



Hedonic Shopping Motivations and Impulsive Buying among Young Adult Consumers on Social Media-Driven Culinary Consumption

***Carstensz Nidya Aulia**

Universitas Indonesia, Indonesia

Rifelly Dewi Astuti

Universitas Indonesia, Indonesia

***Corresponding author:**

Carstensz Nidya Aulia, Universitas Indonesia, Indonesia. ✉carstensz.nidya@ui.ac.id

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Abstract

Background: Social media has reshaped culinary consumption by influencing how young adults discover and evaluate food products. Viral menus and online recommendations often trigger spontaneous purchasing decisions; however, the role of specific hedonic shopping motivation dimensions in digital culinary consumption remains limited.

Objective: This study examines the effects of adventure shopping, value shopping, role shopping, idea shopping, social shopping, and gratification shopping on impulsive buying among young adult consumers influenced by social media culinary content.

Methods: A quantitative cross-sectional design was employed using an online questionnaire distributed through purposive sampling. Data were collected from 265 Indonesian consumers aged 26–35 years and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Results: Adventure shopping ($\beta = 0.134$; $p < 0.05$), idea shopping ($\beta = 0.235$; $p < 0.001$), social shopping ($\beta = 0.120$; $p < 0.05$), and gratification shopping ($\beta = 0.435$; $p < 0.001$) positively affected impulsive buying, while value shopping and role shopping were insignificant. The model explained 61.9% of impulsive buying variance ($R^2 = 0.619$).

Conclusion: The findings highlight that novelty, inspiration, social interaction, and emotional satisfaction are key drivers of impulsive buying. This study provides insights for culinary businesses and social media marketers in developing consumer-oriented strategies.

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INTRODUCTION

Social media has become an important source through which consumers discover, evaluate, and respond to various culinary offerings. Social media platforms such as TikTok, Instagram, YouTube, and X do not merely provide information about food products or dining places; they also present culinary experiences through appealing visuals, experiential narratives, user reviews, influencer recommendations, and shareable content. In this context, social media may shape consumption preferences, inspire restaurant choices, increase interest in popular menus or dining places, and encourage consumers to try culinary experiences that are digitally displayed. Previous studies have shown that consumers use social media in restaurant decision-making by searching for information, looking at photos, checking popular dishes or places, reading reviews, and reducing the perceived risk of choosing a restaurant (Hwang et al., 2021). Food-related Instagram content has also been found to influence restaurant visit intention through aesthetic appeal, post popularity, and content credibility (Hasanein & Montaser, 2025). This

phenomenon is particularly relevant among young adult consumers, as studies show that young adults are highly exposed to social media food content and that such exposure is related to food craving, impulsivity, and eating-related behavior (Filippone et al., 2022). Recent studies have further shown that exposure to food-related content, digital advertising, and visual appeal on social media can influence consumption choices, consumer attention, and responses to culinary products (Riswanto et al., 2025).

One behavior that is increasingly relevant to this phenomenon is impulsive buying. Impulsive buying refers to consumers' tendency to make spontaneous and immediate purchasing decisions without extensive prior planning, often driven by emotional impulses as well as situational stimuli. In a culinary context, impulsive buying may occur when consumers suddenly decide to purchase food, try a viral menu, or engage in an unplanned culinary consumption experience after seeing appealing culinary content on social media. Unlike planned purchases, such decisions may emerge from curiosity, craving, consumption inspiration, social proof, or the desire to immediately experience what is displayed in digital content. Recent studies have also shown that social media may encourage impulsive buying through customer inspiration, while social proof on short-form video platforms can strengthen impulsive buying tendencies (Yang et al., 2024).

Because culinary consumption is not always driven solely by functional needs, hedonic shopping motivations provide an important theoretical perspective for explaining impulsive buying. Conceptually, hedonic shopping motivations refer to consumers' motivation to engage in consumption activities for pleasure, experiential value, emotional satisfaction, and social or symbolic benefits beyond purely utilitarian considerations (Holbrook & Hirschman, 1982). Arnold & Reynolds (2003) identified six main dimensions of hedonic shopping motivations, namely adventure shopping, value shopping, role shopping, idea shopping, social shopping, and gratification shopping. These six dimensions indicate that hedonic motivation in consumption is multidimensional and may arise from the search for new experiences, the pleasure of obtaining value, the desire to please others, the search for inspiration, social interaction, and the fulfillment of emotional satisfaction.

Although the relationship between hedonic motivation and impulsive buying has been widely discussed in the consumer behavior literature, prior studies have largely examined this relationship in general shopping, retail, fashion, e-commerce, and online shopping contexts (Gulfraz et al., 2022). However, fewer studies have specifically examined how each dimension of hedonic shopping motivations may play a different role in shaping impulsive buying in social media-driven culinary consumption. This gap is important because culinary consumption differs from conventional retail consumption. Food-related decisions are often visual, sensory, social, experiential, and relatively immediate. Therefore, the motivational mechanisms associated with impulsive buying in culinary consumption may not be identical to those found in fashion, general retail, or e-commerce settings.

