

Live Streaming as a Catalyst: How Hedonic and Utilitarian Shopping Drive Impulse Buying Among Gen Z in Indonesia

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ABSTRACT

Objectives: This research investigates the influence of hedonic shopping and utilitarian shopping on impulse buying behavior among Generation Z in Indonesia, by also considering the role of live streaming shopping in moderating the relationship between these two types of shopping and impulse buying.

Methodology: Through data analysis from 300 respondents.

Finding: The findings show that both hedonic shopping and utilitarian shopping have a positive and significant influence on impulse buying. Apart from that, live streaming shopping was also found to have a significant influence in strengthening the relationship between these two types of shopping and impulse buying behavior.

Conclusion: The implications of these findings are the importance of developing more effective marketing strategies, increasing consumer awareness about the risks of impulse buying, and opportunities for further research in understanding consumer behavior in the digital era.

Keywords: Hedonic Shopping; Utilitarian Shopping; Impulse Buying; Live Streaming Shopping; Z Generations.

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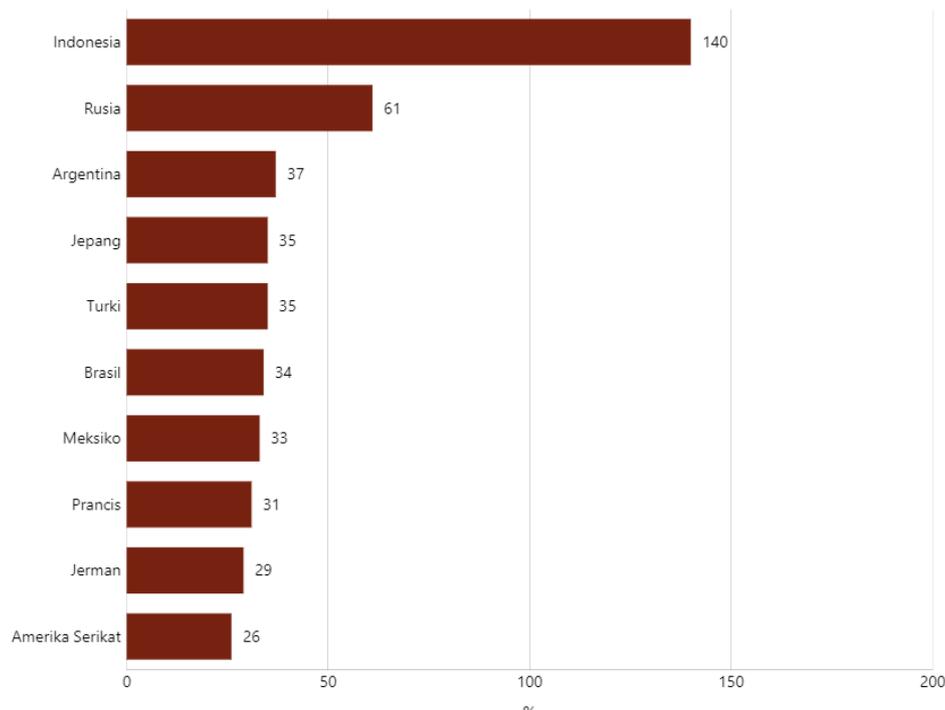
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INTRODUCTION

Generation Z, defined as individuals born between the mid-1990s and early 2010s, has emerged as a key target for the retail and marketing industries. Growing up in a digitally intensive environment, Generation Z has high exposure to internet technology, social media, and e-commerce platforms. In Indonesia, this generation exhibits distinctive shopping behaviors, particularly a strong tendency toward impulse buying, defined as unplanned and spontaneous purchasing decisions. Impulse buying remains an important topic in consumer behavior research due to its significant influence on purchasing decisions and individual financial well-being.

