

## **Determinants of Impulsive Buying Behavior among Millennials and Generation Z**

**Nurul Mutmainnah<sup>1</sup>, Abd Rahim<sup>2</sup>, Najamuddin<sup>3</sup>**

Postgraduate Program of Makassar State University, Indonesia<sup>1</sup>

Makassar State University, Indonesia<sup>2,3</sup>

[Nurulmutmainnah.s22024@student.unm.ac.id](mailto:Nurulmutmainnah.s22024@student.unm.ac.id), [abd.rahim@unm.ac.id](mailto:abd.rahim@unm.ac.id), [Najamuddin@unm.ac.id](mailto:Najamuddin@unm.ac.id)

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### **ABSTRACT**

This study examines the factors influencing impulsive buying behavior among Millennials and Generation Z by focusing on social environment, self-efficacy, social media, and hedonism. Using a quantitative approach, data were collected from 150 respondents consisting of Millennials and Generation Z through a structured questionnaire. The data were analyzed using multiple linear regression and independent sample t-tests. The findings reveal that social environment and hedonism significantly influence impulsive buying behavior among Millennials, while self-efficacy and social media show negative effects. In contrast, all independent variables significantly affect impulsive buying behavior among Generation Z, with social media emerging as the most dominant factor. However, the difference test indicates no statistically significant difference in impulsive buying behavior between the two generations. These results suggest that although Millennials and Generation Z exhibit similar levels of impulsive buying behavior, the dominant influencing factors differ due to variations in psychological characteristics and digital engagement intensity. This study contributes to consumer behavior literature by providing a generational comparison and offers practical implications for marketers and policymakers in designing targeted consumer strategies.

**Keywords:** Social Environment, Self-Efficacy, Social-Media, Hedonism, Impulsive Buying

### **ABSTRAK**

*Studi ini meneliti faktor-faktor yang memengaruhi perilaku pembelian impulsif di kalangan Milenial dan Generasi Z dengan berfokus pada lingkungan sosial, efikasi diri, media sosial, dan hedonisme. Menggunakan pendekatan kuantitatif, data dikumpulkan dari 150 responden yang terdiri dari Milenial dan Generasi Z melalui kuesioner terstruktur. Data dianalisis menggunakan regresi linier berganda dan uji-t sampel independen. Temuan menunjukkan bahwa lingkungan sosial dan hedonisme secara signifikan memengaruhi perilaku pembelian impulsif di kalangan Milenial, sementara efikasi diri dan media sosial menunjukkan efek negatif. Sebaliknya, semua variabel independen secara signifikan memengaruhi perilaku pembelian impulsif di kalangan Generasi Z, dengan media sosial muncul sebagai faktor yang paling dominan. Namun, uji perbedaan menunjukkan tidak ada perbedaan yang signifikan secara statistik dalam perilaku pembelian impulsif antara kedua generasi. Hasil ini menunjukkan bahwa meskipun Milenial dan Generasi Z menunjukkan tingkat perilaku pembelian impulsif yang serupa, faktor-faktor yang*

*memengaruhinya berbeda karena variasi karakteristik psikologis dan intensitas keterlibatan digital. Studi ini berkontribusi pada literatur perilaku konsumen dengan memberikan perbandingan antar generasi dan menawarkan implikasi praktis bagi pemasar dan pembuat kebijakan dalam merancang strategi konsumen yang tepat sasaran.*

**Kata Kunci:** *Lingkungan Sosial, Self-efficacy, Media Sosial, Hedonisme, Impulsive buying.*

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## A. INTRODUCTION

The rapid development of digital technology has fundamentally transformed consumer behavior, particularly in information search, product evaluation, and purchasing decisions. The increasing availability of online shopping platforms and intensive digital promotion encourage faster and more spontaneous purchasing behavior. Iyer et al., (2020) conceptualize impulsive buying as unplanned purchasing behavior driven primarily by affective responses rather than rational evaluation, a tendency that becomes more pronounced in digital retail environments.

Hunaifi et al., (2024) explain that impulsive buying is strongly influenced by situational stimuli such as online promotions, time pressure, and transaction convenience, which weaken consumers' cognitive control during purchase decisions. Rahim et al., (2021) also state that digital transformation has changed the way people obtain information and make consumption decisions, thereby reshaping consumer behavior in the digital marketplace.

