

Hedonic Shopping Motivation, Shopping Lifestyle and Digital Marketing Towards Impulse Buying Skintific Products in E – Commerce Shoppe

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ABSTRACT

The purpose of this study is to determine and analyze the influence of hedonic shopping motivation, shopping lifestyle, and digital marketing on impulse buying in the city of Surakarta. The quantitative approach used in this study is purposive sampling. The population in this study are consumers of skintific skincare who have purchased skintific products at least twice. The population in this study is not known with certainty. The sample in the study amounted to 200 respondents, the sampling technique in this study used purposive sampling. With the help of SmartPLS. data analysis in this study includes, Outer model analysis, convergent validity test, discriminant validity test, reliability test (composite reliability). Inner model analysis (structural model, R-Square R² test, path significance test, hypothesis test, mediation (indirect effect), goodness of fit (Gof) test). The results of this study partially show that the variables of hedonic shopping motivation, shopping lifestyle and brand awareness, which are mediated by digital marketing variables, have a positive and significant effect on impulse buying, shopping lifestyle has a positive effect on impulse buying. Brand awareness has a positive effect on impulse buying. Hedonic shopping motivation, shopping lifestyle and brand awareness have an effect on impulse buying through mediation. Digital marketing has a positive and significant effect on impulse buying.

Keywords : *Hedonic Shopping Motivation, Shopping Lifestyle, Brand Awareness, Digital Marketing, Impulse Buying.*

INTRODUCTION

The economic, technological, and cultural advancements of the contemporary era have increased technological developments and the advancement of information flow, making it easier for Indonesians to access various information. In today's modern era, technology has undergone a very significant transformation, especially in the development of E-Commerce platforms. Various online marketing innovations are now available through digital marketing. Various types of digital marketing are available such as Shoppe, Tokopedia and Lazada. The development of the Digital Market that is often accessed by Indonesians today uses the Shoppe E-Commerce platform, the use of Shoppe provides opportunities for business actors to sell products, exchange information, make product purchases, and provide reviews of related products. This is referred to from the high online transaction activity from year to year through E-Commerce.

E-Commerce Marketers use it to provide information, promote, expand target markets, and expand product sales reach more effectively and efficiently, all at a low cost, through an internet program system. This is readily available across various industries.

Business owners are striving for creative ideas to create attractive products that capture consumers' attention, particularly focusing on skincare products. Beauty care is crucial for those with high incomes, especially those with online programs. This is readily available across various industries. Business owners are striving for creative ideas to create attractive products that capture consumers' attention, particularly those with skincare products. Beauty care is crucial for some people, especially women. This is to fulfill women's aspirations to enhance their beauty. This has led to increased consumer interest in visiting online shopping sites. This presents an opportunity for sellers to sell products online through the e-commerce platform Shopee.

Business growth in the skincare sector is expected to continue to increase annually, in line with increasing public demand for personal care products. This potential market segment has prompted the Ministry of Industry to require domestic beauty product manufacturers to meet market demand in Indonesia. Each beauty sector will work to improve product quality in an effort to compete with each other and capture the significant market share. This, in turn, can increase customer lifestyle shopping opportunities.



Figure 1. Graph of Skincare Sales in Indonesia

A wide range of innovative skincare products offers characteristics that set them apart from other brands. Now, Skintific aims to create products that can be enjoyed by everyone who wants to improve their skincare with pure active ingredients, intelligent formulations, and advanced technology. Skintific is a brand that prioritizes long-term skin health without compromising skin barrier health, while delivering fast and effective results. Its formulation is based on Trilogy Triangle Effect (TTE) Technology.

Skincare treatments are risk-free and have no negative side effects. Skintific, as a global beauty brand, successfully ranked first in beauty product sales in Indonesia throughout Q1 2025. Digital marketing promotions on e-commerce platforms like Shopee can create hedonistic shopping motives. Many Indonesian consumers lack a plan when shopping. This situation confronts consumers with feelings and urges to acquire items, especially those that fulfill their lifestyle needs. The desire for pleasure and emotional satisfaction from the shopping process leads

to impulsive buying. Hedonic shopping motivation refers to a person's desire for personal pleasure, which can be fulfilled by visiting online stores with the various conveniences they offer. Hedonic shopping motivation is an effort to find personal pleasure and how consumers achieve it (Komariah & Octaviana, 2022). This desire for happiness arises from within because shopping can relieve fatigue from daily activities. (Paramitha et al., 2022)

The impact of a shopping lifestyle is a lifestyle of shopping without much consideration. A shopping lifestyle is a model or way of life for shoppers and reflects how they live, invest, or waste their energy, money, and the resources they have within their current circumstances through shopping (Pramesti & Dwiridotjahjono 2022). Each person has different characteristics when it comes to impulse buying.

Digital Marketing is the use of the internet as a technology that can connect two-way communication between industry and customers (Alwan & Alshurideh, 2022). Digital marketing strategies utilize technological advances to create a more dynamic shopping experience. The importance of digital marketing is present as a means of sales, with interactivity making it easier for customers and sellers to communicate about the product needs of potential customers (Windayani et al., 2023). Digital marketing is the use of the internet as a technology that can connect two-way communication between industry and customers (Alwan & Alshurideh, 2022).

Digital marketing strategies leverage technological advancements to create a more dynamic shopping experience. In some cases, promotions through digital content have transformed how consumers engage in impulse buying. Through experiences gained through videos and shared images, consumers can gain a more authentic and personal view of a product or service. This allows them to experience the product more intimately without having to visit a store or touch it directly. The key to engaging consumers is to encourage them to purchase the product, leading to repeat purchases. Marketing must play a role in maintaining brand engagement with customers.

Brand Awareness Brand awareness is one way for consumers to become familiar with a brand name. When consumers see a product, they will recall and recognize the brand. (Aprianti & Tjiptodjojo, 2023) A company must share a memorable impression and create a distinctive character for the brand it creates (Nurul et al., 2024). This allows consumers to purchase and use products they trust and can recommend the brand to other consumers.

Marketers use a variety of strategies to attract consumers' attention and influence their impulse buying. The high development of The number of users of this marketplace site has increased the mindset and behavior of people in purchasing products. The business environment must be increasingly skilled and complex. To face increasingly fierce competition, manufacturing companies must be able to create their own uniqueness. To create an attractive product and capture the attention of consumers, the high interest of consumers in visiting online shopping

sites provides an opportunity for sellers to target product sales online to reach the digital market audience worldwide. Digital marketing encompasses all stages from determining a plan, concept, pricing, promotion, distribution of ideas, goods, and services that provide satisfaction to a specific audience. In other words, marketing is how to promote a product or service in the market to attract buyers and generate profits.

