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Dynamics of Digital Lifestyle and Hedonic Motivation: Analysis of the Impulse Buying Phenomenon among TikTok Shop Users in Medan City

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ABSTRACT

This study examines the relationships of Digital Lifestyle and Hedonic Motivation with impulse buying among TikTok Shop users in Medan City. A quantitative survey design was applied to 100 purposively selected respondents aged 17 to 29 years, an age range that approximates Generation Z, who lived in Medan and had purchased through TikTok Shop. Data were collected through an online questionnaire with a five-point Likert scale and analyzed using multiple linear regression in SPSS. Because residual diagnostics indicated heteroscedasticity, inference relied on heteroscedasticity-robust (HC3) standard errors. Digital Lifestyle (B = 0.843; robust $p < 0.001$) and Hedonic Motivation (B = 0.519; robust $p < 0.001$) were positively and significantly associated with Impulse Buying. The two predictors were jointly significant under the robust Wald test ($F = 102.115$; $p < 0.001$) and explained 66.8% of its variance. These results describe associations within a purposive sample and should not be generalized to all TikTok Shop users in Medan. For practitioners, the findings suggest that marketing on social commerce platforms engages both consumers' digital routines and their pleasure-seeking motives, which calls for attention to responsible marketing practices.

Keywords: *Digital Lifestyle, Hedonic Motivation, Impulse Buying, TikTok Shop*

INTRODUCTION

Consumer purchasing in Indonesia has shifted rapidly toward integrated digital platforms. The Digital 2025 report recorded 212 million internet users in Indonesia (74.6% of the population) and 143 million social-media users, with TikTok used for an average of 1 hour 53 minutes per day Weare.Social (2025). Indonesia is also Southeast Asia's largest digital economy, with a gross merchandise value (GMV) of US$99 billion, of which e-commerce contributed US$71 billion and video commerce accounted for 25% of transactions Google et al (2025). TikTok Shop, built around live streaming, flash sales, coupons, and recommendation algorithms, held approximately 11% of Indonesia's e-commerce GMV in 2024 Data books (2024), and local social commerce was targeted to reach US$5.25 billion by 2025 Research and Markets (2025). This environment raises the question of which consumer characteristics underlie unplanned purchases on the platform.

Generation Z is a relevant group because its members routinely use smartphones, social media, and shopping applications. Medan City had 572,714 residents aged 15 to 29 years Badan Pusat Statistik Kota Medan (2025), and Populix (2020) found the highest online-shopping intensity among consumers aged 18 to 21 years (35%) and 22 to 28 years (33%) (Figure 1). In a preliminary survey of 20 Generation Z TikTok Shop users in Medan, 60% used TikTok every day, 70% opened it more than three times a day, and

60% often searched for product information on TikTok before buying. This pattern corresponds to the Activities, Interests, and Opinions (AIO) dimensions of Plummer (1974), and greater digital engagement has been linked to online impulse buying, depending on psychological and marketing stimuli Akram et al (2018); Bashir et al (2013).

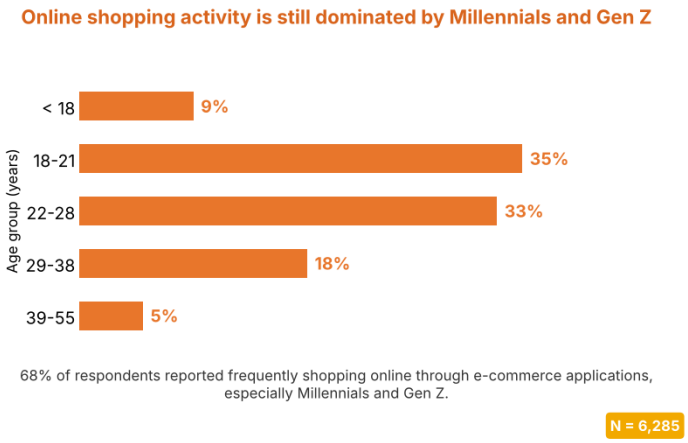


Figure 1. *Online Shopping Trends in Indonesia*
Source: adapted and translated from Populix (2020), https://info.populix.co/articles/tren-belanja-online-masyarakat-indonesia/