Moreover, hedonic shopping motivations should not be treated as a single uniform construct. Each dimension reflects a different motivational route, meaning that the six dimensions differ qualitatively in the type of consumption motive they represent rather than merely reflecting different intensities of a single hedonic tendency. Examining these dimensions separately is therefore essential for identifying which motivations are most closely associated with impulsive buying in social media-driven culinary consumption. This approach allows the study to move beyond the general question of whether hedonic shopping motivations influence impulsive buying and instead examine whether, and to what extent, different forms of hedonic shopping motivations exhibit distinct relationship with spontaneous culinary consumption.

To provide a theoretical explanation for the relationship between hedonic shopping motivations and impulsive buying, this study draws on the Stimulus–Organism–Response (S–O–R) framework as an interpretive lens. Within the broader context of this study, culinary content encountered on social media represents the environmental stimulus surrounding consumption decisions, while the six dimensions of hedonic shopping motivation can be conceptualized as internal motivational states and impulsive buying as the behavioral responses. Importantly, however, social media exposure or content characteristics are not modeled as separate constructs in the present study. Accordingly, the empirical model does not test the complete stimulus-

organism-response sequence; rather, it focuses specifically on the organism-response relationship by examining how distinct hedonic shopping motivations are associated with impulsive buying within a social media-driven culinary context. The S-O-R framework has previously been applied to explain impulsive buying in social commerce setting, supporting its relevance as a broader theoretical lens for interpreting internal consumer states and subsequent behavioral responses (Xue et al., 2024).

Young adult consumers are a relevant group for this study because they are active users of social media and frequently engage in searching for, evaluating, and sharing digital consumption experiences. Social media has been shown to influence young adults' food consumption patterns and behavior by shaping exposure, engagement, and responses toward food-related content (Patwardhan et al., 2024). In this age group, culinary consumption may be shaped by visual content, digital trends, social recommendations, and the desire to obtain shareable experiences. This argument is supported by Riswanto et al. (2025) who show that visual elements in food-related content can attract consumer attention and influence decision-making, while Nandwani et al. (2025) found that social media exposure and food-related advertising influence food choices among young consumers. However, impulsive responses to culinary content may not arise from digital stimuli alone. Such responses may also vary depending on the specific hedonic shopping motivations involved in consumers' culinary consumption decisions (Dey & Srivastava, 2017). Therefore, focusing on young adult consumers provides a more specific understanding of how hedonic motivations relate to impulsive buying in an increasingly digitalized culinary consumption environment.

Based on these gaps, this study aims to analyze the influence of six dimensions of hedonic shopping motivations on impulsive buying among young adult consumers in the context of social media-driven culinary consumption. Specifically, this study examines the effects of adventure shopping, value shopping, role shopping, idea shopping, social shopping, and gratification shopping on impulsive buying. In this study, impulsive buying is understood as a self-reported tendency toward spontaneous culinary purchases or consumption decision within the context of prior exposure to culinary content on social media. Social media exposure therefore defines the consumption context of the study rather than functioning as an independently modeled predictor.

This study offers three main contributions. First, it extends the literature on impulsive buying by examining the phenomenon in social media-driven culinary consumption, an experiential context that differs from general retail or e-commerce settings. Second, it contributes to the hedonic shopping motivations literature by examining the six dimensions separately, thereby allowing the study to identify whether distinct motivational routes differ in their relationships with impulsive buying rather than assuming that hedonic motivations operates uniformly. Third, it provides empirical evidence from Indonesian young adult consumers aged 26-35, a digitally engaged consumer group whose culinary decisions may be shaped by visual, social, and emotional content on social media. In addition, the study draws on the S-O-R framework as an interpretive lens to position hedonic shopping motivations as internal motivational states associated with impulsive behavioral responses within a social media-driven culinary context, while empirically focusing on the organism-response relationship rather than testing the complete S-O-R sequence.

The six dimensions of hedonic shopping motivations are expected to have positive effects on impulsive buying. Adventure shopping may encourage impulsive buying because novelty-seeking and exploratory tendencies are associated with consumers' willingness or intention to try new products, unfamiliar foods, or new food-related experiences (Chang et al., 2018). Value shopping may trigger impulsive buying because perceived deals and discounts can provide utilitarian benefits, such as monetary savings, while also generating hedonic value through the enjoyment or satisfaction associated with obtaining a favorable deal (Larasati & Yasa, 2021). Role shopping may relate to impulsive buying Rook & Fisher (1995) when food purchases or restaurant choices are made to please others, maintain social harmony, or create shared consumption experiences. Idea shopping may stimulate impulsive buying by providing immediate consumption inspiration (Chen et al., 2024). Social shopping may encourage impulsive buying through social validation and shared consumption experiences (Dunbar, 2017). Gratification shopping may drive impulsive buying because it reflects consumers' tendency to seek stress relief, mood repair, self-

reward, and immediate emotional satisfaction through consumption.