Impulsive buying in digital environments is strongly driven by affective responses rather than cognitive evaluation. Oktania & Indarwati (2022) explain that impulse purchases occur when consumers experience sudden urges triggered by situational stimuli that override rational consideration. From a psychological perspective, impulse buying reflects weak self-regulation mechanisms. (Germino, 2020) argue that impulsive buying behavior emerges when consumers fail to activate self-control systems, particularly in environments characterized by high stimulation and instant gratification.

Digital retail environments intensify impulsive behavior by emphasizing emotional engagement. Hernandez et al., (2025) state that online shopping platforms strengthen the relationship between self-image motives and impulsive buying by enabling immediate fulfillment of symbolic consumption needs. Online atmospheric cues also play a significant role. Nensi, (2020) find that visual design, promotional banners, and interface aesthetics significantly increase consumers' impulsive buying tendencies by enhancing emotional arousal.

Digital interfaces and platform features further intensify impulsive behavior. Naufal farid & jayender (2019) explain that online retail environments stimulate affective responses that encourage immediate purchase decisions rather than delayed cognitive evaluation. Cahyani et al., (2023) demonstrate that user experience features such as one-click checkout and seamless navigation increase impulse purchases by lowering transactional friction. Putri & Komalasari (2023) find that push notifications stimulate immediate responses, significantly increasing impulsive buying likelihood. report that

algorithmic personalization elevates impulse buying by presenting highly relevant stimuli at critical moments, while Utami and Kusuma (2025) confirm that flash sales and limited-time offers intensify urgency and lead to unplanned purchases.

In mobile commerce, emotional stimulation becomes more salient. Xue et al., (2024) demonstrate that heightened emotional arousal during mobile shopping significantly increases impulsive purchasing behavior, especially among younger consumers. Digital nudging mechanisms embedded in platforms intensify impulse buying. Handayani & Watiyah, (2023) show that interface nudges such as countdown timers and personalized prompts significantly increase impulsive purchasing behavior.

Millennials and Generation Z represent the most active cohorts in digital consumption environments. Millennials tend to balance emotional impulses with more rational judgment, resulting in relatively moderated impulsive buying behavior (Sandya et al., 2021). Generational value orientations further shape how consumers respond to digital consumption stimuli, influencing their purchasing decisions and impulse control (Andriani & Harti, 2021). In contrast, Generation Z demonstrates stronger emotional responsiveness to social media content, which increases their susceptibility to impulsive buying behavior (Chen, 2022). Moreover, intensive digital engagement and constant exposure to interactive online platforms contribute to converging impulsive buying patterns across generational groups, reducing behavioral differences between Millennials and Generation Z in digital consumption contexts.

Differences between Millennials and Generation Z are also shaped by socialization patterns and economic awareness. Millennials experienced a transitional consumption phase, while Generation Z grew up entirely within a digital ecosystem. These differences influence how each generation responds to consumption stimuli and controls impulsive buying behavior (Alimin Alwi, Najamuddin, 2025).

The social environment plays a crucial role in shaping consumption behavior. Pujiastuti et al., (2020) identify peer influence and social norms as significant drivers of impulsive buying behavior. Putri & Komalasari (2023) reveal that community endorsement in online forums amplifies impulsive purchases. Oberst et al., (2017) explain that social comparison on social media increases impulsive buying through reputational pressure. (Trianah & Sahertian, 2020) show that social pressure in group-buying settings elevates impulse purchase rates. Social influence further amplifies impulsive buying, as peer interaction, online reviews, and social endorsement increase perceived urgency and reduce deliberative decision-making (Syamsudin et al., 2025).

Psychological factors, particularly self-efficacy, also affect impulsive buying. I made rustika (2020) emphasizes that high self-efficacy strengthens emotional regulation and reduces impulsive buying. Lestari & Ainulyaqin (2022) explain that individuals with high self-efficacy are better able to regulate emotions and evaluate purchasing consequences, which suppresses impulsive tendencies. Xue et al., (2024) demonstrate that weak emotional regulation predicts higher impulsive buying in online contexts. Lisa Amelia et al.,

2025) show that perceived behavioral control mediates the relationship between digital exposure and impulsive buying.

