

The Influence of Time Pressure and Brand Personality on Impulsive Buying Among Generation Z: Local Indonesian Skincare Brands

*The Influence of Time
Pressure and Brand
Personality*

Firsty Yulehinin Ditha Fadilah
Universitas Brawijaya; Malang, Indonesia
E-Mail: Firsty@student.ub.ac.id

Raditha Dwi Vata Hapsari
Universitas Brawijaya; Malang, Indonesia

Ida Yulianti
Universitas Brawijaya; Malang, Indonesia

3409

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ABSTRACT

This research investigates the influence of hedonic motivations, time constraints, and brand personality on impulsive purchasing behaviour, specifically within the context of online consumer activity. The study employs Partial Least Squares (PLS) Structural Equation Modelling (SEM) to examine data from 250 participants. The study's results indicate that hedonic incentives substantially moderate the connection between brand personality and impulsive purchasing behaviour, as well as between time constraints and impulsive purchase. The findings indicate that brand personality and time pressure both positively affect impulsive purchasing, with hedonic motives serving as a crucial mediator. These findings offer significant insights for marketers seeking to enhance consumer engagement in online shopping environments by emphasizing emotional and time-sensitive purchasing triggers. The research enhances the existing literature by expanding the understanding of impulsive buying behavior in the digital age and suggests practical strategies for e-commerce businesses to drive sales.

Keywords: Brand Personality, Hedonic Motivation, Impulsive Buying, Online Shopping Behavior, Time Pressure.

ABSTRAK

Penelitian ini menyelidiki pengaruh motivasi hedonis, batasan waktu, dan kepribadian merek terhadap perilaku pembelian impulsif, khususnya dalam konteks aktivitas konsumen daring. Penelitian ini menggunakan Pemodelan Persamaan Struktural (SEM) Partial Least Squares (PLS) untuk memeriksa data dari 250 partisipan. Hasil penelitian menunjukkan bahwa insentif hedonis secara substansial memoderasi hubungan antara kepribadian merek dan perilaku pembelian impulsif, serta antara batasan waktu dan pembelian impulsif. Temuan ini menunjukkan bahwa kepribadian merek dan tekanan waktu keduanya berdampak positif pada pembelian impulsif, dengan motif hedonis berperan sebagai mediator krusial. Temuan ini menawarkan wawasan penting bagi pemasar yang ingin meningkatkan keterlibatan konsumen dalam lingkungan belanja daring dengan menekankan pemicu pembelian yang emosional dan sensitif terhadap waktu. Penelitian ini memperkaya literatur yang ada dengan memperluas pemahaman tentang perilaku pembelian impulsif di era digital dan menyarankan strategi praktis bagi bisnis e-commerce untuk mendorong penjualan.

Kata kunci: Kepribadian Merek, Motivasi Hedonis, Pembelian Impulsif, Perilaku Belanja Daring, Tekanan Waktu.

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INTRODUCTION

In recent years, the Indonesian skincare industry has experienced rapid growth, driven by heightened awareness of skin health, the influence of beauty trends on social media, and the acceleration of digital transformation. These imported products are often marketed through aggressive digital strategies and time-limited promotions, which have reshaped consumer behavior, fueling the rise of impulsive buying. The market share of local cosmetic products has declined sharply from 80% two years ago to only 40% in 2023. Wardah, in particular, saw its market share drop significantly from 35% in 2021 to just 13.3% in 2023. Simultaneously, the Top Brand Award, 2025 continues to surge. A report by Statista (2024) indicates that global e-commerce transactions grew by 8.76% from 2023 to 2024, reaching an estimated \$6.33 trillion. Generation Z has emerged as one of the key contributors to this growth. As digital natives, they are constantly connected to social media, mobile apps, and online shopping platforms. Rakuten Insight, 2023 revealed that 45% of Gen Z consumers in Indonesia admit to making impulsive purchases when confronted with time-limited deals such as flash sales and exclusive discounts (Atay et al., 2022).

