



## The Influence Of Hedonic Shopping Motivation, Shopping Lifestyle And Packaging Design On Impulse Buying Consumers Of Oh! Some Products In Palu City

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### Abstract

This study examines the influence of Hedonic Shopping Motivation, Shopping Lifestyle, and Packaging Design on impulse buying behavior of Oh! Some consumers in Palu, using 130 respondents and multiple linear regression analysis with SPSS. The results show that Shopping Lifestyle and Packaging Design have a significant effect on impulse buying, while Hedonic Shopping Motivation does not. These findings indicate that shopping habits and packaging appeal play a greater role in driving impulse purchases than hedonic motivation. Consumers are more triggered by lifestyle patterns and product visuals when making spontaneous buying decisions.

### INTRODUCTION

Understanding consumer behavior is a challenge that is not easy and quite complex. This complexity arises from the many variables that influence such behavior, which often interact with each other. However, if companies can master this understanding, they can potentially gain a greater advantage over their competitors. With deep insight into consumer behavior, companies can significantly increase customer satisfaction.(Totok subianto, 2016).

Hedonic shopping motivation is now a part of many people's lives. As a result, frequent browsing habits lead individuals to shop beyond their needs. Hedonic attitudes provide a sense of pleasure and satisfaction for some people after shopping. Hedonic consumption reflects the joy and pleasure that consumers expect from shopping. Since shopping expectations are different for each consumer, the feelings experienced during shopping also vary.(Widagdo & Roz, 2021). Customers may make purchases because they are looking for fun, games, entertainment, and experiences, not just for goal-oriented shopping. (Chang et al., 2023).

Shopping lifestyle is the way a person manages the use of their time and money. When they have more free time, they shop more often, and with sufficient funds available, their purchasing power tends to increase. (Cantikasari & Basiya, 2022). Price is one of the many factors that influence purchasing decisions, because the price level set serves as a reference in determining demand. (Nazirah & Parani, 2021). However, a person with shopping lifestyle behavior often does not pay much attention to the price of the product, because their main focus is on fulfilling their pleasure and desired lifestyle.

Packaging design can attract consumers' attention and influence their final purchase decision. Packaging design gives an impression of the product's quality and superiority over competitors, and serves as an impulse purchase driver at the point of sale for potential buyers. (Elkhattat & Medhat, 2022). One of the reasons why many people enjoy shopping is because it provides personal satisfaction or even becomes a hobby. Consumers often want to own items or products that they don't already own, just to fulfill their own desires. As a result, the urge to shop arises without any prior planning. This can lead to a phenomenon known as Impulse buying, which is a purchase made spontaneously. Impulse buying among consumers is no stranger to marketing, but the reasons behind this phenomenon are still poorly understood by many businesses. Therefore, it is important for businesses to dig deeper into the factors that can trigger impulse buying. With this knowledge, they can formulate more effective marketing strategies to attract the attention of more consumers, which will ultimately contribute to an increase in the company's revenue. (Pipih Sopiyan & Neny Kusumadewi, 2020).

This phenomenon will be applied to one of the retailers in Indonesia, Oh! Some. Oh! Some is a retail store originating from China, formerly known as KKV. The store provides a wide range of products, including imported food and lifestyle items, with an emphasis on a fun and contemporary shopping experience. KKV retail, now known as Oh! Some, has managed to catch the attention of the younger generation thanks to its modern and shareable design on social media. Oh! Some has many branches spread across various shopping centers in Indonesia.

