

The Impact of Lifestyle, Social Media, and Hedonic Shopping Motivation on Gen Z's Consumer Behavior: The Mediating Role of Emotional Shopping

Desya Rahma Fitri^{1*}, Shandy Puspita²

^{1,2}Management Study Program, Sekolah Tinggi Ilmu Ekonomi Wiyatamandala, Indonesia;

email: desyarahma12@gmail.com, shandypuspita1209@gmail.com

*Desya Rahma Fitri, Shandy Puspita

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Abstract: The research investigates the link between lifestyle, social media, and the desire for hedonic shopping on the Generation Z's Consumptive Behavior in Jakarta, with emotional shopping as a mediating variable. A stratified random sampling technique was employed, and data were gathered utilizing internet-based questionnaires distributed via WhatsApp and Instagram. The statistical analysis was performed with the aid of the SPSS (Statistical Program for Social Sciences). The results show that lifestyle, social media, and hedonic shopping motivation have a significant direct effect on emotional shopping. However, these variables do not directly affect consumptive behavior. Furthermore, the mediating role of emotional shopping is identified as a mediate variable linking lifestyle, social media, and hedonic shopping motivation with consumptive behavior. The outcomes underscore the significance of emotional aspects in comprehending the purchasing behavior of individuals from Generation Z and provide insights for marketers aiming to engage this demographic more effectively.

Keywords: *Lifestyle, Social Media, Hedonic Shopping Motivation, Consumptive Behaviour, Emotional Shopping*

INTRODUCTION

The swift progress of technology and the widespread availability of information have profoundly reshaped the ways of life, with Generation Z being affected most noticeably, raised in the digital era, possesses unique characteristics and preferences that differ from previous generations. One key aspect worth exploring is their consumptive behavior, which are shaped by a multitude of factors, such as lifestyle, social media, and hedonic shopping motivation.

Afif and Purwanto (2020) stated that consumers shopping through e-commerce often feel a strong urge to make immediate purchases without considering the consequences. Generation Z's modern lifestyle and openness to new trends, combined with heavy social media usage, create a fertile environment for consumptive behavior. Social media not only serves as a

platform for interaction and information sharing but also acts as an effective promotional tool. Engaging advertisements and content can trigger Gen Z's desire to purchase products or services—even those they don't necessarily need.

According to Putri, Suryani, and Berampu (2023), shopping involves two main activities: obtaining product information, including availability and transaction details, and acquiring goods or services. Hedonic shopping motivation—defined as the desire to gain pleasure and satisfaction from shopping—also plays a crucial role in Gen Z's consumptive behavior. Shopping is no longer just about meeting needs; it has become a way to entertain, relieve stress, and enhance social status.

Data from Databoks show that consumer spending increased by 4.34% in Q1 of 2022. Household consumption remains the primary driver of Indonesia's economic growth. According to Statistics Indonesia (BPS), household consumption expenditure reached IDR 2.42 quadrillion in Q1 2022, accounting for 53.65% of the national GDP of IDR 4.51 quadrillion. This figure marks an improvement from a contraction of 2.21% in Q1 2021 and a 2.83% growth in Q1 2020.

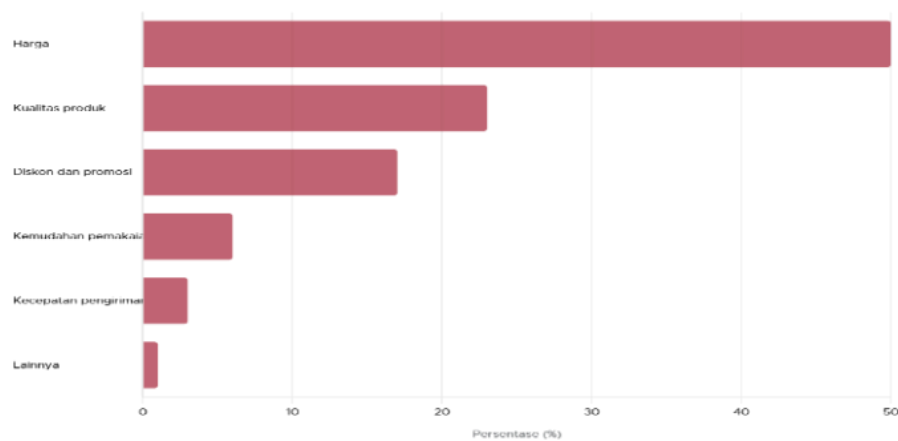


Figure 1. Gen Z's Considerations in Consumption

Source: Gen Z Report (February 2024)

According to Yonatan in Good Stats (2024), the main consideration before shopping online is product price. Gen Z tends to compare prices across online and offline stores before making purchasing decisions. Besides price, product quality is also important. Compared to millennials, Gen Z tends to be more impulsive when shopping, often influenced by FOMO (Fear of Missing Out) due to social media. Indah Tanip, Research Manager at Populix, agrees with this statement.

