buying

Based on the results of statistical tests, that shopping lifestyle has a positive and partially significant influence on impulse buying. Where t count has a value of 3.199 > t table 1.661. Then, significant values of 0.002 < 0.05. So, the findings in the research that has been obtained can be concluded that the more the shopping lifestyle increases, the higher the impulse buying; this research is in line with the research results, which states that the shopping lifestyle has a positive and significant effect on impulse buying. His research obtained significant values of 0.022 > 0.05 and a t count of 1.65 < 2.029.

The Influence of Hedonic Shopping Motivation and Shopping Lifestyle on Impulse Buying

Based on the results of statistical tests, hedonic shopping motivation and shopping lifestyle have a positive and significant influence on impulse buying, where f count has a value of 33.184 > f table 3.09. Then, significant values of 0.000 < 0.05. So, based on the research findings, it can be concluded that the higher the value of a person's hedonic shopping motivation and shopping lifestyle, the greater the occurrence of impulse buying. This research aligns with (Pramesti & Dwiridotjahjono, 2022), which states that hedonic shopping motivation simultaneously has a positive and significant influence. Against impulse buying. Where the results of his research obtained a calculated f value of 34.819 > f table 3.090 and a significant value of 0.000 < 0.05.

Conclusion

Based on the results above, it can be concluded that this research begins with problems that occur in technological developments and generational changes, precisely in Generation Y (millennials), and impacts its primary business services in E-Commerce. E-commerce on TikTok Shop makes it easy for users to shop online, which causes hedonic shopping motivation, then technological developments that change their central shopping (shopping lifestyle) to follow every trend so that there is a high possibility of impulse buying. From the research results obtained and the discussion described, it can be concluded as follows. Hedonic shopping motivation (X1) has a positive and partially significant effect on the impulse buying (Y) of Generation Y (millennials) in TikTok Shop in Batam City. Shopping lifestyle (X2) has a positive and partially significant effect on impulse buying (Y) generation Y (millennials) on TikTok Shop in Batam City. Hedonic shopping motivation (X1) and shopping lifestyle (X2) have a positive and significant effect simultaneously on the impulse buying (Y) of Generation Y (millennials) in TikTok Shop in Batam City.

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