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Scrolling to Splurge: How Hedonic Shopping and Beauty Influencers Drive Impulse Buying Among Gen Z on TikTok

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ABSTRACT

This study investigates the influence of hedonic shopping motivation and beauty influencer endorsement on impulsive buying behavior among Generation Z TikTok users, with a specific focus on beauty products used by both males and females. Employing a quantitative approach, this research examines the impact of hedonic shopping motivation, driven by emotional gratification and pleasure, and the credibility of beauty influencers on impulsive purchase decisions. The findings, based on a survey of 149 Indonesian Generation Z TikTok users, reveal that both hedonic shopping motivation and beauty influencer endorsement are positively correlated with impulsive buying behavior, regardless of gender. Hedonic shopping motivation emerged as a significant predictor of impulsive purchases, while the influence of beauty influencer endorsement, although significant, exhibited a more rational rather than impulsive pattern. These results highlight the significant role of social media, particularly TikTok, in shaping the consumer behavior of younger generations, regardless of gender. The study's implications suggest that marketers should emphasize emotional benefits in their campaigns and collaborate with beauty influencers to promote more thoughtful purchasing decisions for both male and female consumers. However, the cross-sectional design of this study limits causal inferences, and the focus on a specific population may restrict the generalizability of the findings.

Keywords: Hedonic Shopping; Beauty Influencer; Impulse Buying; Generation Z; Tiktok

1. Introduction

Social media platforms have revolutionized the way businesses market their products and services, particularly to younger consumers (Kumar, 2015). Marketers often employ subtle tactics to integrate products into content, making the commercial intent less apparent. By leveraging personal data, marketers can tailor content to users' interests and encourage active engagement. (Boyland & Tatlow-Golden, 2017; Tatlow-Golden et al., 2016). Social media users are increasingly turning to these platforms as sources of information when making decisions. A

popular approach on social media is partnering with influencers to promote products or brands through video blogs. Product placement on social media platforms is often seen as more effective than television advertising due to the flexibility influencers have in adjusting the context and narrative around the product (Boyland & Tatlow-Golden, 2017). Influencers can showcase products in a variety of ways, from subtle background appearances to full product features. Adolescent reactions and perceptions of promoted products can be influenced by how prominently the influencer features the product (Boyland & Tatlow-Golden, 2017; Tatlow-Golden et al., 2016). As a result, influencers have become role models for many social media users, who look to them for advice on topics such as fashion, lifestyle, photography, and travel (Audrezet et al., 2020; Casaló et al., 2017). Influencers are now considered effective channels for communicating with consumers (Bu et al., 2022). Research suggests that influencers are able to build stronger relationships with their followers compared to celebrities, fostering greater trust and credibility (Audrezet et al., 2020).

Beauty influencers significantly impact consumer purchasing decisions for beauty products, primarily through their credibility and relatability. Research indicates that beauty bloggers and vloggers are often perceived as more trustworthy than traditional industry experts, leading to increased purchase intentions among young consumers (Wright, 2017). Additionally, beauty vloggers play a crucial role in shaping consumer preferences, particularly among young female audiences, with studies revealing a notable correlation between influencer engagement and purchasing decisions (Nurvia & Sarasati, 2020). Previous study said that consumers are more likely to accept new products from general public influencers without sponsorship displays, suggesting potential for impulse buying in such contexts (Wang & Lee, 2021).

Gen Z's purchase behavior on TikTok is significantly influenced by the platform's unique features, which differ from other social media. The engaging nature of content, combined with the influencer's appeal, can lead Gen Z users to make impulse purchases (Rizomyliotis et al., 2024). This generation exhibits a strong inclination towards impulsive buying, driven by engaging content and peer influence. TikTok's short, user-generated videos, particularly those like "Shopee Finds," have been shown to moderately influence impulsive buying behaviors among Gen Z, including both planned and reminder impulses (Barcelona et al., 2022). One of the factors influencing gen Z during shopping is hedonic motivation, which refers to a sense of pleasure, fantasy, and social and emotional aspects. Hedonic motivation arises from customers' experiences, especially during online shopping (Botti & McGill, 2011). The content and online interactions received by customers on the TikTok platform can foster the growth of hedonic motivation among Gen Z. One form of hedonic motivational interaction process in online shopping is browsing, which leads to impulse buying, meaning making unplanned purchases without considering the benefits of the goods acquired (GÃ¼ltekir, 2012a). Consequently,

unplanned purchases are made due to the positive experience gained during the interactive process on the website. This also occurs when someone browses for fun or relaxation (Hashmi et al., 2019) . Hedonic motivations, including the desire for pleasure and enjoyment, are positively correlated with impulsive buying behavior among Gen Z. This demographic often prioritizes aesthetic appeal and emotional gratification in their purchases (Anggriani et al., 2022a; Muhammad et al., 2023).

