



# Unlocking Impulse Buying: The Role of Self Control, Shopping Lifestyle, and Age in Purchase Decisions at Miniso

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## ABSTRACT

This study aims to investigate the relationship between self-control, impulse buying, and shopping lifestyle among Miniso visitors in Malang City. The research adopts a quantitative approach with descriptive and explanatory research methods. The sample consists of 220 respondents, divided into 110 adolescents aged 10-19 years and 110 adults aged over 19 years. Partial Least Square Structural Equation Modeling (PLS-SEM) analysis is used to test and analyze the direct and indirect effects of the independent variable (self-control) on the dependent variable (impulse buying) through the intervening variable (shopping lifestyle), as well as the moderating effect of age groups. The study findings indicate that Miniso visitors in Malang City exhibit very high self-control, with high levels of impulse buying and shopping lifestyle. Understanding these factors can assist retail business owners in formulating effective strategies to attract and retain consumers amidst intense market competition.

**Keywords:** Age Group, Self Control, Impulse Buying, Shopping Lifestyle.

## 1. INTRODUCTION

The projection by the Central Statistics Agency (BPS) stated that Indonesia's population reached 275.77 million in 2022 [1]. This figure makes Indonesia a significantly large market. Based on the Mandiri Spending Index as of December 25, 2022, the frequency shopping index of the community was 171.5, with a shopping value index of 142.3 [2]. According to the Global Retail Development Index 2019, Indonesia ranked 5th, with retail sales reaching US\$ 396 billion, or approximately 5.5 quadrillion rupiahs [3]. With such high values, it indicates that Indonesia possesses a vast market share, which attracts both local and foreign retailers to expand their businesses in Indonesia.

The rapid development of retail businesses is undoubtedly influenced by various consumer behaviors. Beyond merely fulfilling basic needs, shopping has now become a form of recreation and a reflection of lifestyle [4]. The ever-evolving new lifestyles prompt consumers to constantly keep up with the changes. The dependency on ever-changing fashion trends leads some individuals to exhibit hedonic behaviors and be motivated to constantly update and follow the latest fashion styles

through unplanned purchases, commonly known as impulse buying.

Many factors cause impulse buying, it can be internal and external. One of the internal factors that influence impulsive buying behavior is poor self-control, which leads to deviations from the initially planned purchase decision [5]. With weak self-control in customers, impulsive purchases are more likely to occur. This can be leveraged by retailers to attract customers, either through in-store stimuli or sales promotion programs to entice consumers.

Consumer needs influence shopping lifestyle. The emergence of new fashion trends encourages consumers to constantly follow them. Shopping lifestyle can be influenced by its environment. Friends or social environment have an impact on impulsive buying [6]. As a result of these environmental influences, an individual's self-control will unavoidably affect their lifestyle, including their shopping lifestyle. The stronger their self-control, the less susceptible they are to environmental influences.

One of the foreign retailers that has entered Indonesia and grown rapidly is MINISO. MINISO is a retail store that sells various general merchandise and

fashion items, ranging from daily necessities, cosmetics, stationery, digital products, and more. Miniso offers trendy products that cater to various lifestyles. MINISO outlets are frequented not only by teenagers but also by all age groups, each with different levels of self-control, which can impact impulse buying behaviors [7].

This research aims to examine consumer self-control in facing the phenomenon of impulse buying in MINISO, through shopping lifestyle and moderated by age group.

## 2. LITERATURE REVIEW

### 2.1 Self Control

Self-control can be defined as an individual's capacity to postpone, alter, or adapt their actions, focus, feelings, and cognitive approaches in order to achieve long-term objectives. [8]. In other words, self-control comes solely from within a person. There are three indicators of self-control, namely [8]:

1. Behavioral control, which is the ability to control behavior when the influence to purchase a certain item impulsively becomes uncontrollable.
2. *Cognitive control*, the ability to process obtained information, such as discounts or others, and then process that information first to reduce shopping pressure.
3. *Decisional control*, the ability to choose a course of action based on what one desires, and the ability to suppress desires when the urge to purchase is high.

