

Consumer Religiosity as a Moderator of the Determinants of Impulse Buying: Discounts and Hedonic Lifestyle

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Abstract

Purpose: Purpose to identify and analyze the relationship between the variables studied.

Methodology/approach: This study uses quantitative research methods. the sample was taken from this is april consumers who met certain criteria, such as those who actively bought and had a shopping experience at this is april. In this study the sampling used by researchers is non probability sampling. Data collection techniques using questionnaires and interviews. data sources in this study using primary and secondary data.

Results/findings: The results show that discounts and hedonic lifestyle significantly influence impulse buying, with an Adjusted R² of 0.765, indicating that 76.5% of the variation in impulse buying is explained by these variables. Consumer religiosity was found not to moderate the relationship between discounts, hedonic lifestyle, and impulse buying.

Conclusion: The study found that although discounts and hedonic lifestyles trigger impulsive buying, consumer confidence serves as a significant moderator, where higher levels of religiosity can reduce such tendencies, providing important insights for Islamic businesses to manage marketing strategies ethically and responsibly.

Limitations: This study has limitations on the scope of respondents who only include consumers with a certain cultural background and level of religiosity, so the results may not necessarily be generalized to the wider population.

Contribution: This study contributes to enriching the literature on impulsive consumer behavior with a religiosity moderation approach in the context of Islamic business, which is still rarely studied in depth.

Keywords: *Discount, Hedonic Life Style, Impulse Buying.*

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1. Introduction

Discounts have become one of the most effective business marketing strategies for attracting new customers and increasing sales (Sutaguna et al., 2023; Tan, 2023). Discounted prices not only provide economic benefits to consumers but also create a perception of higher value for the products and services offered (Banurea & Riofita, 2024). This phenomenon is often accompanied by challenges, such as consumers' tendency to purchase only during promotions, which may reduce brand loyalty in the long term.

Consumers who adopt a hedonic lifestyle are more easily tempted to buy products that offer large discounts, even when the items are not necessarily needed (Jazilah & Azizah, 2022). Discount-based marketing strategies not only support promotional efforts but also encourage consumption patterns that are oriented toward pleasure. Hedonic lifestyles, which have become increasingly prevalent in modern

society especially in the digital era often influence individuals' consumption behaviors (Fajarista & Taufik, 2025; Paradiba et al., 2024). A hedonic lifestyle tends to prioritize pleasure, emotional satisfaction, and experiences over functional needs (Andriana et al. 2024).

Consumers with a hedonic lifestyle are generally more vulnerable to visual stimuli, attractive promotions, and appealing shopping atmospheres, which can lead to purchasing decisions made without careful consideration (Novita et al., 2024). Impulse buying driven by a hedonic lifestyle is typically not based on necessity but rather on momentary urges to satisfy certain emotions, such as pleasure or self-reward (Fitryani & Mardiyah, 2022). While hedonic lifestyle behaviors can benefit businesses by increasing sales (Arswenda & Huda, 2024), they may negatively impact consumers through uncontrolled spending and unhealthy consumption habits.

Consumer behavior has undergone a significant transformation, one of which is an increasing tendency toward impulse buying (Goel et al., 2022). Pembelian Impulse buying refers to spontaneous purchasing decisions (Qasim 2024). This phenomenon has become more common, particularly on e-commerce platforms and social media, where consumers are continuously exposed to promotions designed to trigger emotions and rapid decision making (Zafar et al., 2020). In contrast, religiosity is a psychological component that can influence consumer decisions (Daga and Indriakati, 2022). In this context, religiosity refers to the extent to which religious values shape an individual's attitudes, perceptions, and daily behaviors, including consumption patterns. Consumers with high religiosity tend to consider moral, spiritual, and blessing-oriented aspects in their purchasing decisions. This reflects a contradiction between religious values and consumptive behavior, particularly in modern consumerist culture (Santoso et al., 2025).

Discount strategies are widely used by businesses to attract consumers and increase their sales volume (Ji et al., 2023). Although such strategies are effective in encouraging short-term purchasing decisions, they also influence consumer behavior by strengthening consumption patterns and perceived values (Zhang et al., 2022). Consumerist lifestyles may raise concerns regarding long-term sustainability and ethical considerations, particularly within the framework of social and religious values (Minton et al. 2022). This lifestyle is characterized by a drive to pursue pleasure, instant gratification, and the consumption of nonessential goods and services. Hedonic lifestyles encourage impulsive behaviors, materialistic tendencies, and neglect of rational financial planning (Gafur et al., 2024). Such behavioral shifts may create socio-economic risks, including wastefulness, consumer debt, and erosion of traditional value systems (Lumeno & Yusrin, 2024).

From the perspective of Islamic business, economic activities are not assessed solely by material outcomes but also by the methods and intentions underlying them. Islam emphasizes the importance of trustworthiness (*amanah*), honesty, and fairness in transactions and promotes responsible, non-excessive consumption (*israf*) (Sari, 2025). Businesses oriented toward Sharia principles should consider the ethical implications of marketing strategies that may encourage impulsive behavior. Therefore, there is a need to design business strategies that increase economic value without neglecting moral and spiritual principles, while also fostering consumer awareness to make wise and planned decisions.

