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BUY NOW, THINK LATER: IMPULSIVE BUYING BEHAVIOR AMONG GENERATION Z IN INDONESIA

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ABSTRACT – This study examined how utilitarian value, hedonic value, word-of-mouth communication, and celebrity endorsements influence impulsive buying among Generation Z consumers in Aceh, Indonesia, directly and indirectly through shopping lifestyle. A quantitative approach was employed, with 399 respondents aged 15–24 surveyed via cluster sampling in major Aceh cities. Data was collected through questionnaires and analyzed using path analysis and PLS-SEM. Results revealed hedonic value, word-of-mouth, and endorsements significantly predicted shopping lifestyles, unlike utilitarian value. Additionally, utilitarian and hedonic value, endorsements, and shopping lifestyle directly influenced impulsive buying, but not word-of-mouth. An indirect effect on impulsive buying through shopping lifestyle was found for hedonic value, word-of-mouth, and endorsements, excluding utilitarian value. These findings suggest producers and marketers should strategically leverage value perceptions, communication channels, and influencer marketing to target Generation Z. Consumers must also exercise prudent spending habits to avoid financial issues or abnormal psychology. Overall, the study provides empirical insight for all stakeholders into the drivers of impulsive consumer behavior during the pandemic.
Keywords: Impulsive buying, shopping lifestyle, hedonic value, word of mouth communication, endorsement

ABSTRAK – Beli Sekarang, Pikir Nanti: Perilaku Pembelian Impulsif Generasi Z di Indonesia. *Penelitian ini bertujuan untuk menguji pengaruh nilai utilitarian, nilai hedonis, komunikasi dari mulut ke mulut, dan endorsemen selebriti terhadap pembelian impulsif di kalangan Generasi Z di Aceh, Indonesia, baik secara langsung maupun tidak langsung melalui gaya berbelanja. Kajian ini menggunakan pendekatan kuantitatif dimana pengumpulan data dilakukan melalui survei terhadap 399 responden yang berusia 15-24 tahun di kota-kota utama di Aceh, yang dipilih dengan teknik cluster sampling. Hasil analisis jalur dan SEM-PLS menunjukkan bahwa selain nilai utilitarian, semua variabel seperti nilai hedonis, komunikasi dari mulut ke mulut, dan endorsemen mempengaruhi gaya berbelanja secara signifikan. Selain itu, variabel nilai utilitarian dan hedonis, endorsemen, dan gaya hidup berbelanja berpengaruh secara langsung terhadap pembelian impulsif, kecuali variabel komunikasi dari mulut ke mulut. Selanjutnya, terdapat pengaruh tidak langsung terhadap pembelian impulsif melalui gaya berbelanja terutama untuk variabel nilai hedonis, komunikasi dari mulut ke mulut, dan endorsemen; hanya variabel nilai utilitarian yang tidak menunjukkan adanya pengaruh. Temuan ini dapat menjadi acuan bagi produsen dan seller untuk secara strategis memanfaatkan persepsi nilai, saluran komunikasi, dan pemasaran influencer jika ingin menargetkan Generasi Z. Untuk konsumen sendiri, hasil ini menjadi reflektor terhadap kebiasaan belanja yang kurang bijaksana agar terhindar dari masalah keuangan atau psikologis. Secara umum, hasil kajian ini memberikan fakta empiris tentang pendorong perilaku pembelian impulsif yang didapat dijadikan acuan bagi seluruh pemangku kepentingan.*
Kata Kunci: *Pembelian impulsif, gaya berbelanja, nilai hedonis, komunikasi mulut ke mulut, endorsemen*

INTRODUCTION

Consumer behavior fundamentally pertains to the end consumers' acquisition of goods and services, either individually or as a household. Such behavior often entails impulsive buying, an unplanned act influenced not only by familial and social environments, advertisements, and promotional models but also by individual mood, state, and emotions (Priansa, 2017). The anticipation of depleting goods can precipitate such impulsive purchases, characterized by a swift decision-making process accompanied by cognitive conflict and emotional arousal (Verplanken, B. & Herabadi, 2001; Andriyansah, 2023). These impulsive transactions transpire both through e-commerce platforms and in traditional marketplaces. Impulsive buying may have adverse outcomes, including the accumulation of unnecessary items, financial extravagance, and potentially evolving into compulsive buying—a recognized psychological disorder characterized by repetitive buying to alleviate distress or obsession (Schiffman & Kanuk, 2007; Kring et al., 2016; Rahayuningsih, 2016).

Shopping is a universal activity across genders and ages, yet data indicate that the younger generation, particularly Generation Z (individuals born between 1997 and 2012), is more actively engaged in e-commerce, with 56.6% of Indonesian youth shopping online (Lidwina, 2021). This demographic, digitally adept due to the proliferation of information and communication technologies during their formative years, is becoming an increasingly significant consumer base for online merchants (Mahmudah, 2020). In Aceh, where the population is predominantly Muslim and governed by Islamic law since 1999, the prevalence of impulsive buying among Generation Z is remarkably high at 89%, despite the teachings of Islam which discourage hasty and inconsiderate actions.

Several factors have been identified to influence impulsive buying, including shopping lifestyle—a concept encapsulating how individuals allocate their time and finances in the context of consumer habits (Kosyu, 2014; Setyningrum, 2016; Andryansyah, 2018), and utilitarian value, which pertains to the rational or necessity-driven aspect of purchase decisions (S. P. Sari, 2014; Foroughi, et al., 2014; Amiri 2012). The modern consumer's attraction to trendy items and the influence of a hedonistic lifestyle, which prioritizes pleasure-seeking, can also lead to impulsive buying behaviors (Nadzir & Ingarianti, 2015; Aprilia & Mahfudzi, 2020). Moreover, word of mouth (WoM) and electronic word of mouth (E-WoM) serve as crucial marketing mechanisms that shape consumer perceptions and purchasing patterns (Joesyiana, 2018; Kotler & Keller, 2012;

D. M. F. P. Sari & Yulianti, 2019; Tamala & Mashariono, 2018). The impact of endorsements, especially from celebrities or social media influencers, further compounds the likelihood of impulsive purchases (Shimp, 2003; Fazrina, 2018; Tanpli & Rinaldi 2020).

While previous studies have explored these influences, there is a gap in understanding how these factors interact and influence the impulsive buying behavior of specific demographic groups, such as Generation Z. This demographic is becoming an increasingly significant consumer base for online merchants, and their impulsive buying behavior is remarkably high despite cultural and religious teachings that discourage such actions. Therefore, this study seeks to explore and reaffirm the extent to which shopping lifestyle, utilitarian value, hedonism, word of mouth, and endorsement impact impulsive buying behavior in Generation Z in Aceh, Indonesia, aged 15-24 years.

The study introduces a novel model structure that incorporates a comprehensive array of exogenous variables and mediating variables, aiming to capture a wide spectrum of socio-economic phenomena and their interrelations with consumer behavior. This research is significant as it can provide valuable insights for marketers and policy-makers to understand and address the factors driving impulsive buying among Generation Z in Aceh, Indonesia. Moreover, it can contribute to the broader understanding of consumer behavior, particularly impulsive buying, and its implications for financial management and mental health.

The remaining sections of this paper are organized as follows: Section 2 critically reviews the extant literature on impulsive buying behavior, thereby grounding the study in its theoretical context. Section 3 delineates the methodological framework adopted for conducting this research. Section 4 then systematically presents the empirical results, followed by an in-depth analysis and discussion of the findings. The paper reaches its denouement in Section 5, which provides a summative overview and concluding remarks, emphasizing the primary insights and the scholarly contributions of the research.