Taken together, the six dimensions of hedonic shopping motivations represent distinct motivational routes through which consumers may engage in spontaneous culinary consumption. Although all six dimensions are theoretically expected to be positively associated with impulsive buying, examining them separately allows their relative empirical relevance to emerge without assuming that all forms of hedonic motivation operate uniformly. Accordingly, the following hypotheses are proposed and summarized in Figure 1:

H1: Adventure shopping has a positive effect on impulsive buying

H2: Value shopping has a positive effect on impulsive buying

H3: Role shopping has a positive effect on impulsive buying

H4: Idea shopping has a positive effect on impulsive buying

H5: Social shopping has a positive effect on impulsive buying

H6: Gratification shopping has a positive effect on impulsive buying

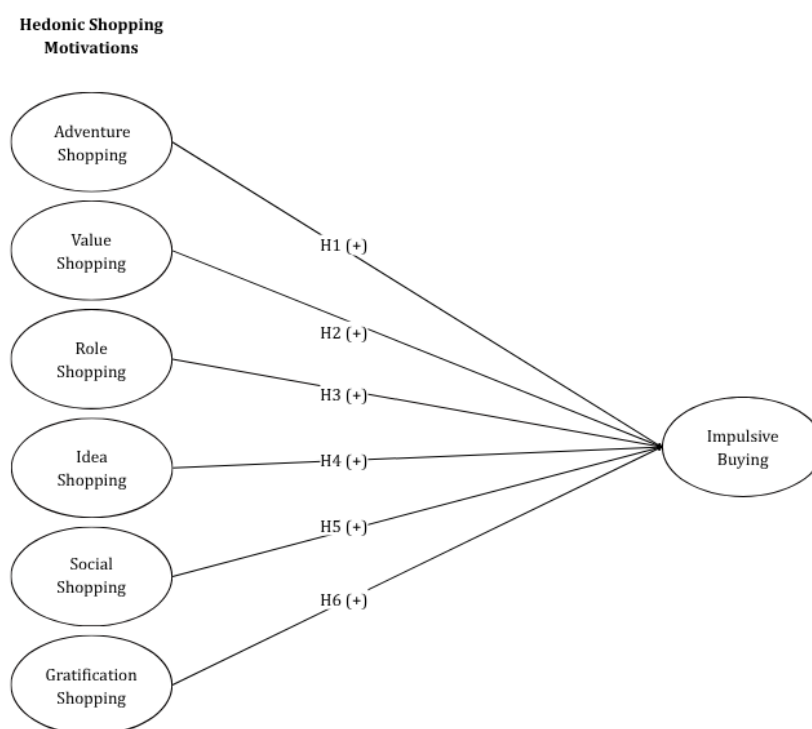


Figure 1. Research Model

METHODS

This study employed a quantitative approach with a cross-sectional research design to examine the effect of six dimensions of hedonic shopping motivations on impulsive buying among young adult consumers in the context of social media-driven culinary consumption. A quantitative approach was considered appropriate because this study aimed to empirically test predictive relationships between latent constructs. Meanwhile, a cross-sectional design was used because the data were collected over a specific time to capture respondents' hedonic shopping motivations and impulsive buying behavior within the specified research context.

The target respondents were young adult consumers aged 26-35 years who were domiciled in Indonesia, actively use social media, and had purchased food or visited culinary places after being exposed to culinary content on social media. The age group of 26-35 years old was selected because it represents young adult consumers who commonly use social media as a source of information, inspiration, evaluation, and reference in culinary consumption. Data were collected from March to April 2026 using a purposive sampling technique by sharing the questionnaire link on social media communities on Facebook and Instagram. Duplicate submissions were minimized by restricting the survey to one response per device/IP address and by including an attention-check item; no monetary incentive was offered to reduce the risk of low-

quality or incentive-driven responses. Respondents were screened by asking whether they had ever purchased food or visited culinary places after being exposed to culinary content on social media. Based on the data screening process, 265 valid responses met the research criteria and were included in the final analysis.

The adequacy of the sample size was further evaluated beyond the final respondent count. Using the commonly applied ten-times rule by Hair et al. (2019), the minimum required sample size is ten times the largest number of structural paths directed at a single endogenous construct; because six paths point to impulsive buying, this rule suggests a minimum of 60 respondents. Applying the more rigorous inverse square root method Kock & Hadaya (2018), which accounts for the minimum expected path coefficient and a statistical power of 0.80, yields a comparable minimum sample size in the range of approximately 150–160 respondents for path coefficients in the 0.10–0.15 range. The study's final sample of 265 valid responses therefore exceeds both benchmarks, supporting the adequacy of statistical power for detecting the smallest significant effect (social shopping, $\beta = 0.105$).