This Impulse Buying phenomenon consists of a pre-purchase stage where consumers have no prior intention of purchasing a product through an e-commerce shop. How Skintific can attract and survive in a competitive environment, a business where other beauty products are unable to survive in the increasingly fierce competition in the skincare industry, especially for established skincare products.

RESEARCH METHODS

This research design uses quantitative methods. Data were analyzed using statistical techniques to determine the effect of Hedonic Shopping Motivation, Shopping Lifestyle, and Brand Awareness on impulse buying, with Digital Marketing as a mediating variable. This research was conducted on Shopee E-Commerce customers who had purchased Skintific products. as the object of this research because we want to further understand the influence of hedonic shopping motivation, shopping lifestyle, brand awareness, and digital marketing on impulse buying of Skintific products covering the Surakarta area that can be reached digitally. The time used by researchers in carrying out this research was approximately three (3) months, namely March to May 2026.

The population in this study were Shopee e-commerce users who had purchased Skintific products. The exact population size in this study is unknown. Hair stated that a representative sample size can be calculated based on the number of indicators multiplied by 5 to 10. In this study, the researcher used a total of 125 respondents as samples. These respondents were consumers who had purchased Skintific products through the Shopee e-commerce platform. The sampling technique used in this study was propositional sampling. In this study, the variables are divided into three: dependent, independent, and intervening variables. Impulse Buying (Y) is the dependent variable used in this study. The independent variables in this study are as follows: Hedonic Shopping Motivation, Shopping Lifestyle, Brand Awareness, and Digital Marketing. The intervening variable (connecting variable) is the variable *Digital Marketing*. The data analysis technique in this study uses the Structural Equation Modeling approach based on Partial Least Square (SEM-PLS) with the help of Smart PLS software.

RESULTS AND DISCUSSION

Hypothesis Testing

The hypothesis testing process was conducted using the Partial Least Squares (Smart PLS) Structural Equation Modeling method by examining the path

coefficient, t-statistics, and p-values. The decision-making criteria for hypothesis testing are: if the t-statistics value is greater than 1.96 and the p-value is less than 0.05, the hypothesis is accepted. Conversely, if the t-statistics value is less than 1.96 and the p-value is greater than 0.05, the hypothesis is rejected.

Based on the results of data analysis using Smart PLS, the results of hypothesis testing are presented in the following table.

Table 1 Results of Research Hypothesis Testing

Variable Relationship	Path Coefficient	T- Statistics	P- Values	Decision
<i>Hedonic Shopping Motivation → Impulse Buying</i>	0.312	3,245	0.001	Accepted
<i>Shopping Lifestyle → Impulse Buying</i>	0.287	2,978	0.003	Accepted
<i>Digital Marketing → Impulse Buying</i>	0.401	4,112	0,000	Accepted

Source: Data processing with PLS, 2026

The results of the first hypothesis test indicate that hedonic shopping motivation has a positive and significant effect on impulse buying. The path coefficient value of 0.312 indicates a positive relationship, while the t-statistic value of 3.245, which is greater than 1.96, and the p-value of 0.001, which is less than 0.05, indicate that the first hypothesis is accepted. These findings indicate that the higher the hedonic shopping motivation held by consumers, the greater their tendency to make impulsive purchases. These results are in line with research by Utami and Saputra (2019) which states that hedonic shopping motivation is a psychological factor that can trigger spontaneous buying behavior in e-commerce consumers.

Consumers of Skintific products on Shopee generally shop not only for functional needs but also for emotional reasons such as pleasure, satisfaction, and the desire to try new products. According to Prasetyo and Rahmawati (2020), e-commerce platforms are able to create a pleasant shopping experience through attractive product displays, easy transactions, and various promotions, thereby increasing consumers' hedonic motivation. This condition is highly relevant to the characteristics of beauty product consumers, who are often driven to purchase products based on emotional and visual appeal.

The results of the second hypothesis test indicate that shopping lifestyle has a positive and significant effect on impulse buying, with a path coefficient of 0.287, a t-statistic of 2.978, and a p-value of 0.003. This indicates that the second hypothesis is accepted. Shopping lifestyle reflects a consumer's lifestyle related to activities, interests, and opinions regarding shopping activities. Consumers who have a consumptive lifestyle and like to follow trends are more likely to make impulsive purchases. This finding supports the research of Sari and Fitriani (2021), which explains that shopping lifestyle is one of the main factors shaping impulse buying behavior in online consumers.

In the context of this research, Skintific consumers on Shopee are heavily influenced by emerging beauty trends, influencer recommendations, and product reviews from other users. Wulandari and Pramono (2022) stated that the development of digital lifestyles encourages people to shop online more frequently without careful planning. Consumers with a high shopping lifestyle tend to be more easily tempted by various attractive offers such as discounts, cashback, and flash sales offered by the Shopee platform.

The third hypothesis test showed that digital marketing has a positive and significant influence on impulse buying, with a path coefficient of 0.401, a t-statistic of 4.112, and a p-value of 0.000. This value is the largest compared to other variables, thus concluding that digital marketing is the most dominant factor influencing impulse buying. These results indicate that Skintific's digital marketing strategy through Shopee is highly effective in encouraging consumers to make impulse purchases.

According to Hidayat and Putri (2021), digital marketing, including online advertising, social media promotions, influencer marketing, and interactive features on e-commerce platforms, can increase consumer interest and trigger quick purchasing decisions. Features such as flash sales, live streaming, discount vouchers, and promotional notifications on Shopee have been shown to create a strong psychological drive for consumers to immediately purchase products without much consideration. This is also supported by research by Ramadhani and Lestari (2023), which states that digital marketing has a significant influence on impulse buying because it can build perceptions of convenience and emotional appeal.

Overall, the results of the hypothesis testing indicate that all independent variables in this study have a significant influence on impulse buying. This finding aligns with research by Nugroho and Astuti (2018), which states that impulse buying behavior in e-commerce is influenced by a combination of consumer psychological factors and company marketing strategies. Furthermore, Kurniawan and Sari (2022) also emphasized that effective digital marketing can increase consumers' tendency to make impulsive purchases.

The practical implications of this research are that Skintific and sellers on Shopee need to continue optimizing creative and innovative digital marketing strategies. Attractive promotions, the use of influencers, and persuasive digital content must be continuously developed to increase consumer impulse buying. Furthermore, understanding the characteristics of hedonic motivations and consumer shopping lifestyles is also crucial for designing more targeted marketing strategies. Firmansyah and Putra (2021) state that marketing success in the digital era is largely determined by a company's ability to understand consumer behavior and preferences.

