
The Impact of Hedonic Shopping Motivation on Impulsive Buying Decisions: A Systematic Literature Review Approach in the Context of Modern Retail

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ABSTRACT

This work integrates the outcomes of five studies examining the influence of hedonic shopping motivation on impulse buying within the context of modern retailing in Indonesia. The analysis reveals at least some common patterns regarding the impact of anthropocentric motivation (shopping enjoyment, trend watching, and routine escape) on impulse buying, albeit with contextual differences. The studies on students (Hidiani & Rahayu, 2021) and Popshop consumers (Yusda & Nilasari, 2022) confirmed the positive impact of hedonic shopping motivation ($\beta = 0.276-0.735$), moderated by shopping lifestyle and visual merchandising. On the other hand, research at Miniso Tunjungan Plaza (Pranggabayu & Andjarwati, 2022) found that the store atmosphere had a negative impact ($\beta = -0.062$), as it was hypothesized that the too rigid store atmosphere decreases spontaneous purchasing. Sendi & Zaini (2024) reported in Samarinda that sales promotion had no significant impact ($\beta = 0.071$), and that motivation and lifestyle dominated. In the sociopolitical context, browsing social media enhances the effect of hedonic motivation on online impulse buying among Gen-Z ($\beta=0.297$) (Pratama et al., 2023). This interplay of intrinsic (hedonism) and extrinsic (store environment or digital media) elements presents a complex landscape that stimulates impulsive buying behavior. Practically, these are suggestions to improve hedonic experiences through immersive design, limit overly aggressive promotions, and vary visual tactics based on age cohort. Such an integration contributes to esthetics in marketing by showing the need of a more contextual view of the problem regarding impulse buying in relation to hybrid retailing.

Keywords: Hedonic Shopping Motivation, Impulse Buying, Retail Context, Gen Z, Social Media.

1. INTRODUCTION

The development and adoption of information technology across the globe has rapidly transformed the retail and e-commerce sectors alongside global consumer behavior as seen in Indonesia. One of the modern issues related to consumer behavior that has come to the fore is impulse buying, where individuals purchase items spontaneously and without prior intention [1]. Consumers' internal motivations, particularly hedonic shopping motivation which is the motivation to shop for pleasure and emotional gratification, also plays a role in impulse buying alongside external drivers like promotions and product displays [2]. This context is complicated further with the rise of Generation Z as a leading market segment actively saturated with social media and digital culture [3].

Prior research has noted the effective impact of hedonic shopping motivation and impulse buying on purchasing behaviors. A case study of students at the University of Muhammadiyah Purwokerto proved that hedonic motivation, shopping lifestyle, and visual merchandising all together increase impulsive purchases of fashion products [1]. Some studies conducted at Miniso Tunjungan Plaza confirmed the positive impacts of hedonic shopping motivation, albeit the store atmosphere negatively impacted customer purchasing behavior [4]. This seeming contradiction demonstrates the intricate interplay of store environmental features and consumer psychological motives.

On the contrary, some external factors like sales promotions do not always appear to be of great importance. A study in Samarinda states that sales promotions do not affect impulse buying; instead, it is dominantly impacted by hedonic shopping motivation and shopping lifestyle [5]. This implies that impulse buying is more influenced by deep-seated factors like emotional drives and lifestyle rather than by external factors. Online studies on impulse buying present a different picture, where browsing social media for products, particularly on platforms like Instagram or TikTok, positively contributes alongside hedonic motivation [3].

This change signals an evolution in shopping behavior as digital storefronts become the primary shopping venues for Gen-Z consumers. Despite the volume of research done, several gaps remain unaddressed. Firstly, the contradicting findings regarding the impact of store atmosphere and sales promotions suggest a need for focused examination surrounding context, like product categories, or consumer demographics. Secondly, the phenomenon of impulse buying in hybrid retail environments, where online and offline elements are combined, remains unexplored.

Third, the social media's function as an intermediary between hedonic motivation and impulse buying behaviour has yet to be researched more thoroughly, especially with regards to the prevalence of Gen Z in the digital economy [3]. Thus, this study seeks to add knowledge to the dynamics of shopping motivation, particularly hedonic shopping motivation, towards supporting factors within modern retailing – both offline and online. It is hoped that these findings will assist business practitioners in formulating appropriate marketing strategies that align with the sophisticated and ever-changing patterns of the younger generation.

