

Original Article

The Effect of Hedonic Shopping Motivation on Impulse Buying Shopee with Positive Emotions as Mediation in Generation Z Indonesia

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Abstract: E-commerce introduces a new lifestyle to people, namely online shopping. Shopee is the most often visited and used e-commerce site by the people of Indonesia. Shopee is also a favorite e-commerce of Generation Z because of their characteristics, who like to find new things on the internet and are more digitally literate. When using the Shopee application to shop, one can make impulse purchases. After all, quickly and easily, consumers may find information regarding a variety of topics through e-commerce and satisfy hedonistic desires because consumers consider shopping a pleasure when what they need is not met. In addition, positive emotions can also stimulate people to make impulse purchases because they describe someone feeling enthusiastic when shopping. This study aims to test the effect of Hedonic Shopping Motivation and Positive Emotions on Impulse Buying and the role of Positive Emotions as a mediating variable. This study used quantitative methods. The population and samples used in this study are Generation Z users of Shopee applications in Indonesia who have purchased at Shopee. Data obtained from the online distribution of questionnaires amounted to 310 respondents. This study employed PLS-SEM as its data analysis method. The result of this study was that Hedonic Shopping Motivation positively influences Impulse Buying, Positive Emotions is positively influenced by Hedonic Shopping Motivation, Impulse Buying is positively influenced by Positive Emotions, and Impulse Buying is positively influenced by Hedonic Shopping Motivation with Positive Emotions as mediation.

Keywords: Hedonic Shopping Motivation, Impulse Buying, Positive Emotions.

I. INTRODUCTION

Technology has developed rapidly and has become increasingly sophisticated to provide convenience, especially for businesspeople to use digital marketing media because almost all community activities cannot be separated from the internet. This situation must be utilized by businesspeople to reach a broader market. The opportunity to do business online is to conduct buying and selling activities in e-commerce. Online buying is a new lifestyle that e-commerce introduces to individuals. When making purchases, people would rather shop online than visit a physical location (Cahyani & Marcelino, 2023). People who make online purchases consider that e-commerce is a channel that can simplify the buying process so that their desire to buy increases and there is a change in consumption patterns because by shopping online, consumers can see various kinds of promos, advertisements, prices, product images and product details (Meitrix & Emmanuel, 2023). Statista (2024) shows that e-commerce users continue to increase from 48.69 million in 2020 to 87.09 million in 2024.

In Indonesia, various kinds of e-commerce exist, such as Blibli, Bukalapak, and JD.ID, Lazada, Shopee, Tokopedia, Zalora, and so on. Based on data from the databox (2024), from January to December 2023, there are five e-commerce with the most visitors in Indonesia, namely Shopee reaching 2.35 billion visits, Tokopedia achieving 1.25 billion visits, Lazada with 726.4 million visits, Blibli with 337.4 million visits, and Bukalapak with 168.2 million visits. In addition, according to SimilarWeb data (2024), five e-commerce sites in the marketplace category have the most visitors in Indonesia in January 2024. The first order is Shopee, followed by Tokopedia, Lazada, Blibli, and Amazon. This shows that Shopee is Indonesia's most frequently visited and used e-commerce site. This illustrates that the e-commerce competition in Indonesia is very competitive, and it strives to make internet users visit and shop on its platform. The convenience is supported by marketers' efforts in implementing strategies to encourage impulse purchases, as online sales through ever-increasing websites have proven that impulse buying is high (Salsabila & Suyanto, 2022).

Even though it has excelled, Shopee must still compete by understanding consumer behavior, namely impulse buying, so that it can be used as an opportunity and will further increase revenue. The increase in impulse buying behavior is related to changes in people's shopping patterns, namely the fulfillment of basic needs and daily supplements and becoming an activity to seek pleasure in buying a product; this impulse buying behavior is an opportunity for marketers because it can significantly



increase sales (Kholis et al., 2023). Data shows that the gross merchandise value (GMV) of e-commerce in Southeast Asia increased from \$54.8 billion in 2020 to \$99.5 billion in 2022, supporting that statement. In addition, in 2022, Indonesia will remain the largest e-commerce market, accounting for 52% of the total GMV and Shopee leads in GMV across all Southeast Asian countries (Momentum Asia, 2023).