This study is conducted based on a gap identified in previous research by (Andani & Wahyono, 2018; Lestari et al., 2023; Tirtayasa et al., 2020; Umar et al., n.d.) which did not explicitly explain the impact of hedonic shopping motivation and beauty influencers on impulse buying of beauty products among Gen Z TikTok users. Therefore, this research is crucial to further investigate the influence of hedonic shopping motivation and beauty influencers on impulse buying specifically for beauty products on the TikTok platform.

This study aims to examine the influence of hedonic shopping motivation and beauty influencers on impulse buying of beauty products. Self-Congruence Theory, as proposed by Sirgy (1982), serves as the theoretical foundation for this research. This theory posits that individuals tend to choose products that align with their self-concept. In the context of this study, beauty influencers serve as a reference for consumers in shaping their ideal self. When beauty products promoted by beauty influencers are perceived as congruent with consumers' self-concept, hedonic shopping motivation is heightened, leading to impulsive buying. Thus, this study is expected to contribute empirically to a better understanding of the factors influencing consumer behavior in the context of purchasing beauty products in the social media era.

2. Literature Review

2.1 Hedonic Shopping Motivation

Hedonic Consumption refers to aspects of behavior related to multisensory experiences, fantasy, and emotions in the consumption process. Consumption can be driven by the pleasure customers feel when using the products they purchase, where the criteria for "success" are more aesthetic in nature (Hirschman, 1980). Hedonic shopping motivation can be considered similar to utilitarian shopping motivation in terms of goals, but hedonic shopping is driven by the desire to experience pleasure and emotional satisfaction while shopping, whereas utilitarian shopping focuses on practicality (Babin et al., 1994a) . Hedonic shopping motivation has several indicators that can be used as questions in data collection, including adventure shopping, gratification shopping, role shopping, value shopping, social shopping, and idea shopping, where shopping in this research context is specifically focused on beauty products (Arnold &

Reynolds, 2003).

2.2 Beauty Influencer

Beauty influencers are individuals who leverage their expertise and social media presence to promote beauty products and brands, significantly influencing consumer behavior, particularly among younger audiences. They create content showcasing their experiences with beauty products, thereby impacting purchase intentions through reviews and recommendations (Karmanita & Warmika, 2024). Beauty influencers build credibility through authentic content, which enhances perceived trust and value among followers, leading to increased purchase intentions (Amelia et al., 2023). Beauty influencers have several indicators that can be used as questions in data collection, including: consumers frequently read influencer reviews to know the impression of a product, seeing beauty influencers convince consumers to make a purchase decision, needing information provided by beauty influencers (through TikTok video content), and beauty influencer reviews being convincing in making purchases (Reza Jalilvand & Samiei, 2012).

2.3 Impulse Buying

Impulsive buying is characterized by unplanned purchases of products or services, triggered by spontaneous desires or impulses. These decisions are shaped by multiple factors and are linked to consumer indecision during the buying process. The purchasing journey consists of five steps: (1) identifying the product, (2) gathering information, (3) considering alternatives, (4) making the purchase decision, and (5) post-purchase actions (Armstrong et al., 2014). Impulse buying has several indicators that can be used as questions in data collection, including whether consumers buy items that were not originally planned and whether consumers consider spontaneous purchases to be enjoyable (Beatty & Ferrell, 1998).

2.4 Hypotheses Development

2.4.1 Hedonic shopping motivation and impulse buying.

Consumers with a habit of shopping based on hedonic motivations often spend their quality time browsing online stores, specifically on the TikTok platform. This is supported by previous research that has stated that there are six hedonic shopping motivations, namely adventure, social, gratification, ideas, roles, and value shopping, which have a positive impact on impulse buying (GÃ¼ltekin, 2012b). Earlier studies on impulsive buying largely concentrated on the differences in consumer behavior between impulsive and non-impulsive purchases (Cobb & Hoyer, 1986; Piron, 1991). In a similar vein, (Chang et al., 2014; Hausman, 2000) propose that impulsive purchases often fulfill emotional or pleasure-seeking desires, such as joy, fun,

enjoyment, social interaction, or happiness. Similarly, research conducted by (Rook, 1987) and (Babin et al., 1994b) observed that unplanned purchases are part of impulsive buying, which seeks a more hedonic response.

H1: Hedonic shopping motivation positively impacts impulse buying behavior.

