JURNAL ECONOMINA
e-ISSN: 2963-1181
Volume 5, Nomor 9, September 2026
Homepage: ejournal.45mataram.ac.id/index.php/economina

Gen Z's Impulsive Buying on Online Marketplaces for Fashion: The Role of Hedonic Motivation, Shopping Lifestyle, and Price Discount as Mediating Variables

Aqila Zahra[1*], Fitri Kumalasari[2], Hanif Kurniadi[3]
[1,2,3] Faculty of Social and Economic Sciences, Universitas Sembilanbelas November Kolaka,Indonesia

**Corresponding Author: aqila17012019@gmail.com*

Article History

Received: 10-09-2026
Revised: 16-09-2026
Published: 30-09-2026

ABSTRACT

This study aims to analyze the influence of hedonic motivatio and shopping lifestyle on Generation Z's impulsive buying behavior in fashion shopping activities on online marketplaces, with price discount as a mediating variable. The research adopts a quantitative approach using a survey method. The population consists of Generation Z individuals in Kolaka Regency who have previously purchased fashion products through online marketplaces. A total of 130 respondents were selected using purposive sampling based on predetermined criteria. Data were collected through questionnaires measured using a Likert scale. The data analysis was conducted using Structural Equatio Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS software. The results reveal that hedonic motivation has a positive and significant effect on impulsive buying behavior. Likewise, shopping lifestyle and price discount also have a positive and significant influence on impulsive buying. In addition, price discount were found to mediate the relationship between hedonic motivation and shopping lifestyle on impulsive buying behavior. These findings suggest that higher levels of hedonic motivation and a stronger shopping lifestyle increase consumers' tendency to engage in impulsive buying, particularly when attractive price discount are offered by online marketplaces. Based on these results, online marketplaces and fashion businesses are encouraged to develop more engaging promotional strategies through price discount, interactive product displays, and enjoyable shopping experiences to enhance purchasing interest among Generation Z.

Keywords: hedonic motivation, shopping lifestyle, impulsive buying, price discount.

INTRODUCTION

Advancements in information and communication technology have significantly transformed people's lives, including the way they shop. People are now shifting from in person shopping to online shopping via marketplaces. Marketplaces make it easier for sellers and buyers to conduct transactions more quickly, conveniently, and efficiently. Platforms such as

Tokopedia, Shopee, Lazada, and Bukalapak play a crucial role in facilitating online buying and selling transactions (Joroh et al., 2024).

Indonesia is one of the countries experiencing rapid growth in the marketplace sector. Currently, e-commerce is expanding quickly and has become a vital part of the national digital economic ecosystem. The use of smartphones to access platforms is a primary driver of e-commerce growth, while also broadening market access (Khoiri.S et al., 2026). Fashion products are among the categories most frequently purchased online. The trend of online fashion shopping has gained increasing popularity recently, driven by the emergence of various e-commerce platforms offering digital purchasing options (Putri, 2021)

The growth of online shopping is closely linked to Generation Z. This generation is widely known for its high level of engagement with digital technology in daily life, including online purchasing activities. Generally, Generation Z prioritizes fashion featuring simple cuts, neutral colors, and high functionality (Suryana and Nurhijrah, 2015). Their decision to shop goes beyond merely meeting needs; instead, it is driven by the emotional fulfillment of pleasure and satisfaction, as well as a desire to follow trends currently popular in society—a phenomenon commonly known as the "Fear of Missing Out" (FOMO) (Arifianti and Firsanty, 2025).

These conditions trigger impulsive buying behavior. Generally, impulsive buying is defined as spending money without prior planning act that is sudden, unexpected, and often prompted by the immediate environmental context (Charan and Rahayu, 2022). The use of promotional features on marketplaces can heighten the consumptive behavior of users, who are often susceptible to the urge to shop spontaneously and impulsively (Anggraini et al., 2022).

One factor that can drive impulse buying is hedonic motivation. Hedonic motivation arises from psychological needs such as feelings of satisfaction or happiness, prestige, emotions, and other subjective sentiments characterizing it as the pleasure experienced during the process of selecting a product (Khair et al., 2023).

In addition to hedonic motivation, shopping lifestyle is another factor influencing impulsive buying. A shopping lifestyle is a pattern of consumer behavior that integrates shopping into daily life and can foster Impulsive Buying behavior (Fauziyyah & Oktafani, 2018). Consumers with a high shopping lifestyle orientation tend to be more prone to making impulsive purchases when faced with various promotions offered by marketplaces (Alfiyah and Prabowo, 2022).

On the other hand, price discount serve as an effective promotional strategy for attracting consumer attention. Price discounts are frequently employed by companies to boost consumer purchasing and acquire new customers (Risma and Sukmawati, 2023). Furthermore, advancements in information and communication technology have significantly transformed modern lifestyles, including shopping habits; shopping is no longer merely about fulfilling needs but also about deriving pleasure and satisfaction a concept known as hedonic motivation. Hedonic motivation is an internal factor that drives impulsive buying, a behavior characterized

by spontaneous purchases made without prior planning (Siahaan and Pasaribu, 2023).

Previous research has extensively examined impulsive buying. Siahaan and Pasaribu (2023) found that hedonic motivation and shopping lifestyle influence impulsiveibuying through positiveiemotionsfound that hedonic motivation and shopping lifestyle significantly influence impulsive buying. Similarly, Astana and Ariana (2025) reported that shopping lifestyle and price discount have a positive and significant effect on impulsive buying among university students. However, studies examining Price discount as a mediating variable are still limited, particularly in the context of Generation Z's fashion shopping on online marketplaces. In addition, prior findings regarding theieffect of hedonic motivation on impulsive buying remain inconsistent, indicating the need for further investigation.