Moreover, consumption behavior and marketing strategies should be guided by the principles of *maslahah* (public interest), *'adl* (justice), and *tawazun* (balance). Islam encourages moderation (*wasathiyah*) and discourages extravagance (*israf*) and wastefulness (*tabdheer*). Discount practices that psychologically trigger consumptive desires and irrational behavior may conflict with these principles, particularly when such strategies exploit consumers' emotional vulnerabilities. Islamic economics does not reject profit orientation or business competition; rather, it encourages healthy and competitive business practices grounded in ethical values. In this context, integrating Sharia principles into marketing strategies and consumer engagement requires critical evaluation.

Previous studies have shown that discounted prices directly and indirectly influence impulse buying through hedonic value (Fadilah et al., 2024; Purba & Sarumah, 2022), affect purchase decisions

(Kurniaditya et al., 2024; Mulyono, 2024), and influence repurchase intention (Hafizi & Ali, 2021; Nurdiansah & Widyastuti, 2022). Research on the impact of a hedonic lifestyle on consumer behavior, particularly impulse buying, indicates a significant effect on consumptive behavior and the encouragement of impulsive purchases, which may contradict Islamic economic principles (Atika et al., 2023).

However, although shopping lifestyles positively influence impulse buying, hedonic shopping value has been found to have no significant effect in some contexts (Zayusman, 2019). Studies have also demonstrated that religiosity significantly influences consumer behavior, particularly in the context of Islamic products and services. Religiosity has been shown to have a significant positive effect on consumption behavior (Isnaini, 2020; Lukito, 2024), and religiosity, along with trust and satisfaction, significantly affects repurchase decisions (Nurrachmi & Setiawan, 2020).

Although several previous studies have examined the effects of discounts and hedonic lifestyles on impulse buying, and several studies have begun exploring the role of religiosity in consumer behavior, research that specifically investigates the relationship among these three variables within a single integrated model remains limited, particularly regarding the moderating role of religiosity from an Islamic business perspective. Most prior studies tend to overlook religious values as an important factor that may strengthen or weaken impulsive consumption behavior. Therefore, this research gap is addressed by comprehensively testing how consumer religiosity moderates the effects of discounts and hedonic lifestyles on impulse buying within the ethical framework and principles of Islamic business.

The novelty of this study lies in integrating discount pricing, hedonic lifestyle, and religiosity into a single research model to analyze consumers' impulse buying behavior. In addition, this study highlights Islamic values as a foundation for examining consumptive behavior, which has often been discussed primarily from psychological or economic perspectives. By positioning religiosity as a moderating variable, this study provides deeper insight into how religious values may reduce the negative influence of a hedonic lifestyle on impulsive behavior. The findings are expected to contribute theoretically and practically to ethical marketing and the development of more responsible consumption behavior.

Accordingly, this study aims to analyze and test the effects of discounts and hedonic lifestyles on impulse buying behavior. Furthermore, consumer religiosity serves as a moderating variable that may strengthen or weaken the relationships among these variables in an Islamic business context. This study also aims to provide a better understanding of how religious values influence consumptive tendencies, particularly in the context of promotions and contemporary lifestyles that often encourage impulsive purchases. Therefore, the findings are expected to support the formulation of marketing strategies that align with Islamic ethics.

2. Literature Review and Hypothesis Development

2.1 Consumer Behavior Theory

Consumer behavior refers to an effort to understand why consumers behave as they do and what actions they take (Fitri & Basri, 2021). Consumer behavior is the study of how individuals make decisions regarding the allocation of available resources, such as time, money, effort, and energy. Consumers include people of all ages, cultural backgrounds, educational levels, and socioeconomic conditions, making this field broad and highly relevant for analysis. Therefore, understanding consumer behavior and the factors influencing it is crucial for explaining purchasing decisions (Amelia & Hamid, 2021).

This study is fundamentally related to Consumer Behavior Theory because it investigates how consumer religiosity acts as a moderating variable in the relationship between discounts, hedonic lifestyles, and impulse buying within the context of Islamic businesses. Consumer behavior theory provides a conceptual framework for understanding the determinants of purchasing decisions. This study extends the theory by demonstrating that religiosity not only influences product preferences (such as choosing halal products) but also shapes how individuals respond to market stimuli and manage their personal tendencies toward impulsive consumption.

2.2 Discount Price

One of the most common marketing strategies is discount pricing, in which marketers offer products at prices lower than the original price to attract consumers' attention (et al., 2023). Discounts can also be defined as price reductions offered by sellers to stimulate consumer interest and create satisfaction, thereby encouraging purchase decisions (Agmeka et al. 2019). Discount pricing is closely linked to consumer behavior theory because it influences consumers' value perception, motivation, and purchasing decisions.

Discounts can increase marginal utility because consumers may perceive greater benefits when they pay lower prices. Prospect theory is also relevant because discounts create positive framing effects, making purchases appear as gains or substantial savings. In addition, discounts often trigger positive emotions that encourage impulse buying, which aligns with the hedonic theory emphasizing pleasure-seeking behavior. This phenomenon is further reinforced by the scarcity principle, where time-limited offers create urgency and fear of missing out (FOMO), motivating consumers to act rapidly. Therefore, discounts function not only as pricing strategies but also as powerful psychological tools that shape consumer behavior.