Social media has become a dominant force in digital consumption. Pratiwi et al., (2024) show that emotional attachment to social media content increases impulsive buying behavior. Hamidah et al., (2024) demonstrate that emotionally engaging social media content reduces rational evaluation in purchase decisions. Abdurachman et al., (2023) explain that live shopping and interactive features strongly stimulate impulsive buying among Generation Z. Rinonce et al., (2025) show that fear of missing out (FoMO) amplifies impulsive buying through emotional urgency. Influencer credibility and parasocial interaction further stimulate unplanned purchases (Kim & Swaminathan, 2021).

Hedonism is another important determinant. Kiftiyah (2022) explains that hedonic motivation frames shopping as a source of pleasure, encouraging spontaneous purchases. Deliana et al., (2024) confirm that hedonic orientation significantly increases impulsive buying in e-commerce settings. Dennis w.rook (2021) argue that pleasure-seeking tendencies are central drivers of impulsive buying behavior. Materialistic orientation is also associated with impulsive buying in digital shopping environments (Guo et al., 2024). his result aligns with international evidence indicating that intensive digital engagement through social media convenience and interactive features significantly influences impulsive buying behavior across generational cohorts (Lina et al., 2022).

## **B. RESEARCH METHOD**

This study uses a quantitative research design to analyze the influence of social environment, self-efficacy, social media, and hedonism on impulsive buying behavior among Millennials and Generation Z. The population consists of consumers from both generations who actively engage in online shopping. Purposive sampling was applied with criteria including generational age classification, active digital platform use, and experience with online purchasing. A total of 150 respondents participated, consisting of 69 Millennials and 81 Generation Z respondents. Data were collected using an online questionnaire with a five-point Likert scale. Instrument validity was tested using Pearson correlation, while reliability was tested using Cronbach's Alpha. All variables met validity and reliability requirements Subagio (2020). Data analysis was conducted using SPSS. Classical assumption tests were performed, followed by multiple linear regression analysis and an independent sample t-test Gozali & Pamungkas (2024).

## **C. RESULTS AND DISCUSSION**

### **Results**

#### **1. Validity test**

Prior to data analysis, the quality of the research instruments was evaluated to ensure their accuracy and consistency in measuring the intended constructs. Instrument validity is an essential requirement in quantitative research, as it indicates the extent to which questionnaire items are capable of measuring the variables under study. The validity

of the measurement instruments was evaluated through Pearson correlation analysis, and the results are summarized in Table 1.

**Table 1. Validity Test Results of Research Instruments for Millennials and Generation Z**

Variabel	Millenials			Z		
	Rhitung	Rtabel	Ket	Rhitung	Rtabel	Ket
Lingkuangan sosial (X2)	0,281-0,728	0,239	Valid	0,782-0,851	0,218	Valid
Self-efficacy (X2)	0,432-0,748	0,239	Valid	0,591-0,860	0,218	Valid
Media Sosial (X3)	0,317-0,865	0,239	Valid	0,776-0,853	0,218	Valid
Hedonisme (X4)	0,479-0,865	0,239	Valid	0,778-0,854	0,218	Valid
Impulsive Buying	0,339-0,740	0,239	Valid	0,803-0,889	0,218	Valid

**Source: Primary data analysis after processing, 2025**

For Millennials, the  $r$  values range from 0.281 to 0.865, exceeding the  $r$  table value of 0.239. For Generation Z, the  $r$  values range from 0.591 to 0.889, exceeding the  $r$  table value of 0.218.

## 2. Reliability

After confirming the validity of the research instruments, reliability testing was conducted to assess the consistency of the measurement items. Reliability indicates the extent to which an instrument produces stable and consistent results when applied repeatedly under similar conditions. The reliability of each variable was evaluated using Cronbach's Alpha coefficient, and the results of the reliability test are presented in Table 2.

**Table 2. Reliability Test Results of Research Instruments for Millennials and Generation Z**

Variabel	Millenials Generation		Generation Z	
	Cronbach's	Keterangan	Cronbach's	Keterangan
Lingkungan Sosial	0,663	Reliabel	0,789	Reliabel
Self-efficacy	0,746	Reliabel	0,782	Reliabel
Media Sosial	0,770	Reliabel	0,794	Reliabel
Hedonisme	0,625	Reliabel	0,792	Reliabel
Impulsive buying	0,749	Reliabel	0,791	Reliabel

**Source: Primary data analysis after processing, 2025**

The reliability test results show that all variables have Cronbach's Alpha values above 0.60 for both Millennials and Generation Z. For Millennials, the values range from 0.625 to 0.770, while for Generation Z they range from 0.782 to 0.794, indicating that all measurement instruments are reliable.