Impulsive buying is defined as a spontaneous and unplanned purchase, often triggered by emotional stimuli rather than rational deliberation (Ngo et al., 2024). Online shopping experiences that include countdown timers and time-limited offers make Gen Z consumers feel rushed, 38% of respondents globally (Rodrigues et al., 2021). Time pressure, in this context, refers to the perceived urgency that consumers feel when they have limited time to make a purchase decision. As noted by Zhou and Wong (2004) and Zhang et al. (2023), time-limited promotions such as flash sales often invoke a fear of missing out (FOMO), intensifying emotional arousal and accelerating impulsive decisions, especially within emotionally charged product categories like skincare. Another crucial factor is brand personality, or the set of human traits associated with a brand (Adawiyah & Hapsari, 2018). A strong and trustworthy brand personality fosters emotional connections and can expedite consumer decision-making under pressure. According to Helmi et al. (2023), 75% of young Indonesian consumers prefer shopping from brands they trust, especially when making quick decisions during promotional campaigns. Brands like Wardah, with a reputation for being halal-certified, innovative, and affordable, benefit from this trust, but are increasingly challenged to maintain it amid growing competition and digital noise. Importantly, these two external stimuli, time pressure and brand personality, often trigger a consumer's internal emotional response, particularly their hedonic motive. Hedonic motive refers to the emotional drive to seek pleasure, reward, or mood enhancement from purchases (Haas & Kenning, 2014). Skincare products are frequently associated with self-care and emotional gratification, making them ideal for emotionally charged purchasing behavior. Sun et al. (2023) highlight the mediating role of hedonic motive, showing that consumers driven by pleasure-seeking behaviors are more prone to impulsive buying when influenced by urgency and emotionally resonant branding.

Furthermore, previous studies show inconsistent results, while several studies confirm that time pressure positively affects impulsive buying (Vohs et al., 2008; Van Steenburg & Naderi, 2019; Sun et al., 2023; Ngo et al., 2024). Other research finds no significant relationship (Al Mutanafisa & Retnaningsih, 2021; Rehman et al., 2021). Similarly, findings on brand personality's impact on impulsive buying are mixed, with researchers like reporting both significant and insignificant results across different settings (Badgaiyan et al., 2017). These inconsistencies highlight a gap in understanding the conditions under which these variables exert influence, particularly among Gen Z in non-Western settings. To address this gap, this study draws on the Stimulus–Organism–Response (S–O–R) theory, where time pressure and brand personality serve as external stimuli; hedonic motive represents the internal organismic response; and impulsive buying is the behavioral response. This framework is particularly appropriate for digitally driven markets like Indonesia, where emotional engagement, urgency-based marketing, and identity-driven branding all converge in shaping consumer behavior.

This study aims to investigate the influence of time pressure and brand personality on impulsive buying among Generation Z consumers in Malang, Indonesia. It further examines the mediating role of hedonic motive in this relationship, specifically within the context of skincare purchases through e-commerce platforms like Shopee and TikTok. By integrating emotional, behavioral, and marketing perspectives, this research contributes both theoretically and practically to the understanding of digital consumer psychology in emerging markets.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Time Pressure and Hedonic Motive

This study uses the Stimulus-Organism-Response (SOR) Theory, introduced by Mehrabian and Russell (1974). This theory explains how external stimuli, such as time-limited promotions or brand personality, can affect the internal condition of individuals (organism), which then leads to specific responses, such as impulsive buying. In the context of this study, the stimuli come from external factors influencing consumers' purchase decisions, while the response is impulsive buying, which occurs when consumers experience time pressure or emotional attachment to the brand (Ravenska & Zulvia, 2022; Peluso et al., 2022; Amarilys et al., 2022).

Time pressure refers to an individual's perception of limited time available to make purchasing decisions. In situations such as limited-time offers or flash sales, consumers often feel pressured to act swiftly, which causes them to rely more on emotional and concrete aspects of their decision-making (Robinson et al., 2020). This urgency intensifies the desire for instant gratification, thereby reinforcing hedonic motives, which are emotional drives to seek pleasure, enjoyment, and stress relief through consumption (Sun et al., 2023). Under time constraints, individuals tend to make spontaneous decisions aimed at emotional satisfaction rather than rational evaluation. Liu et al (2022) found that time pressure significantly enhances impulsive buying behavior for hedonic products through the mediation of positive emotions (Fahriansah et al., 2023; Nugraha et al., 2024; Samosir et al., 2025). Furthermore, Ngo et al. (2024) stated that when consumers are under time pressure, they tend to focus more on the experiential and affective dimensions of the product rather than functional attributes.