Bank Mandiri's Chief Economist Andry Asmoro noted that strong consumption contributed to economic growth in the first quarter of the year. Household consumption grew by 4.54% year-on-year, slightly higher than 4.48% in last quarter of 2022. This high household consumption supported Indonesia's first-quarter 2023 economic growth of 5.03%.

According to the National Radio News Agency, in recent years, there has been a significant shift in consumption patterns, especially with the rise of digitalization. This phenomenon has had both positive and negative impacts. One negative effect is the rise in consumptive behavior, driven by influencers and social media trends. This can lead to overspending and uncontrolled debt. Supporting this, BPS data from 2022 shows that 67.88% of Indonesians own a mobile phone—an increase from 65.87% in 2021—and this number is expected to grow annually.

The statistics from the 2023 Census by BPS indicate that individuals categorized as Generation Z, who were born between the years 1997 and 2012, account for a substantial portion of the population, totaling 74.93 million people, which is equivalent to 27.94%. This demographic dominance represents both a hope for future progress and a potential driver of change.

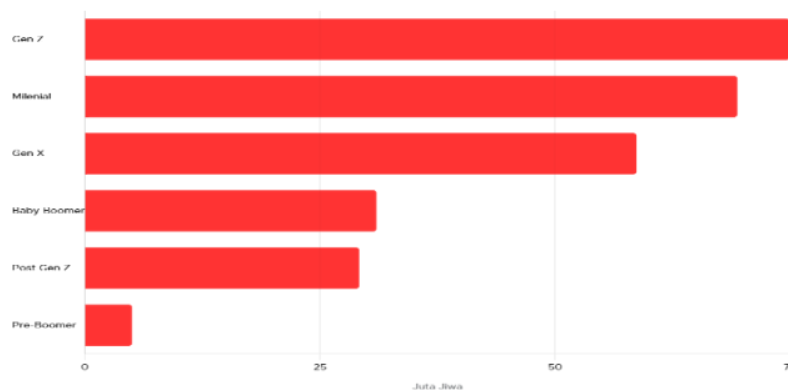


Figure 2. Gen Z Now Dominates Indonesia's Population

Source: GoodStats Data (August 2023)

In recent years, issues such as automation and social media have become major concerns for Generation Z. The development of automation and its impact on job opportunities, along with the pressures of large-scale social media use, have attracted serious attention. These urgent issues may even be prioritized over climate change due to their immediate effect on daily life.

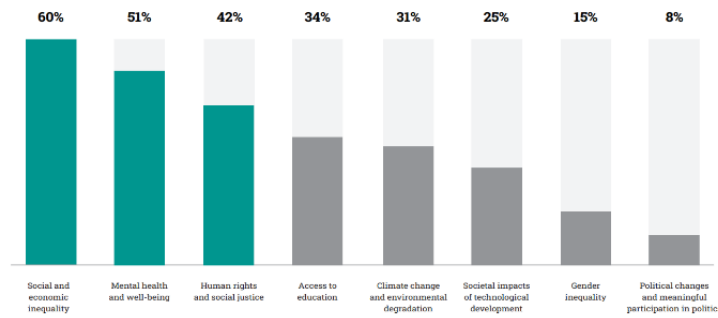


Figure 3. Key Issues for Indonesian Gen Z

Source: Indonesia Gen Z Report (2024)

According to the Gen Z Report (2024), the majority (60%) of Generation Z considers social and economic inequality to be the most pressing issue. Other concerns include mental health, human rights, education access, climate change, technology impact, gender inequality, and political change, though with lower percentages.