Therefore, this study aims to analyze the effect of hedonic motivation and shopping lifestyle on Generation Z's impulsive buying behavior in online fashion shopping, with Price discount as a mediating variable.

METHOD

This study employed a quantitative research design using a survey method. The population comprised Generation Z consumers in Kolaka Regency who purchase fashion products through online marketplaces. Respondents were selected using purposive sampling with the following criteria: aged 13–28 years, residing in Kolaka Regency, active users of online marketplaces, and having prior experience purchasing fashion products online. A total of 130 respondents were included in the study. The sample size was determined based on Hair et al (2021), which recommends a minimum of ten times the number of indicators, particularly when the population size is unknown.

Data were collected using a questionnaire measured with a five-point Likert scale. The data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software. The analysis process included evaluation of the measurement model through validity and reliability testing, followed by assessment of the structural model using the coefficient of determination (R^2) and hypothesis testing based on path coefficients, t-values, and p-values to examine the relationships among the study variables.

Table 1. Research variables and indicators

Variables	Indicator
Hedonic Motivation (X1)	1. Control 2. Curiosity 3. Joy 4. Temporal Dissociation
Shopping Lifestyle (X2)	1. Activity 2. Interest 3. Opinion
Impulsive Buying (Y)	1. Spontaneity

Variables	Indicator
	2. Emotion 3. Speed of Decision
Price Discount (Z)	1. Discount 2. Discount Amount 3. Timing of Discounts

Based on theoretical reviews and research objectives, the conceptual framework of this study was designed to describe the influence of hedonic motivation and shopping lifestyle on Generation Z's impulsive buying of fashion items on marketplaces, with price discount serving as the mediating variable.

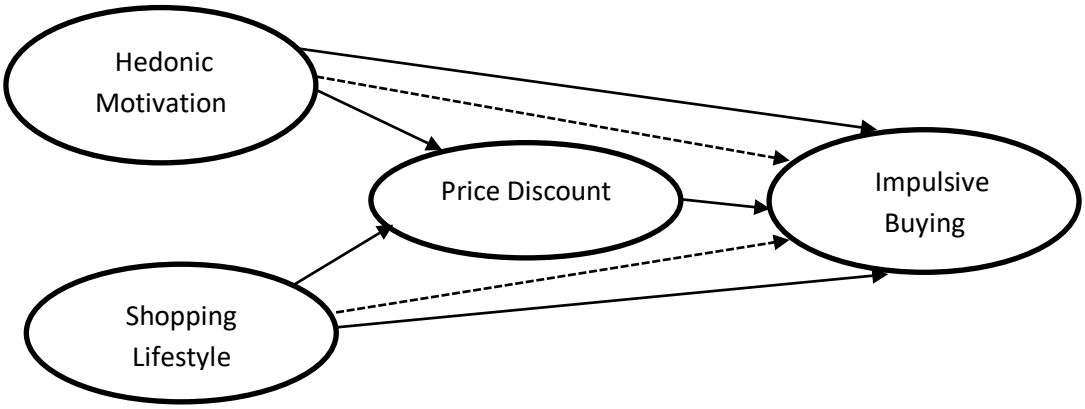

Figure 1. Research conceptual framework

1. Relationships between variables

1.1 The Relationship Between Hedonic Motivation and Impulsive Buying

Hedonic motivation is a factor influencing consumer behavior regarding impulse buying. It is characterized by the sense of pleasure experienced during the product selection process (Khair et al., 2023). Shopping activities that provide a sense of joy and an enjoyable experience can increase a consumer's tendency to make impulse purchases.

Research by Pamungkas et al (2025) concludes that hedonic motivation has a positive effect on impulse buying. Consumers who view shopping as a source of enjoyment, recreation, and personal satisfaction are more likely to make spontaneous purchases with limited rational evaluation. Based on the literature discussed above, the first hypothesis proposed in this study is as follows.

H1: Hedonic motivation is expected to positively and significantly influence impulsive buying behavior.

1.2 The Relationship Between Shopping Lifestyle and Impulsive Buying

Shopping lifestyle is a key factor influencing impulsive buying behavior. Individuals

are willing to make sacrifices to maintain this lifestyle, which subsequently leads to Impulsive Buying (Apupianti et al., 2019). As shopping becomes an integral part of daily life, consumers tend to be more responsive to trends, seek self expression, and strive to construct a social identity through the products they purchase. This dynamic makes them more prone to making spontaneous purchasing decisions without prior planning.

Research conducted by Dewi and Adi (2023), indicates that shopping lifestyle has a positive and significant influence on impulsive buying behavior. Consumers who view shopping as part of their lifestyle tend to be more responsive to various marketing stimuli such as promotions and price discount which, in turn, increases their propensity for unplanned purchases. Similar findings were reported by Badri et al (2023), who also observed that shopping lifestyle has a positive and significant impact on impulse buying. Based on the analysis above, the first hypothesis of this study is as follows.

H2: It is hypothesized that shopping lifestyle has a positive and significant effect on impulsive buying.

1.3 The Relationship Between Price Discounts and Impulsive Buying

Price discount are a marketing strategy that can influence consumer behavior regarding impulse buying. Research conducted by Risma and Sukmawati (2023), indicates that price discount have a positive and significant effect on impulse buying. The presence of price discount often creates the perception that consumers are securing a favorable deal, thereby prompting them to make immediate purchases without extensive rational deliberation. Consumers tend to worry about missing out on the opportunity to obtain a lower price, which subsequently triggers a spontaneous purchasing decision.

This aligns with findings Isnaini and Rahmidani (2021) stating that price discounts have a significant and positive impact on impulse buying. Consumers are more easily tempted to make purchases when presented with discount offers they perceive as attractive and advantageous. Price discount can enhance a product's appeal and encourage consumers to purchase items they had not previously planned to buy. Based on this review, the first hypothesis of this study is as follows.