H1: Time pressure has a significant positive effect on hedonic motive.

Brand Personality and Hedonic Motive

Brand personality refers to the human characteristics attributed to a brand, such as being innovative, friendly, sincere, competent, or environmentally conscious (Adawiyah & Hapsari, 2018). A strong brand personality can enhance emotional engagement and strengthen hedonic motives by aligning with the consumer's identity and self-expression (Erianti et al., 2023). Brands that are perceived as fun, exciting, or luxurious tend to evoke greater pleasure and enjoyment, thereby increasing consumers' hedonic motivation during the purchase decision process. Brand personality has a significant impact on emotional brand attachment, which in turn fosters hedonic consumption motives as consumers increasingly view shopping as a way to seek emotional fulfilment (Hasim et al., 2018; Bairrada et al., 2019). In this context, shopping is no longer perceived solely as a functional or utilitarian activity, but as a pleasurable experience that delivers symbolic and emotional value. Furthermore, consumers often use brands with strong personalities to express their self-concept, lifestyles, or social identity, which deepens their psychological connection to the brand. This emotional resonance encourages impulsive buying behavior, especially when combined with environmental triggers such as limited-time offers or targeted advertising. Therefore, brand personality not only influences how a brand is perceived but also plays a crucial role in shaping the emotional rewards and motivations that drive consumer behaviour in a hedonic consumption context.

H2: Brand personality has a significant positive effect on hedonic motive.

Time Pressure and Impulsive Buying

Time pressure also influences impulsive buying directly (Korteling et al., 2023). When time is perceived as limited, individuals feel the urgency to act quickly, leading to unplanned and emotionally driven purchases (Sun et al., 2023). According to Rook (1987) Consumers are less likely to deliberate over options and instead make spontaneous decisions, especially in time-sensitive scenarios (Ekawati et al., 2021; Ugalde et al., 2023; Marsasi & Yuanita, 2023). According to Ngo et al. (2024), time pressure increases the perceived scarcity and value of products, triggering impulse buying behavior due to the fear of missing out (FOMO). This fear leads consumers to prioritise immediate acquisition over thoughtful reflection. In addition, Liu et al. (2022) emphasized that time pressure undermines the consumer's ability to process information rationally, encouraging them to rely on affective and emotional cues instead. This effect is particularly evident in digital shopping environments, where persuasive design elements, such as timers and urgency messages, are commonly used to shorten the decision-making window. Moreover, the psychological stress induced by time constraints can heighten emotional arousal, further reducing consumers' self-control and increasing their susceptibility to impulse purchases. As a result, purchasing decisions under time pressure are typically more emotionally charged and less calculated, reinforcing the link between urgency and impulsive consumption behavior across both online and offline retail settings.

H3: Time pressure has a significant positive effect on impulsive buying.

Brand Personality and Impulsive Buying

Brand personality has also been identified as a significant predictor of impulsive buying. Consumers often rely on emotional trust and perceptions of the brand when making unplanned purchases Adawiyah and Hapsari (2018). When a brand is perceived as credible, innovative, and customer-oriented, it reduces the consumer's need for thorough evaluation and promotes emotional decision-making (Cui et al., 2022; Liu et al., 2022; Kong et al., 2023; Silalahi et al., 2025). According to Erianti et al. (2023), a strong and consistent brand personality fosters brand loyalty and emotional attachment, which can lead to spontaneous purchases, especially when consumers are already familiar and comfortable with the brand's identity (Darmawan & Gatheru, 2021; Wang et al., 2022). In such cases, consumers may buy not only for functional utility but also for the emotional satisfaction and self-expression the brand offers. Furthermore, brands with engaging personalities are more likely to trigger positive affect and hedonic responses, which are closely linked to impulse buying. The use of visual storytelling, relatable messaging, and emotionally driven advertising further amplifies the brand's personality and its impact on consumer decisions. In online contexts, brand personality is often communicated through tone of voice, design elements, and influencer endorsements, all of which enhance trust and emotional appeal. Therefore, the psychological appeal of brand personality plays a critical role in lowering cognitive resistance and increasing the likelihood of impulsive purchasing behavior across both digital and physical marketplaces.

