



## How H&M make concept BUY NOW THINK LETTER, H&M's Role in Gen Z's Hedonic and Impulsive Buying Trends

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**Abstract:** Gen Z values experiences over material possessions. They prefer spending on activities that offer memorable experiences, such as attending events, dining out, and travel. This preference for experiences also translates into their shopping behavior, where they seek immersive and engaging retail experiences. Explore the consumer behavior of Gen Z in Bekasi, specifically their hedonic tendencies, and to provide actionable insights for H&M's marketing strategy. By understanding the unique characteristics, preferences, and values of Gen Z in this region, H&M can tailor its offerings and marketing efforts to effectively engage this influential demographic. The method of quantitative approach with the survey results found is 149 respondents with the statistical technique used is Structural Equation Modeling Partial Least Square (SEM-PLS). Understanding the hedonistic influences driving impulsive buying among Gen Z in Bekasi allows H&M to craft targeted strategies that cater to this demographic's desires while promoting sustainability. By balancing trendiness with environmental responsibility, H&M can build lasting brand loyalty and contribute positively to the global fashion landscape. This paper provides a roadmap for H&M to navigate the complex interplay of hedonism and sustainability, ensuring relevance and growth in the competitive market. Strategi yang dapat dilakukan oleh perusahaan adalah mempertahankan sifat tiba-tiba activities dari konsumen gen z seperyi embiense store penataan new collection seasoning untuk tetap mempertahankan ketertarikan terhadap koleksi brand H&M. Kemudian pada dimensi Leisure Activities indikator yang memberikan pengaruh paling rendah friends opinion, strategi yang dapat dilakukan oleh perusahaan adalah meng improve pola konsumtif individu menjadji group, denga melakukan penawaran, buy 2 get 1 free atau spend 400k get 50% off. This study significantly contributes to the analysis of the influence of hedonic variables on impulsive buying behavior concerning the H&M brand. By examining the psychological and social factors that drive Gen Z in Bekasi towards impulsive purchases, this research provides valuable insights and ongoing suggestions for H&M's managerial strategies. It emphasizes the importance of balancing the "Buy Now, Think Later" concept with sustainable practices to foster long-term brand loyalty and environmental responsibility.

**Keywords:** Retail, Fashion, Hedonic, Gen Z

### 1. INTRODUCTION

Gen-Z is one of the big growing markets in Indonesia. Most Gen-Z show hedonic shopping behavior. The hedonic behavior of Gen Z in shopping for fast fashion products as part of the fashion life style. Data shows that 17% of Gen-Z shop at fast fashion stores every week and 62% every month there are more than 75 million Generation Z in Indonesia. According to a report by Baijalet al. (2022).

Their purchasing power is estimated at \$132 billion. Most of the beloved Gen Z fashion brands come from fast fashion brands that follow the trend quickly with many model variants to choose from. The speed of Gen Z's purchasing power towards fast fashion is influenced by Adventure shopping, Social shopping, Gratification shopping, Idea shopping, Role shopping, Value shopping (Angelina Darma & Japariato, 2014)

Obsessive buying among gen z is one of the triggers for impulsive buying. Researchers found data that 41% of Gen Z make impulsive purchases every 2-3 weeks. It is estimated that 2 out of 5 young consumers make impulse purchases on a regular scale of 3-6 in a month (Nastasya Ryoko Bonang Tessy 2023).

### **Hypothesis Development**

Based on the results of the calculations in this study There is a significant influence between Hedonic behavior on Impulsive Buying behavior in Gen Z consumers of the H&M fashion brand. This shows that Hedonic behavior in terms of shopping motivation and shopping ideas influences Impulsive Buying behavior in terms of relaxing activities and emotional effects.

This is strengthened by the results of the research hypothesis test on the influence of Hedonic behavior on shopping motivation which states that respondents feel more confident after shopping at H&M and the idea of shopping which states that shopping is a form of refreshing.

Gen Z prefers to have fun and be stylish and look eye-catching when wearing the clothes they buy. This is in line with research conducted by (Najjuko, 2023) which states that hedonism has a significant influence on the existence of experiential values such as pleasure, entertainment and emotional education which are some of the main important things for Gen Z consumers' purchase intentions towards brands. fashion.

## **2. METHOD**

The methods used in this research are quantitative methods. The method of quantitative approach with the survey results found is 149 respondents with the statistical technique used is Structural Equation Modeling Partial Least Square (SEM-PLS).

### **3. RESULT DAN DISCUSSION**

Based on the results where Hedonic has a significant effect on Impulsive buying behavior, it can be concluded that the feeling of pleasure generated when shopping makes Gen Z consumers motivated to shop when passing through the H&M store, the aim of which is initially only to see the existing collection.

when there is an interesting product they buy. without thinking long and feeling fulfilled in shopping motivation, with eye-catching products, shopping becomes a form of refreshing for Gen Z and to fulfill their needs and feel up to date when using the interesting items they buy, the existing seasonal products also attract consumers. Gen Z tends to buy impulsively to look trendy with collections released every season and H&M collaborations. Gen Z tends not to think too long about making decisions when there are items that tend to be interesting.

It can be described that Gen Z has a lot of fun when shopping for the Fshion they want and thinks that it gives a positive emotional impression. (Darma and Japariato, 2014) in (Rahmawati, 2018) When a person has a high hedonistic value, it can affect the feeling of pleasure, happiness, satisfaction and the like in a person. The results of this study also support the research conducted by Darma and Japariato (2014), hedonism can refer to the level of perception where spending is considered useful.

#### **Managerial Implications**

Based on the results of research on impulsive buying that has been carried out, it can be seen that the Leisure Activities dimension has the greatest influence on the sudden activities indicator. The strategy that can be carried out by the company is to maintain the nature of sudden activities from Gen Z consumers, such as store ambience, arranging new collection seasoning to maintain interest in the H&M brand collection. Then in the Leisure Activities dimension, the indicator that has the lowest influence on friends opinion, the strategy that can be carried out by the company is to improve individual consumption patterns into groups, by making offers, buy 2 get 1 free or spend 400k get 50% off. In the emotional dimension, the effect also has a big influence on the shopping mood indicator. This shows that shopping is a form of improving someone's mood and shopping is just to find happiness. The strategy that can be carried out by the company is to maintain store efficiency and store layout by highlighting new arrivals from the H&M collection.

Based on the results of research on hedonic variables that has been carried out, it can be seen that the Shopping idea dimension has the greatest influence on Impulsive Buying

behavior. This shows that shopping at H&M is a form of refreshing for Gen Z consumers who buy H&M fashion products. The managerial strategy that can be implemented is to maintain an image and collection that is always up to date to continue to maintain Gen Z's interest in the H&M brand because this creates buying interest and impulsive purchases of Gen Z towards the H&M Brand. Then there are indicators of strategic needs that can be implemented. The company is increasing the release of more new collections to better meet the needs of Gen Z consumers in order to increase the appeal of the H&M brand.

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