

Determinants of Impulsive Buying Behavior among Generation Z on E-Commerce Platforms

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ABSTRACT

The development of digital technology and the rapid use of e-commerce platforms have driven changes in consumption behavior, especially among Generation Z. One of the emerging phenomena is doom spending, which is spending carried out in response to emotional pressure or stress. This study aims to examine the effect of hedonic shopping motivation, social influence, and perceived ease of use of e-commerce platforms on impulsive buying among Generation Z in the Pekalongan. This study uses quantitative method, with a purposive sampling technique of 269 respondents. Data analysis was carried out by SEM-PLS analysis using SEM-PLS 3. The results of this study showed that hedonic shopping motivation and social influence had a positive and significant effect on impulsive buying, while perceived ease of use had no significant effect on impulsive buying.

Perkembangan teknologi digital dan pesatnya penggunaan platform e-commerce telah mendorong perubahan perilaku konsumsi, khususnya pada kalangan Generasi Z. Salah satu fenomena yang muncul adalah doom spending, yaitu pengeluaran yang dilakukan sebagai respons terhadap tekanan emosional atau stres. Penelitian ini bertujuan untuk menguji pengaruh hedonic shopping motivation, social influence, dan perceived ease of use platform e-commerce terhadap perilaku impulsive buying pada kalangan Generasi Z di Pekalongan. Penelitian ini menggunakan metode kuantitatif, dengan teknik purposive sampling sebanyak 269 responden. Analisis data dilakukan dengan analisis SEM-PLS menggunakan SmartPLS 3. Hasil penelitian ini menunjukkan bahwa hedonic shopping motivation dan social influence berpengaruh positif dan signifikan terhadap impulsive buying, sedangkan perceived ease of use tidak berpengaruh signifikan terhadap impulsive buying.

Introduction

The development of digital technology has driven major changes in people's consumption behavior, especially among the younger generation. Easy access to the internet and digital devices makes shopping activities easier to do through e-commerce platforms. This change causes consumers to make purchases more often, both planned and unplanned. In this situation, consumer behavior becomes increasingly dynamic and not always rational. Shopping activities are no longer just about meeting needs, but also become part of a lifestyle in digital era (Huwaida et al., 2024).

One of the consumption phenomena that has emerged in the digital era is doom spending, which is the tendency to spend money impulsively as a form of escape from psychological pressure. This phenomenon is widely experienced by Generation Z who grew up amidst social pressure, economic uncertainty, and global crises. They often use shopping activities as a form of entertainment and stress relief. Unfortunately, this action can lead to uncontrolled purchases that exceed financial capabilities. Doom spending reinforces the tendency for impulsive buying to occur without rational consideration (Rasiman et al., 2024).

Impulsive buying behavior refers to purchasing decisions that are made spontaneously, without planning, and without careful consideration. The urge to buy often arises from visual stimuli, mood, or social pressure. Generation Z as digital natives are very easily influenced by online promotions, big discounts, and social media content. This makes them a group that is vulnerable to impulsive buying behavior on e-commerce platforms. Therefore, impulsive buying is an important issue that needs to be studied seriously (Aripadono & Silvina, 2023).

One of the factors that drives impulsive behavior is hedonic shopping motivation, which is a shopping motivation that is oriented towards pleasure and emotional satisfaction. For Generation Z, shopping activities are not only about buying goods, but also about seeking entertainment and enjoyable experiences. E-commerce platforms provide various features that can meet these emotional needs, such as attractive promotions and tempting visual displays. This hedonic motivation can lead individuals to spontaneous purchases in order to get instant satisfaction. This explains why emotional motivation plays an important role in digital consumption behavior (Widiyanto & Rachmawati, 2024).

Social influence is also can be a significant factor in shaping impulsive buying decisions. Generation Z is known to be very connected to their environment, both offline and through social media. Support or pressure from friends, family, or influencers can encourage someone to buy a particular product. They tend to follow trends and want to look relevant in the eyes of their social environment (Gunawan et al., 2023).

On the other hand, perceived ease of use of e-commerce platforms is also believed to influences consumption behavior. When a platform is considered easy to use, users tend to feel comfortable and not burdened when making transactions. This can speed up the decision-making process, including impulsive buying decisions. However, several studies have shown that ease is not always the main trigger for impulsive behavior (Soomro & Habeeb, 2024).

Important to empirically understand how factors such as hedonic motivation, social influence, and ease of use influence impulsive buying behavior. These three factors reflect the emotional, social, and cognitive aspects that shape the consumer behavior of the younger generation. This study aims to examine the effect of hedonic shopping motivation, social influence, and perceived ease of use on impulsive buying in Generation Z. This

study focuses on Generation Z who actively shop on e-commerce platforms. With the right approach, it is hoped that a significant relationship can be found between the three independent variables and impulsive buying behavior. The results of this study are expected to provide theoretical contributions in the development of digital consumer behavior studies. In addition, these findings can also be the basis for formulating wise consumption strategies for the Generation Z as the younger generation.

