Gen-z consumer behavior in the cosmetics industry: analyzing the impact of shopping patterns, pricing strategies, and emotional drivers on unplanned purchases

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ARTICLE INFO	ABSTRACT
	This study aims to analyze the effects of Shopping Lifestyle, Price Discount, and Hedonic Shopping Motivation on Impulse Buying among Gen-Z customers of Somethinc brand cosmetics in Padang City. The research employs a quantitative method with a causative approach to examine the relationships and influences between variables. Data were collected through questionnaires distributed to 111 respondents who met specific criteria, including customers who had made impulse purchases of Somethinc products and were aware of the product promotion program. The results reveal that Shopping Lifestyle and Hedonic Shopping Motivation have significant influences on Impulse Buying, while Price Discount does not demonstrate a significant impact. The regression coefficient for Shopping Lifestyle is 0.448 ($p < 0.05$) and for Hedonic Shopping Motivation is 0.254 ($p < 0.05$), indicating that these two variables positively influence impulse buying behavior. In contrast, Price Discount, with a coefficient of 0.026 ($p > 0.05$), does not significantly influence impulse buying decisions.

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INTRODUCTION

The cosmetics industry in Indonesia continues to grow rapidly along with the increasing public awareness of the importance of self-care and beauty (Putri & Hati, 2022). According to data from the Ministry of Industry of the Republic of Indonesia in 2020, around 760 cosmetics companies operated in Indonesia. They predict that Indonesia could become one of the major players in the global cosmetics market in the next 10-15 years. This is underpinned by Indonesians' increasing awareness of appearance and self-care as a lifestyle. Despite the ups and downs of the Indonesian economy, the demand and trend of purchasing cosmetics also continues to increase (Antara News, 2021). Cosmetics manufacturers must be able to develop attractive marketing plans to attract consumers' purchasing power and emotional willingness.

Based on statistical data, the highest sales of cosmetics occur through e-commerce. Surveys show that 66% of consumers purchase cosmetics through e-commerce, with Shopee being the top platform for cosmetic purchases. This platform is followed by Tokopedia with 117 million visitors, Lazada with 63.2 million visitors, and Blibli and Bukalapak which have the lowest number of visitors

(Databoks Katadata, 2023). The presence of Gen Z is one of the main factors in this phenomenon, with their purchasing behavior having a major influence on the purchase of beauty products through online stores or e-commerce. Populix conducted a survey entitled "Unveiling Indonesian Beauty & Dietary Lifestyle" from September 2021 to June 2022, stating that 77% of Indonesians regularly buy skincare products that count at least once a month, both women and men. It is known that 93% of respondents spend an average of 250,000 thousand rupiah every month to buy facial skincare, even 12% of them buy skincare products every day. Based on the ZAP Beauty Index survey in 2020, it was revealed that as many as 45.4% of Indonesian women are aware of the importance of paying attention to beauty from an early age.

Lately the phenomenon of making skincare as an alternative as skin care and improvement, skincare is now one of the must-have items today. It's not only women who use skincare nowadays, many men are starting to realize the health of their skin so they also use skincare. The rise of the Korean wave makes the current beauty standards have changed, white skin and glowing like Korean artists are common standards today. Skincare is a series of activities to improve skin health and repair damaged skin conditions.

Currently there are many skincare products that have sprung up, especially skincare produced in Indonesia itself, currently there are various brands, but there is one local skincare that is currently trending or is on the rise among the public, especially young people, is Somethinc skincare from PT Royal Pesona Indonesia. Somethinc is an original Indonesian beauty brand or commonly called local skincare, Somethinc was founded by Irine Ursula in May 2019. Taking into account the challenges in skincare product selection faced by millennials, some Somethinc skincare products can even be used starting from the age of 11. Despite being a new brand, Somethinc has recorded total sales of Rp53.2 billion and managed to rank first (compas, 2022). Despite being a new brand, Somethinc's presence was quickly welcomed by the public, reflecting a good level of awareness of the skincare brand.

The local skincare brand Somethinc, despite its new presence in the market in 2019, has managed to attract consumers' attention quickly. This phenomenon shows that public awareness of the Somethinc brand is quite good. Somethinc's success in achieving significant sales, despite being a new brand, also reflects the positive impact of Impulse Buying in the skincare market. When consumers are faced with a new brand that catches their attention and offers products that match their needs, they tend to make impulse purchases, without careful consideration. Therefore, good awareness of brands like Somethinc can trigger high levels of impulse buying, helping the brand to thrive and succeed in the market. The Somethinc brand leads with the highest sales, at 64.8K (likely in thousands of units). This indicates that Somethinc is the most in-demand brand among the other brands featured. The Scarlett brand took second place with 35.9K units sold, followed by Garnier with 21.3K units, Whitelab with 19.5K units, and Skinlite with 18.7K units.

