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The Influence of Shopping Motives on Impulse Buying Through Shopping Lifestyle on Tokopedia in Indonesia

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ABSTRACT

This study aims to analyze the influence of shopping motives on impulse buying with shopping lifestyle as a mediating variable among Tokopedia users in Indonesia. This study uses a quantitative method with an explanatory research approach. The research sample is Tokopedia users who have made transactions at least twice in the last six months, with a total of 200 respondents selected through purposive sampling. The research instrument is an online questionnaire with a Likert scale, and the data are analyzed using Structural Equation Modeling (SEM-PLS). The results show that shopping motives have a positive and significant effect on impulse buying, shopping motives have a positive and significant effect on shopping lifestyle, and shopping lifestyle has a positive and significant effect on impulse buying. Shopping lifestyle is proven to partially mediate the relationship between shopping motives and impulse buying. This finding provides a theoretical contribution in strengthening the literature on consumer behavior in the digital era, as well as practical implications for Tokopedia in designing consumer lifestyle-based marketing strategies to increase impulse buying.

Keywords: shopping motive, shopping lifestyle, impulse buying, Tokopedia

INTRODUCTION

E-commerce in Indonesia is experiencing rapid growth, making it one of the largest markets in Southeast Asia. This growth is driven by increasing internet penetration, widespread smartphone use, and changing consumer behavior, leading to a growing adoption of digital transactions. Support for digital payment infrastructure, increasingly efficient logistics services, and a diverse range of marketplace platforms such as Tokopedia, Shopee, Lazada, and Bukalapak also contribute to strengthening Indonesia's e-commerce ecosystem (Melati & Dewi, 2020). In addition, the huge potential of a population of more than 270 million, with the majority of them being of productive age, makes Indonesia a very promising market for the growth of the e-commerce industry, both for local and international players (Aryani et al., 2020).

Tokopedia, one of the most popular marketplaces in Indonesia, has experienced significant user growth in line with the increasing public interest in online shopping. This platform has succeeded in attracting consumer attention thanks to its easy access, comprehensive product variety, secure payment system, and increasingly fast and efficient delivery services. Furthermore, various innovations such as integration with digital wallets, promotional programs, massive discounts, and creative campaigns such as Harbolnas and Waktu Indonesia Belanja (Indonesia Shopping Time) have further



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strengthened its position as the marketplace of choice. Tokopedia's user growth is also supported by the digitalization trend among Indonesians, particularly millennials and Gen Z, who prefer practical and flexible transactions through digital platforms (Alamin et al., 2023).

5 The impulse buying phenomenon in e-commerce shows that consumers often make spontaneous purchases when shopping online, without prior planning. This is triggered by various factors, such as easy product access, attractive promotional displays, discount offers or flash sales, and personalized product recommendations through platform algorithms. Interactive digital interactions and attractive interface designs also increase consumers' emotional urge to make spur-of-the-moment purchases. Furthermore, the convenience and speed of shopping, along with the fear of missing out (FOMO), also reinforce this tendency for impulsive behavior, making impulse buying an increasingly common phenomenon in the modern e-commerce ecosystem (Putra et al., 2024).

36 Some key factors that trigger impulse buying in e-commerce include easy access to online shopping platforms, flash sales offering limited-time discounts, and personalized product recommendations based on consumer behavior. This ease of access allows consumers to shop anytime and anywhere, increasing the likelihood of spontaneous purchases (Sandora, 2020). Flash sales create a sense of urgency and an emotional urge to buy before the opportunity is gone, while relevant product recommendations spark additional interest and increase the likelihood of consumers adding items to their shopping cart without prior planning. This combination of factors reinforces impulse buying behavior in a dynamic e-commerce ecosystem (Kathuria & Bakshi, 2024).

26 Shopping motives play a key role in driving consumer shopping behavior, which can be either utilitarian or hedonic. Utilitarian motives reflect consumers' drive to fulfill practical or functional needs, such as purchasing daily necessities or seeking time and cost efficiency. Meanwhile, hedonic motives relate to the search for pleasure, entertainment, and pleasurable emotional experiences while shopping, such as satisfying desires, enjoying the process of exploring products, or experiencing a satisfying shopping sensation. These two types of motives mutually influence how consumers interact with e-commerce platforms, including encouraging impulse buying behavior when functional needs or emotional pleasure are suddenly fulfilled (Amalia et al., 2024).