This research will focus on the Oh! Some retail branch in Palu City which is located at Palu Grand Mall, and is on the ground floor, Oh! Some Palu branch was officially opened on December 5, 2024, this retail store attracts the interest of many consumers. Mainly because Oh! Some provides a variety of products that suit the needs of various groups, following cultural trends from abroad. Products offered include cosmetics, household appliances, sporting goods, school supplies, toys, various types of food and beverages, accessories, and fashion for women. (Nartanti et al., 2025). To cater to the market's evolving trends and interests, Oh! Some designed a strategy with a high product rotation rate. One of the categories with the highest rotation is accessories, which is targeted to reach up to 200 new products every month. Overall, Oh! Some targets to launch 4,000 to 5,000 new products annually. This strategy is supported by collaboration with various local brands and lifestyle industry players, in order to encourage the growth of the domestic creative and lifestyle industry. Oh! Some differentiates itself through a comprehensive and integrated brand operational system, with a direct sales model to ensure product quality is maintained from suppliers to consumers. By utilizing big data, Oh! Some is able to accurately read market needs and responses, so that it can present products and services that are relevant and in line with consumer preferences. One of the main attractions is the unique design approach, including attractive and characterful product packaging, as well as store layouts inspired by classic Disney stories, creating an immersive visual atmosphere and blending the online and offline shopping experience. (Tribunnews.com, 2025).

Based on the explanation of the phenomenon that has been described, the researcher will analyze the "Effect of Hedonic Shopping Motivation, Shopping Lifestyle and Packaging Design on Impulse Buying of Oh! Some Consumers in Palu City". This research refers to the trend that shows public interest in Oh! Some retail in Palu City, which seems to be attracting more and more attention. This is likely due to the influence of a hedonic lifestyle, unique shopping patterns, and packaging design that attracts consumers' attention, which in turn encourages

them to make impulse purchases. The purpose of this study was to determine how much influence hedonic shopping motivation, shopping lifestyle and packaging design have on impulse buying of Oh! some consumers in Palu City.

## **LITERATURE REVIEW**

### **Hedonic Shopping Motivation**

Hedonic shopping motivation influences consumer behavior by encouraging them to seek pleasurable and emotionally satisfying experiences, rather than simply fulfilling basic needs. This creates an urge to shop that focuses more on pleasure and entertainment. (Karim, 2019). Based on the view of psychological hedonism, it is undeniable that humans tend to be attracted to pleasurable experiences and naturally try to avoid unpleasant feelings. Hedonic shopping has become a habit that is influenced by the increasing financial capabilities of individuals today, along with economic progress. Hedonic shopping motivation can also be triggered by the presence of social media. For example, when someone sees an attractive product, they tend to make an immediate purchase to satisfy themselves (Christy & Sudrajat, 2024). Lifestyle in consumptive behavior reflects how a person allocates their income to buy products, both those that are really needed and those that are bought only because of momentary desires. This pattern of behavior can encourage hedonic tendencies, which in turn trigger impulse buying, where consumers make spontaneous purchases without carefully considering the decision (Iskandar et al., 2022).

### **Shopping Lifestyle**

Shopping lifestyle refers to the way individuals shop to fulfill their lifestyle needs, which sometimes requires them to sacrifice something to achieve these desires. Some of the factors that influence this shopping lifestyle include perceptions of the brand, the impact of advertising, and most importantly the personality or characteristics possessed by the individual. (Ummah & Siti Azizah Rahayu, 2020). According to (Kamali, 2024) Not all consumers can be considered to have a shopping lifestyle, as factors such as income, attitude and social status influence their shopping lifestyle. In the past, conspicuous consumption could only be done by directly showing something consumed within a limited scope. However, the existence of social media has changed the pattern of conspicuous consumption behavior (Fadjar et al., 2022). People are increasingly careful in selecting, assessing and comparing each retail store when they shop (Rombe & Hadi, 2022). Experiences are generated from stimuli and lead to pleasant outcomes, with the expectation that consumers will want to repeat the experience (Rini et al., 2024). In other words, the shopping lifestyle applied by consumers is the way a person spends time and money. This activity occurs due to free time, which gives consumers more opportunities to shop. In addition, the availability of money and lifestyle, which is one aspect of personal factors, also influence consumer shopping behavior (Tiara, 2024). Shopping lifestyle describes an individual's preferences or methods of spending their time and money. This lifestyle is considered as one of the elements that influence the decision to make an unplanned purchase, known as impulse buying. (Yulinda et al., 2022).