2.4.2 Beauty influencer and impulse buying.

Beauty influencers exert a substantial influence on Gen Z's impulse buying behavior on TikTok, driven by factors such as credibility, entertainment, and effective marketing strategies. Research suggests that these influencers skillfully utilize TikTok's distinctive features to engage and motivate Gen Z consumers, ultimately leading to an increase in impulsive purchases. Several studies have confirmed that the combination of influencer marketing, personal branding, high-quality product reviews, and perceived authenticity of beauty products presented by beauty influencers significantly impacts impulse buying behaviors among TikTok users (Andriani et al., 2024; Athaya & Wandebori, 2024).

H2: Beauty influencers positively influence impulse buying decisions.

2.4.3 Hedonic shopping motivation, beauty influencer and impulse buying.

Hedonic shopping motivation and beauty influencer influence together have a significant impact on impulse buying on the TikTok platform, especially among young consumers. Research shows that hedonic motivations, such as enjoyment and pleasure derived from shopping, play a crucial role in driving impulse purchases, especially when influenced by attractive beauty influencers. Previous studies have proven that hedonic shopping motivations are linked to increased impulse buying, as they enhance the shopping experience and encourage spontaneous purchases (Anggriani et al., 2022b; Coelho et al., 2023). Similarly, research has shown that beauty influencers, through their engaging content and social presence, significantly impact consumers' hedonic attitudes, which in turn fosters impulse buying behaviors (Li et al., 2022). Therefore, it can be hypothesized that hedonic shopping motivation and beauty influencer can jointly influence impulse buying behavior by customers on the TikTok platform.

H3: Both hedonic shopping motivation and beauty influencers positively influence impulse buying.

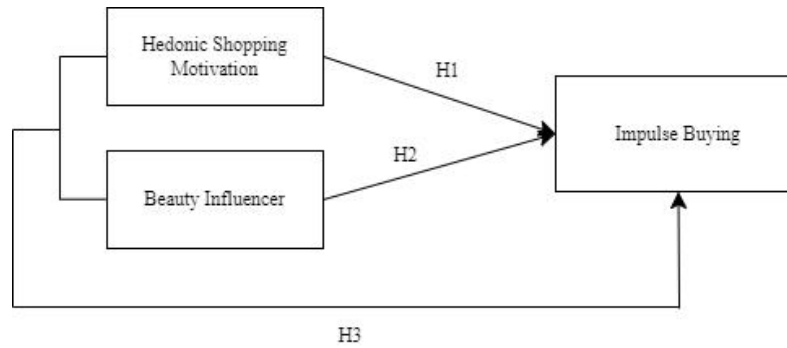


Figure 1. Research Framework

3. Research Methodology

This research employs a quantitative method, with data collected through a survey. The questionnaire was distributed online to individuals who use TikTok to search for beauty products and make online purchases on the platform. Respondents were Generation Z, aged between 12 and 27 years old. For the questionnaire, age was categorized into two groups: under 20 years old and 20-27 years old. The sample size was determined by multiplying the number of instruments by five (Wallace & Haines, 1985). Given that the questionnaire consisted of 25 items, the minimum sample size for this study was 125 respondents. According to (Fowler Jr, 2013), the appropriate sample size for survey research should be determined based on the number of questionnaires administered, typically ranging from 1 to 10 times the number of questionnaires. This ensures that the data collected is statistically reliable and precise. The responses obtained from the respondents were measured using a 7-point Likert scale, and regression analysis was employed as the analytical method.

4. Results

4.1 Characteristics of Respondents

This study collected data through an online survey distributed to Gen Z users of TikTok in Indonesia. The final sample size was 149, exceeding the minimum requirement of 125 respondents. The following section details the characteristics of the respondents in this study.

Table 1. Characteristics of Respondents

Characteristics of Respondents	Category	Total	Percentage (%)
Gender	Woman	104	69.8%
	Man	45	30.2%
Age	< 20 Years	29	19.5%
	20 – 27 Years	120	80.5%
Duration of TikTok usage	< 1 Year	7	4.7%
	1 – 2 Years	37	24.8%
	2 – 3 Years	54	36.2%

Daily TikTok usage duration	> 3 Years	51	34.2%
	< 1 hour	13	8.7%
	1 – 2 hours	41	27.5%
	2 – 3 hours	55	36.9%
	> 3 hours	40	26.8%
Shopping on TikTok	Yes	107	71.8%
	No	42	28.2%

The respondent profile, as depicted in the table, primarily consists of young women aged 20-27, accounting for a substantial 80.5% of the sample. This indicates a strong focus on the younger demographic, particularly females, who are frequent users of TikTok. The data reveals a diverse range of TikTok usage durations, suggesting a significant level of engagement among the respondents. Notably, a majority of respondents (71.8%) reported making purchases on TikTok, highlighting the platform's growing influence on consumer behavior. This finding underscores TikTok's evolution from a mere social media platform to a powerful e-commerce channel, especially among the younger generation. Further analysis could explore correlations between demographic factors, usage patterns, and purchase behaviors to gain deeper insights into TikTok's role in shaping consumer preferences.