2. LITERATURE REVIEW

2.1. Hedonic Shopping Motivation

Hedonic Shopping Motivation denotes a shopping drive which stems from the need to seek pleasure, emotional satisfaction, and delightful encounters as opposed to merely fulfilling some logical requirements [4]. This phrase includes adventure shopping, escapism, self-expression, social participation, and enjoyment. Studies concerning Miniso and Popshop user suggest that hedonic motivation greatly encourages impulse buying, especially during encounters with new trends, discounts, or enticing store layouts [1]. Within the online setting, members of Generation Z exhibit these tendencies more frequently, as the act of socially media browsing fulfills their emotional needs [3].

2.2. Shopping Lifestyle

The Shopping Lifestyle is defined as an individual's allocation of time, money, and attention to shopping as an indispert of their life style. It encompasses responses to marketing, brand loyalty, and compliance with fashion trends. Research in Samarinda and Purwokerto showed that those with a shopped

spending lifestyle tend towards sociological and self-conceptive impulse purchasing, especially fashion, because the purchase is perceived to enhance social identity [5].

2.3. Visual Merchandising and Store Atmosphere

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2.4. Social Media Product Browsing

Social Media Product Browsing is defined as the behavior of casually searching for products on Instagram, TikTok, Shopee, among other platforms, without the intention to buy [7]. Generation Z as digital natives, for example, faces an overwhelming amount of advertising and promotional material which tends to trigger impulse desires. In Pangkalpinang, one research noted that these activities increase the effect of hedonic shopping motives on online impulse buying, as users are bombarded with products tailored to them due to social media algorithms [3].

2.5. Sales Promotion

Social Media Product Browsing describes the behavior of looking for products on TikTok, Shopee, or Instagram with no intention of making a purchase [7]. Like previous generations, digital natives are susceptible to various forms of advertisements which trigger their desire to purchase items on impulse. A study conducted in Pangkalpinang found that this activity deepens the effect of hedonic shopping motives on online impulse buying because social media platforms use algorithms designed to market products based on people's preferences [3].

2.6. Impulse Buying

An impulse buying is defined as a sudden purchase made without prior planning or consideration, triggered by a specific emotion or immediate context (Utami, 2010). In addition to these characteristics, Liu et al. [8] note the following attributes: (1) heightened spontaneity, (2) dominance of emotion, and (3) purchasing regret. Today's retail environment influences impulse buying both psychologically (through hedonistic tendencies), sociologically (lifestyle driven), and environmentally (through store design).

3. RESEARCH METHOD

This research approach is related to the work carried out by Zaqiyah et al [9]. This study analyzes the shopping lifestyle, hedonic shopping incentive, and impulse buying. The three research subjects were chosen because of their relationship towards inapp purchases during marketplaces or e-commerce shopping. The first phase, planning, starts with the writing of the research questions (RQ) and designing a flowchart which is relevant with the subject of the study. The second phase, conducting, consists of collecting relevant literature, reviewing abstracts, and collecting data. The last phase, reporting, is the compilation of the research.

3.1. Planning

The current phase starts with the creation of a guiding question to help outline the relevant literature needed for the searching, selection, and analysis processes related to the research question. The set of queries is completed based on the stipulations of the chosen topic. This document lists the questions for this particular study:

Table 1. *Research Question*

RQ 1	Does having a shopping lifestyle correlate with a consumer's tendency for impulse buying?
RQ 2	Do aesthetic-focused shopping motivations correlate with a consumer's tendency to engage in impulse buying?
RQ 3	Does merchandising a store's visuals correlate with an increase in consumer impulse buying?
RQ 4	Does the environment of the retail store correlate with an impulsive purchase?

3.2. Conducting

The conducting stages consist of several phases or steps: the first is reviewing the literature to obtain relevant sources that correspond the answer the Research Questions (RQ1, RQ2, RQ3, and RQ2) set. This includes national and international publications which revolves exploring shopping lifestyle and hedonic shopping motivation concerning impulse buying. The journal search process is conducted with a search engine (Google Chrome) at the website address <https://scholar.google.com/>.