### 2.2 Impulse Buying

Impulsive shopping is defined as a purchase decision made in-store without clearly realizing the need for that purchase before entering the store. [9]. The phenomenon of impulsive buying refers to consumers who suddenly experience an intense and unstoppable urge to buy something. The research resulted in a measurement scale to assess impulse buying, which includes [10]:

1. Affective, which refers to the psychological process within an individual that pertains to emotions, feelings, and mood.
2. Cognitive, which refers to the psychological process within an individual that pertains to the structure and mental processes, including thinking, understanding, and interpretation.

### 2.3 Shopping Lifestyle

The shopping lifestyle of an individual is characterized by their consumption patterns that reflect their choices regarding time and money. Economically, commercial lifestyle indicates how a person distributes their income, both in terms of budget allocation to different products and services, as well as in terms of specific alternatives for distributing it. Distinguish similar categories [11]. Lifestyle is depicted with the following dimensions [12]:

1. Activities, it is a lifestyle defined by how people spend their time.
2. Interest, it is what they consider important in their environment.
3. Opinion, it is what they think about themselves and the world around them.

### 2.4 Self Control and Impulse Buying

The research results indicate that self-control has a negative relationship with impulsive buying [13]. Thus, the higher an individual's level of self-control, the lower the tendency to impulsively buy, while lower self-control is associated with a higher tendency to impulsively buy. Weak self-control also makes individuals more susceptible to persuasive stimuli [14]. Based on these research findings, it can be concluded that self-control is a crucial factor in restraining impulsive purchases. Considering the aforementioned relationship, the first hypothesis of this study is:

*H<sub>1</sub>*: Self-control has a negative and significant effect on impulse buying.

### 2.5 Self Control and Shopping Lifestyle

Shopping lifestyle tends to be variable and influenced by its surrounding environment. The social environment, including friends and family, plays a significant role in shaping impulsive buying behavior [6]. The influence of the social environment can drive individuals to follow current trends, make impulsive purchases, or shop based on the opinions of others. With the presence of these environmental influences, an individual's level of self-control also becomes a crucial factor in managing their shopping lifestyle [15]. Individuals with low self-control are more susceptible to the influences of their surroundings, leading to fluctuations in their shopping lifestyle based on environmental impulses. Based on the explanations above, the second hypothesis of this study is:

*H<sub>2</sub>*: Self-control has a negative and significant effect on shopping lifestyle.

### 2.6 Shopping Lifestyle and Impulse Buying

Impulsive buying is largely linked to the shopping lifestyle [15]. The shopping lifestyle has become one of the most favored preferences, where people are willing to sacrifice something to fulfill this lifestyle, which tends to lead to impulse buying. The current shopping lifestyle is used to adjust social status by choosing famous brands. This phenomenon tends to encourage the emergence of impulse buying behavior, where consumers tend to make spontaneous purchasing decisions without careful consideration [11]. In the pursuit of attaining and maintaining a certain lifestyle, consumers often get trapped in impulsive buying patterns. Based on the explanation of the relationship above, the third hypothesis of this study is:

*H<sub>3</sub>*: Shopping lifestyle has a positive and significant effect on impulse buying.

**2.7 Self Control terhadap Impulse Buying melalui Shopping Lifestyle**

A high lifestyle influenced by its environment will also lead to different shopping styles. The individual's desire to always keep up with the times, especially in the ever-evolving fashion industry, can shape their shopping lifestyle. In impulse buying, to satisfy these desires, an individual's strong self-control can suppress the urge to engage in impulse buying, which can also be influenced by their shopping lifestyle. Based on the explanation of the relationship above, the fourth hypothesis of this study is:

*H<sub>4</sub>*: Self-control has a negative and significant effect on impulse buying through shopping lifestyle.