The research instrument was developed by adapting the scale that had been used in previous research. Hedonic shopping motivations were measured by adapting the Arnold & Reynolds (2003) scale which consists of six dimensions, namely adventure shopping, value shopping, role shopping, idea shopping, social shopping, and gratification shopping. In this study, the six dimensions were treated as separate independent constructs to identify the specific effect of each dimension on impulsive buying. The total item used for hedonic shopping motivations were measured using 30 items. Meanwhile, impulsive buying was measured by adapting the Rook & Fisher (1995) scale and adjusted to the context of social media-driven culinary consumption. The total item used for impulsive buying were 6 items. All items were assessed using a six-point Likert scale, from 1 = strongly disagree to 6 = strongly agree. Because the original Rook and Fisher (1995) scales were developed for general retail shopping, the adaptation process involved rewording item stems to refer explicitly to culinary content and food-related purchase or visit decisions on social media. The adapted items were reviewed by an experts in consumer behavior for content relevance and clarity, and a pilot test with 68 respondents was conducted prior to full data collection to assess item comprehension. As the questionnaire was administered in Indonesian, a translation and back-translation procedure were used to preserve conceptual equivalence with the original English-language scales.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM was chosen because the research model involved multiple latent constructs measured through several indicators and was oriented toward testing predictive relationships between variables (Hair et al., 2019). Consistent with recent methodological guidance, PLS-SEM was selected primarily because the study's objective is predictive and theory-extending – estimating the differential predictive contribution of six hedonic dimensions – rather than confirmatory testing of an already-established covariance structure; sample size was a secondary, supporting consideration rather than the primary justification.

The analysis was conducted in two stages. First, the measurement model was evaluated to assess internal consistency reliability, convergent validity, and discriminant validity. Internal consistency reliability was assessed using Cronbach's alpha and composite reliability, convergent validity was evaluated using outer loading values and average variance extracted (AVE), and discriminant validity was assessed using the heterotrait-monotrait ratio (HTMT). Second, the structural model was evaluated to test the relationships between adventure shopping, value shopping, role shopping, idea shopping, social shopping, gratification shopping, and impulsive buying. The structural model assessment included the variance inflation factor (VIF), path coefficients, t-statistics, p-values, effect size, coefficient of determination (R^2), and predictive relevance (Q^2). The significance of the structural paths was tested using a bootstrapping procedure with 10,000 subsamples and a 95% confidence interval. Because all constructs were measured through a single self-reported questionnaire administered at one point in time, the potential for common method bias was assessed. In addition to the full-collinearity VIF values already reported for the structural model (Table 3), all of which remained below the conservative threshold, a Harman's single-factor test was conducted. Non-response bias was also examined by comparing early and late respondents on key demographic and study variables.

Ethical considerations were also applied in the data collection process. Before completing the questionnaire, respondents were informed about the research objectives, participation criteria, voluntary nature of participation, and the use of data for academic purposes only. Respondents' identities were kept confidential, and the results were reported in aggregate form. This study's data-collection procedure was reviewed in accordance with the institution's research ethics guidelines.

RESULTS AND DISCUSSION

Results

This study involved 265 valid respondents classified as young adult consumers aged 26-35 years. All respondents have met the research criteria, domiciled in Indonesia, using social media, and had purchased food or visited culinary places after being exposed to culinary content on social media. Respondents' characteristics were analyzed based on gender, educational background, domicile, occupation, and average monthly expenditure.

The demographic as detailed in Table 1, the sample is predominantly female, moderately educated, and has a monthly expenditure level consistent with the capacity to engage in discretionary food purchases – characteristics that support the relevance of this profile for examining impulsive culinary consumption. Overall, the respondent profile is considered appropriate for examining the relationship between hedonic shopping motivations and impulsive buying in the context of social media-driven culinary consumption.

Overall, the characteristics of the respondents showed that the research sample was in accordance with the context studied, namely young adult consumers who actively use social media and have culinary consumption experience after exposure to digital content. Therefore, the profile of this respondent is considered relevant to explain the relationship between hedonic shopping motivations and impulsive buying in the context of social media-driven culinary consumption. Respondents' demographic data presented in Table 1.

Table 1.

Respondent demographic data

Demographics	Category	Frequency	%
Age	26 - 35 years old	265	100
Gender	Male	84	31,7
	Female	181	68.3
Educational Background	Elementary School	2	0.8
	Junior High School	4	1.6
	Senior High School	120	45.2
	Diploma	28	10.6
	Bachelor	105	39.6
	Master	6	2.2
Domicile	DKI Jakarta	59	22.2
	West Java	84	31.7
	Central Java	27	10.2
	East Java	31	11.7
	DI Yogyakarta	18	6.8
	Sumatra	21	7.9
	Kalimantan	11	4.2
	Sulawesi	10	3.8
	Nusa Tenggara	4	1.5
	Student	5	1.9
Occupation	Private employees	103	38.9
	Civil servants	8	3
	Self-employed	46	17.3
	Health workers	5	1.9
	Teachers	9	3.4
	Freelancer	39	14.7

Average monthly expenses	Housewives	45	17
	Unemployed	5	1.9
	< IDR 1,000,000	21	7.9
	IDR1,000,000 - IDR3,000,000	96	36.2
	IDR 3,000,001 - IDR 5,000,000	98	37
	IDR 5,000,001 - IDR 10,000,000	49	18.5
	> Rp10.000.000	1	0.4

The measurement model was evaluated to assess the validity and reliability of the constructs. All retained indicators had outer loading values above 0.70, indicating adequate indicator reliability. The reliability test also showed that all constructs met the recommended threshold, with Cronbach's alpha and composite reliability values above 0.70 (Hair Jr et al., 2021). Convergent validity was also supported because the average variance extracted (AVE) values for all constructs exceeded 0.50. Furthermore, the heterotrait-monotrait ratio (HTMT) values were below 0.90, indicating that discriminant validity was achieved (Henseler et al., 2015). The detailed results of the measurement model evaluation are presented in Table 2.