Although previous studies have examined impulsive buying behavior in digital environments, most research focuses on single theoretical perspectives such as hedonic motivation or technology acceptance models. Limited studies integrate emotional, social, and technological perspectives simultaneously to explain impulsive buying behavior among Generation Z. Furthermore, empirical evidence regarding the role of perceived ease of use in triggering impulsive buying remains inconsistent. Therefore, this study integrates Hedonic Shopping Motivation Theory, Theory of Reasoned Action (TRA), and Technology Acceptance Model (TAM) to develop a more comprehensive framework in explaining impulsive buying behavior among Generation Z in the context of e-commerce platforms.

Literature Review

A. Underpinning Theory

This study combines three main theories as a basis for explaining impulsive buying behavior among Generation Z, namely Hedonic Shopping Motivation Theory, Theory of Reasoned Action (TRA), and Technology Acceptance Model (TAM). Hedonic Shopping Motivation Theory states that shopping activities are not only based on rational needs, but also on emotional drives such as pleasure, entertainment, and relaxation (Arnold & Reynolds, 2003). Generation Z tends to make online shopping a form of digital recreation that is fun and relieves stress, so that hedonic motivation becomes an important trigger in impulsive buying behavior. Meanwhile, TRA emphasizes that behavioral intentions are formed from attitudes and subjective norms, where subjective norms reflect social pressure from the environment (Ajzen & Fishbein, 1980). In this context, social influence becomes a representation of subjective norms that encourage someone to follow consumptive behavior because of encouragement or approval from the people around them.

Furthermore, TAM developed by Davis (1989) explains that acceptance of technology is influenced by Perceived Usefulness and Perceived Ease of Use. The Perceived Ease of Use variable is used in this study to measure the extent to which individuals feel comfortable and have no difficulty when using an e-commerce platform. Although this factor is cognitive, the perception of ease can accelerate purchasing decisions, even without planning. Thus, the combination of the three theories provides a comprehensive framework, covering emotional (hedonic), normative (social), and cognitive (ease of use) dimensions in explaining the phenomenon of online impulsive buying. This approach is considered relevant to understanding the complex and multidimensional digital consumption behavior of Generation Z.

The integration of Hedonic Shopping Motivation Theory, Theory of Reasoned Action (TRA), and Technology Acceptance Model (TAM) provides a multidimensional explanation of impulsive buying behavior. Hedonic theory explains the emotional drivers behind spontaneous purchases, TRA captures the role of social norms and influence in shaping behavioral intentions, while TAM explains how technological usability facilitates purchasing behavior in digital platforms. By combining these perspectives, this study provides a more comprehensive framework that integrates

emotional, social, and technological dimensions in explaining Generation Z's online impulsive buying behavior.

B. Impulsive Buying

Impulsive buying refers to spontaneous buying behavior without prior planning, which is usually triggered by a momentary emotional urge. This behavior is characterized by the decision to buy goods without considering rational consequences, as well as a feeling of being driven when seeing an attractive product. In the context of this study, impulsive buying also includes purchases made to reduce stress, improve mood, or because of difficulty resisting the urge to buy. Indicators used in the measurement include the experience of unplanned buying, feelings of satisfaction after buying, to the urge to buy when feeling stressed. This shows that impulsive buying is closely related to the emotional and psychological aspects of consumer behavior (Qureshi et al., 2025).

C. Hedonic Shopping Motivation

Hedonic shopping motivation describes shopping motivations that are based on the search for pleasure, entertainment, and pleasant emotional experiences. Generation Z tends to consider online shopping as a form of recreational activity that can relieve stress, provide satisfaction, and facilitate social interaction. In this study, hedonic motivation was measured through indicators such as the feeling that shopping is a fun adventure, a means of relieving stress, and a way to follow trends. In addition, shopping activities are also considered as a way to get attractive offers, share experiences with others, and explore new products. This hedonic motivation is one of the main drivers of the emergence of impulsive consumption behavior among the younger generation (Widagdo & Roz, 2021). Thus, it is hypothesized:

H1: Hedonic Shopping Motivation has a significant effect on Impulsive Buying.

D. Social Influence

Social influence refers to the influence of the social environment on an individual's decision to make a purchase, either through direct support or social perception. In this study, social influence includes encouragement from family, friends, and the perception that online shopping is an action that is considered positive by the surrounding environment. Other indicators include the perception that following friends' shopping styles and gaining an image as an individual who follows technological developments are driving factors for purchases. Generation Z, who are highly digitally connected, tend to be sensitive to social norms that develop on social media and online communities. Therefore, social influence is an important determinant in forming purchasing decisions, including impulsive buying (Du, 2024). Hence, it is hypothesized:

H2: Social Influence has a significant effect on Impulsive Buying.

