



The Influence of Lifestyle and Hedonism on Impulse Buying with Self-Control as a Moderation Variable

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ABSTRACT

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Introduction; The problem studied in this research is the effect of lifestyle and hedonism attitudes on impulse buying, with self-control as a moderating variable. The purpose of this study is to determine and analyze these effects among Generation Z Muslims in Bukittinggi City. **Method;** This research is field research with a quantitative approach. Data were collected through direct observation by distributing questionnaires. The sample consisted of Generation Z in Bukittinggi City. Data processing was done using SPSS 26. Analytical tools included instrument tests (reliability and validity), classical assumption tests (normality, autocorrelation, multicollinearity, heteroscedasticity), and hypothesis testing using t-test, F-test, and moderated regression analysis (MRA). **Result;** The results showed that the lifestyle variable significantly affects impulse buying (significance value $0.104 < 0.05$). Hedonism attitude also significantly affects impulse buying (significance value $0.000 < 0.05$). Moderation analysis revealed that self-control significantly moderates the relationship between lifestyle and impulse buying (coefficient = -0.064 , significance = $0.00 < 0.05$), indicating that stronger self-control weakens the effect of lifestyle on impulse buying. However, self-control does not moderate the relationship between hedonism attitude and impulse buying (coefficient = -0.024 , significance = $0.131 > 0.05$). **Conclusion;** Self-control plays a moderating role in the influence of lifestyle on impulse buying among Generation Z Muslim fashion consumers in Bukittinggi City, weakening this effect. However, self-control does not moderate the influence of hedonism attitudes on impulse buying.

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1. Introduction

This research phenomenon departs from the increasing impulse buying behavior among modern consumers, especially in the digital era which is characterized by easy access to e-commerce, social media, and algorithm-based promotion. The increasingly consumptive lifestyle of society and the orientation to pleasure (hedonism) encourage individuals to buy products without mature rational consideration. This condition is often exacerbated by psychological factors such as momentary emotional impulses, self-image, and social influences. However, not all individuals with a hedonistic lifestyle make impulse purchases; This is where self-control plays a role as a moderation variable that can hold or weaken the relationship between lifestyle and hedonism towards impulsive behavior. This phenomenon is important to research because it reflects changes in consumer behavior in the digital era and provides implications for marketing strategies, financial education, and consumer psychological balance in the face of modern consumptive culture.

The increase in impulse buying behavior among consumers, especially the younger generation and active users of online shopping platforms, indicates a shift in consumption patterns driven by modern lifestyles and hedonistic values. Consumers now tend to buy products not solely for functional needs, but also to fulfill emotional urges, social prestige, or enhance their self-image. This phenomenon raises new challenges in consumer behavior, including wastefulness, post-purchase regrets, and financial imbalances. However, the extent to which lifestyle and hedonism influence impulse buying behavior still needs to be understood more deeply, especially when it is associated with an individual's ability to self-control as a moderating factor that can strengthen or weaken these influences. Therefore, this study aims to address the issue of how lifestyle and hedonism influence impulse buying, as well as the extent to which self-control can mitigate these behavioral tendencies.

The research gap from the study "The Influence of Lifestyle and Hedonism on Impulse Buying with Self-Control as a Moderation Variable" lies in the lack of a deep understanding of the interaction between psychological factors (self-control) and socio-cultural factors (lifestyle and hedonism) in explaining impulse buying behavior, especially in the digital and e-commerce era. Most previous studies have only highlighted the direct influence of lifestyle or hedonism on impulse buying without considering the role of self-control as a moderation variable. In addition, previous research has tended to focus on the offline context of retail or the general population, so not many have examined how the digital environment, online promotion, and the ease of electronic transactions strengthen or weaken these relationships.

Thus, this study fills the gap by integrating modern consumer behavior approaches and personality psychology through an analysis of how self-control is able to moderate the influence of hedonistic lifestyles on impulse buying tendencies in the context of online shopping. The results are expected to make an empirical contribution to the consumer behavior literature, as well as provide practical recommendations for business professionals in designing ethical and sustainable marketing strategies.