Hedonic motivation, the desire to shop for pleasure and emotional satisfaction rather than to meet functional needs Arnold & Reynolds (2003), is equally relevant to TikTok Shop. In the same preliminary survey, 65% of respondents enjoyed watching live shopping, and 65% had bought a product simply because it was attractive or offered immediate enjoyment. Adventure, idea, social, and gratification shopping have also been positively associated with impulse buying, particularly in online shopping Coelho et al (2023); Chuah & Gan (2013).

Rook (1987) describes impulse buying as a sudden urge to purchase without prior planning, often triggered by stimuli in the shopping environment. Digital lifestyle may provide routine contact with such stimuli, whereas hedonic motivation leads consumers to seek enjoyment while shopping. In the preliminary survey, 60% of respondents had bought products after seeing short-video trends on the For You Page. Studies of TikTok Shop point in the same direction, linking impulse buying to live shopping, discounts, and time-limited promotions Herniati (2025), to content marketing, influencer marketing, and live streaming Diansyah & Rachmawati (2026), and to shopping lifestyle, influencers, and price discounts Manap et al (2025).

Combining lifestyle and hedonic motivation in one model is not new. Pratminingsih et al (2021) examined both together with sales promotion, while Mujianah et al (2024), Mutiara et al (2025), and Jaya & Ramdan (2023) tested hedonic shopping motivation alongside shopping lifestyle. Three issues nevertheless remain open. First, these studies mostly operationalize lifestyle as shopping lifestyle, a shopping-specific construct describing how consumers allocate time and money to shopping and respond to new products and fashion (Japarianto & Sugiharto, 2012). An AIO-based measure following Plummer (1974) can also capture digital media use, interests, and platform evaluations, which may expose consumers to products even when shopping is not their purpose; this form of lifestyle has received little attention in the studies reviewed. Second, findings on hedonic motivation are inconsistent: Sasono et al (2025) found a positive effect on Shopee, whereas Jaya & Ramdan (2023), studying Shopee and Tokopedia consumers, and Mujianah et al (2024) reported non-significant effects. Third, TikTok Shop research has concentrated on platform-driven stimuli Herniati (2025); Diansyah & Rachmawati (2026),

and evidence from Medan remains limited. This study therefore measures lifestyle with a digitally oriented AIO instrument, which still retains a substantial shopping component, and re-examines hedonic motivation on a platform that integrates entertainment and checkout.

Frequent impulse buying may also strain the personal finances of young consumers. Accordingly, this study analyzes the effects of Digital Lifestyle and Hedonic Motivation on Impulse Buying among TikTok Shop users in Medan City. It contributes to consumer-behavior research on social commerce Vatanasakdakul et al (2023) by testing a digitally oriented conceptualization of lifestyle alongside hedonic motivation, and its findings may inform marketing practice and financial-literacy initiatives for young consumers.

LITERATURE REVIEW

Impulse Buying (Y)

Impulse buying is a spontaneous, emotionally driven purchase prompted by a sudden and powerful urge to buy, with limited consideration of the consequences Rook (1987). It arises from the interaction of situational and individual factors, including available time and money, shopping enjoyment, and impulse-buying tendency Beatty & Ferrell (1998). In digital settings, transaction convenience and repeated promotional exposure can intensify this urge Mujianah et al (2024); Situmorang (2025), while influencers, price promotions, live streaming, flash sales, displays, and discounts further encourage unplanned decisions Manik & Erveni (2020); Manap et al (2025).