Shopee is a leading e-commerce platform and has gained popularity among Indonesians, especially among the younger generation, because Shopee is famous for being able to offer products at affordable prices, competitive prices, profitable features such as discounts, flash sales, cash back, and so on (Iskamto & Gunawan, 2023). Shopee provides convenience, security, and fun so that millions of people enjoy buying online every day because Shopee sells various goods and has proven its advantages such as free shipping, product guarantees, live chat, Shopee live, Shopee video, different payment methods, and shipping so that it has an impact on consumer behavior that becomes impulsive because buying goods without consideration and following emotional impulses (Meitrix & Emmanuel, 2023).

Online impulse buying is a behavior that makes customers buy goods or services unplanned or spontaneously (Evangelin et al., 2021). One factor that influences buyers' impulsive actions is hedonic shopping motivation (Ahmadova & Nabiyeve, 2023). When motivated by hedonic shopping motivation, consumers are often involved in impulsive buying because they view shopping as enjoyable when their previous needs are unmet (Tirtayasa et al., 2020). Combining pictures, movies, and other effects can develop hedonic motives to entice buyers to purchase new items from different brands (Indrawati et al., 2022). Currently, Shopee is improving visual content such as images and videos to provide convenience and creative space to help users meet their needs with a complete and quality selection of products from various categories as well as crucial visual content to provide a good and attractive shopping experience (antaranews.com, 2023). One form of improvement is Shopee Live, which provides a fun experience of interaction. According to Populix research findings cited by CNN Indonesia (2023), Shopee Live is the most often used live streaming option, according to 69% of respondents, because Shopee Live provides attractive offers and promotions such as giving the cheapest prices, the biggest discounts, the biggest cashback, and the most free shipping so that consumers who are influenced by entertainment and exploration as much as possible will cause high hedonic shopping motivation (CNN Indonesia, 2023; Helmi et al., 2023). In addition, when shopping, consumers see items or walk around and go to places that have never been or are often visited (Kosyu et al., in Wahyuni & Rachmawati, 2018). This can happen when consumers shop online because e-commerce has many features, so when you see an interesting product, it will make consumers impulse buy (Wahyuni & Rachmawati, 2018). Therefore, hedonic shopping motivation behavior is created, such as buyers taking advantage of promos, enjoying the excitement of promotions, watching Shopee Live, using features such as Shopee Games, and watching Shopee Video.

Besides from the hedonic shopping motivation, positive emotions play an important part in the process of impulse purchase (Park et al., in Yi & Jai, 2019). Yi & Jai (2019) stated that consumers with more positive emotions are more probable to produce impulse purchases because positive emotions can lead to a tendency to behave and react to the environment, such as seeing the desired item and then buying it. Impulsive buyers typically emotionally connect to the product and want to purchase it immediately (Ahmadova & Nabiyeve, 2023). In addition, positive emotions describe a person's enthusiasm and excitement, which involve high-energy feelings (Andriani & Harti, 2021). Shopee presents a massive promo that allows users to shop through Shopee Live with a 50% discount, and the massive promo gets very high enthusiasm and floods the Shopee Instagram comment column because consumers are looking forward to the promo taking place (antaranews.com, 2023).

The choice of Generation Z because the consumption behavior patterns of Generation Z are different from the previous generation because the generation has the characteristics of "screen addicts", meaning that due to their higher level of digital literacy, members of Generation Z can only recall or comprehend a world with social media, smartphones, internet access, and they also enjoy discovering new content on the internet and other digital platforms (Kredivo, 2023; Vieira et al., 2020). Therefore, the use of e-commerce platforms, especially in Generation Z, can trigger impulse buying (Cahyani & Marcelino, 2023).

Based on the explanation above, this study aims to examine the influence of hedonic shopping motivation on Shopee's impulse buying, with positive emotion as a mediator on Generation Z in Indonesia.