H3: Price discount are expected to exert a positive and significant influence on impulse buying behavior.

1.4 The Relationship Between Hedonic Motivation and Price discount

Hedonic motivation is a factor influencing consumer perception of price discount. Hedonic motives arise from psychological needs such as feelings of satisfaction, happiness, prestige, and other subjective emotions (Khair et al., 2023). In such contexts, price discounts serve as an added attraction that boosts consumer shopping enthusiasm. Price discount are viewed not merely as economic gains but also as sources of pleasurable sensations, as consumers feel they have secured a more advantageous deal.

According to Sakina (2021), price promotions are a tool companies use to capture consumer attention and stimulate purchase interest. Consumers with high levels of hedonic motivation tend to be more responsive to various price promotions because shopping represents a pleasurable emotional experience for them.

Research by Anggarwati et al (2022) indicates that consumers with high hedonic motivation enjoy the shopping experience more and are more responsive to promotional stimuli, including product price discounts. These consumers are generally more attracted to discount offers than those who are utilitarian-oriented. Similar findings were reported by Saputri et al (2024) individuals with high hedonic motivation tend to be more drawn to promotions including price discounts because lower prices can enhance the enjoyment and interest associated with making a purchase. Based on the analysis above, the first hypothesis of this study is as follows.
H4: Hedonic motivation is predicted to positively and significantly influence consumers' responsiveness to price discount.

1.5 The Relationship Between Shopping Lifestyle and Price Discount

Shopping lifestyle is an important factor that shapes consumers' responses to price discount. According to Zein and Hadi (2025), consumers with a stronger shopping lifestyle orientation tend to exhibit higher levels of engagement in shopping activities, making them more responsive to various stimuli encountered during the purchasing process, including promotions and price offers. For these consumers, price discount represent not only financial savings but also an opportunity to obtain desired products at more favorable prices.

Empirical evidence also supports this relationship. Consistent with the research of Isnaini and Noerchoidah (2021), consumers with a shopping oriented lifestyle may be more responsive to promotional offers such as price discounts due to the economic appeal they provide. Based on these findings, the following hypothesis is proposed.
H5: Shopping lifestyle is expected to positively and significantly influence price discount.

1.6 The Relationship Between Hedonic Motivation and Impulsive Buying with Price discount as a Mediating Variable

Hedonic motivation is one of theifactors influencing consumers' impulsiveibuyingibehavior. People are willing to make sacrifices to adopt this lifestyle, which subsequently leads to impulsive buying behavior (Apupianti et al., 2019). Shopping activities that provide a pleasant experience can increase consumers' emotional drive to buy products impulsively.

On theiother hand, Price discount are one of the external stimuli that can reinforce impulsive buying. A price discount is understood as a price reduction aimed at attracting consumers, resulting in an actual price that is lower than the standard price; furthermore, the discount offered must be significant to the consumer (Machfoedz, 2005). Consumers with high levels of hedonic motivation tend to be more responsive to discount offers because price reductions are perceived as providing both financial benefits and enhancing the enjoyment of

shopping. This situation further encourages consumers toimake spontaneousipurchases. Research Wijayanto et al (2023) indicates that product knowledge has a positive and significant effect on purchase intention, mediated by price discounts on the marketplace. Based on the above studies, the first hypothesis of this study is as follows.

H6: Price discount are expected to mediate the relationship between hedonic motivation and impulsive buying.

1.7 The Effect of Shopping Lifestyle on Impulsive Buying with Price Discount as a Mediating Variable

Shopping lifestyle is one of theifactors influencing consumers' impulsive buying behavior. Consumers with a strong shopping lifestyle are willing to make sacrifices to maintain this lifestyle, which subsequently leads to impulsive buying behavior (Apupianti et al., 2019). This suggests that shopping lifestyle is closely linked to consumerist behavior, which can increase the tendency toward impulsiveibuying.

On theiother hand, Price discount serve as an external stimulus that can strengthen consumers' motivation to make purchases. According to Sakina (2021), price discount are one of the factors companies can use to attract consumer attention and stimulate interest in purchasing a product. Consumers with a high shopping lifestyle are generally more responsive to various promotional offers, including Price discount, which further increasesitheilikelihood of impulsiveibuying. Thus, Price discount not only attract consumers' attention but also reinforce the influence of shopping lifestyle on impulsive buying.

Research Lee & Chen-Yu (2018) indicates that the affective aspect associated with price discounts plays a significant mediating role in the relationship between price discounts and consumer perceptions. Based on the studies discussed above, the first hypothesis of this research is formulated as follows.

H7: Price discount are expected to mediate the relationship between shopping lifestyle and impulsive buying behavior.

RESULTS AND DISCUSSION

The analysis was carried out in two main stages. The first stage is the Measurement Model (Outer Model), which evaluates the relationship between latent variables and their indicators (manifest variables). The second stage is the Structural Model (Inner Model), which examines the relationships among the latent variables within the proposed research model.

1. Results of the Outer Model Test

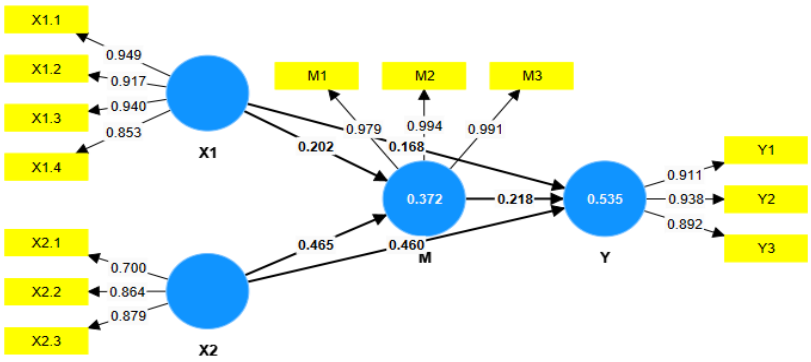

Figure 2. PLS algorithm output

1.1 Validity Test

Convergent validity was confirmed across all constructs; Table 2 presents the outer loading values and AVE scores.

