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The Influence of Hedonic Shopping Motivation, Shopping Lifestyle, and Positive Emotion on Impulse Buying of Beauty Products on Tiktok Shop

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Abstract: This study aims to analyze the influence of hedonic shopping motivation, shopping lifestyle, and positive emotion on impulse buying of beauty products on TikTok Shop. The study employs a quantitative approach using a descriptive method. Primary data were obtained through an online questionnaire distributed to 200 consumers of beauty products on TikTok Shop who had made a purchase within the last three months, selected using purposive sampling with the Lemeshow formula. Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the aid of SmartPLS 4.0 software, covering evaluation of the outer model (convergent validity, discriminant validity, and reliability) and the inner model (R-square and path coefficients). The results indicate that hedonic shopping motivation, shopping lifestyle, and positive emotion each have a positive and significant influence on impulse buying of beauty products on TikTok Shop, with the three variables jointly explaining 81.5% of the variance in impulse buying. These findings suggest that psychological and lifestyle-related factors play a central role in driving unplanned purchases on social-commerce platforms, offering practical implications for beauty brands designing marketing strategies on TikTok Shop.

Keyword: Hedonic Shopping Motivation, Shopping Lifestyle, Positive Emotion, Impulse Buying.

INTRODUCTION

Digital transformation has substantially reshaped consumer behavior, shifting shopping activity from conventional channels toward fully digital experiences. Consumers no longer rely on digital platforms solely to search for information; they increasingly use them to complete purchases directly, making shopping faster, more practical, and more deeply embedded in everyday life.

Among the platforms driving this shift, TikTok stands out for its exceptionally high engagement. According to We Are Social (2025), TikTok recorded the highest average usage

time in Indonesia among social media platforms, reaching 44 hours and 54 minutes per month, surpassing YouTube, WhatsApp, and Instagram. Indonesia also ranks first globally in the number of TikTok users, with more than 190 million users in 2025, underscoring the platform's substantial reach and its potential to shape consumer behavior.

TikTok's evolution from an entertainment platform into a social-commerce ecosystem through TikTok Shop allows consumers to browse and purchase within a single application. Supported by a large user base and a highly personalized recommendation algorithm, TikTok Shop can surface content aligned with individual preferences, making it easier for consumers to discover products while simultaneously increasing engagement (Productsup, 2023).

This trend aligns with the growing preference of Indonesian consumers for online shopping. Based on the Indonesia Consumer Report 2023 by Standard Insights, published by GoodStats, fashion is the most purchased category online (70.13%), followed by beauty and personal-care products (49.7%), and food and beverages (40.8%). Within TikTok Shop specifically, beauty and personal-care products contribute the largest share of transactions, reaching 69% based on *compas.co.id* (2025) data, a proportion notably higher than on other e-commerce platforms. This dominance suggests that beauty products possess a strong appeal capable of prompting rapid, and often unplanned, purchase decisions.

The high demand for beauty products reflects not only functional needs but also lifestyle, trends, and individual preferences that collectively contribute to impulse buying (Fitria & Andarini, 2025). However, prior studies examining the psychological drivers of impulse buying report inconsistent findings. Regarding hedonic shopping motivation, Fitria and Andarini (2025) and Utama et al. (2025) found a significant positive effect on impulse buying, whereas Dewi and Adi (2023) found no significant effect. Regarding shopping lifestyle, Fitria and Andarini (2025) reported a positive and substantial partial effect, while Solikha and Putranto (2025) found a significant negative effect. Regarding positive emotion, Cahyani and Purwanto (2022) and Azid et al. (2024) found a significant positive effect, while Trigina and Utami (2024) found no significant effect.

These inconsistencies indicate a research gap, particularly because studies examining hedonic shopping motivation, shopping lifestyle, and positive emotion simultaneously within a single model remain limited, especially in the context of beauty products on TikTok Shop. In practice, impulse buying rarely results from a single factor; rather, it emerges from the interaction of internal drivers such as hedonic motivation, shopping-related lifestyle, and consumers' emotional states during the purchasing process. This study therefore analyzes, in a more comprehensive manner, the influence of hedonic shopping motivation, shopping lifestyle, and positive emotion on impulse buying of beauty products on TikTok Shop.

Impulse Buying. Solomon (2020) defines impulse buying as a purchase that occurs spontaneously, driven by a sudden and powerful urge to buy immediately, without prior information search or brand consideration. Pandowo et al. (2024) similarly describe it as an unplanned purchase driven by emotional responses to internal or external stimuli, characterized by spontaneity, difficulty of control, and strong emotional involvement.

Hedonic Shopping Motivation. Sukma Irdiana et al. (2024) define hedonic shopping motivation as the drive to shop in order to obtain pleasure, entertainment, and enjoyable experiences, rather than to fulfill a specific need. Consumers with strong hedonic motivation tend to prioritize the shopping experience itself, which increases their tendency toward spontaneous purchasing.

Shopping Lifestyle. Fatmawatie (2022) defines shopping lifestyle as a consumption concept reflecting how individuals choose to spend their time and money, mirroring their values and tastes. When shopping becomes a recreational activity rather than merely a means of fulfilling needs, individuals become more susceptible to impulse buying (Pandowo et al., 2024).

