

ABSTRACT

The rapid growth of e-commerce in Indonesia is influenced by factors such as an increase in population, increasing smartphone and internet users, as well as the development of financial technology companies. The convenience of online shopping encourages consumers to buy various desired products so that they are encouraged to behave consumptively. This then stimulates the phenomenon of impulse buying in consumers. Currently, economic activities are dominated by the behavior of Generation Z to carry out activities such as scrolling, shopping online and making transactions. Some marketplaces have not paid attention to the positive emotions of consumers with the Generation Z group in the target market, hedonic shopping motivation, shopping lifestyle and fear of missing out which can trigger impulsive purchases which are part of the consideration of the preparation and strategy of innovative marketing targets according to the needs of market psychology. This study aims to determine the influence of hedonic shopping motivation, shopping lifestyle, fear of missing out and positive emotion on impulse buying of generation Z, as well as to determine the influence of hedonic shopping motivation, shopping lifestyle and fear of missing out on impulse buying through positive emotions.

This study employed quantitative methods. The sampling technique employed purposive sampling. Data were collected from 385 respondents through an online questionnaire. Respondents in this study were Generation Z Shopee users in Indonesia. Data analysis used Structural Equation Modeling-Partial Least Squares (SEM-PLS) and then processed with SMART PLS.

The results of this study indicate that hedonic shopping motivation, fear of missing out, and positive emotions have a significant positive effect on impulse buying. Hedonic shopping motivation and fear of missing out have a significant positive effect on impulse buying through the mediating variable, positive emotions. Meanwhile, shopping lifestyle has no effect on positive emotions, and shopping lifestyle has no effect on impulse buying through positive emotions.

Keywords: *hedonic shopping motivation, shopping lifestyle, fear of missing out, positive emotion, impulse buying.*