



# The Influence of Hedonic Motive, Shopping Lifestyle and Religiosity on Customer's Impulse Buying Behavior: Moderated by Fear of Missing Out

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## Abstract

*In recent years, there has been significant change in consumer behavior, particularly in the decision-making process and its influence on purchase intentions. Diverse market conditions, characterized by increased competition, have underscored the importance of understanding factors affecting consumer behavior. This study aims to explore the influence of hedonic motives, shopping lifestyle, and religiosity on impulse buying among customers of Muslim fashion stores with Fear of Missing Out (FOMO) as a moderating variable. The research employs a quantitative approach with purposive sampling technique to select 100 Muslim women respondents. Data collection is conducted through online questionnaires and analyzed using Structural Equation Modeling Partial Least Squares (SEM PLS). The findings demonstrate that hedonic motives and shopping lifestyle significantly and positively influence impulse buying, while religiosity also plays a role in enhancing impulsive purchasing behavior. However, FOMO does not significantly moderate the relationship between religiosity and impulse buying. These results highlight the interplay between psychological and cultural factors in shaping consumer behavior in niche markets. The study provides actionable insights for marketers in the Muslim fashion sector to design targeted strategies that resonate with consumer motivations. Additionally, it contributes to the theoretical understanding of consumer behavior within the context of religious and cultural influences, offering a foundation for future research in this domain.*

**Keywords:** Consumer Behavior; Hedonic Motives; Impulse Buying; Lifestyle Shopping; Religiosity.

## Article Info

**Paper type:** Research paper

Received: July 31, 2024

Revised: November 30, 2025

Accepted: January 30, 2025

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**Amwaluna:  
Jurnal Ekonomi dan  
Keuangan Syariah**

Vol. 9, No. 1, 2025, 44-58

**Cite this document:** APA 11th edition

Athar, HS. Faerrosa, L. (2025). The Influence of Hedonic Motive, Shopping Lifestyle and Religiosity on Customer's Impulse Buying Behavior: Moderated by Fear of Missing Out. *Amwaluna: Jurnal Ekonomi dan Keuangan Syariah*, 9 (1), 44-58.

<https://doi.org/10.29313/amwaluna.v6i2.4562>

## 1. Introduction

In recent years, studies on consumer behavior have undergone significant changes, particularly in the decision-making process and its impact on purchase intentions ([Stankevich, 2017](#)). Along with the evolving market conditions, characterized by increased competition, product and service innovations, and a growing number of companies in the same market, it is crucial to understand the factors that can effectively influence consumer behavior ([Varadarajan, 2020](#)). While several research studies have been conducted on consumer behavior, there remains a significant gap in understanding how various internal and external factors influence unplanned purchase decisions.

One phenomenon that has garnered significant attention in consumer behavior research is impulse buying. Impulse buying refers to the act of purchasing goods without prior planning, often triggered by sudden urges or irresistible temptations. Despite being aware of the negative consequences of such purchases, there is a strong desire to immediately satisfy perceived urgent needs ([Meena, 2018](#)). Most sales come from unplanned purchases that do not align with the intended products ([Aragoncillo dan Orus, 2018](#)). For example, a survey conducted by [Nielsen \(2019\)](#) showed that more than 60% of Indonesian consumers admit to frequently engaging in impulse buying when shopping at supermarkets and shopping centers. Impulse buying occurs when a sudden and strong emotional desire stems from reactive behavior characterized by low cognitive control ([Burton et al., 2018](#)). The tendency to buy spontaneously and without reflection may be due to the immediate gratification provided to the buyer ([Pradhan et al., 2018](#)). This highlights the high frequency of impulse buying in the modern market; however, there is still insufficient understanding of the moderating factors influencing this behavior, especially in highly competitive markets shaped by technology and social media.

Impulse buying behavior is influenced by several psychological and emotional factors, one of which is the hedonic motive. Hedonic motive refers to the desire to obtain pleasure and emotional satisfaction from shopping activities. Consumers influenced by hedonic motives tend to engage in impulsive purchases more frequently because they seek enjoyable experiences and instant gratification ([Arnold & Reynolds, 2003](#)). Additionally, shopping lifestyle plays a significant role in influencing impulsive buying behavior. The shopping lifestyle encompasses patterns, habits, and attitudes of consumers toward shopping activities. Consumers with an active shopping lifestyle, who tend to view shopping as a recreational activity, are more susceptible to impulsive purchases ([Shim & Gehrt, 1996](#)). Religiosity also has a significant influence on consumer behavior. Religiosity refers to the extent to which an individual's beliefs and religious practices influence their daily lives. Research indicates that individuals with high levels of religiosity tend to be more cautious in making purchasing decisions and prioritize values consistent with their religious teachings ([Mokhlis, 2009](#)). In the modern context influenced by technology and social media, the Fear of Missing Out (FOMO) phenomenon also significantly affects impulse buying. FOMO is a feeling of anxiety or fear of missing out on valuable experiences perceived by others. Studies show that FOMO can prompt individuals to take quick and impulsive actions, including purchasing decisions, to avoid feeling left out ([Przybylski et al., 2013](#)).