H4: Brand personality has a significant positive effect on impulsive buying.

Hedonic Motive and Impulsive Buying

Hedonic motive plays a critical role in impulsive buying behavior (Laksana & Suparna, 2015; Li et al. 2021). Consumers with high hedonic motivation are driven by the desire for pleasure, excitement, and emotional satisfaction, making them more likely to engage in unplanned purchases Ahn dan Kwon (2022). Hedonic consumption is often characterised by a pursuit of immediate gratification, self-reward, and mood enhancement Meske et al, . Particularly in categories such as skincare, where products are associated with self-care and indulgence, hedonic motives are strong drivers of impulsive buying. Who prioritize emotional gratification in shopping are more prone to spontaneous

purchase decisions, especially for products that evoke positive affect (Sari & Hermawati, 2020; Wiranata & Hananto, 2020; Widagdo, B., & Roz, 2021; Harjadi et al., 2021; Hayu et al., 2022). Moreover, sensory cues such as attractive packaging, pleasant scent, texture, and often stimulate hedonic responses and intensify the desire to buy on impulse. Digital marketing strategies that emphasize lifestyle imagery, influencer endorsements, or limited-time offers also tap into consumers' hedonic tendencies, making online platforms particularly fertile ground for impulsive purchases. In essence, hedonic motives not only amplify the emotional appeal of products but also lower cognitive resistance, reinforcing impulsive buying behavior across various retail settings and product categories.

H5: Hedonic motive has a significant positive effect on impulsive buying.

Hedonic Motives as Mediators

Hedonic motive also serves as a mediator in the relationship between time pressure and impulsive buying. Under time constraints, consumers' ability to regulate emotional responses declines, making them more susceptible to affect-driven decisions. Sun et al. (2023) revealed that time pressure indirectly increases impulsive buying through heightened hedonic motives, as individuals seek emotional compensation or relief from the pressure by indulging in immediate purchases. Ngo et al. (2024) supported this by showing that hedonic motivation under time pressure serves as an emotional shortcut that bypasses cognitive processing. This pathway highlights how emotional gratification becomes a central driver when time to evaluate alternatives is limited.

Hedonic motive also mediates the influence of brand personality on impulsive buying. Consumers who resonate emotionally with a brand's personality are more likely to experience pleasure and emotional satisfaction from buying its products, leading to impulsive purchases (Ahn & Kwon, 2022; Ariffin et al., 2024). Meske et al. 2019 found that brand personality traits such as warmth and excitement elevate emotional arousal, enhancing the hedonic value perceived in the act of buying. Cahyani and Marcelino (2023) concluded that emotional attachment to a brand increases the desire to fulfill personal gratification instantly, thereby strengthening the likelihood of impulsive buying. Thus, hedonic motive functions as a crucial emotional bridge that links both situational and brand-related stimuli to consumers' impulsive behavior.

H6: Hedonic motive significantly mediates the positive effect of time pressure on impulsive buying.

H7: Hedonic motive significantly mediates the positive effect of brand personality on impulsive buying.

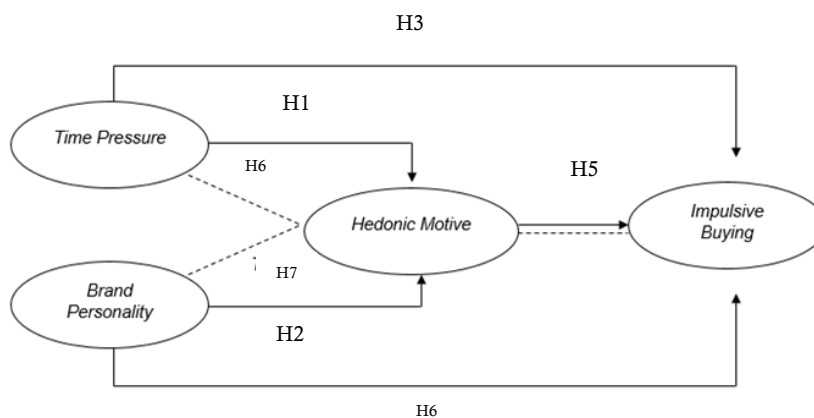


Figure 1. Conceptual Framework

Figure 1 shows the conceptual framework in this study. This study has seven hypotheses that aim to determine the influence of independent variables time pressure,

brand personality, and hedonic motive on impulsive buying. As well as knowing the influence of hedonic motive as a mediating variable.