LITERATURE REVIEW

Impulsive Buying

Impulsive buying is defined as a consumer transaction for an item that was not originally intended to be purchased, occurring spontaneously and without planning (Solomon & Rabolt, 2009). These unplanned purchases are often

driven by discounts, the uniqueness of the items for sale, or the product itself, leading to transactions carried out without prior planning (Dalihade et al., 2017). Such purchases are typically characterized by an unexpected and intense desire to buy a product, a feeling that arises due to something special and unexpected during shopping (Sugianto, 2016). Consumers who view impulsive buying as a natural occurrence tend to purchase products that align with their interests or hobbies. Items that often trigger impulsive purchases include clothing, jewelry, and daily necessities that enhance a person's appearance (Abdullah, 2012).

Impulsive buying, similar to unplanned buying, often involves irrational consumption patterns. Economists and psychologists have found that pure impulsive purchases are typically unplanned and involve items that consumers do not actually need (Bayley & Nancarrow, 1998; Kamri et al., 2014). While many theories of consumer behavior focus on rational actions, Stern (1962) proposed the concept of impulsive behavior, arguing that sudden purchase impulses supplement rational purchasing decisions, thereby offering a comprehensive view of the average consumer. Stern categorized impulsive buying into four types: pure impulsive purchases, reminder impulse purchases, suggested impulse purchases, and planned impulse decisions.

Impulsive buying theory presents numerous opportunities for marketers. Every facet of a product, from its packaging to its in-store display, can influence consumer impulses. Marketers adept at leveraging impulsive thinking to secure sales are likely to be most successful. However, despite the significance of impulsive buying in consumer purchasing patterns, rational decision-making processes continue to dominate consumer behavior and influence marketing theory (Amos et al., 2014).

Determinants of Impulsive Buying

Shopping Lifestyle

Shopping lifestyle refers to the way an individual allocates their time and resources, the buying activities they partake in, and their attitudes and views regarding their surroundings (Kotler & Keller, 2012). It mirrors an individual's life, illustrating how they manage their time and finances (Cahyono et al., 2016). This concept encapsulates more than just the act of purchasing; it includes the entire process leading up to and following the purchase, such as researching products, comparing prices, and sharing shopping experiences.

Shopping lifestyle can vary widely among individuals, reflecting differences in income, personal preferences, cultural influences, and other factors.

A person's lifestyle can be discerned through their actions, intentions, and beliefs, symbolizing the interplay between an individual and their environment (Kotler & Keller, 2012). In terms of shopping, this translates into a customer's behavior as they react to and form opinions about a product purchase (Tirmizi, 2009). This behavior can range from impulse buying to careful planning, from bargain hunting to luxury shopping, and from online shopping to visiting brick-and-mortar stores. Understanding a customer's shopping lifestyle can provide valuable insights for marketers, helping them tailor their strategies to meet the specific needs and preferences of different consumer segments.

Utilitarian Value

Utilitarian value stems from an objective and rational evaluation of a product or service (K. H. Hanzaee & Rezaeyeh, 2013). This perspective emphasizes the functional benefits and practical aspects of a purchase, prioritizing the efficiency of the buying process and the usefulness of the product. Consumers guided by utilitarian value focus on the tangible attributes of a product, such as its quality, price, and functionality, and make purchasing decisions based on how well the product can meet their specific needs (Jones et al., 2006).

Utilitarian consumption is characterized by behavior that is centered around buying decisions made on the basis of the functionality of the product in fulfilling essential life needs (Holbrook & Hirschman, 1982). This approach to consumption is typically task-oriented and goal-directed, with consumers seeking to make purchases that are pragmatic and efficient. It highlights the rational side of consumer behavior, where the primary purpose of shopping is to acquire necessary goods or services. Overall, the concept of utilitarian value underscores the logical and practical dimensions of consumer decision-making, emphasizing that buying behaviors are often driven by the objective, functional benefits of a product or service.

Hedonic Value

Hedonic value refers to the subjective and personal value derived from prioritizing wants over needs, leading to feelings of happiness and pleasure after a purchase (Holbrook & Hirschman, 1982). It characterizes the emotional and experiential aspects of consumption, where the focus is not solely on the

utilitarian function of a product but on the pleasure and satisfaction derived from the purchasing process. This concept is also depicted as a form of escapism (Overby & Lee, 2006), where consumers engage in purchasing activities to escape from the mundane or to seek emotional fulfillment. This could be through acquiring luxury items, indulging in impulse buying, or purchasing products that reflect personal tastes and preferences.

Consumers driven by hedonic value are often more interested in the experiences associated with their purchases rather than the practical needs those purchases fulfill (Babin et al., 1994). For these consumers, shopping may provide entertainment, sensory stimulation, or a means of self-expression. This hedonic perspective acknowledges that consumers may derive intrinsic enjoyment from the shopping process itself, whether it's the thrill of finding a deal, the pleasure of exploring new products, or the satisfaction of acquiring a coveted item.

Word of Mouth

Word of mouth (WoM) is generally characterized as consumers' act of sharing their evaluations of a product, service, brand, or producing company with their peers, either voluntarily or at the seller's request. WoM communication extends beyond direct spoken interactions; it also encompasses information shared via social media, specifically referred to as electronic word of mouth (Rosario et al., 2016). WoM communication occurs when consumers share their experiences with a product, expressing either satisfaction or dissatisfaction. This non-commercial communication about a product's quality or brand often influences consumer knowledge and perceptions of the product (Suryani, 2013).

Manufacturers or sellers frequently motivate their customers to promote their products to their acquaintances via WoM communication, a strategy effective in increasing prospective consumers' purchase intentions. Consumers who have positive experiences with a product can share information about its quality and appealing offers, thereby contributing to the product's promotion (Peter & Olson, 2014).

Endorsement

Endorsement is a marketing strategy that leverages the popularity of influencers, and individuals with significant followings, to promote a product or service. This strategy is particularly effective in reaching younger

consumers, as endorsements are often executed via social media, a platform heavily used by this demographic. Endorsers, also known as direct sources, deliver promotional messages and demonstrate the product or service (Belch, 2004). They come from various professional backgrounds, extending beyond traditional celebrities to include influencers from all walks of life.

Celebrity endorsement specifically involves a well-known public figure promoting a product through advertisements, with the intention of introducing and selling the product. The effectiveness of such advertisements is closely tied to the message the celebrity conveys about the product brand (Parengkuan et al., 2014). Given the widespread use of television and social media for entertainment and information, advertisements featuring celebrities on these platforms can successfully reach a broad audience.

In today's digital era, where technology and the internet facilitate not only social interactions but also online shopping, endorsement has emerged as a potent marketing strategy. Advertisements featuring celebrities on social media can attract viewers who are interested in the celebrities, thereby stimulating the consumers' intention to purchase the advertised product, whether out of need or to gain the experience of using the product.

Hypotheses Development

Given the varying results in existing literature, this study aims to delve deeper into the influence of utilitarian value, hedonic value, word of mouth, and endorsement on impulsive buying, with shopping lifestyle acting as an intervening variable, targeting Generation Z in Aceh. Based on the theoretical framework and the literature review, the following hypotheses are proposed:

H1: Utilitarian value has an influence on the shopping lifestyle of Generation Z in Aceh.
H2: Utilitarian value impacts the impulsive buying behavior of Generation Z in Aceh.
H3: Hedonic value shapes the shopping lifestyle of Generation Z in Aceh.
H4: Hedonic value influences the impulsive buying trends among Generation Z in Aceh.
H5: Word of mouth plays a role in shaping the shopping lifestyle of Generation Z in Aceh.
H6: Word of mouth affects impulsive buying among Generation Z in Aceh.

H7: Endorsements have an impact on the shopping lifestyle of Generation Z in Aceh.
H8: Endorsements contribute to impulsive buying among Generation Z in Aceh.
H9: Shopping lifestyle directly influences impulsive buying among Generation Z in Aceh.
H10: Utilitarian value indirectly affects impulsive buying in Generation Z in Aceh through the mediation of shopping lifestyle.
H11: Hedonic value indirectly influences impulsive buying in Generation Z in Aceh via shopping lifestyle.
H12: Word of mouth indirectly impacts the impulsive buying behavior of Generation Z in Aceh through shopping lifestyle.
H13: Endorsement indirectly affects impulsive buying among Generation Z in Aceh, mediated by shopping lifestyle.