Social media or online store media is the most popular and widely used e-commerce platform, making it superior in terms of memorable brands, price, product aspects, delivery, logistics, and attracting the largest number of daily visitors (Sulistyo et al., 2023). Generation Z is an individual who grew up with digital technologies, including the internet, social media, and smartphones. Generation Z is a generation that is very familiar with today's technological developments. Generation Z comprises of individuals born between 1997 and 2012. It shows that Generation Z has changed compared to other generations, especially in terms of online shopping and spending their money through *e-commerce*. Members of Generation Z have a

reputation for being hedonistic, overindulgent, and extravagant. This is because Generation Z is easily influenced by stimuli that encourage purchases (Venia, Marzuki, and Yuliniar, 2021). There is an information search process and the process of running features, which are two aspects of ease of use that need to be considered in the transaction process, based on how consumers perceive use, as this affects their decision-making process (Stafrezar, 2024). A shopping lifestyle is characterized as a way of behaving exhibited by consumers in response to a set of individual demands and feelings regarding the purchase of goods (Mawardi et al., 2023). Motivation that is oriented towards reactions, pleasure, and intrinsic stimuli is an example of hedonistic shopping behavior. In addition, hedonistic consumption is defined as behavior that involves *multisensory*, fanatical, and emotional. *Self-control* guides the younger generation to consider their behavior more so that every motivation they have is channeled well and never deviates from the applicable standards (Elnina, 2022).

Tabel 1. Internet Users in Indonesia

Years	Internet Users in Indonesia (%)
2018	64,8
2020	73,7
2022	77,01
2023	78,19
2024	79,5

Source: APJII 2024 data

table 1 concluded that internet users in Indonesia from time to time have experienced a significant increase. From the table above, it can also be seen that the use of the internet by the Indonesian people always increases from time to time, also because the population of Indonesians every year increases. APJII explained that, based on the total population of Indonesia in 2023, which was 278,696,200 people, the number of Internet users is expected to reach 221,563,479 people by 2024. Based on the findings of the 2024 Indonesian internet penetration survey released by APJII, therefore, 79.5% of Indonesians use the internet. The increase reached 1.4% when compared to the previous period. This shows that the graph of positive internet penetration trends in Indonesia has increased significantly over the past five years. In 2018, internet usage was 64.8%, increasing to 73.7% in 2020, 77.01% in 2022, and 78.19% in 2023.

Table 2. Indonesian people will use e-commerce in 2024

Year	E-commerce Users (Millions)
2017	70,8
2028	87,5
2029	112,1
2020	129,9
2021	148,5
2022	166,1
2023	180,6
2024	189,6

Source: tempo.co.id 2024

If you look at table 1.2, it can be seen that *e-commerce* users in Indonesia from 2017-2024 have increased where in 2017 there were 70.8 million people using *e-commerce*, there were 87.5 million users in 2018, there were 112.1 million *e-commerce* users in Indonesia in 2019, 129.9 million in 2020, 148.5 million in 2021, 166.1 million in 2022, 180.6 million in 2023, and 189.6 million in 2024.

Table 3. Population Composition of Bukittinggi City

Year of Birth	Generation	Quantity (%)
1945	Pre Boomer	1,81
1946-1964	Baby Boomer	11,61
1965-1980	X	19,61
1981-1996	Milenial	26,12
1997-2012	With	26,89
2013-2024	Alpha	13,89

Source: Bukittinggi City BPS data

If viewed from table 3, it can be seen and concluded that the age structure of the population of Bukittinggi City is dominated by Gen Z and millennial residents. The results of the 2020 SP show that there are 26.89% of Gen Z (born in 1997-2012) with an estimated age of 8-23 years and 26.12% of millennials (born in 1981-1996 with an estimated age of 24-39 years). The age structure based on this classification is important because each generation has different characteristics and traits so it needs to be understood in order to facilitate communication between generations for a positive contribution to the life of the nation.