**2.8 Self Control terhadap Impulse Buying dimoderasi Age Group**

The self-control within individuals varies across age groups, including between teenagers and adults. This is influenced by the development of individuals and their ability to resist impulsive buying tendencies. Significant differences are found in their mood states, shopping purposes, and perceived constraints, which can moderate impulsive shopping behavior [16]. This study also shows that impulsive shopping among adolescents is a behavior often used to cope with stress and the need to improve their mood, further emphasizing that impulsive shopping Their contracts are more related to perceived limitations than those of adult buyers. Based on the explanation of the relationship above, the fifth hypothesis of this study is:

*H<sub>5</sub>*: Age group moderates the influence of self-control on impulse buying.

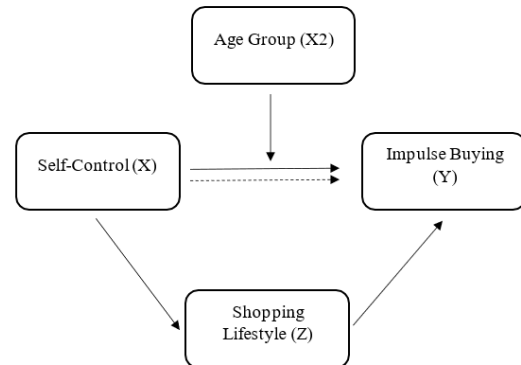
**3. RESEARCH METHODOLOGY**

This research employed a mixed-method design, including descriptive and explanatory research with a quantitative approach using a questionnaire. The study consisted of 25 Likert scale questions distributed to 220 respondents. The sample was divided equally into two groups, with 110 respondents aged 10-19 as teenagers and 110 respondents aged above 19 as adults, as this study adopted a multigroup approach. The sampling technique used was Non-Probability Sampling, specifically purposive sampling, with predefined criteria for selecting respondents.:

1. Have visited MINISO.
2. Have engaged in impulse buying at MINISO.

Impulse buying is influenced by the independent variable of self control, as well as the mediating variable

of shopping lifestyle, and the moderating variable of age group, as explained in the research map in the following Image 1.



**Figure 1** Research Map

The research instrument used in the questionnaire was developed based on the indicators previously explained. These indicators were elaborated into several items with response options using a Likert scale. Respondents were required to choose one of the available response options.

The data obtained from respondents' answers was processed using WrapPLS software to perform the evaluation of the measurement model (outer model), structural model testing (inner model), and hypothesis testing.

**4. RESULT**

**4.1. Descriptive Statistical Analysis**

The questionnaire results through Google Form show respondent data in this study based on gender as follows:

**Table 1.** Distribution of Respondent Data

Gender	Frequency	Percentage
Male	94	42.73
Female	126	57.27
Total	220	100

Based on the table above, there is a tendency for more Miniso visitors who have impulse buying behavior from the female group, with a total of 126 or 52.27% of respondents, compared to 94 or 42.73% of male respondents. This indicates that the impact of impulse buying on shopping lifestyle among adolescents in Malang City is dominated by females rather than males

The research questionnaire consists of 25 questions with 5 answer choices using a Likert scale. Strongly disagree = 1, disagree = 2, neutral = 3, agree = 4, and

strongly agree = 5. Below is the distribution of mean values for each item of the variables self-control, impulse buying, and shopping lifestyle.

