



The Role of Self-Control in Moderating the Influence of Shopping Lifestyle and Hedonistic Behavior on Impulsive Buying (A Study on Gurlbucket Consumers in Shopee E-commerce, Denpasar City)

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ABSTRACT

The rapid growth of e-commerce has driven changes in consumer behavior, particularly in impulsive buying. This study aims to determine the role of self-control in moderating the influence of shopping lifestyle and hedonic behavior on impulsive buying among Gurlbucket consumers on Shopee in Denpasar City. This research used a quantitative approach with a non-probability sampling method and purposive sampling technique involving 160 respondents. Data were analyzed using Moderated Regression Analysis (MRA) with the assistance of SPSS. The results show that shopping lifestyle has a positive but insignificant effect on impulsive buying, while hedonic behavior has a positive and significant effect. Self-control was found to weaken the effect of shopping lifestyle on impulsive buying, although insignificantly, and significantly weaken the effect of hedonic behavior on impulsive buying. These findings indicate that self-control plays an important role in regulating consumer impulsive behavior in online shopping activities.

Keywords: Shopping Lifestyle, Hedonic Behavior, Self-Control, Impulsive Buying

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I. INTRODUCTION

The Digital Revolution and E-commerce Landscape in Indonesia In the last two decades, global society has witnessed a transformative shift driven by the rapid advancement of digital technology. This era of digitalization has not only enhanced efficiency across various sectors but has also fundamentally reshaped human behavior and lifestyle. As noted by Gupta (2023), these technological developments play a crucial role in stimulating economic growth, fostering new business opportunities, and giving rise to innovative products and services that simplify daily activities. Central to this transformation is the internet, which has evolved into a primary necessity for communication, information seeking, entertainment, and economic transactions. In Indonesia, internet penetration has seen exponential growth; according to data from the Association of Indonesian Internet Service Providers (APJII) in 2025, approximately 79.5% of the population, or about 227 million people, now have internet access. This high level of connectivity indicates a society that is increasingly reliant on digital platforms for their daily needs.

One of the most significant manifestations of this digital reliance is the surge in online shopping activities. The integration of information technology and social media has been pivotal in forming new consumptive behaviors within the Indonesian market. Ramadhan (2023) highlights that e-commerce platforms have provided consumers with the ability to purchase goods and services with unprecedented speed, efficiency, and flexibility. Furthermore, the ease of access provided by platforms such as Shopee, Tokopedia, and Lazada has been identified as a primary driver for the increase in impulsive buying behavior among the populace. The convenience of purchasing anything at any time without physical constraints has shifted the traditional shopping paradigm into a more dynamic and digital-centric model.

Economic Implications and the Shift in Consumption Patterns The transition from traditional to modern digital shopping has profound economic implications. Bank Indonesia Governor Perry Warjiyo predicted that digital transactions would grow by 52.3% in 2025, reaching a value of IDR 1,969.4 trillion, underscoring how deeply rooted online shopping has become in the digital lifestyle. However, this shift is also accompanied by a change in consumer psychology. Consumers today are no longer driven solely by functional needs but are increasingly influenced by desires, trends, and momentary emotional urges. This evolution suggests that consumption has moved beyond mere utility and has become a form of entertainment and emotional outlet.

This trend towards desire-based consumption is particularly evident in Indonesia, where individuals often prioritize wants over actual needs, leading to excessive and unplanned purchasing. Lahagu and Zein (2023) observe that this phenomenon aligns with data from the Central Bureau of Statistics (BPS), which shows a steady increase in per capita expenditure. Paradoxically, a report from the Deposit Insurance Corporation

(LPS) in 2024 revealed that 98.8% of Indonesians have savings of less than IDR 100,000,000.00. This stark contrast highlights an imbalance between high consumption patterns and low financial planning awareness, suggesting that many consumers are spending for immediate gratification at the expense of long-term financial security.

Impulsive Buying: A Modern Consumer Challenge The most visible outcome of these shifting patterns is impulsive buying—a sudden, spontaneous purchase decision made without rational consideration. Triggered by emotional urges or external stimuli such as attractive product displays, massive discounts, and persuasive promotions, impulsive buying is a form of unplanned behavior that often results in post-purchase regret. Adiyuniarsih (2023) notes that while these purchases provide momentary satisfaction, they can be financially detrimental in the long run. In the digital age, e-commerce and social media further exacerbate this tendency by making products accessible with just a few clicks. Recent studies have consistently found a positive correlation between high intensity of social media usage and the propensity for impulsive buying.