Previous studies have established that hedonic and utilitarian shopping motivations influence impulse buying behavior. Hedonic shopping refers to purchasing activities driven by pleasure, enjoyment, and emotional satisfaction, whereas utilitarian shopping is motivated by functional and practical needs (Meidiaswati et al., 2023). Generation Z consumers in Indonesia engage in both types of shopping, depending on situational and emotional conditions. However, most existing studies examine these motivations in relatively static online or offline shopping environments and provide limited explanation of how emerging digital shopping contexts may alter these relationships.

Figure 1. 10 Countries with the Highest Growth in Time Spent Watching Streaming Videos in the World (2019-2021)



Source: databoks.katadata.co.id, 2025

Live streaming shopping has recently become a prominent phenomenon among Generation Z in Indonesia. Through platforms such as TikTok Live, Instagram Live, and live features integrated into e-commerce platforms, consumers can interact directly with sellers, observe real-time product demonstrations, and make immediate purchasing decisions during live sessions (Cahyani, 2023). Indonesia's high level of social media usage and strong culture

of social interaction have accelerated the adoption of live streaming shopping, positioning the country as one of the major markets for this digital retail format.

Empirical evidence indicates that impulse buying behavior in Indonesia is driven by both hedonic and utilitarian motivations, with hedonic motives playing a significant role in generating pleasure, excitement, and emotional satisfaction (Halim et al., 2022). Hedonic shopping motivation has been shown to increase purchase decisions in live streaming environments, particularly among consumers experiencing emotional arousal and a tendency toward impulsive behavior (Sari et al., 2023). Consumers are more likely to make impulse purchases during live streaming sessions when hedonic motivation is activated through entertainment, scarcity cues, and real-time interaction (Sari et al., 2023). At the same time, utilitarian motives related to time efficiency, product usefulness, and value consideration also significantly influence impulse buying in live shopping e-commerce contexts in Indonesia (Halim et al., 2022).

The conceptual contribution of this study lies in extending prior research by positioning live streaming shopping as a moderating variable that reshapes the relationship between hedonic and utilitarian shopping motivations and impulse buying behavior. Rather than merely confirming established direct effects, this study advances consumer behavior theory by demonstrating that live streaming shopping functions as a situational and technological context that amplifies emotional engagement and time pressure, thereby strengthening or altering the impact of hedonic and utilitarian motivations on impulse buying decisions.

Empirical evidence suggests that hedonic motivation plays a particularly strong role in impulse buying during live streaming sessions due to emotional arousal, entertainment value, and scarcity messaging (Sari et al., 2023). Conversely, utilitarian motivation—traditionally associated with rational decision-making—may either diminish or transform under live streaming conditions, where time pressure and social influence are salient (Halim et al., 2022). By integrating these dynamics, this research contributes theoretically by explaining why and under what conditions utilitarian motives may still lead to impulse buying in highly interactive digital environments.

Therefore, the novelty of this study lies in its contextualized model, which integrates hedonic and utilitarian shopping motivations with live streaming shopping as a moderating mechanism within the Generation Z segment in Indonesia. This approach not only enriches impulse buying theory in digital commerce but also provides a more nuanced understanding of consumer behavior in emerging live-commerce ecosystems. The findings offer theoretical implications for consumer behavior research and practical insights for marketers seeking to design more effective live streaming strategies in the digital retail landscape.

Based on this background, this research aims to examine the influence of hedonic shopping and utilitarian shopping on impulse buying and to analyze the moderating role of live streaming shopping in these relationships among Generation Z consumers in Indonesia. By integrating motivational factors with a live commerce context, this study provides new theoretical insight into impulse buying behavior in interactive digital retail environments and offers practical implications for marketing strategies in the rapidly evolving live streaming economy.

LITERATURE REVIEW

Hedonic vs. Utilitarian Shopping Value

Shopping value represents a set of motivational drivers that shape consumers' evaluations and behaviors during shopping activities. Broadly, consumers perceive shopping value either as a means to fulfill functional and goal-oriented needs (utilitarian value) or as an opportunity to experience pleasure, enjoyment, and positive emotions (hedonic value).

