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The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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**THE EFFECT BETWEEN SHOPPING LIFESTYLE, FASHION INVOLVEMENT,
HEDONIC SHOPPING, AND IMPULSE BUYING
TOWARDS SHOPEE E-COMMERCE**

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Abstract

The purpose of this study was to determine the effect of shopping lifestyle, Hedonic Shopping, Fashion Lifestyle, and Impulse Buying in Shopee e-commerce. This study used a quantitative approach. Data obtained by online questionnaire via google form. Hypothesis testing is carried out using the classical assumption method, multiple regression and hypothesis testing with SPSS 21. Based on the finding of this study, hedonic shopping and shopping lifestyle show the significant effect toward Shopee e-commerce. However, the impulse buying, and fashion involvement show the insignificant effect toward Shopee e-commerce. The limitation of this study is a small number of sample sizes. This research is important for analysing and knowing customer shopping styles in developing digital marketing strategies. The finding of this research will help companies in developing digital marketing strategies so that companies can achieve maximum goals.

Keywords: Ecommerce, Shopping Lifestyle, Hedonic Shopping, Impulse Buying.