The Role of Shopping Lifestyle and Hedonistic Behavior Two primary factors identified as drivers of impulsive buying are shopping lifestyle and hedonism. Shopping lifestyle refers to how individuals allocate their time and money toward shopping activities, not just for utility but as an expression of identity and social status. Khotimah and Syafwandi (2024) argue that this lifestyle reflects personal preferences and the specific ways consumers choose to spend their resources. For younger generations, the pressure to follow digital trends and maintain a certain self-image often leads to frequent impulsive purchases. As noted by Putri (2020), shopping has become one of the most popular lifestyles, where consumers are willing to overlook price or utility to satisfy a consumption urge.

Parallel to this is hedonistic behavior, which is oriented toward the pursuit of pleasure and personal satisfaction. In the context of shopping, hedonism manifests as an activity used for recreation or to escape negative emotions. Aprianda and Siregar (2022) emphasize that hedonic motives are dominant factors influencing impulsive buying among Generation Z, who are highly active in e-commerce. Individuals with high hedonistic tendencies view happiness as something that can be achieved through the consumption of luxury goods and a glamorous lifestyle, often encouraged by social media environments. Meldiani (2025) further supports this by stating that the higher a person's level of hedonism, the more likely they are to engage in impulsive buying.

The Theoretical Framework: Consumer Behavior and Self-Regulation This study is grounded in Consumer Behavior Theory and Self-Regulation Theory (SRT). Consumer Behavior Theory explains how individuals make decisions to select, buy, and evaluate products to satisfy their needs and desires. It covers not only the physical act of buying but also the cognitive and emotional processes underlying those decisions. Shopping lifestyle and hedonistic behavior represent the motivational aspects of this theory, where consumers with high consumptive tendencies and pleasure-seeking orientations are more likely to exhibit spontaneous buying behaviors.

However, the occurrence of impulsive buying is not universal, even among those with high shopping lifestyles. This is where Self-Regulation Theory (SRT) becomes vital. SRT explains how individuals direct and control their behavior to align with personal goals. It involves a process of self-monitoring, where individuals evaluate their actions against their own standards. According to Ozimek (2021), self-regulation allows an individual to resist immediate impulses in favor of positive long-term outcomes. In the context of consumption, self-control acts as the internal mechanism that enables consumers to regulate their desires and resist external temptations like discounts or emotional triggers.

Self-Control as a Moderating Mechanism Self-control is the ability of an individual to manage their thoughts, emotions, and behaviors to avoid unnecessary impulses. Fitriani (2024) describes it as an internal brake system that helps individuals make wiser spending decisions. Previous research suggests that individuals with high self-control are more efficient in financial management and less susceptible to spontaneous offers. Arum (2021) found a significant negative relationship between self-control and consumptive behavior among Shopee users, indicating that stronger self-control leads to lower impulsive tendencies. Therefore, in this research, self-control is positioned as a moderating variable that is expected to weaken the influence of shopping lifestyle and hedonism on impulsive buying.

The Case of Gurlbucket in Denpasar To investigate these dynamics empirically, this study focuses on Gurlbucket, a local Balinese fashion brand established in 2019. Gurlbucket has successfully positioned itself as a trendsetter for Millennials and Generation Z by offering stylish, premium-quality apparel at affordable prices. The brand's presence on Shopee is formidable, with over 334,700 followers and an impressive 4.8-star rating. Its aggressive digital marketing, combined with visually appealing products and fast service, creates a high potential for triggering impulsive buying among its consumers.

A pre-survey conducted among 30 Gurlbucket consumers in Denpasar revealed significant findings regarding their shopping behavior. The survey showed that 77% of respondents had made unplanned purchases at Gurlbucket, and 63% admitted they shop primarily for pleasure. Most notably, while 84% of respondents said

they briefly reconsidered before making an unplanned purchase, 81% of them ultimately proceeded with the purchase anyway. This data indicates a potential weakness in self-control when faced with trendy and affordable products, justifying the need for a deeper analysis of these variables. Denpasar City was chosen as the research location due to its status as Bali's economic hub and its high community purchasing power, as evidenced by its high regional minimum wage and the presence of five Gurlbucket physical branches.

Research Objectives and Significance Based on the phenomena described, the primary objective of this research is to analyze the influence of shopping lifestyle and hedonistic behavior on impulsive buying, and to determine the extent to which self-control moderates these relationships among Gurlbucket consumers on Shopee in Denpasar. Specifically, this study aims to:

1. Test and explain the effect of shopping lifestyle on impulsive buying.
2. Test and explain the effect of hedonistic behavior on impulsive buying.
3. Analyze the role of self-control in moderating the effect of shopping lifestyle on impulsive buying.
4. Analyze the role of self-control in moderating the effect of hedonistic behavior on impulsive buying.

Theoretically, this research contributes to the field of marketing management by providing empirical evidence on how psychological factors and self-regulation mechanisms interact in a digital commerce environment. Practically, the findings are expected to assist businesses like Gurlbucket in understanding the psychological dynamics of their customers, allowing them to design more effective and ethical marketing strategies. By exploring the intersection of lifestyle, emotion, and self-discipline, this study provides a comprehensive view of modern consumer behavior in the increasingly dominant e-commerce sector.