The objective of the hypothesis development is to garner more definitive results about these relationships, which are visually represented in Figure 1. Each variable directly affects both shopping lifestyle and impulsive buying, and shopping lifestyle further influences impulsive buying.

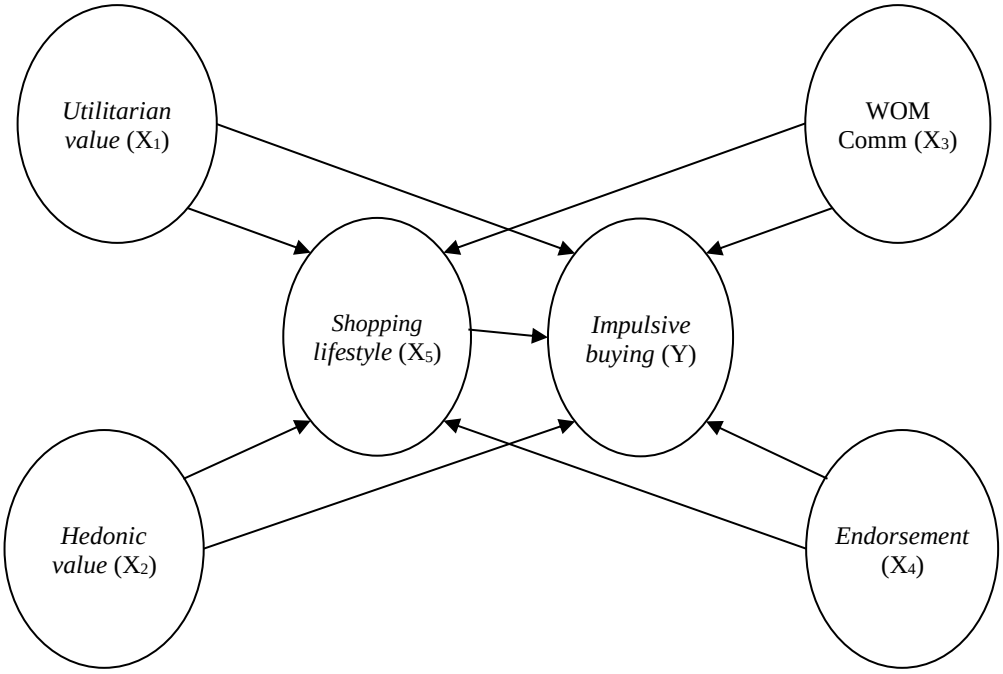

Figure 1. Conceptual Framework

METHODOLOGY

Research Design

The present study is categorized as field research, executed within the natural setting pertinent to the observed phenomenon. It utilizes an associative research design, which is directed towards examining the interrelations and potential effects among multiple variables. The quantitative research approach is central to this study, focusing on the empirical verification of theoretical propositions through the quantification of variables and the application of statistical analysis techniques (Trianto, 2016; Ibrahim, 2023).

Population and Sample

The research focuses on individuals from Generation Z (those aged 15-24 or born between 1997 and 2006) residing in Banda Aceh City, Lhokseumawe City, and Langsa City, which are classified as medium-sized urban areas. This demographic group totals 138,554 individuals spread across the three cities in Aceh Province: 62,873 in Banda Aceh City, 40,351 in Lhokseumawe City, and 35,330 in Langsa City (BPS, 2021). A probability sampling technique is employed to ensure equal opportunity for all individuals in the population to be selected for the sample (Ibrahim, 2023). The sample size is determined using the Slovin formula:

$$n = N/(1+Ne^2) = 138.554/(1+ (138.554) (0.052)) = 138.554/347.385 = 398.9$$

Based on the calculations, the total sample size for this study was determined to be 399 individuals. The study then employed cluster sampling to ascertain the proportionate geographic distribution of the samples from each city.

- Banda Aceh City (n_1) = (62.873/138.554) 399 = 181
- Lhokseumawe City (n_2) = (40.351/138.554) 399 = 116
- Langsa City (n_3) = (35.330/138.554) 399 = 101.7 → 102

Therefore, the total number of samples (*n*) is 399.

Data Collection and Analysis

In this study, primary data was procured through the distribution of questionnaires. The relationships between variables were examined using path analysis. The Partial Least Squares (PLS) approach, facilitated by SmartPLS 3.2.9 software, was employed for data analysis. Notably, this approach does not

necessitate parametric techniques for the validation of parameter significance (Ghozali, 2014).

Operational Variables

This study categorizes variables into dependent, independent, and intervening types. The dependent variable is 'impulsive buying', while the intervening variable is 'shopping lifestyle'. The independent variables are Utilitarian value, 'hedonic value', 'word of mouth', and 'endorsement'. These variables are manipulated or controlled within the study to observe their impact on the dependent variable.

Table 1. Operationalization of Variables

Variables	Statement Items
Impulsive buying	1. If I encounter an interesting product, I am inclined to purchase it immediately. 2. When I come across an item related to my hobby, I feel compelled to buy it. 3. I derive satisfaction from my purchases, even those I did not initially plan to make. 4. Influenced by hobbies and peer persuasion, I sometimes find myself buying items that were not part of my original plan. 5. I often make impulsive purchases based on positive past experiences with a product, even if the purchase was not premeditated. 6. Purchasing an intriguing item, even without a prior plan, brings me satisfaction. 7. Despite occasional discomfort due to exceeding my budget, I still proceed with buying the items I desire. 8. I am willing to purchase a product regardless of its price.
Shopping lifestyle	1. I often buy a product in response to an advertising offer. 2. I am inclined to purchase the latest model of product X when I see it in the store. 3. I typically shop for well-known brands of product X. 4. I am convinced that the product X I bought, given its brand and price, is of the highest quality. 5. I frequently buy items from brands that I don't typically patronize. 6. I believe there are other brands of product X that offer the same quality as the ones I usually purchase.
Utilitarian value	1. I bought product X at an affordable price and durable. 2. I bought an X product that can be repaired if it breaks.
Hedonic value	1. I wish to satisfy my curiosity about product X. 2. I am eager to gain a new experience with product X. 3. I anticipate exploring a new world through the use of product X.
Word of mouth	1. I frequently receive information about product X from friends or other people, either directly or indirectly. 2. I often obtain detailed information about specific product specifications from friends or others.

Variables	Statement Items
	3. I am very familiar with the individuals who appear in the commercials for product X.
Endorsement	1. I trust the products promoted by my idols. 2. The personality of the advertiser promoting product X pleases me. 3. The advertiser promoting product X often inspires me. 4. I am inclined to buy products that have received positive reviews from previous buyers.

RESULT AND DISCUSSION

Consumption Behavior Among Generation Z in Aceh

This study provides an overview of the consumption behavior of Generation Z in Aceh. Generally, individuals in this demographic engage in various activities such as attending college, working, recreating, and socializing with relatives and friends. They derive satisfaction from their involvement in these activities, viewing them as integral parts of their identities. In the urban centers of Aceh, the mornings are characterized by bustling activity, with parents escorting their children to school, students engrossed in their assignments, and public transportation teeming with passengers (Battal & Ibrahim, 2023). This vibrant urban pattern is a testament to the ongoing human endeavor to build civilization.

Generation Z in Aceh exhibits a preference for novel and unique items, spanning various domains including fashion, culinary arts, gadgets, and amusement rides. The uniqueness of these items, whether in form, name, or impression, enhances their appeal to this demographic. While branded goods also hold appeal, they are not universally favored like unique items. The preference for branded goods is limited to a subset of Generation Z and is specific to certain items such as bags and shoes. The emphasis is more on usability than on the brand, reflecting a pragmatic approach to consumption.