Positive Emotion. Solomon (2020) explains that emotion is a feeling or mood experienced by consumers that shapes their responses to products and their purchase decisions. Positive emotions such as happiness, joy, and enthusiasm often make consumers more susceptible to impulse buying, since purchasing is perceived as a form of self-reward (Sukma Irdiana et al., 2024).

Based on this theoretical foundation and prior empirical findings, this study proposes the following hypotheses: (H1) Hedonic Shopping Motivation has a positive and significant influence on Impulse Buying; (H2) Shopping Lifestyle has a positive and significant influence on Impulse Buying; and (H3) Positive Emotion has a positive and significant influence on Impulse Buying. The objective of this study is to examine whether hedonic shopping motivation, shopping lifestyle, and positive emotion influence impulse buying of beauty products on TikTok Shop, both individually and as a set of interrelated psychological drivers.

METHOD

This study adopts a quantitative, descriptive research design (Sugiyono, 2019), grounded in positivist philosophy and intended to test the hypothesized relationships among variables using numerical data. The data source is primary data, obtained through a closed-ended questionnaire distributed to respondents who reported their perceptions and experiences directly (Sugiyono, 2018). Four variables are examined: Hedonic Shopping Motivation (X1), Shopping Lifestyle (X2), and Positive Emotion (X3) as exogenous variables, and Impulse Buying (Y) as the endogenous variable, each measured with a five-point Likert scale.

The population consists of TikTok Shop users in Jakarta. A non-probability, purposive sampling technique was applied, with respondents selected based on the following criteria: (1) aged 17 years and above; (2) having an interest in beauty products; and (3) having purchased a beauty product through TikTok Shop within the last three months. Because the population size was unknown, the minimum sample size was determined using the Lemeshow formula, with $Z\alpha = 1.96$ (95% confidence level), $P = Q = 0.5$, and a precision level (L) of 10%, yielding a minimum requirement of approximately 96 respondents. This study used 200 respondents, exceeding the minimum requirement. Data were collected through an online questionnaire distributed via Google Forms.

Hypothesis testing was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The analysis comprised two stages: (1) evaluation of the outer (measurement) model, including convergent validity (outer loadings > 0.7 and AVE > 0.5), discriminant validity (cross-loadings), and internal-consistency reliability (Cronbach's alpha and composite reliability > 0.6), following Hair et al. (2017) and Ghazali and Kusumadewi (2023); and (2) evaluation of the inner (structural) model, including the coefficient of determination (R-square) and path-coefficient significance testing. Hypothesis testing employed bootstrapping with 5,000 resamples at a 95% confidence level; a hypothesis was supported when the t-statistic exceeded the critical t-table value of 1.972 and the p-value was below 0.05.

RESULT AND DISCUSSION

Of the 200 respondents, 183 (91%) were female and 17 (9%) were male. Most respondents (72%) were between 17 and 23 years old, followed by 19% aged 24–29, 5% aged 30–45, and 4% above 46 years old. By domicile, the majority resided in South Jakarta (67%), followed by East Jakarta (17%), West Jakarta (9%), Central Jakarta (4%), and North Jakarta (3%). All 200 respondents (100%) confirmed having an interest in beauty products and having purchased a beauty product on TikTok Shop within the preceding three months, satisfying the study's sampling criteria, as summarized in Table 1.

Table 1. Respondent Characteristics (n = 200)

Characteristic	Category	n	%
Gender	Female	183	91%
	Male	17	9%
Age	17–23 years	145	72%
	24–29 years	39	19%
	30–45 years	9	5%
	>46 years	7	4%
Domicile	South Jakarta	134	67%
	East Jakarta	34	17%
	West Jakarta	17	9%
	Central Jakarta	9	4%
	North Jakarta	6	3%

Source: Research data (2026)

Descriptive analysis shows that all four variables received predominantly favorable responses. For Hedonic Shopping Motivation, 57.2% of responses were "Agree" and 35.2% were "Strongly Agree" (average 92.4%), with the strongest driver being the desire for social recognition. For Shopping Lifestyle, 49.0% were "Agree" and 41.3% "Strongly Agree" (average 90.3%), with TikTok Shop functioning as respondents' primary reference for beauty-product information. For Positive Emotion, respondents reported feeling comfortable, happy, inspired, and enthusiastic while shopping. For Impulse Buying, respondents indicated a tendency to purchase spontaneously, with limited deliberation and quick purchase decisions.

Convergent validity was assessed using outer loadings and Average Variance Extracted (AVE). All 30 indicators across the four constructs produced outer loadings above the 0.7 threshold: 0.725–0.818 for Hedonic Shopping Motivation, 0.740–0.810 for Shopping Lifestyle, 0.727–0.810 for Positive Emotion, and 0.777–0.841 for Impulse Buying, confirming that every indicator is a valid representation of its respective construct. Discriminant validity, evaluated through cross-loadings, showed that every indicator loaded most strongly on its intended construct, confirming that the constructs are empirically distinct, as summarized in Table 2.