E. Perceived Ease of Use

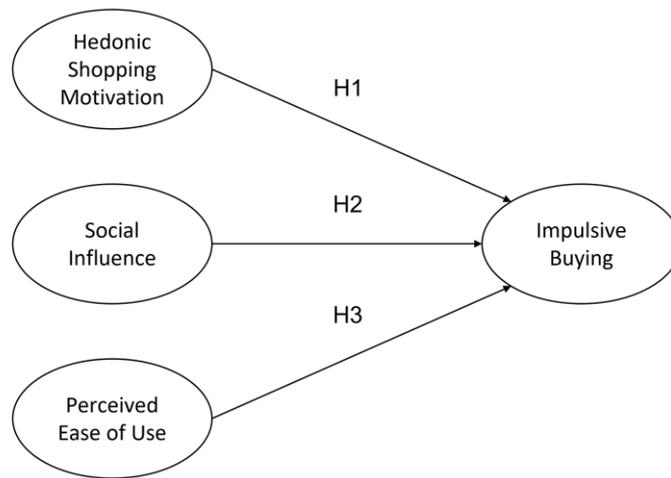
Perceived ease of use is an individual's perception of how easy a system or technology can be used, including in the context of online shopping. In this study, perceived ease is measured through indicators such as clarity of process, ease of learning, simplicity of use, flexibility, and control in using the e-commerce platform. Generation Z, who are accustomed to digital technology, generally expect an intuitive interface and a simple transaction process. This perception of ease also influences comfortability on shopping activities, and may have a significant effect on impulsive buying behavior. This indicates

that ease of use may play a basic role for spontaneous purchasing actions (Puspitaningtias & Afriani, 2024). Therefore, it is hypothesized:

H3: Perceived Ease of Use has a significant effect on Impulsive Buying.

Based on the hypothesis that has been mentioned, the framework of this research as follows:

Figure 1. Research Framework



Source: Created by Authors (2025)

The rejection of H3 indicates that Perceived Ease of Use does not significantly influence impulsive buying behavior among Generation Z. One possible explanation is that ease of use has become a “hygiene factor” for digital natives. For Generation Z, who have grown up with digital technology, the usability of e-commerce platforms is no longer perceived as a motivating factor but rather as a basic expectation. As a result, while perceived ease of use facilitates the transaction process, it does not serve as the trigger for impulsive buying. Instead, emotional and social cues such as hedonic pleasure and social influence become the primary drivers of spontaneous purchases.

Method

This research is a field-research with a quantitative approach that is causal research (cause and effect relationship). This approach is used to test the influence of independent variables, namely Perceived Ease of Use, Hedonic Shopping Motivation, and Social Influence on the dependent variable, namely Impulsive Buying on Generation Z e-commerce platform users. The quantitative approach was chosen because it is able to measure the relationship between variables objectively through numerical data and statistical analysis (Ghanad, 2023). The purpose of this research approach is to obtain the answers statistically, that each independent variable has an effect on impulsive buying behavior or not.

The population in this study was generation Z in the Pekalongan area, namely individuals born between 1997 and 2012. The number of samples in this study was 269 respondents, which was determined based on the minimum sample size guidelines in the Structural Equation Modeling – Partial Least Squares (SEM-PLS) analysis, which is 10 times the

number of question items in the questionnaire (Kock & Hadaya, 2018). PLS-SEM was chosen because the model focuses on prediction and involves relatively complex relationships between latent variables. Because the number of items in the questionnaire is 24 statements, the minimum number of samples needed is between 120 and 240 respondents, so the number of samples of 269 has met the requirements and even exceeded the minimum sample limit required. The sampling technique used was purposive sampling with the following criteria: (1) included in the Generation Z age group (around 18–27 years old), and (2) have made purchases through e-commerce platforms in the last three months. These criteria are used to ensure that respondents are truly relevant and experienced in the context of online purchasing which is the focus of this study.

Pekalongan was selected as the research location because it represents an urban area with increasing internet penetration and active e-commerce usage among young consumers. The city also reflects the consumption patterns of Generation Z in medium-sized Indonesian cities where digital commerce adoption has grown rapidly.

The data collection technique in this study was carried out using an online questionnaire distributed via Google Form. The research instrument was arranged in the form of a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to measure the level of respondent agreement towards each questionnaire item. The questionnaire consisted of four variables, namely Social Influence, Hedonic Shopping Motivation, Perceived Ease of Use, and Impulsive Buying, each of variable was measured through 6 question items, so there are 24 question items. The use of Google Form was chosen because it can reach respondents widely and efficiently, especially Generation Z who are accustomed to using digital technology.