Research conducted by Setiawan & Supriyanto, (2023) proves that hedonistic shopping motivation does not have a positive and significant influence on *impulse buying* among Muslim generation Z in Kudus district. On the other hand, the variable of shopping lifestyle showed a positive, but not significant, influence on the *impulse buying* of Generation Z Muslims in Kudus Regency. Research by Siahaan & Pasaribu, (2023) The results of the study show that *Hedonic Shopping Motivation* has a significant influence on *impulse buying*, as well as *Shopping Lifestyle* has a significant influence on *impulse buying*. The reality that exists today is that Generation Z Muslims in their attitude of buying a product are still heavily influenced by social media which causes many problems in the payment process after purchasing the product. With *implied* purchases, many social media users fall into using the *paylater* feature or can be charged with online debt. Although this behavior has been widely discussed in general research, studies that specifically link lifestyle and hedonism to *impulse buying* with *self-control* are still rare. Therefore, this study aims to fill this gap. Therefore, from the explanation above, researchers can conduct an assessment and analysis of the Influence of Lifestyle and Hedonism Attitudes on *Impulse Buying* with *Self-Control* as a Moderation Variable.

2. Theoretical Framework

According to Steen, *impulsive buying refers to purchases made by consumers without prior intentional planning* (Stern, 2015). Meanwhile, according to Schiffman and Karuk, impulse buying is an emotional decision or according to the urging of the heart. Emotions can be very strong and sometimes serve as the basis of the dominant purchasing motive (Schiffman and Kanuk, 2007). *Impulse buying* is divided into four categories: first, pure impulse buying which is characterized by no planning at all, second, impulsive impulse buying that occurs when the retailer and the store itself suggests a new product alternative to meet a desire or need, and third, impulse buying that reminds of a purchase that occurs when consumers only remember to buy the product they need when they are at it. in the store in front of the display, and the fourth is a planned impulsive purchase that is partially planned before entering the store, for example, a purchase for which the category has been

decided in advance (Aiolfi, Bellini, and Grandi, 2022). According to Rook, impulsive shopping as a condition of tension leads to purchases made in a hurry, as if pressed for time, without considering the subsequent consequences of the purchase decision. It further emphasizes that consumers may be in an irrational state of mind when shopping. emphasizing that consumers may be in an irrational state of mind when shopping (Rook, 1987). Impulse buying is a purchase that occurs because of a strong desire to buy something immediately, usually without considering the possible consequences (Dewi and Adi, 2023). Ujang Suharman emphasized that customers often make impulse purchases. The desire to buy often arises when shopping on online social media. This is due to many factors occurring, for example displays with a 50% discount that stand out and attract consumer interest. These products will be in demand by customers (Suharman, 2011).

Lifestyle or *shopping lifestyle* or related to the way individuals spend their time. Lifestyle also reveals the values a person holds in their environment and their perception of themselves and the world around them. In recent years, one of the most popular ways of living has been shopping. Be willing to make sacrifices to achieve this lifestyle, which can lead to impulsive purchases. *Shopping lifestyle* or the way people live, spend money, and use time is known as a shopping lifestyle. The basic characteristics of a person's life, such as income, education, and location, as well as their views on themselves and others, are aspects of lifestyle that are considered in measuring human activities (Hurruyati, 2010). A person's lifestyle in spending money makes a new trait and characteristic of an individual. Meanwhile, according to Kotler, *Lifestyle* is a person's lifestyle in the world that is revealed in their activities, interests, and opinions (Philip and Keller, 2007). The main factors that shape lifestyle can be divided into two, namely demographic and psychographic. Demographic factors, for example, are based on education level, age, income level and gender, while psychographic factors are more complex because the constituent indicators are consumer characteristics (Wahyuni and Ruyadi, 2018).