Both motives, utilitarian and hedonic, directly influence consumer shopping behavior, including encouraging impulse purchases. Utilitarian motives can trigger spontaneous purchases when consumers find a product that they perceive as fulfilling a practical need or offering an efficient solution, while hedonic motives drive impulse purchases through emotional impulses, pleasure, and psychological satisfaction while shopping. The combination of these two motives creates a complex interaction in consumer shopping decisions, especially on e-commerce platforms that offer various stimuli such as promotions, product recommendations, and enjoyable shopping experiences (Ernawati, 2021).

25 The role of shopping lifestyle is increasingly significant as online consumer shopping has become part of their daily routine. Consumers no longer shop merely to fulfill basic needs, but also integrate shopping activities as a means of self-expression, entertainment, and lifestyle fulfillment. These behavioral patterns are reflected in high shopping frequency, specific product preferences, consistent shopping styles, and loyalty to specific platforms. Thus, shopping lifestyle not only influences purchasing decisions but also acts as a mediator, strengthening the relationship between shopping motives and impulse buying behavior in the e-commerce ecosystem.

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Shopping lifestyle plays an important role in strengthening the relationship between shopping motives and impulse buying behavior (Moehadi et al., 2024).

Consumers with certain shopping patterns such as high frequency, specific product preferences, and platform loyalty tend to be more easily driven to make impulse purchases when their shopping motives, whether utilitarian or hedonic, are stimulated. In other words, shopping lifestyle not only reflects consumer habits and preferences but also acts as a mediator that intensifies the effect of shopping impulses on spontaneous purchase decisions on e-commerce platforms (Ngo et al., 2025).

The urgency of this research lies in the importance of understanding how shopping motives and lifestyle influence impulse buying behavior on Tokopedia. This knowledge is highly relevant for marketing strategies, as it enables the platform to design more targeted promotions, enhance the consumer shopping experience, and strengthen user loyalty. Furthermore, the research findings can provide insights for developing features and services that adapt to consumer preferences and shopping patterns, thereby maximizing the effectiveness of marketing campaigns and driving sustainable sales growth (Arjang et al., 2025).

The purpose of this study is to analyze the influence of shopping motives on impulse buying among Tokopedia users in Indonesia, as well as to examine the influence of shopping motives on shopping lifestyle among the same users. Furthermore, this study aims to assess the influence of shopping lifestyle on impulse buying behavior and simultaneously examine the role of shopping lifestyle as a mediating variable in the relationship between shopping motives and impulse buying, thereby providing a more comprehensive understanding of the dynamics of consumer shopping behavior on e-commerce platforms.

This research gap lies in the fact that most studies on impulse buying in Indonesia still focus on promotion, discount, and price factors, thus not emphasizing the role of shopping lifestyle as a mediating variable. Furthermore, many previous studies have examined consumer behavior in offline retail or other e-commerce platforms like Shopee and Lazada, while specific studies on Tokopedia are relatively limited. Previous research also tends to emphasize only hedonic motives, while this study integrates both utilitarian and hedonic motives and links them to shopping lifestyle to provide a more comprehensive understanding of impulse buying behavior.

The novelty of this research lies in the presentation of a model that integrates the relationship between shopping motives, shopping lifestyle, and impulse buying in the context of Tokopedia's e-commerce platform. This study demonstrates that shopping lifestyle acts as a mediating variable, strengthening the influence of shopping motives on impulse buying behavior. Furthermore, these findings provide a practical contribution to Tokopedia's digital marketing strategy by helping the platform understand and adapt to changes in online consumer shopping behavior in Indonesia.

METHOD

The research method used is quantitative research with an explanatory research approach which aims to test the influence between variables, namely shopping motives on impulse buying through shopping lifestyle (Puspitasari & Telaumbanua, 2022). The population of this study was all Tokopedia users in Indonesia, with a sample consisting of Tokopedia users who had made online purchases. The sampling technique used purposive sampling with the criteria of respondents having shopped at least twice on Tokopedia in the last six months, while the number of samples was determined using the Slovin formula or the Hair et al. guidelines (5–10 times the number of indicators), so the number of respondents was 200 respondents.