The results of a pre-survey of consumers who have purchased products from the Somethinc brand show that most consumers buy Somethinc cosmetic products without prior planning. This was triggered by promotions spread on social media and consumers' trend-following and consumptive lifestyles. The compas article noted that during the period April to June 2022, total sales in the marketplace had reached Rp.292.4 billion with a total number of transactions of 2.8 million. Skincare products produced by local brands are able to dominate the beauty industry market in Indonesia. Based on the sales data shown, the Impulse Buying phenomenon on Somethinc brand cosmetic products is still quite high. Somethinc brand sales far exceeded other brands in the period September 1-15, 2022, with sales reaching 64.8K units. This high sales figure indicates impulsive and unplanned purchases from consumers.

According to Zheng et al. (2019), Impulse Buying is a shopping activity that is carried out suddenly in response to certain stimuli, and is usually decided at the point of purchase. Although these purchases are not planned in advance, the goal is to get pleasure. Somethinc's success in dominating sales over other more established brands shows that their products are able to fulfill the needs and desires of impulsive consumers.

Effective marketing and promotional strategies, such as price discounts, can encourage consumers to make impulse purchases of Somethinc products without prior planning. This is in accordance with the opinion of Noor (2020) which states that to increase unplanned purchases, an effective strategy is needed, one of which is to provide discounts on products and provide striking markers. Shopping Lifestyle and hedonic shopping motivation also play a role in encouraging impulse purchases of Somethinc products, especially for consumers who like to try new products and follow trends. Andryansyah & Arifin (2018) state that hedonic shopping motivation is an impulse that encourages individuals to fulfill their desires with a primary focus on the search for pleasure and material enjoyment. This is in accordance with the phenomenon of impulse purchases of Somethinc products which are influenced by lifestyle and consumer motivation in seeking pleasure. This study aims to analyze the effect of Shopping Lifestyle, Price Discount, and Hedonic Shopping Motivation on Impulse Buying on Gen-Z customers of Somethinc brand cosmetics in Padang City.

LITERATURE RIVIEW

Consumer Behavior

In the study of consumer behavior, several important definitions have been expressed by experts. According to Setiadi (2019), consumer behavior is the real action of an individual or group of individuals, such as an organization, which is influenced by external and internal factors that encourage them to choose and consume the desired goods or services.
Arianty et al. (2019) added that consumer behavior is an action taken by consumers in making decisions based on their desires, and getting benefits after consuming the choices they make. These benefits can be divided into two forms: cardinal use value, whose satisfaction can be calculated, and ordinal use value, whose satisfaction cannot be calculated. Kotler and Keller (2016: 179) define that consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences are used to meet their needs and desires.

Impulse Buying

Impulse Buying is a concept in marketing that describes unplanned purchases by customers. Sohn & Ko (2021) point out that while all impulse purchases are considered unplanned, not all unplanned purchases are impulsive. Impulse purchases are triggered by sensory experiences, such as store ambience and product layout, which are stronger in physical stores than online. Moreover, Impulse Buying can occur when customers get a stimulus when shopping, which encourages them to make spontaneous purchases (Zheng et.al, 2019). According to Pramesti and Dwiridotjahjono (2022), Impulse Buying is the behavior of consumers who make sudden purchasing decisions, often accompanied by conflicts of thought and emotional impulses that are spontaneous, automatic, and reflex without prior consideration. Consumers are usually tempted by product promotions. Rahma and Septrizola (2019) state that Impulse Buying is a purchase action made without prior planning, where the purchase decision occurs when the consumer is in a store or in an online store.

Shopping Lifestyle

Shopping Lifestyle refers to consumption patterns by spending time, money, purchasing activities, attitudes, and opinions on a product (Edelia & Anggraini, 2022). With the availability of time and money owned, it can increase a person's interest in shopping (Hidayah & Sari, 2021). According to Irma Suchida in Setiawati, A., & Zulfikar, R. (2021) shopping lifestyle is a person's lifestyle to be able to spend their time & money by shopping for various products that he wants, of course, when someone has more time. Shopping lifestyle reflects a person's choice in spending time and money. With the availability of time consumers will have plenty of time to shop and with money consumers will have high purchasing power. Based on some of the definitions above, it is concluded that a shopping lifestyle is the lifestyle of a person who chooses to spend time and spend money by shopping for various products or services, of course with the availability of time that a person has.