## 3. Regression Analysis

Following the fulfillment of validity and reliability requirements, the data were further analyzed to examine the influence of the independent variables on impulsive buying behavior. Multiple linear regression analysis was employed to identify the effect of social environment, self-efficacy, social media, and hedonism on impulsive buying behavior among Millennials and Generation Z. The results of the multiple linear regression analysis are presented in Table 3.

**Table 3. Results of Multiple Linear Regression Analysis for Millennials and Generation Z**

Independent Variables	Millennial Generation			Generation Z					
	T.H	Coef	t-hit	Classical Assumption Test		Coef	t-hit	Classical Assumption Test	
				Park Test	VIP			Park Test	VIP
Social Environment	+	0.278**	2,648	0.447ns	1,172	0.398**	8,732	0.920ns	1,026
Self-Efficacy	-	-0.742**	-5,833	0.126ns	1,722	0.206**	-4,348	0.285ns	1,108
Social media	+	-0.878**	-3,606	0.890ns	6,302	0.672**	14,883	0.438ns	1,010
Hedonism	+	1,176**	4,262	0.797ns	8,095	0.577	12,296	0.948ns	1,089
Constant					5,460				-5,482
F-count					10,597**				104,738**
Adjusted R <sup>2</sup>					0.361				0.838
N					69				81

**Source: Primary data analysis after processing, 2025**

Among Millennials, the social environment has a positive and significant effect on impulsive buying behavior ( $\beta = 0.278$ ;  $t = 2.648$ ). This indicates that stronger social interaction and peer influence increase the likelihood of spontaneous purchasing decisions. Hedonism also shows a positive and significant effect ( $\beta = 1.176$ ;  $t = 4.262$ ), suggesting that pleasure-seeking motivation plays an important role in encouraging unplanned purchases. In contrast, self-efficacy negatively influences impulsive buying behavior ( $\beta = -0.742$ ;  $t = -5.833$ ), indicating that stronger self-control reduces impulsive tendencies. Social media also shows a negative and significant effect ( $\beta = -0.878$ ;  $t = -3.606$ ), implying that Millennials tend to use digital platforms more critically as sources of information rather than as direct triggers of impulsive buying. The adjusted  $R^2$  value of 0.361 indicates that 36.1% of the variation in impulsive buying behavior among Millennials is explained by the model.

For Generation Z, all independent variables significantly influence impulsive buying behavior. The social environment positively affects impulsive buying behavior ( $\beta = 0.398$ ;  $t = 8.732$ ), indicating the strong role of peer influence and social interaction. Social media shows the strongest positive effect ( $\beta = 0.672$ ;  $t = 14.883$ ), reflecting the intensity of digital engagement and emotional involvement in purchasing decisions. Hedonism also positively influences impulsive buying behavior ( $\beta = 0.577$ ;  $t = 12.296$ ), suggesting that emotional satisfaction and instant gratification strongly encourage unplanned purchases. In contrast, self-efficacy negatively affects impulsive buying behavior ( $\beta = -0.206$ ;  $t = -4.348$ ). The adjusted  $R^2$  value of 0.838 indicates that the model explains 83.8% of the variation in impulsive buying behavior among Generation Z.

#### 4. Independent Sample T-Test

In addition to examining the influence of independent variables, this study also investigated whether there were differences in impulsive buying behavior between Millennials and Generation Z. An independent sample t-test was conducted to compare the mean values between the two generational groups. The results of the difference test are summarized in Table 4.



**Table 4 T-Test**

Variables	Millennial Generation (Mean)	Generation Z (Mean)	Mean Difference (2-1)	t-count	Sig (2-tailed)
<i>Impulsive Buying</i>	24.81	26.78	1,966	-1,377	0.171

**Source: Processed data, 2025.**

Based on Table 2, the mean score of impulsive buying behavior among Generation Z (M = 26.78) is slightly higher than that of Millennials (M = 24.81). However, the significance value of 0.171 ( $> 0.05$ ) indicates that the difference is not statistically significant. This suggests that both generations exhibit relatively similar levels of impulsive buying behavior when exposed to digital consumption environments.