Table 2.
Measurement model

	CA	CR	AVE	HTMT						
				1	2	3	4	5	6	7
Adventure Shopping	0.890	0.924	0.751							
Value Shopping	0.825	0.884	0.655	0.847						
Role Shopping	0.863	0.907	0.709	0.546	0.490					
Idea Shopping	0.781	0.873	0.696	0.821	0.787	0.671				
Social Shopping	0.810	0.888	0.726	0.655	0.645	0.628	0.612			
Gratification Shopping	0.856	0.912	0.776	0.793	0.832	0.654	0.782	0.670		
Impulsive Buying	0.890	0.918	0.693	0.709	0.661	0.581	0.773	0.631	0.828	

Hypothesis testing was conducted using a bootstrapping procedure with 10,000 subsamples and a 95% confidence interval. Before assessing the structural relationships, multicollinearity was examined using the variance inflation factor (VIF). The results showed that all VIF values were below 3.3, indicating no collinearity problems in the structural model (Hair et al., 2019). Since the hypotheses were formulated directionally, a one-tailed test was applied. Therefore, a hypothesis was considered supported when the t-statistic exceeded 1.645, the p-value was below 0.05, and the confidence interval did not include zero.

Based on the relationship between hedonic shopping motivations and impulsive buying, the results show that adventure shopping had a significant positive effect on impulsive buying ($\beta = 0.134$; $p < 0.05$), supporting H1. Idea shopping had a significant positive effect on impulsive buying ($\beta = 0.235$; $p < 0.001$), supporting H4. Social shopping also had a significant positive effect on impulsive buying ($\beta = 0.120$; $p < 0.05$), supporting H5. In addition, gratification shopping had the strongest significant positive effect on impulsive buying ($\beta = 0.435$; $p < 0.001$), supporting H6. Meanwhile, value shopping ($\beta = -0.054$; $p = 0.234$), and role shopping ($\beta = 0.046$; $p = 0.176$) did not have significant effects on impulsive buying. Therefore, H2 and H3 were not supported. The detailed hypothesis testing results are presented in Table 3 and illustrated in Figure 2.

Table 3.
Hypothesis test results

No.	Hypotheses	Original Sample	Effect Size	Standard Deviation (STDEV)	T Values	P Values	VIF	Decision
H1(+)	AS → IB	0.134	0.017	0.070	1.908	0.028	2.863	Supported
H2(+)	VS → IB	-0.054	0.003	0.074	0.725	0.234	2.663	Not

H3(+)	RS → IB	0.046	0.003	0.049	0.929	0.176	1.758	Supported Not
H4(+)	IS → IB	0.235	0.063	0.066	3.576	0.000	2.315	Supported
H5(+)	SS → IB	0.120	0.022	0.063	1.896	0.029	1.733	Supported
H6(+)	GS → IB	0.435	0.183	0.066	6.555	0.000	2.719	Supported

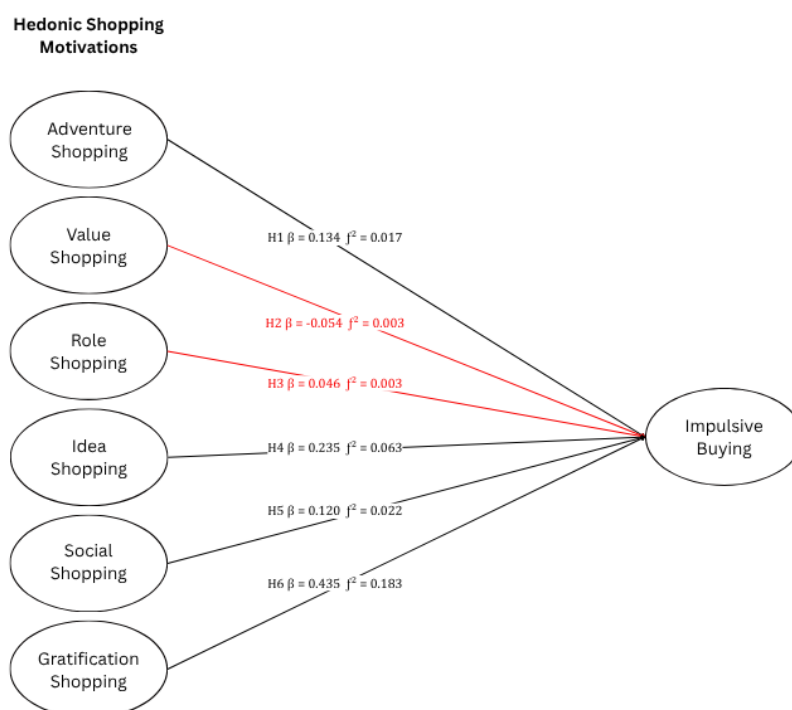


Figure 2. Hypothesis test results model

The explanatory power of the structural model was evaluated using the coefficient of determination (R^2). The results show that the model explained 61.9% of the variance in impulsive buying ($R^2 = 0.619$), while the adjusted R^2 value was 0.610. These findings indicate that the six dimensions of hedonic shopping motivations collectively provide substantial explanatory power for impulsive buying in the context of social media-driven culinary consumption. The predictive relevance of the model was evaluated using Q^2_{predict} . The result showed a Q^2_{predict} value of 0.590, which is above zero, indicating that the model has adequate predictive relevance for the endogenous construct. The results of explanatory power and predictive relevance are presented in Table 4.