The data analysis technique in this study uses Structural Equation Modeling – Partial Least Squares (SEM-PLS) which is processed with the help of SmartPLS 3 software. This method was chosen because it has flexibility in processing data that does not have to be normally distributed and can be used for sample sizes that are not too large. SEM-PLS is also suitable for research with predictive and exploratory approaches and is suitable for Likert scale data. This method allows researchers to test the magnitude of the influence and direction of the relationship between variables directly based on empirical data (Hair & Alamer, 2022). Therefore, SEM-PLS is considered appropriate for testing the influence of Hedonic Shopping Motivation, Social Influence, and Perceived Ease of Use on Impulsive Buying in the context of Generation Z.

Result

Before conducting data analysis, it is important to describe the demographic characteristics of the respondents involved in this study. This demographic profile provides a general overview of the background of the sample, such as gender, age, adress, and expenses/month. By presenting this information, the study aims to ensure that the data collected is representative of the target population, namely Generation Z users of e-commerce platforms. The detailed demographic profile is presented in the following table.

Table 2. Respondent Demographic Profile

Variable	Description	N	%
Gender	Male	103	
	Female	166	
	Total	269	100.0
Age (year)	< 18	35	

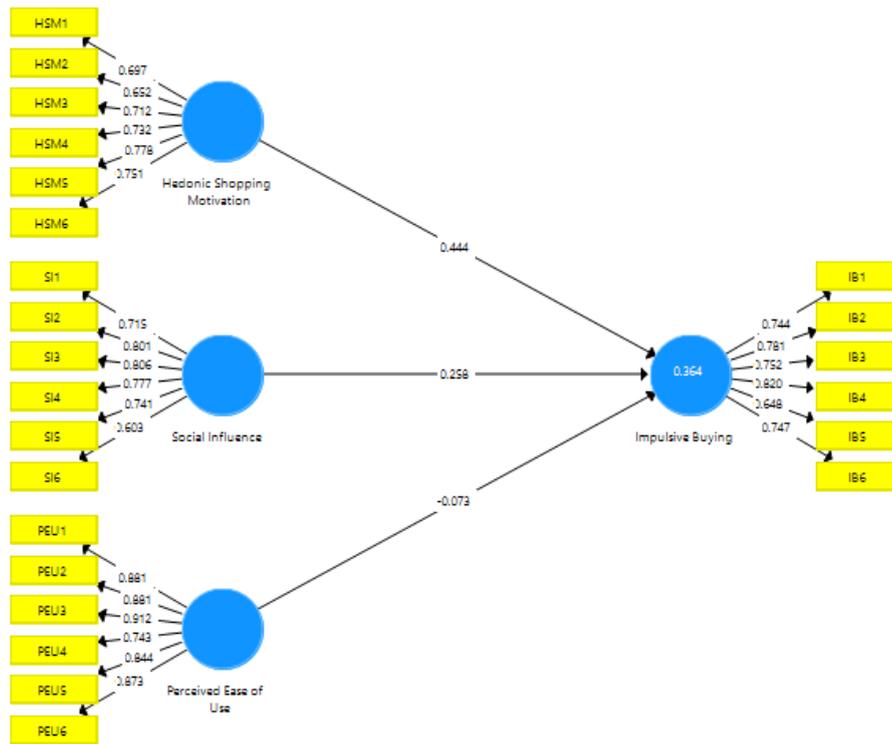
	18 - 20	227	
	21 - 23	7	
	Total	269	100.0
Address	Batang Regency	34	
	Pekalongan Regency	138	
	Pemalang Regency	29	
	Tegal Regency	6	
	Pekalongan City	50	
	Tegal City	3	
	Others	9	
	Total	269	100.0
Expenses/Month (Rupiah)	< 500.000	155	
	500.000 - 1.000.000	99	
	1.000.001 - 1.500.000	11	
	> 1.500.000	4	
	Total	269	100.0

Source: Data Processed by Authors (2025)

Based on the Table 1, the majority of the 269 respondents in this study were female (61.7%). Majority of the respondents aged between 18 to 20 years old (84.4%). Most of respondents resided in Pekalongan Regency (51.3%). And for the last, most of respondents had monthly expenses below IDR 500,000 (57.6%). This indicates that the sample predominantly consisted of respondents with relatively low spending capacity, which aligns with the characteristics of Generation Z as digital-native consumers with limited financial resources.