Price Discount

According to Mahmud Machfoedz (Sari & Faisal, 2018) "Price discounts are discounts where the actual price is lower than the general price and the discount is attractive". The discount given must have significance for consumers. General companies will adjust their price lists and provide discounts or deductions for any faster payments, large purchases, and off-season purchases. According to McCarthy (Sari & Faisal, 2018) Price Discount is a reduction in the carrying price submitted by the seller to buyers who either do not perform certain marketing functions or perform marketing functions or perform these functions themselves. Meanwhile, according to Tjiptono (Sari & Faisal, 2018) Price Discount is a discount given by the seller to the buyer as a price for certain activities and pleasant buyers for the seller. Based on the opinions described above, the researcher argues that price discounts are price reductions from the normal price set by the seller as a form of marketing to attract buyers in order to achieve sales targets.

Hedonic Shopping Motivation

Ariani, Susandy, and Apriandi (2019) state that Hedonic Shopping Motivation is the urge to shop as a result of subjective views that are influenced by emotions to seek pleasure alone. Yustika, and Rohmah (2023) state that Hedonic Shopping Motivation is a shopping motivation that arises from psychological needs such as feelings of satisfaction, feelings of happiness, prestige, emotions and other subjective feelings. Pramesti, and Dwiridotjahjono (2022) state that Hedonic Shopping Motivation is about the attitude or experience of pleasure, excitement and curiosity that consumers do when shopping. Purnamasari, Somantri, and Agustiani (2021) state that Hedonic Shopping Motivation is consumption behavior in search of happiness, fantasy, awakening, sensuality and enjoyment. Usually consumers are emotional in the hedonic shopping experience. Rahma, and Septrizola (2019) state that Hedonic Shopping Motivation is that someone will enjoy shopping because that person feels pleasure and feels that shopping is something interesting.

METHOD

This research is quantitative research with a causative approach, which aims to analyze the relationship between independent variables such as Shopping Lifestyle, Hedonic Shopping Motivation, and Price Discount on the dependent variable, namely Impulse Buying on Somethinc products in Padang City. The population of this study were Somethinc product customers in Padang City, with a sample of 100 respondents selected using purposive sampling technique. Data were collected through questionnaires distributed to respondents, and analyzed using statistical methods to test predetermined hypotheses.

The research instrument used in this study is a questionnaire prepared based on the concepts of the variables studied, namely Shopping Lifestyle, Hedonic Shopping Motivation, Price Discount, and Impulse Buying. The questionnaire is arranged using a Likert scale with five alternative answers, ranging from "Strongly Agree" to "Strongly Disagree". Instrument testing is carried out through validity and reliability tests to ensure data consistency and accuracy. The validity test uses Pearson's Correlation Coefficient, while the reliability test uses Cronbach's Alpha with alpha> 0.60 criteria to be declared reliable.

RESULT AND DISCUSSION

Respondent Characteristics

Respondent characteristics are one of the important aspects of this research, as they provide a demographic and behavioral overview of the sample under study. Understanding respondent characteristics, such as gender, age, education level, and purchase frequency, allows researchers to conduct more in-depth and relevant analysis of the data collected. This information can also help in identifying certain patterns that might influence the results of the study. The following tables will

explain in more detail the distribution of respondents based on these various characteristics. The following is a table of respondent characteristics based on gender.

Table 1 Respondents' Characteristics Based on Gender

No	Category	Number of Respondents	Persentage
1	Woman	111	100%
	Total	111	100%

Source: Researcher Processed (2024)

Table 5 shows the distribution of respondents based on gender. All respondents in this study were female, with a total of 111 respondents. This is indicated by a percentage of 100% of the total respondents. There are no male respondents in this study, so the gender distribution is homogenous. This data reflects that the research sample consisted entirely of women, who can provide specific views related to the perceptions or experiences of this group in the context of this study.

Table 2 Respondents' Characteristics Based on Ages

No	Category	Number of Respondents	Persentage
1	17-22 year	84	75,68%
2	23-27 year	27	24,32%
	Total	111	100%

Source: Researcher Processed (2024)

Table 2 shows the age distribution of respondents involved in this study. Of the total 111 respondents, the majority were in the age range of 17-22 years, with 84 respondents or 75.68% of the total sample. This age group dominates the sample, indicating that most respondents are individuals who are in the early stages of adulthood. Meanwhile, 27 respondents or 24.32% were in the 23-27 years age group. This reflects that this study mainly involved respondents from the younger age group, who are likely to have specific perspectives and experiences in the context of the research conducted.