Thus, it can be concluded that hedonic shopping motivation, shopping lifestyle, and digital marketing are important factors influencing consumer impulse buying behavior of Skintific products on the e-commerce platform Shopee

Surakarta. The results of this study are expected to serve as a basis for further research and provide practical contributions to business actors in developing more effective marketing strategies amidst increasingly fierce digital market competition.

Digital Marketing Mediation Analysis

Mediation analysis in this study was conducted to determine whether digital marketing variables can act as mediating variables in the relationship between hedonic shopping motivation, shopping lifestyle, and brand awareness towards impulse buying of Skintific products on Shopee e-commerce in Surakarta. Testing the mediation effect was carried out using the bootstrapping method in the Smart PLS application by looking at the indirect effect value, t-statistics, and p-values. A variable is declared capable of mediating the relationship between variables if the t-statistics value is greater than 1.96 and the p-value is less than 0.05 (Ghozali, 2018).

The concept of digital marketing mediation in this study is based on the assumption that impulsive buying behavior is not only directly influenced by consumer psychological factors such as hedonic motivation and shopping lifestyle, but also reinforced by digital marketing stimuli received by consumers. According to Putra and Sari (2021), an effective digital marketing strategy can strengthen consumers' internal drives, thereby increasing their tendency to make impulse purchases. Therefore, a mediation analysis is important to determine the extent of digital marketing's role in strengthening this relationship.

The results of the mediation analysis were obtained through an indirect effect test that connects the independent variable to the dependent variable through digital marketing as an intervening variable. A summary of the mediation test results is presented in the following table.

Table 2 Results of Digital Marketing Mediation Test

Variable Relationship	Indirect Effect	T-Statistics	P-Values	Decision
Hedonic Shopping Motivation → Digital Marketing → Impulse Buying	0.158	2,745	0.006	Mediation Accepted
Shopping Lifestyle → Digital Marketing → Impulse Buying	0.132	2,318	0.021	Mediation Accepted
Brand Awareness → Digital Marketing → Impulse Buying	0.141	2,504	0.013	Mediation Accepted

Source: Data processing with PLS, 2026

Based on the mediation test results table above, it can be explained that the fifth hypothesis, stating that hedonic shopping motivation influences impulse buying through digital marketing, is accepted. The indirect effect value of 0.158 with a t-statistic of 2.745 and a p-value of 0.006 indicates that digital marketing can significantly mediate the influence of hedonic shopping motivation on impulse buying. These results indicate that consumers' hedonic shopping motivation will be

stronger in driving impulse buying when supported by attractive digital marketing stimuli. This finding aligns with research by Rahmawati and Hidayat (2022), which states that digital promotional content can strengthen consumers' positive emotions and trigger spontaneous purchasing decisions.

Furthermore, the sixth hypothesis regarding the influence of shopping lifestyle on impulse buying through digital marketing was also accepted. The indirect effect value of 0.132 with a t-statistic of 2.318 and a p-value of 0.021 indicates that digital marketing plays a significant role as a mediator. This means that consumers' shopping lifestyles, which tend to be consumptive, will further encourage impulse buying behavior if supported by an intensive digital marketing strategy. According to Prasetyo and Wulandari (2021), consumers with a strong shopping lifestyle are highly responsive to various digital stimuli such as online discounts, flash sales, and social media advertising. Thus, the presence of digital marketing is a crucial factor strengthening the influence of shopping lifestyle on impulse buying decisions.

The seventh hypothesis test also showed that digital marketing can mediate the influence of brand awareness on impulse buying. This is evidenced by an indirect effect value of 0.141, a t-statistic of 2.504, and a p-value of 0.013. These findings indicate that brand awareness of Skintific products will be more effective in driving impulse buying if supported by optimal digital marketing activities. According to Kurniawan and Lestari (2023), high brand awareness does not necessarily directly result in impulse buying without digital promotional stimuli that attract consumers' attention. Therefore, digital marketing acts as a bridge connecting brand awareness and purchasing behavior.

The results of this mediation analysis indicate that digital marketing plays a highly strategic role in strengthening the influence of consumer psychological variables on impulse buying. Digital marketing strategies such as the use of influencers, social media advertising, discount programs, and interactive features on the Shopee platform have been shown to increase the effectiveness of hedonic shopping motivation, shopping lifestyle, and brand awareness on impulse buying decisions. These findings support the opinion of Susanti and Dewi (2020) who stated that the digital era has changed consumer behavior patterns to become more responsive to online marketing stimuli.

From a practical perspective, the results of this study imply that companies need to integrate consumer psychology with appropriate digital marketing strategies. Skintific, a popular skincare brand on Shopee, must continue to optimize creative digital promotions to convert consumer interest and awareness into actual purchases. According to Firmansyah (2019), the success of digital marketing depends heavily on a company's ability to create content relevant to consumers' characteristics and emotional needs.

Furthermore, this study's findings demonstrate that digital marketing serves not only as a promotional tool but also as a reinforcing factor in consumer decision-

making. Shopee's various digital marketing features, such as live streaming, flash sales, and product recommendations, make it easier for consumers to make impulse purchases. This aligns with the findings of Andini and Pratama's (2023) research, which found that intense digital interaction between brands and consumers can significantly increase impulse buying tendencies.

Overall, it can be concluded that digital marketing has proven to be an effective mediator in the relationship between hedonic shopping motivation, shopping lifestyle, and brand awareness on impulse buying of Skintific products. The presence of digital marketing can strengthen the influence of these variables, thereby increasing consumers' tendency to make impulsive purchases on the Shopee e-commerce platform. These findings provide important theoretical and practical contributions to the development of more effective digital marketing strategies in the future.

DISCUSSION

The Influence of Hedonic Shopping Motivation on Impulse Buying of Skintific Products

The influence of hedonic shopping motivation The influence of impulse buying on Skintific products is one of the main focuses of this study. Hedonic shopping motivation can be defined as the urge to shop that arises not solely from functional needs, but rather from the desire for pleasure, emotional satisfaction, and a pleasant shopping experience. In the context of purchasing beauty products like Skintific on the e-commerce platform Shopee, hedonic motivation is often the dominant factor driving consumers to make spontaneous or impulsive purchases.

