
(Research/Review) Article

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

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Abstract. The quick expansion of e-commerce has changed how consumers make purchases and made impulsive purchases more common in online shopping settings. Blibli, one of the top local e-commerce sites in Indonesia, provides a range of features, sales, and shopping experiences that can encourage customers to make impulsive purchases. The purpose of this study is to investigate how Blibli customers in Bandar Lampung's shopping lifestyle and hedonic purchasing motivation affect impulsive purchases. Using primary data gathered from questionnaires given to 115 respondents chosen by purposive sampling, a quantitative research approach with an associative causal design was used. Multiple linear regression was used to analyze the data using IBM SPSS 26. According to the findings, people who consider shopping to be an integral part of their lifestyle are more likely to make impulsive purchases. Additionally, hedonic shopping motive was found to have a favorable and significant impact on impulse buying, indicating that customers who shop for pleasure, amusement, and emotional fulfillment are more likely to make impulsive purchases. Additionally, 53.8% of the difference in impulsive purchasing behavior was explained by the two independent factors taken together. The study comes to the conclusion that among Bandar Lampung Blibli customers, hedonic purchasing motivation and shopping lifestyle are significant predictors of impulsive purchases.

Keywords: Blibli; Consumer Behavior; E-commerce; Hedonic Shopping Motivation; Impulse Buying; Shopping Lifestyle.

1. Introduction

Consumer purchasing behavior has shifted from traditional to digital platforms due to the quick development of information technology and internet usage. With e-commerce applications, consumers can access product information, compare prices, and make purchases at any time and from any location. As technology has advanced, buying has changed from being a means of meeting practical requirements to a lifestyle activity linked to self-expression, following trends, and enjoyment. In order to improve customer convenience and satisfaction, Blibli, one of Indonesia's top local e-commerce platforms, provides a variety of product categories, several payment methods, marketing initiatives, and loyalty benefits. Consumer engagement on Blibli is still a significant problem despite fierce competition from larger marketplaces, making elements like hedonistic shopping motivation and shopping lifestyle more significant in encouraging impulsive purchasing among customers.

While hedonic shopping motivation refers to the emotional pleasure, excitement, and enjoyment consumers experience while shopping, shopping lifestyle reflects consumers' patterns of activities, interests, and opinions regarding how they allocate time and money for shopping activities. Easy access to information, appealing product displays, and promotional offers can encourage customers to make impulsive purchases in online shopping. Blibli, one of the top online marketplaces in Indonesia, offers a number of features that improve the ease and pleasure of shopping, making hedonic motivation and shopping lifestyle significant variables affecting Bandar Lampung buyers' impulsive purchasing behavior.

Impulse buying is defined as an instantaneous, impulsive purchase decision motivated more by feelings than by logic. Customers are encouraged to buy things not just to fulfill practical necessities but also to satisfy their own desires and stay current with trends due to the growing accessibility of internet shopping.

Received: February 08, 2026

Revised: April 10, 2026

Accepted: June 10, 2026

Published: July 27, 2026

Curr. Ver.: July 27, 2026



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Impulse buying is a major phenomena in the e-commerce space since Indonesian customers are frequently linked to a propensity for impulsive and less planned purchasing behavior (Irawan, 2020). Consequently, it is anticipated that hedonic shopping motivation and a shopping lifestyle will be crucial in promoting impulsive purchasing on the Blibli platform. The association between a shopping lifestyle and impulsive purchases has been the subject of conflicting findings in earlier research. According to a number of research, consumers who consider shopping to be an integral part of their lifestyle are more likely to make impulsive purchases (Tirtayasa et al., 2020; Febri et al., 2020). Other research, however, found no connection between impulse buying and a shopping lifestyle, indicating that other factors may also have an impact on consumer purchasing decisions (Wafiroh, 2020; Irawan et al., 2020).

According to Utami (2014), hedonic shopping motivation, or the pleasure and delight consumers get from shopping activities, has also been found to be a significant factor in impulse purchase. According to earlier research, hedonic shopping incentive significantly improves impulsive purchasing behavior (Tirtayasa et al., 2020; Febri et al., 2020). However, there is conflicting evidence; some research find negligible effects (Irawan et al., 2020) or even a strong negative link (Nurudin et al., 2021). These contradictory results serve as the foundation for investigating how hedonic purchasing motivation and shopping lifestyle affect impulsive purchases among Blibli customers in Bandar Lampung.