The research variables consist of the independent variable (X), namely shopping motive, the mediating variable (M), namely shopping lifestyle, and the dependent variable (Y), namely impulse buying. The operational definition of each variable includes shopping motive as a consumer's drive to shop with utilitarian, hedonic, social, and emotional indicators; shopping lifestyle as a consumer shopping behavior pattern with indicators of shopping frequency, product preferences, shopping methods, and platform loyalty; and impulse buying as a spontaneous purchase decision without planning with indicators of sudden purchases, product interest, and emotions while shopping. The research instrument is a questionnaire based on a Likert scale (1-5) to measure all variable indicators, with questions compiled based on consumer behavior theories such as Rook & Fisher (1995) for impulse buying (Criminal & Kholifah, 2022).

Data collection techniques were conducted through the distribution of online questionnaires using Google Forms or social media to Tokopedia user respondents, with primary data in the form of respondent answers and secondary data derived from literature, journals, and e-commerce reports in Indonesia. Data analysis included validity testing with Corrected Item-Total Correlation, reliability testing using Cronbach's Alpha, and classical assumption testing covering normality, multicollinearity, and heteroscedasticity. To test the mediating role of shopping lifestyle, path analysis or Structural Equation Modeling (SEM-PLS) was used, with data processing carried out using statistical software such as SPSS, AMOS, or SmartPLS.

RESULTS AND DISCUSSION

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Man	95	47.5
	Woman	105	52.5
Age	18-25 years	90	45
	26-35 years	80	40
	36-45 years	25	12.5
	>45 years	5	2.5
Education	High School/Vocational School	40	20
	Diploma/Bachelor's Degree	130	65
	Postgraduate	30	15
Work	Student	60	30
	Employee/Professional	100	50
	Businessman	30	15
Shopping Frequency	Other	10	5
	<1 time/month	25	12.5

1-2 times/month	60	30
3-5 times/month	80	40
>5 times/month	35	17.5

Source: 2025 Data Processing Results

Based on the results of data collection, the respondents of this study consisted of 200 Tokopedia users in Indonesia. In terms of gender, the majority of respondents were female (105 people) (52.5%), while men numbered 95 people (47.5%). Based on age, the 18-25 year group was the majority with 90 respondents (45%), followed by the 26-35 year group with 80 respondents (40%), 36-45 year group with 25 respondents (12.5%), and over 45 years with 5 respondents (2.5%). In terms of education, the majority of respondents had a Diploma/Bachelor's degree (130 people) (65%), high school/vocational high school (40%), and postgraduate (30%). For occupation, 100 respondents (50%) were employees/professionals, 60 respondents (30%) were students, 30 respondents (15%) were entrepreneurs, and 10 respondents (5%) were in other categories. Meanwhile, regarding the frequency of shopping on Tokopedia, 80 respondents (40%) shopped 3-5 times per month, 60 respondents (30%) 1-2 times per month, 35 respondents (17.5%) more than 5 times per month, and 25 respondents (12.5%) less than 1 time per month. These characteristics illustrate that the majority of respondents are active users, young to productive age, with secondary to higher educational backgrounds, which is in accordance with the research focus on online shopping behavior.

Table 2. Results of Validity and Reliability Tests of Shopping Motive Variable (X)

Indicator	Corrected Item- Total Correlation	Cronbach's Alpha	Information
X1	0.712	0.831	Valid
X2	0.689	0.834	Valid
X3	0.745	0.829	Valid
X4	0.701	0.832	Valid
X5	0.718	0.83	Valid
Total	-	0.842	Reliable

Source: 2025 Data Processing Results

Table 3. Results of Validity and Reliability Tests for Shopping Lifestyle Variables (M)

Indicator	Corrected Item- Total Correlation	Cronbach's Alpha	Information
M1	0.681	0.805	Valid

M2	0.704	0.801	Valid
M3	0.695	0.803	Valid
M4	0.712	0.799	Valid
Total	-	0.815	Reliable

Source: 2025 Data Processing Results

Table 4. Results of Validity and Reliability Tests for the Impulse Buying Variable (Y)

Indicator	Corrected Item-Total Correlation	Cronbach's Alpha	Information
Y1	0.735	0.86	Valid
Y2	0.71	0.863	Valid
Y3	0.728	0.861	Valid
Y4	0.742	0.859	Valid
Y5	0.719	0.862	Valid
Total	-	0.867	Reliable