Table 3 Respondents' Characteristics Based on Education

No	Category	Number of Respondents	Persentage
1	SMA	76	68,47%
2	Diploma	4	3,60%
3	S1	31	27,93
	Total	111	100%

Source: Researcher Processed (2024)

Table 3 illustrates the distribution of respondents' education levels in this study. Of the total 111 respondents, the majority were high school graduates, with 76 respondents or 68.47% of the total sample. This shows that most respondents have a secondary education background. In addition, there are 4 respondents (3.60%) who have a Diploma level education, and 31 respondents (27.93%) who are S1 graduates. This data reflects the variation in respondents' educational backgrounds, with a dominance of high school graduates.

Table 4 Respondents' Characteristics Based on Frequencies

No	Category	Number of Respondents	Persentage
1	1 x	45	40,54%
2	2 x	12	10,81%
3	>2 x	54	48,65%
	Total	111	100%

Sumber Researcher Processed (2024)

Table 4 identifies the characteristics of respondents based on frequency of purchase. Of the total 111 respondents, almost half, 54 people (48.65%), made purchases more than twice, indicating a high level of loyalty to the product or service. A total of 45 respondents (40.54%) only made a one-time purchase, which may reflect dissatisfaction or non-recurring needs. While 12 respondents (10.81%) made purchases twice, indicating that a small proportion of respondents have a slightly higher interest in making repeat purchases compared to the group who only bought once. This distribution illustrates that most respondents are frequent buyers, while a small number of respondents only engage in one-time purchases.

Table 5 Respondents' Characteristics Based on E-Commerce

No	Category	Number of Respondents	Persentage
1	Shopee	61	54,95%
2	Tiktok Shop	39	35,14%
3	Tokopedia	9	8,11%
4	Lazada	2	1,80%
	Total	**111**	100%

Source: Researcher Processed (2024)

Table 5 reveals the characteristics of respondents based on the e-commerce platform they use. Out of a total of 111 respondents, the majority, 61 people (54.95%), use Shopee as their main platform, indicating the high popularity of Shopee among respondents. The next platform is Tiktok Shop, which is used by 39 respondents (35.14%), showing that this app is also quite popular among respondents. Meanwhile, Tokopedia is only used by 9 respondents (8.11%), and Lazada is the least frequent choice with only 2 respondents (1.80%). This distribution reflects a dominant preference towards Shopee among respondents, with Tiktok Shop as the second significant choice, while Tokopedia and Lazada have much lower penetration within this group of respondents.

Descriptive Statistic

Descriptive statistical analysis was conducted to describe the characteristics of each variable in this study, namely the effect of Shopping Lifestyle, Price Discount, and Hedonic Shopping Motivation on Impulse Buying Somethinc products among Gen-Z customers in Padang City. The following table presents information about the minimum, maximum, average (mean), and standard deviation values of each variable analyzed.

Table 6 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Shopping Lifestyle	111	12	40	27.77	5.882
Price Discount	111	14	40	32.15	4.925
Hedonic Shopping Motivation	111	26	55	43.10	6.482
Impuls Buying	111	11	40	24.26	6.801
Valid N (listwise)	111				

Source: SPSS Processed Data (2024)

The table shows the results of descriptive statistics for the four variables studied in this study. For the Shopping Lifestyle variable, the minimum value is 12 and the maximum is 40, with a mean of 27.77 and a standard deviation of 5.882. This indicates a moderate variation in Shopping Lifestyle among respondents. The Price Discount variable has a minimum value of 14 and a maximum of 40, with a mean of 32.15 and a standard deviation of 4.925, indicating that respondents tend to feel a significant impact of price discounts on their purchasing decisions. Whereas Hedonic Shopping Motivation has a range of values from 26 to 55, with a mean of 43.10 and a standard deviation of 6.482, reflecting higher shopping motivation for emotional satisfaction among respondents. Finally, Impulse Buying shows a minimum value of 11 and a maximum of 40, with a mean of 24.26 and a

standard deviation of 6.801, indicating variation in impulse buying tendencies among respondents. This data provides an initial insight into how each variable plays a role in influencing impulse buying of Somethinc products in the targeted market.
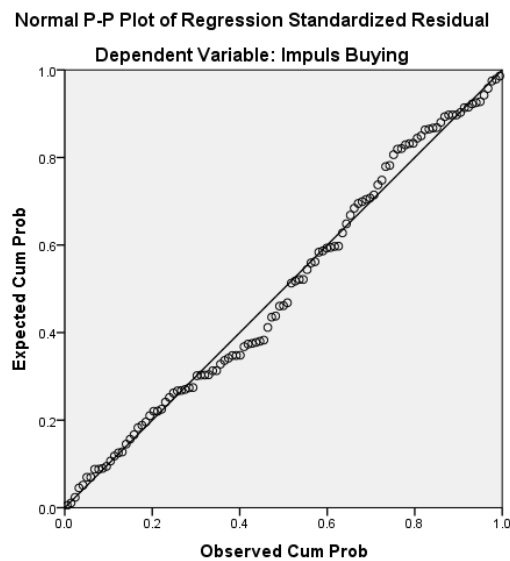
Normality Test

To ensure that the data in this study meet the assumption of normality, a normality test is carried out using the Kolmogorov-Smirnov method. This test aims to check whether the distribution of residual data follows a normal distribution, which is one of the important requirements in inferential statistical analysis.

