

# THE IMPACT OF CONTENT MARKETING, PRODUCT QUALITY, AND HEDONIC MOTIVATION ON IMPULSIVE BUYING BEHAVIOR

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## ABSTRACT

The rapid advancement of information technology has reshaped human life, extending beyond communication to influence education, work, entertainment, and commerce. In Indonesia, internet penetration reached 79.5% in 2024 with 221.6 million users, supporting the rapid rise of e-commerce. Indonesia is now the fastest-growing e-commerce market in the world, recording a growth rate of 30.5%, far above the global average of 10.4%. Within this context, Shopee has become the leading platform, recording 2.3 billion visits in 2023 and surpassing its competitors. The central issue explored in this study is the inconsistency in prior research regarding the effects of content marketing, product quality, and hedonic shopping motivation on impulsive buying, leading to the research question: *How do these three factors influence impulsive buying behavior among Generation Z Shopee users in Central Java?* The novelty of this study lies in integrating the three variables within the specific context of Shopee and Generation Z in Central Java, where more than 8.5 million digital natives reside. Previous studies have shown mixed results and rarely focused on this demographic, leaving an important gap in the literature. To address this, the research employed a quantitative causal design with data collected through an online questionnaire

distributed to 100 Generation Z Shopee users using purposive sampling. The data were analyzed with multiple linear regression, supported by F-tests, t-tests, and the coefficient of determination ( $R^2$ ). The findings indicate that content marketing, product quality, and hedonic shopping motivation simultaneously have a significant effect on impulsive buying, with an adjusted  $R^2$  of 0.803. Partially, product quality and hedonic shopping motivation has a positive and significant influence, while content marketing has a negative but significant effect. These results show that impulsive buying among Generation Z is shaped by both external marketing strategies and internal motives, with product quality and enjoyable shopping experiences acting as stronger drivers than aggressive promotions.

**Keywords** : Content Marketing; Product Quality; Hedonic Shopping Motivation; Impulsive Buying; Shopee

**JEL Classification** : M31, M37, L86, D90, D91

## 1. INTRODUCTION

The rapid development of information technology has reshaped daily life, with the internet driving changes in education, work, entertainment, and commerce (Subiyakto et al., 2020). By early 2024, Indonesia had 221.6 million internet users, representing 79.5% penetration (APJII, 2024), which supports the shift from offline shopping to e-commerce. Indonesia now records the world's fastest e-commerce growth at 30.5% (Yonatan, 2024), with Shopee leading at 2.3 billion visits in 2023 (Ahdiat, 2024). Its success is closely tied to aggressive marketing strategies that often trigger impulsive buying behavior, defined as unplanned purchases influenced by promotions, content, or shopping enjoyment (Sopini et al., 2021). Prior studies show mixed results: content marketing, product quality, and hedonic motivation sometimes strengthen impulsive buying (Kurniawan & Nugroho, 2024; Natalie et al., 2024), but in other cases their effects are insignificant (Edwin & Fitriyah, 2024; Khatimah et al., 2024). This gap is particularly relevant for Generation Z, with 8.5 million individuals in Central Java (Widi, 2022), who are highly exposed to online content yet selective in purchasing decisions. Therefore, this study investigates how content marketing, product quality, and hedonic shopping motivation influence impulsive buying behavior among Gen Z Shopee users in Central Java to address inconsistencies in prior research and inform e-commerce strategies.

### 1.1 Problem Formulation

#### a. Recognition of the problem and its significance

The rapid growth of e-commerce in Indonesia, with Shopee as the dominant platform, has intensified the phenomenon of impulsive buying behavior, defined as spontaneous and unplanned purchases influenced by factors such as promotions, product quality, or shopping enjoyment (Sopini et al., 2021). Although widely observed in online transactions, prior studies show inconsistent results. Content marketing, product quality, and hedonic motivation have been found in some research to significantly encourage impulsive buying (Kurniawan & Nugroho, 2024; Natalie et al., 2024), yet other studies report insignificant effects (Edwin & Fitriyah, 2024; Khatimah et al., 2024). These variations suggest that their influence may be context-specific, shaped by platform characteristics and consumer demographics. In Indonesia,

