

# **The Influence of Shopping Lifestyle and Hedonistic Behaviour on Impulsive Buying of A Fashion Brand**

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## **Abstract**

A person's lifestyle is something very important to pay attention to because it will influence their purchasing behaviour. Having a hedonistic behaviour and frequently making impulsive purchases will also have both positive and negative effects on someone when they are about to take spontaneous actions. The purpose of this research is to determine the influence of shopping lifestyle and hedonistic behaviour on impulse buying among consumers in Bandung City who purchase Uniqlo products. This research uses a quantitative method with data distribution techniques employing questionnaires that will be given to all Uniqlo consumers in Bandung City. The sampling technique used in this research is the probability sampling technique with the simple random sampling method. The results of this study indicate that there is a positive influence of shopping lifestyle and hedonistic behaviour on impulse buying.

**Keywords:** *Shopping Lifestyle, Hedonistic behaviour, Impulse Buying.*