**Table 2.** Nilai Mean

<i>Self Control (SC)</i>		
Item		Mean
SC1	I make purchasing decisions based on the opinions of people close to me	4,55
SC2	I seek to find out the benefits of each product I want to buy first	4,47
SC3	I feel that my monthly income is sufficient for living expenses, and I have no worries about running out of money	4,25
SC4	I use my money to shop for useful things	4,30
SC5	I do not force my desires over my wishes	4,29
SC6	The decisions I make are based on the consideration of their benefits and risks	4,29
SC7	I am not easily influenced by others in making decisions	4,35
SC8	I seek information about the product I intend to buy before making the purchase	4,08
SC9	I search for information about the product I intend to buy before making the purchase	4,11
SC10	When faced with two choices, I am not confused in dealing with them	4,27
<b>Grand Mean</b>		<b>4,29</b>
<i>Shopping Lifestyle (SL)</i>		
Item		Mean
SL1	I shop for fashion products offered through advertisements	4,44
SL2	I am interested in shopping for fashion products with the newest models	4,18
SL3	I look for fashion products from well-known brands	4,22
SL4	I shop for fashion products that have the best quality	4,07
SL5	I shop for fashion products from more than one brand	4,05
<b>Grand Mean</b>		<b>4,19</b>
<i>Impulse Buying (IB)</i>		
Item		Mean
IB1	I often buy Miniso products online without any specific reason	4,13
IB2	To purchase Miniso products, I don't need to consider anything else	4,25
IB3	I often can't wait to buy Miniso products that I have seen advertised on social media	4,10
IB4	Sometimes, I use my savings to fulfill my consumptive needs	4,22
IB5	I feel disappointed after purchasing Miniso products	3,99
IB6	If I see new Miniso products, I want to buy them immediately	3,91

IB7	I will compare the prices of each product before deciding to make a purchase	4,12
IB8	I only buy items when I need them	4,16
IB9	I purchase items based on their quality	3,92
IB10	I will not buy a product just because it is cheap	4,13
<b>Grand Mean</b>		<b>4,09</b>

Based on Table 2 above, the self-control of Miniso visitors in Malang City has a total average of 4.29, indicating a very high level of self-control. Table 2 shows that the highest average is found in item SC1 with a score of 4.55, indicating that most respondents always buy Miniso products based on other people's opinions.

The impulse buying of Miniso visitors in Malang City has a total average of 4.09, indicating a high level of impulse buying. Table 2 shows that the highest average is found in item IB2 with a score of 4.25, indicating that most respondents make purchases impulsively without considering other factors.

Shopping lifestyle of Miniso visitors in Malang City has a total average of 4.19, indicating a high level of shopping lifestyle. Table 2 shows that the highest average is found in item SL1 with a score of 4.55, indicating that most respondents often make purchases due to being influenced by advertisements.

## 4.2. Analisis PLS

### 4.2.1. Outer Model

**Table 3.** Indicator Reliability

Item	Loading Factor	SE	P Value	Explanation
AG1	0,660	0,056	<0,001	Realiabel
SC1	0,178	0,059	<0,001	Realiabel
SC2	0,174	0,059	<0,001	Realiabel
SC3	0,706	0,059	<0,001	Realiabel
SC4	0,716	0,059	<0,001	Realiabel
SC5	0,761	0,059	<0,001	Realiabel
SC6	0,732	0,059	<0,001	Realiabel
SC7	0,716	0,059	<0,001	Realiabel
SC8	0,647	0,006	<0,001	Realiabel
SC9	0,747	0,059	<0,001	Realiabel
SC10	0,700	0,059	<0,001	Realiabel
IB1	0,28	0,058	<0,001	Realiabel
IB2	0,059	0,059	<0,001	Realiabel
IB3	0,215	0,059	<0,001	Realiabel
IB4	0,089	0,059	<0,001	Realiabel
IB5	0,043	0,059	<0,001	Realiabel
IB6	0,089	0,059	<0,001	Realiabel

IB7	0.199	0.058	<0,001	Realiabel
IB8	0.099	0.058	<0,001	Realiabel
IB9	0.097	0.058	<0,001	Realiabel
IB10	0.104	0.058	<0,001	Realiabel
SL1	0.097	0.058	<0.001	Realiabel
SL2	0.012	0.058	<0.001	Realiabel
SL3	0.002	0.058	<0.001	Realiabel
SL4	0.022	0.059	<0.001	Realiabel
SL5	0.063	0.059	<0.001	Realiabel

In assessing the reliability of the indicators, the p-value of this study is less than 0.05, indicating that these items have a strong relationship with the measured variables and are reliable. In this study, for the self-control variable, item SC5 is the most representative indicator to measure self-control. For the impulse buying variable, the most representative item is IB3. Meanwhile, item SL1 is the most representative indicator to measure shopping lifestyle.