Generation Z is the most active digital consumer group with strong purchasing power, particularly in Central Java (Widi, 2022), but research on their impulsive buying behavior in Shopee remains limited. Therefore, this study addresses the question: How do content marketing, product quality, and hedonic shopping motivation influence impulsive buying behavior among Generation Z Shopee users in Central Java?

b. Research questions

Based on this research problem, it can be concluded that research questions are formulated; as follows:

1. How do the significance of the content marketing, product quality, and hedonic shopping motivation simultaneously affect on the decision to impulsive buying behavior on Shopee e-commerce among Z generation in Central Java?
2. How do the significance of the content marketing partially on the decision to impulsive buying behavior on Shopee e-commerce among Z generation in Central Java?
3. How do the significance of the product quality partially on the decision to impulsive buying behavior on Shopee e-commerce among Z generation in Central Java?
4. How do the significance of the Hedonic Shopping Motivation partially on the decision to impulsive buying behavior on Shopee e-commerce among Z generation in Central Java?

c. Complexity and novelty

The complexity of this study lies in the contradictory findings of prior research, where variables such as content marketing, product quality, and hedonic shopping motivation sometimes appear significant and at other times insignificant. This highlights the need for further investigation in specific market and demographic contexts. The novelty of this research lies in its focus on Generation Z Shopee users in Central Java, a group that is highly active in digital spaces yet underrepresented in previous studies. By integrating three independent variables simultaneously, this study provides fresh insights into the dynamics of impulsive buying behavior in Indonesia's growing e-commerce sector.

d. Research objectives

Based on the research question that we should answer, the research objectives are; as follows:

1. To analyze the significance of the effect of content marketing, product quality, and hedonic shopping motivation simultaneously on impulsive buying behavior on Shopee e-commerce.
2. To analyze the significance of the effect of content marketing partially on impulsive buying behavior on Shopee e-commerce.
3. To analyze the significance of the effect of product quality partially on impulsive buying behavior on Shopee e-commerce.
4. To analyze the significance of the effect of hedonic shopping motivation partially on impulsive buying behavior on Shopee e-commerce.

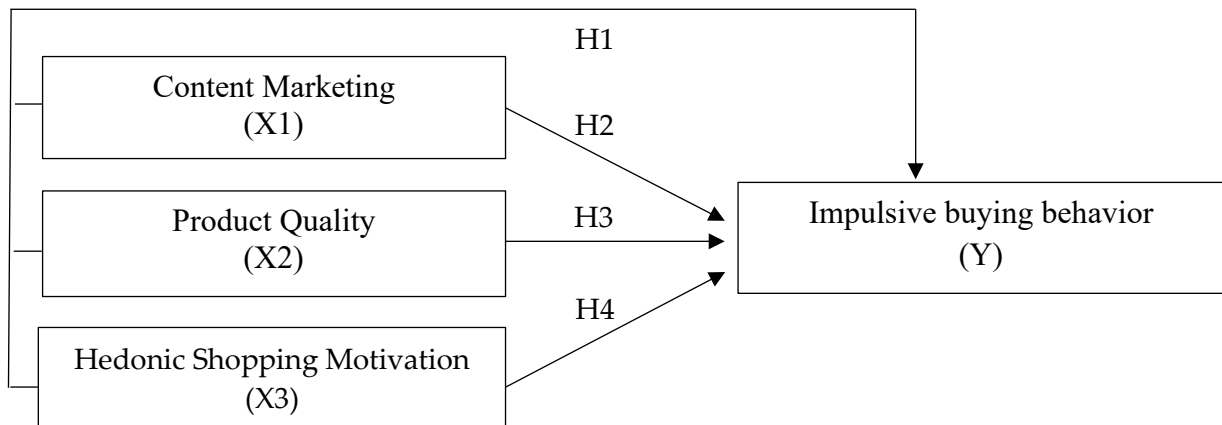
## 2. LITERATURE REVIEW

Impulsive buying behavior is commonly defined as an unplanned purchase triggered by sudden emotions rather than rational consideration (Rook, 1987). One factor often linked to impulsive buying behavior is content marketing, which refers to the use of relevant and engaging information to attract and influence consumers (Pulizzi, 2014). Prior studies have reported mixed results. For example, Indriawan and Santoso (2023) and Kurniawan and Nugroho (2024) found that content marketing significantly increases impulsive buying behavior, while Kharisma et al. (2024) and Edwin & Fitriyah (2024) observed no significant effect.