II. LITERATURE REVIEW

A) Hedonic Shopping Motivation

Customers' motivation when shopping is because individuals feel happy and shopping becomes interesting, so they have an excited reaction, arouse joy, and are not focused on the excess of the products bought is Hedonic Shopping Motivation (Evangelin et al., 2021). Hedonic shopping motivation refers to the emotional and sensory aspects that drive individuals to shop for pleasure, enjoyment, and self-expression rather than solely for functional or utilitarian purposes (Indrawati et al., 2022). Hedonic shopping motivation refers to a person's attempt to get the most enjoyment out of a particular activity (Veenhoven,

Erdem & Yılmaz, 2021). Hedonic shopping motives motivate buyers to buy something to get certain satisfaction, so they ignore the benefits of the goods purchased (Kosyu et al., in Wahyuni & Rachmawati, 2018).

B) Positive Emotions

Positive emotions include happiness, love, liking, enjoyment, and satisfaction (Peter & Olson, in Nurlinda & Christina, 2020). Positive emotions have many synonyms, such as happiness, joy, optimism, and well-being, and positive emotions are mental states that contain components of sensations, feelings, ideas, and behaviors that might have positive effects, such as cheerfulness, peace, contentment, and happiness (Ching & Chan, 2020). If consumer needs and wants can be met, it will generally produce positive emotions (Hawkins & Mothersbaugh, 2019). Positive emotions typically describe pleasurable feelings and encourage individuals to approach happy, content, and appreciative stimuli (Martaleni et al., 2022).

C) Impulse Buying

The process that occurs when consumers suddenly feel the urge to buy an item that they cannot refuse is impulse buying (Solomon, 2019). Impulse buying is unplanned buying behaviour that determines the probability of someone making a purchase instantly and without thinking, as well as spontaneous behaviour patterns that, ultimately, the purchase results are not carefully evaluated (Erdem & Yılmaz, 2021). Impulse buying is the term for an unplanned purchase that results from a strong, sudden desire to make a hasty, mindless purchase (Rook, in Ahmadova & Nabiyeva, 2023). Impulse buying is a transaction behaviour that occurs spontaneously, not having a plan, with strong and uncontrolled emotional strength and allows consumers to take action without considering the consequences of their behaviour (Putra & Kusuma, 2021).

D) Relationship between Variables

Hedonic shopping motivation is founded upon the push to fulfill the want to get delighted when browsing stores rather than just buying an item for one's needs (Salsabila & Suyanto, 2022). Hedonistic consumers seek satisfaction in the shopping process, looking for joy and pleasure (Sutisna & Susan, 2022). Hedonic motives are an internal source of impulse buying because they reflect passion and are directed toward goals and beliefs about consumption; for example, consumers believe that buying an object will provide emotional satisfaction, an appreciation, or minimize their negative feelings (Iyer et al., 2020). This statement is also supported by a study carried out by Cahyani & Marcelino (2023), Chauhan et al. (2023), and Chetoui & Bouzidi (2023), which states that impulse buying is positively and significantly impacted by hedonic shopping incentive. According to this, the first hypothesis is:

H1. Hedonic Shopping Motivation positively and significantly influences Impulse Buying.

Consumers will experience more positive feelings if those consumers are also driven by stronger hedonic motives (Iyer et al., 2020). Aprilia et al. (2022) revealed that the use of marketplace applications triggers people to shop and fulfill their hedonic needs. This satisfaction causes positive emotions even though people do not plan to buy the product. This statement is also supported by a study carried out by Kholis et al. (2023), Nurlinda & Christina (2020), and Yi & Jai (2019), which states that happy emotions are positively and significantly impacted by hedonic purchasing drive. According to this, the second hypothesis is:

H2. Hedonic Shopping Motivation positively and significantly influences on Positive Emotions.

Positive emotions such as satisfaction, enthusiasm, and excitement can positively impact consumer impulsive behavior because consumers with positive emotions do not need much time to decide on purchases and spend more money (Chauhan et al., 2023). In addition, when shopping, consumers will engage in their good and positive emotions, which are crucial parts of the process of impulse buying (Park et al., in Yi & Jai, 2019). This statement is reinforced by studies carried out by Chauhan et al. (2023) and Martaleni et al. (2022), which state that impulse purchases are positively and significantly impacted by good emotions. According to this, the third hypothesis is:

H3. Positive Emotions positively and significantly influence on Impulse Buying.