**Table 4.** Internal Consistency Reliability

Variable	Composite Reliability
Age Group	0,903
Self Control	0,942
Impulse Buying	0,921
Shopping Lifestyle	0,875

Based on the table above, it can be observed that the composite reliability values for the Age Group, Self Control, Impulse Buying, and Shopping Lifestyle variables are greater than 0.7. Therefore, all the indicators measuring these variables are considered reliable.

**Table 5.** Convergent Validity

Variable	AVE	Explanation
Self Control	0,671	Valid
Impulse Buying	0,662	Valid
Shopping Lifestyle	0,698	Valid

Based on the table above, it can be observed that all variables have Average Variance Extracted (AVE) values greater than 0.5. Therefore, all the indicators measuring these variables are considered valid.

**Table 6.** Discriminant Validity

Variable	Age Group	Self Control	Impulse Buying	Shopping Lifestyle
Age Group	(0,734)	0,500	0,645	0,532
Self Control	0,500	(0,819)	0,510	0,520
Impulse Buying	0,645	0,510	(0,813)	0,587

Shopping lifestyle	0,732	0,610	0,745	(0,801)
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The variables Age Group, Self Control, Impulse Buying, and Shopping Lifestyle have square root of AVE values greater than the other variables, confirming their validity and indicating that respondents did not encounter difficulties in answering the questionnaire.

4.2.2. Inner Model

**Table 7.** Effect Size

Variable	Effect Size
Self Control – Impulse Buying	0,335
Shooping Lifestyle – Impulse Buying	0,128
Self Control – Shopping Lifestyle	0,250

Based on the table above, the effect size value of the variable Self Control on Impulse Buying is 0.335 (<0.35), indicating moderate moderation. The effect size value of the variable Shopping Lifestyle on Impulse Buying is 0.128 (<0.15), indicating low moderation. Furthermore, the effect size value of the variable Age Group on Impulse Buying is 0.250 (<0.35), indicating moderate moderation.

**Table 8.** Adjusted R-Squares and Q<sup>2</sup> Predictive Relevance

Variable	R <sup>2</sup>	Q <sup>2</sup>
Shopping Lifestyle	0,670	0,250
Impulse Buying	0,705	0,465

In the aspect of Adjusted R-squared, 67% of shopping lifestyle can be explained by self-control. Meanwhile, 70.5% of impulse buying can be explained by self-control and shopping lifestyle. The research model also shows adequate predictive relevance as all Q2 values are greater than 0.

4.3. Hypothesis Testing

The testing criteria state that if the path coefficient is positive and the p-value is > 0.05, it can be concluded that there is a positive and significant influence of exogenous variables on the endogenous variable. The results of testing the direct and indirect effects can be observed in the following Table 9:

**Table 9.** Path Coefficient

	Path Coefficient	Indirect Coefficient	P-value	Result
X1-Y	-0,120	-	<0,001	Accepted
X1-Z	-0,500	-	<0,001	Accepted
Z-Y	0,250	-	<0,001	Accepted

X1-Z-Y	-	0,704	<0,001	Accepted
X2* X1-Y	-0,040	-	<0,001	Accepted

H1 : There is a significant negative effect of self-control on impulse buying among Miniso visitors in Malang city. Based on Table 9, the path coefficient is -0.120 with a P-value of < 0.001. Therefore, H1 is accepted. This indicates that there is a negative and significant effect of self-control on impulse buying. In other words, higher self-control tends to decrease impulse buying.