2. Literature Review

Impulse Buying

Impulse buying is defined as spontaneous and unplanned purchasing behavior motivated by sudden cravings rather than deliberate thought or prior purpose to buy. Due to product accessibility, eye-catching displays, and special offers, the expansion of online shopping platforms has further raised the incidence of impulsive purchases in e-commerce. There are two types of impulse buying: planned impulse buying, which is prompted by discounts or promotional activities even in the absence of prior purchase intentions, and pure impulsive buying, which happens right after consumers come across a product. Customers' impulsive buying decisions are frequently linked to elements including mood, curiosity, store atmosphere, product displays, and promotions.

Shopping Lifestyle

Shopping lifestyle describes how customers spend their time and money, participate in shopping activities, and develop attitudes on consumption and the environment (Levy, 2009). It reflects the opinions and inclinations of customers with regard to their purchase behavior and frequently evolves in tandem with new lifestyle trends that motivate people to constantly modify their consumption habits (Tirmizi, 2009). Additionally, consumers' purchasing habits can be seen as a reflection of their financial decisions and economic well-being, as evidenced by the way they distribute their resources among various goods and services and distinguish between them (Japariato & Sugiharto, 2011).

Hedonic Purchasing Motivation

Hedonism is linked to the pursuit of happiness and pleasure as essential objectives of human existence and actions (Utami, 2010). Hedonic purchasing motivation in shopping refers to consumers' inclination to purchase goods for emotional and experience rewards rather than only functional necessities or their utilitarian value. Strong hedonistic consumers frequently view shopping as a pleasurable pastime that offers thrills, amusement, and self-satisfaction. Additionally, independent of the useful advantages of the goods being bought, appealing deals, promotions, and enjoyable shopping experiences can boost consumers' hedonic motivations and promote purchasing behavior (Alba & Williams, 2012).

Hypothesis

Strong shoppers are more receptive to product offerings and promotional stimuli, especially in e-commerce settings, because they see buying as a form of entertainment and self-expression. Customers are increasingly likely to make impulsive and unplanned purchases as shopping becomes an essential part of their lives. Consumers with higher shopping lifestyle tendencies are more likely to make impulsive purchases, according to prior research that has confirmed the beneficial influence of shopping lifestyle on impulse buying behavior (Andriati et al., 2024; Arsyandi & Sarmin, 2024). H1: Shopping lifestyle has a positive effect on consumers' impulse buying behavior.

Instead than just meeting practical demands, hedonistic shopping motivation refers to consumers' desire to derive pleasure, excitement, and emotional fulfillment from purchasing activities. Enjoyable browsing experiences, eye-catching product displays, and promotional offers can arouse customers' emotions and promote impulsive purchases in e-commerce environments. Because customers seek out instant gratification and enjoyable shopping experiences, previous research has shown that hedonic shopping motivation positively affects impulse purchase behavior (Arsyiandi & Sarmin, 2024; Andriati et al., 2024). **H2:** Hedonic shopping motivation has a positive effect on consumers' impulse buying behavior.

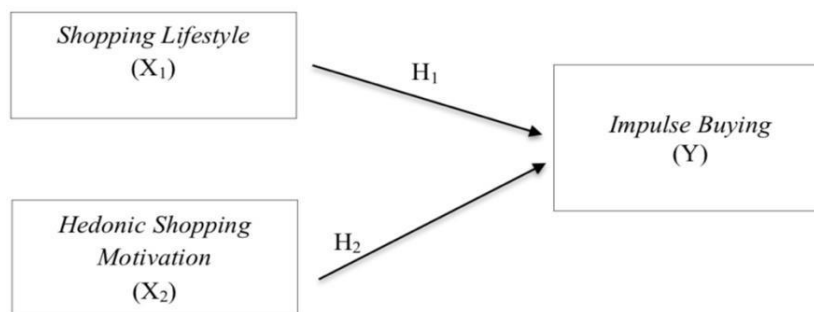


Figure 1. Framework.