2.3 Hedonic Lifestyle

Hedonic lifestyle refers to an individual's way of living, including how they spend their time and money, how they purchase goods, and their attitudes and opinions about their surrounding world (Dhesi Kusuma Wulandari & K. Y.S. Putri, 2023). The way individuals allocate their spending can reflect and shape their personal characteristics and their perceived quality of life. In economic terms, a hedonic lifestyle illustrates how a person distributes income, including allocating funds to various goods and services and making specific choices between similar products and services. Hedonic lifestyle is strongly related to consumer behavior theory because it emphasizes the pursuit of pleasure, enjoyment, and emotional experiences during consumption.

Consumers with a hedonic lifestyle tend to be motivated by the emotional and aesthetic value of products or experiences rather than by purely utilitarian functions or price rationality. This aligns with consumption value theory, which highlights the hedonic dimension of purchasing, where the enjoyment derived from shopping activities or owning luxury items can be more important than their practical usefulness. This aspect is also relevant to stimulus–response theory, which states that visual stimuli, attractive product design, or a pleasant shopping environment can trigger emotional responses and encourage impulse buying to satisfy hedonic desires. In short, a hedonic lifestyle promotes consumption behavior dominated by the desire for instant gratification and enjoyable experiences, enriching our understanding of consumer motivation beyond functional considerations.

2.4 Impulse Buying

Impulse buying is a spontaneous decision-making process in which consumers do not thoroughly examine product details, including usefulness, functional value, and other rational considerations. Impulse buying occurs when consumers make sudden purchase decisions and experience a strong urge to buy, to the extent that rational thinking is often diminished. Impulsive purchases commonly happen abruptly, quickly, and spontaneously, are more emotional than rational, and are frequently regarded as negative rather than positive; consumers may also feel “out of control.”

Impulse buying is closely linked to consumer behavior theory because it represents unplanned and sudden purchasing decisions that are often driven by emotions or immediate stimuli. This phenomenon aligns with the stimulus–response theory, where triggers such as attractive discounts, appealing product displays, or an enjoyable store atmosphere can directly stimulate spontaneous buying desires without deep evaluation. Impulse buying is highly relevant to hedonic consumption theory, in which consumers purchase not merely for utilitarian purposes but to seek pleasure, emotional satisfaction, or relief from boredom. Cognitive-behavioral perspectives also explain that in impulsive conditions, rational decision-making processes tend to be overlooked, and choices are dominated by fast and intuitive thinking (System 1). Therefore, impulse buying strengthens consumer behavior theory by illustrating how situational factors, emotions, and non-rational cognitive processes dominate purchase decisions.

2.5 Religiosity

Religiosity refers to the extent to which individuals internalize religious principles. It involves accepting religious teachings, both verbally and spiritually. When such beliefs are applied to daily actions and behaviors, consumers may consider their religious values when purchasing or consuming goods. From the perspective of tawhid, humans are merely trustees (amanah) of economic matters. They are required to follow Allah's rules in all aspects of life, including in financial affairs. The divine provisions to be followed are not only mechanistic in nature within the natural and social order, but are also theological (uluhiyyah) and moral (khuluqiyyah) (Fauzia & Riyadi, 2014).

Religiosity has a significant relationship with consumer behavior theory because religious values often serve as a strong moral and ethical framework that influences preferences, purchase decisions, and even the rejection of certain products or services. Within consumer behavior theory, religiosity can function as a moderating variable or an antecedent that shapes consumers' attitudes toward consumption. For example, Islamic Sharia principles encourage Muslim consumers to choose halal products and avoid usury (riba), which aligns with the Theory of Reasoned Action and the Theory of Planned Behavior, where subjective norms and perceived behavioral control are influenced by religious beliefs. Religiosity also affects hedonic and impulsive consumption motivations; highly religious consumers tend to be more cautious about unnecessary or excessive spending, reflecting the prioritization of spiritual values over material gratification. Therefore, religiosity enriches consumer behavior theory by adding a crucial spiritual and moral dimension to the understanding of consumer purchasing decisions, particularly in highly religious societies.

2.6 Hypothesis Development

2.6.1 The Effect of Discount Price on Impulse Buying

In marketing, price discounts are promotional tools that can attract consumer attention and stimulate purchase desire for the offered products. Discount pricing is closely related to Consumer Behavior Theory, particularly in explaining impulse buying behavior. When consumers encounter discounted prices, their perceived value increases, making them feel that they gain substantial benefits or savings. This aligns with Prospect Theory, which explains how price framing (e.g., presenting a price as a "discount") can alter consumer evaluations and trigger positive emotional responses. Discounts often create urgency and fear of missing out (FOMO), encouraging spontaneous and unplanned purchase decisions because consumers worry about losing a good opportunity.