H2 : There is a significant negative effect of Self Control on Shopping Lifestyle among Miniso visitors in Malang city. Based on Table 9, the path coefficient is -0.500 with a P-value of < 0.001. Therefore, H2 is accepted. This indicates that there is a negative and significant effect of self-control on shopping lifestyle. In other words, higher self-control tends to decrease shopping lifestyle.

H3 : There is a significant positive effect of Shopping Lifestyle on Impulse Buying among Miniso visitors in Malang city. Based on Table 9, the path coefficient is 0.250 with a P-value of < 0.001. Therefore, H2 is accepted. This indicates that there is a positive and significant effect of shopping lifestyle on impulse buying. In other words, higher shopping lifestyle tends to increase impulse buying.

H4 : There is an indirect effect of Self Control on Impulse Buying through Shopping Lifestyle among Miniso visitors in Malang city. Based on Table 9, the coefficient of the indirect effect of Self Control on Impulse Buying through Shopping Lifestyle is 0.704 with a P-value of < 0.001. Therefore, H4 is accepted. This means that self-control has a positive and significant effect on impulse buying through shopping lifestyle. In other words, lower shopping lifestyle due to better self-control tends to decrease impulse buying.

H5 : Age group moderates the influence of self-control on impulse buying. Based on Table 9, the relationship between the variable self-control with impulse buying with age as a moderating variable shows an indirect path coefficient of -0.04. Since the p-value is < 0.001, this result indicates that age has a significant influence in moderating the relationship between self-control and impulse buying. Therefore, it can be concluded that age group strengthens the relationship between self-control and impulse buying.

## 5. DISCUSSION

The purpose of this research is to investigate the influence of self-control on impulse buying through shopping lifestyle, moderated by age group, among MINISO consumers.

### 5.1. The influence of Self Control on Impulse Buying

The research findings suggest that self-control has a negative relationship with impulsive buying [17]. Therefore, the higher an individual's self-control ability, the lower the tendency for impulsive purchases, and conversely, the lower an individual's self-control ability, the higher their tendency for impulsive buying. The ability to exercise self-control is highly relevant in the context of impulsive buying, as individuals with better self-control tend to resist impulsive urges while shopping.

This study also highlights the fact that a lack of self-control makes individuals more susceptible to influences from their surrounding environment [14]. This means that individuals with weaker self-control are more easily influenced by advertisements, product displays in stores, or recommendations from their peers, making them more prone to giving in to impulsive purchases.

### 5.2. The influence of Self Control on Shopping Lifestyle

The influence of self-control on shopping lifestyle can have a significant impact on an individual's shopping behavior. When someone has low levels of self-control and tends to always make purchases based on the opinions of others, it can affect their shopping lifestyle. The respondents indicated having low self-control, making them more susceptible to the influence of advertisements and the opinions of others in their product choices or shopping styles. Shopping based on the opinions of others causes individuals to lose control over their purchasing decisions, resulting in wasteful spending and excessive shopping habits.

Furthermore, when an individual is exposed to an environment that frequently encourages or exemplifies impulsive buying behavior, they are more likely to be influenced and follow the same patterns. Social environments can also create specific trends or popularize certain products, prompting consumers to feel the urge to own items that are currently trending in their surroundings, thus influencing their shopping lifestyle. The stronger their self-control, the more able they are to resist environmental influences.

### 5.3. The influence of Shopping Lifestyle on Impulse Buying

Shopping lifestyle reflects the preferences, habits, and values of consumers in making product purchases. Consumers with an impulsive shopping lifestyle tend to be more tempted to make impulsive purchases, especially when they come across products that align



with their lifestyle or the current trends they wish to follow [15].