Table 4.

Explanatory Power and Predictive Relevance

Construct	R^2	R^2 adjusted	Q^2_{predict}	RMSE	MAE
Impulsive Buying	0.619	0.610	0.590	0.645	0.503

Discussion

The findings of this study indicate that hedonic shopping motivations do not operate uniformly in explaining impulsive buying among young adult consumers in social media-driven culinary consumption. Among the six dimensions of hedonic shopping motivations, only adventure shopping, idea shopping, social shopping, and gratification shopping were found to have significant positive effects on impulsive buying. In contrast, value shopping and role shopping did not show significant effects. These results support the view that hedonic shopping

motivations should be understood as a multidimensional construct rather than as a single general hedonic drive that automatically leads to impulsive buying (Arnold & Reynolds, 2003). The differences in both path coefficients and effect sizes further indicate that the six dimensions vary not only in statistical significance but also in their relative contribution to impulsive buying. Gratification shopping emerged as the most influential dimension, followed by idea shopping, whereas adventure shopping and social shopping showed significant but comparatively smaller relationships with impulsive buying.

A Significant effect of adventure shopping indicating that the desire to explore new experiences, try something different, and engage in exciting consumption activities can encourage spontaneous culinary decisions after consumers are exposed to social media content. In digital consumption environments, previous studies have also shown that adventure-oriented hedonic shopping motivation can positively influence online impulsive buying tendency (Ozen & Engizek, 2014). This finding is also consistent with the view that impulsive buying and variety-seeking behavior share feelings-based and stimulation-seeking characteristics, where novelty and exploration may encourage less deliberative consumption responses (Sharma et al., 2010). Thus, adventure shopping appears capable of moving consumers beyond curiosity toward spontaneous action, although its comparatively small effect suggests that novelty alone is less influential than motivational routes involving consumption inspiration or emotional gratification. Although variety seeking and impulsive buying remain conceptually distinct (Punj, 2011), the present findings suggest that exploratory motivation can nevertheless contribute to spontaneous culinary consumption when novelty becomes salient through social media content.

Idea shopping was found to have a significant positive effect on impulsive buying. This result suggests that young adult consumers may be more likely to engage in impulsive buying when culinary content provides immediate inspiration about what to eat, where to go, or which dining experience to try. In social media-driven culinary consumption, digital content does not merely function as information; it also acts as a source of consumption ideas that can quickly transform attention into desire. Culinary content featuring viral menus, restaurant recommendations, hidden gems, or visually appealing dining experiences can stimulate consumers to imagine and pursue the displayed experience. This finding is consistent with the view that customer inspiration can move consumers from idea reception to consumption action. It also aligns with Yang et al. (2024), who found that social media can encourage impulsive buying through customer inspiration. The comparatively larger coefficient of idea shopping relative to adventure and social shopping suggests that providing consumers with concrete consumption ideas may be more closely associated with spontaneous action than merely stimulating novelty seeking or social enjoyment.

Social shopping also had a significant positive effect on impulsive buying, although its independent explanatory contribution is relatively limited when the other hedonic shopping motivations are considered simultaneously. This finding indicates that the social dimension of culinary consumption remains relevant in shaping spontaneous purchasing and consumption decisions among young adults. Social shopping reflects consumers' enjoyment of consumption as a shared and socially meaningful activity, and this motivation may become particularly salient when culinary experiences are discovered, discussed, recommended, or shared through social media. Young adult consumers do not evaluate culinary offerings solely based on product attributes such as taste, price, or menu variety. They may also be influenced by the prospect of sharing the experiences with friends, partners, or other social groups, as well as by socially transmitted information such as reviews, recommendations, comments, and popularity cues. When a menu or restaurant appears popular, frequently recommended, or positively reviewed, consumers may perceive the experience as more credible and worth trying. This finding is consistent with Huang et al. (2025), who show that social proof on short-form video platforms can influence impulsive buying. It also supports Xiang et al. (2016), who found that parasocial interaction in social commerce can encourage impulsive buying. Nevertheless, its smaller path coefficient indicates that the social enjoyment associated with consumption is less influential than consumption inspiration and, particularly, emotional gratification in explaining impulsive buying in the present context.