Data analysis in this study was conducted using the Structural Equation Modeling – Partial Least Squares (SEM-PLS) method with the help of SmartPLS 3 software. The analysis process consists of two main stages, namely outer model test to assess the quality of measurement instruments through validity and reliability tests, and inner model test to assess the relationship between variables in the structural model (Wong, 2013). This analysis is used to ensure that the research instruments used are feasible, as well as to determine whether the proposed hypothesis is empirically proven based on data collected from 269 Generation Z respondents.

Figure 2. Outer Model Test Output Diagram



Source: Data Processed by Authors (2025)

The outer model is used to evaluate the quality of the measurement constructs in a research model. This evaluation involves three key aspects: convergent validity, discriminant validity, and construct reliability. Convergent validity refers to the extent to which indicators in a construct are highly correlated with each other. This type of validity demonstrates that the indicators are effectively measuring the same underlying concept. An indicator is said to have good convergent validity if the loading factor value exceeds 0.6 and the Average Variance Extracted (AVE) value is greater than 0.5. These thresholds indicate that the construct captures a sufficient amount of variance from its indicators and reflects a high level of internal consistency (Triwidyati & Tentama, 2020).

Table 2. Convergent Validity Test

Variable	Label	Item	Loading	AVE
Hedonic Shopping Motivation	HSM1	Shopping on e-commerce platforms feels like an interesting adventure for me, because I can search and find various products	0.697	0.521
	HSM2	Shopping on e-commerce platforms can temporarily relieve stress and negative feelings and improve my mental condition/mood	0.652	
	HSM3	I also shop on e-commerce platforms when buying goods for family or friends	0.712	
	HSM4	Shopping on e-commerce platforms makes me satisfied because there are attractive price offers, vouchers, discounts, cashback, etc.	0.732	

	HSM5	Shopping on e-commerce platforms can enable me to share experiences with others	0.778	
	HSM6	Shopping on e-commerce platforms makes me more aware of new trends that are happening/developing	0.751	
Social Influence	SI1	I get support from my family and friends in shopping on e-commerce platforms	0.715	0.553
	SI2	My surrounding environment supports me to shop on e-commerce platforms	0.801	
	SI3	People who are important to me think it's a good idea for me to shop on e-commerce platforms	0.806	
	SI4	I shop on e-commerce platforms because most of my friends do too	0.777	
	SI5	Shopping on e-commerce platforms has a good image in the eyes of other people around me	0.741	
	SI6	Shopping on an e-commerce platform will be considered more tech-savvy compared to not doing so	0.603	
Perceived Ease of Use	PEU1	How to shop on e-commerce platforms is easy to understand	0.881	0.735
	PEU2	I was able to quickly learn how to shop on e-commerce platforms	0.881	
	PEU3	Shopping on e-commerce platforms feels simple and not confusing	0.912	
	PEU4	I feel like I have complete control over my actions when shopping on e-commerce platforms	0.743	
	PEU5	Shopping on the e-commerce platform feels flexible in meeting my various shopping needs	0.844	
	PEU6	I quickly became adept at shopping on e-commerce platforms	0.873	
Impulsive Buying	IB1	I have purchased goods on e-commerce platforms several times without planning it in advance	0.744	0.563
	IB2	When I see an interesting product on an e-commerce platform, I feel compelled to buy it	0.781	
	IB3	I have purchased items on e-commerce platforms several times without thinking about the consequences	0.752	
	IB4	Buying goods on e-commerce platforms can make me feel better when I'm stressed	0.820	
	IB5	I feel satisfied and happy after purchasing goods on the e-commerce	0.648	

	platform	
IB6	I find it hard to stop myself from buying goods on e-commerce platforms when I feel like it	0.747

Source: Data Processed by Authors (2025)

In this study, all indicators have loading factors that meet these thresholds, and the AVE values for each variable are as follows: Hedonic Shopping Motivation (0.521), Social Influence (0.553), Perceived Ease of Use (0.735), and Impulsive Buying (0.563). This shows that each construct can be explained well by its indicators. Therefore, the results confirm that the measurement model fulfills the criteria for good convergent validity.

Discriminant validity shows the extent to which a construct can be distinguished from other constructs in the model. This test uses the Fornell-Larcker Criterion approach, where the square root value of AVE for each construct (diagonal value) must be higher than the correlation between other constructs (non-diagonal values). If this condition is met, it indicates that each construct shares more variance with its own indicators than with other constructs in the model (Hamid et al., 2017).

Table 3. Discriminant Validity Test

	Hedonic Shopping Motivation	Social Influence	Perceived Ease of Use	Impulsive Buying
Hedonic Shopping Motivation	0.722			
Social Influence	0.703	0.744		
Perceived Ease of Use	0.656	0.615	0.857	
Impulsive Buying	0.577	0.525	0.376	0.750

Source: Data Processed by Authors (2025)

The results of the analysis show that the requirement for discriminant validity is met. This indicates that each variable in the study has a clear conceptual distinction from the others. In other words, the constructs do not overlap and measure different aspects as intended in the research model.