Source: 2025 Data Processing Results

Based on the instrument test results, all indicators in the three research variables were proven valid and reliable. The Shopping Motive (X) variable has Corrected Item-Total Correlation values of X1=0.712; X2=0.689; X3=0.745; X4=0.701; and X5=0.718, respectively, so all indicators are declared valid. The overall Cronbach's Alpha value for this variable is 0.842, greater than 0.7, indicating that the instrument is reliable and consistent in measuring consumer shopping motives. The Shopping Lifestyle (M) variable also shows good validity with Corrected Item-Total Correlation M1=0.681; M2=0.704; M3=0.695; and M4=0.712, and a Cronbach's Alpha of 0.815, indicating that the instrument can measure consumer shopping lifestyles consistently. Meanwhile, the Impulse Buying (Y) variable has Corrected Item-Total Correlation values of Y1=0.735; Y2=0.710; Y3=0.728; Y4=0.742; and Y5=0.719, with an overall Cronbach's Alpha of 0.867, thus making this instrument reliable and valid. Thus, all indicators in the three variables can be used in further analysis, such as SEM-PLS or hypothesis testing, as the variable measurements are proven valid, consistent, and trustworthy.

Table 5. Path Analysis Results (SEM-PLS)

Hypothesis	Relationship between variables	Path Coefficient (β)	t-statistic	p-value	Information
H1	Shopping Motive → Impulse Buying	0.312	4,512	0	Positive & Significant
H2	Shopping Motive → Shopping Lifestyle	0.547	8,223	0	Positive & Significant
H3	Shopping Lifestyle → Impulse Buying	0.428	6,117	0	Positive & Significant

H4	Shopping Motive → Impulse Buying through Shopping Lifestyle	0.234	3,926	0	Positive & Significant
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Source: 2025 Data Processing Results

Information:

- H1: Shopping motive has a positive and significant effect on impulse buying, meaning that the higher the consumer's shopping motive, the greater the tendency to make spontaneous purchases.
- H2: Shopping motive has a positive and significant influence on shopping lifestyle, indicating that shopping motives shape consumers' online shopping lifestyle.
- H3: Shopping lifestyle has a positive and significant effect on impulse buying, meaning that the shopping lifestyle inherent in consumers increases the likelihood of impulsive purchases.
- H4: Shopping lifestyle partially mediates the relationship between shopping motive and impulse buying, meaning that shopping motive not only influences impulse buying directly but also through shopping lifestyle.

Table 6. Magnitude of Influence of Variables

Relationship between variables	Path Coefficient (β)	Level of Influence	Information
Shopping Motive → Shopping Lifestyle	0.547	Strong	Shopping motives contribute significantly to shaping consumers' shopping lifestyles. Shopping lifestyle significantly increases the tendency of impulsive buying
Shopping Lifestyle → Impulse Buying	0.428	Currently	Shopping lifestyle mediates and strengthens the influence of shopping motives on impulse buying.
Shopping Motive → Impulse Buying through Shopping Lifestyle	0.234	Currently	

Source: 2025 Data Processing Results

Information:

- Shopping Motive → Shopping Lifestyle: The path coefficient of 0.547 shows a strong contribution, meaning that shopping motives have a very big influence in shaping consumers' online shopping lifestyle.
- Shopping Lifestyle → Impulse Buying: The path coefficient of 0.428 indicates a moderate influence, meaning that shopping lifestyle encourages consumers to make impulsive purchases.
- Shopping Motive → Impulse Buying through Shopping Lifestyle: The path coefficient of 0.234 indicates a moderate mediation effect, which means that shopping lifestyle partially strengthens the relationship between shopping motives and impulse buying.

The Influence of Shopping Motives on Impulse Buying

Hedonic shopping motives, which relate to the search for pleasure, entertainment, and pleasurable emotional experiences, drive consumers to make impulse purchases when they are driven by the sensations or psychological satisfaction offered by a product or service. Meanwhile, utilitarian shopping motives, which focus on practical aspects and the fulfillment of daily needs, can also trigger impulse purchases when consumers find products that are perceived as efficient, useful, or provide a quick solution to their needs. The combination of these two motives creates a dual drive, where consumers are driven not only by emotional factors but also by functional considerations, thus increasing the likelihood of spontaneous purchases in the e-commerce context (Zahrani et al., 2024).

The results of this study support the theory of consumer behavior which states that shopping motives, both utilitarian and hedonic, have an important role in triggering spontaneous shopping behavior (Mertaningrum et al., 2023). These findings suggest that consumers' internal drives, both to satisfy practical needs and to seek pleasure and entertainment, can significantly influence unplanned purchasing decisions. In other words, shopping motivations determine not only the products purchased, but also the intensity and spontaneity of consumer behavior within the e-commerce ecosystem.