3. Method

In order to investigate the impact of hedonic purchasing motivation and shopping lifestyle on impulse buying among Blibli customers in Bandar Lampung, this study used a quantitative method with an associative causal design (Sugiyono, 2018). Questionnaires were used to gather primary data from Blibli users who were chosen through purposive sampling according to predetermined criteria. A total of 119 respondents were obtained, meeting the minimal sample size standards put forward by Hair et al. (2014) and Ghozali (2018). Journals, books, and similar documents provided secondary data.

The study tool was evaluated for reliability using Cronbach's Alpha with a threshold of 0.60 and validity using Confirmatory Factor Analysis (CFA) with KMO-MSA and Anti-Image Correlation values exceeding 0.50 (Ghozali, 2018; Gunawan, 2019; Santoso, 2012). Descriptive statistics and multiple linear regression analysis were used in IBM SPSS 26 data analysis to evaluate the impact of hedonic shopping motivation and shopping lifestyle on spontaneous purchases. The t-test with a significance threshold of 5% was employed for hypothesis testing, and the regression model's explanatory power was assessed using the coefficient of determination (R^2) (Ghozali, 2018; Priyastama, 2017).

Table 1. Operational Definitions.

No	Variable	Definition	Indicators	Scale
1	Impulse Buying (Y)	Impulse buying refers to spontaneous and unplanned purchasing behavior conducted without prior intention or shopping plans (Earl & Kemp in Gunadhi & Japarianto, 2015).	1. Tendency to purchase more products when special offers are available. 2. Preference for newly released products or models. 3. Purchasing without prior consideration. 4. Making immediate purchase decisions when visiting a store or platform. 5. Tendency to spend available money on products. 6. Purchasing products despite limited necessity (Tambuwun, 2016).	Likert
2	Shopping Lifestyle (X1)	Shopping lifestyle describes how consumers allocate their time	1. Responding to promotional advertisements for desired products. 2. Purchasing newly launched products. 3. Preference for well-known brands.	Likert

		and money to-ward shopping activities and reflects their consumption patterns and purchasing preferences (Levy, 2009).	4. Buying different brands rather than repeatedly purchasing the same brand. 5. Awareness of alternative brands with similar attributes (Tambuwun, 2016).	
3	Hedonic Shopping Motivation (X2)	Hedonic shopping motivation refers to consumers' desire to shop for pleasure, enjoyment, and emotional satisfaction rather than purely functional purposes (Utami, 2010).	1. Shopping relieves stress. 2. Shopping improves mood during negative emotional states. 3. Shopping helps overcome boredom and provides a sense of freedom. 4. Shopping increases enthusiasm and excitement. 5. Shopping provides enjoyment and pleasure. 6. Shopping creates enjoyable experiences with family or friends (Bakirtas & Divanoglu, 2013).	Likert

4. Results and Discussion

Result

Factor analysis was used to evaluate validity; indicators were deemed valid if factor loadings and KMO values were greater than 0.50 (Hair et al., 2014). All of the measurement items were valid for additional analysis, according to the results.

Table 2. Validity Test.

Variable	Item	KMO	Anti Image	Result
Shooping Lifestyle (X1)	X1.1	0.73	0.752	Valid
	X1.2		0.759	
	X1.3		0.598	
	X1.4		0.717	
	X1.5		0.828	
Hedonic Shopping Motivation (X2)	X2.1	0.73	0.65	Valid
	X2.2		0.762	
	X2.3		0.71	
	X2.4		0.767	
	X2.5		0.696	
	X2.6		0.813	
Impulsive Buying (Y)	Y.1	0.61	0.756	Valid
	Y.2		0.655	
	Y.3		0.632	
	Y.4		0.638	
	Y.5		0.558	
	Y.6		0.577	

Cronbach's Alpha was used to measure reliability; values greater than 0.60 were considered satisfactory. Every variable was deemed trustworthy.

Table 3. Reliability Test.

Variable	Item	Cronbachs Alpha	Result
Shooping Lifestyle (X1)	X1.1	0,79	Reliable
	X1.2		
	X1.3		
	X1.4		
	X1.5		
Hedonic Shopping Motivation (X2)	X2.1	0.841	Reliable
	X2.2		
	X2.3		
	X2.4		
	X2.5		
	X2.6		
Impulsive Buying (Y)	Y.1	0.71	Reliable
	Y.2		
	Y.3		
	Y.4		
	Y.5		
	Y.6		

Using data from 115 respondents and a significance threshold of 0.05, this study used multiple linear regression analysis to investigate the impacts of shopping lifestyle and hedonic shopping motivation on impulse buying among Blibli customers in Bandar Lampung.