Gratification shopping emerged as the strongest predictor of impulsive buying. This finding indicates that emotional gratification is a particularly salient hedonic motivation underlying spontaneous culinary consumption. Food is not only consumed to satisfy physiological needs, but also to obtain emotional comfort, mood repair, self-reward, craving fulfillment, and immediate pleasure. When consumers are exposed to visually appealing or emotionally engaging culinary content, the desire to obtain instant gratification may become stronger and lead to spontaneous buying or consumption-related visits. This result is consistent with Rook & Fisher (1995), who conceptualize impulsive buying as a spontaneous and emotionally driven buying tendency. It is also in line with Beatty & Elizabeth Ferrell (1998), who emphasize the role of positive emotions and buying urges as antecedents of impulsive buying. Furthermore, Kimiagari & Asadi Malafe (2021) highlight that affective responses play an important role in online impulsive buying. The substantially larger coefficient and effect size of gratification shopping therefore suggest that spontaneous culinary consumption in this context is particularly associated with the pursuit of immediate emotional reward. Compared with the other hedonic motivations, the desire to feel better, reward oneself, or obtain immediate pleasure appears to provide the most influential motivational route toward impulsive buying.

In contrast, value shopping is found to have no significant effect on impulsive buying. Although value shopping is part of hedonic shopping motivations because consumers may experience pleasure when obtaining a favorable deal or a “worth it” experience (Arnold & Reynolds, 2003), this study suggests that impulsive buying in digital culinary consumption is not primarily driven by price, discounts, or economic value. Although promotional offers and perceived savings may increase the attractiveness of a culinary option, consumers may still need to evaluate whether an offer genuinely represents good value before deciding to purchase. This evaluative component may make value-oriented consumption less directly associated with the spontaneity that characterizes impulsive buying. Value-related considerations may still help consumers justify their decisions after interest has been formed, but they may not act as a direct motivational trigger for impulsive action. This interpretation is consistent with prior studies showing that impulsive buying is strongly influenced by affective, motivational, and situational factors rather than by purely evaluative or economic considerations (Amos et al., 2014).

Role shopping also did not have a significant effect on impulsive buying. This result may be explained by the fact that other-oriented consumption often involves greater consideration. When consumers choose food or dining places for family members, friends, partners, or other significant people, they may need to consider the preferences, tastes, location, time, budget, and suitability of the dining experience for others. Such considerations can reduce the spontaneity that characterizes impulsive buying. This interpretation is supported by the gift-giving literature, which shows that choosing something for others often involves attempts to understand recipients’ preferences and maintain social relationships (Givi et al., 2023). In the culinary context, role shopping may remain relevant in explaining social and relational consumption, but it may not be sufficiently directly related to impulsive buying because it involves greater social evaluation and planning. The contrast between role shopping and social shopping is particularly informative. Although both involve social aspects of consumption, social shopping concerns the enjoyment derived from interacting and consuming with others, whereas role shopping focuses more strongly on purchasing or choosing for others. The significant effect of social shopping alongside the nonsignificant effect of role shopping therefore suggests that the enjoyment of shared consumption is more relevant to impulsive buying than the responsibility of satisfying another person’s preferences.

Viewed through the Stimulus–Organism–Response framework introduced earlier, the findings can be interpreted as showing that different internal motivational states vary in their relationships with the behavioral response of impulsive buying. Within the broader social media-driven context, culinary content represents the environmental setting in which these motivations may become salient; however, because social media stimuli were not directly measured, the present study does not empirically test the complete S-O-R sequence. Rather, the results specifically inform the organism-response component of the framework. Adventure shopping, idea shopping, social shopping, and gratification shopping were positively associated with impulsive buying, whereas value shopping and role shopping were not.

Theoretically, this study contributes to consumer behavior literature by demonstrating that the relationship between hedonic shopping motivations and impulsive buying is selective and context-dependent. Previous studies have often examined hedonic motivation in general retail, fashion, e-commerce, or online shopping contexts (Iyer et al., 2020). This study extends the literature by showing that, in social media-driven culinary consumption, four distinct hedonic motivations; adventure, idea, social, and gratification shopping are positively associated with impulsive buying, but their contributions differ considerably. In particular, gratification shopping demonstrates the largest association and effect size, followed by idea shopping, whereas adventure shopping and social shopping have comparatively modest effects. Value and role shopping, by contrast, do not significantly predict impulsive buying. The findings therefore support the multidimensional nature of hedonic shopping motivations proposed by Arnold & Reynolds (2003), because the dimension differ both in statistical significance and in their relative explanatory contribution. Rather than suggesting that hedonic motivation generally produces impulsive buying, the results demonstrate the behavioral relevance of hedonic consumption depends on the specific motivational route involved.

The findings also have broader relevance for digital consumer behavior beyond the Indonesian context. Social media platforms such as TikTok, Instagram, YouTube, and short-form video platforms have created consumption environments that are increasingly visual, social, fast, and recommendation-based. The significant effects of adventure shopping, idea shopping, social shopping, and gratification shopping indicate that this environment may be particularly compatible with exploratory, inspirational, interpersonal, and affective forms of consumption. However, the findings should not be assumed to apply uniformly across all cultural contexts. Evanschitzky et al. (2014) show that hedonic shopping motivations may differ across collectivist and individualistic cultures. Therefore, the role of social shopping found in this study may provide a basis for future cross-cultural research examining whether social validation and shared consumption experiences are stronger in collectivist consumption environments.

