

Shopping as Fun, Function, and Tradition: A Study of The Influence of Hedonic, Utilitary, and Shopping Culture on Impulse Buying in The Era of Consumerism

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Abstract

The purpose of this study is to determine the influence of hedonic shopping motive, utilitarian shopping motive and cultural shopping motive on Impulse Buying in the era of consumerism so that it can later become a reference in the world of e-commerce. The study was conducted throughout Indonesia with a sample of 80 respondents. The variables used in this study include hedonic shopping motive, utilitarian shopping motive and cultural shopping motive as independent variables or free variables and Impulse Buying as the dependent variable or dependent variable. The data used in this study are primary data, obtained from the results of respondents' answers collected with the help of a questionnaire. The sampling method uses a non-probability sampling technique used in this study, namely the purposive sampling technique, a technique for determining samples with certain considerations. The analytical methods used in this study are validity testing, reliability testing, analysis stages using Multiple Linear Regression and hypothesis testing. With the help of the SPSS 25 program for windows. The results of this study indicate that the hedonic shopping motive variable has no significant influence on impulse buying, while the utilitarian shopping motive and cultural shopping motive have a significant influence on impulse buying in the consumerism era, either partially or simultaneously.

Keywords: hedonic, utilitarian, shopping culture, impulse buying.

INTRODUCTION

Shopping behavior has undergone significant transformations with the development of consumerism and market digitalization (Fatun, 2017). Shopping is no longer seen solely as a means of fulfilling needs, but also as a form of entertainment, self-expression, and even a reflection of culture (Fatun, 2017). This phenomenon has given rise to various shopping motives that can influence consumer behavior, one of which is impulse buying, the spontaneous decision to purchase goods without prior planning (Verplanken & Sato, 2011).

One motive that drives impulse buying is the hedonic shopping motive, where consumers shop for pleasure, entertainment, or emotional experiences (Widagdo & Roz, 2021). Consumers with hedonic motives tend to enjoy shopping as a recreational activity, making them more susceptible to making purchases beyond rational needs (Arnold & Reynolds, 2003).

Furthermore, utilitarian shopping motives also drive shopping behavior. These motives are based on the functional, efficient, and practical purposes of shopping (Hu et al., 2023). Interestingly, however, research shows that despite their rational nature, utilitarian motives

can still trigger impulse buying when consumers find products they perceive as relevant to their practical needs (Babin et al., 1994).

Furthermore, in a society steeped in values and customs, cultural shopping motives also shape consumer behavior. Culture influences not only product preferences but also how consumers make shopping decisions, including the tendency to make impulse purchases. For example, in a society that views shopping as a social event or a particular tradition, impulse buying behavior can be further strengthened (Hafstrom et al., 1992).

The modern era of consumerism, supported by digital technology, e-commerce, and social media, is increasingly accelerating the emergence of impulse buying behavior. Promotions, surprise discounts, and attractively packaged advertising often trigger consumers to make purchases without planning. This situation demonstrates the complex interaction between hedonic, utilitarian, and cultural motives in shaping impulsive shopping behavior.

Based on this description, the research on "Shopping as Fun, Function, and Tradition: A Study of the Influence of Hedonic, Utilitarian, and Shopping Culture on Impulse Buying in the Era of Consumerism" is relevant. This study is expected to provide a deeper understanding of the factors that drive consumers to make impulse purchases and contribute to the development of more effective marketing strategies amidst increasingly dynamic business competition.

Hedonic Shopping Motive

The hedonic shopping motive is the urge to shop oriented towards pleasure, entertainment, fantasy, and emotional satisfaction (Arnold & Reynolds, 2003). Consumers with hedonic motives view shopping as a means of recreation (shopping as fun), making it easier to trigger impulsive purchases. Recent research shows that hedonic motivation has a positive influence on impulse buying on e-commerce platforms, especially when triggered by promotions and attractive online store designs (Herlina & Widyaningrum, 2022). Indicators: Shopping for entertainment, fantasy, pleasure, and forgetting problems. The relationship between the variables Hedonic motive → Impulse Buying: the higher the urge to shop for pleasure, the more likely consumers are to buy impulsively. Based on the theoretical study and the relationship between the variables described in the background, the following hypotheses can be formulated:

H1: Hedonic shopping motive has a positive and significant effect on impulse buying.