Table 7 Normality Test Kolmogorov Smirnov

		Unstandardized Residual
N		111
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	5.48392343
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.066
Test Statistic		.078
Asymp. Sig. (2-tailed)		.092[c]

Source: SPSS Processed Data (2024)

Table 7 presents the Kolmogorov-Smirnov normality test results for the unstandardized residuals of the data. With a sample size of 111, the mean value of the residuals is 0.000 and the standard deviation is 5.484. This test shows a test statistic value of 0.078, which is the largest difference between the cumulative distribution of the data and the expected normal distribution. The asymptotic significance (2-tailed) value is 0.092, which is greater than the commonly used significance level (0.05). Since the significance value is greater than 0.05, there is insufficient evidence to reject the null hypothesis that the data is normally distributed. Therefore, it can be concluded that the residual data follows a normal distribution, fulfilling the assumptions required for further analysis.

Figure 1 Normality Test P-P Plot

Figure 1 shows the Normal P-P Plot of Regression Standardized Residual test above used to evaluate the normality of the residuals of the regression model applied to the dependent variable Impulse Buying. The diagonal line on this plot represents the perfect normal distribution of the residuals. The dots on the plot indicate the standardized residual values of the regression model.

The plot results show that the residual points are mostly around the diagonal line, indicating that the residual distribution tends to be close to normal. This indicates that the residual normality assumption required for linear regression analysis is met. The small deviations seen at the edges of the plot are still acceptable and do not significantly undermine the validity of the model. Thus, it can be concluded that the regression model used to predict Impulse Buying is good enough to fulfill the assumption of normality, which means that the results of this model can be relied upon for further analysis.

Multikolinearity Test

The multicollinearity test is conducted to ensure that there is no strong linear relationship between the independent variables, which may interfere with the interpretation of the regression model. The table below displays the unstandardized coefficients, standard error, standardized coefficients, and collinearity statistics in the form of Tolerance and Variance Inflation Factor (VIF).

Tabel 8 Uji Multikolinearitas

		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
Model		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	.038	3.853			
	Shopping Lifestyle	.448	.125	.388	.517	1.933
	Price Discount	.026	.151	.019	.506	1.976
	Hedonic Shopping Motivation	.254	.125	.242	.427	2.343

Source: SPSS Processed Data (2024)

Table 8 shows that for the Shopping Lifestyle variable, the unstandardized coefficient is 0.448 with a standard error of 0.125 and the standardized coefficient is 0.388. The Tolerance for Shopping Lifestyle is 0.517, while the Variance Inflation Factor (VIF) is 1.933, which indicates that there is no significant multicollinearity problem. The Price Discount variable has an unstandardized coefficient of 0.026 with a standard error of 0.151, and a standardized coefficient of 0.019. Tolerance for this variable is 0.506 with a VIF of 1.976, also indicating no multicollinearity problem. As for the Hedonic Shopping Motivation variable, the unstandardized coefficient is 0.254 with a standard error of 0.125 and a standardized coefficient of 0.242. The tolerance for this variable is 0.427 and the VIF is 2.343, which is still within reasonable limits to indicate the absence of serious multicollinearity. Overall, the tolerance and VIF values indicate that multicollinearity is not a significant problem in this model, so the analysis results can be considered valid and reliable.

Heteroskedastisity Test

Heteroscedasticity test is conducted to evaluate whether the variance of the residuals varies for each level of the predictor, which may lead to unreliable regression results. If there is no heteroscedasticity, the residuals should have a uniform distribution of variance (homoscedasticity).

Tabel 9 Uji Heteroskedastisitas

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-3.259	2.000		-1.629	.106
	Shopping Lifestyle	-.001	.065	-.001	-.008	.994
	Price Discount	.049	.079	.079	.625	.534
	Hedonic Shopping Motivation	.145	.065	.306	2.224	.128

Source: SPSS Processed Data (2024)

Based on the Heteroscedasticity Test results, there is no significant indication of heteroscedasticity in this regression model. All independent variables have a significance value (Sig.) greater than 0.05,

which indicates that the residual variance tends to be constant (homoscedasticity). Thus, the assumption of homoscedasticity is met, and the regression model used can be considered reliable.