In the culinary domain, consumption activities play a vital role in life sustenance. This has led to the proliferation of various food outlets such as restaurants, cafes, food courts, and coffee shops. The trend of dining out has become a lifestyle among urban teenagers in Aceh, contributing to their satisfaction and pleasure. These activities are influenced by factors such as taste preferences, personal habitus, environment, and social interaction (Ibrahim, 2022). The consumptive behavior that has become a lifestyle among Generation Z can be readily observed. A significant proportion of this demographic is

aware that this lifestyle often leads to desires surpassing real needs (Kusmahyuni, 2020).

Descriptive Statistical Analysis

The study involved a sample of 400 respondents, all of whom were classified as Generation Z and resided in Aceh. These individuals were within the age range of 15-24 years. Several key characteristics about the respondents as shown in Table 2. In terms of age, the majority (53.3%) were between 18-21 years old, followed by a significant group aged 15-17 years old (30.8%). The smallest age group comprised those aged 22-24 years old (16.0%).

When considering side jobs, it was found that most respondents (79.3%) did not have any. Among those who did, labor (12.5%) was the most common, followed by entrepreneurship (6.0%), tutoring/teaching (1.3%) and other side jobs (1%). In terms of monthly income, most of respondents (39.3%) earns a monthly income ranging from IDR 200,001 to IDR 500,000. It followed by by the range of IDR 500,000 – IDR 800,000 (26.8%), IDR 800.001 - IDR 1.200.000 (7.8%), and IDR 1.200.001 - IDR 1.500.000 (6.5%). A small segment of the respondents (2.5%) has a monthly income surpassing IDR 1,500,000. It is worth noting that 47 respondents (11.8%) chose not to reveal their monthly income.

Finally, the study also examined the impulsive buying items. Data revealed that most respondents tended to purchase items related to fashion (42.0%), followed by cosmetics (15.3%), and food and beverages (14.0%). A small number of respondents chose to buy toys (0.5%) and vehicles (0.8%).

Table 2. Demographics Information

Characteristic	Category	Frequency	Valid Percent	Cumulative Percent
Age	15-17 Years old	123	30.8%	30.8%
	18-21 Years old	213	53.3%	84.0%
	22-24 Years old	64	16.0%	100.0%
Side Jobs	Unemployment	317	79.3%	79.3%
	Labor	50	12.5%	91.8%
	Entrepreneur	24	6.0%	97.8%
	Tutor/Teacher	5	1.3%	99.0%
	Others	4	1.0%	100.0%

Characteristic	Category	Frequency	Valid Percent	Cumulative Percent
Monthly Income	0	47	11.8%	11.8%
	≤ IDR 200.000	22	5.5%	17.3%
	IDR 200.001 - IDR 500.000	157	39.3%	56.5%
	IDR 500.001 - IDR 800.000	107	26.8%	83.3%
	IDR 800.001 - IDR 1.200.000	31	7.8%	91.0%
	IDR 1.200.001 - IDR 1.500.000	26	6.5%	97.5%
	> IDR 1.500.000	10	2.5%	100.0%
Impulsive Buying Items	0	57	14.3%	14.3%
	Stationery	14	3.5%	17.8%
	Accessories	9	2.3%	20.0%
	Communication	7	1.8%	21.8%
	Food & Drink	56	14.0%	35.8%
	Cosmetics	61	15.3%	51.0%
	Fashion	168	42.0%	93.0%
	Toys	2	0.5%	93.5%
	Electronics	13	3.3%	96.8%
	Vehicle	3	0.8%	97.5%
	Other	10	2.5%	100.0%

Evaluation of the Measurement Model (Outer Model)

The Measurement Model Evaluation, also known as the Outer Model, is a crucial component of structural equation modeling. It is designed to assess the validity and reliability of data obtained from statement items or questionnaires. The goal is to ensure that the data collected is both valid, meaning it accurately represents the concept it is intended to measure, and reliable, indicating consistency in measurement over time. Figure 2 presents diagram representing a Measurement Model Evaluation (Outer Model) with various constructs and their relationships. The breakdown of the diagram as follows:

1. Constructs: These are represented by circles and rectangles labeled X1 (UV), X2 (HV), X3 (WoM), X4 (ED), and Y (IB). Constructs are latent variables that are not directly observed but are inferred from other variables that are observed and directly measured.

2. Indicators: Each construct has associated indicators represented by smaller shapes connected with lines. Indicators are observed variables that are used to define a latent construct.
3. Loadings: The numbers on the lines connecting the indicators to the constructs likely represent loadings. Loadings are the correlations between the observed indicators and the latent construct they are supposed to measure.
4. Relationships: The arrows pointing from each indicator to its respective construct indicate directional relationships. Some constructs have bidirectional arrows between them with numbers that might represent correlations or covariances between those constructs.

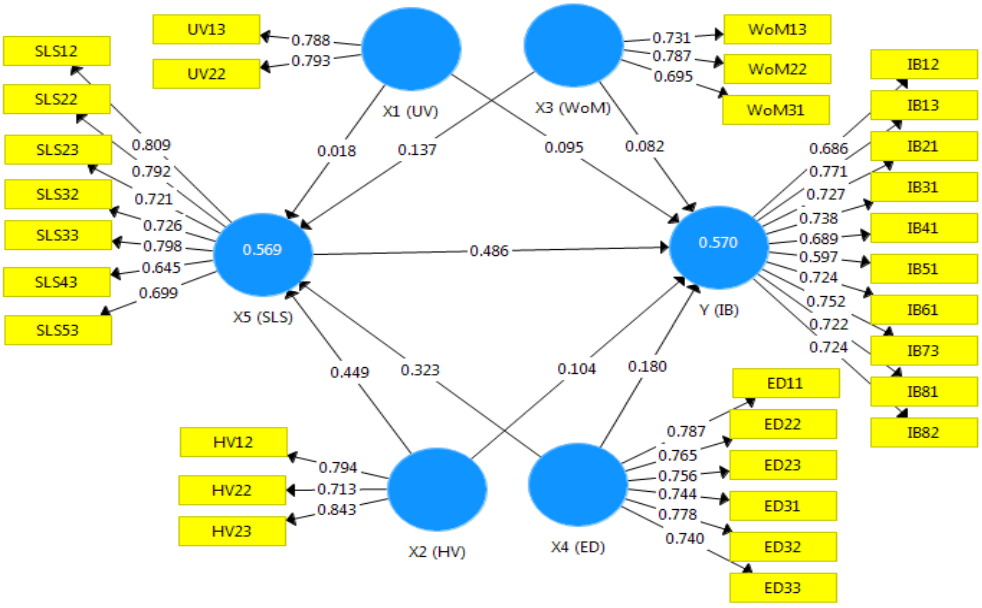

Figure 2. Outer Model

Validity Test

Convergent Validity

Convergent validity can be assessed based on the outer model scheme depicted in Figure 2, as well as the outer loading or loading factor values presented in Table 3. The outer loading table serves as a validity gauge for various items. An item's validity is determined by its outer loading value, which represents the correlation between the score of a statement item and the score of the measured construct indicator. If the outer loading value exceeds 0.7, the individual

reflexive value is deemed high. As per Chin, as cited by Ghozali (2014), an outer loading value between 0.5 and 0.6 is deemed sufficient.