Table 2. Validity test results (outer loadings and ave)

Item	Hedonic motivation	Shopping Lifestyle	Impulsive Buying	Price diskon	AVE
HM1	0.949				0.976
HM2	0.917				
HM3	0.940				
HM4	0.853				
SL1		0.700			0.838
SL2		0.864			
SL3		0.879			
IB1			0.911		0.669
IB2			0.938		
IB3			0.892		
PD1				0.979	0.835
PD2				0.994	
PD3				0.991	

All outer loading values exceed 0.7, and all Average Variance Extracted (AVE) values are above 0.5, indicating that all constructs in this study have good convergent validity.
In addition to convergent validity, discriminant validity was also evaluated using cross-loadings, the Fornell-Larcker criterion, and the Heterotrait-Monotrait (HTMT) ratio. All results meet the recommended threshold of below 0.9. The detailed results of the cross-loadings, Fornell-Larcker criterion, and HTMT analysis are presented as follows.

Table 3. Cross-loading values

Item	X1	X2	Y	Z
X1.1	**0.949**	0.566	0.538	0.464
X1.2	**0.917**	0.572	0.499	0.459
X1.3	**0.940**	0.560	0.503	0.426
X1.4	**0.853**	0.539	0.489	0.430
X2.1	0.534	**0.700**	0.401	0.401
X2.2	0.509	**0.864**	0.703	0.431
X2.3	0.482	**0.879**	0.558	0.602

Table 3. Continued

Y2	0.512	0.587	**0.938**	0.548
Y3	0.403	0.592	**0.892**	0.480
M1	0.480	0.583	0.575	**0.979**
M2	0.489	0.589	0.555	**0.994**
M3	0.472	0.573	0.560	**0.991**

Based on Table 3 above, all indicators exhibit higher loading values on their respective constructs compared to other constructs. This indicates that each indicator adequately represents its intended construct. Therefore, it can be concluded that the model satisfies the requirements of discriminant validity based on the cross-loading criterion.

Table 4. Fornell-larcker

Variable	Z	X1	X2	Y
Z	0.988			
X1	0.486	0.916		
X2	0.589	0.611	0.818	
Y	0.570	0.555	0.691	0.914

Based on the results of the discriminant validity test using the Fornell-Larcker criterion presented in Table 4, all constructs meet the required standards of discriminant validity. This is evidenced by the square root of the Average Variance Extracted (AVE) for each construct being higher than its correlations with other constructs. Specifically, construct Z has a value of 0.988, X1 is 0.916, X2 is 0.818, and Y is 0.914, all of which exceed the inter-construct correlation values.

Accordingly, it can be concluded that each construct demonstrates good discriminant validity, as each is able to clearly distinguish itself from the other constructs in the model.

Table 5. Heterotrait-monotrait ratio (htmt) approach

Variable	Z	X1	X2	Y
Z				
X1	0.506			
X2	0.679	0.743		
Y	0.603	0.597	0.818	

Based on Table 5, the results of the discriminant validity test using the Heterotrait-Monotrait (HTMT) ratio show that all inter-construct correlation values are below the recommended threshold of 0.90. The HTMT values between Z and X1 are 0.506, Z and X2 are 0.679, Z and Y are 0.603, X1 and X2 are 0.743, X1 and Y are 0.597, and X2 and Y are 0.818.

These results indicate that all constructs demonstrate adequate discriminant validity, as each variable is empirically distinct from the others in the model. Therefore, it can be concluded that the research model meets the requirements of discriminant validity based on the HTMT criterion.

1.2 Reliability Test

Table 6. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
M	0.988	0.988
X1	0.937	0.935
X2	0.909	0.902
Y	0.785	0.752

Based on Table 6, all variables in this study demonstrate Composite Reliability and Cronbach's Alpha values exceeding the threshold of 0.7. This indicates that the measurement instrument fulfills the reliability requirements and is considered consistent in measuring the constructs under investigation.

2. Inner Model Test Result

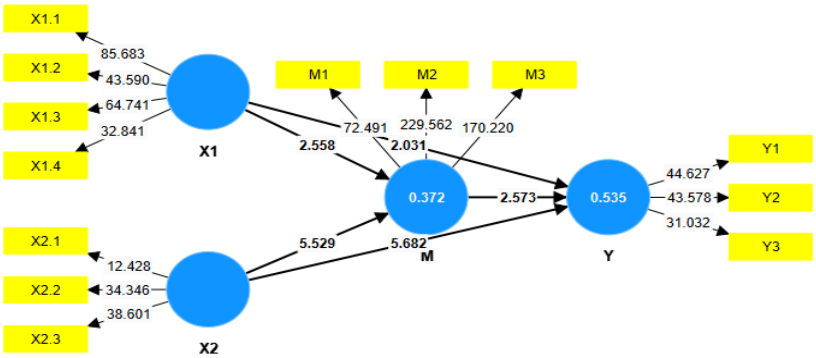

Figure 3. PLS bootstrapping output

In this study, the criteria used in hypothesis testing were a T-statistic > 1.64 and a p-value < 0.05, in accordance with a one-tailed approach. The results of the analysis of variance (R^2) or coefficient of determination in this study are as follows.