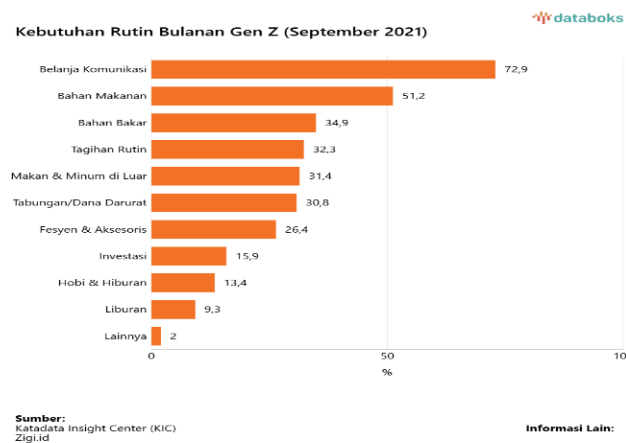


Figure 4. Gen Z's Monthly Spending Needs

Source: Katadata Insight Center (September 2021)

A survey by Katadata Insight Center (KIC) and Zigi (2021) shows that 72.9% of Gen Z respondents spend money regularly on communication needs such as mobile credit and internet. Food is another daily necessity. Additionally, 34.9% regularly spend money on fuel, followed by 31.4% who regularly buy meals and beverages outside. Only 9.3% allocate their budget to leisure or holidays. Furthermore, 13.4% spend regularly on hobbies and entertainment.

METHOD

Data Analysis Technique

The research presented here utilizes a quantitative methodology, employing a survey technique to gather data (Creswell & Creswell, 2019), with data collected from 200 Generation Z respondents in Jakarta through questionnaires measuring lifestyle, social media usage, hedonic shopping motivation, emotional shopping, and consumptive behavior. The responses, in the form of numerical data, will be classified into specific categories and analyzed using statistical techniques. Descriptive statistics will be used to summarize the data, while multiple linear regression will test direct effects among variables. Furthermore, path analysis will be employed to assess both direct and indirect effects, providing a clearer understanding of the mediating role of emotional shopping. Mediation analysis will be conducted using stratified random sampling (Lohr, 2021) to ensure representation across relevant subgroups.

Path analysis represents a further development of regression analysis, where regression can be seen as a specific form of path analysis. This method not only identifies the magnitude of the relationships among variables but also distinguishes between direct and indirect effects (Sugiyono & Susanto, 2015). The objective of this model is to elucidate how lifestyle, social media, and the motivation for hedonic shopping impact consumptive behavior, with emotional shopping serving as a mediating variable among Generation Z in Jakarta.

Every research study requires interpretation and data analysis to provide solutions to the research questions. For this purpose, Data analysis was conducted through the use of SPSS (Statistical Program for Social Sciences) (version 26). SPSS enables researchers to answer quantitative, inferential, and analytical research questions. It supports testing relationships, effects, comparisons, and predictions among variables based on statistically measurable numerical data.

RESULT

Respondent Characteristics

Based on the analyzed questionnaire results, information was obtained regarding the characteristics of the respondents, such as gender, age, domicile, and the use of e-commerce applications related to the consumptive behavior of Generation Z. The respondent characteristics are displayed in the table provided below:

Table 1. Respondent Characteristics

Description	Number of respondents	Percentage
Gender		
Male	74	37%
Female	126	63%
Total	200	100%
Age		
13-28 years old	200	100%
Total	200	100%
Domisili		
West Jakarta	138	69%
North Jakarta	17	9%
East Jakarta	13	7%
Central Jakarta	12	6%
South Jakarta	20	10%
Total	200	100%
E-commerce		
Shopee	181	91%
Lazada	9	5%
Tokope	9	5%
Bukalapak	0	0%
Blibli	1	1%
OLX	0	0%
Total	200	100%

Source: Processed Data (2025)

Hypothesis Testing

Regression Test 1

The hypotheses presented in this research were tested using Path Analysis, which aims to examine the influence of lifestyle, social media, and hedonic shopping motivation on the consumptive behavior of Generation Z.

Table 2. Model Summary of Regression 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676 ^a	.456	.448	.72249

a. Predictors: (Constant), X3, X2, X1

Source: Primary Data Processing (2025)

Table 2 indicates that lifestyle, social media, and hedonic shopping motivation influence emotional shopping, as reflected by the R square of 0.456 or 45.6%. Another 54.4% is affected by

various factors that were beyond the scope of this research.

Table 3. ANOVA Regression 1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.889	3	28.630	54.846	.000 ^b
	Residual	102.312	196	.522		
	Total	188.201	199			

a. Dependent Variable: Z

b. Predictors: (Constant), X3, X2, X1

Source: Primary Data Processing (2025)

Referring to Table 3, F value is 54.846, accompanied by a significance level of 0.000. Given that the calculated significance level is less than 0.005, we reject H₀ and instead accept H₁. This implies a linear relationship between lifestyle, social media, and hedonic shopping motivation with emotional shopping. Thus, the proposed model is valid and appropriate. It can be concluded that lifestyle, social media, and hedonic shopping motivation simultaneously influence emotional shopping.