Table 3. Descriptive Statistics of Purchased Items

Variable	Indicator	Outer Loading
Utilitarian value (X1)	UV13	0.788
	UV22	0.793
Hedonic value (X2)	HV12	0.794
	HV22	0.713
	HV23	0.843
Word of mouth (X3)	WoM13	0.731
	WoM22	0.787
	WoM31	0.695
Endorsement (X4)	ED11	0.787
	ED22	0.765
	ED23	0.756
	ED31	0.744
	ED32	0.778
	ED33	0.740
Shopping lifesty sle (X5)	SLS12	0.809
	SLS22	0.721
	SLS23	0.726
	SLS32	0.798
	SLS33	0.645
	SLS43	0.699
	SLS53	0.809
Impulsive buying (Y)	IB12	0.686
	IB13	0.771
	IB21	0.727
	IB31	0.738
	IB41	0.689
	IB51	0.597
	IB61	0.724
	IB73	0.752
	IB81	0.722
	IB82	0.724

(Source: Smart PLS output, processed data, 2023)

The threshold for the outer loading value used for item validity in this study is > 0.5. As per Table 6, only 31 statement items have an outer loading value > 0.5. Therefore, out of the 78 items, only 31 statement items were declared valid, while the remaining 48 items were deemed invalid and subsequently eliminated from the measurement model. The eliminated items include UV11, UV12, UV21, UV23, HV11, HV13, HV21, HV31, HV32, HV33, WoM11, WoM12, WoM21, WoM23, WoM32, WoM33, ED12, ED13, ED21, ED41, ED42, ED43, SLS11, SLS13, SLS21, SLS31, SLS32, SLS41, SLS42, SLS51, SLS52,

SLS61, SLS62, SLS63, IB11, IB22, IB23, IB32, IB33, IB42, IB43, IB52, IB53, IB62, IB63, IB71, IB72, and IB83. The validity of the remaining 31 items also validates 23 of the 26 indicators used to measure the six latent constructs/variables (Utilitarian value, Hedonic value, Word of mouth, Endorsement, Shopping lifestyle, and Impulsive buying).

Discriminant Validity

Discriminant validity is assessed by examining the cross-loading values.

Table 4. Cross Loading

Indicator	Variable					
	Utilitarian value (X1)	**Hedonic value (X2)**	**Word of mouth (X3)**	**Endor sement (X4)**	**Shopping lifestyle (X5)**	**Impulsive buying (Y)**
UV13	0.788	0.085	0.263	0.115	0.082	0.179
UV22	0.793	0.082	0.169	0.033	0.127	0.153
HV12	0.019	0.794	0.288	0.447	0.563	0.473
HV22	0.121	0.713	0.337	0.375	0.401	0.351
HV23	0.120	0.843	0.288	0.433	0.600	0.499
WoM13	0.331	0.248	0.731	0.249	0.291	0.351
WoM22	0.187	0.283	0.787	0.298	0.361	0.403
WoM31	0.078	0.320	0.695	0.441	0.354	0.212
ED11	0.140	0.382	0.334	0.787	0.486	0.459
ED22	0.079	0.345	0.337	0.765	0.380	0.356
ED23	0.096	0.402	0.332	0.756	0.465	0.483
ED31	0.126	0.423	0.330	0.744	0.521	0.486
ED32	-0.045	0.424	0.292	0.778	0.494	0.455
ED33	0.028	0.456	0.367	0.740	0.484	0.403
SLS12	0.062	0.522	0.311	0.520	0.809	0.568
SLS22	0.024	0.497	0.316	0.518	0.792	0.583
SLS23	0.059	0.515	0.297	0.459	0.721	0.518
SLS32	0.121	0.489	0.343	0.420	0.726	0.518
SLS33	0.149	0.581	0.451	0.479	0.798	0.556
SLS43	0.187	0.454	0.367	0.447	0.645	0.467
SLS53	0.101	0.449	0.263	0.397	0.699	0.521
IB12	0.133	0.387	0.258	0.397	0.516	0.686
IB13	0.120	0.438	0.332	0.427	0.599	0.771
IB21	0.179	0.422	0.314	0.416	0.513	0.727
IB31	0.152	0.405	0.340	0.434	0.477	0.738
IB41	0.112	0.375	0.345	0.462	0.521	0.689
IB51	0.148	0.295	0.314	0.312	0.334	0.597
IB61	0.228	0.435	0.363	0.451	0.511	0.724
IB73	0.121	0.511	0.337	0.468	0.595	0.752
IB81	0.134	0.391	0.298	0.382	0.561	0.722
IB82	0.187	0.373	0.288	0.394	0.444	0.724

(Source: Smart PLS output, processed data, 2023)

These values represent the strength of the correlation between each construct and its indicators, as well as the correlation between indicators and other block constructs. An indicator is deemed to have achieved discriminant validity if the correlation value with its corresponding indicators surpasses the correlation value with indicators of other block constructs. Table 4 displays the cross-loading values for each indicator. Based on the values, all latent constructs or variables are confirmed to have achieved satisfactory discriminant validity. In addition to the cross-loading values, discriminant validity can also be assessed through the Average Variance Extracted (AVE) values. For a model to be considered robust, each latent construct or variable should have an AVE value greater than 0.5. The AVE values for each of the latent constructs or variables have been evaluated and meet this criterion, further substantiating the discriminant validity of the model.

Tabel 5. Average Variant Extracted

Variabel	**AVE**
Utilitarian value (X1)	0.625
Hedonic value (X2)	0.616
Word of mouth (X3)	0.546
Endorsement (X4)	0.581
Shopping lifestyle (X5)	0.553
Impulsive buying (Y)	0.510

(Source: Smart PLS output, processed data, 2023)

Reliability Test

Composite Reliability

Composite reliability measures the reliability of an indicator of a construct or variable. A variable achieves an acceptable level of reliability when its composite reliability value is greater than 0.7. The composite reliability values for each variable in this study exceed this threshold, indicating that all variables possess a high level of reliability.

Table 6. Composite Reliability

Variable	**Composite Reliability**
Utilitarian value (X1)	0.769
Hedonic value (X2)	0.827
Word of mouth (X3)	0.782
Endorsement (X4)	0.893
Shopping lifestyle (X5)	0.896
Impulsive buying (Y)	0.912

(Source: Smart PLS output, processed data, 2023)

Cronbach Alpha

Cronbach alpha is another reliability measure that supports the reliability of a variable. A variable is considered reliable when its Cronbach's alpha value is greater than 0.7. The Cronbach's alpha values for each variable in this study are above this threshold, further confirming the high level of reliability of the variables.

Table 7. Cronbach Alpha

Variable	Cronbach Alpha
Utilitarian value (X1)	0.743
Hedonic value (X2)	0.817
Word of mouth (X3)	0.782
Endorsement (X4)	0.856
Shopping lifestyle (X5)	0.909
Impulsive buying (Y)	0.923

(Source: Smart PLS output, processed data, 2023)

Multicollinearity Test

In Partial Least Square data analysis, the multicollinearity test is applied as a classical assumption check. This test ensures no significant collinearity exists among the exogenous variables under study. As per the standard, the Variance Inflation Factor (VIF) value should be less than the range of 3.5 to 5 to avoid substantial collinearity. Based on Table 8, all exogenous variables meet this criterion, confirming the absence of multicollinearity and the reliability of the model's outcomes.

Table 8. Inner VIF Value

Variable	Shopping lifestyle (X5)	Impulsive buying (Y)
Utilitarian value (X1)	1.082	1.082
Hedonic value (X2)	1.455	1.924
Word of mouth (X3)	1.368	1.411
Endorsement (X4)	1.537	1.779
Shopping lifestyle (X5)		2.323
Impulsive buying (Y)		

(Source: Smart PLS output, processed data, 2023)

Structural Model Evaluation (Inner Model)

The inner model analysis reveals the strength of the relationship between latent and construct variables. This section will discuss the results of the model

feasibility test, also known as the Goodness of Fit test, and the hypothesis test, referred to as Bootstrapping.

