

**WRAP RESEARCHSIP REPORT**

**THE INFLUENCE OF SHOPPING LIFESTYLE AND HEDONISTIC  
BEHAVIOUR ON IMPULSIVE BUYING OF A FASHION BRAND**

**FINAL TASK**

Submitted as one of the requirements for obtaining a Bachelor of Business  
Administration Degree in the Business Administration Study Program

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**BUSINESS ADMINISTRATION STUDY PROGRAM**

**FACULTY OF ECONOMIC AND BUSINESS**

**TELKOM UNIVERSITY**

**BANDUNG**

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