Thus, discount pricing is not merely a pricing strategy but a strong psychological trigger that influences value perception and significantly increases the likelihood of impulse purchases. Based on previous research by Azhari et al. (2025), discount price variables have a positive and significant effect on purchase intention on Shopee Indonesia, as consumers perceive the discount level provided by sellers. In addition, Herdiany et al. (2022) concluded that discount variables partially influence impulse buying. Therefore, the following hypothesis is proposed:

H1: Discount Price has a Positive and Significant Effect on Impulse Buying

2.6.2 The Effect of Hedonic Lifestyle on Impulse Buying

In economic terms, a shopping lifestyle reflects how individuals spend their time and money on certain goods and services, which may represent their appearance and is influenced by their actions, interests, and beliefs. Hedonic lifestyle is strongly related to Consumer Behavior Theory in explaining impulse buying. Consumers with a hedonic lifestyle tend to seek pleasure, enjoyment, and emotional experiences through their consumption. Hedonic consumption theory emphasizes that the desire to obtain immediate satisfaction and positive feelings often drives purchasing decisions rather than the practical function of a product alone.

Individuals with a hedonic lifestyle are more susceptible to visual stimulation, attractive store atmospheres, and the emotional appeal of products, which can trigger impulsive purchase intentions to satisfy pleasure-seeking desires. In other words, a hedonic lifestyle functions as an internal predisposition that makes individuals more reactive to external triggers, thereby increasing the likelihood of impulse buying as a way to pursue and maintain enjoyable experiences. Previous research

by Nurjanah et al. (2023) found that shopping lifestyle has a strong and positive effect on visitors' positive emotions at Mall Olympic Garden Malang.

When consumer needs are fulfilled, a lifestyle that has become a necessity for many individuals can generate positive emotions, resulting in enjoyment and satisfaction. In addition, Pramesti and Dwiridotjahjono (2022) reported that shopping lifestyle partially has a significant effect on impulse buying behavior. Thus, a lifestyle characterized by a greater allocation of time and money tends to increase impulse buying or unplanned purchasing behavior. Therefore, the following hypothesis is proposed:

H2: Hedonic Lifestyle has a Positive and Significant Effect on Impulse Buying

2.6.3 The Effect of Discount Price on Impulse Buying with Consumer Religiosity as a Moderating Variable

Discounts do not necessarily make individuals buy or shop more, although many people assume that discounts help them to save money. Therefore, in this study, the existence of discounts may not automatically increase the number of products sold in the long run. The relationship between discount pricing and impulse buying, moderated by consumer religiosity, is closely linked to Consumer Behavior Theory because it highlights the complexity of purchasing decisions that are influenced not only by price stimuli but also by internal values. In behavioral theory, discounted prices function as external stimuli that enhance perceived value and evoke positive emotions, which can encourage impulse buying.

However, consumer religiosity as a moderating variable indicates that this effect is not universal. For highly religious consumers, religious teachings, such as moderation and the avoidance of extravagance, may limit or even suppress the impulsive urges caused by discounts, consistent with Islamic consumption principles or other spiritual values. This suggests that religiosity acts as a cognitive and emotional filter that alters the strength of the relationship between discounts and impulse buying. Thus, consumer behavior theory is enriched by a spiritual dimension, recognizing that internal factors such as religious beliefs play a crucial role in moderating how consumers respond to price incentives in the marketplace. Based on Susanti et al. (2022), religious beliefs also influence individuals' decisions to engage in unplanned purchases. However, the study also indicated that religiosity does not necessarily moderate the relationship between buying urges and impulse buying. Therefore, the following hypothesis is proposed:

H3: Consumer Religiosity has a Positive and Significant Effect in Moderating the Relationship between Discount Price and Impulse Buying

2.6.4 The Effect of Hedonic Lifestyle on Impulse Buying with Consumer Religiosity as a Moderating Variable

Islam is one of the pillars of an individual's growth. The concept of an excessive lifestyle assumes that everything will be considered good as long as it brings satisfaction to the individual. In principle, a religious person continuously strives to do good for others and themselves. The effect of hedonic lifestyle on impulse buying, moderated by consumer religiosity, is highly relevant to Consumer Behavior Theory. Individuals with a hedonic lifestyle tend to seek instant gratification and enjoyable experiences through consumption, which often triggers impulsive buying. However, within the consumer behavior framework, consumer religiosity functions as a filter or moderating variable. For religious consumers, hedonic impulses to purchase impulsively may be restrained by religious principles that emphasize modesty, avoidance of wastefulness, and prioritization of spiritual values over material pursuits.

This implies that religiosity can weaken the relationship between hedonic tendencies and impulsive behaviors. Thus, consumer behavior theory is enriched by recognizing that internal factors, such as religious beliefs, significantly shape how individuals process hedonic urges and make purchasing decisions. This indicates that religiosity is significantly associated with consumer lifestyles. In other words, the accepted hypothesis suggests that a higher level of religiosity has a stronger influence on

consumer lifestyles. This finding shows that religiosity affects the lifestyle choices of Muslim consumers at the Artomoro store.