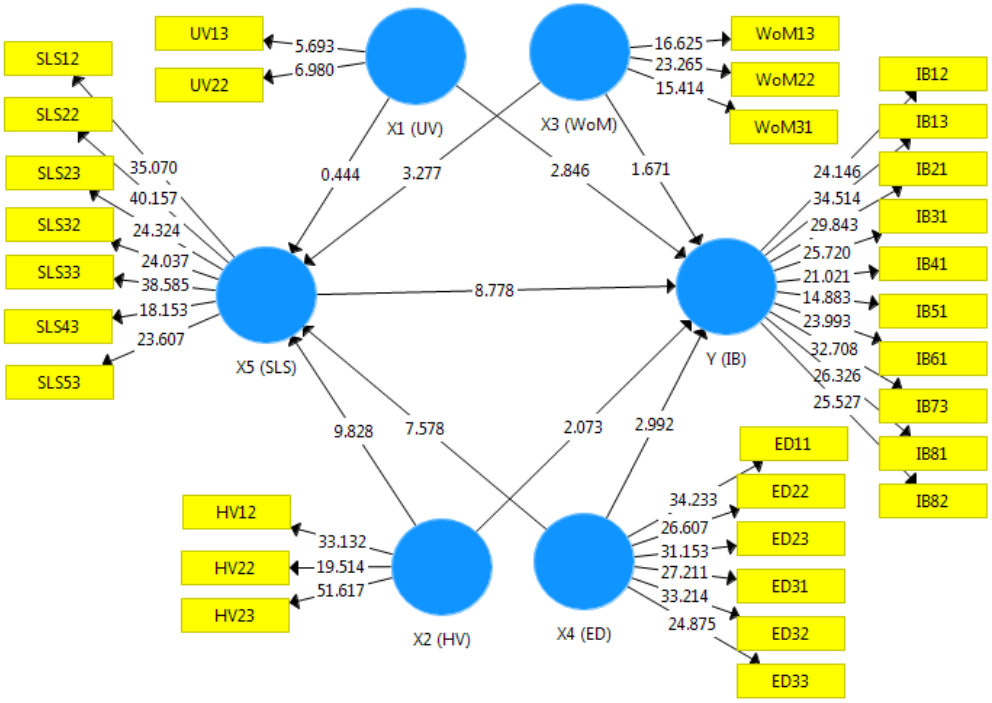

Figure 3. Inner Model

Model Feasibility Analysis (Goodness of Fit)

The feasibility of the model under study can be determined through several tests, including the determinant coefficient test (R2), Q Square (Q2), and the Normed Fit Index (NFI).

1. R-Square

The value of the determinant coefficient, or R Square, signifies the extent of the contribution of the exogenous variable to its corresponding endogenous variable. In this study, there are two endogenous variables, leading to the formation of two model equation structures. Each model structure has a determinant coefficient value that serves as a measure of the model's feasibility. The structures of the models are as follows:

a. X5 = Px1x5X1 + Px2x5X2 + Px3x5X3 + Px4x5X4 + e1
b. Y = Px1yX1 + Px2yX2 + Px3yX3 + Px4yX4 + Px5yX5 + e2

Tabel 9. R Square

	R Square	R Square Adjusted
X5 (SLS)	0.569	0.565
Y (IB)	0.570	0.564

(Source: Smart PLS output, processed data, 2023)

According to Table 9, the determinant coefficient value chosen as a criterion for the model in this study is the R Square Adjusted, due to the presence of more than two exogenous variables. The R Square Adjusted for structural model 1 is 0.565 or 57%, signifying that the contribution of exogenous variables to endogenous variables in this model is 56%, with the remaining 44% originating from other exogenous variables not encompassed in the model. Likewise, the R Square Adjusted for structural model 2 is 0.564 or 56%, indicating a 56% contribution of exogenous variables to endogenous variables, with the remaining 44% stemming from other exogenous variables not included in the model.

2. Q Square Predictive Relevance

The Q Square serves to gauge the quality of observations derived from the model and the accuracy of its parameters. A Q Square value greater than 0 indicates predictive relevance within the model, while a value less than 0 suggests otherwise. The specific Q Square value resulting from blindfolding processing is detailed in Table 10.

Table 10. Q Square

	SSO	SSE	$Q^2 = (1-SSE/SSO)$
Utilitarian value (X1)	800	800	
Hedonic value (X2)	1200	1200	
Word of mouth (X3)	1200	1200	
Endorsement (X4)	2400	2400	
Shopping lifestyle (X5)	2800	1933.061	0.310
Impulsive buying (Y)	4000	2870.976	0.282

(Source: Smart PLS output, processed data)

As per the table, the Q^2 value for Shopping lifestyle is 0.310 and Q^2 for Impulsive buying is 0.282. Both Q^2 values are greater than 0, indicating predictive relevance in the model.

3. NFI (Normed Fit Index)

The NFI value is intended to assess the model fit. A value greater than 0.1 indicates a significantly better model fit, as presented in Table 11. According to the fit summary table, the NFI value is 0.727, which is greater than 0.1, indicating a good fit for the model.

Table 11. Fit Summary

	Saturated Model	Estimated Model
SRMR	0.067	0.067
d_ULS	2.198	2.198
d_G	0.700	0.700
Chi-Square	1618.583	1618.583
NFI	0.727	0.727

(Source: Smart PLS output, processed data, 2023)

Hypothesis Test Analysis (Bootstrapping)

The hypothesis test in this study was conducted using the results of the bootstrapping test. The bootstrapping test results provide the Original Sample value, which represents the path coefficient and indicates the direction of influence of each path. Additionally, the bootstrapping test results include statistical T values and P values, demonstrating the significance of the influence of each path, whether direct or indirect.

Direct Influence Testing

In terms of direct influence testing, the inner scheme of the model in Figure 3 reveals 9 direct pathways between exogenous and endogenous variables.

Table 12. T-Values and P-Values

	Original Sample (O)	T-Statistics (|O/STDEV|)	P-Values
X1 (UV) → X5 (SLS)	0.018	0.444	0.657
X1 (UV) → Y (IB)	0.095	2.846	0.005
X2 (HV) → X5 (SLS)	0.449	9.828	0.000
X2 (HV) → Y (IB)	0.104	2.073	0.039
X3 (WoM) → X5 (SLS)	0.137	3.277	0.001
X3 (WoM) → Y (IB)	0.082	1.671	0.095
X4 (ED) → X5 (SLS)	0.323	7.578	0.000
X4 (ED) → Y (IB)	0.180	2.992	0.003
X5 (SLS) → Y (IB)	0.486	8.778	0.000

(Source: Smart PLS output, processed data, 2023)

The significance of each direct path's influence can be determined by evaluating the statistical T value or P value. If the statistical T value is greater than 1.96 or the P value is less than 0.05, it indicates a significant direct influence between the variables, and vice versa. Table 12 provides a comprehensive analysis of the degrees of significance between the exogenous and endogenous variables, while addressing the hypotheses that were previously established. The details are as follows:

1. Utilitarian Value (X1):
   - No significant direct influence on Shopping Lifestyle (X5) (T=0.444, P=0.657). Thus, Ha1 is rejected.
   - Significant direct influence on Impulsive Buying (Y) (T=2.846, P=0.005). Thus, Ha2 is accepted.
2. Hedonic Value (X2):
   - Significant direct influence on Shopping Lifestyle (X5) (T=9.828, P=0.000). Thus, Ha3 is accepted.
   - Significant direct influence on Impulsive Buying (Y) (T=2.073, P=0.039). Thus, Ha4 is accepted.
3. Word of Mouth (X3):
   - Significant direct influence on Shopping Lifestyle (X5) (T=3.277, P=0.001). Thus, Ha5 is accepted.
   - No significant direct influence on Impulsive Buying (Y) (T=1.671, P=0.095). Thus, Ha6 is rejected.
4. Endorsement (X4):
   - Significant direct influence on Shopping Lifestyle (X5) (T=7.578, P=0.000). Thus, Ha7 is accepted.
   - Significant direct influence on Impulsive Buying (Y) (T=2.992, P=0.003). Thus, Ha8 is accepted.
5. Shopping Lifestyle (X5):
   - Significant direct influence on Impulsive Buying (Y) (T=8.778, P=0.000). Thus, Ha9 is accepted.