Utilitarian Shopping Motive

In contrast to hedonism, the utilitarian shopping motive is a shopping drive based on functional goals, efficiency, and problem-solving (Babin et al., 1994). This motive focuses on shopping as a function, namely shopping to effectively fulfill practical needs. However, recent studies have shown that although utilitarian motives are rational, they can still drive impulse purchases when consumers find products that are considered useful, relevant, or high-value (Amalia et al., 2024). Indicators: Efficient shopping, time-saving, fulfilling needs, prices according to benefits. Relationship between variables Utilitarian motive → Impulse Buying: Although rational, shopping with functional goals can still trigger impulse purchases if the product is considered relevant to needs. Based on the theoretical study and the relationship between variables explained in the background, the following hypothesis can be formulated:

H2: Utilitarian shopping motive has a positive and significant effect on impulse buying.

Cultural Shopping Motive

Besides pleasure and function, shopping behavior is also influenced by cultural factors. Cultural shopping motives reflect the values, norms, and social habits inherent in a society (Hafstrom et al., 1992). For example, in some communities, shopping is seen as a family tradition, a social event, or even a status symbol. This culture can strengthen the tendency to engage in impulse buying because individuals are encouraged to adapt to their social environment. In the context of shopping as tradition, cultural norms can strengthen both emotional and rational impulses when shopping. Indicators: Shopping as a social habit, family tradition, environmental influence, status symbol. Relationship between variables: Cultural motive → Impulse Buying: culture, norms, and traditions strengthen impulsive shopping behavior due to social pressure, status symbols, or collective habits. Based on the theoretical study and the relationship between variables described in the background, the following hypotheses can be formulated:

H3: Cultural shopping motive has a positive and significant effect on impulse buying.

Impulse Buying

Impulse buying is a consumer behavior that involves spontaneous, sudden, and unplanned purchases. These purchasing decisions are generally influenced by emotional impulses, external stimuli (e.g., discounts or promotions), and the consumer's psychological state at the time of shopping (Verplanken & Sato, 2011). In the era of consumerism and digitalization, impulse buying is increasing due to the ease of online shopping access, real-time promotions, and the lifestyle of modern consumers who are more responsive to visual and social stimuli. Indicators: Buying without a plan, sudden purchases, difficulty restraining oneself, influenced by promotions. Factors causing impulse buying include hedonic shopping motives, utilitarian shopping motives, and cultural shopping motives. Based on the theoretical study and the relationships between variables explained in the background, the following hypotheses can be formulated:

H4: Hedonic, utilitarian, and cultural shopping motives simultaneously have a significant influence on impulse buying.

Based on the problem background and literature review, the conceptual framework in this study is as follows:

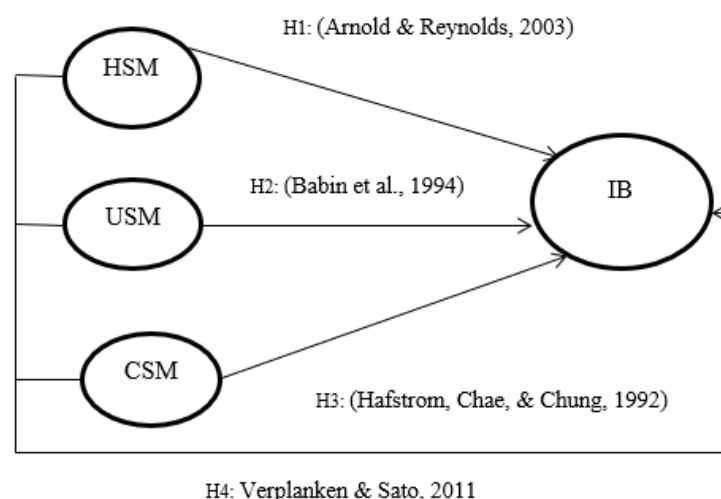


Figure 1. Conceptual Framework
Source: Previous Research (2025)

METHOD

This study uses a quantitative approach with an explanatory research method. The aim is to explain the influence of hedonic shopping motive, utilitarian shopping motive, and cultural shopping motive on impulse buying. Population: Consumers who actively shop in marketplaces (Shopee, Tokopedia, Lazada, TikTok Shop, etc.) in the era of digital consumerism. Sample: Respondents who have made impulsive purchases in the marketplace. Sampling Technique: Purposive sampling, with the following criteria: Minimum age 18 years, have shopped online at least 3 times in the last 3 months, Have made impulsive purchases (not planned in advance). Number of Samples: Referring to the rules of Hair et al. (2019) for multiple regression analysis, the minimum number of samples is 5–10 times the number of indicators. If there are ± 16 indicators, then the number of samples is 80 respondents. Independent Variables (X): Hedonic Shopping Motive (X1), Utilitarian Shopping Motive (X2), Cultural Shopping Motive (X3). Dependent Variable (Y): Impulse Buying. The data collection technique was obtained by distributing questionnaires (Google Form or printed) to respondents, with a Likert scale of 1–5 (1 = strongly disagree, 5 = strongly agree). With the operational definitions of the variables as follows:

Table 1. Operational Definition of Variables

Variables	Operational Definition	Indicator	Source
Hedonic Shopping Motive (X1)	Shopping urges that are oriented towards pleasure, fantasy, and emotional entertainment.	1. Shopping for entertainment 2. Shopping for pleasure 3. Shopping to forget problems 4. Shopping as a fantasy	Arnold & Reynolds (2003)
Utilitarian Shopping Motive (X2)	Shopping impulses are based on function, efficiency, and the fulfillment of practical needs.	1. Efficient shopping 2. Time-saving shopping 3. Shopping to meet needs 4. Shopping based on price/benefit	Babin, Darden & Griffin (1994)
Cultural Shopping Motive (X3)	The urge to shop is influenced by values, norms, habits and traditions in society.	1. Shopping as a social habit 2. Shopping as a family tradition 3. Shopping due to environmental influences 4. Shopping as a status symbol	Hafstrom, Chae & Chung (1992)
Impulse Buying (Y)	Unplanned, spontaneous buying behavior, driven by emotions or certain situations.	1. Buying without planning 2. Buying on the spur of the moment 3. Having difficulty resisting the urge to buy 4. Being influenced by promotions/discounts	Verplanken & Sato (2011)

The stages of data analysis techniques with instrument testing include validity and reliability tests, classical assumption tests by conducting normality, multicollinearity, and heteroscedasticity tests. Then, multiple regression analysis is conducted to test the effect of X1, X2, and X3 on Y, both partially and simultaneously, and finally, hypothesis testing is conducted consisting of t-tests (partial) for H1, H2, and H3, F-tests (simultaneous) for H4, and

the coefficient of determination (R^2) to measure how much the independent variables explain the dependent variable.

RESULT AND DISCUSSION

The research was conducted on marketplace consumers who had used Tokopedia who were at least 18 years old, had shopped online at least 3 times in the last 3 months, and had made impulsive purchases (not planned in advance). The number of samples in this study was 80 respondents. Based on gender, there were more female respondents than male respondents with a percentage of female respondents of 80.78% and male respondents of 19.22%. Based on age, respondents aged 21-30 years were the most dominant with a percentage of 76.21%. Viewed from the level of education, the largest percentage was respondents with a bachelor's degree, namely 69.23%. Respondents based on income of 2-3 million were the most dominant with a percentage of 71.62%. Based on origin, West Java Province was the most dominant, namely 49.14%.

Instrument Test

The results of the validity and reliability instrument tests indicate that all measurement items in the questionnaire are declared valid and reliable. This is based on the results of the validity test where the calculated r for all variable measurement items is $> r_{\text{table}} = 0.3$ with a significance level of < 0.05 , while the results of the reliability instrument test indicate that the Cronbach's Alpha value of all four variables is > 0.6 .

Classical Assumption Test

Table 2. One-Sample Kolmogorov-Smirnov Test Table
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.04325753
	Absolute	.081
Most Extreme Differences	Positive	.081
	Negative	-.063
Kolmogorov-Smirnov Z		.725
Asymp. Sig. (2-tailed)		.669

a. Test distribution is Normal.

b. Calculated from data.

Source: Data Processing (2025)

Based on table 2, the Asymp. Sig. (2-tailed) value is 0.669. Since the Asymp. Sig. (2-tailed) value is $0.669 > 0.05$, it can be concluded that the data distribution in this study is normally distributed.

The heteroscedasticity test results in Figure 2 indicate that the data are free of heteroscedasticity. This is based on the scatterplot results below, which show small circles that do not have a specific, regular pattern (wavy, widening, then narrowing) and no clear pattern,

so it is concluded that there are no symptoms of heteroscedasticity.