Table 7. R-square values

Variable	R-Square
M	0.372
Y	0.535

Based on Table 7, the R-Square value for the M variable (Price Discount) of 0.372 indicates that the hedonic motivation and shopping lifestyle variables account for 37.2% of the variation in price discount. Meanwhile, the R-Square value for the Y variable (Impulsive Buying) of 0.535 indicates that the variables hedonic motivation, shopping lifestyle, and price discount account for 53.5% of the variation in Impulsive Buyin**g.**

Table 8. Hypothesis test result

Hypotesis	**Original Sample Estimate (O)**	**Mean of Sub Sample (M)**	**Standard Deviation (STDEV)**	**T-statistic (|O/STDEV|)**	**P-value**
H1: Hedonic Motivation→ Impulsive Buying	0.168	0.159	0.083	2.031	0.022
H2: Shopping Lifestyle→ Impulsive Buying	0.460	0.470	0.081	5.682	0.000
H3: Price Discount→ Impulsive Buying	0.218	0.211	0.085	2.573	0.006
H4: Hedonic Motivation→ Price Discount	0.202	0.211	0.079	2.558	0.006
H5: Shopping Lifestyle→ Price Discount	0.465	0.459	0.084	5.529	0.000
H6: Hedonic Motivation→ Price Discount→ Impulsive Buying	0.044	0.045	0.026	1.693	0.046
H6: Shopping Lifestyle→ Price Discount→ Impulsive Buying	0.101	0.095	0.039	2.632	0.005

In Table 8 above, the results of hypothesis testing based on data processing using SmartPLS 4.0 show that all seven hypotheses are accepted.

DISCUSSION

1. The Relationship Between Hedonic Motivation and Impulsive Buying

Hedonic motivation has a positive and significant effect on impulsive buying among Generation Z consumers in fashion shopping on online marketplaces. This indicates that the higher the level of consumers' hedonic motivation, the greater their tendency to engage in Impulsive Buying behavior, the greater their tendency to make impulsive purchases. Gen Z consumers are driven not only by functional needs but also by a desire to experience pleasure, entertainment, and emotional fulfillment during the shopping process.

These findings indicate that fashion shopping on marketplaces has become part of Gen Z's experience-oriented lifestyle. Gen Z tends to view fashion shopping not only as a means to meet their clothing needs, but also as a form of entertainment, a way to follow trends, and a means of expressing their identity through fashion products purchased on marketplaces. When Gen Z consumers experience enjoyment while exploring various fashion products on marketplaces—such as viewing attractive product displays, following the latest fashion trends, discovering entertaining promotions, and using the app's interactive features the impulse to make spontaneous purchases increases. This leads to fashion purchases often being made without prior planning, driven by the enjoyable shopping experience and the ease of transactions offered by marketplaces.

The findings of this research are in line with the views of Pasaribu and Dewi (2015), hedonic shopping motivation can encourage consumers to make impulsive purchases because shopping activities are not only based on needs, but also on the experience and pleasure obtained while shopping. In addition, Haryanti et al (2025), hedonic shopping motivation can form positive emotions during the shopping process, which in turn increases consumers' tendency to make impulsive purchases.

This research is also supported by Averroes and Kurniawan (2022) showing that hedonic shopping motivation can increase the tendency to impulse buy in Generation Z through the involvement of positive emotions in shopping activities. Thus, it can be concluded that hedonic motivation is one of the key factors influencing impulse buying behavior among Generation Z, especially in the context of shopping for fashion products in marketplaces, where emotional experience is the main driving factor in making purchasing decisions.

2. The Relationship Between Shopping Lifestyle and Impulsive Buying

The results of the study indicate that shopping lifestyle has a positive and significant effect on impulsive buying among Generation Z consumers in fashion shopping on online marketplaces. This suggests that the more established a consumer's shopping lifestyle, the higher their tendency to engage in impulsive purchases. Consumers from Gen Z who perceive shopping as part of their lifestyle are more likely to spend time exploring products, following fashion trends, and responding to attractive promotional offers available on marketplaces.

Shopping lifestyle goes beyond basic needs, as it reflects Generation Z's consumption

patterns that are shaped by trends, enjoyment, and the desire to keep up with developments in social environments and digital platforms. In the context of online fashion shopping, Gen Z often views shopping as a form of self expression and a reflection of a modern lifestyle. Consumers with a strong shopping oriented lifestyle tend to be more active in browsing marketplaces, seeking the latest fashion items, following promotional campaigns, and paying attention to trending recommendations. As a result, they become more susceptible to impulsive buying, especially when products align with their preferences, are trending, or are endorsed by social media influencers. Consequently, purchasing decisions are often driven by emotions rather than careful rational evaluation.

This finding is in line with research by Maidah and Sari (2017), showing that shopping lifestyle influences impulse buying. Likewise, Sofiyah et al (2024) found that the shopping lifestyle has a positive and significant effect on impulse buying among Shopee e-commerce consumers, indicating that the shopping lifestyle can encourage consumers to make spontaneous purchases. Therefore, it can be concluded that shopping lifestyle is the main determining factor of impulse buying among Generation Z, especially in the context of the fashion market where trends and lifestyle greatly influence purchasing behavior.

3. The Relationship Between Price discount and Impulsive Buying

Price discount have a positive and significant effect on impulsive buying among Gen Z when shopping for fashion on marketplaces. This indicates that the larger or more attractive the discount offered, the higher the likelihood that consumers will make impulsive purchases. For Gen Z, the availability of discounts is often the main draw that drives quick purchasing decisions without prior planning.