Indirect Influence Testing

The analysis of the inner model scheme depicted in Figure 3 reveals the presence of four indirect pathways between exogenous and endogenous variables, mediated by intervening variables. The significance of the influence exerted by each indirect path is determined by the statistical T values or P Values. The established criterion for significance is a T value greater than 1.96

or a P Value less than 0.05, indicating a significant indirect effect between the variables.

Tabel 12. Spesific Indirect Effect

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
X1 (UV) → X5 (SLS) → Y (IB)	0.009	0.450	0.653
X2 (HV) → X5 (SLS) → Y (IB)	0.219	6.886	0.000
X3 (WoM) → X5 (SLS) → Y (IB)	0.066	2.993	0.003
X4 (ED) → X5 (SLS) → Y (IB)	0.157	5.001	0.000

(Source: Smart PLS output, processed data, 2023)

Based on Table 12, the significance of the indirect influences between exogenous and endogenous variables through mediation variables is as follows:

1. The utilitarian value variable (X1) does not exert a significant indirect influence on the impulsive buying variable (Y) through the shopping lifestyle variable (X5), as indicated by a T value of 0.450, which is less than the threshold of 1.96, and a P Value of 0.653, which exceeds 0.05. Consequently, the null hypothesis (Ha10) is rejected.
2. A significant indirect influence is observed from the hedonic value variable (X2) on the impulsive buying variable (Y) through the shopping lifestyle variable (X5), with a T value of 6.886, surpassing the threshold, and a P Value of 0.000, falling below 0.05. Therefore, the alternative hypothesis (Ha11) is accepted.
3. The word-of-mouth variable (X3) significantly influences the impulsive buying variable (Y) indirectly through the shopping lifestyle variable (X5), as the T value is 2.993 and the P Value is 0.003, both meeting the criteria for significance. Thus, the alternative hypothesis (Ha12) is accepted.
4. There is a significant indirect effect of the endorsement variable (X4) on the impulsive buying variable (Y) via the shopping lifestyle variable (X5), evidenced by a T value of 5.001 and a P Value of 0.000, which satisfy the conditions for significance. Hence, the alternative hypothesis (Ha13) is accepted.

Role of Mediation Variable

Based on the test results, the role of mediation variables can be categorized into three criteria: full mediating, partial mediating, and not mediating. The details are as follows:

1. The direct influence of the utilitarian value variable (X1) on the impulsive buying variable (Y) is significant, while the indirect influence through the shopping lifestyle variable (X5) is insignificant. This indicates that the shopping lifestyle variable is not able to mediate (no mediation).
2. The direct influence of the hedonic value variable (X2) on the impulsive buying variable (Y) is significant, and the indirect influence through the shopping lifestyle variable (X5) is also significant. This suggests that the shopping lifestyle variable is able to mediate partially (partial mediation).
3. The direct influence of the word-of-mouth variable (X3) on the impulsive buying variable (Y) is insignificant, while the indirect influence through the shopping lifestyle variable (X5) is significant. This indicates that the shopping lifestyle variable is able to mediate fully (full mediation).
4. The direct influence of the endorsement variable (X4) on the impulsive buying variable (Y) is significant, and the indirect influence through the shopping lifestyle variable (X5) is also significant. This suggests that the shopping lifestyle variable is able to mediate partially (partial mediation).

Discussions

Effect of Utilitarian Value on Shopping Lifestyle and Impulsive Buying

The study on the Influence of Utilitarian Value on Shopping Lifestyle and Impulsive Buying in Generation Z in Aceh revealed significant insights. While the influence of utilitarian value on shopping lifestyle was found to be insignificant, the influence on impulsive buying was proven to be significant. Utilitarian shopping value, which is characterized by rational behavior and efficient income utilization in purchasing decisions, is not aligned with shopping lifestyle behaviors that sometimes lead to excessive consumption patterns (Jones et al., 2006). This suggests that while utilitarian values guide consumers to make purchases based on necessity, they do not necessarily correlate with the behaviors associated with a shopping lifestyle that involves how individuals allocate their time and financial resources.

In contrast, the study found a significant relationship between utilitarian value and impulsive buying. Utilitarianism, which emphasizes the moral value of sacrificing personal interests for the benefit of others, suggests that elements of utilitarian value are compatible with human morality, especially as it pertains to social beings (Razali, 2020; Ibrahim & Kamri, 2013). The significant influence observed indicates that utilitarian value, through cost-saving and

utility maximization, can lead to increased impulsive buying behavior. This is because individuals with utilitarian values may be more likely to make impulsive purchases when they perceive an item to have good use value. This behavior is supported by research that identifies a direct and significant relationship between utilitarian value and impulse buying. These findings are consistent with prior research conducted by Jones et al. (2006), Razali (2020), and Rahmi, Dwi Alfi, N. Rachma (2020).

Effect of Hedonic Value on Shopping Lifestyle and Impulsive Buying

The findings suggest that hedonic value significantly influences shopping lifestyle, with key indicators being social/emotional satisfaction and pleasure/entertainment. This corroborates previous research that identified a strong positive relationship between hedonic values and lifestyle shopping behaviors (Setyningrum, 2016). Hedonic value, characterized by the prioritization of desires, pleasures, and material indulgences (Andryansyah, 2018), spontaneously emerges within individuals and is strongly tied to shopping lifestyle behavior. This is often reflected in how individuals allocate their time and resources, with a tendency to overlook or forget the benefits of the products they purchase in favor of the pleasure derived from the shopping experience itself.

Additionally, the study indicates a significant influence of hedonic value on impulsive buying, again with indicators of social/emotional satisfaction and pleasure/entertainment. This is consistent with a study conducted on 140 respondents, which reported a significant influence of hedonic motives on impulsive buying among consumers of fashion products (Putra, 2021). The majority of the participants in our study were Generation Z individuals aged 18 to 21 years, a demographic that is often associated with rapid emotional changes, a desire for freedom and fun, and a tendency to disregard future consequences in favor of immediate satisfaction (Ibrahim, et al., 2023).

Hedonic value, a subjective and personal value that prioritizes pleasure and desires over need fulfillment (Holbrook & Hirschman, 1982), can lead to happiness and pleasure after acquisition. Consumers often aim to gain a new, pleasurable experience through their purchases, rather than simply meeting their life needs (Babin, Darden, & Griffin, 1994). Satisfaction arises in consumers when they engage in hedonic shopping activities, leading to continuous buying behavior. Attractive offers, such as discounts, can prompt

consumers to make purchases beyond their actual needs, leading to impulsive buying behavior (Putra, 2021). Consumers may engage in impulse buying when they experience hedonistic desires (Rahmawati, 2018), and research confirms that hedonic motives significantly influence impulsive buying (Gultekin & Ozer, 2012).

Effect of Word of Mouth on Shopping Lifestyle and Impulsive Buying

The study shows that word of mouth has a significant influence on the shopping lifestyle of Generation Z in Aceh. Word of mouth communication often takes place when consumers share their experiences with a product, either satisfaction or disappointment. Satisfied customers tend to relay positive experiences to other consumers. These types of communications, encompassing product usage enthusiasm, detailed product information, or praise, can trigger peers who enjoy shopping to buy the discussed products. The shopping lifestyle, commonly associated with consumptive behavior, is a trait often found in individuals who take pleasure in shopping activities. A study conducted on students using the Shopee application found that electronic word of mouth (E-WOM) positively impacts shopping activities, contributing to 42.7% of the activity (Yustati, 2018). Similarly, E-WOM on Instagram about culinary experiences has been identified as an effective promotional tool, contributing to the development of a consumptive culture in the digital era (Hifziati, 2017).

Contrarily, this study did not find a significant influence of word of mouth on impulsive buying among Generation Z in Aceh. It appears that Generation Z in Aceh is not easily swayed by various information or praises about a product. This lack of influence might be due to the presence of critical thinking in selecting and purchasing items, which can prevent them from impulsively buying products not originally in their purchasing plans. This finding aligns with Abdurrahman's (2019) assertion of a critical tendency among students in processing social media information, preventing them from easily succumbing to impulsive buying. Similarly, a study by Pambagyo and Putra (2020) found that E-WOM does not significantly contribute to impulsive buying.