Following Rook (1987) and Beatty & Ferrell (1998), impulse buying is operationalized through 1) unplanned purchasing, buying a product outside the initial shopping plan; 2) behavioral spontaneity, purchasing immediately after seeing a product or visual stimulus; and 3) rapid decision making, moving quickly from viewing a product to checkout without extensive evaluation.

Digital Lifestyle (X_1)

Digital lifestyle reflects how everyday patterns of activities, interests, and opinions (AIO) change as individuals integrate the internet, social media, and digital platforms into daily life Plummer (1974). Lifestyle shapes consumption through functional, cultural, and psychological considerations Bashir et al (2013) and reflects how individuals allocate their time, what they value, and how they view themselves Loo et al (2023). For Generation Z, reviews, influencer content, and social-media exploration make shopping a more emotional and symbolic experience Dewantoro et al (2025), and social commerce makes purchasing more interactive and immediate by merging social interaction with transactions Vatanasakdakul et al (2023).

Adapting the AIO dimensions of Plummer (1974), digital lifestyle is measured through 1) Activities, the frequency and intensity of internet, social-media, application, and e-commerce use; 2) Interests, attention to technological developments, social-media trends, and online shopping; and 3) Opinions, evaluations of technology adoption, platform usefulness, and transaction security.

Shopping lifestyle concerns how consumers spend time and money on shopping Japarianto & Sugiharto (2012), whereas digital lifestyle concerns the place of digital technology in everyday activities, interests, and opinions. The two constructs overlap in the present instrument. Of the nine Digital Lifestyle statements (Appendix 1, provided as a separate file), three concern general digital engagement (X1.1, X1.4, and X1.6), and six refer to online shopping or e-commerce platforms, such as searching for product information before buying (X1.3) and feeling secure when transacting on TikTok Shop

(X1.9). As operationalized here, Digital Lifestyle is a digitally oriented lifestyle measure with a substantial shopping component rather than a construct clearly separate from shopping lifestyle.

Hedonic Motivation (X_2)
Hedonic shopping motivation is an internal drive to shop for pleasure, entertainment, fantasy, and emotional satisfaction rather than for functional utility alone Hirschman & Holbrook (1982). Arnold & Reynolds (2003) conceptualize it as multidimensional and capable of prompting exploration, such as browsing and following trends without an initial intention to buy. Consumers with strong hedonic motives may treat shopping as recreation Gultekin & Ozer (2012) and seek pleasure and ego fulfillment in product choice Sinaga et al. (2024). In digital commerce, these motives can combine with visual promotional stimuli and encourage spontaneous purchasing Mujianah et al (2024); Sasono et al (2025).

Four dimensions are adapted from Arnold & Reynolds (2003): 1) Social Shopping, shopping to socialize with friends or family; 2) Gratification Shopping, shopping to relieve stress or improve mood; 3) Idea Shopping, following trends and seeking new product information; and 4) Value Shopping, enjoying discounts and advantageous deals.

Adventure and role shopping were not measured, so the findings concern four of the six dimensions proposed by Arnold & Reynolds (2003), and the interpretation of Hedonic Motivation is correspondingly narrower.