According to To, Liao, and Lin, the hedonic *shopping motivation* style is a consumption behavior that seeks happiness, fantasy, awakening, sensuality, and pleasure. The benefit of having a hedonic *shopping motivation* style is the presence of experiences and emotional feelings. The reason consumers enjoy hedonistic shopping is that they appreciate the shopping process. It is not intended for obtaining goods or completing shopping missions (i.e., completing shopping lists). Hedonism is a philosophical viewpoint that prioritizes pleasure or enjoyment as the primary goal of human existence and activity. Hedonistic shopping motivation attracts customers to shop as a pleasant experience, without thinking too much about the value of the goods obtained (To, Liao, and Lin, 2007). Hedonic *motivation* is an attempt to explore pleasure and how consumers strive to achieve it. Most consumers who have emotional passion often experience hedonistic shopping. Hedonistic shopping motivation is the motivation in consumers to shop because shopping causes a sense of satisfaction, and pleasure in itself without heeding the benefits of what is purchased. Satisfaction that arises from the presence of positive emotions from within consumers (Afif and Purwanto, 2020).

According to the theory of emotional intelligence, individuals who are consumed by negative emotions may struggle to process information effectively and may also struggle to focus on other tasks (Tonder, Petzer, and Fullerton, 2024). According to Justice Mensah, *self-control* refers to the extent to which a person can prevent themselves from acting on instinctive motivation or desire and avoid following through on it. Thus, the higher a person's self-control, the better he can refrain from acting on instinctive impulses or desires, and vice

versa. Self-control as a psychological resource is associated with various mental health indicators. Mental health, such as life satisfaction, meaning of life, and levels of depression and anxiety, should be known that self-control is Therefore, having and exerting a higher level of self-control can improve one's well-being and health (Mensah, Amponsah-Tawiah, and Baafi, 2024). Benedetta Grandi defines *self-control* as a chronic tendency to override or inhibit undesirable behavioral tendencies (such as impulses) and refraining from acting on those tendencies. There are also those who think of it as a deliberate, conscious, effort-filled, and resource-intensive process of suppressing impulses to achieve long-term goals or follow rules, or as an attempt to avoid or resist inconsistent behavior over time. In fact, high levels of self-control were found to be negatively associated with unwanted health problems such as impulse purchases. On the other hand, it shows a greater positive association with healthy outcomes (Grandi, Cardinali, and Bellini, 2020).

3. Methods

This type of research is quantitative, utilizing survey research methods. Quantitative exploration is research that focuses on measurements and models in research (Sujarweni, 2020). Survey research (research survey) is research that is completed through a review. both by going directly into the field and through the distribution of questionnaires. The data analysis method employed is regression analysis with moderation, also known as moderated regression analysis (MRA), using SPSS. The research was conducted on Generation Z, also known as Gen Z, in the city of Bukittinggi by distributing questionnaires. This research was carried out from September 2024 to February 2025. The data sources used consist of two types, namely primary data and secondary data. The study population consists of Generation Z in Bukittinggi city, with a sample size of 170 respondents. The operational definitions of the variables studied are as follows: lifestyle (X1), hedonism (X2), purchase decision (Y), and *self-control* (moderation variable). The data analysis techniques used to test the research variables are descriptive analysis, research instrument testing, classical assumption testing, and regression analysis with moderation, also known as moderated regression analysis (MRA).

4. Results and Discussion

4.1 Descriptive Results

Descriptive statistical analysis was conducted once all data and information had been successfully collected, allowing for immediate data processing. The study involved 170 respondents, a sample size deemed representative and appropriate for providing valid information regarding their personal characteristics, including gender, age, highest level of education, and current occupation.