Hedonic shopping value is characterized by experiential, emotional, and often irrational aspects of consumption, where consumers are motivated primarily by enjoyment and affective gratification rather than functional necessity (Ottar & Skallerud, 2011). A substantial body of empirical research has documented a significant positive relationship between hedonic shopping value and impulse buying behavior. Santini et al. (2019), through a meta-analysis of impulse buying studies, confirmed that hedonic shopping value is one of the most influential predictors of impulsive purchasing. Consistent findings have been reported across various contexts and consumer segments, including Iranian consumers (Sela et al., 2017), retail consumers in Kendari (Shaleha et al., 2020), Tokopedia users in Padang (Cakanlar & Nguyen, 2019), university students in Semarang (Ningsih & Kardiyem, 2020), online shoppers in Jabodetabek (Fitri et al., 2021), Chocochips online shop consumers (Japariato & Monika, 2020), fashion consumers in Pontianak (Tobing, 2019), and online shopping communities more broadly (Lee & Wu, 2017). These studies collectively suggest that hedonic motivations consistently stimulate spontaneous purchasing behavior across both online and offline settings. However, not all findings are convergent; Bridges and Florsheim (2008) reported no significant effect of hedonic shopping value on impulse buying, indicating that contextual factors may influence the strength of this relationship.

In contrast, utilitarian shopping value reflects the extent to which consumers perceive shopping as an efficient process for achieving specific goals and fulfilling functional needs (Chung et al., 2017). Products that effectively meet practical requirements and offer objective value exemplify utilitarian value. Consumers with strong utilitarian orientations tend to prioritize rational evaluation, efficiency, and task completion, often experiencing a sense of relief or satisfaction once their needs are fulfilled. From a motivational perspective, utilitarian value aligns with goal-oriented and rational behavior, emphasizing decision-making effectiveness and necessity fulfillment (Ryan & Deci, 2000).

Impulse Buying Behavior

Impulse buying refers to spontaneous and unplanned purchasing decisions that occur with minimal cognitive evaluation. While traditionally associated with emotional and hedonic motivations, empirical evidence suggests that utilitarian shopping value also plays a significant role in impulsive buying behavior. Ryan and Deci (2020) and Huang (2015) demonstrated that utilitarian motivations can positively influence impulse buying, particularly when functional benefits and efficiency considerations are salient. Dey and Srivastava (2017) further showed that utilitarian value, similar to hedonic value, exerts a substantial positive effect on impulsive buying tendencies. Supporting this view, Hanzae and Rezaeyeh (2013) found that utilitarian shopping value significantly influences impulse buying behavior among Iranian fast-food consumers. These findings suggest that impulse buying is not solely driven by affective factors but can also emerge from goal-oriented and efficiency-based motivations under certain conditions.

Live Streaming Shopping

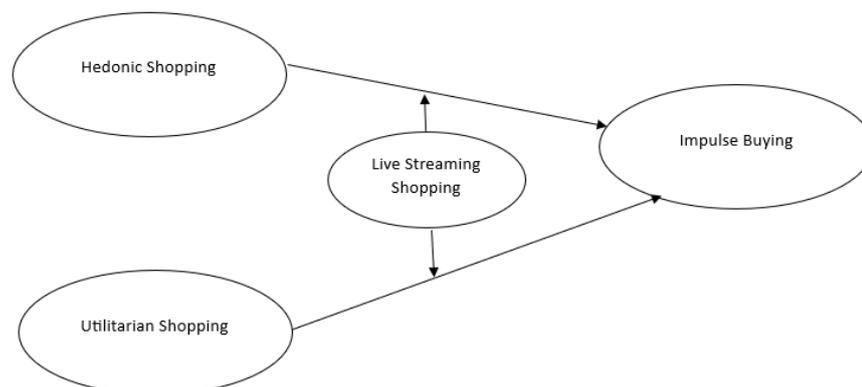
Live streaming commerce has emerged as a prominent digital marketing mechanism that emphasizes interactivity, real-time communication, and perceived expertise to engage consumers (Jiang et al., 2022). Hidayat and Hidayat (2020) highlight that live streaming commerce facilitates technology-driven entrepreneurial growth, particularly among Generation Z consumers. By leveraging live streaming technologies, firms are able to digitize their marketing activities and accelerate digital transformation in their sales strategies (Sang, 2020). Compared to traditional selling methods, live streaming commerce enables businesses to showcase products dynamically and interactively, thereby enhancing consumer engagement and competitive advantage (Chen et al., 2019). Furthermore, live streaming commerce supports business sustainability by enabling cross-device accessibility while simultaneously improving profitability and operational efficiency (Creswell, 2018).