### **Packaging Design**

Packaging design aims to wrap the product in a way that protects its quality while serving as an identity for the product. (Robiani et al., 2024). Fundamentally, packaging design affects the content of the product inside. Therefore, aspects such as shape, color, material, and packaging design can influence consumer decisions (Widiati, 2020). The packaging design of a product will become an inherent identity of the product, providing a distinctive feature that makes it easier for consumers to recognize and remember it. In addition, packaging has an important role in purchasing decisions, because it can attract consumers' attention and encourage them to buy

products based on how they look (Aditya, 2018). According to (Maricar & Naharuddin, 2023) packaging design has two main functions. First, it aims to improve the functionality or experience of the product so that it can achieve its main purpose more effectively. Second, packaging design also plays a role in enhancing the consumer experience through involvement and entertainment, both in the store and when using the product. Packaging design can influence impulse buying. Therefore, understanding the impact of packaging design elements is very important for companies to design effective packaging (Mishra et al., 2023).

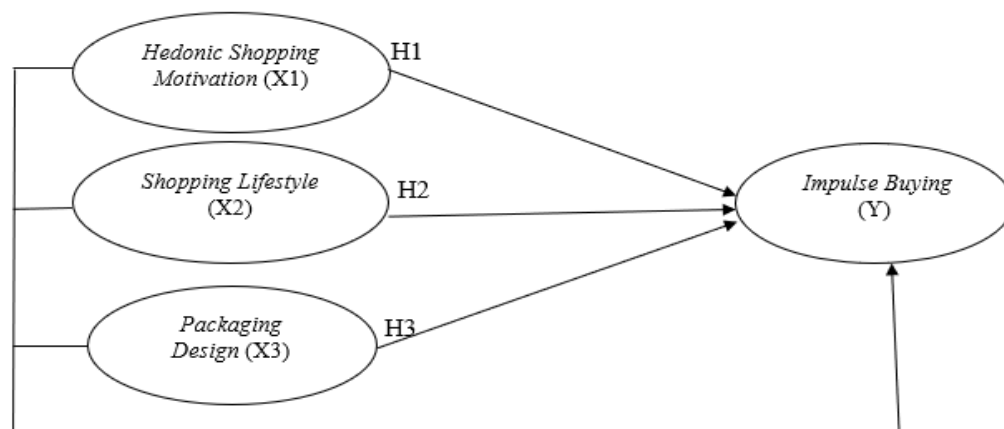
### Impulse Buying

Impulse buying is a buying action that is carried out suddenly and irrationally, which is triggered by a strong urge to make a purchase immediately without considering the consequences that may arise, both in the present and in the future. (Harahap & Amanah, 2022). According to (Pasaribu & Dewi, 2015) Consumers shop because they are driven by the desire to enjoy pleasure or economic reasons, such as emotional satisfaction, fantasy, and social interaction. According to (Yusliani & Sari, 2024) Impulse buying behavior involves two main systems: affective (relating to emotions) and cognitive. These two systems allow individuals to act both independently and in groups. Given that emotions can arise automatically without cognitive involvement, it is possible that emotional aspects are more influential in certain situations.

People with hedonic shopping motivations and shopping lifestyles influenced by fashion and lifestyle trends may be more likely to make impulse purchases of trending or latest items. These two concepts may reinforce each other, as people with hedonic shopping motivations may be attracted to products or brands that fit their lifestyles (Mariyana et al., 2023). Packaging design and impulse buying behavior are currently the main concerns in marketing that affect the increase in product sales for companies. Companies believe that consumers can quickly make purchases based on the visual appeal of a product. (Sari & Pratama, 2021).

Based on the theories and concepts used as references, a conceptual framework can be developed in this study.

**Figure 1. Research Conceptual Framework**



### Research Hypothesis

H1: Hedonic shopping motivation has a significant effect on impulse buying of consumers of OH! SOME in Palu City

H2: Shopping lifestyle has a significant effect on impulse buying consumers of OH! SOME products in Palu City.

H3: Packaging design has a significant effect on impulse buying of OH! SOME products in Palu City.

H4: Hedonic shopping motivation, shopping lifestyle, and packaging design simultaneously have a significant effect on impulse buying of consumers of OH! SOME products in Palu City.