Another variable studied is product quality, defined as the extent to which a product meets consumer expectations (Tjiptono & Chandra, 2013). Research by Fachruraji and Padmalia (2023) and Massie et al. (2024) showed that higher product quality can drive impulsive buying behavior, as consumers may be more willing to make spontaneous purchases when they perceive a product as superior. In contrast, Cipta et al. (2021) reported no significant effect.

Finally, hedonic shopping motivation, or the drive to shop for pleasure and enjoyment (Arnold & Reynolds, 2003), has been identified as another key determinant. Studies by Natalie et al. (2024) and Rahmawati et al. (2024) confirmed its positive and significant influence, yet Khatimah et al. (2024) found no significant effect.

**Figure 1. Conceptual Framework Diagram**



## 3. METHOD

This study employs a causal quantitative approach to evaluate how content marketing, product quality, and hedonic shopping motivation influence impulsive buying behavior among Generation Z Shopee users in Central Java. Primary data were obtained directly from respondents through an online questionnaire, while supporting data were sourced from literature and previous studies. A total of 100 respondents were purposively selected based on criteria such as age, domicile, and frequency of shopping on Shopee. The collected data were subsequently examined, coded, and tabulated, followed by tests for validity and reliability. Furthermore, classical assumption tests, including normality, multicollinearity, and heteroscedasticity, were conducted to

ensure the appropriateness of the multiple linear regression model. The analysis employed multiple regression to assess the effect of each variable on impulsive buying, with an F-test used to evaluate the simultaneous effect, a t-test to examine the individual effect, and the R<sup>2</sup> value to determine the extent to which the independent variables contribute to variations in purchasing behavior.

#### 4. RESULTS AND DISCUSSION

##### Validity and Reliability Test

The validity test assesses whether the questions are understood and measure the intended constructs, while the reliability test evaluates the consistency of respondents' answers (Sahir, 2021). The validity test and reliability test results can be seen in Table 1.

**Table 1. The Result of Validity Test and Reliability Test**

Variable	Indicator	r	r	Sig.	Result	Cronbach's Alpha	Standards	N of Items	Result
		count	table						
<b>Content Marketing (X1)</b>	X1.1	0,772	0,196	0,000	Valid	0,774	0,70	6	Reliable
	X1.2	0,646	0,196	0,000	Valid				
	X1.3	0,670	0,196	0,000	Valid				
	X1.4	0,685	0,196	0,000	Valid				
	X1.5	0,681	0,196	0,000	Valid				
	X1.6	0,691	0,196	0,000	Valid				
<b>Product Quality (X2)</b>	X2.1	0,659	0,196	0,000	Valid	0,773	0,70	8	Reliable
	X2.2	0,463	0,196	0,000	Valid				
	X2.3	0,705	0,196	0,000	Valid				
	X2.4	0,575	0,196	0,000	Valid				
	X2.5	0,673	0,196	0,000	Valid				
	X2.6	0,565	0,196	0,000	Valid				
	X2.7	0,537	0,196	0,000	Valid				
	X2.8	0,529	0,196	0,000	Valid				
<b>Hedonic Shopping Motivation (X3)</b>	X3.1	0,672	0,196	0,000	Valid	0,781	0,70	6	Reliable
	X3.2	0,853	0,196	0,000	Valid				
	X3.3	0,655	0,196	0,000	Valid				
	X3.4	0,401	0,196	0,000	Valid				
	X3.5	0,696	0,196	0,000	Valid				
	X3.6	0,801	0,196	0,000	Valid				
<b>Impulsive Buying (Y)</b>	Y1.1	0,825	0,196	0,000	Valid	0,772	0,70	4	Reliable
	Y1.2	0,813	0,196	0,000	Valid				
	Y1.3	0,711	0,196	0,000	Valid				
	Y1.4	0,750	0,196	0,000	Valid				