Practically, the results suggest that culinary business owners and social media marketers should prioritize content strategies that address the motivations with demonstrated relationships to impulsive buying, while placing particular emphasis on gratification and idea-oriented content given their comparatively larger effects. Content that presents culinary consumption as a form of self-reward, mood-enhancement, comfort, or immediate enjoyment may resonate with gratification-oriented consumers. Idea-oriented content may include menu recommendations, “what to eat” suggestions, curated dining experiences, viral culinary trends, or other formats that provide consumers with concrete inspiration. Adventure-oriented strategies may highlight newly opened restaurants, unusual menus, hidden culinary destinations, limited culinary experiences, or opportunities to try something different, while social-oriented content may emphasize shared dining experiences, customer interactions, and the social enjoyment of eating together. However, all strategies aimed at encouraging spontaneous consumption should be implemented ethically. Marketing communication should not exploit consumers’ emotional vulnerability or encourage excessive impulsive consumption, but should instead provide relevant, transparent, and experience-based information that helps consumers make meaningful consumption decisions.

Despite its contributions, this study has several limitations. First, the study used a cross-sectional design; therefore, the relationships among variables were examined at a single point in time and cannot be interpreted as definitive causal relationships. Future studies may use longitudinal or experimental designs to capture changes in hedonic motivation and impulsive buying over time. Second, the data were collected through a self-reported questionnaire, which may be affected by recall bias, perception bias, or social desirability bias. Future studies may complement survey data with observational methods, digital trace data, or actual purchase records. Third, this study did not differentiate between social media platforms or types of culinary content. Future research could examine whether short-form videos, influencer reviews, user-generated content, or visual food advertisements activate different hedonic motivations. Fourth, the findings indicate conceptual proximity among several dimensions of hedonic shopping motivations, particularly role shopping, idea shopping, and social shopping. Future studies may refine or contextualize the measurement of role shopping in digital culinary consumption, where choosing food or dining places for others often overlaps with inspiration seeking and shared social

experiences. Finally, because social media exposure was treated as the contextual setting rather than as a measured stimulus construct, future studies could extend the present research by explicitly incorporating social media stimuli into the model. This would allow the complete S-O-R sequence to be tested, for example by examining whether visual appeal, social proof, influencer recommendation, or content vividness activate particular hedonic motivations and subsequently influence impulsive buying.

CONCLUSION

This study examined the effects of six dimensions of hedonic shopping motivations on impulsive buying among young adult consumers in the context of social media-driven culinary consumption. The findings show that hedonic shopping motivations do not influence impulsive buying uniformly. Among the six dimensions tested, adventure shopping, idea shopping, social shopping, and gratification shopping were found to have significant positive effects on impulsive buying, whereas value shopping and role shopping did not show significant effects. These results indicate that impulsive buying in social media-driven culinary consumption may arise through multiple hedonic routes, including novelty and exploration, consumption inspiration, social enjoyment, and emotional gratification, whereas value-oriented and other-oriented motivations do not appear to directly contribute to spontaneous buying decisions in this context.

The main theoretical contribution of this study lies in demonstrating the selective role of hedonic shopping motivations in explaining impulsive buying. Rather than treating hedonic motivation as a single general construct, this study shows that its individual dimensions differ in their relationships with spontaneous consumption decisions. In the context of digital culinary consumption, motivations related to emotional gratification and consumption inspiration appear particularly relevant, while exploratory and social motivations also contribute to impulsive buying to a more modest extent. Therefore, this study enriches consumer behavior literature by showing that the relationship between hedonic shopping motivations and impulsive buying should be understood multidimensionally and contextually, particularly in visual, social, fast-moving, and recommendation-based digital consumption environments. The findings also provide support for using the S-O-R framework as an interpretive lens for understanding how distinct internal motivational states relate differently to impulsive behavioral responses, while the present study empirically focuses on the organism-response relationship rather than testing the complete S-O-R sequence.

From a practical perspective, the findings suggest that culinary business owners and social media marketers should design content strategies that stimulate exploration, provide consumption inspiration, emphasize the social appeal of culinary experiences, and create emotional connections with consumers. Content featuring new distinctive menus, newly opened or lesser-known dining destinations, attractive food visuals, customer experiences, testimonials, dining atmosphere, culinary trends, and self-reward narratives may be particularly relevant for encouraging spontaneous culinary consumption. By contrast, strategies relying predominantly on price promotions or appeals centered on purchasing for others may be less directly relevant when the objective is specifically to encourage impulsive culinary consumption. However, such strategies should be implemented ethically. Marketing communication should avoid exploiting consumers' emotional vulnerability and should instead provide relevant, transparent, and experience-based information that supports meaningful consumption decisions.

Overall, this study emphasizes that impulsive buying in social media-driven culinary consumption is not merely the result of exposure to attractive digital content. Rather, it reflects a selective, theory-consistent process in which only motivations that generate a proximal, low-deliberation organismic state translate digital exposure into spontaneous action.

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AUTHOR CONTRIBUTION STATEMENT

Carstensz Nidya Aulia and Rifelly Dewi Astuti contributed to the conceptualization and design of the study, development of the research instrument, data collection, data analysis, interpretation of the results, and preparation and revision of the manuscript. Both authors reviewed and approved the final version of the manuscript.

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