Construct reliability measures the internal consistency of the research instrument. The two measures used are Cronbach's Alpha and Composite Reliability, with a general cut-off value of 0.7. Values above this threshold indicate that the indicators consistently reflect the construct they are intended to measure (Hair et al., 2014).

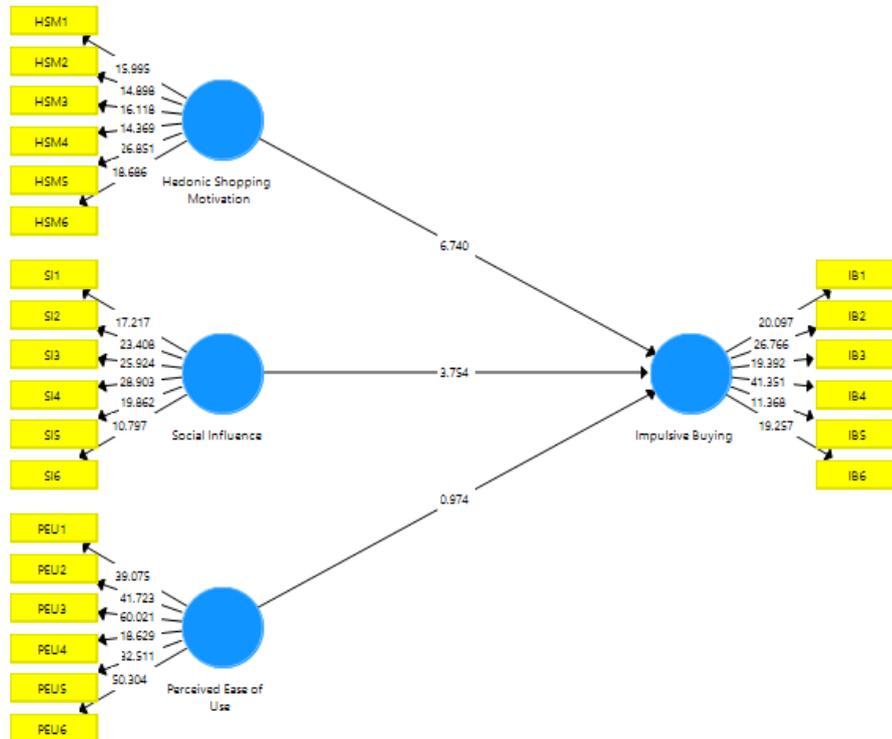
Table 4. Reliability Test

Variable	Cronbach Alpha	Composite Reliability
Hedonic Shopping Motivation	0.817	0.867
Social Influence	0.836	0.880
Perceived Ease of Use	0.927	0.943
Impulsive Buying	0.846	0.885

Source: Data Processed by Authors (2025)

In this study, the Cronbach's Alpha and Composite Reliability values of all variables exceeded 0.7, namely: Hedonic Shopping Motivation ($\alpha = 0.817$; CR = 0.867), Social Influence ($\alpha = 0.836$; CR = 0.880), Perceived Ease of Use ($\alpha = 0.927$; CR = 0.943), and Impulsive Buying ($\alpha = 0.846$; CR = 0.885). This shows that the instrument used is quite reliable in measuring the research variables.

Figure 2. Inner Model Test Output Diagram



Source: Data Processed by Authors (2025)

The inner model is used to assess the contribution of the independent variables to the dependent variable and to test the causal relationship between variables in the model. The coefficient of determination (R^2) is used to see how much variation in the dependent variable can be explained by the independent variables. It provides an overall measure of the model's explanatory power. A higher R^2 value indicates that the independent variables contribute more substantially to predicting the dependent variable (Ravand & Baghaei, 2016).

Table 5. Coefficient of Determination

	R Square
Impulsive Buying	0.364

Source: Data Processed by Authors (2025)

The R^2 value for the Impulsive Buying variable is 0.364, which means that 36.4% of the variability in Generation Z's impulsive behavior can be explained by Social Influence, Hedonic Shopping Motivation, and Perceived Ease of Use. The remaining 63.6% is influenced by other factors outside this model.

Hypothesis testing is carried out by looking at the path coefficient, T-statistic, and p-value. The path coefficient shows the direction and strength of the relationship between variables. The T-statistic is used to determine whether the effect is statistically significant, and it is compared against a threshold value (usually 1.96 for a 95% confidence level). Meanwhile, the p-value indicates the level of significance, where a value below 0.05 generally means

that the relationship is statistically significant (Kock, 2016).