4.2 Hypotheses Results

4.2.1 Hypotheses Testing Result

Data analysis in this study was conducted using IBM SPSS. The independent variables, hedonic shopping motivation (X1) and beauty influencer influence (X2), and the dependent variable, impulse buying (Y), were analyzed. The non-multicollinearity test for variable X1 yielded a significance value of 0.00, which is less than 0.05. This indicates that a higher hedonic shopping motivation is positively correlated with a higher likelihood of impulse buying. In other words, individuals seeking pleasure or satisfaction from shopping tend to be more impulsive. For variable X2, the significance value was also 0.00, less than 0.05. This suggests that a higher influence of beauty influencers is negatively correlated with impulse buying. In simpler terms, individuals who are heavily influenced by beauty influencers tend to make more rational purchasing decisions. The VIF value was calculated to be 1.090, which is less than ten, indicating no multicollinearity problem between the two independent variables.

Table 2. Hypotheses Result

Hypotheses	Sig.	Result
Hedonic Shopping Motivation → Impulse Buying	0.00	Accepted
Beauty Influencer → Impulse Buying	0.00	Accepted
Hedonic Shopping Motivation & Beauty Influencer → Impulse Buying	0.00	Accepted

In the Kolmogorov-Smirnov test, the exact significance value was 0.712, which is greater than

0.05. Therefore, it can be concluded that the sample data analyzed comes from a normal distribution. The regression analysis results indicate a significant relationship between hedonic shopping motivation, beauty influencer influence, and impulsive buying behavior. The model, as shown in the table, explains a substantial portion of the variance in impulsive buying, with hedonic shopping motivation and beauty influencer influence emerging as significant predictors. The positive coefficient for hedonic shopping motivation suggests that as individuals experience higher levels of pleasure or enjoyment from shopping, they are more likely to engage in impulsive buying behavior. This finding aligns with the notion that individuals seeking emotional gratification from shopping are more prone to making spontaneous purchases. Conversely, the negative coefficient for beauty influencer influence indicates that individuals who are heavily influenced by beauty influencers are less likely to make impulsive purchases. This suggests that the perceived expertise and trustworthiness of beauty influencers may encourage more rational decision-making among consumers.

The standardized beta coefficients provide a relative measure of the importance of each predictor variable. In this case, both hedonic shopping motivation and beauty influencer influence have substantial standardized beta coefficients, indicating that they have a strong influence on impulsive buying behavior. The significance levels (p-values) for both predictor variables are less than 0.05, indicating that the relationship between these variables and impulsive buying is statistically significant. This means that the observed relationships are unlikely to be due to chance.

In conclusion, the regression model provides compelling evidence that both hedonic shopping motivation and beauty influencer influence play a significant role in predicting impulsive buying behavior. Understanding these relationships can be valuable for marketers and businesses seeking to develop effective strategies to target impulsive consumers. For example, marketers could create campaigns that emphasize the emotional benefits of shopping to appeal to individuals with high hedonic shopping motivation. Alternatively, they could collaborate with trusted beauty influencers to promote more thoughtful and considered purchasing decisions.

Table 3. R-square Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Hedonic Shopping Motivation & Beauty Influencer → Impulse Buying	0.756	0.571	0.566	1.74690

Based on the calculations, the R-squared value was 0.571, indicating that approximately 57.1% of the variability in the Impulse Buying variable can be explained by the Hedonic Shopping Motivation and Beauty Influencer variables. The remaining 42.9% is explained by other factors not included in the model. The regression model constructed is quite good in explaining the relationship between hedonic motivation, the influence of beauty influencers, and impulsive buying behavior. The predictor variables used in the model can explain about 57% of the variation in impulsive buying behavior.