Although prior studies have demonstrated the relationship between shopping value and impulse buying, the theoretical explanation remains limited. This study adopts the Stimulus–Organism–Response (S–O–R) framework, motivation theory, and experiential consumption theory to explain how shopping values influence impulsive purchasing, particularly in live streaming commerce. Within the S–O–R framework, live streaming features such as real-time interaction and product demonstrations act as external stimuli that influence consumers' internal psychological states. Hedonic shopping value stimulates emotional responses and enjoyment, while utilitarian shopping value encourages cognitive evaluations related to efficiency and functionality. These internal responses can ultimately lead to impulse buying behavior.

Motivation theory further explains that hedonic value reflects intrinsic motivation driven by enjoyment, whereas utilitarian value represents extrinsic motivation focused on goal achievement. Meanwhile, experiential consumption theory highlights that immersive and interactive shopping experiences, such as those offered by live streaming commerce, can intensify consumer engagement and spontaneous purchasing behavior.

Despite the rapid growth of live streaming commerce globally, its moderating role in the relationship between shopping value and impulse buying remains underexplored, particularly in the Indonesian e-commerce context. Indonesia's rapidly expanding digital market and high adoption of live streaming features on platforms such as Shopee, Tokopedia, and TikTok Shop make it important to examine how live streaming strengthens or weakens the influence of shopping values on impulse buying. Therefore, this study contributes by extending consumer behavior theories into live streaming commerce and providing empirical evidence from the Indonesian market.

Figure 1. Research Framework



Based on the literature review, the hypotheses in this research are as follows:

H1: Hedonic shopping has a positive and significant effect on impulse buying

H2: Utilitarian shopping has a positive and significant effect on impulse buying

H3: Live streaming moderates the influence of Hedonic shopping on impulse buying

H4: Live streaming moderates the influence of utilitarian shopping on impulse buying.

RESEARCH METHODS

This study employed a quantitative research design to examine the influence of hedonic and utilitarian shopping values on impulse buying behavior and the moderating role of live streaming shopping among Generation Z consumers in Indonesia. The target population consisted of Generation Z individuals (born between the mid-1990s and early 2010s) who had prior experience purchasing products through e-commerce platforms that offer live streaming shopping features.

Sampling Technique and Data Collection

A purposive sampling technique was used, as respondents were required to meet specific criteria relevant to the research objectives, namely: (1) belonging to Generation Z, and (2) having made at least one purchase via an e-commerce platform that utilizes live streaming shopping. Data were collected through an online questionnaire, resulting in a total of 300 valid responses. This sample size exceeds the minimum requirement for Partial Least Squares Structural Equation Modeling (PLS-SEM), ensuring sufficient statistical power and robustness for hypothesis testing.

Measurement Instruments

All constructs were measured using validated multi-item scales adapted from prior studies to ensure content validity. Hedonic shopping value and utilitarian shopping value were measured using items adapted from established shopping value literature (e.g., Ottar & Skallerud, 2011; Chung et al., 2017). Impulse buying behavior was measured using scales commonly employed in impulse buying research (e.g., Santini et al., 2019). Live streaming shopping was measured using indicators capturing interactivity, real-time engagement, and perceived effectiveness of live commerce platforms, adapted from previous live streaming commerce studies (e.g., Jiang et al., 2022). All items were measured using a five-point Likert scale, ranging from 1 (“strongly disagree”) to 5 (“strongly agree”).