These findings indicate that Price discount are one of the most effective external stimuli in influencing Gen Z's fashion shopping behavior on marketplaces. In online shopping, Gen Z tends to be more interested in fashion products that offer Price discount because they are perceived as providing greater value and an opportunity to obtain trendy products at more affordable prices. When consumers see Price discount on fashion products in marketplaces, they tend to feel they are getting more value from their purchase, which creates an urge to buy the product immediately before the promotion or discount ends. Various marketplace features such as flash sales, limited-time discounts, free shipping, and countdown promotions further reinforce the sense of urgency among consumers in making purchasing decisions. This situation leads to a faster, more spontaneous, and generally less rational decision-making process, as consumers are more influenced by their attraction to discounts than by actual needs.

These research findings align with the view of Machfoedz (2005), who defines price discount as price reductions aimed at attracting consumers resulting in an actual price lower than the standard price where the discount offered must be significant to the consumer. Furthermore, Risma and Sukmawati (2023) notes that price discount have a positive and significant influence on impulsive buying.

4. The Relationship Between Hedonic Motivation and Price discount

The results of the study show that hedonic motivation has a positive and significant effect on Price discount in Gen Z's fashion shopping behavior on marketplaces. This indicates that the higher a consumer's hedonic motivation, the greater their attention and response to price discount offers on fashion products on marketplaces. Gen Z consumers with high hedonic motivation tend to view fashion shopping as a means to seek pleasure, entertainment, keep up with trends, and gain enjoyable emotional experiences during the online shopping process.

In the context of fashion shopping on marketplaces, Price discount are not only viewed as a cost-saving strategy but also as a stimulus capable of enhancing consumers' emotional satisfaction. When Gen Z consumers, who are highly hedonistically motivated, see discounts on fashion products, they perceive an added benefit that can amplify their sense of joy and satisfaction while shopping. Various marketplace features such as flash sales, discount vouchers, free shipping, and special fashion promotions further increase consumer interest in the products offered. These conditions make consumers more easily attracted to and more responsive to lower price offers, so that fashion purchasing decisions on marketplaces are made more quickly and tend to be spontaneous.

These findings align with the research of Anggarwati et al (2022), which indicates that consumers with high hedonic motivation tend to enjoy the shopping experience more and are more responsive to promotional stimuli, including product price discounts. Furthermore, research by Saputri et al (2024), suggests that individuals with high hedonic motivation are generally more attracted to promotions such as price discounts because lower prices can enhance the pleasure and interest associated with making a purchase.

5. The Relationship Between Shopping Lifestyle and Price discount

The results of the study indicate that shopping lifestyle has a positive and significant effect on price discount in Generation Z's fashion shopping behavior on online marketplaces. This suggests that the stronger a consumer's shopping lifestyle, the greater their attention and responsiveness toward price-based promotional offers on fashion products. Gen Z consumers with a well-developed shopping lifestyle tend to perceive fashion shopping as part of a modern way of living, a means of following current trends, and a form of self-expression in everyday life.

In the context of online fashion shopping, price discount are not only seen as price reductions but also as attractive promotional tools that enhance consumers' willingness to shop. When Gen Z consumers with a strong shopping lifestyle encounter discounts on fashion items, they perceive greater value in obtaining desired products at more affordable prices. Promotional strategies offered by marketplaces, such as flash sales, discount vouchers, cashback programs, and free shipping, further encourage consumers to explore and purchase trending fashion products. As a result, consumers become more sensitive to price promotions and more likely to

take advantage of them in their purchasing decisions.

These findings align with research by Zein and Hadi (2025), indicating that consumers with a stronger shopping lifestyle orientation tend to be more engaged in shopping activities, consequently, they are more responsive to various stimuli encountered during the purchasing process, including promotions and price offers. Similarly, research by Isnaini and Noerchoidah (2021), suggests that consumers with a shopping lifestyle inclination may be more responsive to promotional offers such as price discounts due to the economic appeal they provide.

6. The Relationship Between Hedonic Motivation and Impulsive Buying through Price discount

The results of the study show that hedonic motivation has a positive and significant effect on impulsive buying, with price discount acting as a mediating variable in Generation Z's fashion shopping behavior on online marketplaces. This indicates that hedonic motivation not only directly encourages Impulsive Buying but is also strengthened by the presence of price discount offered on fashion products.

Generation Z consumers with high hedonic motivation tend to engage in online fashion shopping for enjoyment, entertainment, trend following, and emotional satisfaction. Activities such as exploring various fashion items, viewing attractive product displays, following the latest trends, and interacting with marketplace features provide pleasurable shopping experiences. When price discount are present, they further enhance this emotional drive by creating a perception of greater value and increasing satisfaction in the shopping process.

Promotional strategies such as flash sales, discount vouchers, cashback, free shipping, and special fashion deals make consumers more inclined to make immediate purchasing decisions. The combination of hedonic motivation and price discount increases the likelihood of spontaneous buying behavior, where consumers prioritize enjoyment and perceived benefits over actual needs.

In this context, price discount function as a strengthening mechanism that connects hedonic motivation to impulsive buying among Gen Z consumers in fashion shopping on marketplaces. Although hedonic motivation alone can influence purchasing behavior, its effect becomes stronger when supported by attractive promotional offers. Therefore, price discount play an important role in amplifying the impact of hedonic motivation on impulsive buying.

These findings align with research Wijayanto et al (2023), indicating that product knowledge has a positive and significant effect on purchase intention, mediated by price discounts on marketplaces.

7. The Relationship Between Hedonic Motivation and Impulsive Buying through Price discount

The results of the study show that shopping lifestyle has a positive and significant effect

on impulsive buying, with price discount acting as a mediating variable in Generation Z's fashion shopping behavior on online marketplaces. This indicates that shopping lifestyle not only directly influences Impulsive Buying behavior but is also strengthened by the presence of price discount offered on fashion products.