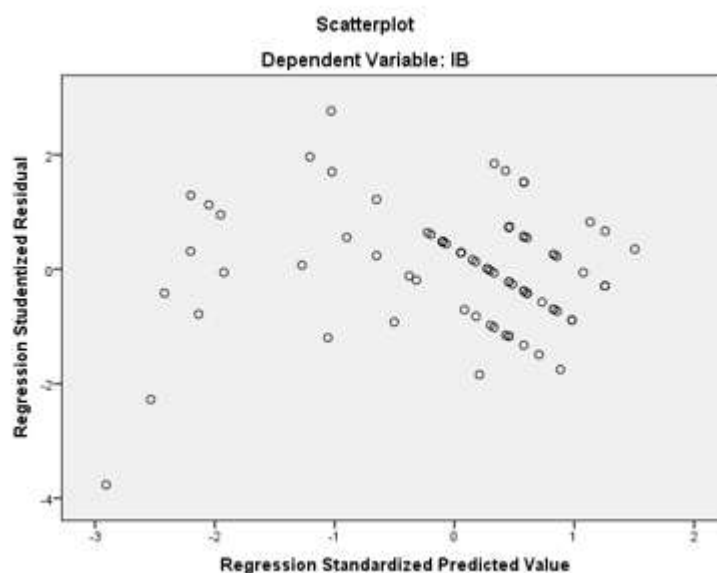


Figure 2. Results of Heteroscedasticity Test

Source: Data Processing (2025)

The results of the multicollinearity test in Table 3 indicate that the data are free from symptoms of multicollinearity. This is based on the results of Collinearity Statistics below, which show that the Tolerance value of all variables is above 0.10 (10%) and the VIF value of all variables is below 10. Based on the results of the normality, heteroscedasticity, and multicollinearity tests, it can be said that there are no classical assumption problems in this study.

Table 3. Multicollinearity Test Results

Collinearity Statistics	
Tolerance	VIF
.301	3.323
.223	4.482
.182	5.484

Source: Data Processing (2025)

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	8.585	.925	9.283	.000
	HSM	.165	.091	.234	.073
	USM	.332	.111	.448	.004
	CSM	.368	.110	.556	.001

Source: Data Processing (2025)

Based on table 4 above, the following linear regression equation is obtained:

$$IB = 8.585 + 0.165HSM + 0.332USM + 0.368CSM$$

Based on this equation it can be explained as follows:

- The constant (β_0) = 8.585 indicates a positive effect. This explains that if the hedonic shopping motives (X1), USM (X2), and CSM (X3) simultaneously or collectively remain unchanged and equal to zero (0), then the magnitude of impulse buying is 8.585.
- The coefficient (β_1) = 0.165 indicates a positive effect, that if the hedonic shopping motive (X1) increases by 1 unit, then impulse buying (Y) will increase by 0.165 units.
- The coefficient (β_2) = 0.332 indicates a positive effect, that if the utilitarian shopping motive (X2) increases by 1 unit, then impulse buying (Y) will increase by 0.332 units.
- The coefficient (β_3) = 0.368 indicates a positive effect, that if the cultural shopping motive (X3) increases by 1 unit, then Impulse Buying (Y) will increase by 0.368 units.

Hypothesis Testing

Partial T-Test

Based on the results in table 4, it can be concluded that:

- The hedonic shopping motives variable does not have a positive and significant partial effect on impulse buying, as the calculated t-value of 1.819 is greater than the t-table value of 1.991, with a significance level of $0.073 > 0.05$.
- The utilitarian shopping motives variable has a positive and significant partial effect on impulse buying, as the calculated t-value of 2.996 is greater than the t-table value of 1.991, with a significance level of $0.004 > 0.05$.
- The cultural shopping motives variable has a positive and significant partial effect on impulse buying, as the calculated t-value of 3.361 is greater than the t-table value of 1.991, with a significance level of $0.001 > 0.05$.

F Test (Simultaneous)

Table 5. F-Test Results (Simultaneous)

F	Sig.
41.475	0.000

Based on Table 5 above, the calculated F value obtained is $41.475 > 1.665$ and the significance level obtained is $0.00 < 0.05$. This indicates that hedonic shopping motives, utilitarian shopping motives, and cultural shopping motives have a simultaneous and significant influence on impulse buying in the consumerism era.