## METHODS

This research uses quantitative research methods. Sampling in this study was carried out using nonprobability sampling techniques. According to (Khaidir Ali Fachreza et al., 2024) Nonprobability sampling technique is a sampling method that does not provide equal opportunities for each element in the population to be selected as part of the sample. To determine a more specific sample, purposive sampling method is used. The characteristics of respondents include all consumers who have purchased products at Oh! Some stores directly at least once and who live in Palu City. In this study, the number of samples taken was 130 respondents, which was determined based on Roscoe's theoretical formula. Data was collected through a questionnaire distributed in the form of a Google Form. Measurement was carried out using a Likert scale. The analysis technique used in this research is Multiple Linear Regression. This analysis is an extension of simple regression, where there is more than one independent variable (X). This method is used to analyze the effect of several independent variables on the dependent variable (Y) based on the value of each independent variable. (Wisudaningsti et al., 2019). The data retrieval technique uses the help of SPSS software.

## RESULTS AND DISCUSSION

### Respondent characteristics

Based on the research results, the number of respondents in this study were 130 respondents. The characteristics of respondents can be seen in the following table:

**Table 1. Characteristics of Respondents' Answers**

Category	Sub Categories	Total	%
Gender	Male	58	44,6%
	Female	72	55,4%
Age	17-21	42	32,3%
	22-26	58	44,6%
	27-32	19	14,6%
	33-35	7	5,4%
	>36	4	3,1%
Jobs	Student	75	57,7%
	Entrepreneur	9	6,9%
	Private Worker	14	10,8%
	Civil Servant	10	7,7%
	Other	22	16,9%
Frequency of Visit	1 time	41	31,5%
	2-3 times	52	40%
	>4 times	37	28,5%

Based on the results of the analysis of the questionnaires that have been distributed, the characteristics of the respondents show that the majority of visitors who most often carry out shopping activities in stores are women. The most dominant age group is in the age range of 22 to 26 years. Most of the respondents are students, which indicates that this segment has a high interest in the products and services offered. The frequency of visits to the store is also relatively regular, with most respondents recorded making purchases two to three times within two months.

**Table 2. Distribution of Respondents' Responses**

Variables	Indicator	SS	S	N	TS	STS	Mean	Total
<b>Hedonic shopping motivation (X1)</b>	Shopping is a fun experience	44	58	23	3	2	4,07	4,18
	A means to overcome boredom	54	59	14	2	1	4,25	
	Done not solely for oneself	57	54	15	3	1	4,25	
	Look for shopping places with discounts or affordable prices	49	57	20	3	1	4,15	
	Feel more comfortable when shopping with family or friends	55	48	24	3		4,19	
	Making purchases to keep up with ongoing trends	48	62	17	3		4,19	
<b>Shopping Lifestyle (X2)</b>	Daily activities to fulfill various needs	52	54	16	5	3	4,13	4,03
	Social activities to establish relationships with others	33	65	26	3	3	3,94	
	Selection of shopping locations that reflect the social status of consumers	50	57	18	1	4	4,14	
<b>Packaging Design (X3)</b>	Visibility	32	64	28	5	1	3,93	3,94
	Information	42	48	29	9	2	3,92	
	Emotional appeal	49	54	23	3	1	4,13	
	Practical function	34	51	33	8	4	3,79	
<b>Impulse Buying (Y)</b>	Unplanned purchases	36	57	23	8	6	3,84	4,05
	Purchase without thinking about the	36	63	26	5		4,00	

	consequences						
	Purchases influenced by emotional state	62	45	19	3	1	4,26
	Purchases influenced by attractive offers	51	45	32		2	4,10

Based on the results of the mean calculation of each indicator, the Hedonic Shopping Motivation (X1) variable shows that the statements with the highest scores are “Means to overcome boredom” and “Not done solely for yourself” with a mean value of 4.25. This illustrates that Oh! Some consumers consider shopping activities as a means of entertainment and social satisfaction. Meanwhile, the statement “Shopping is a pleasant experience” received the lowest score of 4.07, although it is still relatively high, which indicates that the shopping experience is still considered positive by the majority of respondents.