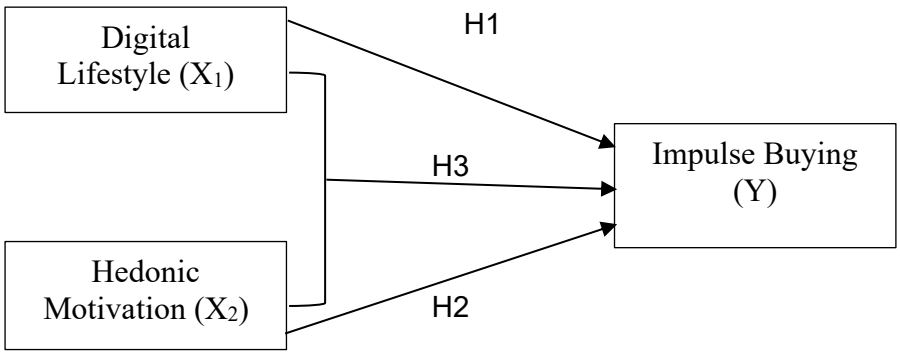


Figure 2. *Theoretical Framework*

The hypotheses are as follows:
H_1: Digital Lifestyle has a significant partial effect on Impulse Buying among TikTok Shop users in Medan City.
H_2: Hedonic Motivation has a significant partial effect on Impulse Buying among TikTok Shop users in Medan City.
H_3: Digital Lifestyle and Hedonic Motivation simultaneously have a significant effect on Impulse Buying among TikTok Shop users in Medan City.

RESEARCH METHOD

This study used a quantitative, cross-sectional survey design (Syamsuddin et al., 2022). The target population was TikTok Shop users aged 17 to 29 years living in Medan City, a range approximating Generation Z, commonly defined as people born in 1997 or later (Dimock, 2019). Because age was recorded in brackets, some respondents aged 29 may have been born in 1996. Purposive sampling required respondents to 1) be aged 17 to

29 years; 2) have purchased through TikTok Shop at least once; and 3) reside in Medan City. Daily TikTok use was recorded as a profile variable, not as an eligibility criterion.

Data were collected from July to September 2026 through a Google Form distributed via social media and instant messaging. Two yes/no questions screened age and TikTok Shop purchase experience, and respondents named their district of residence; all 100 submissions met the criteria and had no missing responses. Respondents came from all 21 districts of Medan, although the numbers per district were small and uneven. Because item scores are summed into one score per construct, sample adequacy was judged against a regression with two predictors. Hair et al. (2014) recommend at least five observations per independent variable and preferably 15 to 20, and 100 respondents give a ratio of 50:1. Following Cohen (1992), this sample provides a power of about 0.94 to detect a medium effect ($f^2 = 0.15$) at $\alpha = 0.05$ and a power of 0.80 for effects as small as $f^2 \approx 0.10$ ($R^2 \approx 0.09$). These figures concern precision, not representativeness.

The questionnaire contained 30 statements, three per dimension: nine for Digital Lifestyle, twelve for Hedonic Motivation, and nine for Impulse Buying. The authors wrote them in Indonesian from the dimension definitions of Plummer (1974), Arnold & Reynolds (2003), Rook (1987), and Beatty & Ferrell (1998), adapting them to the TikTok Shop context rather than translating a previously validated scale. All statements used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). All items, in Indonesian and English, appear in Appendix 1 (separate file), in the administered order of Impulse Buying (items 1 to 9), Digital Lifestyle (10 to 18), and Hedonic Motivation (19 to 30). Item scores were summed without weighting, giving possible ranges of 9 to 45 for Digital Lifestyle and Impulse Buying and 12 to 60 for Hedonic Motivation, so regression coefficients refer to one-point changes in these sums.

The instrument was first tested on a separate pilot sample of 30 eligible respondents who were excluded from the main analysis. An item was considered valid when its Pearson correlation with the construct total (the uncorrected item-total correlation) exceeded 0.361 ($df = 28$, two-tailed $\alpha = 0.05$). Reliability was assessed with Cronbach's alpha against a minimum of 0.60, which Hair et al. (2014) regard as acceptable in exploratory research. Because uncorrected item-total correlations tend to be inflated, internal consistency was re-examined in the main sample with corrected item-total correlations.

Data were processed in SPSS version 27. Normality was examined with a histogram, a normal P-P plot of standardized residuals, and the Kolmogorov-Smirnov test with Lilliefors correction. Heteroscedasticity was examined with a residual scatterplot, the studentized Breusch-Pagan test Breusch & Pagan (1979); Koenker (1981), and White's test White (1980), and multicollinearity through tolerance and VIF values. Hypotheses were tested with multiple linear regression (t-test, F-test, and R^2). Because heteroscedasticity was detected, standard errors were recalculated with the HC3 estimator recommended by Long & Ervin (2000). These diagnostics and the HC3 estimates were computed with statsmodels 0.15.0 in Python (Seabold & Perktold, 2010). A robust Wald test based on the HC3 covariance matrix served as the primary basis for the H_3 decision, with the conventional F-test reported for comparison. A reproducible script is provided as Supplementary Material S2.