Multiple Linear Regression Analysis

Multiple linear regression analysis allows us to understand how the independent variables affect the dependent variable simultaneously. The resulting regression equation is:

$$Y = 0{,}038 + 0{,}448X1 + 0{,}026X2 + 0{,}254X3 + e$$

This equation shows that for every one unit increase in Shopping Lifestyle (X1), the value of Y will increase by 0.448 units, assuming other variables remain constant. Similarly, a one-unit increase in Price Discount (X2) will only increase Y by 0.026 units, and a one-unit increase in Hedonic Shopping Motivation (X3) will increase Y by 0.254 units. The constant of 0.038 indicates the base value of Y when all independent variables are zero.

Tabel 10 Analisis Regresi Linear Berganda

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.038	3.853		.010	.992
	Shopping Lifestyle	.448	.125	.388	3.579	.001
	Price Discount	.026	.151	.019	.172	.864
	Hedonic Shopping Motivation	.254	.125	.242	2.026	.045

Source: SPSS Processed Data (2024

Table 10 shows the results of multiple linear regression analysis involving three independent variables: Shopping Lifestyle, Price Discount, and Hedonic Shopping Motivation. This analysis aims to evaluate the influence of each variable on the dependent variable.

1. Shopping Lifestyle has an unstandardized coefficient (B) of 0.448 with a standard error (Std. Error) of 0.125. The non-standardized coefficient (B) of 0.448 indicates that each one-unit increase in the Shopping Lifestyle variable will increase the value of the dependent variable by 0.448, if other variables remain constant. The standardized coefficient (Beta) of 0.388 indicates how much relative influence Shopping Lifestyle has on the dependent variable, in this case, the higher the Shopping Lifestyle value, the greater the contribution to the dependent variable.

2. Price Discount has an unstandardized coefficient of 0.026 with a standard error of 0.151. The non-standardized coefficient of 0.026 indicates that each one-unit increase in Price Discount only increases the value of the dependent variable by 0.026, assuming other variables remain constant. The standardized coefficient (Beta) of 0.019 indicates that the effect of Price Discount on the dependent variable is very small compared to other variables in this model.

3. Hedonic Shopping Motivation shows an unstandardized coefficient of 0.254 with a standard error of 0.125. The non-standardized coefficient of 0.254 indicates that each one-unit increase in Hedonic Shopping Motivation will increase the value of the dependent variable by 0.254, assuming other variables remain constant. The standardized coefficient (Beta) of 0.242 indicates that Hedonic Shopping Motivation has a significant positive effect on the dependent variable.

Hypothesis test

T Test

The t test or partial test is conducted to assess the significance of the influence of each independent variable on the dependent variable in the regression model.

Tabel 11 t Test (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.038	3.853		.010	.992
	Shopping Lifestyle	.448	.125	.388	3.579	.001
	Price Discount	.026	.151	.019	.172	.864
	Hedonic Shopping Motivation	.254	.125	.242	2.026	.045

Source: SPSS Processed Data (2024

Table 11 presents the t test results for the Shopping Lifestyle, Price Discount, and Hedonic Shopping Motivation variables.

1. Shopping Lifestyle: The unstandardized coefficient for this variable is 0.448 with a standard error of 0.125. The resulting t value is 3.579 with a significance value (Sig.) of 0.001. Since this significance value is smaller than 0.05, it can be concluded that Shopping Lifestyle has a statistically significant effect on the dependent variable. In other words, there is strong evidence that changes in Shopping Lifestyle significantly affect the dependent variable.
2. Price Discount: This variable has an unstandardized coefficient of 0.026 with a standard error of 0.151. The resulting t value is 0.172 with a significance value of 0.864. Since this significance value is much greater than 0.05, it can be concluded that Price Discount has no statistically significant effect on the dependent variable in this model. This means that changes in Price Discount do not have a significant effect on the dependent variable.
3. Hedonic Shopping Motivation: The unstandardized coefficient for this variable is 0.254 with a standard error of 0.125. The resulting t value is 2.026 with a significance value of 0.045. Since this significance value is less than 0.05, it can be concluded that Hedonic Shopping Motivation has a statistically significant effect on the dependent variable. In other words, hedonic shopping motivation significantly affects the dependent variable.

F Test

The F test or simultaneous test is used to test whether all independent variables in the model together have a significant effect on the dependent variable.