For the Shopping Lifestyle variable (X2), the statement “Selection of shopping locations that reflect the social status of consumers” obtained the highest score of 4.14, indicating that image and social status are the main considerations in choosing a place to shop. The statement with the lowest score is “Social activities to establish relationships with others” with a mean value of 3.94, which indicates that social motivation is not very dominant in respondents' shopping lifestyle. In the Packaging Design (X3) variable, the statement “Emotional appeal” recorded the highest mean score of 4.13, indicating that emotionally attractive product packaging is preferred by consumers. Meanwhile, the indicator “Practical function” received the lowest mean score of 3.79, which indicates that the practicality of packaging has not been a major concern for respondents compared to emotional and visual factors.

Whereas in the Impulse Buying variable (Y), the statement “Purchases are influenced by emotional states” recorded the highest score with a mean of 4.26, which indicates that emotions strongly influence consumers' impulse shopping behavior. In contrast, the statement “Purchases without prior planning” received the lowest mean score of 3.84, but still shows that spontaneous purchases are still quite common among Oh! Some consumers.

**Research Instrument Test**

The validity test using Pearson Product Moment correlation by comparing the value of r count against r table (0.1723 at a significance of 0.05) shows that all items in the hedonic shopping motivation, shopping lifestyle, packaging design, and impulse buying variables are valid because the value of r count > r table and significance < 0.05. Furthermore, the reliability test using Cronbach's Alpha produces a value > 0.60 for all variables, so the instrument is declared reliable and can be trusted for further analysis.

**Classical Assumption Test**

Before conducting Multiple Linear Regression analysis, it is necessary to test normality, multicollinearity, and heteroscedasticity. The normality test using the Kolmogorov-Smirnov method shows a significance value of 0.200, so the residual data is normally distributed and fulfills the assumption of normality. Multicollinearity test with tolerance > 0.10 and VIF < 10 indicators show that there are no symptoms of multicollinearity between independent variables. While the heteroscedasticity test shows a significance value > 0.05 in all independent variables, so the model fulfills the assumption of homoscedasticity and no heteroscedasticity occurs. Thus, these three classic assumption tests state that the data and regression model used have met the requirements for Multiple Linear Regression analysis.

### Multiple Linear Regression Test

Multiple Linear Regression Analysis is a method used to predict or estimate future conditions by evaluating a number of independent variables (X) that have an influence on the dependent variable (Y) (Khatimah, 2022).

**Table 3. Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1,189	,873		1,363	,175
	Hedonic Shopping Motivation X1	,053	,057	,070	,928	,355
	Shopping Lifestyle X2	,300	,109	,235	2,765	,007
	Packaging Design X3	,635	,057	,615	8,455	<,001

Source: Data processed by SPSS, 2025

If all independent variables in this model have a value of zero, then the constant value (Y) is 1.189. The regression results show that a one-unit increase in Hedonic Shopping Motivation (X1) tends to increase Impulse Buying (Y) by 0.053, but this relationship is not significant. Conversely, if Shopping Lifestyle (X2) increases by one unit, then Impulse Buying (Y) increases by 0.300, with a significant effect. Meanwhile, a one-unit increase in Packaging Design (X3) contributes the most to Impulse Buying (Y) by 0.635, with a highly significant relationship. In addition, error (e) describes other factors outside the model that are not taken into account in this analysis.

### Test the Coefficient of Determination (R<sup>2</sup>) or R-square

**Table 4. Coefficient of Determination Test Results**

Model Summary				
Model	R	R Square <sup>ii</sup>	Adjusted R Square <sup>ii</sup>	Std. Error of the Estimate <sup>ii</sup>
1	,867 <sup>a</sup>	,752	,746	1,48939

Source: Data processed by SPSS, 2025

The analysis results show that the R<sup>2</sup> value is 0.752, which means that 75.2% of the variation in impulse buying can be explained by the hedonic shopping motivation (X1), shopping lifestyle (X2), and packaging design (X3) variables. The remaining 24.8% is explained by other factors outside this model.