Overall, while much research has addressed various factors influencing impulse buying, significant gaps remain in understanding how the interaction of internal (e.g., hedonic motives) and external (e.g., FOMO, shopping lifestyle) factors impacts impulse buying in competitive and digitally connected markets. This study addresses a significant gap in the literature regarding the factors influencing impulse buying behavior in the context of Muslim fashion retail, particularly in the city of Mataram, West Nusa Tenggara. Despite the rapid growth of Muslim fashion stores in the region, the influence of psychological, cultural, and social factors on consumer purchasing behavior remains underexplored. Specifically, the role of hedonic motives, shopping lifestyle, religiosity, and the

moderating effect of Fear of Missing Out (FOMO) in shaping impulse buying behavior among Muslim consumers is not well-established in existing research. This research is timely and academically important as it offers insights into how these factors interact within a rapidly evolving market, providing a nuanced understanding of consumer behavior in a culturally distinct setting.

The rise of Muslim fashion stores in Mataram, such as Buttons scarves, Queensland, Elzatta, Zoya, Benang Jarum, and Ria Miranda, alongside the increasing popularity of online shopping and social media promotions emphasizing exclusivity, has significantly altered consumer behavior. The city's predominantly Muslim population, with diverse levels of religiosity, presents a unique context for examining how cultural and psychological factors impact shopping decisions. The convenience and engaging shopping experiences offered by these stores, coupled with hedonic motivations, social influence, and limited-time offers, create a conducive environment for impulse purchases. However, while these developments are noteworthy, there is a lack of comprehensive research on how these variables collectively influence impulse buying among Muslim consumers in this region.

This study aims to explore how hedonic motives, shopping lifestyle, and religiosity influence impulse buying among customers of Muslim fashion stores in Mataram, with FOMO as a moderating variable. By understanding these factors, this study can make several contributions. Theoretically, it advances understanding of the psychological and cultural drivers of impulse buying within the specific context of Muslim fashion retail. Practically, it provides valuable insights for store owners and marketers in Mataram to tailor their strategies to consumer motivations, especially in creating marketing campaigns that resonate with consumers' hedonic needs, lifestyle preferences, and cultural values. Moreover, it enriches the academic literature on consumer behavior and retail management, offering a foundation for future research on the dynamics of consumer decision-making in culturally distinctive markets.

## 2. Literature Review

### Hedonic Motive

Hedonic motive is an individual's motivation for shopping based on the anticipation of pleasure and the belief that shopping is something appealing based on the emotional or subjective thoughts of that person ([Rusni and Solihin, 2022](#)). Hedonic motive is the motivation possessed by an individual for shopping solely to derive pleasure and perceive shopping as something attractive based on that person's emotional thoughts. [Scarpi \(2020\)](#) reveals that hedonic nature is more associated with pleasant, joyful shopping feelings, and also with festive shopping conditions. Thus, creating a shopping experience consisting of curiosity, escapism, satisfaction, and pleasure. However, there is a knowledge gap regarding how hedonic motives appear in particular cultural contexts, such as among Muslim consumers in Mataram, where the interaction of cultural values and religious practices may influence consumer behavior, as the majority of the research on hedonic motives to date has concentrated on general consumer populations. In order to close this gap, this study looks at how hedonic motives influence impulsive purchasing in a market with a majority of Muslims, where cultural and religious factors frequently influence purchasing decisions.

### Shopping Lifestyle

Shopping lifestyle refers to consumption patterns that reflect an individual's choices about how to spend time and money. Economically, shopping lifestyle indicates the way chosen by an individual to allocate income, both in terms of allocating funds for various products and services, and specific alternatives in differentiating similar categories. A shopping lifestyle is a lifestyle that refers to how a person lives, how they spend time and money, purchasing activities, and their attitudes and opinions about the world in which they live. [Betty \(2004\)](#) states that shopping lifestyle is a way to express lifestyle through shopping and can reflect differences in social status. Prior research has

demonstrated that a person's shopping habits can both communicate social status and affect their purchasing decisions. However, little is known about how the shopping lifestyle interacts with other cultural and psychological elements, like hedonic incentives and religiosity, to affect impulsive purchasing. Knowing how the shopping lifestyle interacts with hedonic motives and religiosity is essential for creating marketing strategies that are specific to the tastes of Muslim customers in Mataram, where contemporary shopping malls and Muslim fashion stores coexist with traditional values.