RESEACH METHOD

This research employs a quantitative methodology utilising a survey technique with an explanatory research design, aiming to empirically test the relationships between the independent variables (time pressure and brand personality), the dependent variable (impulsive buying), and the mediating variable (hedonic motive). The quantitative approach was chosen because it enables objective, statistical analysis of the relationship between variables using numerical data. The research was conducted in Malang City, Indonesia, from October 2024 to May 2025. Malang was chosen due to its significant population of Generation Z, rapid growth in the beauty and skincare industry, and active digital consumer behavior. Malang also presents strong economic growth and purchasing power, making it an ideal setting for this study on impulsive buying behavior.

The population targeted in this study consists of Generation Z individuals (born 1997–2012) residing in Malang. Since the exact population size is unknown, non-probability sampling with a purposive sampling technique was employed. The sample included individuals who actively use digital technology and have experience purchasing local skincare products (specifically Wardah) online. Based on Roscoe's guidelines, a minimum of 40 respondents is required. However, to improve statistical power and representativeness, 250 respondents were surveyed through both online and offline methods. Respondents were selected based on; Age (18–28 years old during the research period), Digital behavior (active in e-commerce, experienced time-limited promotions), and Purchase history (purchased Wardah products online at least twice in the past six months).

Data were collected using a closed-ended questionnaire, distributed online (via Google Forms, TikTok, beauty communities, etc.) and offline (at malls and beauty communities). The questionnaire aimed to capture respondents' perceptions of time pressure, brand personality, hedonic motive, and impulsive buying behavior. Primary data (collected directly from respondents via questionnaire). Secondary data (obtained from books, previous studies, and digital sources). This study utilized a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) for all questionnaire items, which allowed for reliable measurement of participants' perceptions and attitudes toward time pressure, brand personality, hedonic motive, and impulsive buying.

To test the relationships between variables and examine the conceptual model of the study, the analysis technique used was Structural Equation Modelling (SEM) with a Partial Least Squares (PLS) approach. This method is particularly suitable for predictive and theory-development research, especially when working with complex models and small to medium sample sizes. The data analysis process was carried out using SmartPLS 3 software.

RESULTS

The majority of respondents were female (92.4%), indicating a dominant involvement of women in skincare purchasing behavior. In terms of employment status, most respondents were employed (54%), followed by students (40%) and those unemployed (6%). Regarding purchase frequency, 74% of respondents had purchased Wardah products more than three times in the past six months, reflecting a high level of brand loyalty. In terms of income, the largest group (54%) reported monthly earnings between IDR 1,000,000 and IDR 2,999,999, representing a middle-income segment, an important target market for local skincare brands like Wardah. These findings suggest that local skincare consumers, particularly among Generation Z, are predominantly female, digitally active, fall within the middle-income category, and exhibit frequent purchasing behavior making them a highly relevant group for studies on impulsive buying behavior influenced by time pressure and brand personality.

Table 1. Output Convergent Validity

Variable	Indicator	Outer loadings	Convergen Validity	Result
Hedonic Motive	M.1	0.760	0.6	Valid
	M.2	0.807	0.6	Valid
	M.3	0.828	0.6	Valid
	M.4	0.720	0.6	Valid
Time Pressure	X1.1	0.634	0.6	Valid
	X1.2	0.709	0.6	Valid
	X1.3	0.751	0.6	Valid
	X1.4	0.795	0.6	Valid
	X1.5	0.782	0.6	Valid
	X1.6	0.812	0.6	Valid
	X1.7	0.700	0.6	Valid
	X1.8	0.689	0.6	Valid
Brand Personality	X2.1	0.614	0.6	Valid
	X2.2	0.627	0.6	Valid
	X2.3	0.746	0.6	Valid
	X2.4	0.817	0.6	Valid
	X2.5	0.761	0.6	Valid
	X2.6	0.702	0.6	Valid
	X2.7	0.807	0.6	Valid
Impulsive Buying	Y.1	0.666	0.6	Valid
	Y.10	0.659	0.6	Valid
	Y.2	0.784	0.6	Valid
	Y.3	0.776	0.6	Valid
	Y.4	0.698	0.6	Valid
	Y.5	0.701	0.6	Valid
	Y.6	0.663	0.6	Valid
	Y.7	0.719	0.6	Valid
	Y.8	0.716	0.6	Valid
Y.9	0.706	0.6	Valid	