Table 4. Descriptive Analysis

Indicator	Classification	Frequency	Percentage
Gender	Male	33	19.4
	Female	137	80.6
Age	0-20 Years	51	30.0
	21-28 Years	119	70.0
Education level	SD	2	1.2
	SMP	11	6.5
	SMA/SMA	75	44.1

Indicator	Classification	Frequency	Percentage
Type of Occupation	DIPLOMA	2	1.2
	S1	75	44.1
	S2	5	2.9
	Civil Servant	2	1.2
	Private Employee	22	12.9
	Entrepreneur	9	5.3
	House Wife	8	4.7
	Others	129	75.9

Source: Primary Data Processed 2025

Table 4 shows the information about respondents in this study were predominantly female, with the majority being young adults in their early twenties. Most participants had completed high school or obtained a bachelor's degree, indicating a relatively well-educated sample. The occupational background of the respondents was diverse, with many categorized under various other types of work, alongside private employees, entrepreneurs, housewives, and a small number of civil servants. Overall, the sample represents a broad cross-section of young individuals with varied educational levels and employment statuses.

4.2 Primary Statistical Results

Table 5. Validity and Reliability Test

No	Indikator	Corrected Item-Total	Cronbach Alpha
1.	X1.1	0.627	0.836
2.	X1.2	0.554	
3.	X1.3	0.738	
4.	X1.4	0.694	
5.	X1.5	0.500	
6.	X1.6	0.561	
7.	X2.1	0.742	0.868
8.	X2.2	0.638	
9.	X2.3	0.735	
10.	X2.4	0.682	
11.	X2.5	0.583	
12.	X2.6	0.667	
13.	Y.1	0.574	0.881
14.	Y.2	0.667	
15.	Y.3	0.682	
16.	Y.4	0.737	
17.	Y.5	0.509	
18.	Y.6	0.541	
19.	Y.7	0.727	0.857
20.	Y.8	0.727	
21.	Z.1	0.617	
22.	Z.2	0.533	
23.	Z.3	0.645	
24.	Z.4	0.555	
25.	Z.5	0.592	
26.	Z.6	0.596	
27.	Z.7	0.651	
28.	Z.8	0.537	
29.	Z.9	0.514	
30.	Z.10	0.409	

Source: Primary Data Processed 2025

All indicators in the table 5 show a Corrected Item-Total Correlation value above 0.30, indicating that each item is valid for measuring the respective variables. None of the indicators fall below this validity threshold, meaning all items are suitable for use in this research instrument. Regarding reliability, the Cronbach's Alpha values for each group of indicators (X1, X2, Y, and Z) are all above 0.60. This demonstrates good internal consistency and indicates that the instrument is reliable for measuring the constructs tested.

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Studentized Deleted Residual
N		170
Normal Parameters ^{a,b}	Mean	-.0014422
	Std. Deviation	1.01108844
	Absolute	.058
Most Extreme Differences	Positive	.041
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Primary Data Processed 2025

Based on the test results on table 6, it can be concluded that the data are normally distributed. This is evidenced by the Kolmogorov-Smirnov test results in the asymp. sig. (2-tailed) value, where according to the criteria, if the significance value is greater than 0.05, the data are considered normally distributed. The test result from the table shows a value of 0.200, which is greater than 0.05.

Tabel 7. Multicollinearity test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Life Style X1	.642	1.557
	Hedonism Style X2	.642	1.557
a. Dependent Variable: Y			

Source: Primary Data Processed 2025

From the table above, it can be observed that the obtained VIF values are less than 10, which leads to the conclusion that there is no multicollinearity present. Additionally, since the tolerance values are greater than 0.10, it further supports the conclusion that multicollinearity does not occur in the data.

Tabel 8. Heteroscedastisity Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286 ^a	.082	.060	30.43463
a. Predictors: (Constant), X2_Square, X1_Square, X2, X1				

Source: Primary Data Processed 2025

Based on Table 8, the analysis is as follows: the calculated chi-square value is obtained using the formula $\chi^2 = N \times R^2$, which equals $170 \times 0.082 = 13.94$. Given that the chi-square table value is 18.307, it can be concluded that the calculated chi-square value (13.94) is less than the table value (18.307). Therefore, it can be concluded that heteroscedasticity is not present.