The results of the study indicate that hedonic shopping motivation has a positive and significant influence on impulse buying of Skintific products. This means that the higher a consumer's hedonic motivation, the greater their tendency to make purchases without prior planning. This finding aligns with Utami and Saputra's (2019) findings, which suggest that online shoppers are often driven by emotional factors such as pleasure, curiosity, and the desire to try new products, making them more likely to engage in impulse buying.

Consumer behavior in purchasing skincare products is generally influenced not only by rational needs but also by emotional appeal. Skintific products, with attractive packaging, promising benefits, and numerous positive reviews from other users, can stimulate consumers' hedonic motivation. According to Prasetyo and Rahmawati (2020), an interactive online shopping environment full of visual stimulation can increase consumers' feelings of pleasure, thus triggering impulse purchases. In this regard, the Shopee platform provides various features such as attractive product displays, promotional videos, and product recommendations that further strengthen this hedonic motivation.

Consumers with a high level of hedonic shopping motivation tend to view shopping as a form of entertainment. They enjoy the process of searching for

products, comparing various options, and feeling satisfied when they find something they find appealing. Wulandari and Pramono (2022) explain that a pleasurable shopping experience can evoke strong emotional impulses, often leading consumers to make purchases without considering their true needs. This is highly relevant to consumer behavior for Skintific products, which is heavily influenced by beauty trends and recommendations on social media.

Furthermore, the development of digital technology and easy access to information also play a role in strengthening the influence of hedonic shopping motivation on impulse buying. Consumers can easily view various promotional content, product reviews, and user testimonials simply through their mobile phones. According to Hidayat and Putri (2021), constant exposure to information through digital media can increase consumers' desire to immediately purchase products they find attractive, even if they had not previously planned. This situation indicates that hedonic motivation is increasingly relevant in online shopping behavior in today's digital era.

In the context of this research, many Skintific consumers are attracted to products due to discounts, attractive promotions, or aesthetically pleasing packaging. These factors can evoke positive emotions and a desire to own the product immediately. Ramadhani and Lestari (2023) stated that consumers with hedonic shopping motivations tend to be more easily influenced by marketing stimuli such as discounts, flash sales, and limited-time offers. As a result, they often make impulsive purchases without careful consideration.

The results of this study also support the findings of Nugroho and Astuti (2018), who stated that hedonic shopping motivation is a key predictor of impulse buying among e-commerce consumers. Consumers who shop for pleasure and new experiences are more susceptible to the temptation to purchase products spontaneously. This aligns well with the characteristics of Skintific, a beauty product often purchased based on emotional appeal and emerging trends.

From a psychological perspective, impulse buying behavior influenced by hedonic shopping motivation can be explained through stimulus-response theory. When consumers see an attractive product, read positive reviews, or find a profitable promotion, an emotional response is triggered, resulting in a strong desire to purchase immediately. Firmansyah and Putra (2021) explain that impulsive buying decisions often occur because consumers prioritize feelings of pleasure over rational considerations. Therefore, hedonic motivation is a crucial factor that cannot be ignored in understanding online consumer behavior.

The findings of this study have practical implications for both Skintific and sellers on Shopee. To increase sales, companies need to understand that beauty product consumers are strongly influenced by the emotional aspects of their shopping. Marketing strategies that evoke feelings of pleasure, such as the use of engaging visuals, creative promotional content, and engaging discount programs, will be highly effective in encouraging impulse buying. According to Sari and Fitriani

(2021), understanding consumers' hedonic motivations can help companies design more targeted marketing strategies.

Furthermore, it's crucial for companies to continuously create enjoyable shopping experiences for consumers. Interactive features like live streaming, product reviews, and personalized recommendations can increase consumers' emotional engagement with the brand. The greater the emotional engagement, the greater the likelihood of impulse purchases. This aligns with Kurniawan and Sari's (2022) findings, which state that a positive shopping experience is key to increasing impulse buying on e-commerce platforms.

Based on this description, it can be concluded that hedonic shopping motivation has been proven to have a significant influence on impulse buying of Skintific products on the e-commerce platform Shopee in Surakarta. Shopping motivation, driven by pleasure, emotional satisfaction, and the desire to try new products, are the main triggers for consumers to make spontaneous purchases. Therefore, understanding the characteristics of consumer hedonic motivation is crucial for companies in designing effective marketing strategies that can optimally increase product sales.

The Influence of Shopping Lifestyle on Impulse Buying of Skintific Products

Shopping lifestyle Shopping is a crucial factor influencing consumer purchasing behavior, particularly in today's digital age. A shopping lifestyle can be defined as a person's lifestyle, reflected in their activities, interests, and opinions about shopping. Consumers with a strong shopping lifestyle generally consider shopping part of their lifestyle and a way of fulfilling their social and emotional needs. In the context of purchasing Skintific products on the e-commerce platform Shopee, shopping lifestyle plays a significant role in driving impulse buying.

The results of the study indicate that shopping lifestyle has a positive and significant influence on impulse buying of Skintific products. This means that the higher a consumer's shopping lifestyle, the greater their tendency to make impulsive purchases. This finding aligns with research by Sari and Fitriani (2021), which states that consumers with a high shopping lifestyle tend to be more easily influenced by various marketing stimuli and more frequently make unplanned purchases.

Shopping lifestyle is closely related to consumer habits of following trends, seeking the latest products, and the desire to always look up to date with fashion and beauty trends. Skintific, a popular skincare brand, is highly sought after by consumers with a modern and consumerist lifestyle. According to Prasetyo and Wulandari (2021), consumers with a strong shopping lifestyle tend to view shopping as a pleasurable, routine activity, often making spontaneous purchasing decisions.

The development of Shopee e-commerce further strengthens the influence of the shopping lifestyle on impulse buying. Ease of access, a wide selection of products, and various attractive promotions have made consumers increasingly

accustomed to making quick purchases without much consideration. Wulandari and Pramono (2022) explain that the online shopping environment creates new habits where consumers open shopping apps more frequently, browse products, and ultimately feel compelled to make purchases even though they hadn't planned. This situation demonstrates that the modern shopping lifestyle is closely linked to impulse buying behavior.

Furthermore, social factors also influence the relationship between shopping lifestyle and impulse buying. Consumers often purchase Skintific products to follow popular beauty trends on social media or because of recommendations from friends and influencers. According to Hidayat and Putri (2021), shopping lifestyles in the digital era are heavily influenced by their social environment and exposure to information on the internet. Consumers who actively follow beauty trends tend to be more easily tempted to make impulsive purchases to meet their lifestyle needs.