Data Analysis Technique and Justification for WarpPLS

The data were analyzed using WarpPLS, a variance-based Structural Equation Modeling (SEM) technique. WarpPLS was chosen for several reasons. First, it is suitable for complex models involving moderation effects, particularly when relationships between variables are potentially non-linear. Second, WarpPLS is appropriate for predictive-oriented research and does not require strict assumptions of multivariate normality, making it well-suited for behavioral data collected via surveys. Third, WarpPLS provides advanced model fit indices and robustness checks that enhance the reliability of structural model evaluation compared to covariance-based SEM approaches.

Common Method Bias Assessment

To address potential common method bias (CMB) arising from self-reported survey data, several procedural and statistical remedies were applied. Procedurally, respondents were assured of anonymity to reduce evaluation apprehension. Statistically, collinearity diagnostics were examined using full collinearity VIF values, with all VIFs below the recommended threshold of 3.3, indicating that common method bias was unlikely to be a serious concern. This approach is consistent with established guidelines for assessing CMB in PLS-SEM studies.

RESULT AND DISCUSSION

Convergent Validity

The outer model evaluation involves assessing convergent validity, discriminant validity, and composite reliability. Convergent validity is measured by examining the p-values of each outer loading and outer weight. This study includes two types of indicator models: the reflective indicator model and the formative indicator model. For the reflective indicator model, the outer model is evaluated by examining the p-values of the outer loadings. For the formative indicator model, the outer model is evaluated by examining the p-values of the outer weights. The results indicate that the overall cross-loading values for the variables in this study are valid, with each indicator having a p-value of less than 0.001.

Tabel 1. Hasil Convergent Validity

Variable	Indicator	Loading value	p-value
Hedonic Shopping	X1.1	0.927	<0.001
	X1.2	0.895	<0.001
	X1.3	0.899	<0.001
	X1.4	0.870	<0.001
Utilitarian Shopping	X2.1	0.866	<0.001
	X2.2	0.987	<0.001
	X2.3	0.975	<0.001
	X2.4	0.893	<0.001
Live Streaming Shopping	X3.1	0.922	<0.001
	X3.2	0.932	<0.001
	X3.3	0.887	<0.001
	X4.4	0.866	<0.001
Impulse Buying	Y1	0.869	<0.001
	Y2	0.986	<0.001

Variable	Indicator	Loading value	p-value
	Y3	0.865	<0.001
	Y4	0.844	<0.001

Source: Data processed, 2024

Table 2. Latent Variable Coefficients Output Results

	X1	X2	X3	Y
R-squared coefficients				0,709
Composite reliability coefficients	0,889	0,888	0,899	0,876
Cronbach's alpha coefficients	0,866	0,889	0,888	0,899
Average variances extracted	0,681	0,686	0,645	0,687
Full collinearity VIFs	2.760	1.597	2.761	2.403
Q-squared coefficients			0,678	0,696

Source: Data processed, 2024

Information

- X1 : Hedonic Shopping
- X2 : Utilitarian Shopping
- X3 : Live streaming shopping
- Y : Impulse Buying

Based on the data, the R-squared value for the impulse buying construct is 0.709, indicating that 70.9% of the variance in impulse buying is explained by the variance in hedonic and utilitarian shopping. The reliability of the research instrument was assessed using composite reliability and Cronbach's alpha, with each indicator exceeding the threshold of 0.70. The average variance extracted (AVE) for each indicator is above 0.50, indicating that all constructs meet the criteria for convergent validity. Full collinearity VIF, which tests for vertical and lateral multicollinearity, shows values less than 3.3 for each indicator, confirming the absence of collinearity issues and common method bias. Q-squared values, used to assess predictive validity, are 0.531 and 0.616, both of which are above zero, indicating good predictive validity.