RESULTS

Table 1.
Respondent Profile

Profile	Category	Frequency (n)	Percentage (%)
Age	17-19 years	15	15%
	20-22 years	40	40%
	23-26 years	26	26%
	27-29 years	19	19%
Gender	Male	39	39%
	Female	61	61%
Occupation	Student	6	6%
	University Student	38	38%
	Private-sector employee	42	42%
	Civil Servant	3	3%
	Entrepreneur	11	11%
Monthly Income	<1 million	11	11%
	1-2 million	32	32%
	3-4 million	42	42%
	> 5 million	15	15%
Daily Tiktok Use	Yes	100	100%
Length of Tiktok Use	<1 years	4	4%
	1-2 years	30	30%
	3-4 years	36	36%
	>4 years	30	30%
Tiktok Opening Frequency per Day	1-3 times	18	18%
	4-6 times	41	41%
	7-10 times	28	28%
	>10 times	13	13%
Tiktok Shop Purchase Frequency per Month	1-2 times	40	40%
	3-5 times	29	29%
	6-10 times	25	25%
	>10 times	6	6%

Most respondents were women (61%) and aged 20 to 22 years (40%), as shown in Table 1. Private-sector employees (42%) and university students (38%) were the largest

occupational groups, and 42% earned IDR 3 to 4 million per month. All respondents used TikTok daily, 41% opened it 4 to 6 times a day, and 60% bought through TikTok Shop three or more times a month. This profile indicates intensive engagement and repeated exposure to entertainment and promotional content.

Table 2.
Validity Test (Pilot Sample, n = 30)

Variable	I	II	III
	Item	r item-total	r critical
Digital Lifestyle (X_1)	X1.1	0.582	0.3610
	X1.2	0.661	0.3610
	X1.3	0.416	0.3610
	X1.4	0.589	0.3610
	X1.5	0.608	0.3610
	X1.6	0.471	0.3610
	X1.7	0.503	0.3610
	X1.8	0.582	0.3610
	X1.9	0.490	0.3610
Hedonic Motivation (X_2)	X2.1	0.914	0.3610
	X2.2	0.910	0.3610
	X2.3	0.853	0.3610
	X2.4	0.883	0.3610
	X2.5	0.945	0.3610
	X2.6	0.847	0.3610
	X2.7	0.898	0.3610
	X2.8	0.942	0.3610
	X2.9	0.938	0.3610
	X2.10	0.852	0.3610
	X2.11	0.960	0.3610
	X2.12	0.888	0.3610
Impulse Buying (Y)	Y1	0.779	0.3610
	Y2	0.773	0.3610
	Y3	0.702	0.3610
	Y4	0.730	0.3610
	Y5	0.823	0.3610
	Y6	0.797	0.3610
	Y7	0.836	0.3610
	Y8	0.786	0.3610
	Y9	0.583	0.3610

All 30 uncorrected item-total correlations in the pilot sample exceeded 0.361, so every statement was retained (Table 2). Digital Lifestyle items had the lowest correlations (0.416 to 0.661), indicating weaker item homogeneity for this construct than for the other two.

Table 3.
Reliability Test (Pilot Sample, n = 30)

Variable	I	II
	Cronbach's Alpha	Conclusion
Digital Lifestyle (X_1)	0.707	Reliable
Hedonic Motivation (X_2)	0.979	Reliable
Impulse Buying (Y)	0.906	Reliable

In the pilot sample, Cronbach's alpha was 0.707 for Digital Lifestyle, 0.979 for Hedonic Motivation, and 0.906 for Impulse Buying (Table 3), all above 0.60. In the main sample (n = 100), the corresponding values were 0.923, 0.983, and 0.976, and corrected item-total correlations ranged from 0.522 to 0.795, 0.872 to 0.917, and 0.732 to 0.947, respectively (Supplementary Table S1, separate file). These results show internal consistency rather than construct validity, which would require factor-analytic or convergent and discriminant evidence. The very high alpha for Hedonic Motivation may partly reflect redundancy among similarly worded items.