### Simultaneous Significance Test (F Test)

**Table 5. F-Test Results**

ANNOVA						
Model <sup>i</sup>		Sum of Squares	df	Mean Square	F	Sig.
1	<i>Regression</i>	845,295	3	281,765	127,019	>,001
	<i>Residual</i>	279,505	126	2,218		
	<i>Total</i>	1124,800	129			

Source: Data processed by SPSS, 2025

The F test in Multiple Linear Regression analysis is used to assess whether the independent variables simultaneously affect the dependent variable. In this study, H4 (hedonic shopping motivation, shopping lifestyle, and packaging design simultaneously affect impulse buying) was tested using the F test. The results show that the calculated F value of 127.019 is much greater than the F table of 2.676, with a significance of  $<0.001$ . Since the significance value is smaller than 0.05, H4 is accepted, which means that overall, the three independent variables have a significant effect on impulse buying. Thus, changes in hedonic shopping motivation, shopping lifestyle, and packaging design variables can jointly explain the variation that occurs in impulse buying behavior.

### **Partial Significance Test (T Test)**

This test aims to assess the significance of the effect of each independent variable on the dependent variable partially, assuming that the other independent variables remain unchanged. (Nafiudin et al., 2021). The t test results in this study indicate that H1 (Hedonic Shopping Motivation affects Impulse Buying) is rejected, because t count 0.928 with a significance of 0.355 ( $> 0.05$ ), which means it has no significant effect. Conversely, H2 (Shopping Lifestyle affects Impulse Buying) is accepted, with t count 2.765 and significance 0.007 ( $<0.05$ ), indicating a significant effect. H3 (Packaging Design affects Impulse Buying) is also accepted, with t count 8.455 and significance  $<0.001$ , which means packaging design has a very strong influence.

## **DISCUSSION**

### **The influence of hedonic shopping motivation on impulse buying of consumers of Oh! Some products**

The results showed that hedonic shopping motivation had no significant effect partially on impulse buying, with t count 0.928 and significance 0.355 ( $> 0.05$ ), so H1 was rejected. Although the indicator "Shopping is a pleasant experience" has the lowest mean of 4.07 which is still classified as high, this only reflects the respondents' positive attitude towards shopping activities, not a direct influence on impulsive behavior.

This research is in line with previous research by (Fitriani & Auliya, 2023), which shows that hedonic shopping motivation does not have a significant impact on impulse buying, because some respondents do not consider shopping as a fun activity, do not aim to socialize, or as a way to relieve stress or improve mood. Meanwhile, in contrast to research by (Styowati & Dwiridotjahjono, 2023) which shows that hedonic shopping motivation partially has a significant effect on impulse buying.

Because consumers who have hedonic shopping motivation are not too focused on the function or benefits of the product, but rather pursue pleasure and personal satisfaction, which in turn further encourages impulse buying.

### **The influence of shopping lifestyle on impulse buying consumers of Oh! Some products**

The results showed that shopping lifestyle has a significant effect on impulse buying of Oh! Some product consumers, with t count 2.765 and significance 0.007 ( $<0.05$ ), so H2 is accepted. Among the indicators tested, the statement "The choice of shopping locations that reflect the social status of consumers" obtained the highest mean score of 4.14.

These results indicate that image and social status are important aspects considered by consumers in choosing a place to shop, which in turn can encourage spontaneous purchases when they are in an environment that is considered to represent a certain lifestyle. The results of this study are in line with research by (Yulinda et al., 2022) who found that shopping lifestyle has a partial positive effect on impulse buying. This means that consumers make impulse purchases because they are influenced by lifestyle changes, advertising attractiveness, and the popularity of certain brands.

Lifestyle changes are the main factor driving this behavior. However, in contrast to research by (Rio Shpautra et al., 2024) which found that shopping lifestyle partially has no effect on impulse buying.

### **The influence of packaging design on impulse buying consumers of Oh! Some products**

The results showed that packaging design has a very strong influence on impulse buying of Oh! Some product consumers. Hypothesis H3 was accepted with t count of 8.455 and significance  $<0.001$ , indicating a highly significant relationship between packaging design and impulse buying behavior. The indicator "Emotional appeal" recorded the highest mean of 4.13, indicating that the emotional aspects of the packaging are highly favored by consumers and are able to spontaneously attract attention in the purchase decision-making process.