Effect of Endorsement on Shopping Lifestyle and Impulsive Buying

The impact of endorsements on the shopping lifestyle and impulsive buying behaviors of Generation Z in Aceh is significant. Endorsements, defined as the support of an influencer in promoting and endorsing a product, have been found

to be influential on the shopping lifestyle of Generation Z. This finding aligns with research that reported a significant and positive increase in the buying interest of Generation Z, both males and females, after exposure to endorsements on Instagram and other social media platforms (Priyati & Fakhruddin, 2014). Endorsements have become an effective marketing strategy in today's digital era, where the internet is used for a multitude of purposes including shopping. The presence of endorsements has been observed to increase an individual's inclination towards shopping, thus making shopping activities a part of their daily lifestyle.

Furthermore, endorsements have been shown to significantly affect impulsive buying behavior in Generation Z in Aceh. Endorsers, often celebrities or influential figures on social media, act as direct sources of information and demonstration of goods or services (Belch, 2004). Due to the widespread use of social media among youth, endorsements are easily accessible to this demographic. The direct relationship between endorsements and impulsive buying can be seen when influential figures, considered role models among teenagers, relay information that attracts attention and influences their purchasing behavior. This often results in immediate interest in the endorsed products, leading to impulsive buying behavior without significant deliberation (Ponirin, 2021). Teenagers, known to be highly influenced by their environment, are indirectly motivated by the information and reviews they encounter, making it a significant factor in their purchasing decisions (Chyta et al., 2015).

Effect of Shopping Lifestyle on Impulsive Buying

The influence of shopping lifestyle on impulsive buying in Generation Z in Aceh has been evidenced, with significant associations found between shopping lifestyle and impulsive buying behavior. This is supported by research indicating that the shopping lifestyle variable has a positive impact on impulsive buying among students (Kosyu, D.A., Hidayat, K., & Abdillah, 2014). Lifestyle plays a crucial role in shaping consumer behavior and consumption patterns, particularly in relation to shopping activities (Mowen, 2001). Shopping lifestyle, characterized by periodic planning and the allocation of time and money, reflects individuals' choices and behaviors in purchasing goods and services (Fauziyyah, 2018). The nature of shopping lifestyle, often driven by entertainment and the desire for a well-judged lifestyle, makes individuals susceptible to impulsive buying behavior, particularly when

positive emotions are experienced during unplanned shopping (Kosyu, D.A., Hidayat, K., & Abdillah, 2014).

Effect of Utilitarian Value on Impulsive Buying through Shopping Lifestyle

The direct effect test results indicated that there is no significant influence between utilitarian value and shopping lifestyle behavior. Additionally, the hypothesis that shopping lifestyle mediates the relationship between utilitarian value and impulsive buying was found to be insignificant. Utilitarian value is defined as a value derived from objective and rational considerations (K. H. Hanzaee & Rezaeyeh, 2013). Furthermore, utilitarian consumption refers to a type of consumer behavior that focuses on making purchase decisions based on the functionality of a product in addressing basic life needs (Holbrook & Hirschman, 1982).

The perception of utilitarian value can vary depending on what consumers hope to achieve from their shopping activities. Consumers tend to feel satisfied when they can acquire a product that meets their needs efficiently, particularly in terms of time spent. This is typically characterized by intentional purchases made by consumers to meet their needs in a short time span. Individuals with a utilitarian attitude are less likely to shop excessively and are more likely to concentrate on purchasing items that are important to them. These results are not consistent with a study that found shopping lifestyle to mediate the relationship between hedonic and utilitarian values, thereby having no direct effect on impulsive buying behavior (Cahyono et al., 2016).

Effect of Hedonic Value on Impulsive Buying through Shopping Lifestyle

The results indicated a significant effect of the shopping lifestyle variable in mediating the relationship between hedonic value and impulsive buying. In other words, shopping lifestyle, as a moderator, directly strengthens the connection between hedonic value and impulsive buying behavior. This finding corroborates previous research that found shopping lifestyle to be a significant mediator between hedonic motives and impulsive buying (Anne, 2020).

Consumer behavior patterns, reflecting how individuals allocate their income for product purchases, whether needed or not, are influenced by lifestyle. Such behaviors, aimed at self-satisfaction and self-expression, further stimulate hedonic behavior, potentially triggering impulsive buying as consumers make unplanned purchases without careful consideration. The fulfillment of

consumer lifestyle also impacts hedonistic behavior. When consumers experience high levels of lifestyle satisfaction, they are more likely to exhibit hedonistic and consumptive tendencies, which in turn can prompt impulsive shopping behavior (Japarianto, 2020).

Effect of Word-of-Mouth on Impulsive Buying through Shopping Lifestyle

The research findings suggest that word of mouth significantly influences impulsive buying among Generation Z in Aceh, mediated by shopping lifestyle. This implies that lifestyle can serve as a mediator between word of mouth and the generation of impulsive buying behaviors. Shopping lifestyle, a consumer habit influenced by evolving times, consumer income, and social status, is a crucial factor in this relationship (Deviana D, 2016). It is important to note that shopping lifestyle is not exclusive to individuals shopping for high-priced items; consumers who purchase lower-priced items in large volumes may also exhibit shopping lifestyle behavior (Karbasivar, Alireza., 2011).

The direct effect test results indicated that word of mouth does not directly influence impulsive buying behavior. Instead, word of mouth directly affects shopping lifestyle, and shopping lifestyle directly influences impulsive buying behavior. Therefore, word of mouth can trigger impulsive buying only if the individual exhibits shopping lifestyle behavior. Given access to product information, individuals who enjoy shopping are likely to decide to purchase the product quickly to satisfy their curiosity, leading to impulsive buying. These findings align with a previous study by Andryansyah (2018).

Effect of Endorsement on Impulsive Buying through Shopping Lifestyle

The final results of the test revealed that endorsements significantly influence impulsive buying among Generation Z in Aceh, mediated by shopping lifestyle. When consumers shop, they often consider others' perceptions, which can encompass aspects such as brand, price, and quality. The more favorable these aspects of a product are, the more they can influence others' opinions about the consumer. This phenomenon, combined with the prevalence of shopping as a popular activity and the presence of admired role models endorsing a product, can enhance unplanned shopping behavior. These findings align with previous studies by Tapli and Rinanldi (2020), as well as Andryansyah (2018), which also demonstrated similar results.

CONCLUSIONS

Based on the data analysis and hypothesis testing, this study concludes that hedonic value, word of mouth communication, and endorsement significantly directly influence shopping lifestyle among Generation Z in Aceh. Furthermore, utilitarian value, hedonic value, endorsement, and shopping lifestyle have a significant direct impact on impulsive buying within this demographic. An indirect, significant influence was also found on impulsive buying through the shopping lifestyle variable, which is affected by hedonic value, word of mouth communication, and endorsement.

This study offers important understanding into the factors influencing shopping lifestyle and impulsive buying behavior among Generation Z in Aceh. The partial influences of hedonic value, word-of-mouth communication, endorsement, and utilitarian value on both shopping lifestyle and impulsive buying highlight the complex interplay between internal and external factors shaping consumer behavior. These findings provide valuable insights for marketers, policymakers, and educators to develop strategies that promote responsible and informed consumption habits, fostering financial well-being and psychological resilience among younger generations.

Several limitations of this study should be considered for future research. Firstly, the study was conducted in Aceh, Indonesia, and may not be generalizable to other populations with different cultural and economic contexts. Secondly, the study focused on Generation Z, excluding other generations that may exhibit different consumer behaviors. Additionally, the model only explains 57% of the variance in impulsive buying, indicating the presence of other unexplained factors that future research could explore.

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