### Discussion

The results of this study indicate that the social environment significantly influences impulsive buying behavior, particularly through peer interaction and social norms. Consumptive behavior is not merely driven by needs but also by the desire to gain social recognition and maintain social status (Nirwani & Busyra, 2024). Empirical evidence from online shopping studies shows that consumers tend to make spontaneous purchases as a form of social adjustment, especially when purchasing behavior is visible within their social networks. Research on impulsive buying in online marketplaces confirms that peer influence and subjective norms significantly encourage impulsive purchases by reducing perceived risk and increasing emotional reassurance (Pujiastuti et al., 2020). Similar findings are reported in studies of online shopping behavior, which demonstrate that social interaction and community validation intensify impulsive buying tendencies (Zhang & Shi, 2022).

These findings are further reinforced Bunga tri kartini et al. (2024), who highlight that social interaction and digital exposure shape behavioral patterns by strengthening emotional responses while weakening rational control. This evidence supports the results of the present study, which demonstrate that social environment and digital media play a central role in shaping impulsive buying behavior, particularly among Generation Z. In contrast, Millennials exhibit relatively stronger cognitive regulation, which moderates the influence of digital stimuli on impulsive purchasing decisions.

Social endorsement mechanisms such as online reviews, ratings, and peer recommendations further strengthen impulsive buying behavior. Empirical findings show that social influence increases perceived urgency and emotional arousal, weakening consumers' deliberative decision-making processes. Studies on social commerce also confirm that interactive features, such as comments and real-time feedback, amplify impulsive buying behavior by reinforcing perceived social approval (Abu Bashar et al., 2022).

Self-efficacy exhibits a negative relationship with impulsive buying behavior, particularly among Millennials. Individuals with higher self-efficacy demonstrate stronger emotional regulation and greater cognitive control over purchasing decisions. Evidence from behavioral and consumer psychology studies confirms that self-regulation acts as an

internal control mechanism that suppresses impulsive buying in digitally stimulating environments (Tessy & Setiasih, 2024). Empirical findings from online consumer behavior research further show that consumers with strong self-control are less vulnerable to impulsive purchases despite exposure to promotions and digital nudges (Ayuningtyas & Irawan, 2021).

In contrast, social media emerges as the most dominant factor influencing impulsive buying behavior among Generation Z. This generation is highly responsive to emotionally engaging content, visual stimulation, and interactive platform features. Empirical studies demonstrate that social media environments intensify impulsive buying by combining entertainment, social interaction, and immediate purchasing opportunities (Kim & Swaminathan, 2021). Live shopping and influencer-driven content further enhance emotional engagement and purchase urgency, leading to higher impulsive buying tendencies among younger consumers (Sun et al., 2023).

Hedonic motivation consistently shows a positive influence on impulsive buying behavior across both generations. Online shopping is increasingly perceived as a pleasurable and experiential activity rather than a purely functional process. Empirical evidence confirms that hedonic orientation reduces cognitive control and increases consumers' susceptibility to spontaneous purchases, particularly in environments that emphasize enjoyment and instant gratification (Yusuf, 2021). Studies on lifestyle consumption also highlight that hedonism significantly predicts impulsive buying behavior in digital marketplaces (Glavas et al., 2020).

The absence of a statistically significant difference in impulsive buying behavior between Millennials and Generation Z indicates a convergence of consumption patterns across generations. Empirical findings suggest that similar levels of digital exposure, platform familiarity, and online shopping experience lead to comparable emotional and behavioral responses to digital consumption stimuli (Febriansyah et al., 2024). Studies on digital consumer behavior further explain that intensive digital engagement diminishes generational gaps, resulting in similar impulsive buying tendencies despite differences in psychological characteristics (Farhana, 2025).

#### **D. CONCLUSION**

The results indicate that impulsive buying behavior among Millennials and Generation Z is influenced by social environment, self-efficacy, social media, and hedonism. The social environment significantly encourages impulsive buying in both generations, reflecting the role of peer influence and social norms in shaping spontaneous purchasing decisions. Self-efficacy negatively affects impulsive buying, particularly among Millennials, indicating stronger self-control and more rational evaluation, while its effect is weaker among Generation Z.

Social media shows contrasting effects across generations. For Millennials, social media reduces impulsive buying, suggesting more critical and information-based digital consumption. In contrast, social media is the most dominant factor for Generation Z, as



interactive and emotionally engaging content intensifies impulsive purchasing behavior. Hedonism positively influences impulsive buying in both groups, confirming that pleasure-seeking motivation drives unplanned purchases. Overall, although the dominant factors differ, both generations exhibit similar levels of impulsive buying due to shared digital consumption environments.

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