In the context of online fashion shopping, Generation Z consumers with a strong shopping lifestyle tend to perceive shopping as part of a modern way of living, a means of following the latest fashion trends, and a form of leisure and entertainment in their daily activities. Online marketplaces provide easy access to a wide range of fashion products through attractive displays, trend-based recommendations, and various promotional offers. When consumers with this lifestyle encounter price discount, they are more likely to engage in spontaneous purchasing as they perceive greater opportunities to fulfill their shopping desires.

Thus, price discount function as a reinforcing mechanism that strengthens the relationship between shopping lifestyle and impulsive buying among Generation Z consumers. While a strong shopping lifestyle alone can influence purchasing behavior, its effect becomes more pronounced when combined with attractive promotional offers. This suggests that external stimuli in the form of price discount play an important role in amplifying the impact of shopping lifestyle on impulsive fashion purchasing decisions.

These findings align with Sakina (2021), who identifies price discount as a factor companies can use to capture consumer attention and stimulate purchase interest. Similarly, Lee & Chen-Yu (2018) demonstrate that the affective aspect associated with price discount plays a crucial mediating role in the relationship between price discount and consumer perception.

CONCLUSION AND RECOMMENDATIONS

Based on the research findings, it can be concluded that hedonic motivation, shopping lifestyle, and price discount have a positive and significant effect on impulsive buying among Generation Z in fashion shopping on online marketplaces. Among these variables, shopping lifestyle emerges as the most dominant factor influencing impulsive buying behavior. Furthermore, both hedonic motivation and shopping lifestyle are found to have a positive effect on price discount. The study also confirms that price discount mediate the relationship between hedonic motivation and shopping lifestyle on impulsive buying, indicating that promotional discounts can strengthen consumers' tendency toward spontaneous purchasing.

Online marketplaces and fashion businesses are recommended to improve the shopping experience by providing more interactive features, attractive promotional programs, and well designed discount strategies to increase Gen Z consumers' purchasing interest. Meanwhile, consumers are encouraged to exercise greater self-control in their shopping behavior and prioritize actual needs to avoid excessive spending. For future research, it is suggested to incorporate additional variables such as emotional value, social influence, or online reviews, as

well as to expand the research scope in order to obtain more comprehensive and diverse findings.

REFERENCES

Alfiyah, M. T., & Prabowo, B. (2022). Pengaruh Promosi Penjualan dan Shopping Lifestyle terhadap Impulse Buying pada Konsumen Shopee di Kota Tuban Muhammida. *Journal Business and Management*, 1–10.

Anggarwati, D., Hermawan, A., & Rahayu, W. P. (2022). The Effect of E-WOM, Price Discount and Hedonic Shopping Motivation on Impulse Buying through Online Marketplace. *International Scientific Journals Of Social, Education and Humaniora*, *2*(1). http://scholar.unand.ac.id/102782/

Anggraini, D., Azman, H. A., Hasanah, N. F., Febrian, H., & Sholihin, A. (2022). Pengaruh Flash Sale dan Tagline "Gratis Ongkir" Shopee Terhadap Impulsive Buying Secara Online dengan Muslim Self-Control Sebagai Variabel Moderating (Kajian Perspektif Ekonomi Islam) Dila. *Jurnal Ilmiah Ekonomi Islam*, *2*(01), 734–749.

Apupianti, I. N., Sumarwan, U., & Tinaprilla, N. (2019). Influences of Shopping Lifestyle and Reference Groups Towards Purchase Intention of Preloved Fashion. *Indonesian Journal of Business and Entrepreneurship*, *5*(3), 252–262. https://doi.org/10.17358/ijbe.5.3.252

Arifianti, R., & Firsanty, F. P. (2025). Motivasi Hedonic Shopping Pada Generasi Z Di Kota Bandung. *Jurnal Lentera Bisnis*, *14*(1), 209–217. https://doi.org/10.34127/jrlab.v14i1.1324

Astana, I. G. M. O., & Ariana, P. A. (2025). *Pengaruh Shoping Lifestyle Dan Price Discount Terhadap Impulse Buying Pada Mahasiswa Stie Satya Dharma Melalui Media Tiktok Shop*. *18*(1), 1–5.

Averroes, R., & Kurniawan, D. T. (2022). Ekonomi Bisnis Gen Z ' s Shopping Adventure : How Hedonic Shopping Motivation and Price Discount Influence Gen Z on Shopee in Impulse Purchases through Positive Emotions. *Jurnal Ekonomi Bisnis*, *27*(November), 137–155.

Badri, J., Helendra, Indah, Z., Johan, H., & Iljasmadi. (2023). The Influence of Hedonic Shopping Value and Shopping Lifestyle on Impulse Buying among Visitors to Transmart Padang. *Jurnal Minfo Polgan*, *12*(1), 934–946.

Charan, Y. Y. P., & Rahayu, M. N. M. (2022). Self-Control dan Impulsive Buying Wanita Dewasa Awal Pada Masa Pandemi. *Psikoborneo: Jurnal Ilmiah Psikologi*, *10*(4), 662. https://doi.org/10.30872/psikoborneo.v10i4.9100

Dewi, N. W. R. R. D., & Adi, I. N. R. (2023). Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, Positive Emotion, Impulse Buying E-Commerce. *Quantitative Economics and Management Studies*, *4*(6), 1082–1092. https://doi.org/10.35877/454ri.qems2032

Fauziyyah, A. N., & Oktafani, F. (2018). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Behavior. *Journal of Business and Management Research*, *8*(1), 1–14.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (3rd ed.)*. Sage Publications. https://doi.org/https://doi.org/10.1007/978-3-030-80519-7

Haryanti, I., Dessyarti, R. S., Pratiwi, A., Nurulrahmatiah, N., & Aryani, F. (2025). Hedonic Shopping Dan Flash Discount Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Mediasi. *Jurnal Dimensi*, *14*(8), 449–459.