Tabel 9. Interaction Test X1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-17.608	16.309		-1.080	.282
Life style X1	3.106	.747	2.210	4.158	.000
<i>Self-control</i> Z	.758	.385	.611	1.970	.050
interaction_X1	-.064	.018	-2.162	-3.627	.000

a. Dependent Variable: Y

Source: Primary Data Processed 2025

The results of the test examining the interaction between the lifestyle variable (X1) and the moderating variable show an interaction coefficient of -0.064. This indicates that the moderation by X1 reduces the effect of the independent variable on the dependent variable. In other words, the higher the value of X1, the weaker the influence of the independent variable on the dependent variable. Considering the significance value of 0.000, which is less than 0.05, the moderation effect of the lifestyle variable significantly influences the relationship between the independent and dependent variables. Therefore, hypothesis H3 is accepted.

Table 10. Interaction Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-5.489	16.106		-.341	.734
Hedonism StyleX2	1.773	.682	1.320	2.601	.010
<i>Self-control</i> Z	.289	.365	.233	.792	.430
Interaction_X2	-.024	.016	-.640	-1.517	.131

a. Dependent Variable: Y

Source: Primary Data Processed 2025

The results of the test examining the interaction between the hedonism attitude variable (X2) and the moderating variable show an interaction coefficient of -0.024. This indicates that the moderation by X2 reduces the effect of the independent variable on the dependent variable. In other words, the higher the value of X2, the weaker the influence of the independent variable on the dependent variable. However, considering the significance value of 0.131, which is greater than 0.05, it can be concluded that the moderating effect of the hedonism attitude variable is not statistically significant. Therefore, hypothesis H4 is rejected.

Tabel 11. F Test

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2866.155	2	1433.078	70.036	.000 ^b
Residual	3417.168	167	20.462		
Total	6283.324	169			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Primary Data Processed 2025

Based on the table 11, the calculated F-value is 70.036, while the critical F-value (F-table) is 3.05, and the significance value is 0.000. Since the calculated F-value is greater than the critical F-value and the significance value is less than 0.05, it can be concluded that lifestyle and hedonism attitudes simultaneously have a significant effect on impulse buying in fashion purchases among Generation Z Muslim consumers in Bukittinggi City.

Tabel 12. t-Test

Coefficients^a				
		Unstandardized Coefficients	t	Sig.
Model	B			
1 (Constant)	5.756	2.963	.003	
Life Style X1	-.164	-1.635	.104	
Hedonism Style X2	.992	10.371	.000	

a. Dependent Variable: Y

Source: Primary Data Processed 2025

Based on the test results on table 12 it can be concluded that the influence of lifestyle on impulse buying in fashion purchases among Generation Z Muslim consumers in Bukittinggi City is not significant, with a significance level of 0.104, which is greater than 0.05. Therefore, hypothesis H1 is rejected. Meanwhile, the influence of hedonism attitude on impulse buying is significant, with a significance value of 0.000 (less than 0.05) and a t-count greater than the t-table value. Thus, it can be concluded that hedonism attitude partially affects impulse buying, and hypothesis H2 is accepted.

Table. 13 Coefficient Determination Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675 ^a	.456	.450	4.524

a. Predictors: (Constant), X2, X1

Source: Primary Data Processed 2025

Based on the table 13, the coefficient of determination obtained from the test is 0.456 or 45.6%. This result indicates that the independent variables contribute 45.6% in influencing the dependent variable, while the remaining 54.4% is affected by other variables not included in the research model, such as price, product quality, and consumer characteristics, which also play a role but were not considered in this study.

4.3 Discussion

4.3.1 Lifestyle has a significant effect on impulse buying among Generation Z Muslim consumers in Bukittinggi

Based on the results, the coefficient of determination is 0.456, indicating that the independent variables contribute 45.6% to explaining variations in impulse buying, while

54.4% are influenced by other factors not included in this study, such as price, product quality, and consumer characteristics. The analysis shows that lifestyle does not have a significant effect on impulse buying among Generation Z Muslim fashion consumers in Bukittinggi. This insignificance may be due to Generation Z being more influenced by external factors such as discounts, promotions, and social media recommendations rather than their lifestyle. Although Generation Z is digitally active and often described as consumptive, many are adopting a more selective lifestyle, being mindful of the value of purchased goods. This reduces the direct link between a consumptive lifestyle and impulsive purchasing behavior. Statistically, the partial effect of lifestyle on impulse buying is not significant, aligning with previous research by Fendi Maradita and Dia Okta Sopiana, which found similar results regarding lifestyle's influence on impulse buying.