### **Religiosity**

Religion can be defined as a set of beliefs and values that serve as ethical codes or guidelines for behavior ([Delener, 1994](#)). Religiosity, on the other hand, reflects an individual's level of involvement and commitment to the religious practices and beliefs they adhere to. This encompasses various aspects, including adherence to religious teachings, participation in religious rituals, and attitudes and values reflected in their daily lives ([Hood et al., 2018](#)). Religion and religiosity have been shown to impact consumer behavior in various areas such as retail store patronage ([Siguaw dan Simpson, 1997](#)), decision making ([Delener, 1994](#)), shopping orientation ([Essoo dan Dibb, 2004](#)), and perception of advertising messages.

However, the relationship between religion and other factors that influence consumer behavior, like hedonic motives, has not been thoroughly examined in a large portion of the literature. In markets like Mataram, where the majority of the population is Muslim, religiosity may influence how people feel about material possessions as well as how they shop, striking a balance between Islamic principles and pleasure-seeking. Therefore, research on the relationship between religiosity and impulse purchase in combination with hedonic and lifestyle factors is still lacking, especially in non-Western cultures where religious beliefs are ingrained in everyday life.

### **Impulse Buying**

Impulse buying is an unplanned purchase that is irrational and occurs spontaneously due to a strong urge to buy immediately at that moment and a strong positive feeling about an item, so purchases based on impulse tend to occur with attention and disregard for negative consequences ([Aswin et al., 2022](#)). According to [Abdelsalam et al \(2020\)](#), impulse buying is defined as an attractive, unplanned, and hedonically complex purchasing behavior exhibited by consumers. According to [Aswin et al \(2022\)](#), impulse buying is an unplanned purchasing action characterized by quick decision making and subjective bias, enabling immediate ownership of the purchased item.

Although impulse buying is frequently examined in relation to general consumer behavior, little research has been done on how particular cultural and psychological elements—such as religion, hedonic incentives, and FOMO affect this behavior. Previous research has mostly examined generic retail settings, ignoring the impact of particular market conditions, like those in Mataram, where cultural and religious influences can be more noticeable, on impulsive purchases. By investigating how these factors work together to influence Muslim consumers' impulsive purchases in Mataram, the current study seeks to close this gap.

### **Fear of Missing Out (FOMO)**

[Przybylski et al. \(2013\)](#) reveal that the FOMO phenomenon is related to emotions, motivations, and behaviors of the individuals involved, so this FOMO phenomenon is closely related to the psychological needs of individuals. FOMO is also a psychological construct defined by the fear of missing out on others' valuable experiences and a tendency to constantly want to stay connected and know about others' experiences. [Irwandila \(2021\)](#) states that the negative consequences of FOMO



include identity crisis issues, loneliness, negative self-image, feelings of personal inadequacy, and jealousy.

Despite its growing relevance in modern marketing, the moderating role of FOMO in consumer behavior, particularly in combination with religiosity and cultural factors, has been underexplored. In Muslim-majority markets like Mataram, where social and religious norms may influence consumption patterns, understanding how FOMO interacts with religiosity and impulse buying is essential for developing effective marketing strategies. This study aims to contribute to the literature by examining the potential moderating role of FOMO in the relationship between religiosity and impulse buying, an area that has been largely overlooked in previous research.

## **Hypothesis Development**

### **The Influence of Hedonic Motive on Impulse Buying**

Hedonic motive refers to an individual's need that creates a sense of happiness and satisfaction. The pleasure derived from indulging in hedonic purchasing behavior leads to spontaneous product purchases without careful planning ([Subagio, 2011](#)). [Gultekin \(2012\)](#) explains that hedonic motives positively influence impulsive buying behavior. Hedonic value describes the purchasing process involving pleasure, luxury, and comfort and is intrinsically based on self-interest, curiosity, entertainment, self-expression, etc. ([Park et al., 2012](#)). Consumers with hedonic tendencies no longer consider the benefits or utility of the products they purchase. [Made dan Purnama \(2019\)](#) reveal that hedonic value within an individual is one of the factors influencing impulsive buying. Based on this explanation, we propose the following hypothesis:

H1: Hedonic Motive has a positive and significant influence on Impulse Buying

### **The Influence of Shopping Lifestyle on Impulse Buying**

[Betty \(2004\)](#) states that shopping lifestyle is an expression of lifestyle in shopping that reflects differences in social status. Our shopping habits reflect our status, dignity, and habits. [Betty \(2004\)](#) also says that someone will willingly buy a favored brand even if they don't have enough money. It is clear that shopping has become a lifestyle for everyone and has become very important to everyone. [Deviana \(2016\)](#) states in her research that shopping lifestyle significantly influences impulsive buying behavior. Based on this explanation, we propose the following hypothesis:

H2: Shopping Lifestyle has a positive and significant influence on Impulse Buying

### **The Influence of Religiosity on Impulse Buying**

Religiosity can influence various aspects of consumer behavior, including impulsive buying behavior. Individuals with high levels of religiosity tend to have better self-control and adhere firmly to the moral values taught by their religion. This strong self-control can reduce the tendency for impulsive purchases because they are better able to resist momentary impulses and consider the long-term consequences of their actions ([Khraim, 2010](#)). Research by [Ahmad et al. \(2022\)](#) shows that religiosity is a significant self-control factor, reducing impulsive buying behavior among consumers. Based on this explanation, we propose the following hypothesis:

H3: Religiosity has a negative and significant influence on Impulse Buying

### **The Influence of Hedonic Motive, Shopping Lifestyle, and Religiosity on Impulse Buying Moderated by Fear of Missing Out (FOMO)**

Impulsive buying is a complex phenomenon influenced by various factors, including hedonic motive, shopping lifestyle, and religiosity. FOMO can weaken the influence of religiosity on impulse buying. Although religiosity tends to reduce the urge for impulsive buying, the fear of missing out can suppress this self-control and increase the tendency for impulsive purchases, especially when

consumers perceive unique opportunities or limited time (Santini et al., 2019). Based on this explanation, we propose the following hypothesis:

H4: Hedonic Motive, Shopping Lifestyle, and Religiosity have a positive and significant influence on Impulse Buying moderated by Fear of Missing Out

### Conceptual Framework

Based on the explanations above, the conceptual framework of the study is depicted in Figure 1.

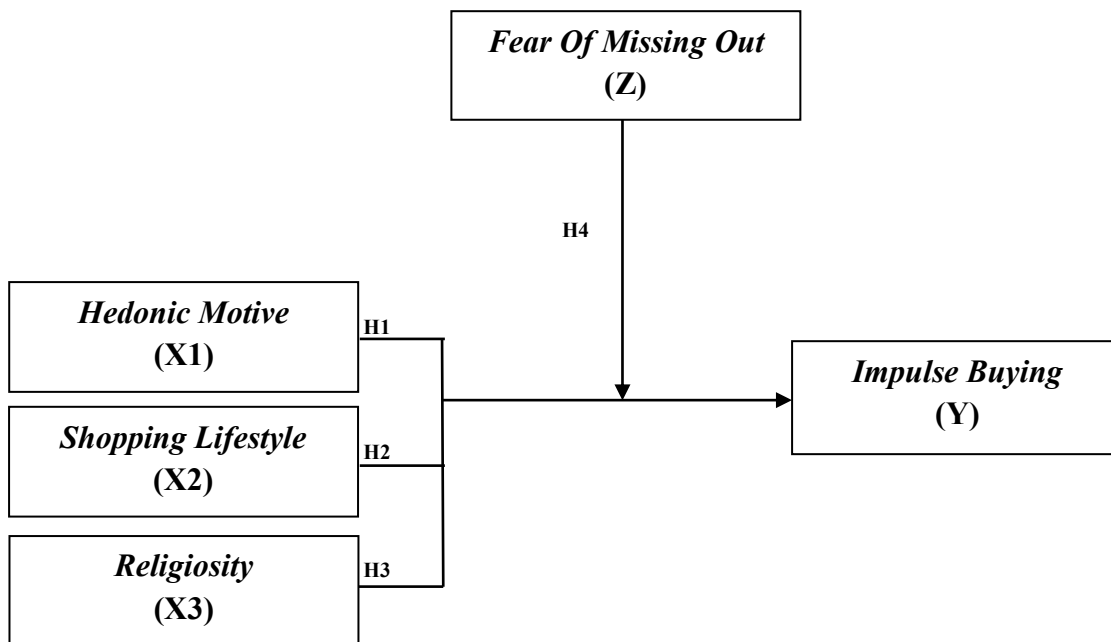


Figure 1. Conceptual Framework

### 3. Methodology

This quantitative study employs an associative-causal approach to examine the influence of Hedonic Motive, Shopping Lifestyle, and Religiosity on Impulse Buying moderated by Fear of Missing Out. The research was conducted in 2023 and involved a sample of 100 individuals selected using a purposive sampling technique, with the criteria of Muslim women aged at least 18. The research questionnaire is measured using a Likert scale from 1 to 7 and distributed online through Google Forms. The validity and reliability of the data provided by all respondents are then tested before proceeding to hypothesis testing using the SEM PLS technique. SEM PLS is chosen because this study involves multivariate research, encompassing independent, dependent, and moderating variables.