Table 1 shows that the outer loading for each research variable is >0.5. This indicates that each indicator in this study is valid and meets the requirements of convergent validity assumptions. Therefore, it is suitable for use as a measure of the research variables. The AVE value for each research variable is >0.5. This indicates that the research variables meet the rule-of-thumb requirement of AVE >0.5. Therefore, it can be said that these research variables can serve as good research constructs.

Table 2. AVE Result

Variable	Average variance extracted (AVE)	AVE	Result
Time Pressure (X1)	0.542	0.5	Valid
Brand Personality (X2)	0.531	0.5	Valid
Hedonic Motive (Z)	0.608	0.5	Valid
Impulsive Buying (Y)	0.504	0.5	Valid

HTMT values calculated between different constructs show that all values are below the recommended threshold, which is <0.90. This shows that the constructs in this model have adequate discriminant validity and are well different from each other, and valid the assumption requirements in discriminant validity. So that it is capable and feasible to be used to measure research variables well.

Table 3. HTMT Result

Construct	Brand Personality	Hedonic Motive	Impulsif buying	Time Pressure
Brand Personality	-	-	-	-
Hedonic Motive	0.840	-	-	-
Impulsif buying	0.820	0.782	-	-
Time Pressure	0.809	0.786	0.778	-

Based on the results in Table 3, the Heterotrait-Monotrait Ratio (HTMT) value between constructs is below the threshold of 0.90, indicating that each construct has good

discriminant validity. The highest HTMT value is between Brand Personality and Hedonic Motive at 0.840, while the lowest value is between Time Pressure and Impulsive Buying at 0.778. This indicates that each construct in the model has clear differences from each other and there is no conceptual overlap, so it can be concluded that this research instrument meets the requirements for discriminant validity.

Table 4. Cronbach Alpha and Composite Reliability Variable

Variable	Cronbach's alpha	rho_a	rho_c	(AVE)
Brand Personality	0.851	0.866	0.887	0.531
Hedonic Motive	0.785	0.792	0.861	0.608
Impulsive Buying	0.890	0.896	0.910	0.504
Time Pressure	0.878	0.883	0.904	0.542

It can be seen from Table 4, that all research indicators show a fairly good level of reliability, with Cronbach's alpha and composite reliability showing values between 0.785 and 0.910. This indicates that the variables studied have a high level of resilience. To evaluate discriminant validity, the AVE (Average Variance Extracted) method can be used for each construct or latent variable. The model will have better discriminant validity if the square root of the AVE for each construct is greater than the correlation between the two constructs in the model. The table above also shows that the AVE value for all constructs has a value > 0.50, indicating that each construct has good convergent validity. Therefore, there is no problem of convergent validity in the model being tested, which means that all constructs in this study can be trusted to form a solid and strong research construct.