Table 3. Coefficient Relationship between Variables

		Path coefficients	P value	
Hedonic shopping	→	Impulse Buying	0,622	<0,001
Utilitarian Shopping	→	Impulse Buying	0,866	<0,001
HS*LS	→	Impulse Buying	0,862	<0,001
US*LS	→	Impulse Buying	0,875	<0,001

Source: Data processed, 2024

The Effect of Hedonic Shopping and Utilitarian Shopping on Impulse Buying

The findings of this study indicate that both hedonic shopping and utilitarian shopping have a positive and significant effect on impulse buying behavior among Generation Z consumers in Indonesia. This result supports the view that impulse buying is not solely driven by emotional gratification but can also emerge from functional and goal-oriented consumption motives, particularly within digital shopping environments.

The positive influence of hedonic shopping on impulse buying is consistent with a substantial body of prior research emphasizing the role of enjoyment, pleasure, and emotional arousal in spontaneous purchasing decisions (Ottar & Skallerud, 2011; Santini et al., 2019). Similar to previous studies conducted in diverse contexts such as among Iranian consumers (Islam et al., 2018), Tokopedia users in Padang (Zayusman & Septrizola, 2019), and online shoppers in Jabodetabek (Fitri et al., 2021) the present findings confirm that hedonic shopping value remains a dominant driver of impulse buying. However, unlike studies that emphasize purely emotional consumption, this research suggests that hedonic impulses among Generation Z are increasingly embedded within digitally mediated shopping experiences, where entertainment, visual stimulation, and social interaction are seamlessly integrated into the purchasing process.

At the same time, the significant effect of utilitarian shopping on impulse buying aligns with studies by Samadhi (2001), Huang (2015), Dey and Srivastava (2017), and Hanzae and Rezaeyeh (2013), which demonstrate that rational, goal-oriented motives can also lead to impulsive purchasing under certain conditions. This finding contrasts with the traditional assumption that utilitarian shopping is primarily associated with planned and deliberate decision-making. In the Indonesian digital commerce context, particularly on social media platforms, utilitarian consumers may still engage in impulse buying when functional needs are met quickly and efficiently. Instant access to product information, ease of comparison, and simplified payment systems reduces cognitive effort and encourage immediate purchase decisions, even for practical goods (Zheng et al., 2019).

Differences between the current findings and earlier studies, such as Bridges and Florsheim (2008), who found no significant relationship between hedonic shopping value and impulse buying, may be explained by contextual and temporal factors. The increasing integration of social media, e-commerce, and live shopping features has transformed the consumption environment, making it more immersive and emotionally engaging than traditional retail settings. As a result, the boundary between planned and impulsive behavior has become increasingly blurred.

From a cultural and generational perspective, the results can be further understood by considering the characteristics of Generation Z in Indonesia. This generation is highly accustomed to digital interaction, social media engagement, and instant gratification. Indonesian culture, which emphasizes social connectedness and collective interaction, may amplify the influence of both hedonic enjoyment and utilitarian efficiency in online shopping contexts. Social media platforms not only serve as transactional spaces but also as social environments where purchasing decisions are influenced by trends, peer interactions, and real-time content consumption. Consequently, even utilitarian purchases—such as household items or functional products can trigger impulse buying when embedded within socially engaging digital platforms.

Overall, this study extends prior research by demonstrating that impulse buying among Generation Z in Indonesia is driven by a convergence of emotional pleasure and functional efficiency within digitally mediated shopping environments. The findings highlight the need to reconsider the rigid distinction between hedonic and utilitarian consumption, particularly in emerging digital and social commerce contexts where both motivations interact dynamically to shape consumer behavior.