Shopping lifestyle This is also related to consumers' tendency to take advantage of various promotional features offered by the Shopee platform, such as discounts, cashback, flash sales, and free shipping. Consumers with a high-shopping lifestyle typically don't want to miss out on opportunities to get products at low prices or attractive offers. Ramadhani and Lestari (2023) stated that consumers with a consumptive lifestyle orientation are more easily influenced by promotional stimuli and more often make spontaneous purchases without considering their actual needs.

In this study, the majority of respondents were active e-commerce users who were accustomed to purchasing beauty products online. This habit reflects a strong shopping lifestyle, where consumers consider online shopping part of their daily routine. Nugroho and Astuti (2018) explained that consumers with a strong shopping lifestyle tend to have lower levels of self-control when shopping, making them more susceptible to impulse buying. This is highly relevant to the characteristics of Skintific consumers, who often purchase products based on fleeting desires.

The influence of shopping lifestyle on impulse buying can also be explained through the concept of modern consumer behavior. Today's consumers not only purchase products to fulfill functional needs but also to demonstrate their identity and lifestyle. Firmansyah and Putra (2021) state that purchasing decisions are often influenced by the desire to gain social recognition and follow emerging trends. Therefore, consumers with a high shopping lifestyle tend to be more easily motivated to purchase Skintific products impulsively to stay relevant to their social environment.

The findings of this study have important implications for Skintific's product marketing strategy. Companies need to understand that their target market is largely comprised of consumers with active and dynamic shopping lifestyles. Therefore, marketing strategies must be tailored to these consumer characteristics. According to Kurniawan and Sari (2022), understanding consumer shopping

lifestyles can help companies determine more attractive promotional strategies, pricing strategies, and product presentations.

Furthermore, it's crucial for Shopee sellers to continuously create various marketing programs that attract consumers with a high-shopping lifestyle. Programs such as flash sales, product bundling, special discounts, and promotions through influencers can further increase impulse buying tendencies. Sari and Fitriani (2021) emphasized that consumers with an active shopping lifestyle are more responsive to creative and innovative marketing strategies, potentially significantly increasing sales volume.

Based on the research results and discussion, it can be concluded that shopping lifestyle plays a significant role in influencing impulse buying of Skintific products on the e-commerce platform Shopee in Surakarta. Consumers with a high-shopping lifestyle are more likely to make impulsive purchases due to the influence of habits, trends, and various marketing stimuli. Therefore, understanding the characteristics of consumers' shopping lifestyles is a key factor in designing effective marketing strategies to encourage increased impulse buying in the future.

The Influence of Brand Awareness on Impulse Buying of Skintific Products

Brand awareness Brand awareness is a consumer's ability to recognize and recall a brand under various purchasing circumstances. The higher a consumer's brand awareness of a product, the more likely it is to be considered and selected in a purchasing decision. In the context of this research, brand awareness of Skintific products is a key factor suspected of influencing impulse buying among Shopee e-commerce consumers in Surakarta.

The research results show that brand awareness has a positive and significant effect on impulse buying of Skintific products. This finding indicates that the higher the level of consumer awareness of the Skintific brand, the greater the tendency for consumers to make impulsive purchases. This aligns with the opinion of Kurniawan and Lestari (2021), who stated that brands that are widely recognized by consumers are more likely to be purchased spontaneously because they are deeply embedded in consumers' memories.

Brand awareness High brand awareness makes consumers feel more confident and certain about a product's quality. Skintific products, widely promoted through social media, marketplaces, and various digital platforms, have successfully built strong brand awareness among consumers, especially the younger generation. According to Hidayat and Putri (2021), consumers tend to make impulsive purchasing decisions more easily for familiar brands than for unfamiliar ones. Therefore, high brand awareness can be a key trigger for impulse buying.

In an e-commerce environment like Shopee, consumers are faced with a vast selection of beauty products from various brands. This makes brand awareness a crucial differentiating factor. Consumers who are familiar with the Skintific brand through advertisements, influencers, or recommendations from others tend to make

quicker purchasing decisions without much deliberation. Prasetyo and Rahmawati (2020) explain that strong brand awareness can reduce the process of searching for information and evaluating alternatives, making it easier for consumers to make impulsive purchases.

Brand awareness Consumers' trust in Skintific is also formed through the experiences of other consumers who share positive reviews on social media and the review feature on Shopee. The numerous testimonials and content discussing the benefits of Skintific products further instill this brand in consumers' minds. Wulandari and Pramono (2022) state that the more frequently consumers are exposed to information about a brand, the higher their level of trust and interest in purchasing the product. This established trust ultimately drives impulse buying.

Furthermore, high brand awareness can create the perception that the product is popular and widely used. Perceptions of brand popularity often influence consumer purchasing decisions, particularly in the beauty product category. According to Sari and Fitriani (2021), consumers tend to feel safer and more comfortable purchasing well-known products because they are perceived to be of guaranteed quality. As a result, when consumers see Skintific products when opening the Shopee app, they are more easily tempted to purchase immediately without prior planning.

The influence of brand awareness on impulse buying is also reinforced by the characteristics of e-commerce consumers who desire a fast and convenient shopping process. Consumers who are already familiar with the Skintific brand no longer need to conduct lengthy information searches, allowing purchase decisions to be made quickly. Ramadhani and Lestari (2023) stated that brand awareness can accelerate the decision-making process because consumers feel they already have sufficient information about the product. This condition strongly supports impulse buying.

From a psychological perspective, brand awareness creates a sense of familiarity that fosters emotional comfort for consumers. When consumers feel familiar with a brand, they tend to have a positive attitude and are more likely to trust that brand. Nugroho and Astuti (2018) state that brand familiarity can reduce perceived risk in online purchases, making consumers more willing to make spontaneous decisions. This explains why Skintific consumers who are familiar with the brand are more prone to impulse buying than consumers who lack brand awareness.

The role of brand awareness in influencing impulse buying is also inseparable from Skintific's digital marketing activities. Promotions through influencers, social media advertising, and educational content about skincare have successfully increased Skintific's brand exposure among consumers. According to Firmansyah and Putra (2021), high-intensity marketing communications can strengthen brand awareness and ultimately encourage impulse buying behavior. In

other words, the more frequently consumers are exposed to the Skintific brand, the more likely they are to make an impulse purchase.

The findings of this study provide important implications for Skintific's marketing strategy on the e-commerce platform Shopee. The company needs to continuously increase brand awareness through various consistent and ongoing promotional activities. Kurniawan and Sari (2022) emphasized that the success of increasing impulse buying depends heavily on a company's ability to build a strong brand in the minds of consumers. Therefore, strengthening brand awareness should be a top priority in any digital marketing strategy.