Isnaini, M., & Rahmidani, R. (2021). Pengaruh Store Atmosphere Dan Price Discount Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening Pada Produk Fashion. *Jurnal Ecogen*, *4*(1), 10. https://doi.org/10.24036/jmpe.v4i1.10510

Isnaini, N. S., & Noerchoidah. (2021). Miniso Royal Plaza Surabaya Consumer Impulse Buying Behavior. *Journal of Applied Management and Business (JAMB)*, *2*(1), 1–11. https://doi.org/10.37802/jamb.v2i1.152

Joroh, M., Tumbel, A. L., & Lintong, D. C. . (2024). Keputusan Belanja Di Tokopedia The Influence Of Advertising And Lifestyle On Interest To Buy And Shoping Decisions At Tokopedia. *Jurnal EMBA*, *12*(4), 691–700.

Khair, A., Kurniawati, Yustika, R. L., & Rohmah, S. (2023). Pengaruh Hedonic Motivation dan Utilatarian Motivation Terhadap Impulsive Buying pada Pengguna E-Commerce. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi).*, *10*(1), 13–30. https://doi.org/10.35794/jmbi.v10i1.44802

Khoiri.S, M. M., Permana, B. A., Zeinta, B. A., Aprilas, D., Romadon, M., Nugraha, R. A., & Suri, R. M. (2026). Peran teknologi informasi dalam perubahan pola belanja masyarakat dari pasar tradisional ke E-Commerce. *INFOTECH : Jurnal Informatika & Teknologi*, *7*(1), 126–136. https://doi.org/10.37373/infotech.v7i1.2240

Lee, J. E., & Chen-Yu, J. H. (2018). Effects of price discount on consumers' perceptions of savings, quality, and value for apparel products: mediating effect of price discount affect. *Fashion and Textiles*, *5*(1). https://doi.org/10.1186/s40691-018-0128-2

Machfoedz, M. (2005). *Pengantar Pemasaran Modern, edisipertama, cetakan pertama,*. UPPAMP YKPN Yogyakarta.

Maidah, E. Al, & Sari, D. K. (2017). Pengaruh Price Discount, Fashion Involvement Dan Shopping Lifestyle Terhadap Impulse Buying. *BALANCE: Economic, Business, Management, and Accounting Journal*, *XIX*(2).

Pamungkas, B. W. P., Ekowati, T., & Runanto, D. (2025). Peran Shopping Enjoyment Memediasi Pengaruh Hedonic Motivation Terhadap Impulse Buying. *Jurnal Volatilitas*, *6*(6), 6.

Pasaribu, L. O., & Dewi, C. K. (2015). Pengaruh Hedonic Shopping Motivation Terhadap Impulse Buying Pada Toko Online. *Bina Ekonomi*, *19*(72), 159–170. https://journal.unpar.ac.id/index.php/BinaEkonomi/article/view/1486

Putri, G. E. (2021). Faktor-Faktor Mempengaruhi Keputusan Pembelian Produk Fashion Secara Online Melalui E-Commerce. *Prosiding Pendidikan Teknik Boga Busana*, *16*(1), 1–8. https://jurnal.uny.ac.id/index.php/ptbb/article/view/44667

Risma, S., & Sukmawati, C. (2023). Pengaruh Price Diskon Terhadap Impulse Buying Pada Aplikasi Shoope Indonesia. *Jurnal Ilmu Administrasi Bisnis*, *6*(1), 14–39.

Sakina, I. S. (2021). Impact of Price Promotion and Word of Mouth on Purchase Intention on Lazada (Case Study Bandung'S Consumers in 2020). *Ekonomi Bisnis*, *27*(2), 789–795. https://doi.org/10.33592/jeb.v27i2.1902

Saputri, D. A., Widayanto, & Budiatmo, A. (2024). Pengaruh Hedonic Shopping Motivation Dan Price Discount Terhadap Impulse Buying. *Jurnal Ilmu Administrasi Bisnis*, *13*(1), 68–77.

Siahaan, A. A., & Pasaribu, R. M. (2023). Pengaruh Hedonic Shopping Motivation, Dan Shopping Lifestyle Terhadap Impulse Buying Pada Produk Fashion Dikalangan Generasi Z Di Kota Medan. *Journal Business and Management*, *1*(1), 24–34.

Sofiyah, S., Iswati, & Widjadmoko, A. (2024). Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle terhadap Impulse Buying pada Konsumen E-Commerce Shoope Surabaya. *Jurnal Riset Manajemen*, *2*(3), 216–231. https://doi.org/10.54066/jurma.v2i3.2256

Suryana, S., & Nurhijrah. (2015). Preferensi Konsumen Generasi Z Terhadap Desain Busana Minimalis Pada E-Commerce. *PESONA – Jurnal Pendidikan Tata Busana*, *5*(1), 214–218. https://jurnal.unimed.ac.id/2012/index.php/pesona/index

Wijayanto, G., Jushermi, Wahyuni, S., Alvionita, A., Junaidi, R., & Pramadewi, A. (2023). Purchase Intention Model Determined by Tik-Tok Social Media Marketing and Product Knowledge through Price Discount as Intervening Variables. *Interdiciplinary Journal and Hummanity (INJURITY)*, *2*(4), 299–306. https://doi.org/10.58631/injurity.v2i4.59

Zein, F. U., & Hadi, E. D. (2025). Do Shopping Lifestyle, Price Discount, and Positive Emotion Influence Impulse Buying? An Empirical Analysis of the Indonesian Fashion Industry. *Journal of Enterprise and Development (JED)*, *4*(1), 19–26.