Similarly, Alfianto et al., (2019); Kelly, (2017) and Haris, (2024) investigated the influence of live streaming, shopping lifestyle, and hedonic shopping value on impulsive buying via TikTok Shop with price discount as a mediator among Generation Z. Their findings revealed that while live streaming and shopping lifestyle significantly affect price discount, they do not have a direct impact on impulsive buying. This further supports the notion that lifestyle indirectly affects impulsive purchases through external factors like discounts. Moreover, Saputri et al., (2025) found that lifestyle had a negative and insignificant effect on Islamic consumption behavior among Generation Z, indicating that lifestyle does not strongly influence adherence to Islamic principles in this context. Although their study focused on broader consumption behavior rather than impulsive buying specifically, the insignificance of lifestyle's effect remains consistent with the current findings.

4.3.2 Hedonism attitude has a significant effect on impulse buying among Generation Z Muslim consumers in Bukittinggi

The results indicate that hedonism attitude has a positive and significant effect on impulse buying among Generation Z, with a coefficient of 0.992 and a significance level below 0.05. This finding is consistent with various other studies exploring the consumer behavior of this generation. A higher hedonistic tendency correlates with an increased likelihood of impulse purchases, where individuals are more driven by the pursuit of pleasure and instant gratification. For example, studies by Elida et al., (2024) as well as Haris, (2024) also emphasize that hedonic shopping motives contribute to a pleasurable shopping experience, which in turn stimulates impulse buying among Generation Z. Furthermore, research by Ahmed, (2024) broadly investigates the influence of hedonism on impulse buying among Generation Z university students. These findings underscore the significant role of hedonistic aspects in understanding the dynamics of impulse buying behavior within this demographic segment.

4.3.3 Self-control moderates the relationship between lifestyle and impulse buying among Generation Z Muslim consumers in Bukittinggi

The moderating effect of self-control on the relationship between lifestyle and impulse buying is significant, with a coefficient of -0.064 and a significance value below 0.05. This indicates that self-control effectively reduces the influence of lifestyle on impulse buying among Generation Z Muslim consumers in Bukittinggi. Individuals with higher self-control are better able to resist emotional or situational triggers that often lead to impulsive purchases. Self-control serves as an internal regulatory mechanism, helping individuals to evaluate their needs and avoid unplanned buying. These findings support the Theory of Planned Behavior,

which posits that self-control shapes behavior by managing intentions and actions. This is consistent with research by Yordan Hermawan Apidana and Kholifah, as well as Masita Isnania, Eri Besra, and Suziana, all of whom found that self-control moderates the effect of lifestyle on impulse buying.

The relationship between self-control, impulsive buying, and shopping lifestyle. Their study found that self-control is a crucial factor in reducing impulsivity in purchasing behavior. Furthermore, they highlighted that self-control varies across age groups, with adolescents tending to be more impulsive. This supports the notion that self-control functions as an internal mechanism that helps individuals suppress urges for impulsive purchases that may be influenced by lifestyle (Dhewi et al., 2023).