Coefficient of Determination (R²)

Table 6. Results of the Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 ^a	.621	.606	1.06365

a. Predictors: (Constant), CSM, HSM, USM

b. Dependent Variable: IB

Source: Data Processing (2025)

Based on Table 6, the R² value obtained was 0.621, equivalent to 62.1%. This indicates that impulse buying (Y) is influenced by hedonic shopping motives (X1), utilitarian shopping motives (X2), and cultural shopping motives (X3) by 62.1%, while the remaining 37.9% is influenced by variables not examined.

Discussion

Hedonic Shopping Motives Against Impulse Buying

Based on the results of testing hedonic shopping motives on impulse buying. This shows that the independent variable hedonic shopping motives (X1) does not have a positive and significant partial influence on the dependent variable Impulse Buying (Y). Hypothesis 1 (H1) which states that hedonic shopping motives do not have a partial effect on Impulse Buying is rejected, this means that every increase or decrease in hedonic shopping motives will cause an increase or decrease in impulsive buying.

In theory, hedonic shopping motives are usually associated with a strong drive towards impulse buying because shopping is considered a fun, recreational, and emotional activity (Budiman et al., 2022). However, several studies have found that hedonic shopping motives do not always have a significant influence on impulse buying. There are several reasons that can explain this: a) The Role of Self-Control Factors. Even though someone has a hedonic motive in shopping (for example, wanting to seek pleasure or entertainment), not all consumers immediately make impulse purchases. Consumers with a high level of self-control can restrain their emotional urges so that hedonic motives do not automatically trigger impulsive purchases. b) Changes in Shopping Patterns in the Digital Era. In the era of online shopping, many consumers seek pleasure by simply window shopping (scrolling, browsing products, adding to wishlists or carts) without actually buying. So, although hedonic motives exist, they are more manifested in browsing activities than impulsive buying decisions. c) The Influence of Situational Factors. Impulse buying is often influenced by external stimuli such as promotions, discounts, limited-time offers, or product displays. If the shopping environment does not offer a strong stimulus, then hedonic motives alone are not enough to

trigger impulsive purchases. d) Hedonic Motives Can Be Channeled into Other Activities. Hedonic motives do not always lead to purchases. Many consumers channel these motives into other activities such as walking around the mall, hanging out, trying products without purchasing, or simply seeking entertainment. Thus, hedonic motives do not necessarily lead to impulse buying. e) Cultural Factors and Consumption Values. In some cultural contexts, even if consumers have hedonic motives, social norms or traditional values can limit impulsive consumption behavior. For example, in cultures that emphasize wise financial management or frugality, hedonic motives may still exist, but they do not manifest in impulsive purchases (Ribeiro Coimbra et al., 2023).

Hedonic shopping motives do not influence impulse buying because pleasure motives do not always lead to buying. They can be inhibited by self-control, the absence of sufficient external stimuli, a shift in behavior to non-transactional online shopping, or more rational cultural values. Previous studies similar to this study, including Supriatna et al. (2024), Anggita et al. (2023), Brabo et al. (2021), and Mashilo et al. (2025), found that hedonic shopping motives do not influence impulse buying.

Utilitarian Shopping Motive Against Impulse Buying

Based on the results of testing the utilitarian shopping motive on impulse buying. This shows that the independent variable utilitarian shopping motive (X2) has a positive and significant partial influence on the dependent variable Impulse Buying (Y). Hypothesis 2 (H2) which states that utilitarian shopping motive has a partial influence on Impulse Buying is accepted, this means that every increase or decrease in utilitarian shopping motive will cause an increase or decrease in impulsive buying.

In general, the utilitarian shopping motive describes a rational, functional, and efficiency-oriented shopping drive (Babin et al., 1994). This motive is often perceived as more logical than hedonic motives. However, many studies have found that utilitarian shopping motives can actually encourage impulse buying (Kwon & Jain, 2009). Here's the explanation: a) Efficiency and Perceived Value, Consumers with utilitarian motives usually seek efficiency, getting products at affordable prices, quality according to needs, and a convenient shopping process. When they find promotions, discounts, or bundled packages, this rational drive can turn into an impulse purchase because consumers feel the opportunity provides greater "functional value." b) Planned vs. Opportunistic Impulse, although initially shopping with a plan, consumers with utilitarian motives can be tempted by situational stimuli. For example, someone who enters a store only wants to buy soap, but sees a "buy 2 get 1 free" promotion for shampoo products. Because it is considered "efficient" and saves costs, he makes an impulse buy. c) Rational Justification: Impulse buying is often associated with emotions, but for consumers with utilitarian motives, impulsive buying decisions can be rationally justified. They consider the purchase logical, beneficial for the future, or according to household needs. This means that utilitarian motives do not suppress impulse buying, but can actually facilitate it for rational reasons. d) Relevance in the Digital Age: In e-commerce, recommendation systems for "related products" or "exclusive discounts at checkout" often target utilitarian consumers. Because they focus on usefulness, efficiency, and value for money, these stimuli are more easily accepted and trigger impulsive buying (Chakraborty & Soodan, 2019).