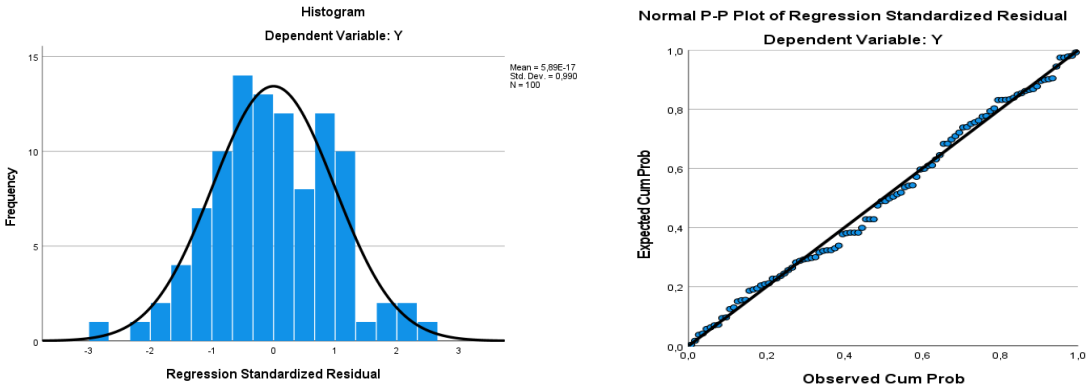


Figure 3. *Normality Test*

The histogram of standardized residuals is approximately bell-shaped, and the points of the normal P-P plot lie close to the diagonal line (Figure 3). The Kolmogorov-Smirnov test with Lilliefors correction was not significant (D = 0.059; p = 0.546), so normality was considered satisfied.

The scatterplot in Figure 4 does not show an even band around zero: residuals spread more widely at low predicted values and narrow toward high ones. This pattern likely reflects, in part, a ceiling effect, since 25 respondents obtained the maximum Impulse Buying score of 45.

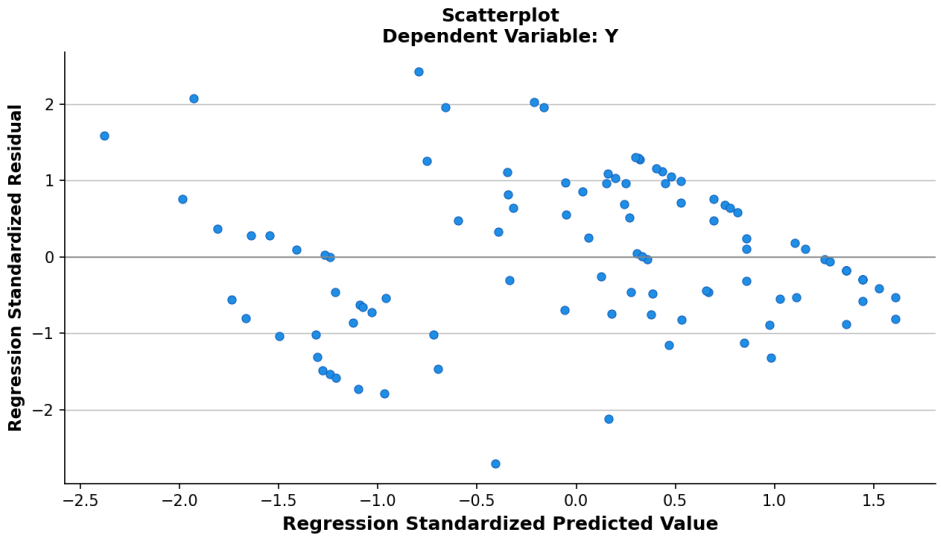


Figure 4. Scatterplot of Standardized Residuals against Standardized Predicted Values

Table 4.
Heteroscedasticity Tests

Test	LM statistic	df	p-value
Breusch-Pagan (studentized)	19.105	2	< 0.001
White	23.381	5	< 0.001

Note: H_0 = constant residual variance. Computed with statsmodels 0.15.0 (n = 100).