The role of Live Streaming shopping in moderating the influence of hedonic shopping and utilitarian shopping on impulse buying

The results of this study demonstrate that live streaming shopping significantly moderates the relationship between both hedonic and utilitarian shopping values and impulse buying behavior among Generation Z consumers in Indonesia. The significant moderation effects indicate that live streaming shopping does not merely act as an alternative purchasing channel, but functions as an interactive consumption context that strengthens the translation of shopping motivations into impulsive purchase decisions (Zafar et al., 2020; Zhao et al., 2019).

From a theoretical perspective, live streaming shopping strengthens the effect of hedonic shopping value on impulse buying by intensifying emotional arousal and experiential enjoyment during the shopping process. Live streaming environments offer entertainment elements such as real-time product demonstrations, charismatic hosts, instant feedback, and social interaction through live chats. These features heighten feelings of excitement, pleasure, and immersion, which are core drivers of hedonic consumption. As a result, consumers with strong hedonic motivations are more likely to act on impulse when exposed to live streaming stimuli, as the shopping experience itself becomes emotionally rewarding and difficult to postpone or resist (Zhao et al., 2019). For example, a Generation Z consumer watching a TikTok Live fashion session may experience excitement when the host showcases limited-edition items while engaging viewers in real time, prompting spontaneous purchase decisions driven by enjoyment rather than prior planning.

Live streaming shopping also strengthens the influence of utilitarian shopping value on impulse buying, although through a different mechanism. Utilitarian-oriented consumers typically prioritize efficiency, functionality, and goal achievement. Live streaming shopping enhances these motivations by reducing information asymmetry, increasing perceived usefulness, and accelerating decision-making processes. Real-time product explanations, direct responses to consumer questions, and immediate demonstrations reduce search costs and cognitive effort, allowing consumers to quickly evaluate whether a product meets their functional needs. Under such conditions, even rational and goal-oriented consumers may make impulsive purchases because the platform facilitates fast, confident decision-making (Zafar et al., 2020). For instance, a consumer seeking a functional electronic product may impulsively purchase during a live stream after receiving instant clarification on specifications, usage, and pricing from the seller.

These findings suggest that live streaming shopping acts as a situational catalyst that simultaneously amplifies affective stimulation for hedonic consumers and decision efficiency for utilitarian consumers. In line with prior research, live streaming commerce emphasizes interactivity, perceived expertise, and social presence, which collectively enhance consumer engagement and purchasing responsiveness (Jiang et al., 2022; Hidayat & Hidayat, 2020). By enabling businesses to present products dynamically and interactively, live streaming commerce allows firms to strengthen competitive advantage and stimulate impulse buying behavior beyond what is typically observed in traditional e-commerce settings (Chen et al., 2019; Sang, 2020). To enhance interpretability, the moderation effects are illustrated through an interaction plot, which shows that the positive relationship between shopping value (both hedonic and utilitarian) and impulse buying becomes stronger at higher levels of live streaming shopping. This visual representation clarifies that impulse buying tendencies increase most sharply when consumers with strong shopping motivations are exposed to high-intensity live streaming environments.

Overall, the findings highlight that live streaming shopping reshapes consumer decision-making by bridging emotional engagement and functional efficiency, thereby reinforcing both hedonic and utilitarian pathways to impulse buying among Generation Z consumers in Indonesia. These results extend impulse buying theory by demonstrating that motivational effects are contingent upon the digital shopping context in which consumption occurs.

RESEARCH IMPLICATIONS

Theoretical Implications

Contribution to Impulse Buying Theory: These findings strengthen understanding of the factors that influence impulse buying behavior, especially among Generation Z in the context of social media. Specifically, this research shows that both hedonic shopping and utilitarian shopping have a positive influence on impulse buying, adding insight into the theory of impulse buying. **Development of Consumer Theory in the Digital Era:** By identifying the role of live streaming shopping in moderating the influence of hedonic shopping and utilitarian shopping on impulse buying, this research makes an important contribution to the development of consumer theory in the digital era. This shows that new phenomena such as live streaming shopping can significantly influence consumer behavior patterns.