Impulse buying is triggered by exposure to pleasurable consumption situations because the desire to obtain pleasure and the willingness to reject it manifest in a person so that he makes decisions quickly to fulfill his desires (Kacen & Lee, in Fitri & Millanyani, 2023). Cahyani and Marcelino (2023) and Kholis et al. (2023) state that hedonic shopping motivation indirectly affects impulse buying because positive emotions mediate it. According to this, the fourth hypothesis is:

H4. Hedonic Shopping Motivation positively and significantly influences on impulse Buying with Positive Emotions as mediation.

E) Research Model

The research model from earlier work by Cahyani & Marcelino (2023) is used in this study. The figure below displays the research model:

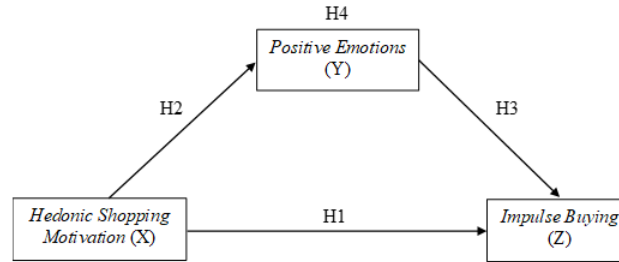


Figure 1. Research Model

III. METHODOLOGY

The methodology for this study is quantitative. The population in this study is Generation Z, a user of the Shopee application in Indonesia. The determination of samples in this study uses non-probability sampling techniques in the purposive sampling category based on criteria including being domiciled in Indonesia, Indonesian people who are Generation Z, Shopee application users, and have made purchases at Shopee. A minimum of 269 samples were decided to be the sample size because the size of the population is unknown. Respondents were given online surveys created with Google Forms to collect data for this study, and a Likert scale with values ranging from 1 (strongly disagree) to 5 (strongly agree) was used for every variable in the study. This study's measurement of the variables is adapted from Cahyani & Marcelino (2023). This study used PLS-SEM (Partial Least Squares-Structural Equation Modeling) as its analysis method. The PLS evaluation model assesses the measurement and structural models (Ghozali, 2021).

IV. RESULTS AND DISCUSSION

A) Respondents Characteristics

The complete demographics are in Table 1. Based on demographic data, it was found that most respondents are women (67.1%). By age, the majority are 20-22 years (48.4%). Based on shopping frequency, the majority >5 times (21.3%).

Table 1: Respondents' Demographics

Variable	Category	Respondent	Percentage (%)
Gender	Man	102	32.9%
	Woman	208	67.1%
Age	11-13	2	0.6%
	14-16	11	3.5%
	17-19	63	20.3%
	20-22	150	48.4%
	23-25	69	22.3%
	26-29	15	4.8%
	>30	0	0.0%
Shopping Frequency	1 time	54	17.4%
	2 times	60	19.4%
	3 times	58	18.7%
	4 times	30	9.7%
	5 times	42	13.5%
	>5 times	66	21.3%

B) Measurement Model

To evaluate convergent validity, each construct indicator's outer loading value and each variable's Average Variance Extracted (AVE) value are used (Ghozali, 2021). The acceptance criteria for the value of outer loading (>0.70) and, value of AVE (>0.50) (Hair et al., 2022). The reliability test is assessed based on Cronbach's Alpha and Composite Reliability with acceptance criteria are >0.70 (Hair et al., 2019).

Based on Table 2 the entire outer loading value of each item is >0.7, and the AVE value of each variable is >0.50. This shows that all items of variables and variables used in the study are declared valid and meet the criteria of the convergent validity test. The values of Cronbach's Alpha and Composite Reliability for each variable > 0.7. Thus, every variable in this research has been deemed reliable after meeting the reliability test requirements.

Table 2: Measurement Model

Variable	Item	Outer Loading	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability
Hedonic Shopping Motivation	HSM1	0.709	0.533	0.854	0.889
	HSM2	0.721			
	HSM3	0.715			
	HSM4	0.702			
	HSM5	0.784			
	HSM6	0.762			
	HSM7	0.714			
Positive Emotions	PE1	0.812	0.736	0.813	0.878
	PE2	0.883			
	PE3	0.772			
	PE4	0.733			
Impulse Buying	IB1	0.831	0.643	0.879	0.917
	IB2	0.903			
	IB3	0.918			
	IB4	0.771			

Discriminant validity is assessed based on the Fornell-Larcker criterion value, which is the square root value of AVE, is higher than the value of correlation between constructs in the model; hence, it can be said that the model is valid and complies with the discriminant validity criteria. In addition, measurements based on the Heterotrait-homotrait (HTMT) values, which are the average of all indicator correlations between constructs that measure different constructs and every variable in this study was found to have a value of less than 0.9, indicate that every variable was found to be discriminant valid.