Table 4. Coefficients of Regression 1

Coefficients ^a								
Model	B	Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		Std. Error		Beta			Tolerance	VIF
1	(Constant)	.495	.165		3.006	.003		
	X1	.335	.095	.288	3.520	.001	.414	2.416
	X2	.291	.100	.217	2.904	.004	.498	2.006
	X3	.321	.105	.254	3.068	.002	.405	2.472

a. Dependent Variable: Z

Source: Primary Data Processing (2025)

Examining Table 4, it is evident that the t-statistic corresponding to lifestyle is 3.520, which is greater than 1.972. As a result, we reject H₀ and accept H₁. This indicates a significant influence of lifestyle on emotional shopping, with an effect size of 0.288 or 28.8%. The t-statistic for social media is 2.904 > 1.972, thus H₀ is rejected, and H₂ is accepted., indicating a significant influence of social media on emotional shopping, with an effect size of 0.217 or 21.7%.

The t-statistic for hedonic shopping motivation is 3.068 > 1.972, thus H₀ is rejected, and H₃ is accepted, indicating a significant influence on emotional shopping, with an effect size of 0.254 or

25.4%.

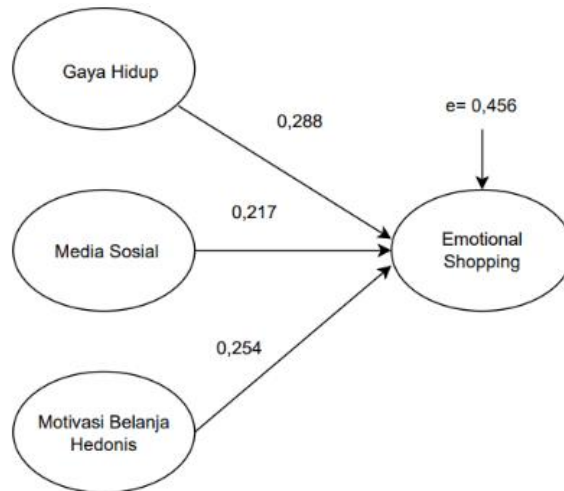


Figure 6. Regression Equation Result 1
Source: Primary Data Processing (2025)

Regression Test 2

Table 5. Model Summary of Regression 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.655 ^a	.429	.417	.88937

a. Predictors: (Constant), Z, X2, X1, X3

Source: Primary Data Processing (2025)

Table 5 shows that lifestyle, social media, hedonic shopping motivation, and emotional shopping influence consumptive behavior, indicated by an R square value of 0.429 or 42.9%. The other 57.1% is attributed to variables outside the scope of this research.

Table 6. ANOVA Regression 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.931	4	28.983	36.641	.000 ^b
	Residual	154.242	195	.791		
	Total	270.173	199			

a. Dependent Variable: Y

b. Predictors: (Constant), Z, X2, X1, X3

Source: Primary Data Processing (2025)

As displayed in Table 6, the analysis yielded an F score of 36.641, accompanied by a significance value of 0.000. Given that the significance level is 0.000, which is below 0.005, H0 is declined, leading to the acceptance of hypotheses H4, H5, H6, and H7. This confirms a linear relationship between lifestyle, social media, hedonic shopping motivation, emotional shopping, and consumptive behavior. The model is therefore valid. It is concluded that lifestyle, social media, hedonic shopping motivation, and emotional shopping simultaneously influence consumptive behavior.

Table 7. Coefficients of Regression 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.174	.207		5.661	.000
	X1	.082	.121	.059	.679	.498
	X2	-.001	.126	-.001	-.007	.994
	X3	-.062	.132	-.041	-.474	.636
	Z	.771	.088	.643	8.763	.000

a. Dependent Variable: Y

Source: Primary Data Processing (2025)

Table 7 shows that the t-statistic for lifestyle is $0.679 < 1.972$; therefore, H0 is accepted and H4 is rejected, indicating lifestyle does not have a significant influence on consumptive behavior when mediated by emotional shopping. The t-statistic for social media is $-0.007 < 1.972$; thus, H0 is accepted and H5 is rejected, indicating no significant effect of social media on consumptive behavior through emotional shopping. The t-statistic for hedonic shopping motivation is $-0.474 < 1.972$; thus, H0 is accepted and H6 is rejected, indicating no significant effect on consumptive behavior through emotional shopping. The t-statistic for emotional shopping is $8.763 > 1.972$; hence, H0 is rejected and H7 is accepted, indicating a significant effect of emotional shopping on consumptive behavior, with an effect size of 0.643 or 64.3%.