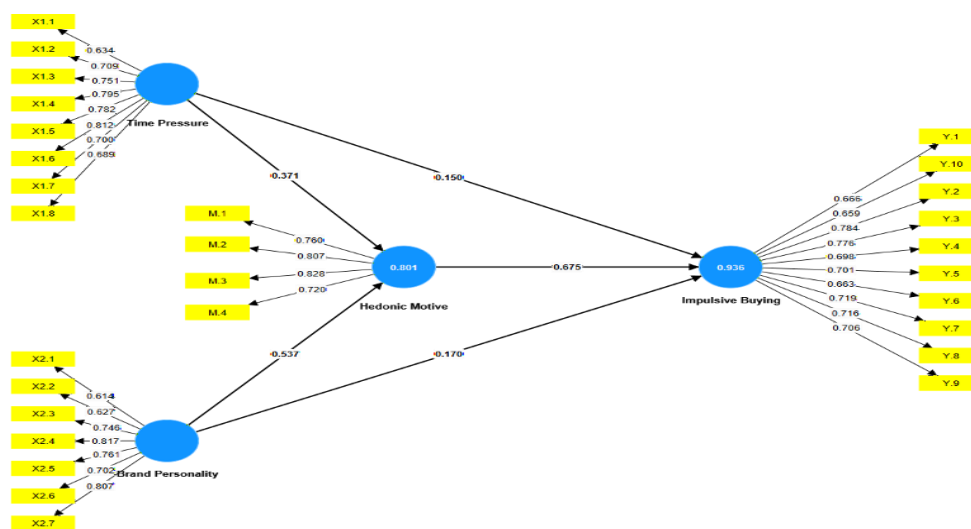


Figure 2. Hypothesis Framework

Figure 2 shows a Partial Least Squares Structural Equation Modeling (PLS-SEM) structural model with latent variables and indicators. There are three independent variables: Job Insecurity (X1), Organizational Support (X2), and Workload (X3), and one dependent variable, Turnover Intention (Y). Each variable is measured by several indicators, with outer loading values all above 0.6, indicating good indicator validity. The R-square (R^2) value for Turnover Intention is 0.936, meaning that the three independent variables can explain 93.6% of the variability in turnover intention can be explained by the three independent variables. Meanwhile, the R^2 value for Workload is 0.801, indicating a strong explanatory contribution of that variable.

The path coefficient values between the variables are indicated by the numbers on the connecting lines. For example, the direct effect of Job Insecurity on Turnover Intention is -0.150, while the effect of Organizational Support on Turnover Intention is 0.170. Workload exerts the strongest influence on Turnover Intention, at 0.675, indicating a

positive and significant relationship. Furthermore, the relationships between Job Insecurity and Workload (0.371) and between Organizational Support and Workload (0.537) also appear significant.

Table 5. R Square Result

Variable	R-square	R-square adjusted
Hedonic Motive (M)	0.801	0.800
Impulsive Buying (Y)	0.936	0.935

Table 5 presents the R² value for impulsive buying, which is 0.936, indicating that 93.6% of its variance is explained by the model, with 6.4% influenced by other factors. The R² for hedonic motive is 0.801, meaning 80.1% is explained by the model, and 19.9% by external variables. These R² values fall within the moderate to strong category, reflecting the model's strong predictive power.

Table 6. T Statistic Result

Variable	Original sample	Sample mean	Standard deviation	T-statistics	P-values
Brand Personality -> Hedonic Motive	0.537	0.528	0.139	3.875	0.000
Brand Personality -> Impulsive Buying	0.170	0.167	0.064	2.665	0.008
Hedonic Motive -> Impulsive Buying	0.675	0.669	0.050	13.470	0.000
Time Pressure -> Hedonic Motive	0.371	0.381	0.146	2.545	0.011
Time Pressure -> Impulsive Buying	0.150	0.158	0.070	2.127	0.033
Brand Personality -> Hedonic Motive -> Impulsive Buying	0.362	0.356	0.104	3.469	0.001
Time Pressure -> Hedonic Motive -> Impulsive Buying	0.250	0.252	0.091	2.756	0.006

Based on Table 6, this study examines the direct and indirect effects of time pressure and brand personality on impulsive buying, with hedonic motive acting as a mediating variable. The analysis yields several important findings. First, brand personality has a positive and significant effect on hedonic motive, with a coefficient of 0.537 and a t-statistic value of 3.875. This suggests that consumers who perceive a brand as emotionally appealing are more likely to develop pleasure-driven motivations in their purchasing behavior. Additionally, brand personality also has a direct and significant effect on impulsive buying, with a coefficient of 0.170 and a t-statistic value of 2.665, indicating that strong brand characteristics can encourage unplanned purchases. Hedonic motive itself shows a strong positive influence on impulsive buying, with a coefficient of 0.675 and a t-statistic value of 13.470, confirming its central role in driving impulse-driven behavior. Time pressure is also found to significantly influence hedonic motive (coefficient = 0.371, t-statistic = 2.545) and impulsive buying directly (coefficient = 0.150, t-statistic = 2.127). These results highlight the psychological impact of urgency, where limited decision-making time leads consumers to rely more heavily on emotional impulses. Furthermore, the mediation analysis demonstrates that both brand personality and time pressure indirectly influence impulsive buying through the hedonic motive. The indirect effect of brand personality on impulsive buying, mediated by hedonic motive, is significant with a coefficient of 0.362 and a t-statistic value of 3.469. Likewise, the indirect effect of time pressure on impulsive buying through hedonic motive is also significant, with a coefficient of 0.250 and a t-statistic value of 2.756. These findings underscore the importance of hedonic motive as a psychological mechanism that enhances the influence of both brand personality and time pressure on impulsive buying behavior.