Utilitarian shopping motives influence impulse buying because the drive for efficiency, low prices, and rationality actually makes consumers easily tempted by situational stimuli (discounts, promotions, bundled packages). Instead of restraining themselves, they make impulsive purchases with the justification of "saving" or "usefulness." Based on previous research with similar research results, including (Overby & Lee, 2006), (Khair et al., 2023), (Rahmi et al., 2019), which stated that consumers who are oriented towards functional benefits

are more likely to make impulsive purchases if the product meets their needs at a lower price.

Cultural Shopping Motives Against Impulse Buying

Based on the results of testing cultural shopping motives on impulse buying. This shows that the independent variable cultural shopping motive (X2) has a positive and significant partial influence on the dependent variable Impulse Buying (Y). Hypothesis 3 (H3) which states that cultural shopping motives have a partial influence on Impulse Buying is accepted, this means that every increase or decrease in cultural shopping motives will cause an increase or decrease in impulsive buying.

Cultural shopping motive is a shopping motive driven by norms, values, traditions, and cultural habits inherent in a society. In this context, shopping behavior is not only influenced by functional needs or personal pleasure, but also by cultural factors such as shopping habits during certain moments (e.g., Ramadan, Eid, Christmas, New Year), social norms, and symbolic values attached to consumption activities. Impulse buying is a spontaneous purchase decision without prior planning, triggered by emotional, social, and environmental stimuli. Cultural shopping motives can influence impulse buying because: a) Norms and Traditions, in certain cultures, shopping is not just about fulfilling needs, but also a form of participation in social celebrations. This can encourage individuals to buy spontaneously to align with their social environment. b) Social Symbols, Products that are considered to reflect status, identity, or adherence to certain cultural values can trigger impulsive buying. c) Cultural Momentum, Cultural and religious events often create a strong emotional atmosphere, encouraging consumers to buy more, even if it is not planned.

Thus, cultural shopping motives influence impulse buying, because consumers are driven not only by personal needs but also by socio-cultural demands that shape consumption patterns.

Hedonic Shopping Motive, Utilitarian Shopping Motive and Culture Shopping Motive Against Impulse Buying

Based on the test results, the calculated F shows that the independent variables, namely hedonic shopping motive (X1), utilitarian shopping motive (X2) and culture shopping motive (X3) have a significant influence on the dependent variable, namely Impulse Buying (Y). Hypothesis 4 (H4) which states that hedonic shopping motive, utilitarian shopping motive and culture shopping motive have a simultaneous influence on impulsive buying is accepted, this means that every increase or decrease in hedonic shopping motive, utilitarian shopping motive and culture shopping motive will affect the increase or decrease in impulsive buying.

The results of this study indicate a synergistic interaction between the three motives. Therefore, it is not only personal pleasure (hedonic), functional needs (utilitarian), or culture that drives impulsive buying; when all three are present together, consumers are more susceptible to impulse buying. These results indicate that impulsive buying behavior is multidimensional. Consumers act not only based on emotions (hedonic), logic (utilitarian), or habits (cultural), but also a combination of all three. Theoretically, these findings reinforce the view that impulse buying is influenced by interrelated psychological (hedonic), rational (utilitarian), and sociocultural (cultural) factors. This means that marketing strategies that want to stimulate impulse buying should consider all three aspects simultaneously. Previous studies with similar findings, including (Imaliya, 2024), (Wong et al., 2012), and (Razzaq et al., 2018), indicate that impulsive buying behavior is multidimensional.

CONCLUSION

Based on the research results above, it can be concluded that the hedonic shopping motive variable has no significant influence on impulse buying. Meanwhile, the utilitarian shopping motive and cultural shopping motive variables have a significant influence on impulse buying in the consumerism era, both partially and simultaneously. This finding reinforces the view that impulse buying is influenced by interrelated psychological (hedonic), rational (utilitarian), and sociocultural (cultural) factors. This means that marketing strategies aimed at stimulating impulse buying should consider all three aspects simultaneously.

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