Mediation Test Results

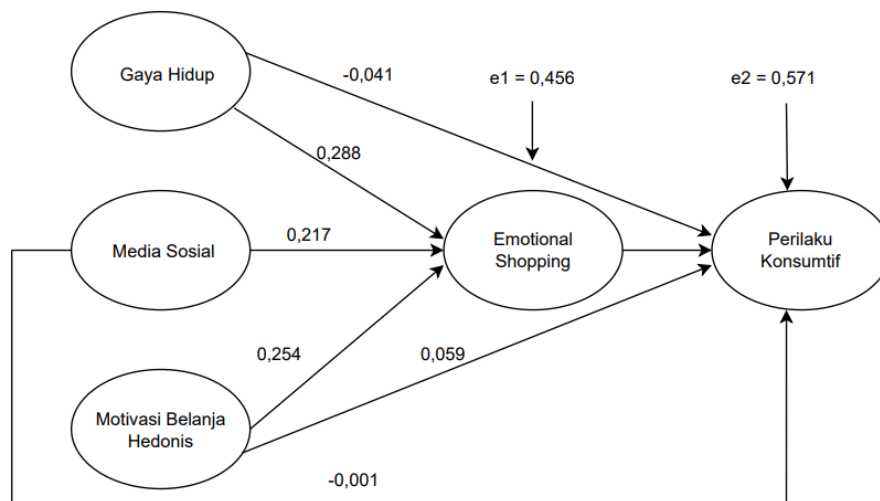


Figure 7. Regression Equation Result 2
Source: Primary Data Processing (2025)

Direct Effects

1. The influence of lifestyle (X1) on emotional shopping (Z) is 0.288
2. The influence of social media (X2) on emotional shopping (Z) is 0.217
3. The influence of hedonic shopping motivation (X3) on emotional shopping (Z) is 0.254
4. The influence of emotional shopping (Z) on consumptive behavior (Y) is 0.643
5. The influence of other factors (e1) is 0.544
6. The influence of other factors (e2) is 0.571

Regression Equations:

1. Regression Equation

$$Z = \rho_{ZX1} + \rho_{ZX2} + \rho_{ZX3} + e1$$

$$Z = 0.288 X1 + 0.217 X2 + 0.254 X3 + 0.544 e1; R^2 = 0.456$$

2. Regression Equation

$$Y = \rho_{YX1} + \rho_{YX2} + \rho_{YX3} + \rho_{YZ} + e2$$

$$Y = 0.059 X1 + (-0.001) X2 + (-0.041) X3 + 0.643 Z + 0.571 e2; R^2 = 0.429$$

Indirect Effects:

1. Lifestyle → Emotional Shopping → Consumptive Behavior: $0.288 \times 0.643 = 0.185$
2. Social Media → Emotional Shopping → Consumptive Behavior: $0.217 \times 0.643 = 0.139$
3. Hedonic Shopping Motivation → Emotional Shopping → Consumptive Behavior: $0.254 \times 0.643 = 0.163$

Taking into account the findings from the analysis, it may be deduced that:

- Lifestyle influences consumptive behavior indirectly through emotional shopping, as the direct effect (0.059) is smaller than the indirect effect (0.185).
- Social media also influences consumptive behavior indirectly through emotional shopping, as the direct effect (-0.001) is smaller than the indirect effect (0.139).
- Hedonic shopping motivation influences consumptive behavior indirectly through emotional shopping, as the direct effect (-0.041) is smaller than the indirect effect (0.163).

DISCUSSION

Hypothesis 1

Lifestyle influences Emotional Shopping

The hypothesis test results reveal that lifestyle exerts an impact on emotional shopping variable, evidenced by a C.R. (Critical Ratio) of 3.520 surpassing the threshold of 1.96 and achieving a significance level of 0.001, which is less than the conventional threshold of 0.05. This supports the hypothesis (H1), confirming its acceptance. This outcome is consistent with the study carried out by Siti Barokah, Bunga Asriandhini, and Muhammad Millenian Putera (2021), which determined that lifestyle exerts a substantial and favorable influence on the prevalence of emotional shopping.