In this case, one of Oh! Some's key strengths lies in its unique and eye-catching product packaging design. The brand has also established collaborations with various fictional characters, including Disney as its first IP (intellectual property) partner. Disney-themed products are still relatively rare in the Southeast Asian region, opening up market opportunities for products that are able to build emotional attachment with consumers. The most sought-after design concept for Oh! some is the collectible edition packaging with exclusive characters stylized as toy figures carrying cute, distinctive and attractive visuals. Each product variant is designed as if it is part of its own world or story, making the packaging not just a product protector, but an important element in creating an overall consumption experience. Oh! Some's packaging is unique through limited editions that are only available every six months, creating a sense of exclusivity and urgency. The design resembles a toy like blind box with unique shapes, bright colors, and eye-catching illustrations, making it Instagrammable and desirable for collectors. (Tribunnews.com, 2025).

This research is in line with previous research by (Sari & Pratama, 2021) who found that packaging design has a positive and significant relationship to impulse buying behavior, the packaging design on each product is able to attract consumer interest and encourage their decision to make a purchase. The results of this study are also in line with previous research, by (Firmansyah & Iswandi, 2020; Yudiantri & Nora, 2019).

### **The influence of hedonic shopping motivation, shopping lifestyle, packaging design on impulse buying of Oh!**

The results showed that simultaneously, the variables of hedonic shopping motivation, shopping lifestyle, and packaging design have a significant influence on impulse buying behavior. In this study, H4 was tested using the F test with the results of F count of 127.019, far exceeding F table 2.676, and significance  $<0.001$ . Because the significance  $<0.05$ , H4 is accepted. The indicator with the highest mean score is "Purchases are influenced by emotional states" with an average score of 4.26, indicating that mood or emotion has a great influence on unplanned purchasing decisions.

This finding confirms that consumer impulse purchase decisions are not the result of a single factor, but rather a combination of various interrelated psychological and situational aspects. Hedonic shopping motivations encourage consumers to seek pleasure and experience during the shopping process, while shopping lifestyles reflect consumer habits and preferences that can increase the tendency to make spontaneous purchases. On the other hand, packaging design plays an important role in attracting visual attention and creating an appealing impression that can accelerate purchase decisions without careful consideration. In other words, changes in these three variables are able to significantly explain variations in impulse buying behavior. The results of this study can be strengthened and aligned with previous research by (Hidiani & Rahayu, 2021; Rahma, 2019).

## CONCLUSION

Based on the research results, it can be concluded that hedonic shopping motivation does not have a partially significant impact on impulse buying of Oh! Some product consumers. Although hedonic shopping motivation can encourage impulse buying behavior, this factor is not strong enough to directly influence purchasing decisions. In contrast, shopping lifestyle and packaging design are proven to have a significant influence on impulse buying. This difference shows that although hedonic motivation can increase the emotional urge to shop, not all of these urges lead to impulse buying. Instead, the shopping lifestyle formed from consumer habits and preferences plays a greater role in encouraging impulse buying behavior. Consumers with a high shopping lifestyle are more easily influenced by trends, product displays and attractive promotions, thus increasing their tendency to shop impulsively. Meanwhile, attractive packaging design creates a strong visual appeal, which can encourage consumers to make spontaneous purchases without planning. Overall, hedonic shopping motivation, shopping lifestyle, and packaging design simultaneously have a significant effect on impulse buying. The combination of these three factors can explain variations in impulse buying behavior, where visual elements, lifestyle, and shopping experience contribute to driving unplanned purchase decisions.

This study has several limitations. First, the research location was limited to Palu City, so the results may not represent consumer behavior in other areas. Secondly, data collection was conducted through an online questionnaire which may be influenced by respondents' subjectivity. For future research, it is recommended to use a wider area coverage and more diverse methods so that the results are more accurate and can be better generalized.

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