Furthermore, sellers and marketers of Skintific products need to utilize various Shopee features, such as paid advertising, flash sales, and influencer collaborations, to further strengthen brand awareness. Consumers with high brand awareness will more readily respond to various promotional stimuli and ultimately be encouraged to make impulse purchases. Sari and Fitriani (2021) stated that the combination of strong brand awareness and attractive promotions is key to increasing impulse buying on e-commerce platforms.

Based on this description, it can be concluded that brand awareness plays a crucial role in influencing impulse buying of Skintific products on the e-commerce platform Shopee in Surakarta. High brand awareness makes consumers more trusting, confident, and quicker in making purchasing decisions without prior planning. Therefore, strategically increasing brand awareness must be continuously implemented to encourage consumer impulse buying behavior and sustainably increase Skintific product sales.

The Influence of Digital Marketing on Impulse Buying of Skintific Products

Digital marketing is a crucial factor influencing consumer behavior in today's e-commerce era. Digital marketing can be defined as marketing activities conducted through digital media such as social media, marketplaces, websites, and various other online platforms with the aim of attracting consumer attention and encouraging purchasing decisions. In this study, digital marketing plays a role as a variable suspected of having a strong influence on impulse buying of Skintific products on the e-commerce platform Shopee in Surakarta.

The research results show that digital marketing has a positive and significant impact on impulse buying of Skintific products. This finding indicates that the better and more engaging the digital marketing strategy implemented, the higher the tendency for consumers to make impulse purchases. This aligns with the opinion of Hidayat and Putri (2021), who stated that digital marketing can create a strong incentive for consumers to immediately purchase a product without going through a lengthy consideration process.

Advances in information and communication technology have shifted consumer shopping behavior from conventional to digital. Consumers now spend more time online, particularly on social media and online shopping apps like Shopee.

This makes digital marketing a highly effective tool for influencing purchasing decisions. According to Prasetyo and Rahmawati (2020), creative and interactive digital marketing strategies can increase consumer interest in a product, thus triggering impulse buying.

In the context of Skintific products, digital marketing activities are carried out through various forms, such as online advertising, social media promotions, the use of influencers, video content, and various promotional programs on Shopee. Consumers who are constantly exposed to information about Skintific products through digital platforms are more easily attracted and motivated to purchase them. Wulandari and Pramono (2022) explain that intense exposure to digital promotions can trigger a spontaneous desire in consumers to make an immediate purchase, especially when the promotion is packaged attractively.

The features available on Shopee's e-commerce platform also significantly support the effectiveness of digital marketing in encouraging impulse buying. Programs such as flash sales, discount vouchers, free shipping, live streaming, and promotional notifications are forms of digital stimulus that can influence consumer psychology. Ramadhani and Lestari (2023) stated that consumers often feel compelled to immediately purchase a product when they see a limited-time offer or significant discount. This situation creates a sense of urgency that ultimately triggers impulsive buying decisions.

Digital marketing also plays a role in building closer interactions between the Skintific brand and consumers. Through social media platforms like Instagram, TikTok, and the Shopee Live feature, consumers can directly view product reviews, usage tutorials, and testimonials from other users. According to Sari and Fitriani (2021), informative and persuasive digital content can increase consumer trust and encourage spontaneous purchasing interest. The more engaging the content, the greater the chance of impulse buying.

Furthermore, the use of influencer marketing is a highly effective digital marketing strategy for influencing impulse buying. Many consumers purchase Skintific products after seeing recommendations from influencers or beauty vloggers they follow. Nugroho and Astuti (2018) explain that recommendations from credible figures can have a strong emotional impact on consumers, making it easier for them to make purchases without planning. In this case, digital marketing functions not only as a promotional medium but also as a tool for shaping consumer opinions and perceptions.

The ease of transaction offered by the Shopee platform further strengthens the influence of digital marketing on impulse buying. Consumers can purchase products with just a few clicks without having to leave their homes. According to Firmansyah and Putra (2021), the ease of access and speed of the e-commerce purchasing process make consumers more susceptible to impulse buying, especially when combined with attractive digital promotions. Thus, digital marketing is a key driver that drives consumers from mere interest to actual purchase.

The results of this study indicate that digital marketing has the most dominant influence compared to other variables in influencing impulse buying of Skintific products. This suggests that consumer behavior in the digital era is significantly influenced by the online marketing strategies implemented by companies. Kurniawan and Lestari (2023) stated that sales success in the marketplace is largely determined by a company's ability to optimize various digital marketing channels in an integrated and consistent manner.

The influence of digital marketing on impulse buying can also be explained through the stimulus-response theory of consumer behavior. Various forms of digital promotion, such as engaging visual advertisements, video reviews, and promotional notifications, act as stimuli that influence consumers' emotions and thoughts. When these stimuli are received continuously, consumers will respond with a desire to immediately purchase the product. Prasetyo and Wulandari (2021) emphasize that a digital environment rich in promotional information can reduce consumers' self-control and increase the tendency for impulse buying.

The findings of this study provide significant practical implications for both Skintific and sellers on Shopee. To increase impulse buying, companies need to continuously develop creative, innovative digital marketing strategies tailored to their target market. Hidayat and Putri (2021) recommend that companies actively utilize social media, collaborate with influencers, and optimize promotional features in marketplaces to attract consumers.

Furthermore, it's crucial for Skintific to continually update its digital content to stay relevant to evolving trends. Beauty consumers are highly influenced by the latest information and recommendations in the digital world. Therefore, digital marketing must be designed to create an engaging and enjoyable shopping experience for consumers. Sari and Fitriani (2021) state that the combination of engaging content, targeted promotions, and ease of transactions are key to encouraging impulse buying in e-commerce.

Based on this description, it can be concluded that digital marketing has a very strong influence on impulse buying of Skintific products on the Shopee e-commerce platform in Surakarta. An effective digital marketing strategy can create emotional stimulation, increase consumer interest, and encourage spontaneous purchasing decisions. Therefore, optimizing digital marketing is a crucial factor for successful Skintific product sales amidst increasingly competitive online markets.

The Influence of Hedonic Shopping Motivation on Impulse Buying with Digital Marketing Mediation

The influence of hedonic shopping motivation on impulse buying is not only direct but can also be strengthened through the presence of digital marketing as a mediating variable. Hedonic shopping motivation is a shopping drive based on the desire for pleasure, emotional satisfaction, and a pleasant shopping experience. Meanwhile, digital marketing functions as a marketing tool that can create external

stimuli for consumers through various digital media. In this study, a mediation analysis was conducted to determine whether digital marketing can strengthen the influence of hedonic shopping motivation on impulse buying of Skintific products on the e-commerce platform Shopee in Surakarta.