Tabel 12 F Test (Simultaneous)

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1779.348	3	593.116	19.184	.000ᵇ
	Residual	3308.076	107	30.917		
	Total	5087.423	110			

Source: SPSS Processed Data (2024)

The calculated F value of 19.184 with a significance value (Sig.) of 0.000 indicates that the regression model as a whole is significant at the 5% significance level. Because this significance value is smaller than 0.05, it can be concluded that the independent variables (Shopping Lifestyle, Price Discount, and Hedonic Shopping Motivation) together have a significant influence on the dependent variable (Impulse Buying). In other words, the F test shows that the regression model used is a feasible model to explain the relationship between the independent variables and the dependent variable in this study. The variables of Shopping Lifestyle, Price Discount, and Hedonic Shopping Motivation, simultaneously, contribute significantly in predicting impulse buying behavior among customers.

Coefficient of Determination (R²)

The Coefficient of Determination (R²) is used to measure how well the independent variables in the regression model explain the variability of the dependent variable. The results of the coefficient of determination test are presented in Table 17.

Tabel 13 The Coefficient of Determination (R²) Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.591[a]	.350	.332	5.560	2.025

Source: SPSS Processed Data (2024)

The coefficient of determination test results shown in Table 17 reveal that the R value (correlation coefficient) of 0.591 indicates a fairly strong relationship between the independent variables (Shopping Lifestyle, Price Discount, Hedonic Shopping Motivation) and the dependent variable (Impulse Buying). R Square (R²) of 0.350 indicates that 35% of the variability in impulse buying behavior (Impulse Buying) can be explained by the independent variables in this model. In other words, this model is able to explain 35% of the total variation in Impulse Buying, while the remaining 65% is explained by other factors outside the model.

The Adjusted R Square value of 0.332 provides an adjusted R² value, which more accurately describes the model's ability to predict the dependent variable in the context of the many independent variables used. The Standard Error of the Estimate of 5.560 indicates how far the predictions generated by the model can vary from the true values of the dependent variable. The smaller this value, the better the model prediction.

DISCUSSION

The Effect of Shopping Lifestyle on Impulse Buying

The results showed that Shopping Lifestyle has a significant influence on Impulse Buying. With a significance value of 0.001, this finding indicates that a person's shopping lifestyle significantly influences their tendency to make impulse purchases. That is, the higher a person's tendency to adopt a consumptive lifestyle in shopping, the more likely they are to engage in impulse buying behavior. This finding is consistent with previous research, such as studies conducted by Humairoh (2023) and Kusumadewi (2020), where both studies found that Shopping Lifestyle plays an important role in triggering Impulse Buying. Humairoh's (2023) research for example, which focused on Generation Z, found that a hedonistic and consumeristic shopping lifestyle contributed significantly to impulse buying. Similarly, Kusumadewi (2020) stated that shopping lifestyles, particularly those driven by hedonic impulses, have a strong influence on impulse buying behavior, reinforcing the findings in this study.

However, while there are similarities in the results of this study with previous studies, differences are also striking in some aspects. One of the main differences is in the context of the object of research. For example, Humairoh's (2023) study highlights the impact of Shopping Lifestyle in the context of different demographic groups, while this study specifically explores its influence on Gen-Z customers in Padang City. Another difference lies in the timing of the research; market dynamics and evolving changes in consumer trends can influence shopping behavior, thus affecting the results of the research.

Furthermore, it should be noted that previous studies may not fully capture the complexity of the interaction between shopping lifestyle and impulse buying in today's increasingly connected digital age. With the increased use of e-commerce platforms and social media, consumers are increasingly exposed to various stimulants that may reinforce impulsive shopping behavior, which may be more prominent in younger generations such as Gen-Z. This research also makes an additional contribution by highlighting how powerful the influence of Shopping Lifestyle is in today's digital environment.

Shopping lifestyles that are integrated with advanced technology and easy access to products through mobile devices increase the likelihood of impulse purchases. This phenomenon is reinforced by increasingly sophisticated marketing strategies designed to grab consumers' attention and encourage quick purchase decisions without much consideration. In conclusion, this study not only supports previous findings that Shopping Lifestyle is a significant predictor of Impulse Buying, but also highlights its relevance and impact in the modern context, particularly among Gen-Z. This confirms the importance of understanding how changes in shopping lifestyle can affect consumer behavior, particularly in the ever-evolving digital age.

The Effect of Price Discount on Impulse Buying

The results show that Price Discount does not have a significant influence on Impulse Buying in the context of this study. With an unstandardized coefficient of 0.026 and a significance value of 0.864, it can be concluded that price discounts do not directly trigger impulse buying behavior among respondents. This finding is interesting because it is different from some previous studies that show a positive relationship between discounts and impulse purchases. For example, research by Febriani (2023) and Sirotur (2023) found that discounts play an important role in driving impulse buying behavior. Febriani (2023) asserts that price discounts are one of the main factors that encourage consumers to make purchases without prior planning, especially in the context of aggressive promotions on e-commerce platforms. Sirotur's research (2023) also found that price discounts significantly influence impulse buying decisions, with large price discounts often attracting consumers to buy items they don't actually need.