Table 4. Multiple Linear Analysis.

Coefficient ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	7.034	1.614			
1. Shopping Life Style (X1)	.468	.078	.424		
2. Hedonic Shopping Motivation (X2)	.347	.055	.441		

a. Dependent Variable: Impulsive Buying (Y)

The multiple regression analysis produced the following equation:

$$Y = 7.034 + 0.468X_1 + 0.347X_2 + e$$

Where X_1 represents shopping lifestyle and X_2 represents hedonic shopping motivation.

Both variables showed positive coefficients, suggesting that greater levels of impulse buying among Blibli customers in Bandar Lampung are linked to improvements in shopping lifestyle and hedonic shopping motivation.

With significance levels of 0.001 (< 0.05), the t-test results demonstrated that both hedonic shopping motivation and shopping lifestyle had significant beneficial effects on impulse buying. As a result, both hypotheses (H1 and H2) were validated.

Table 5. T Test.

Hypothesis	Sig.	Conclusion
H1: Shopping Lifestyle positively influences impulse buying.	< 0.001	Supported
H2: Hedonic Shopping Motivation positively influences impulse buying.	< 0.001	Supported

Shopping lifestyle and hedonic shopping motivation together have a significant impact on impulse buying, according to the F-test results ($p = 0.001 < 0.05$).

Table 6. F Test.

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1.	Regression	599.063	5	299.532	67.608	<.001 ^b
	Residual	513.929	116	4.430		
	Total	1112.992	118			

a. Dependent: Impulsive Buying (Y)

b. Predictors: (Constant), Shopping Lifestyle (X1), Hedonic Shopping Motivation (X2)

About 53.8% of the variation in impulse buying behavior was explained by shopping lifestyle and hedonic shopping motivation, according to the coefficient of determination results, which had an R² value of 0.538.

Table 7. R² Test.

Model Summary				
Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1.	.734 ^a	.538	.530	2,105

a. Predictors: (Constant), Shopping Lifestyle (X1), Hedonic Shopping Motivation (X2)

Discussion

Influence of Shopping Lifestyle on Impulse Buying

The partial t-test results supported H1 by demonstrating that among Blibli customers in Bandar Lampung, a shopping lifestyle had a favorable and substantial impact on impulse buying ($p = 0.001 < 0.05$). According to this research, customers who consider shopping to be a part of their lifestyle are more likely to make impulsive purchases because they are more receptive to sales, new products, and trends in online marketplaces. This outcome is in line with other research showing that e-commerce customers' impulsive purchasing behavior is positively influenced by their shopping lifestyle (Ningrum & Pudjoprayatono, 2023).

Influence of Hedonic Shopping Motivation on Impulse Buying

H2 was supported by the t-test results, which showed that hedonic purchasing motivation had a positive and substantial impact on impulse buying among Blibli customers in Bandar Lampung ($p = 0.001 < 0.05$). Because shopping offers enjoyable experiences beyond practical demands, consumers who buy for pleasure, amusement, and emotional fulfillment typically make purchases on the spur of the moment. This result confirms other studies' findings that hedonic shopping incentive has a significant role in influencing impulsive purchasing behavior in online environments (Ningrum & Pudjoprayatono, 2023).

5. Conclusions

According to the study's findings, impulse buying among Blibli customers in Bandar Lampung is positively and significantly impacted by both hedonic shopping motivation and shopping lifestyle. This suggests that customers who see shopping as a part of their lifestyle and who seek pleasure and emotional fulfillment from it are more likely to make impulsive purchases. The results imply that improving pleasurable and interesting shopping experiences could promote customer purchasing behavior on e-commerce platforms. However, this study's emphasis on Blibli customers in a single location and its examination of only two explanatory variables may limit the conclusions' explanatory strength and generalizability. Therefore, in order to provide a more thorough understanding of online consumer behavior, future research is encouraged to include broader geographic coverage and additional determinants of impulse buying, such as sales promotion, electronic word of mouth (e-WOM), brand image, online customer reviews, perceived ease of use, and shopping enjoyment.

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