

Chapter 1

1.1 Background of The Research

Bandung is one of the major cities in Indonesia. The numerous universities in this city make lifestyle one of the important aspects in the social interactions of students, one of which is fashion lifestyle, turning it into a profitable opportunity for business in the clothing industry sector and making Bandung one of the centres of creative and innovative clothing industry. This research is conducted to understand the impact of impulsive lifestyle on the finances of students in Bandung. It is hoped that this research can provide an overview of impulsive lifestyle.

Nugraha (2023) The company's achievements in innovation can be seen based on ownership structure, resource availability, and company size. In addition, age characteristics and the level of market competition are also determining factors for innovation in companies. This is because Uniqlo always has collaborations with films or artists that have many fans who enjoy those collaborations. Many young people, such as students or office workers, buy those products. Winarno et al., (2021) Knowledge is an important resource for a company to gain profits They always pay attention to their fashion, no matter how small, and are always influenced by the hedonistic atmosphere due to their surroundings. This also affects their shopping style.

Impulsive lifestyle behaviour can be influenced by the social circle of the student; social interactions affect a person's lifestyle. For example, if their social circle is close to hedonism, their lifestyle will also be influenced. In contrast, if they have simple friends, they will also adopt a simple lifestyle. In student life, style and hedonism will influence their social circles. If a student has a high sense of style, they will also have friends with the same taste. Although campus is not a fashion show, they always present themselves neatly and try out the latest clothing styles. Impulsive lifestyle behaviour has advantages in the sales sector because from SMEs to large companies, they benefit greatly from people with impulsive lifestyles. This, in turn, will drive a country's economy, creating a continuous cycle that can build the nation into better.

Although an impulsive lifestyle is considered a bad lifestyle because it can destabilize the economic status of those who live an impulsive lifestyle, students will have to think creatively to earn more money because they will feel their money runs out quickly. However, this can also be a good thing because students will strive and work part-time to earn money to buy necessities or items they want. With this, students might also ask their parents for money to buy something, but for students whose parents live out of town, they will be given a monthly allowance to survive in the city they live in. With this, those students will strive by working part-time to gather that money and might even send money to their parents.

Impulsive buying is a behaviour where someone does not plan a purchase when shopping for an item. Putri, A . (2024) to deliver the right components of the marketing mix and attract customers, Companies must comprehend customer behavior in order businesses need to understand client behavior. This can influence the buyer's thinking due to an interest in the item, and without further consideration, impulsive buying occurs. Adolescents and adults often engage in impulsive buying because they want to buy an item without much thought, with women being the majority.

1.2 Research Objective

The purpose of this research is to determine whether shopping lifestyle has a positive influence on impulse buying, and to find out whether hedonistic behaviour has a positive influence on impulse buying, particularly among consumers in the city of Bandung who purchase Uniqlo products. One of the reasons consumers are easily tempted to buy Uniqlo products is when they see advertisements from various sources or receive information about ongoing discount promotions at Uniqlo stores. This is expected to have the goal of a positive influence of shopping lifestyle and hedonistic behaviour on impulse buying.

2 Literature Review

2.1 Shopping Lifestyle

According to Kurniawan and Susanti (2019), personal indicators influence lifestyle purchases. Lifestyle is a depiction of someone who lives their life either with a simple lifestyle or a non-simple lifestyle. Kotler (2007) states that lifestyle is a person's way of life in the world to express their activities and interests. Wardhana. (2021) also stated that the