However, the difference in results in this study could be due to several factors. First, different research objects may affect the results. This study focuses on Gen-Z customers in Padang City, who may have different shopping behavior characteristics compared to other demographics. Gen-Z is known as a more tech-savvy generation and tends to be more selective in shopping, especially in the context of discount offers. They may be more skeptical of discounts offered or more likely to do price comparisons before deciding to buy, which reduces the direct influence of price discounts on their impulse purchase decisions. In addition, other factors such as the type of product offered, the amount of discount, and the frequency of promotions may also influence how price discounts impact impulse purchase behavior. For example, in the context of high-value products or products that consumers are already targeting, price discounts may have a greater influence. However, if the discount is given on a less attractive product or on a product that is already discounted frequently, the effect on impulse purchases may be weakened.

This research may also reflect a shift in consumers' increasingly rational behavior in the face of price discounts. With easier access to product information and reviews, consumers may be more cautious in responding to discounts, so price discounts do not always trigger impulse purchases. In addition, with more promotions being run continuously by various e-commerce platforms, consumers may begin to see discounts as normal and no longer stimulate impulse buying. Overall, these findings add a new dimension to understanding impulse buying behavior, particularly in the context of a younger, more digitally savvy generation. While Price Discount has long been considered one of the main drivers of impulse buying, this research shows that modern shopping contexts, demographics and behaviors can change that dynamic. These results prompt the need for a more in-depth approach to understanding how and when price discounts are truly effective in triggering impulse buying behavior.

The Effect of Hedonic Shopping Motivation on Impulse Buying

The results showed that Hedonic Shopping Motivation has a significant influence on Impulse Buying. With an unstandardized coefficient of 0.254 and a significance value of 0.045, this finding indicates that hedonic shopping motivation significantly influences the tendency of individuals to make impulse

purchases. In this case, the higher the urge to shop for the purpose of pleasure or personal satisfaction, the more likely a person is to engage in impulse buying behavior.

This research is in line with the results of previous studies that highlight the importance of Hedonic Shopping Motivation in triggering impulse purchases. For example, research by Humairoh (2023) and Kusumadewi (2020) shows that shopping motivation driven by the search for pleasure or personal satisfaction has a positive and significant impact on impulse buying behavior. Humairoh (2023) found that the younger generation, particularly Gen-Z, tends to be more influenced by hedonic motivations in shopping, which causes them to be more prone to impulsivity when shopping. Similarly, Kusumadewi (2020) emphasized that hedonic impulses in shopping play an important role in driving impulse buying decisions.

The difference in this study lies in the context and object of research. Previous studies often focus on different demographic groups or use different methods to measure hedonic motivation. For example, research by Sirotur (2023) also shows that hedonic motivation contributes to impulse purchases, but the object of research may be different, for example, in the context of different products or markets. On the other hand, this study focuses on Gen-Z customers in Padang City, who may have unique characteristics in terms of shopping motivation and tendency to buy impulsively.

In addition, differences in the measurement methods or scales used to assess Hedonic Shopping Motivation may affect the research results. This study may use different indicators or measurement tools compared to previous studies, so the results may vary. However, the finding that hedonic motivation significantly influences impulse buying shows consistency with existing literature, and underscores the importance of understanding how the drive for pleasure and personal satisfaction can influence consumer behavior. Overall, the results of this study strengthen the understanding of the important role of Hedonic Shopping Motivation in driving impulse buying behavior. Shopping motivations driven by pleasure-seeking or personal satisfaction were shown to have a significant impact on impulse purchase tendencies, especially among younger consumers such as Gen-Z. These findings highlight the importance for marketers to consider hedonic aspects in their marketing strategies, especially when targeting market segments that tend to be influenced by emotional motivations and personal satisfaction in their shopping decisions.

CONCLUSSION

This study examines the effect of Shopping Lifestyle, Price Discount, and Hedonic Shopping Motivation on Impulse Buying on Gen-Z customers of Somethinc brand cosmetics in Padang City. The results showed that:

1. Shopping Lifestyle has a significant effect on Impulse Buying. An active and expressive shopping lifestyle triggers impulse buying tendencies among Gen-Z customers.
2. Price Discount does not have a significant effect on Impulse Buying. Price discounts do not substantially influence impulse buying decisions in the context of this study.
3. Hedonic Shopping Motivation has a significant effect on Impulse Buying. Shopping motivations driven by the search for pleasure and personal satisfaction significantly influence impulse buying behavior.

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