5. Discussion

5.1 Hedonic shopping motivation positively impacts impulse buying behavior.

The findings of this study provide compelling evidence to support the hypothesis that hedonic shopping motivation exerts a significant positive influence on impulsive buying behavior. Consistent with previous research (Andani & Wahyono, 2018; Lestari et al., 2023; Tirtayasa et al., 2020; Umar et al., n.d.) our results indicate that individuals who derive pleasure and enjoyment from the shopping experience are more likely to engage in spontaneous and unplanned purchases. The positive relationship between hedonic shopping motivation and impulsive buying can be attributed to several factors. Firstly, individuals with high hedonic shopping motivation often seek emotional gratification from the shopping process. The anticipation and experience of acquiring desired products can provide a sense of excitement and satisfaction, leading to impulsive purchases as a means of boosting mood or relieving stress. Secondly, hedonic shoppers tend to be more susceptible to marketing stimuli and promotional offers, as these can enhance the overall shopping experience and increase the likelihood of impulsive buying. It is important to note that while this study provides robust evidence for the positive relationship between hedonic shopping motivation and impulsive buying, there are limitations that should be considered.

5.2 Beauty influencers positively influence impulse buying decisions.

The present study has revealed a significant positive correlation between beauty influencers' influence and impulsive buying behavior, suggesting that individuals who follow and trust beauty influencers are more likely to make spontaneous and unplanned purchases. This finding aligns with previous research that highlights the persuasive power of social media influencers on consumer behavior (Andani & Wahyono, 2018; Lestari et al., 2023; Tirtayasa et al., 2020; Umar et al., n.d.; Wang & Lee, 2021) . Several factors may contribute to this positive relationship. Firstly, beauty influencers often cultivate strong relationships with their followers, fostering trust and loyalty. This perceived authenticity and expertise can lead consumers to perceive product recommendations from beauty influencers as credible and reliable. Secondly, the aspirational lifestyles portrayed by beauty influencers can create a desire among followers to emulate their appearance and lifestyle, which may lead to impulsive purchases of products endorsed by these influencers. Additionally, the fear of missing out (FOMO) and the desire for social validation can motivate individuals to make impulsive purchases to keep up with the latest trends and beauty standards promoted by beauty influencers.

5.3 Both hedonic shopping motivation and beauty influencers positively influence impulse buying.

As discussed earlier, hedonic shopping motivation, characterized by the desire for pleasure and enjoyment from shopping, is a well-established antecedent of impulsive buying. Individuals with high levels of hedonic shopping motivation are more likely to seek emotional gratification

through shopping and are thus more susceptible to impulsive purchases. Additionally, the influence of beauty influencers, particularly on social media platforms, has been shown to significantly impact consumer behavior. The aspirational lifestyles portrayed by beauty influencers, coupled with the perceived authenticity and expertise of their recommendations, can create a strong desire among followers to emulate their appearance and lifestyle, leading to impulsive purchasing decisions. The combined influence of hedonic shopping motivation and beauty influencer influence can be particularly potent. Individuals who derive pleasure from shopping and who also follow beauty influencers may be more likely to make impulsive purchases when exposed to promotional content or product recommendations from these influencers. For instance, a beauty influencer's endorsement of a new product can trigger a strong desire among their followers to acquire the product, especially if these followers are already predisposed to impulsive buying due to high levels of hedonic shopping motivation.

6. Conclusion

This study has demonstrated that both hedonic shopping motivation and beauty influencer influence significantly contribute to impulsive buying behavior, particularly among Gen Z consumers while purchasing on beauty product. The findings underscore the complex interplay between these factors in shaping consumer decision-making within the context of social media and digital marketing. Hedonic shopping motivation, characterized by the pursuit of pleasure and enjoyment, emerges as a key driver of impulsive buying. Gen Z consumers, with their heightened focus on personal experiences and emotional satisfaction, are particularly susceptible to the allure of hedonic shopping. The influence of beauty influencers further amplifies this tendency, as their endorsements and recommendations can create a strong desire among consumers to emulate their perceived ideal lifestyle.

While this study provides valuable insights into the relationship between hedonic shopping motivation, beauty influencer influence, and impulsive buying, it is important to acknowledge its limitations. The cross-sectional design of the study precludes establishing causality, limiting our ability to determine the temporal sequence of these factors. Additionally, the focus on a specific demographic, Generation Z, may restrict the generalizability of the findings to other age groups.

Future research could address these limitations by employing longitudinal designs to track changes in consumer behavior over time. Furthermore, exploring the influence of beauty influencer characteristics, such as credibility, authenticity, and follower engagement, on impulsive buying could provide additional insights. Additionally, examining the impact of different types of beauty products (e.g., skincare, makeup, haircare) on impulsive buying behavior may reveal nuanced differences.

In conclusion, this study highlights the critical role of hedonic shopping motivation and beauty influencer influence in shaping impulsive buying behavior among Gen Z consumers. Understanding these factors can enable marketers to develop targeted strategies that resonate with this demographic and mitigate the potential negative consequences of impulsive buying. Future research should continue to delve into the complexities of consumer behavior in the digital age to inform effective marketing practices and consumer protection measures.

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