This is followed by the Inclusion and Exclusion Criteria Stage. This stage assesses the relevance of the data for SLR study. The criteria include publication within the last five years, specifically 2021-2025, from <https://scholar.google.com/>, and the content of the journals must focus exclusively on shopping lifestyle, hedonic shopping incentive and the impulse buying. Lastly, the step to undertake is the quality assessment. In systematic literature review research, the information collected will be analyzed based on these quality evaluation criteria answer questions:

Tabel 2. *Quality Assesment*

	Article Quality Assessment Criteria	Standard Criteria	
		Yes	No
QA1	Are journal articles published in the 2021-2025 timeframe?	√	
QA2	Do the research journals concern consumer lifestyle, hedonic shopping motivation, visual merchandising, store atmosphere, and impulse buying?	√	
QA3	Is the journal accessible through the website https://scholar.google.com/ ?	√	

The last stage pertains to defining the type of articles with exemption criteria alongside inclusion articles which constitutes one of the mapping study activities designed to exclude irrelevant articles and include relevant articles [9]. This research set some boundaries in order to facilitate the process of retrieving information from published documents.

Table 3. Inclusion and Exclusion

Inclusion	Exclusion
<ol style="list-style-type: none"> 1. Studies which concentrate on preferred shopping activities, hedonic shopping motives, impulse purchasing, selling space design, and the surroundings of a store. 2. Indonesian and English language. 3. Research Journals and Proceedings. 	<ol style="list-style-type: none"> 1. Journals that exclude discussions on shopping lifestyle, hedonic shopping incentive, visual merchandising, store atmosphere, and impulse purchasing. 2. Languages other than Indonesian and English. 3. Irrelevant references.

Following this, attempt to integrate the earlier works or articles relevant to the assessment of quality and the set inclusion and exclusion parameters. For example, prior research encapsulates records of scientific research and relevant journals forming the basis of such studies for address issues of similar or related nature.

Table 4. Previous Research

Author & Year	Research Title	Research Method	Research Result
Hidiani & Rahayu (2021)	The Influence of Hedonic Shopping Motivation, Shopping Lifestyle, and Visual Merchandising on Impulse Buying (On Student Fashion Products)	In this study, data collection techniques in the form of structured questionnaires and survey methods, classify it as quantitative research.	This study shows that there is a strong and positive relationship between hedonic shopping motivation, shopping lifestyle, visual merchandising, and impulse buying, both individually and collectively. The three variables account for 32.6% of the dependent variable, which is impulse buying, while other factors not included in this model account for the remaining percentage.
Yusda & Nilasari (2022)	The Influence of Consumer Hedonic Shopping Motives on Impulse Buying at Popshop Store	This research was conducted by collecting quantitative data through a descriptive approach.	The results reveal that hedonic shopping motivation positively and significantly impacts impulsive buying, at an influence coefficient of 0.634 or 63.4%. This indicates that hedonic motivation accounts for the most considerable portion of the impulsive behavior, whereas other components outside the research variables will also be able to influence the remainder.
Pranggabayu & Andjarwati (2022)	The Influence of Hedonic Shopping Motivation and Store Atmosphere on Impulsive Buying (Study on Miniso Tunjungan Plaza Visitors)	The method of researching employed is of conclusive type and used causal approach.	The results demonstrate that both store atmosphere and hedonic shopping motivation individually influence impulsive buying behaviors, as the first mentioned has a significant negative effect while the latter has a positive and notable impact. Regressively, both variables exercise an independent synergistic influence with a positive effect on

			impulsive buying in unison.
Sendi & Zaini (2024)	The Influence of Hedonic Shopping Motivation, Shopping Lifestyle, and Sales Promotion on Impulse Buying of Miniso Consumers in Samarinda	The selected research method is quantitative with a descriptive approach.	The current understanding indicates that both Hedonic Shopping Motivation and Shopping Lifestyle positively and significantly affect impulse buying, whereas Sales Promotion negatively and insignificantly affects it. Nonetheless, all three factors simultaneously still demonstrate a meaningful impact on impulsive buying behavior.
Pratama et al. (2023)	Pengaruh <i>Hedonic Shopping Motives</i> dan <i>Social Media Product Browsing</i> terhadap <i>Online Impulse Buying</i> Produk <i>Fashion</i> pada Gen-Z	The approach employed in this study is descriptive quantitative.	From the findings of the study, it can be concluded that both hedonic shopping motives and browsing products through social media positively and significantly impact impulse purchasing behavior related to fashion products online, specifically amongst Generation Z.