Table 6. Hypothesis Test

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values
Hedonic Shopping Motivation -> Impulsive Buying	0.444	6.740	0.000
Social Influence -> Impulsive Buying	0.258	3.754	0.000
Perceived Ease of Use -> Impulsive Buying	-0.073	0.974	0.331

Source: Data Processed by Authors (2025)

The results of the analysis show that:

- Hedonic Shopping Motivation → Impulsive Buying also has a positive and significant effect ($\beta = 0.444$; $T = 6.740$; $p = 0.000$), indicating that hedonic shopping motivation also encourages spontaneous purchases.
- Social Influence → Impulsive Buying has a positive and significant influence ($\beta = 0.258$; $T = 3.754$; $p = 0.000$), which means that the greater the social influence, the higher the tendency to make impulsive buying.
- Perceived Ease of Use → Impulsive Buying does not have a significant effect ($\beta = -0.073$; $T = 0.974$; $p = 0.331$), which means that the perception of ease of using the e-commerce platform does not have an effect on the impulsive buying behavior of respondents.

Discussion

The results of the analysis show that Hedonic Shopping Motivation has a significant effect on Impulsive Buying in Generation Z users of e-commerce platforms. This finding indicates that the pleasure of shopping is a factor that drives unplanned purchasing decisions. In a digital environment, features such as flash sales, attractive visual displays, and real-time product recommendations also increase hedonic motivation. Generation Z is known to have a tendency to pursue a pleasant and non-monotonous shopping experience. This makes them more easily triggered to make impulsive buying when faced with an emotionally satisfying shopping experience (Elgeka & Tania, 2024).

This result is consistent with the view that consumer behavior can arise from spontaneous emotional impulses. Hedonic motivation makes individuals more focused on momentary satisfaction than logical considerations in decision making. Previous research also emphasized that a pleasant shopping experience can activate the emotional center in the brain, thereby weakening self-control in shopping. Generation Z who are very familiar with technology tend to be more influenced by pleasant digital experiences. Therefore, the emergence of impulsive buying is something natural in the consumption patterns of this generation (Fahriansah et al., 2023).

From a behavioral economics perspective, the significant role of hedonic motivation can be explained by the concept of present bias, where individuals prioritize immediate pleasure over long-term financial considerations. Generation Z consumers tend to experience instant gratification when purchasing products online, which weakens their

ability to delay consumption. This psychological tendency makes them more vulnerable to impulsive buying, particularly in digital environments where purchasing decisions can be made instantly.

This trend also shows that shopping is no longer just an economic activity, but has become part of digital recreation. Hedonic shopping for Generation Z not only functions to obtain goods, but also as a means of entertainment and escape from boredom. This situation makes the boundaries between needs and wants increasingly blurred. As a result, purchasing decisions are often made without careful consideration. This strengthens the position of hedonic motivation as one of the main determinants in online impulsive buying (Maula et al., 2025). The dominance of hedonic shopping motivation in this study can also be interpreted through the lens of the doom spending phenomenon. Doom spending describes a behavioral pattern where individuals engage in consumption as a psychological escape from stress, uncertainty, or emotional pressure. In such contexts, purchasing decisions are driven less by rational evaluation and more by the desire for emotional relief. For Generation Z, online shopping often serves as a form of instant gratification that temporarily reduces stress and improves mood. This explains why hedonic motivation becomes the strongest predictor of impulsive buying behavior in this study.

The results of the study show that Social Influence has a significant effect on Impulsive Buying in Generation Z e-commerce users. This finding confirms that the influence of others, such as peers, influencers, or online communities, can encourage someone to make spontaneous purchases. Generation Z is known as a generation that is very socially and digitally connected, so that opinions and trends that develop on social media have a major influence on their consumer behavior. When they see products recommended by figures they admire or by their surroundings, they are more easily motivated to buy even without planning. Therefore, impulsive buying in this generation is greatly influenced by the social dynamics that occur in cyberspace (Ngo et al., 2024).

The demographic profile also reveals that most respondents have relatively low monthly expenses (below IDR 500,000). This suggests that although Generation Z demonstrates strong impulsive buying tendencies, their purchasing power may be limited. Consequently, they are likely to be more attracted to low-cost promotional products such as flash sales, discounted items, or cashback offers. These promotional strategies further strengthen the role of hedonic motivation in triggering impulsive purchases.

This finding is in accordance with the view that consumer behavior can be triggered by social norms and perceived social pressure. Individuals tend to follow group behavior to gain social acceptance or feel part of an ongoing trend. In the context of online shopping, features such as user reviews, number of purchases, and product popularity help shape social perceptions of the value of an item. Generation Z, who is very active on social media, often uses other people's opinions as a quick reference in decision making. Therefore, the stronger the social influence received, the higher the possibility of impulsive buying (Mardhiana, 2024).