## Characteristics of Respondents

Table 1. Characteristics of Respondents

Characteristics	Profile	Sum	Percentage (%)
Age	20-25 years old	28	28
	26-30 years old	20	20
	31-35 years old	36	36
	35-40 years old	7	7
	>40 years old	9	9
Education	High School	38	38
	Bachelor	53	53
	Masters/Doctoral	9	9
Occupation	Students	18	18
	Private Employee	35	35
	Civil Servants	20	20
	Entrepreneurs	7	7
	Other/not specified	20	20
Income	IDR2.500.000-3.500.000	72	72
	IDR3.550.000-4.500.000	9	9
	IDR4.550.000-5.500.000	12	12
	>IDR5.500.000	7	7
<b>Total</b>		<b>100</b>	<b>100</b>

Table 1 presents the characteristics of the respondents involved in this study. The majority of respondents, who are Muslim women, are aged around 31-35 years old (36%), followed by respondents aged 20-25 years old (36%). Most of them have a bachelor's degrees and are private employees with salaries ranging from IDR 2,500,000 to 3,500,000. Furthermore, to test the hypotheses of this study, the researcher utilized a statistical tool, namely SmartPLS, consisting of an outer model to assess the validity and reliability of the data, followed by an inner model to examine the influence of each independent variable on the dependent variable of this study. The results of the outer model and inner model measurements will be discussed subsequently.

## 4. Results And Discussion

### Outer Model (Model Measurement)

The outer model, or measurement model, was conducted to test the validity and reliability of the research instrument. An instrument is considered valid if its outer loading value is at least 0.50. The results of the validity test are displayed in Table 2, where most of the statement items in this research instrument were found to be valid. And the rest of the less valid ones are removed for the next tests. The validity can also be observed from the value of AVE (Average Variance Extracted), which is greater than 0.6 as depicted in Table 3.

Table 2. Summary of Outer Loading

Variable	Statements	Item	Outer Loading	Conclusion
Hedonic Motive	I always spend my time with shopping	X1.1	0.577	Valid
	I always lose track of time when shopping	X1.2	0.694	Valid
	Shopping for fashion products is an exciting thing	X1.3	0.678	Valid
	Shopping for fashion products is an adventure to me	X1.4	0.779	Valid
	I shop to improve my mood	X1.5	0.834	Valid
	I shop to relieve my stress	X1.6	0.844	Valid
	I shop to pamper myself	X1.7	0.494	Less Valid
	I share experiences about shopping on my social media	X1.8	0.900	Valid
	I exchange information about shopping with my friends	X1.9	0.446	Less Valid
	I shop to keep up with the latest trends	X1.10	0.433	Less Valid
	I shop to find out the latest fashion products	X1.11	0.407	Less Valid
	I shop to have new experiences	X1.12	0.858	Valid
	I shopped around to get a cheaper price	X1.13	0.881	Valid
	I shop to hunt down the deals on fashion products available	X1.14	0.843	Valid
	I shop for discounts	X1.15	0.881	Valid
	I shop when there is a price sale	X1.16	0.903	Valid
Shopping Lifestyle	When I'm shopping, I tend to buy fashion products offered through advertisements	X2.1	0.412	Less Valid
	I buy fashion products because they are promoted via social media	X2.2	0.435	Less Valid
	I bought fashion products because they were recommended by friends via social media	X2.3	0.560	Valid
	When shopping I tend to be attracted by the appearance of the fashion products displayed	X2.4	0.691	Valid
	I buy fashion products because they have new models	X2.5	0.539	Valid
	I buy fashion products because I don't want to be out of style	X2.6	0.562	Valid
	When shopping I tend to look for fashion products that are most popular	X2.7	0.618	Valid
	I buy fashion products that are best sellers	X2.8	0.712	Valid
	I tend to buy fashion products based on the most popular brands	X2.9	0.705	Valid
		X2.10	0.605	Valid