II. RESEARCH METHODS

Research Design This study adopts a quantitative approach with an associative research design to examine the causal relationships between variables. Specifically, it tests how shopping lifestyle and hedonistic behavior influence impulsive buying, and how self-control functions as a moderating variable in these relationships. The research was conducted in Denpasar City, Bali, chosen for its status as an economic hub with high purchasing power and being the primary base for the Gurlbucket brand, which operates five physical branches in the area.

Population and Sample The population for this study consists of consumers of the Gurlbucket brand on the Shopee e-commerce platform residing in Denpasar. Because the exact number of consumers is unidentifiable, the population is considered infinite. The study utilized a non-probability sampling method with a purposive sampling technique. Following the guidelines suggested by Sugiyono (2019), which recommend a sample size of five to ten times the number of indicators, this study involved 160 respondents (10 times the 16 research indicators) to ensure data accuracy and representation.

The criteria for selecting respondents included: 1) having at least a high school education to ensure comprehension of the questionnaire; 2) being domiciled in Denpasar City; and 3) having previously made an unplanned purchase of Gurlbucket products on Shopee.

Research Variables and Operational Definitions This study identifies four types of variables:

- Independent Variables (X): Shopping Lifestyle (), characterized by following fashion trends and brand-mindedness, and Hedonistic Behavior (), which emphasizes seeking pleasure and emotional satisfaction through shopping.
- Dependent Variable (Y): Impulsive Buying, defined as sudden, unplanned purchase decisions driven by emotional urges.
- Moderating Variable (Z): Self-Control, representing the internal mechanism to regulate emotions and resist consumptive impulses.

All variables were measured using a 5-point Likert Scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). The indicators for these variables were adapted and modified from previous literature, including Loo et al. (2024), Mashilo et al. (2024), and Mudra & Rusmanto (2024).

Data Collection and Instruments Primary data were collected through an online questionnaire distributed via Google Forms through social media platforms such as Instagram and WhatsApp. To ensure the quality of the data, research instruments underwent validity and reliability testing. An instrument was considered valid if the Pearson Correlation value exceeded 0.30 and reliable if the Cronbach's Alpha coefficient was 0.60. Results indicated that all items across all variables (Impulsive Buying, Shopping Lifestyle, Hedonistic Behavior, and Self-Control) met these requirements, with Cronbach's Alpha values ranging from 0.841 to 0.912.

Data Analysis Techniques The data were analyzed using SPSS version 26.0. The analysis consisted of several stages:

1. Descriptive Statistical Analysis: Used to describe the demographic characteristics of respondents and the general distribution of their responses.
2. Classical Assumption Tests: To ensure the model's reliability, tests for Normality (Kolmogorov-Smirnov), Multicollinearity (Tolerance and VIF), and Heteroskedasticity (Glejser test) were performed.
3. Moderated Regression Analysis (MRA): This was the primary inferential tool to test the interaction effects. The regression equations used are as follows:
 - *Without Moderation:*
 - *With Moderation ():*
 - *With Moderation ():*
4. Hypothesis Testing: The F-test was used to determine the overall model fit, the Coefficient of Determination () to measure the variance explained by the model, and the t-test to determine the individual significance of each hypothesis at a 5% significance level ().

III. Results and Discussion

The results and discussion of the study reveal complex interactions between consumer psychology and digital shopping habits. Based on the data gathered from 160 Gurlbucket consumers in Denpasar, the study evaluates how internal self-regulation interacts with external lifestyle and emotional drivers to produce impulsive buying behavior.

1. Summary of Research Results

The analysis utilized Moderated Regression Analysis (MRA) to test four primary hypotheses. The results are summarized as follows:

- Shopping Lifestyle and Impulsive Buying (H1): The study found that while shopping lifestyle has a positive relationship with impulsive buying (), this effect is not statistically significant (). This suggests that simply having an active shopping lifestyle does not automatically trigger spontaneous purchases in this specific consumer group.
- Hedonistic Behavior and Impulsive Buying (H2): In contrast, hedonistic behavior has a positive and highly significant influence on impulsive buying (,). This indicates that the drive for pleasure and emotional satisfaction is a primary catalyst for unplanned purchases at Gurlbucket.
- Self-Control as a Moderator for Shopping Lifestyle (H3): Self-control was found to have a negative interaction direction (), but it did not significantly moderate the relationship between shopping lifestyle and impulsive buying (). This means self-control does not effectively weaken the impulse to buy when that impulse is driven purely by a consumer's established shopping lifestyle.
- Self-Control as a Moderator for Hedonistic Behavior (H4): Self-control significantly moderates and weakens the influence of hedonistic behavior on impulsive buying (,). Individuals with higher self-control are better able to suppress the emotional urges for pleasure that usually lead to impulsive shopping.