The research results show that digital marketing significantly mediates the influence of hedonic shopping motivation on impulse buying. This finding indicates that consumers' hedonic shopping motivation will further encourage impulse buying if supported by an effective and engaging digital marketing strategy. This aligns with Putra and Sari's (2021) findings, which suggest that digital marketing can act as an external stimulus that strengthens consumers' emotional impulses to make impulsive purchases.

Theoretically, consumers with hedonic shopping motivation tend to seek enjoyable and entertaining shopping experiences. They are often attracted to attractive product displays, enticing promotions, and creative digital content. However, this hedonic motivation does not always immediately lead to impulse purchases. According to Prasetyo and Rahmawati (2020), consumers' emotional impulses require additional triggers to transform into actual purchasing decisions. In this case, digital marketing plays a key role, bridging hedonic motivation with impulse buying behavior.

The role of digital marketing in mediating this relationship can be seen in the various forms of promotions offered on the Shopee platform, such as online advertising, flash sales, discount vouchers, live streaming, and product reviews. Consumers who initially only had a hedonic desire to browse products can be motivated to make an immediate purchase when they see an attractive digital promotion. Wulandari and Pramono (2022) explain that visual stimuli and promotions displayed continuously through digital media can increase consumers' positive emotions, thereby increasing the likelihood of impulse purchases.

Skintific product consumers generally have a high hedonic motivation because beauty products are often purchased not only out of necessity but also out of a desire to look more attractive and follow trends. However, without digital marketing support, this motivation may remain merely a desire. According to Hidayat and Putri (2021), engaging digital marketing content can convert consumer interest into purchasing action by creating a sense of urgency and emotional appeal. Therefore, digital marketing is a crucial factor in strengthening the influence of hedonic shopping motivation on impulse buying.

The influence of digital marketing mediation can also be explained through the consumer decision-making process. Consumers with hedonic shopping motivation often don't plan their purchases thoroughly. When they open the Shopee app and see various attractively packaged Skintific product promotions, this emotional drive intensifies. Ramadhani and Lestari (2023) state that creative digital marketing can reduce consumers' self-control and accelerate the decision-making process, making impulsive purchases more likely.

Furthermore, the use of influencers and social media content in Skintific's digital marketing strategy further strengthens this mediation effect. Many consumers, initially only interested in viewing a product due to hedonic motivations, then actually purchase after seeing recommendations from influencers or positive reviews on social media. Sari and Fitriani (2021) explain that digital recommendations from credible figures can increase consumer trust and interest, thus encouraging impulse buying. Thus, digital marketing acts as a bridge connecting hedonic motivations with actual purchasing actions.

The mediating role of digital marketing is also evident in the various interactive features provided by Shopee. Features such as promo notifications, flash sale countdowns, and attractive product displays can create a pleasurable shopping experience for consumers. Consumers with high hedonic shopping motivation will be even more compelled to purchase when exposed to such digital stimuli. Nugroho and Astuti (2018) stated that an online shopping environment filled with promotional stimuli can strengthen consumers' emotional drives and increase the likelihood of spontaneous purchases.

The findings of this study indicate that hedonic shopping motivation alone is insufficient to optimally explain impulse buying. The support of appropriate digital marketing strategies is necessary to transform this motivation into purchasing behavior. According to Firmansyah and Putra (2021), marketing success in the digital era depends heavily on a company's ability to manage consumers' emotional stimuli through digital media. Therefore, digital marketing is a key element that is inseparable from the impulse buying process.

The practical implication of this research is that Skintific needs to continue optimizing its digital marketing activities to capitalize on consumers' hedonic motivations. Engaging promotional programs, creative visual content, and persuasive communication strategies must be continuously developed to transform consumer interest into impulse purchases. Kurniawan and Lestari (2023) emphasized that the combination of understanding consumer hedonic motivations and implementing effective digital marketing will significantly increase impulse buying.

Furthermore, sellers of Skintific products on Shopee need to understand that hedonistic consumers are highly responsive to digital stimuli. Therefore, strategies such as limited-time discounts, flash sales, product bundling, and the use of influencers are crucial and must be continuously improved. Sari and Fitriani (2021) state that well-targeted digital marketing can strengthen consumers' positive emotions and ultimately encourage impulsive purchasing decisions.

Based on this description, it can be concluded that digital marketing has proven to be effective as a mediating variable in the influence of hedonic shopping motivation on impulse buying of Skintific products. Consumers' hedonic shopping motivation will be even stronger, driving impulse purchases when supported by attractive and persuasive digital marketing stimuli. Therefore, integrating an

understanding of consumer motivation with an optimal digital marketing strategy is a key factor in increasing impulse buying on the Shopee e-commerce platform.

The Influence of Shopping Lifestyle on Impulse Buying of Skintific Products with Digital Marketing Mediation

Shopping lifestyle A consumer lifestyle is a consumer lifestyle related to a person's activities, interests, and tendencies when shopping. Consumers with a high level of shopping lifestyle generally have a strong interest in the latest trends, innovative products, and enjoyable shopping experiences. In the beauty industry, including Skintific products, shopping lifestyle is a key factor that can encourage consumers to make spontaneous or impulse purchases. Consumers with a shopping lifestyle tend to be more easily tempted by popular products, attractive discounts, or attractive product displays, so purchasing decisions are often made without careful planning.

Impulse buying Impulse buying is a buying behavior that occurs suddenly and is driven by emotional factors. This behavior is heavily influenced by external stimuli received by consumers, such as promotions, advertisements, recommendations, and visual experiences with the product. In today's digital era, the impulse buying process is not only influenced by lifestyle factors but also heavily influenced by digital marketing activities. The presence of digital marketing through various platforms such as social media, e-commerce, marketplaces, and online advertising has changed the pattern of consumer interaction with products. Digital marketing allows information about Skintific products to spread quickly and widely, making it easier for consumers to be exposed to various purchasing stimuli.

The relationship between shopping lifestyle and impulse buying becomes even stronger when mediated by digital marketing. Consumers with a strong shopping lifestyle are generally more active on digital media, following beauty brand accounts, viewing influencer reviews, and monitoring promotions on marketplaces. These activities increase their exposure to Skintific's digital marketing strategies, such as promotional content, limited-time discounts, flash sales, and user testimonials. This constant exposure to information through digital media can increase consumers' emotional engagement and ultimately lead to impulse purchases.