The moderating effect of self-control on the relationship between lifestyle and impulse buying is significant, with a coefficient of -0.064 and a significance value below 0.05. This indicates that self-control effectively reduces the influence of lifestyle on impulse buying among Generation Z Muslim consumers in Bukittinggi. Individuals with higher self-control are better able to resist emotional or situational triggers that often lead to impulsive purchases. Self-control serves as an internal regulatory mechanism, helping individuals evaluate their needs and avoid unplanned buying. These findings support the Theory of Planned Behavior, which posits that self-control shapes behavior by managing intentions and actions. This is consistent with research by Puteri et al., (2022) explored whether self-control is an adequate predictor of controlling consumptive behavior, particularly among Muslim millennials using the internet to support their social lifestyle. Their results demonstrated that self-control plays a significant role in explaining the control of consumptive behavior, indirectly supporting its role in mitigating impulsive urges arising from lifestyle factors

Collectively, these findings reinforce the argument that self-control acts as an internal regulatory mechanism enabling Generation Z individuals to evaluate their needs and avoid unplanned purchases despite lifestyle influences. This aligns with the theory that individuals with higher self-control are better able to resist emotional or situational triggers that frequently lead to impulse buying.

4.3.4 Self-control moderates the relationship between hedonism attitude and impulse buying among Generation Z Muslim consumers in Bukittinggi

Contrary to the moderating effect on lifestyle, self-control does not significantly moderate the relationship between hedonism attitude and impulse buying, with a coefficient of -0.024 and a significance value of 0.131 (greater than 0.05). This suggests that self-control does not significantly weaken the influence of hedonistic tendencies on impulsive buying among Generation Z in Bukittinggi. The weak and non-significant moderating effect implies that external factors associated with hedonism, such as seeking pleasure and satisfaction, exert a stronger influence on impulse buying than the individual's ability to control impulses. Thus, despite one's self-control capabilities, hedonistic motivations remain dominant drivers of impulsive purchasing behavior in this context.

Similarly with this study, Rosdiana & Abdurrahman, (2023) found that hedonic shopping motivation moderates the relationship between price discount and impulse buying but does not moderate the effect of celebrity endorsers on impulse buying. This suggests that the moderating role of hedonic motivation varies depending on the context and involved variables, indicating the complexity of hedonic factors and their resistance to internal control mechanisms. Moreover, Haris, (2024) demonstrated that hedonic shopping value significantly drives impulse buying, whereas live streaming and shopping lifestyle do not

directly impact impulsive purchases. Their findings highlight that emotional and hedonic factors overpower price discounts in influencing impulsive behavior, implying limited effectiveness of self-control in restraining such urges.

Further supporting these insights, Nyrhinen et al., (2024) emphasized that individuals with low self-control, often associated with hedonistic tendencies, are highly susceptible to external stimuli like online ads and social media, which intensify impulse buying. Fafilek & Kramoliš, (2024) also noted the role of personal traits including self-control in impulsive buying but did not specifically analyze its moderating effect on hedonism. Contrastingly, Fihartini et al., (2024.) found self-control to significantly moderate the influence of Buy Now Pay Later services and hedonic motivation on online impulse buying, suggesting context-dependent effects.

5. Conclusion

Based on the discussion, lifestyle has a negative but insignificant partial effect on impulse buying among Generation Z fashion consumers in Bukittinggi. This may be because Generation Z is more influenced by external factors such as discounts, promotions, and social media recommendations rather than their lifestyle. Hedonism attitude, however, has a positive and significant effect on impulse buying, indicating that higher hedonism increases the likelihood of impulsive purchases. Self-control significantly moderates the relationship between lifestyle and impulse buying, with higher self-control reducing impulsive buying tendencies. Conversely, self-control does not moderate the effect of hedonism on impulse buying, likely due to strong external influences overpowering self-regulation.

This study has several limitations. It did not include other potentially influential variables such as price, product quality, and consumer characteristics. The sample was limited to Generation Z in Bukittinggi, which may limit the generalizability of the findings. Additionally, self-control and hedonism measures rely on self-reported questionnaires, which can be affected by perception and social desirability biases.

Future research should incorporate additional variables like price and product quality to better explain impulse buying behavior. Expanding the sample to other regions and demographic groups would improve generalizability. Practically, marketers targeting Generation Z should focus on external factors like promotions and social media influence, while also developing strategies to enhance consumers' self-control to reduce excessive impulsive purchases.

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