	When shopping I tend to shop for fashion products that have the best quality	X2.11	0.650	Valid
	I buy fashion products because the product meets my expectations	X2.12	0.661	Valid
	I buy fashion products because they have good quality	X2.13	0.629	Valid
	When shopping I buy fashion products to satisfy my shopping desire	X2.14	0.654	Valid
	I buy fashion products to fulfill my lifestyle	X2.15	0.648	Valid
	I buy fashion products because I want to try these products			
Religiosity	Religion is very important to me because it answers many questions about the meaning of life	X3.1	0.789	Valid
	My religious beliefs underlie my entire approach to life	X3.2	0.770	Valid
	Religious beliefs influence all my affairs in life	X3.3	0.865	Valid
	It is important for me to spend time in personal religious thought and reflection	X3.4	0.728	Valid
FOMO	I feel proud if I shop via e-commerce	Z1.1	0.640	Valid
	I feel left behind if I don't shop via e-commerce	Z1.2	0.765	Valid
	I become confident when I get the product I want when shopping via e-commerce	Z1.3	0.777	Valid
	I feel the need to shop frequently via e-commerce so that my existence is recognized	Z1.4	0.579	Valid
	I feel afraid of being ridiculed when I don't shop via e-commerce like my friends	Z1.5	0.595	Valid
	I feel worried if I don't shop via e-commerce	Z1.6	0.618	Valid
	I feel worried when my friends are more up to date regarding information on e-commerce	Z1.7	0.642	Valid
Impulse Buying	I tend to shop without thinking first or making spontaneous purchases	Y1.1	0.617	Valid
	I spontaneously wanted to buy because I had never owned this product	Y1.2	0.784	Valid
	I have the ambition to get products in e-commerce	Y1.3	0.731	Valid
	I don't think about how much money I have spent	Y1.4	0.696	Valid

I feel excited when shopping on e-commerce	Y1.5	0.743	Valid
I tend not to think about the risks when I shop on e-commerce	Y1.6	0.876	Valid
I bought it without thinking about other more important needs because I was interested in the model even though I didn't really need it	Y1.7	0.769	Valid

Next, the reliability test was conducted to determine whether the data in this research could be relied upon to test the research hypotheses. The results of the reliability test can be seen in Table 3. An instrument is considered reliable if it has Cronbach's Alpha, Composite Reliability, and rho\_A values greater than 0.7 (Hair, 2010). Based on Table 3, it can be concluded that the research instrument is reliable as it has Cronbach's Alpha, Composite Reliability, and rho\_A values exceeding the cutoff value.

Table 3. Results of Reliability Test

Variable	Cronbach's Alpha	rho A	Composite Reliability	Average Variance Extracted (AVE)
Fear of Missing Out	0.794	0.805	0.845	0.441
Hedonic Motive	0.951	0.954	0.958	0.680
Impulse Buying	0.867	0.875	0.898	0.560
Religiosity	0.798	0.808	0.868	0.623
Shopping Lifestyle	0.920	0.930	0.929	0.502
X1*Z	1.000	1.000	1.000	1.000
X2*Z	1.000	1.000	1.000	1.000
X3*Z	1.000	1.000	1.000	1.000

### Inner Model (Structural Measurement)

Since the research instrument has been proven valid and reliable, the testing proceeded to hypothesis testing using the bootstrapping feature in SmartPLS. The results of the hypothesis testing are presented in Table 4 and Figure 3. Based on Table 4 and Figure 3, it is concluded that the variables Fear of Missing Out, Hedonic Motive, Religiosity, and Shopping Lifestyle have a positive and significant effect on Impulse Buying with p-values less than 0.05 (Hair, 2010). Furthermore, it is also concluded that FOMO strengthens the effect of Hedonic Motive on Impulse Buying, whereas conversely, FOMO weakens the effect of a shopping lifestyle on Impulse Buying. Meanwhile, FOMO cannot moderate the effect of religiosity on Impulse Buying.

Table 4. Results of Hypothesis Test

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Stat	P Values
Fear of Missing Out -> Impulse Buying	0.311	0.330	0.096	3.238	0.001
Hedonic Motive -> Impulse Buying	0.255	0.246	0.086	2.983	0.003
Religiosity -> Impulse Buying	0.289	0.277	0.086	3.367	0.001
Shopping Lifestyle -> Impulse Buying	0.159	0.168	0.061	2.618	0.009

X1*Z -> Impulse Buying	0.262	0.255	0.083	3.163	0.002
X2*Z -> Impulse Buying	-0.198	-0.188	0.068	2.916	0.004
X3*Z -> Impulse Buying	0.013	0.002	0.060	0.211	0.833

This research demonstrates that hedonic motive positively and significantly affects impulse buying. This means that the higher a consumer's hedonic motive, the more likely they are to behave impulsively. They are inclined to make spontaneous purchases without much consideration. They find their own happiness in shopping, especially for items they like. This is consistent with previous research indicating that consumer pleasure reactions lead to spontaneous and thoughtless purchasing (Subagio, 2011). The findings of this study also support the research conducted by Gultekin (2012) which explains that hedonic motives positively influence impulsive buying behavior. Furthermore, consumers also disregard the amount of money they spend, especially if they perceive that they have never owned the product before. This aligns with the statement by Made dan Purnama (2019) who revealed through their research that the hedonic value within an individual is one of the factors that can influence impulsive buying. Interestingly, Fear of Missing Out (FOMO) will further strengthen the influence of hedonic motive on their impulsive buying behavior.