DISCUSSION

The results of this study provide meaningful insights into the psychological and behavioral patterns of Generation Z consumers in the context of impulsive buying, particularly within the local skincare industry in Malang, Indonesia. The analysis revealed that both time pressure and brand personality have a significant and positive effect on impulsive buying behavior, with hedonic motive playing a crucial mediating role in both relationships. The high R^2 value of 0.936 for impulsive buying and 0.801 for hedonic motive reflects that the model has strong predictive power and effectively captures the factors that influence impulsive purchasing decisions among Gen Z consumers. These findings are aligned with previous research conducted by Sun et al. (2023) and Ngo et al. (2024), who found that time-limited promotions, flash sales, and other urgency-based marketing tactics significantly elevate the perception of time scarcity. This, in turn, triggers quick, emotionally charged decision-making processes that bypass rational evaluation resulting in impulsive purchases. The role of brand personality was also found to be influential, confirming findings by Adawiyah dan Hapsari (2018) and Bairrada et al. (2019), who emphasized that brands with strong, positive, and emotionally resonant characteristics, such as being trustworthy, friendly, or innovative, can foster deeper emotional connections with consumers. Research by Yuliatini et al. (2025) also states that product brand image affects customer satisfaction. This connection is especially powerful among Gen Z, a digitally native group that often bases their purchase decisions on perceived brand identity and social value.

A critical aspect of this research is the mediation effect of hedonic motive, which supports the Stimulus-Organism-Response (SOR) theory. Time pressure and brand personality serve as external stimuli that affect the internal emotional states (hedonic motive) of consumers, which then drive their behavioral responses (impulsive buying). This mediation confirms the argument by Meske et al (2019) and Ahn and Kwon (2022) that consumers often view shopping especially for products like skincare as a form of emotional self-reward, driven by the desire for pleasure, satisfaction, and self-care.

Moreover, the finding that 74% of respondents had purchased Wardah products more than three times in the past six months highlights a high level of brand engagement and emotional loyalty, suggesting that impulsive buying in this context is not merely random or irrational, but is supported by consistent brand interaction and positive past experiences.

Overall, the study highlights the importance of integrating emotional appeal (through brand personality) and strategic urgency (through time pressure) in marketing communications. For skincare brands like Wardah, creating emotionally meaningful brand narratives while employing limited-time offers may significantly increase the likelihood of impulsive purchases, particularly among tech-savvy and emotionally driven Gen Z consumers.

CONCLUSION

Impulsive buying among Generation Z in Malang is significantly influenced by time pressure and brand personality, with hedonic motives as the primary mediator. Time pressure resulting from limited-time promotions, such as flash sales, encourages consumers to make quick decisions for instant gratification. The hedonic motives that arise from these emotional impulses make consumers more likely to make impulsive purchases, ignoring rational considerations. Meanwhile, a strong and emotional brand personality, such as Wardah's trust and innovation, creates an emotional connection that strengthens consumers' hedonic motives. As a result, products are purchased not only for their functional benefits but also for the emotional satisfaction they provide. When a strong brand personality is combined with a time-based promotional strategy, the potential for impulse buying increases significantly. This research provides practical contributions for companies, particularly in the local skincare industry, to develop an emotional brand image and strategically implement limited-time promotions. This study is limited to Generation Z consumers in Malang and focuses specifically on the local

skincare industry, which may restrict the generalizability of the findings to other demographic groups, regions, or sectors. For future research, it is recommended to explore other variables such as social influence, digital media exposure, or cultural context to broaden our understanding of consumer behavior. Furthermore, expanding the focus to other generations or regions, as well as other industry sectors such as fashion or technology, could test whether the same patterns also apply beyond the context of this study. Thus, this study reinforces the importance of an emotional approach in understanding and guiding young consumers' impulsive buying behavior.

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