2. Discussion of Key Findings

The Dominance of Hedonism over Lifestyle The sources suggest that for Gurlbucket consumers—who are predominantly female (89.4%) and aged 19–23 (88.1%)—emotional gratification is a stronger motivator than social identity or trends. While shopping lifestyle (X1) showed a high descriptive mean (3.86), its lack of statistical significance in the regression model implies that these consumers might follow trends without necessarily acting on them impulsively. However, the high descriptive score for "feeling happy after a purchase" (mean 4.11) underscores that the instant emotional "hit" of hedonism is what actually drives the unplanned transaction.

The Mechanism of Self-Control The discussion highlights that self-control acts as an "internal brake system". Interestingly, it is only effective at stopping emotionally-charged impulses (hedonism) rather than habitual patterns (lifestyle). The sources explain this through Self-Regulation Theory (SRT), noting that consumers with strong self-regulation can evaluate the long-term consequences of a "fun" purchase and choose to resist

it. However, when it comes to a shopping lifestyle—where activities are often routine and integrated into one's identity—internal regulation appears less effective at intervening.

Model Fit and Explanatory Power The research model is considered a good fit, as evidenced by the F-test (). The Adjusted R-Square value of 0.528 indicates that 52.8% of the variation in impulsive buying can be explained by the variables in this model (shopping lifestyle, hedonism, and self-control). The remaining 47.2% is likely influenced by external factors not included in this study, such as price perceptions, massive discounts, or social media influence.

3. Implications for the Article

- **Theoretical:** The study reinforces Self-Regulation Theory by proving that internal mechanisms can dampen emotional triggers in a digital environment.
- **Practical:** For brands like Gurlbucket, the results suggest that marketing should focus on the "experience" and emotional joy of shopping, as hedonism is the strongest driver of sales. Conversely, it suggests that consumers need to strengthen their "emotional regulation" specifically to combat the temptations found on platforms like Shopee.

IV. Conclusions and Recommendations

Conclusions of the Study

The research results, analyzed through Moderated Regression Analysis (MRA), led to the following four key conclusions:

- **Insignificant Impact of Shopping Lifestyle:** While shopping lifestyle has a positive direction, it does not significantly influence impulsive buying. This indicates that having a lifestyle centered on trends and brands does not directly force a consumer to make spontaneous purchases.
- **Significant Influence of Hedonistic Behavior:** Hedonistic behavior has a positive and significant effect on impulsive buying. This means that the stronger the consumer's urge to seek pleasure, happiness, and emotional satisfaction through shopping, the higher their tendency to engage in unplanned buying.
- **Self-Control as a Non-Moderator for Lifestyle:** Self-control was not proven to significantly moderate the relationship between shopping lifestyle and impulsive buying. This suggests that a person's level of self-discipline does not meaningfully change how their shopping lifestyle impacts their spontaneous purchasing habits.
- **Self-Control as a Significant Moderator for Hedonism:** Self-control acts as a significant moderator that weakens the influence of hedonistic behavior on impulsive buying. Consumers with high self-control are better equipped to regulate the emotional urges and pleasure-seeking drives that typically lead to impulsive actions on e-commerce platforms.

Recommendations for Management

The study provides the following strategic suggestions for the management of Gurlbucket:

- **Strategic Branding:** Even though shopping lifestyle was not a significant driver of impulsivity, Gurlbucket should continue to leverage lifestyle trends for branding and social media presence to maintain a modern brand image.
- **Emotional Marketing:** Since hedonism is a primary driver, the brand should focus on the emotional aspects of shopping by creating creative promotions, attractive product designs, and a "fun" shopping experience on Shopee.
- **Overcoming Self-Control Barriers:** Management should be aware that while self-control can suppress hedonistic urges, it is less effective against lifestyle habits. Therefore, they should create powerful emotional stimuli that can bypass a consumer's internal "brakes" to encourage immediate transactions.

Recommendations for Future Research

To improve the depth and generalizability of these findings, the following recommendations are made for future researchers:

- **Expand Geographical Scope:** Future studies should broaden the research area beyond Denpasar City to ensure the results are more representative of a wider population.

- Methodological Shift: Moving from a cross-sectional approach to a longitudinal study is recommended to observe how impulsive buying behavior evolves over time alongside changing digital trends.
- Incorporate Additional Variables: Researchers should consider adding variables such as pricing, massive promotions, or brand image.
- Explore New Moderators and Mediators: Investigating factors like materialism, self-esteem, or positive emotions might provide a more comprehensive explanation for the link between lifestyle and impulsive buying.

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