Table 3: Discriminant Validity Fornell-Larcker

Variable	Fornell-Larcker			Heterotrait-homotrait (HTMT)		
	Hedonic Shopping Motivation	Impulse Buying	Positive Emotions	Hedonic Shopping Motivation	Impulse Buying	Positive Emotions
Hedonic Shopping Motivation	0.730					
Impulse Buying	0.513	0.858		0.571		
Positive Emotions	0.688	0.662	0.802	0.822	0.774	

C) Structural Model

Based on Table 5, the Impulse Buying variable's R Square Adjusted value is 0.442, indicating a 44.2% influence from Hedonic Shopping Motivation and Positive Emotion. Numerous things influence the remaining 55.8%. Then, the Positive Emotions variable's R Square Adjusted value is 0.472 and indicates a 47.2% influence from Hedonic Shopping Motivation on the Positive Emotions variable. In comparison, other variables affect the remaining 52.8%.

Then, the Impulse Buying variable has a Q square value of 0.319, and the Positive Emotions variable has a value of 0.300 because the Q square value of the two variables is more than 0, meaning that the measure has predictive power of the model outside the sample so that the model can accurately predict data not used in model estimation. In addition, based on the goodness of fit test with the criteria of SRMR value, it was found that the SRMR value was 0.083, which shows that there is a good fit with the model utilized in this study because the SRMR value is less than 0.10. The results show that this research model is based on the research data used to ensure that the model can represent and explain the observed phenomenon or reality.

Table 4 Results of Hypothesis Testing

Hypothesis	Relationship	Path Coefficient	T Statistics	P Values	Decision
Direct Effect					
H1	Hedonic Shopping Motivation → Impulse Buying	0.587	10.148	0.000	Supported
H2	Hedonic Shopping Motivation → Positive Emotions	0.109	1.773	0.038	Supported

H3	Positive Emotions → Impulse Buying	0.688	14.675	0.000	Supported
Indirect Effect					
H4	Hedonic Shopping Motivation → Positive Emotions → Impulse Buying	0.404	7.870	0.000	Supported

The H1 outcomes showed that Hedonic Shopping Motivation positively and significantly affected Impulse Buying because the coefficient is a positive value (0.587), T statistics = 10.148 (>1.65), and the p-value is 0.000 (fewer than 0.05). This means that the more Hedonic Shopping Motivation increases in consumers when shopping at Shopee, the more Impulse Buying will increase. The outcomes of this study concur with studies by Cahyani & Marcelino (2023), Chauhan et al. (2023), and Evangelin et al. (2021). Hedonic Shopping Motivation can increase Impulse Buying because of Shopee's wide range of categories and products, and customers are likely to make impulsive purchases. They can explore the site and compare items with ease because it's an online resource. This is supported by previous research by Salsabila & Suyanto (2022), which states that hedonic shopping motivation is founded upon the push to fulfill the want to get delighted when browsing the store rather than just buying an item for needs. In addition, it is also supported by previous research by Indrawati et al. (2022) that hedonistic motives can cause a person to make impulsive or unplanned purchases online based on the convenience and convenience provided by digital media channels. Hedonic Shopping Motivation can increase consumer interest to always shop, not only because of need but also because of consumers' desire to do impulse Buying online and shopping has become a pleasure in someone because exploring Shopee will attract the attention of someone who can find new choices they don't have as well as attractive promotional offers (Cahyani & Marcelino, 2023).