Table 2. Outer Model Evaluation: Convergent Validity and Reliability

Variable	Outer Loading Range	Cronbach's Alpha	Composite Reliability	AVE
Hedonic Shopping Motivation (X1)	0.725 – 0.818	0.922	0.935	0.588
Shopping Lifestyle (X2)	0.740 – 0.810	0.877	0.907	0.619
Positive Emotion (X3)	0.727 – 0.810	0.908	0.925	0.608
Impulse Buying (Y)	0.777 – 0.841	0.891	0.917	0.648

Source: SmartPLS 4.0 output (2026)

As shown in Table 2, Cronbach's alpha values ranged from 0.877 to 0.922 and composite reliability values ranged from 0.907 to 0.935, both comfortably exceeding the 0.60 threshold, indicating strong internal-consistency reliability. AVE values ranged from 0.588 to 0.648, all above the 0.50 minimum, confirming that each construct explains more than half of the variance in its indicators.

The coefficient of determination (R-square) for Impulse Buying was 0.815 (adjusted R-square = 0.812), indicating that Hedonic Shopping Motivation, Shopping Lifestyle, and Positive Emotion jointly explain 81.5% of the variance in Impulse Buying, a level classified as high (Hair et al., 2017), while the remaining 18.5% is explained by factors outside the research model. Hypothesis testing was based on path coefficients and bootstrapped t-statistics (5,000 resamples, one-tailed t-table = 1.972, $\alpha = 0.05$), summarized in Table 3.

Table 3. Path Coefficients and Hypothesis Testing Results

Path	Original Sample (O)	T-Statistics	P-Values	Conclusion
X1 → Y (H1)	0.434	6.164	0.000	Supported
X2 → Y (H2)	0.261	3.610	0.000	Supported
X3 → Y (H3)	0.242	2.803	0.005	Supported

Source: SmartPLS 4.0 output (2026)

All three hypotheses are supported. Hedonic Shopping Motivation shows the strongest effect on Impulse Buying ($\beta = 0.434$; $t = 6.164$; $p < 0.001$), followed by Shopping Lifestyle ($\beta = 0.261$; $t = 3.610$; $p < 0.001$) and Positive Emotion ($\beta = 0.242$; $t = 2.803$; $p = 0.005$).

Effect of Hedonic Shopping Motivation on Impulse Buying. The finding that hedonic shopping motivation positively and significantly influences impulse buying indicates that consumers who shop for pleasure, entertainment, and emotional satisfaction rather than functional necessity are more prone to unplanned purchases. Descriptively, respondents reported enjoying the discovery of new beauty products, appreciating recognition from others after a purchase, and using TikTok Shop as an outlet for boredom or stress relief. This result is consistent with Sukma Irdiana et al. (2024) and empirically supports Barokah et al. (2021) and Fitria and Andarini (2025), who likewise found a significant positive effect of hedonic shopping motivation on impulse buying.

Effect of Shopping Lifestyle on Impulse Buying. Shopping lifestyle was also found to positively and significantly influence impulse buying, suggesting that consumers who devote considerable time and attention to beauty-related content and shopping activities are more likely to buy spontaneously when they encounter an appealing product. This finding aligns with Rizal et al. (2025) and Dewi and Adi (2023), though it contrasts with Solikha and Putranto (2025), who found a negative relationship in a different sample, underscoring that the direction of this effect may be context-dependent.

Effect of Positive Emotion on Impulse Buying. Positive emotion was found to positively and significantly influence impulse buying, indicating that consumers who feel comfortable, happy, inspired, and enthusiastic while browsing TikTok Shop tend to make faster, less deliberated purchase decisions. This is consistent with Sukma Irdiana et al. (2024) and supports Azid et al. (2024) and Solikha and Putranto (2025), although it differs from Trigina and Utami (2024), who found no significant effect in the context of Shopee. This divergence suggests that the emotional pathway to impulse buying may be more pronounced on platforms such as TikTok Shop, where entertainment content and shopping are tightly integrated.

Taken together, these findings confirm that impulse buying of beauty products on TikTok Shop is shaped jointly by psychological motivation, lifestyle orientation, and emotional state, reinforcing the view that social-commerce environments amplify unplanned purchasing by blending entertainment with transactional opportunity.

CONCLUSION

This study concludes that Hedonic Shopping Motivation, Shopping Lifestyle, and Positive Emotion each have a positive and significant influence on Impulse Buying of beauty products on TikTok Shop, jointly explaining 81.5% of its variance, with hedonic shopping motivation exerting the strongest influence, followed by shopping lifestyle and positive emotion. For practitioners, beauty brands operating on TikTok Shop may strengthen hedonic motivation by reinforcing social validation, for instance through user-generated review content and influencer collaborations; align marketing strategies with consumers' shopping lifestyle by offering trend-driven content such as product demonstrations and live streaming; and enhance positive emotion through consistent, engaging promotions such as flash sales and time-limited vouchers. For future research, incorporating additional variables such as Fear of Missing Out (FOMO), sales promotion, price discounts, and electronic word of mouth (e-WOM), as well as broadening the sample across different age groups and regions, is recommended to improve the generalizability of the findings.

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