**Source: Primary data processed (2025)**

Based on Table 1, all indicators have r-calculated values above 0.196 with significance levels below 0.05, confirming their validity (Ghozali, 2021). In addition, all variables show Cronbach's Alpha values above 0.70, indicating that the instrument is consistent and reliable (Sahir,2021).

### Normality Test and Classical Assumption Test

The normality test ensures that regression residuals are normally distributed. The multicollinearity test checks whether independent variables are highly correlated, with tolerance >0.10 and VIF <10 indicating no issue. The heteroskedasticity test examines residual variance, and a good model should show no heteroskedasticity (Ghozali, 2021). The results of the normality test and classical assumption test are presented in Table 2.

**Table 2. Normality Test and Classical Assumption Test Results**

Variable	Normality	Multicollinearity		Heteroskedasticity
	Monte Carlo Sig. (2-tailed)	Collinearity Statistics		Sig.
		Tolerance	VIF	
(Constant)				0,637
Content Marketing	0,132 <sup>d</sup>	0,426	2,349	0,752
Product Quality		0,513	1,950	0,649
Hedonic Shopping Motivation		0,558	1,792	0,449

(Source: Processed primary data, 2025)

Based on Table 2, the Monte Carlo significance value of 0.132 (>0.05) confirms normality. Tolerance values above 0.10 and VIF below 10 indicate no multicollinearity, while significance values above 0.05 show that the model is free from heteroskedasticity.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure the direction and strength of the influence of several independent variables on a dependent variable (Ghozali, 2021). The results of the multiple linear regression analysis in this study are presented in Table 3.

**Table 3. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients	ANOVA		Adjusted R Square	Hypothesis	
	B	F	Sig.		t	Sig.
Impulsive Buying	0,418				0,458	0,648

Content Marketing	-0,240	135,1 71	0.000 b	0,803	- 3,916	0,00 0
Product Quality	0,141				3,154	0,00 2
Hedonic Shopping Motivation	0,637				15,82 3	0,00 0

(Source: Processed primary data, 2025)

Based on the results, the regression equation obtained is:

$$\text{Impulsive Buying} = 0,418 - 0,240 \text{ Content Marketing} + 0,141 \text{ Product Quality} + 0,637 \text{ Hedonic Shopping Motivation} + e$$

Based on the regression equation in Table 3, the following points can be outlined:

1. The constant value of the regression equation is 0,418. This indicates that the impulsive buying behavior on e-commerce shopee is 0.418 when the values of content marketing, product quality, and hedonic shopping motivation are zero.
2. The regression coefficient for the content marketing variable is -0.240 which shows a negative effect on impulsive buying behavior on e-commerce shopee. This means that a one-unit increase in content marketing will decrease impulsive buying by 0.240, assuming product quality and hedonic shopping motivation are constant.
3. The regression coefficient for the product quality variable is 0.141, which indicates a positive effect on impulsive buying behavior on e-commerce shopee. A one-unit increase in product quality will increase impulsive buying by 0.141, assuming content marketing and hedonic shopping motivation are constant.
4. The regression coefficient for the hedonic shopping motivation variable is 0.637, showing a positive effect on impulsive buying. This implies that a one-unit increase in hedonic shopping motivation will raise impulsive buying by 0.637, assuming that the content marketing and product quality are constant.

Based on Tabel 3, the computed F-statistic is 135.171 with a significance value of 0.000, which is below the 0.05 threshold. This result indicates that content marketing, product quality, and hedonic shopping motivation simultaneously have a significant effect on impulsive buying behavior on e-commerce shopee. The Adjusted R Square is 0.803, meaning that 80.3% of the variation in impulsive buying can be explained by content marketing, product quality, and hedonic shopping motivation. The remaining 19.7% is explained by other factors outside this research model.