Hypothesis 2

Social Media influences Emotional Shopping

The findings from the hypothesis test indicate that the social media variable significantly impacts the emotional shopping variable, as evidenced by a calculated critical ratio of 2.904, which is greater than the standard threshold of 1.96. Additionally, the significance level is 0.004, which is below 0.05, leading to the acceptance of H2.

Hypothesis 3

Hedonic Shopping Motivation influences Emotional Shopping

The outcomes of the hypothesis test reveal that the variable of hedonic shopping motivation exerts an influence on emotional shopping, as evidenced by a C.R. value exceeding 1.96 at 3.068, with a significance level of 0.002, which is below 0.05. This supports the acceptance of H3. This finding is consistent with the study conducted by Andani and Wahyono (2018), which posited that hedonic shopping motivation lacks a straightforward impact on eliciting positive emotions.

Hypothesis 4

Lifestyle influences Consumptive Behavior

The hypothesis testing results indicate that the lifestyle variable does not directly affect

consumptive behavior. The C.R. value is 0.679, which is below the threshold of 1.96, and the significance level is 0.498, exceeding 0.05. Consequently, H4 is rejected. This finding differs from the research conducted by Muhammad Nur Fani Abdullah and Imam Sukwatus Suja'i (2022), which concluded that lifestyle positively and significantly impact consumptive behavior.

Hypothesis 5

Social Media influences Consumptive Behavior

Upon conducting hypothesis testing, it has been determined that the influence of social media is not directly linked to consumption behavior. The C.R. value is -0.007, which is below the threshold of 1.96, and the significance level is 0.994, exceeding 0.05. Therefore, H5 is rejected. This outcome contrasts with the findings of Nicky Armayfa Asrun and Ade Gunawan (2024), who reported that social media has a positive and significant effect on consumptive behavior.

Hypothesis 6

Hedonic Shopping Motivation influences Consumptive Behavior

The outcomes from the hypothesis analysis indicate that the influence of hedonic shopping motivation is not directly tied to consumptive behavior.. The C.R. value of -0.474 is below the critical value of 1.96, and the significance level of 0.636 is above 0.05. As a result, H6 is rejected. This suggests that hedonic shopping motivation does not exert a positive or significant influence on consumptive behavior.

Hypothesis 7

Emotional Shopping influences Consumptive Behavior

Hypothesis testing reveals that emotional shopping has a significant direct impact on consumptive behavior. With a C.R. value of 8.763 exceeding 1.96 and a significance level of 0.000 below 0.05, H7 is accepted. This confirms that emotional shopping positively and significantly influences consumptive behavior.

Hypothesis 8

Emotional Shopping mediates the relationship between Lifestyle and Consumptive Behavior

The hypothesis test for emotional shopping as a mediating variable between lifestyle and consumptive behavior shows a C.R. value of 3.520 > 1.96 with a significance level of 0.001 < 0.05, indicating that H8 is accepted. This means emotional shopping can mediate the effect of lifestyle on consumptive behavior.

Hypothesis 9

Emotional Shopping mediates the relationship between Social Media and Consumptive Behavior

The hypothesis test examining emotional shopping as a mediator between social media and

consumptive behavior shows a C.R. value of 2.904, which is greater than 1.96, and a significance level of 0.004, that below 0.05. Therefore, H9 is accepted, indicating that emotional shopping effectively mediates the influence of social media on consumptive behavior.

Hypothesis 10

Emotional Shopping mediates the relationship between Hedonic Shopping Motivation and Consumptive Behavior

The hypothesis test for emotional shopping as a mediator between hedonic shopping motivation and consumptive behavior yields a C.R. value of 3.068, exceeding 1.96, with a significance level of 0.002, below 0.05. Thus, H10 is accepted, demonstrating that emotional shopping mediates the influence of hedonic shopping motivation on consumptive behavior.

CONCLUSION

The study examining emotional shopping's role in mediating between lifestyle, social media, and hedonic shopping motivation among Generation Z has yielded significant findings. It shows that lifestyle, social media, and the hedonic shopping motivation all exert a significant positive effect on emotional shopping. However, these factors do not appear to have a direct causal relationship with actual consumptive behavior. Conversely, emotional shopping does exhibit a positive and substantial correlation with consumptive behavior. Moreover, the analysis using SPSS has confirmed that emotional shopping effectively serves as a mediator in the relationship between an individual's lifestyle, social media, and hedonic shopping motivation, and how these influence their overall consumptive behavior.

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