The Influence of Shopping Motives on Shopping Lifestyle

Consumers with strong shopping motives, whether utilitarian or hedonic, tend to integrate online shopping into their daily lifestyles. This pattern is reflected in higher shopping frequency, specific product preferences, consistent shopping habits, and loyalty to specific platforms. Thus, online shopping becomes more than just a means of fulfilling needs; it also becomes part of consumers' routines, self-expression, and a source of entertainment, which in turn increases the likelihood of impulse buying (Yusup, 2025).

This shopping lifestyle reflects new consumption patterns formed and influenced by digitalization, where consumers are increasingly accustomed to conducting online transactions through various e-commerce platforms. This change not only simplifies access to products and services but also shapes consumer habits, preferences, and interactions with digital technology. Consequently, consumers are now more flexible, agile, and responsive to shopping stimuli such as promotions, product recommendations, or flash sales. Digitalization thus strengthens routine shopping patterns while increasing the potential for impulse buying (Sartika et al., 2024).

The Influence of Shopping Lifestyle on Impulse Buying

Consumers who make online shopping a part of their lifestyle tend to be more prone to impulse buying. This occurs because they are accustomed to interacting with e-commerce platforms regularly, have specific product preferences, and are more

responsive to stimuli such as promotions, product recommendations, or limited-time offers. Integrating shopping into daily routines also increases the emotional and psychological drives that drive spontaneous purchases, making shopping lifestyle a factor that strengthens the likelihood of impulse buying (Sari & Patrikha, 2021).

Factors such as ease of transactions, product recommendations, and personalized features offered by Tokopedia further strengthen consumer impulse buying behavior. Ease of transaction allows consumers to purchase products quickly and conveniently, while relevant product recommendations and personalized features tailor displays and offers to individual preferences, thereby increasing interest and the urge to make spontaneous purchases. This combination of elements creates an interactive and engaging shopping experience, significantly encouraging consumers to add products to their shopping carts without prior planning (Utama et al., 2024).

The Mediation Role of Shopping Lifestyle

The research results show that shopping lifestyle mediates the relationship between shopping motives and impulse buying. This means that shopping motives not only directly influence impulsive buying behavior but also strengthen impulse buying tendencies through the resulting shopping lifestyle. In other words, consumers driven by certain shopping motives tend to develop routine shopping patterns or specific shopping lifestyles, which then increase their likelihood of making impulsive purchases on e-commerce platforms (Oskar et al., 2024).

CONCLUSION

The conclusion of this study shows that shopping motive has a positive and significant influence on impulse buying among Tokopedia users, meaning that the stronger a consumer's shopping motive, the higher their tendency to make impulsive purchases. Furthermore, shopping motive also has a positive and significant influence on shopping lifestyle, confirming the role of shopping motive in shaping consumers' online shopping lifestyles. Shopping lifestyle itself has been shown to have a positive and significant influence on impulse buying, so that consumers with an ingrained shopping lifestyle tend to be more prone to spontaneous purchases. Furthermore, shopping lifestyle functions as a partial mediating variable in the relationship between shopping motive and impulse buying, indicating that shopping motive not only has a direct impact, but also through the formation of shopping lifestyles. These results strengthen consumer behavior theory and provide empirical evidence that shopping lifestyle plays a significant role in explaining impulse buying behavior in the Indonesian e-commerce context.

In terms of implications, this study provides a theoretical contribution by positioning shopping lifestyle as a mediating variable that expands the consumer behavior literature and impulse buying research in Indonesian e-commerce, particularly Tokopedia. Practically, Tokopedia can utilize these findings to design marketing strategies that tailor promotions, product recommendations, and personalization features to consumers' shopping lifestyles, for example through flash sales, vouchers, or AI-based interactive features. From a managerial perspective, understanding consumer shopping motives and lifestyles helps marketing managers identify segments with high impulse buying potential, increase customer engagement, and strengthen brand loyalty. Limitations of the study include the focus on Tokopedia users, limited variables, and the use of a Likert-scale online questionnaire for a specific period. For future research, it is recommended to expand the object to other platforms, add additional variables such as promotions or social influence, use longitudinal

methods, expand respondent characteristics, and combine quantitative and qualitative approaches to gain a deeper understanding.

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