H4: Consumer Religiosity has a Positive and Significant Effect in Moderating the Relationship between Hedonic Lifestyle and Impulse Buying

3. Research Methodology

Quantitative research is commonly used to measure the relationships among specific variables (Sugiyono, 2022), such as discount price, hedonic lifestyle, and impulse buying, as well as to test the moderating role of consumer religiosity. This study employs an associative research approach, which aims to identify and analyze the relationships among the variables examined. The population in this study consisted of all consumers of This Is April in Bandar Lampung. The sample characteristics include This Is April consumers who meet specific criteria, namely those who actively make purchases and have shopping experience at the store or through the This Is April platform.

Sampling was conducted using a non-probability sampling method, which means that not every individual in the population had an equal chance of being selected. This technique allows the researcher to choose respondents who are considered relevant and able to provide information aligned with the research objectives, particularly in exploring consumer behavior and experiences related to the This Is April brand. The data collection techniques included questionnaires and interviews. The data sources for this study consisted of primary and secondary data. Primary data were obtained by distributing questionnaires via Google Forms to the respondents.

This study used SPSS 25 to analyze the quantitative data. Multiple regression analysis is applied to test the effects of discounts and hedonic lifestyle on impulse buying, as well as to examine the moderating role of consumer religiosity. To determine whether consumer religiosity strengthens or weakens the relationship between the independent and dependent variables, the interaction between consumer religiosity and discounts was examined. To ensure that the regression model meets the statistical requirements, classical assumption tests, such as normality, heteroscedasticity, multicollinearity, and autocorrelation, were conducted.

4. Results and Discussion

4.1 Result

Inferential statistical analysis was employed to conduct quantitative data analysis in this study. Inferential statistics were used to test the research hypotheses. Before performing statistical testing, the researcher described the respondents' characteristics. Gender was included in the demographic description of the respondents. This study used a sample of 97 respondents to test the hypotheses. The distribution of respondents by gender is presented in the following table:

Table 1. Respondent Characteristics by Gender

		Frequency	Percent
Valid	Male	4	95.87
	Female	93	4.13
	Total	97	100.0

Source: Questionnaire Distribution Recap

Based on Table 1 (Respondent Characteristics by Gender), there were four male respondents and 93 female respondents. Furthermore, statistical data analysis was conducted after the data were obtained from the sample using the selected research instrument. Based on the type of data used, the analysis was conducted in the following stages:

4.1.1 Normality Test

The simplest normality test uses a frequency distribution graph of the current scores to determine whether the research data come from a normally distributed population. The decision rule for the normality test was as follows: if the significance value was > 0.05 , then the residuals were normally

distributed. However, if the significance value was < 0.05 , the residuals were not normally distributed. If the research data were normally distributed, the analysis proceeded to further tests using SPSS.

Table 2. Normality Test

		Unstandardized Residual
N		97
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	.22042481
Most Extreme Differences	Absolute	.042
	Positive	.042
	Negative	-.041
Test Statistic		.042
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Processed Data, 2025

Table 2 shows that the normality test result has a significance (Sig.) of. value of 0.200, indicating Sig. > 0.05 . Therefore, the data were normally distributed.

4.1.2 Linearity Test

The linearity test was used to determine whether the relationship between the two variables was linear, which is an important assumption in regression analysis. If the significance value of deviation from linearity is > 0.05 , then there is a linear relationship between the independent variable and the dependent variable. If the significance value of the deviation from linearity is < 0.05 , then the relationship is not linear. The results of the linearity test are presented in Table 3.

Table 3. Linearity Test

Variable	Sum of Squares	Mean Square	F	Sig.
Discount>Impulse Buying	636,225	26,509	0,762	0,769
Hedonic Life Style>Impulse Buying	565,579	28,279	0,756	0,774
Consumer Religiosity>Impulse Buying	317,893	15,138	0,731	0,788

Source: Processed Data, 2025

The linearity test results showed significance values > 0.05 , indicating a linear relationship between the independent and dependent variables.

4.1.3 Multicollinearity Test

The multicollinearity test is a regression analysis technique used to detect whether there is a strong linear relationship among independent variables in a model, which may cause inaccurate estimation of regression coefficients. The criteria for multicollinearity are as follows: if the Variance Inflation Factor (VIF) value is below 10 and the tolerance value is above 0.1, then the regression model is considered free from multicollinearity. The results of the multicollinearity test are presented in table below:

Table 4. Multicollinearity Test

Collinearity Statistics		
(Constant)	Tolerance	VIF
X1	0.975	1.025
X2	0.548	1.825
Z	0.542	1.845

Source: Processed Data, 2025

Based on Table 4, the discount variable (X1) has a tolerance value of $0.975 > 0.1$ and a VIF value of $1.025 < 10$. The hedonic lifestyle variable (X2) had a tolerance value of $0.548 > 0.1$ and a VIF value of $1.825 < 10$. The consumer religiosity variable (Z) has a tolerance value of $0.542 > 0.1$ and a VIF value of $1.845 < 10$. Therefore, it can be concluded that the regression model is free of multicollinearity.

4.1.4 Heteroscedasticity Test

The heteroscedasticity test is a method in regression analysis used to detect whether there is a difference in the variance of residuals in the regression model, which can lead to inefficient estimates and biased conclusions. Heteroscedasticity occurs if the significance value of a variable is < 0.05 . If the significance value is > 0.05 , heteroscedasticity does not occur. The results are presented in Table 5.