Social influence factors can also work subtly through indirect interactions, such as seeing posts from friends who buy a product or content creators who show a certain lifestyle. The presence of the FOMO (fear of missing out) culture further strengthens the urge to buy something that is trending. In this context, purchases are no longer solely based on need, but as a form of social participation in the digital community. Generation Z is very responsive to these social signals and tends to make decisions quickly so as not to feel left behind. Therefore, social influence is one of the dominant drivers in the formation of their impulsive buying behavior (Rinonce & Jannah, 2025).

The results of the analysis show that Perceived Ease of Use has no significant effect on Impulsive Buying in Generation Z e-commerce platform users. Although ease of use is

often considered an important factor in technology adoption, this finding suggests that this aspect does not directly drive impulsive buying decisions. Generation Z, as digital users who are accustomed to technology, may have taken ease of use for granted. Therefore, ease of navigation or transaction processes are no longer the main drivers of impulsive buying behavior. This suggests that emotional and social factors are more dominant in shaping spontaneous purchasing decisions (Purwianti & Yulianto, 2024).

The R^2 value of 0.364 indicates that the proposed model explains 36.4% of the variance in impulsive buying behavior. Although this value suggests moderate explanatory power, it also implies that a substantial portion of impulsive buying behavior is influenced by other factors not included in the model, such as emotional regulation, financial literacy, promotional intensity, and social media exposure.

This result is contrary to several previous studies which state that perceptions of ease can increase users' behavioral intentions towards a system. However, in the context of impulsive behavior, which is more emotional than rational, ease of use does not seem to be the main trigger. Impulsive buying is more influenced by internal factors such as emotional drives and external factors such as social influence or visual exposure. In this case, Perceived Ease of Use may only play a role in facilitating the purchasing process, not in triggering the intention to buy impulsively. Therefore, the relevance of this construct to impulsive behavior is relatively lower (Azizah & Nur, 2022).

This condition also reflects the shift in focus of Generation Z in using e-commerce platforms, where the aspect of technical convenience has become the basic standard and is no longer an added value that significantly influences behavior. They are more interested in things that provide personal, emotional, and social experiences. In other words, a user experience that only emphasizes convenience is not necessarily able to create an emotional appeal that is strong enough to encourage spontaneous purchases. Generation Z tends to look for things that are more interactive and entertaining in their digital activities. Therefore, although convenience remains important, it is not strong enough to be a driver of impulsive behavior (Stafrezar, 2024).

Conclusion

This study was conducted to examine the influence of Hedonic Shopping Motivation, Social Influence, and Perceived Ease of Use on Impulsive Buying in Generation Z e-commerce users. The results of the analysis show that Hedonic Shopping Motivation and Social Influence have a significant effect on impulsive buying behavior, while Perceived Ease of Use does not have a significant effect. This confirms that Generation Z's impulsive behavior is more influenced by emotional drives and social pressures than by the ease of use of technology.

Generation Z views shopping activities not only as fulfilling needs, but also as a form of entertainment and social participation. The tendency to make spontaneous purchases is often triggered by the search for momentary pleasure or the desire to follow current trends in their environment. The speed of information on social media and social existence in the digital world make them very responsive to the influence of the surrounding environment. In these conditions, purchasing decisions do not always involve rational considerations, but are more driven by emotions and social connections.

These findings indicate the need to increase awareness among Generation Z of the importance of managing consumption behavior wisely. Financial literacy that includes the ability to plan shopping, distinguish between needs and wants, and manage emotional drives is an important aspect that needs to be instilled. In addition, soft skills training such

as self-control and reflective decision-making can help Generation Z resist the urge to make impulsive buying that are detrimental to themselves in the long run.

By equipping Generation Z with these skills, they can become more critical and conscious consumers in shopping, especially amidst the rapid flow of promotional content and digital social influences. Instilling healthy consumption values from an early age, whether through formal education, family environment, or peer community, is an important strategy in forming more responsible consumer behavior. Thus, reducing impulsive buying behavior is not only possible, but also part of the financial and social maturity process of the younger generation in this digital era.

For e-commerce platforms, the findings suggest that marketing strategies should emphasize emotional engagement and social interaction. Features such as live shopping, gamified promotions, and influencer-based marketing campaigns can effectively leverage hedonic motivation and social influence to stimulate consumer engagement and purchasing behavior.

From a policy perspective, the findings highlight the importance of developing digital financial literacy programs that address emotional spending behavior among young consumers. Educational initiatives should focus not only on budgeting skills but also on managing impulsive consumption driven by social pressure and instant gratification in digital marketplaces.

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