3.3. Reporting

As always, remember to properly cite material used from other authors. Disclosing material without properly citing may lead to Academic Dishonesty. The ‘reporting’ stage is the last step in conducting a systematic literature review research. In this stage, the findings of a systematic literature review are documented in accordance with the prescribed format.

4. RESULTS AND DISCUSSION

Regardless of the contextual differences, the impact of hedonic shopping motivation on impulsive buying remains consistent according to the synthesis of five related studies. Hidiyani & Rahayu [1] together with Yusda & Nilasari’s [2] study on Popshop Bandar Lampung consumers indicated that hedonic motives like escape from routine, shopping out of enjoyment, and trend exploration indeed positively affect impulsive buying. Noldini’s findings seem to support Arnold & Reynolds [10] claim, cited by Hidiyani and Rahayu [1], that consumers with hedonic motivation tend to overlook rational boundaries and seek emotional fulfillment. On the other hand, findings at Miniso Tunjungan Plaza uncovered that the store atmosphere has a negative effect and “overly perfect” store decor may stifle impulsive buying because customers focus on a more deliberate exploration of the products rather than browsing for compelling stimuli [4].

Contrarily, research conducted in Samarinda indicates that sales promotion has no considerable influence on impulse buying; instead, hedonic shopping motivation and shopping lifestyle remain the two most dominant [5]. It reveals that Gen-Z are less responsive to discounts because they, more than other age

groups, prefer self-expression and intrinsic need fulfillment rather than exterior driven motivation. This was also evident from a study conducted on Gen-Z in Pangkalpinang [3] where scrolling through products on social media enhances the effect of hedonic motivation on online impulsive buying. Scrolling through product lists on Instagram or TikTok triggers an emotional cycle as algorithms recommend content aligned with users' interests, which fuels impulsive decision-making.

The differences in study outcomes are also attributed to differences in sample population characteristics. For instance, college students are more prone to impulse purchases because of poor financial management skills [1], while Gen Z from Pangkalpinang are more prone to digital cultural influence [3]. Furthermore, the context of retail, whether online or offline, changes the mechanism of impact. In-store retailing, visual merchandising and retail atmosphere function as mediators [1]. On the other hand, in digital platforms, social media browsing is the main driver [3]. The gaps in understanding how the store atmosphere affects Miniso's purchasing behavior could be attributed to the nature of lifestyle products which need more consideration, unlike fashion products which are more reactive [4].

In theory, these results strengthen the argument suggesting that hedonic shopping motivation does not operate autonomously, rather is intertwined with environmental and psychographic aspects of consumer behavior. These findings have practical implications: (1) strengthening pleasure inducing factors in the design of shopping experiences, such as through gamification or social media interactivity, (2) moderation of excessive promotional activities so as not to dampen perception of product value, and (3) adaptation of visual merchandising in accordance with demographic area; for example employing a "not-so-perfect" arrangement to encourage exploratory behavior in retail outlets.

5. CONCLUSION AND SUGGESTIONS

The combination of five different studies suggest that online and offline shopping impulse purchase is largely influenced by hedonic purchasing motivation. Shopping, browsing for new trends, and the need to break away from monotonous daily activities are considered hedonic stimuli that motivate purchasing fashion products on impulse, especially among Gen Z. Auxiliary variables, such retail lifestyle and visual merchandising, enhance this effect, while motivated sales campaigns have little impact. Structural frameworks, such as those set within intrinsic driven consumers, tend to become bound within overpowering organizational efficiency such as found at Miniso Tunjungan Plaza. In the context of social media, online exploration of products acts as an impulse decision facilitator exposing Gen Z to algorithm curated content. All this highlights the engagement of a multitude of psychological factors alongside physical and digital environments that shape consumer behavior.

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