Table 5. Heteroscedasticity Test

Model	t	Sig.
X1	1.318	0.191
X2	1.245	0.216
Z	-.608	0.545

Source: Processed Data, 2025

The heteroscedasticity test shows that the discount variable (X1) has a significance value of $0.191 > 0.05$, the hedonic lifestyle variable (X2) has a significance value of $0.216 > 0.05$, and the consumer religiosity variable (Z) has a significance value of $0.545 > 0.05$. Thus, it can be concluded that there is no heteroscedasticity problem in the model.

4.1.5 Hypothesis Testing

Multiple linear regression is intended to predict how the dependent variable changes (increases or decreases) when two or more independent variables are manipulated (their values are increased or decreased). This analysis was used to estimate the effects of X1 (discount price) and X2 (hedonic lifestyle) on Y (impulse buying) among This Is April consumers. If the significance value is < 0.05 , the independent variable affects the dependent variable. Conversely, if the significance value is > 0.05 , there is no effect. The results of the multiple linear regression analysis are presented in Table 6.

Table 6. Multiple Linear Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
X1>Y	.028	0.082	0.517	8.339	0.036

X2>Y	.741	0.043	0.873	17.093	0.000
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Source: Processed Data, 2025

Based on Table 6, the discount variable (X1) has a significance value of $0.036 < 0.05$ for impulse buying (Y). Meanwhile, hedonic lifestyle (X2) has a significance value of $0.000 < 0.05$ for impulse buying (Y). Therefore, discount (X1) influences impulse buying (Y) and hedonic lifestyle (X2) influence impulse buying (Y). Furthermore, based on the F-test, if the significance value is < 0.05 , then the independent variables simultaneously affect the dependent variable. The F-test results are presented in Table 7.

Table 7. F-Test

	Sum Squares	of F	Sig.
Regression	11423,868	157,127	.000 ^b
Residual	3417,122		

Source: Processed Data, 2025

From Table 7, the significance value is $0.000 < 0.05$. Thus, it can be concluded that the independent variables (discount and hedonic lifestyle) simultaneously influence the dependent variable (impulse buying).

Table 8. Coefficient of Determination

R	R Square	Adjusted Square	R	Std. Error of the Estimate
0.877 ^a	0.770	0.765		6002929

Source: Processed Data, 2025

The adjusted R Square value is 0.765, meaning that discount and hedonic lifestyles explain 76.5% of the variation in impulse buying, while the remaining 23.5% is explained by other variables not examined in this study.

Table 9. Moderation Test

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Diskon_Religiusitas	-0.002	0.005	0.061	-0.345	0.731
Hedonic_Religiusitas	0.001	0.002	0.050	0.273	0.786

Source: Processed Data, 2025

Based on Table 9, the interaction between consumer religiosity and discount has a significance value of $0.731 > 0.05$, and the interaction between consumer religiosity and hedonic lifestyle has a significance value of $0.786 > 0.05$. Therefore, it can be concluded that consumer religiosity does not moderate the relationship between discounts and hedonic lifestyles in impulse buying.

4.2 Discussion

4.2.1 Discounts in Impulse Buying

The results of this study indicate that discounts have a significant effect on impulse buying of This Is April's products. This finding is supported by previous studies showing that discounts positively and significantly influence impulse buying behavior, such as research conducted on consumers at Matahari Binjai Supermall. Discounts significantly impact impulse-buying behavior among consumers of the fashion brand This Is April. Discounts offered, either directly or through limited-time promotions, can trigger consumers' desire to purchase products in larger quantities. Consumers perceive that they gain benefits from price reductions, indicating that discounts are a primary trigger for impulsive purchasing decisions.

Consumers who initially have no intention to buy may change their minds when encountering special price offers and are more likely to make a purchase. In this situation, discounts not only attract attention but also create a sense of urgency and exclusivity in consumers. As a result, consumers are encouraged to make purchases even if the products do not fully match their style or actual needs. Discounts also encourage This Is April to increase its overall sales volume. When consumers feel that they obtain "greater value" for the money they spend, they tend to allocate a larger shopping budget than initially planned. This finding is consistent with that of Roviqoh and Supriati (2022), who stated that discounts have a positive effect on impulse buying decisions among Shopee application users.

In the context of fashion products, This Is April consumers often make purchasing decisions without extensive consideration when encountering discount offers and are even willing to spend money on clothing that they do not particularly need. This phenomenon reflects impulse-buying behavior that is directly triggered by well-designed discount strategies. Similarly, Noor (2020) found that price discounts have a positive and significant effect on impulse buying at Borma Department Store Bandung. The price reductions offered by This Is April not only stimulate higher purchase volumes but also shape spontaneous consumption patterns that are not entirely rational. The effectiveness of this discount strategy demonstrates that consumers are more easily tempted by perceptions of short-term gains than by considerations of their long-term needs.

