

ABSTRACT

The digital era has transformed consumption patterns in society, particularly among housewives who are increasingly exposed to marketing content on social media. This intensive exposure potentially triggers irrational impulsive buying behavior. Therefore, this study aims to analyze the influence of social media exposure and religiosity on impulsive buying behavior among housewives in Losari and Pabedilan Sub-districts, Cirebon Regency, with hedonic motive, shopping lifestyle, and materialism as mediating variables.

This study employs a quantitative approach using purposive sampling technique involving 300 housewife respondents. Data are collected through questionnaires and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4 software.

The results indicate that social media exposure has a positive and significant effect on hedonic motive, shopping lifestyle, and materialism. Hedonic motive and shopping lifestyle have positive and significant effects on impulsive buying behavior. Materialism shows a positive but insignificant effect, while religiosity demonstrates a negative but insignificant effect on impulsive buying behavior. Hedonic motive and shopping lifestyle significantly mediate the influence of social media exposure on impulsive buying behavior, whereas materialism does not function as a mediator.

Keywords: *Social Media Exposure, Religiosity, Impulsive Buying Behavior, Hedonic Motive, Shopping Lifestyle, Materialism*