Table 3 provides the basis for conducting hypothesis testing on each independent variable included in the research model.

1. The t-value for Content Marketing is -3.916 with a significance value of  $0.000 < 0.05$ , indicating a significant negative effect on impulsive buying. Therefore, **Hypothesis 2**, which states that content marketing has a significant effect on impulsive buying behavior on the e-commerce platform Shopee is **accepted**.

2. The t-value for Product Quality is 3.154 with a significance value of  $0.002 < 0.05$ , indicating a significant positive effect on impulsive buying. Therefore, **Hypothesis 3**, which states that product quality has a significant effect on impulsive buying behavior on the e-commerce platform Shopee is **accepted**.
3. The t-value for Hedonic Shopping Motivation is 15.823 with a significance value of  $0.000 < 0.05$ , showing a significant positive effect on impulsive buying. Therefore, **Hypothesis 4**, which states that hedonic shopping motivation has a significant effect on impulsive buying behavior on the e-commerce platform Shopee is accepted.

### **Discussion**

The results of this study show that Content Marketing, Product Quality, and Hedonic Shopping Motivation together have a significant influence on impulsive buying among Shopee users in Central Java, with an Adjusted  $R^2$  value of 0.803, meaning these three variables explain most of the variation in impulsive behavior. However, when tested individually, Content Marketing does not have a significant positive effect because its informative and repetitive nature tends to encourage rational evaluation, especially among Generation Z with high information literacy, which reduces the tendency for spontaneous purchases. In contrast, Product Quality has a significant positive effect, as accurate product descriptions, positive reviews, high ratings, and neat packaging increase consumer trust and stimulate immediate buying decisions by minimizing the risk of post-purchase disappointment. The strongest influence comes from Hedonic Shopping Motivation, as many consumers use Shopee not only to meet needs but also as a source of entertainment, pleasure, and emotional satisfaction, with features such as flash sales, discounts, and attractive product displays often creating excitement that triggers unplanned purchases. These findings suggest that while rational considerations weaken the role of content marketing, product credibility and hedonic value remain dominant drivers of impulsive buying behavior in e-commerce.

### **5. CONCLUSION**

Based on the results of the analysis and discussion in this study, it can be concluded that:

1. The variables Content Marketing, Product Quality, and Hedonic Shopping Motivation simultaneously have a positive and significant effect on Impulsive Buying on Shopee e-commerce among Generation Z in Central Java Province.
2. The Content Marketing variable partially does not have a positive and significant effect on Impulsive Buying on Shopee e-commerce among Generation Z in Central Java Province.
3. The Product Quality variable partially has a positive and significant effect on Impulsive Buying on Shopee e-commerce among Generation Z in Central Java Province.
4. The Hedonic Shopping Motivation variable, partially, has a positive and significant effect on Impulsive Buying on Shopee e-commerce among Generation Z in Central Java Province.

## **6. IMPLICATIONS, LIMITATIONS, AND FUTURE RESEARCH**

### **Implications**

Theoretically, these findings strengthen the understanding of factors that drive impulsive buying in e-commerce. Practically, sellers and platforms are advised to emphasize product quality and implement strategies that enhance shopping enjoyment, such as attractive designs, positive reviews, flash sales, and limited-time promotions. Marketing content should be both informative and emotionally engaging to trigger spontaneous purchase interest. These findings also provide a foundation for future research to incorporate additional variables such as FOMO, influencer impact, or consumer self-control.

### **Research Limitations**

This study has several limitations, including:

1. The independent variables explained 80.3% of the effect on impulsive buying, while the remaining 19.7% is influenced by other factors not examined in this study.
2. The sample size was limited (100 respondents) and only included participants from Central Java Province, which may reduce the generalizability of the findings to broader regions.

### **Future Research Agenda**

For future studies, it is recommended to:

1. Include additional independent variables such as flash sales, influencer impact, FOMO, self-control, or income.
2. Expand the sample geographically to cover larger areas or even at a national scale to obtain a more representative picture of impulsive buying behavior.

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