The H2 outcomes showed that Hedonic Shopping Motivation positively and significantly affected Positive Emotions because the coefficient is a positive value (0.109), T statistics = 1.773 (>1.65), and the p-value is 0.038 (fewer than 0.05). It follows that the greater Generation Z's Hedonic Shopping Motivation when shopping at Shopee, the more feelings of pleasure and the higher the Positive Emotions. The outcomes of this study concur with studies by Aprilia et al. (2022), Cahyani & Marcelino (2023), and Kholis et al. (2023). People with high Hedonic Shopping Motivation are most likely to have positive emotional reactions when exploring Shopee, and the person will meet their psychological needs by visiting stores on Shopee that provide a sense of fun and entertainment. Shopee's marketing methods have the potential to grow Hedonic Shopping Motivation, such as Shopee providing massive discounts so that when consumers open Shopee, it will cause curiosity and then want to fulfil these desires. Consumers will look for the goods they want, and when they find the item they are looking for, consumers will immediately buy the item; this causes positive emotions that make someone feel happy, satisfied, and happy with the discount (Cahyani & Marcelino, 2023; Lestari & Sinambela, 2023). Consumers who are motivated by hedonic shopping will be more likely to pay attention to entertainment, enjoyment, and pleasure when shopping so that emotional satisfaction arises, creating positive emotions (Yi & Jai, 2019).

The H3 outcomes showed that Positive Emotions positively and significantly affected Impulse Buying because the coefficient is a positive value (0.688), T = 14.675 (>1.65), and the p-value is 0.000 (fewer than 0.05). This means that the greater Generation Z's positive feelings about shopping at Shopee, the greater their desire to impulse buy. The outcomes of this study concur with studies by Chauhan et al. (2023), Martaleni et al. (2022), and Nurlinda & Christina (2020). Consumers can spend a lot of time in the stores available on Shopee so that positive feelings will arise and make consumers buy a product that is outside the planned list or a product that was not thought of before. This statement is supported by research by Cahyani & Marcelino (2023), which states that Shopee conducts attractive sales promotions so that positive emotions arise that make consumers feel happy and benefit from the promotion, which causes consumers to make unplanned purchases or impulsive purchases. In addition, research by Nurlinda and Christina (2020) states that when a person feels joy, it will encourage the person to do impulse buying.

The H4 outcomes showed that Hedonic Shopping Motivation positively and significantly affects Impulse Buying through Positive Emotions because the coefficient is a positive value (0.404), T statistics = 7.870 (>1.65), the p-value is 0.000 (fewer than 0.05). This means that the higher the Hedonic Shopping Motivation, the more Positive Emotions can increase Impulse Buying. The outcomes of this study concur with studies by Aprilia et al. (2022), Cahyani & Marcelino (2023), and Kholis et al. (2023). Hedonic Shopping Motivation can increase because of marketing strategies carried out by Shopee, such as Shopee providing massive discounts so that when consumers open Shopee, they will look for the items they want; when they find the items they are looking for cause positive emotions that make someone feel happy, satisfied, happy, then consumers will immediately buy the discounted item. Based on previous research, Kholis et al. (2023) stated that high Hedonic Shopping Motivation tends to have strong Positive Emotions when visiting stores because it meets consumer expectations for the enjoyment and pleasure of shopping, thereby increasing Impulse Buying. Generation Z likes to browse and see e-commerce, so

their Hedonic Shopping Motivation increases because they are influenced by marketing carried out by marketers and will feel happy if they see attractive promotions and then Impulse Buying activities arise (Cahyani & Marcelino, 2023; Nurlinda & Christina, 2020). Research by Chauhan et al. (2023) states that people who buy goods hedonically and are in a happy, excited mood will stimulate positive emotions, raising feelings of pleasure towards the product and thus influencing them to make impulsive purchases.

IV. CONCLUSION

The study examined impulse buying factors on Shopee among Generation Z. The proposed research model was tested, and the results yielded four positive and significant findings. First, Impulse Buying is positively influenced by Hedonic Shopping Motivation. Second, Positive Emotions are positively influenced by Hedonic Shopping Motivation. Third, Impulse Buying is positively influenced by Positive Emotions. Fourth, Impulse Buying is positively influenced by Hedonic Shopping Motivation with Positive Emotions as mediation.

This study suggests that it can help companies improve the quality and services that predict impulse buying behaviour. Based on research results, Shopee can conduct open-ended questions or provide online questionnaires before entering the application to find attractive designs that customers desire. Shopee can also improve services to share experiences by issuing community features.

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