Both formal tests in Table 4 were significant, confirming non-constant residual variance. The OLS coefficients were therefore retained, and inference was based on HC3 robust standard errors (Table 6). This adjustment does not address other sources of bias, such as omitted variables, measurement error, or a misspecified functional form.

Table 5.
Multicollinearity Test, Multiple Linear Regression & Partial t-Test

Model			Unstandardized Coefficients		
	Tolerance	VIF	B	t	Sig
Constant			-20.241		
Digital Lifestyle (X_1)	.873	1.146	0.843	6.933	.000
Hedonic Motivation (X_2)	.873	1.146	0.519	8.854	.000

Both predictors have a tolerance of 0.873 and a VIF of 1.146 (Table 5), indicating no multicollinearity.

Impulse Buying = -20.241 + 0.843 Digital Lifestyle + 0.519 Hedonic Motivation + e

The constant of -20.241 has little practical meaning, because the lowest possible summed scores are 9 and 12, so zero values cannot occur. Holding the other predictor constant, a one-point increase in Digital Lifestyle is associated with a predicted increase

of 0.843 points in Impulse Buying, and a one-point increase in Hedonic Motivation with a predicted increase of 0.519 points.

Under conventional OLS standard errors, both t values (6.933 and 8.854) exceed the critical value of 1.985 (df = 97, two-tailed α = 0.05), with p < 0.001.

Table 6.
Regression with Heteroscedasticity-Robust (HC3) Standard Errors

Variable	B	Robust SE	t	p	95% CI
Constant	-20.241	4.253	-4.759	< 0.001	-28.682 to -11.800
Digital Lifestyle (X_1)	0.843	0.138	6.109	< 0.001	0.569 to 1.116
Hedonic Motivation (X_2)	0.519	0.072	7.245	< 0.001	0.377 to 0.661

Note: Dependent variable = Impulse Buying. HC3 heteroscedasticity-consistent standard errors; robust Wald F(2, 97) = 102.115, p < 0.001. Computed with statsmodels 0.15.0.

With HC3 standard errors, Digital Lifestyle (t = 6.109; p < 0.001; 95% CI 0.569 to 1.116) and Hedonic Motivation (t = 7.245; p < 0.001; 95% CI 0.377 to 0.661) remain positive and significant. The robust standard errors are larger than the conventional ones (0.138 versus 0.122 for Digital Lifestyle; 0.072 versus 0.059 for Hedonic Motivation), yet neither confidence interval includes zero. H1 and H2 are therefore supported without relying on the constant-variance assumption.

Table 7.
Conventional Simultaneous F-Test (for Comparison)

Model	I	II	III
	df	F	Sig
Regression	2	97.556	.000[b]
Residual	97		
Total	99		

The robust Wald test reported in the note to Table 6 is significant (F(2, 97) = 102.115; p < 0.001), and the conventional F-test in Table 7 leads to the same conclusion (F = 97.556, above the critical value of 3.09; p < 0.001). H_3 is therefore supported.

The model produced R = 0.817, R^2 = 0.668, and adjusted R^2 = 0.661. The model explains 66.8% of the observed variation in impulse buying. The remaining 33.2% is unexplained by the model and may reflect omitted predictors, measurement error, and other sources of variation. Additional variables suggested by previous literature could be examined in future research.