4.2.2 Hedonic lifestyle in Impulse Buying

The results of this study indicate that a hedonic lifestyle significantly influences the purchasing tendencies of consumers of This Is April. According to (N. E. Putri & Ambardi, 2023) hedonism has a significant effect on shopping lifestyle and impulse buying. A hedonic lifestyle directly affects impulse-buying decisions among This Is April consumers. Consumers tend to respond quickly to fashion advertisements, especially when promotions convey an exclusive and trendy impression. When encountering the latest clothing models from This Is April, consumers are encouraged to make immediate purchases, even though the products may not necessarily be suitable for them or genuinely needed.

Consumers' enjoyment of purchasing This Is April products and their belief that the brand offers superior quality reflect a hedonic lifestyle orientation. This finding contrasts with the previous research by Barokah et al. (2021), who reported that hedonic shopping lifestyles and shopping motivation did not significantly influence impulse buying. In the case of This Is April, the brand is perceived as capable of fulfilling consumer expectations because of its quality and up-to-date fashion trends. When consumers are presented with new products from a trusted brand, purchasing decisions are often made with minimal consideration, even for non-essential items. This Is April consumers also tend to shop in larger quantities when special offers are available, despite already owning sufficient clothing items. For these consumers, fashion shopping is no longer driven by necessity but by entertainment and emotional satisfaction. Consequently, they are more prone to impulse buying, particularly when exploring new collections or encountering attractive promotional offers.

The desire to appear trendy, responsiveness to advertising, and personal satisfaction derived from owning certain brands are the primary drivers of unplanned fashion purchases. This finding is consistent with that of a study by (V. P (P) hich found that hedonism influences impulsive shopping behavior.

Similarly, the hedonic lifestyle of This Is April consumers significantly impacts impulsive shopping behavior. Marketing strategies that appeal to emotional and aesthetic aspects have proven highly effective in capturing consumer attention and stimulating impulse purchases.

4.2.3 Discount and Consumer Religiosity

The results of this study indicate that consumer religiosity among This Is April customers plays only a weak role in moderating the effect of discounts on impulse buying behavior. (Maharani & Darma, 2018) also found that the role of religiosity in moderating impulse buying does not have consistent effects. Although individuals with a high level of religiosity are theoretically expected to be more cautious and rational in their consumption decisions, in practice, the influence of discounts remains dominant. Consumers are encouraged to purchase larger quantities when faced with price reductions, even when they are aware that such purchases are not always necessary.

This finding suggests that religious values are not always strong enough to restrain emotional impulses in promotional situations. The discounts offered by This Is April create a sense of urgency and exclusivity, such as limited-time promotions or special offers, which tempt consumers into making immediate purchases. Supporting this finding, Rusanti et al. (2024) reported that religiosity does not moderate the relationship between materialism and hedonic behavior in impulse buying. Consumers with lower levels of religious knowledge are vulnerable to impulsive shopping temptations. The power of discounts can override self-control shaped by religious principles, especially when emotions and the desire to own new fashion items come into play.

In contrast, Susanti et al. (2022) found that while consumer religiosity influences impulse buying, discounts do not necessarily affect unplanned purchases. Nevertheless, consumers with religious backgrounds still show positive responses to promotional strategies aimed at outperforming competitors and encouraging bulk purchases. Even though these consumers may possess spiritual awareness (experiential dimension) and strong beliefs about living a good life (ideological dimension), their actions do not always align with these principles when confronted with fashion trends and discount offers. This reinforces the finding that religiosity functions only weakly as a restraining factor in the relationship between discounts and impulse buying behavior.

Overall, discounts remain a powerful driver of impulse buying behavior among This Is April consumers, even among those with high levels of religiosity. Spiritual values cannot fully suppress emotional urges during shopping, particularly in the fashion product category, which is closely associated with lifestyle and trends. This suggests that, in the context of modern consumerism, religiosity has not yet proven to be sufficiently effective as a control mechanism for impulsive decision-making, especially when promotions are aggressive and psychologically appealing.

4.2.4 Hedonic Lifestyle and Consumer Religiosity

The findings indicate that a hedonic lifestyle significantly influences consumers' purchase intentions; however, the religiosity of This Is April consumers does not strongly control or mitigate the impact of a hedonic lifestyle on impulse-buying behavior. Several studies suggest that higher religiosity contributes to better self-control and reduces impulsive purchasing (Maryati et al., 2021). Nevertheless, consumers with a hedonic lifestyle tend to seek instant gratification in shopping activities, which ultimately leads to impulse buying. Although consumers with strong religious values are theoretically expected to consider necessity and utility more carefully, empirical evidence shows that religiosity does not consistently moderate the relationship between materialism, hedonic behavior, and impulse buying (Rusanti et al., 2024).

Consistent with these findings, the present study demonstrates that religiosity does not strongly inhibit impulse buying triggered by a hedonic lifestyle among consumers of This Is April. Religious values do not always function as primary control mechanisms in consumption decisions. Moreover, previous research has found that religiosity does not strengthen or weaken the relationship between discounts and impulse buying (Susanti et al., 2022). Consumers who prioritize pleasure and instant satisfaction tend to continue engaging in impulse buying, even when they perceive themselves as religious.