An impulsive shopping lifestyle is often associated with consumers who strive to stay up-to-date and follow the latest fashion or trends. They are frequently enticed and tempted by advertisements, product displays in stores, or recommendations from their social circle. A shopping lifestyle that is more focused on fulfilling desires and following trends can often lead to impulse buying behavior, where consumers make purchasing decisions at Miniso without careful consideration or thorough planning..

#### ***5.4. The influence of Self Control on Impulse Buying through Shopping Lifestyle***

The influence of self-control on impulse buying through shopping lifestyle occurs due to the presence of a high lifestyle influenced by the surrounding environment. This high lifestyle causes a person's shopping style to become different. The individual's desire to constantly follow the trends of the time, especially in the ever-changing fashion industry, can shape a unique shopping lifestyle for that individual. In the context of impulse buying, when individuals feel a strong desire to fulfill their needs or wants, having strong self-control helps to suppress those desires, thus preventing impulse buying.

However, even though self-control plays a crucial role in controlling impulse buying, the influence of shopping lifestyle cannot be ignored. The shopping lifestyle an individual possesses can affect their tendency for impulse buying. Their high and environment-influenced shopping style makes them more susceptible to impulse buying. In such situations, even with strong self-control, the high shopping lifestyle can counteract their efforts to avoid impulse buying.

In general, the impact of impulse purchases on consumer behavior through their lifestyle is complex and demonstrates self-control. When it comes to shopping, self-control is particularly important as it helps reduce impulsiveness, but individual shopping habits also affect the effectiveness of such control. Hence, the role of shopping lifestyle cannot be disregarded in understanding impulse buying behavior, and it needs to be holistically considered when designing more effective and targeted marketing strategies to address consumer shopping behavior.

#### ***5.5. The Influence of Self Control on Impulse Buying is moderated by Age Group***

Self-control in human beings varies among age categories, including teenagers and adults. These differences are influenced by how individual development unfolds and to what extent an individual

can suppress their impulses in making impulsive purchases. During adolescence, individuals are undergoing a dynamic developmental stage, including decision-making and self-control. They tend to be more impulsive due to being in a stage of exploration and self-identity seeking. The urge to try new things and be part of a specific social group can lead to a tendency for impulsive buying. Additionally, the desire to keep up with trends and popular lifestyles can also influence impulsive shopping behavior among teenagers.

As a result, this study suggests that age is an important factor in changing the correlation between self-control and impulsive buying behavior.

## **6. CONCLUSION**

This research reveals significant findings about the factors influencing impulsive buying behavior among Miniso visitors in Kota Malang. The correlation between self-control and traveler lifestyle is negative, but it does suggest that those with greater self control tend to have lower impulse purchases. Furthermore, a positive relationship was found between shopping lifestyle and impulsive buying behavior, with individuals with higher shopping lifestyles being more engaged in impulsive buying, influenced by their surroundings and social pressures. The study also highlights the importance of understanding the role of age groups in moderating the influence of self-control on impulse buying, emphasizing the need for appropriate marketing strategies, tailored to different purchasing preferences within specific age groups.

These findings provide valuable insights for retailers to design effective marketing approaches based on varying levels of self-control and shopping preferences within different age groups. By targeting promotions and discounts on products that are likely to be impulse buying choices, Miniso can attract consumer attention and encourage them to make immediate purchases. Moreover, implementing attractive loyalty programs and providing rewards to loyal customers can help Miniso build long-term relationships with consumers, enhance customer retention, and increase the frequency of visits to Miniso stores.

To gain deeper insights into impulsive buying behavior among Miniso visitors and its influencing factors, future research can expand the sample to include other regions in Indonesia. Cross-city studies will help determine the consistency or differences in factors influencing impulsive buying behavior. Additionally, involving other retail brands besides Miniso can compare impulsive buying behaviors across different brands, providing valuable insights into consumer tendencies in various retail environments.

Longitudinal studies can also track changes in impulsive buying behavior over time, offering a comprehensive understanding of consumer purchasing patterns and trends.

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