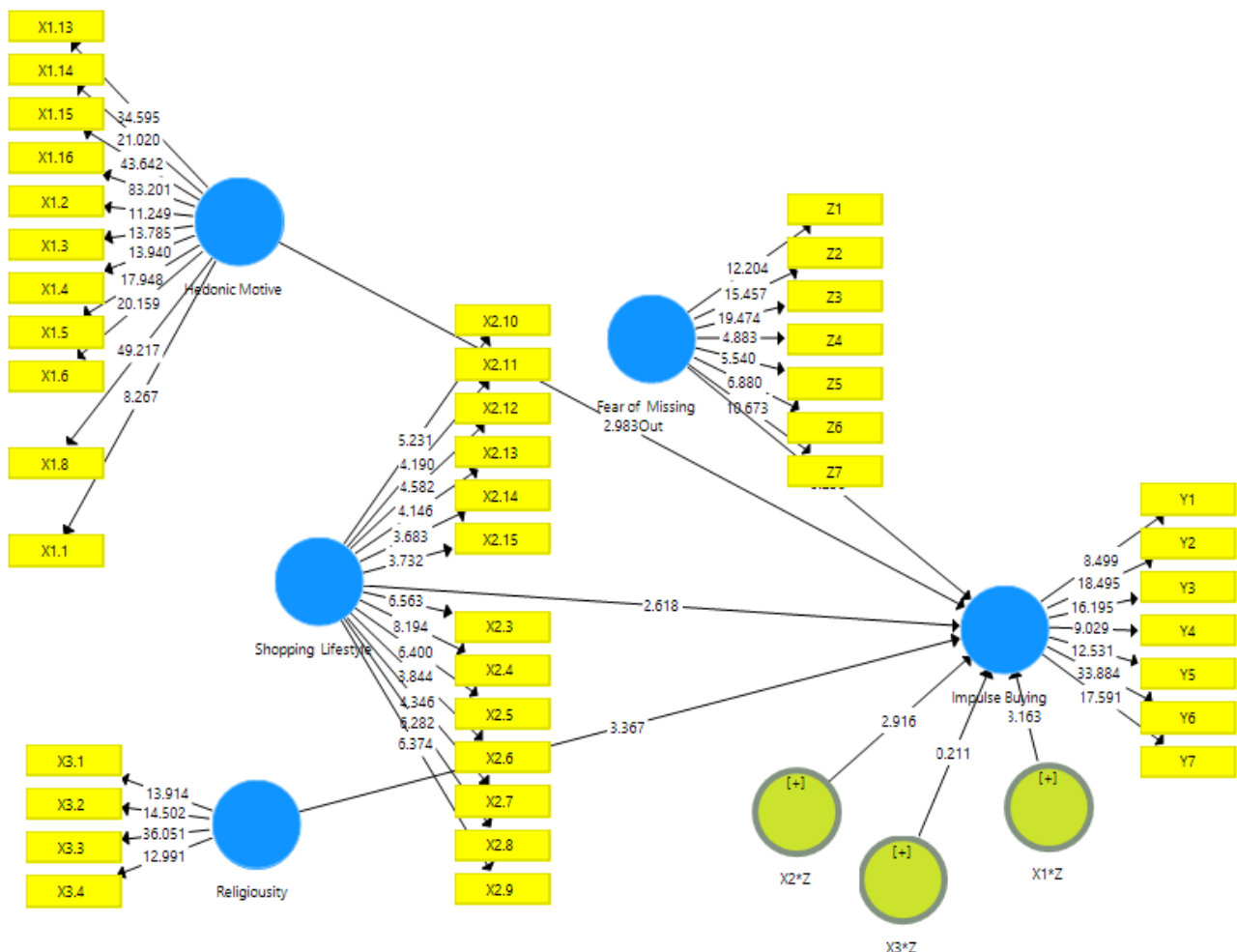


Figure 2. Bootstrapping Test Results

Furthermore, this study also found that shopping lifestyle has a positive and significant effect on impulse buying. This means that the higher a consumer's shopping lifestyle, the more likely they are

to engage in impulsive shopping. The results of this study are consistent with the research conducted by [Deviana \(2016\)](#) which stated that shopping lifestyle significantly influences consumers' impulsive buying behavior. They may even make purchases just by seeing advertisements on social media and are easily attracted to products displayed in stores. They do not want to miss out on the latest Muslimah fashion trends and buy simply because they want to try or own the product, not because they need it. This impulsive buying behavior will be weakened if consumers experience Fear of Missing Out (FOMO). FOMO will reduce the influence of shopping lifestyle on impulsive buying. Generally speaking, a buying lifestyle that prioritizes individual preferences and lifestyle alignment may entail more deliberate decision-making, when customers evaluate a product's worth according to how well it fits into their daily lives or self-image. However, FOMO can hinder this process of deliberation. Personal preferences are subordinated to the fear of missing out, which causes the buyer to prioritize the fear of exclusion over the product's actual fit with their lifestyle.