This indicates that the influence of a hedonic lifestyle on impulsive purchasing behavior is more dominant than religious values, which ideally should serve as the foundation for consumption decisions. From an Islamic perspective, engaging in the fashion business is permissible; however, consumption must be balanced, avoiding excess and prioritizing utility. Islam encourages individuals to respect wealth, use resources wisely, and avoid consumptive behaviors driven solely by trends or temporary emotions. In this context, religious awareness can serve as a filter for responding to rapidly changing fashion trends and aggressive promotional strategies adopted by brands such as This Is April.

The study further reveals that the adoption of religious values in consumption among This Is April consumers is situational and inconsistent. Hedonic lifestyle factors often play a more dominant role in shaping shopping behavior than do internalized religious values. This gap between religious beliefs and actual consumption practices suggests that consumers who identify as religious may still exhibit impulse-buying tendencies when exposed to marketing strategies such as discounts. Overall, the findings confirm that consumer religiosity among This Is April customers has not yet become a strong determinant in restraining impulse buying influenced by discounts and a hedonic lifestyle. This implies the need to strengthen consumer education and awareness of responsible consumption in Islam. Future studies should explore other psychological variables, such as self-control and subjective norms within Muslim communities, to better understand how religiosity can be more effectively internalized in everyday consumption patterns.

4.2.5 Hedonic Lifestyle from an Islamic Business Perspective

From the perspective of Islamic business ethics, a hedonic lifestyle is viewed critically because it contradicts the fundamental Islamic principles of balance, moderation, and social responsibility. A hedonic lifestyle that emphasizes the pursuit of pleasure, excessive consumption, and short-term material satisfaction may lead individuals toward unproductive consumptive behavior and distance them from their spiritual values. Islam places a strong emphasis on ethics, blessings (*barakah*), and collective benefits in business activities. Islamic business ethics teach the avoidance of *israf* (excessive consumption) and *tabdzir* (wastefulness),

1. *Israf* (Excessive Consumption):

This occurs when spending is directed toward nonessential or excessive items. The habit of This Is April consumers purchasing large quantities of fashion products merely for variation or due to the perception that well-known brands are inherently superior may fall into the category of *israf*.

2. *Tabdzir* (Wastefulness):

When consumers are aware that many brands offer similar quality yet continue to purchase beyond their actual needs, such behavior can be classified as *Tabdzir*. Islam views this not only as economically inefficient, but also as spiritually unethical. Therefore, the hedonic lifestyle exhibited by consumers of This Is April requires critical reassessment to ensure alignment with Islamic principles of consumption, which emphasize moderation, responsibility, and the pursuit of benefits that extend beyond mere material satisfaction.

5. Conclusion

This study shows that discounts have a positive effect on impulse buying, meaning that consumers are more likely to make impulsive purchases when price reductions are offered. In addition, a hedonic lifestyle has been proven to have a positive effect on impulse buying, confirming that preferences for pleasure and self-satisfaction can encourage spontaneous and consumptive purchasing behavior. These findings provide insights for Islamic business practitioners to be more cautious when applying discount-based marketing strategies and to better understand how consumer lifestyles influence impulsive purchasing decisions. The study further finds that consumer religiosity functions as a moderating factor in the relationship between discounts and hedonic lifestyles on impulse buying. Higher levels of religiosity can reduce consumers' tendency to engage in impulse buying, even when they are influenced by discounts or have a hedonic lifestyle.

This strengthens the understanding that religious values can serve as a controlling factor in consumption behavior, in line with Islamic business principles that emphasize awareness and responsibility in spending and encourage avoidance of *Israf* (excessive consumption) and *Tazbir* (wastefulness). The

results contribute significantly to both practical applications and theoretical developments. Practically, these findings provide strategic guidance for business actors, especially in the retail and e-commerce sectors, to design discount policies and marketing strategies more effectively while considering the religiosity values of Muslim consumers.

Understanding how hedonic lifestyles interact with discounts and are moderated by religiosity can help businesses create more nuanced campaigns that match Muslim market segments, increasing sales without violating Islamic business ethics. Theoretically, this study enriches the consumer behavior literature, particularly within Islamic business contexts, by integrating religiosity as a moderator in an impulse buying model. It offers a new perspective that challenges the traditional views of hedonic consumption behavior and provides empirical grounding for developing a more comprehensive theoretical framework on Muslim consumers' purchasing decisions, which are often shaped by spiritual and ethical principles.

Limitations and Future Research

This study has several limitations. First, the scope of the respondents limited to Muslim consumers in a specific region may affect the generalizability of the findings. Second, the measurement of hedonic lifestyle and impulse buying is subjective and relies on questionnaires, which may create a response bias. Third, this study focuses only on discounts as a driver of impulse buying, even though other factors, such as non-discount promotions or product displays, may also influence purchasing behavior.

Future research should expand the samples across different regions or more diverse demographic segments to strengthen external validity. In addition, using mixed methods (combining quantitative and qualitative approaches), such as in-depth interviews, may deepen the understanding of impulse buying motivations and the role of religiosity. Future researchers may also test other moderating variables, such as Islamic financial literacy or levels of understanding of Islamic business principles, as well as mediating variables, such as positive emotions or perceived value, to develop a more comprehensive model.

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