Practical Implications

More Effective Marketing Strategies: These findings provide valuable insights for marketers to develop more effective marketing strategies, especially in targeting Generation Z in Indonesia. By understanding that live streaming shopping can strengthen the influence of hedonic shopping and utilitarian shopping on impulse buying, marketers can utilize live streaming platforms more effectively in their marketing efforts. **Developing a More Interactive E-commerce Platform:** E-commerce platform owners can use these findings to develop their platforms to be more interactive and attractive for users, especially by integrating live streaming shopping features. Thus, they can increase user engagement and stimulate impulse buying behavior. **Consumer Education:** These findings also show the importance of educating consumers, especially among Generation Z, about the importance of controlling impulsivity in online purchases. This education can help reduce the risk of consumers being trapped in unplanned impulse buying behavior.

Limitations

This study has several limitations that should be acknowledged. First, the sample size of 300 respondents, while representative of Generation Z in Indonesia, may not fully capture the diversity of shopping behaviors across different regions and demographic groups. Future research could consider expanding the sample size or targeting a broader demographic to enhance the generalizability of the findings.

Second, the study focuses on the relationship between hedonic and utilitarian shopping motivations and impulse buying within the context of live streaming shopping. However, it does not account for other potential factors, such as personal characteristics, social influence, or brand loyalty, that may also play a role in impulse buying behavior. Incorporating these variables could offer a more comprehensive understanding of the underlying drivers of impulse buying in the digital age. Lastly, the study relies on self-reported data, which may introduce bias in responses due to social desirability or recall bias. Future research could explore more

objective data collection methods, such as behavioral tracking or experimental studies, to validate these findings.

Future Research

Future research could extend this study by exploring the influence of hedonic and utilitarian shopping in other digital shopping contexts, such as mobile apps, e-commerce platforms, and social media platforms, to assess whether the impact of live streaming shopping can be generalized across different digital environments. Additionally, examining other factors that may moderate or mediate the relationship between shopping motivations and impulse buying, such as product type, time of day, or emotional state, could provide deeper insights into consumer behavior. Another promising avenue for future research is to investigate the long-term effects of live streaming shopping on consumer behavior. Given the growing popularity of live streaming as a shopping tool, understanding how repeated exposure to live-streamed content influences consumer decision-making, brand loyalty, and impulsive buying over time would be valuable for both marketers and researchers. Lastly, comparative studies between different generations or cultural contexts could shed light on how shopping motivations and impulse buying behaviors vary across demographics, offering a more global perspective on the role of digital shopping in the modern consumer landscape.

CONCLUSION

Based on data analysis conducted on Generation Z consumers in Indonesia, the findings indicate that both hedonic and utilitarian shopping values have a positive and significant influence on impulse buying behavior. Hedonic shopping, which emphasizes pleasure and emotional satisfaction, and utilitarian shopping, which focuses on functional needs and efficiency, can both stimulate impulsive purchasing, particularly within social media-based shopping environments. Furthermore, live streaming shopping was found to significantly moderate the relationship between hedonic and utilitarian shopping values and impulse buying. This suggests that live streaming strengthens the influence of both types of shopping values by creating interactive, engaging, and real-time shopping experiences that encourage spontaneous purchasing decisions.

These findings provide practical implications for marketers and business owners in designing more effective marketing strategies, particularly by optimizing live streaming features to enhance consumer engagement. Additionally, consumer education should be strengthened to help individuals manage online purchasing impulsivity and increase awareness of the potential risks associated with impulse buying behavior.

Future research is recommended to explore additional factors that may influence impulse buying behavior, such as social influence, including peer recommendations, online communities, and influencer marketing. Branding-related factors, such as brand image, brand trust, and brand loyalty, should also be examined to understand how brand perceptions shape impulsive purchasing decisions. Moreover, further studies could incorporate broader psychological and environmental variables as well as compare different demographic groups to provide a more comprehensive understanding of impulse buying behavior in digital commerce contexts.

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