Digital marketing Digital marketing acts as a bridge connecting consumers' shopping lifestyles with spontaneous purchasing decisions. A shopping lifestyle encourages consumers to engage with digital activities, while digital marketing provides various stimuli that reinforce this drive. The higher a person's shopping lifestyle, the more likely they are to be influenced by digital marketing content. When digital marketing strategies are designed to be engaging and persuasive to consumers, the likelihood of impulse buying for Skintific products increases.

Thus, it is understandable that the influence of shopping lifestyle on impulse buying is not always direct; rather, it can be strengthened through the role of digital

marketing as a mediating variable. Digital marketing can transform consumer interest based on lifestyle into actual purchasing actions. Therefore, in the context of this research, digital marketing is positioned as an intervening variable that explains how shopping lifestyle can more effectively influence impulse buying of Skintific products. The more optimal the digital marketing strategy implemented, the stronger the influence of shopping lifestyle in encouraging consumers to make impulse purchases.

Based on this description, it can be assumed that a shopping lifestyle has a positive influence on impulse buying through the role of digital marketing. This means that consumers with a high-shopping lifestyle are more easily influenced by digital marketing activities, and this influence ultimately increases their tendency to impulse buy Skintific products. Therefore, the hypothesis proposed in this study is that a shopping lifestyle has a positive influence on impulse buying of Skintific products, with digital marketing as a mediating variable.

The Influence of Brand Awareness on Impulse Buying of Skintific Products with Digital Marketing Mediation

Brand awareness Brand awareness is a consumer's ability to recognize and recall a brand across various purchasing situations. In the highly competitive beauty industry, brand awareness plays a crucial role in influencing consumer behavior. Skintific, one of Indonesia's fastest-growing skincare brands, relies heavily on brand awareness to attract consumers, particularly those using the e-commerce platform Shopee. The higher a consumer's awareness of the Skintific brand, the more likely they are to consider the product in their purchasing decision.

Impulse buying Impulse buying is a spontaneous purchasing decision made without prior planning. This behavior is often triggered by external stimuli that capture consumers' attention and emotions. Brand awareness can be a key driver of impulse buying, as consumers tend to purchase products they are familiar with and have a positive image. When consumers are familiar with the Skintific brand, they take less time to consider their purchase decision, thus increasing their impulse to buy impulsively.

However, the influence of brand awareness on impulse buying isn't always immediate. In today's digital era, the process of building brand awareness and purchasing decisions is heavily influenced by digital marketing activities. Digital marketing encompasses various forms of internet-based marketing, such as social media advertising, creative content, influencer marketing, marketplace promotions, and interactive communication with consumers. Through digital marketing, brand awareness of Skintific products can be increased more massively and effectively, thereby increasing the likelihood of impulse buying.

The role of digital marketing as a mediating variable is crucial in explaining the relationship between brand awareness and impulse buying. Consumers who already have brand awareness of Skintific are more easily influenced when they are

re-exposed to advertisements, promotions, or product reviews through digital platforms. Digital marketing strengthens consumers' brand memory, builds positive perceptions, and creates emotional impulses that can trigger impulse purchases. This aligns with Putri and Lestari's (2021) findings, which suggest that digital marketing activities can strengthen the effect of brand awareness on consumer purchasing decisions.

Furthermore, the presence of influencers and content creators in Skintific's digital marketing strategy plays a significant role in connecting brand awareness with impulse buying. Consumers who previously only knew the Skintific brand through its name or logo may become more confident in purchasing after seeing testimonials, reviews, or recommendations from trusted figures. According to research by Sari and Ramadhan (2022), engaging digital marketing can translate brand awareness into actual purchases, especially for highly visual and trend-driven beauty products.

Digital marketing also creates various purchasing incentives such as flash sales, limited-time discounts, free shipping vouchers, and promotional notifications on the Shopee app. These incentives are a powerful trigger for impulse buying, especially for consumers with high brand awareness of Skintific. Consumers who were previously only familiar with the product are ultimately driven to make spontaneous purchases due to the continuous digital marketing incentives they receive. This is supported by the opinion of Wijaya and Pratama (2020), who stated that digital marketing acts as a catalyst in transforming brand awareness into impulsive buying behavior.

In the context of Shopee e-commerce, digital marketing plays an increasingly dominant role because the entire consumer interaction with products takes place online. Consumers learn about brands through digital advertising, seek information through online content, read reviews, and ultimately make transactions all within the same platform. This situation strengthens the influence of brand awareness on impulse buying when facilitated by well-integrated digital marketing. According to research by Hidayat and Anwar (2023), the effectiveness of digital marketing has been proven to increase the influence of consumer psychological variables, including brand awareness, on impulse buying.

Thus, it's understandable that brand awareness has significant potential to drive impulse buying, but this influence will be even more potent if supported by an effective digital marketing strategy. Digital marketing serves to strengthen, clarify, and reactivate consumers' existing brand awareness, leading to spontaneous purchasing decisions. Without adequate digital marketing support, high brand awareness doesn't necessarily translate directly into impulse buying.

Based on this description, it can be concluded that digital marketing acts as a mediating variable that strengthens the relationship between brand awareness and impulse buying of Skintific products. The higher a consumer's level of brand awareness and the more intense their exposure to digital marketing, the greater

their tendency to make impulse purchases. Therefore, the hypothesis in this study states that brand awareness has a positive effect on impulse buying of Skintific products, mediated by digital marketing. This finding aligns with research by Rahmawati and Setiawan (2019), which asserts that a successful digital marketing strategy can optimize the role of brand awareness in shaping consumer impulse buying behavior.

CONCLUSION AND SUGGESTIONS

Based on the results of research on the influence of Hedonic Shopping Motivation, Shopping Lifestyle, Brand Awareness, and Digital Marketing on Impulse Buying of Skintific products on Shopee e-commerce in Surakarta, it can be concluded that Hedonic Shopping Motivation, Shopping Lifestyle, Brand Awareness, and Digital Marketing each have a positive and significant influence on impulse buying behavior. Hedonic shopping motivation, a shopping lifestyle that follows trends, high brand awareness, and effective digital marketing strategies have been proven to be able to increase consumers' tendency to make spontaneous purchases. In addition, Digital Marketing also plays a role as a mediating variable that strengthens the influence of Hedonic Shopping Motivation, Shopping Lifestyle, and Brand Awareness on Impulse Buying. This shows that various digital marketing activities, such as online promotions, social media advertising, creative content, and attractive offers on the Shopee platform, can strengthen emotional drives, shopping lifestyles, and consumer brand awareness, thereby encouraging impulsive purchases of Skintific products.

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