In addition to hedonic motive and shopping lifestyle, uniquely, consumer religiosity also has a positive and significant effect on impulse buying. Although previous research found that religiosity can suppress consumer consumptive behavior ([Rahmadani et al., 2024](#)), in the case of purchasing Muslim clothing, this research shows the opposite. The positive and significant influence means that the more religious they are, the higher the likelihood of them making impulsive purchases of Muslimah products. These findings contradict the research conducted by [Ahmad et al. \(2022\)](#) which stated that religiosity plays a role in reducing impulsive buying behavior among consumers and serves as a significant self-control factor. Regardless of each Muslim being able to have different behavior from one another ([Rusli, 2017](#)), research by [Khraim \(2010\)](#) also suggests that more religious individuals will reduce the tendency to make impulsive purchases because they are better able to resist immediate urges and consider the long-term consequences of their actions. Regarding the moderating role of the FOMO variable, this study found that FOMO cannot strengthen or weaken the influence of religiosity on impulse buying behavior. This contradicts the research by [Santini et al. \(2019\)](#) which stated that the fear of missing out can suppress self-control (for religious consumers) and increase the tendency to make impulsive purchases. Strong religious beliefs may make people more resistant to the temptation to buy things just out of social pressure or the fear of missing out on trends, even as FOMO tends to intensify the need for instant satisfaction and social comparison. This implies that in less religiously rigid settings, where people are less likely to have internal restraints or a strong moral compass directing their purchasing decisions, FOMO might be a larger motivation.

Table 4. R Square

Dependent Variable	R Square	R Square Adjusted
Impulse Buying	0.686	0.662

Essentially, this research employs a single dependent variable affected by three independent variables and one moderating variable. The R Square value outcome of the impulse buying variable (Y), standing at 0.692 or 69.2%, indicates that Fear of Missing Out, Hedonic Motive, Religiosity, dan Shopping Lifestyle variables significantly account for 62.9% of the variation in impulse buying, leaving the remainder to be influenced by unaddressed factors in this study. This sizeable percentage shows how much of an influence these social, cultural, and psychological aspects have on what people decide to buy. The remaining 30.8% of the variance, however, indicates that this study has not considered other elements that may be connected to outside influences. Understanding these factors can help marketers, retailers, and businesses develop targeted strategies to influence consumer

purchasing decisions more effectively, particularly in designing campaigns or shopping experiences that appeal to emotions, desires for immediate gratification, and social pressures.

## 5. Conclusion

The conclusion of this study indicates that hedonic motive, shopping lifestyle, and consumer religiosity significantly influence impulsive buying behavior. The findings suggest that the higher an individual's hedonic motive, the greater the likelihood of engaging in impulsive shopping, with a tendency to purchase items that provide personal satisfaction, as confirmed by previous studies. Additionally, a high shopping lifestyle is also associated with impulsive behavior, where consumers tend to make spontaneous purchases, particularly influenced by fashion trends and advertisements on social media. Interestingly, religiosity has also been shown to affect impulsive buying behavior, although this finding contradicts some previous studies indicating that religiosity may reduce impulsive buying behavior. The fear of missing out (FOMO) factor was not found to significantly strengthen or weaken the influence of religiosity on impulsive buying behavior, although previous literature has suggested the potential for self-restraint arising from this feeling. These conclusions highlight the complexity of the interaction between psychological factors and cultural contexts in influencing consumer behavior.

However, the strength and generalizability of these findings may be impacted by some limitations, which should be noted. In particular, questions concerning the validity and reliability of this variable in the model are raised by the shopping lifestyle construct's low Average Variance Extracted (AVE) value of 0.441. The accuracy of the results may be impacted by low AVE values, which imply that the indicators for this construct do not adequately represent the underlying aspect of shopping lifestyle. This problem emphasizes the necessity of more study to improve the measuring tools and take into account different approaches to operationalizing this concept. Furthermore, the study's cross-sectional design makes it difficult to draw conclusions about causality, indicating that longitudinal research might be useful to better understand how these characteristics change over time.

## Author contribution statement

The first author played a role in preparing the proposal and collecting data while the second author played a role in conducting data analysis and making discussions.

## Acknowledgements

The author would like to thank all parties involved in this research, especially consumers who were willing to become respondents.

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