DISCUSSION

Digital Lifestyle and Impulse Buying among TikTok Shop Users in Medan City

Digital Lifestyle is positively and significantly related to Impulse Buying (OLS t = 6.933; HC3 t = 6.109; p < 0.001). Digitally active consumers interact more often with social content, follow trends, and receive repeated promotional exposure, which is consistent with the AIO view of lifestyle proposed by Plummer (1974). Platform use among the respondents was intensive: all opened TikTok daily, and 82% did so at least four times a day. TikTok Shop's shoppertainment features may multiply opportunities for emotionally driven purchases, although they were not measured here. The result agrees with Bashir et al (2013), who identified lifestyle as a significant predictor of impulse

buying, and is conceptually close to Mutiara et al (2025), who found a positive effect of shopping lifestyle. Because six of the nine Digital Lifestyle items refer to online shopping, however, the association may partly reflect the shopping component of the measure rather than everyday digital engagement. Separating the two would require a measure without shopping content and a test of its discriminant validity against shopping lifestyle.

Hedonic Motivation and Impulse Buying among TikTok Shop Users in Medan City

Hedonic Motivation is also positively and significantly related to Impulse Buying (OLS $t = 8.854$; HC3 $t = 7.245$; $p < 0.001$). This is consistent with Arnold & Reynolds (2003), although the finding covers only the social, gratification, idea, and value dimensions. The finding supports Sasono et al (2025), who reported a positive effect on Shopee, and differs from Mujianah et al (2024) among Lazada users and Jaya & Ramdan (2023) among Shopee and Tokopedia consumers, who found no significant effect. By placing entertainment, social interaction, and checkout in one environment, TikTok Shop may make hedonic motives more immediately actionable, an untested mechanism. Differences in measurement and sampling are an equally plausible explanation, and only a direct comparison across platforms could distinguish between the two.

Simultaneous Effect of Digital Lifestyle and Hedonic Motivation on Impulse Buying

Together, the two predictors explain 66.8% of the variance in Impulse Buying (robust Wald $F = 102.115$; conventional $F = 97.556$; both $p < 0.001$). Because the model has no interaction term, this concerns joint explanatory power only, not synergy between the predictors nor the mechanisms through which they operate. The result is in line with Rook (1987), who describes impulse buying as an urge that immediate emotional reactions can trigger, and with Pratminingsih et al (2021) and Jaya & Ramdan (2023), who reported joint effects of lifestyle and hedonic motivation alongside other predictors. Digital lifestyle may increase exposure to viral content and product visuals, while hedonic motivation may supply the emotional drive, but these roles remain propositions that interaction or mediation models should test.

CONCLUSION

Among 100 purposively selected TikTok Shop users aged 17 to 29 years in Medan City, Digital Lifestyle and Hedonic Motivation were each positively and significantly associated with Impulse Buying, and together they explained 66.8% of its variance. All three hypotheses were supported under heteroscedasticity-robust (HC3) inference, and the conventional OLS tests led to the same conclusions. Respondents with stronger digital engagement and stronger pleasure-oriented shopping motives reported a greater tendency toward spontaneous purchasing. Because the data are cross-sectional and the sample purposive, these relationships are associations within this sample; they do not establish causality and cannot be generalized to all TikTok Shop users in Medan.

RECOMMENDATION

The purposive selection of respondents from one city, more than the sample size, is the main constraint on representativeness. Future studies should use broader recruitment or probability sampling and extend beyond Medan. The instrument also needs further development: its items were written for this study and screened with uncorrected item-total correlations in a small pilot sample, six of the nine Digital Lifestyle items refer to online shopping, and two hedonic dimensions were not measured. Confirmatory factor analysis on a larger sample and tests of discriminant validity against shopping lifestyle would strengthen evidence of construct validity. Future research may also include live streaming, price discounts, influencer marketing, trust, and e-WOM, and test interaction or mediation models. Practically, TikTok Shop sellers may design interactive content

suited to users' digital routines and hedonic motives while avoiding strategies that encourage excessive consumption.

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