



## Exploring the drivers of impulsive buying in e-commerce: the role of hedonic motivation, shopping lifestyle, and positive emotions as mediation

Nurifa Laksmi Azizah<sup>1</sup>, Muhammad Fauzi<sup>2</sup>

<sup>1,2</sup>Faculty of Economics and Business, Selamat Sri University, Indonesia

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### ARTICLE INFO

#### Article history:

Received Aug 01, 2024

Revised Aug 14, 2024

Accepted Aug 26, 2024

#### Keywords:

E-Commerce;  
Hedonic Motivation;  
Impulsive Buying;  
Positive Emotions;  
Shopping Lifestyle.

### ABSTRACT

All forms of products sold on E-commerce have their own risks in the form of goods that do not match the wishes of the community, slow delivery and lack of buyer response. Behind all that, fashion products on e-commerce are always in demand by consumers. Thus, fashion becomes a product that is in great demand in Indonesia, and therefore the purpose of this research is as a recommendation for retail behavior in e-commerce to start a fashion business, because Indonesian society has the character of impulse buying with the principles of hedonic motivation and shopping lifestyle in fashion products. Research data uses primary data. The research population chosen was consumers who impulsively bought fashion products in e-commerce, with a sample of 140 respondents in this study. The results obtained by this research are hedonic motivation, shopping lifestyle and positive emotions which have a positive and significant relationship to impulsive buying. Meanwhile, positive emotions themselves are also influenced positively and significantly by hedonic motivation and shopping lifestyle. The mediation results from positive emotions provide a significant relationship between the influence of hedonic motivation and shopping lifestyle on impulsive buying.

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#### Corresponding Author:

Nurifa Laksmi Azizah,  
Faculty of Economics and Business,  
Selamat Sri University,  
Soekarno-Hatta KM.03, Kabupaten Kendal, Jawa Tengah.  
Email: [nurifalaksmi@gmail.com](mailto:nurifalaksmi@gmail.com)

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## 1. INTRODUCTION

Recently, the phenomenon of electronic commerce (e-commerce) has become increasingly widespread, along with the development of the internet. This has become an interesting topic of conversation in various media and research journals. Based on data obtained from [statista.com](https://www.statista.com), the number of users and the level of e-commerce penetration in Indonesia is increasing and is predicted from 2024 to 2028 to increase to 57.1 million users ([statista.com](https://www.statista.com), 2024). Given the rapid development of technology, experts and managers must carry out a deeper understanding of how consumers behave in online shopping.

Based on [data.goodstats.id](https://data.goodstats.id), fashion products dominate the online shopping preferences of Indonesian people, this is proven by the percentage of more than 70% of

fashion products as online shopping preferences (data.goodstats.id, 2023). However, online fashion shopping has its own risks. Sometimes, the goods ordered are not what you want, for example the size is not right or the original color is different from the picture (biz.kompas.com, 2021). Another challenge is that sellers are less responsive in serving buyers and slow delivery of goods (biz.kompas.com, 2021).

Even though it is basically risky, this still makes consumers behave impulsively in shopping for fashion on e-commerce pages, this is because of the convenience and the more varied variants available on e-commerce pages (Junianingrum et al., 2023). In 2024, it is predicted that fashion market revenue on e-commerce pages is estimated to reach US\$21,466.6 (ecommercedb.com, 2024). This will contribute 22.6% of total e-commerce market revenue in Indonesia (ecommercedb.com, 2024).

The development and increasing use of e-commerce in Indonesia has resulted in changes in people's shopping patterns in terms of shopping. In particular, impulse buying is commonplace in online shopping and according to some researchers, more than 50% of online purchases are made impulsively (Wu et al., 2020; Zheng et al., 2019). E-commerce parties will increase impulse purchases because of their characteristics, ease of interaction between users and high convenience (Yang et al., 2021). Impulse buying can be triggered by inadequate consideration of the shopping results (Zafar et al., 2020). Whether you realize it or not, be careful or not, intentionally or not, everyone has probably experienced it in their shopping experience. This naturally happens because of the stimulus from the e-commerce environment (Abdullah et al., 2023).

Many researchers have used motivation theory to understand user motivation in various stimuli and determine consumer responses. Kimiagari & Asadi Malafe (2021); Yang et al. (2021); Zheng et al. (2019) found that hedonic motivation has an influence in encouraging people to carry out purchasing behavior. Hedonic motivation is an important aspect of impulsive buying behavior. Consumers who seek pleasure and ignore the results tend to obtain hedonic value will ultimately have impulsive buying behavior.

Apart from that, lifestyle shopping is also often done by consumers, by making excessive purchases that they like, their purchasing power is quite high so they are attracted by the offers of retailers (Nurtanio et al., 2022). The large number of fashion stores on e-commerce platforms opens up opportunities for business people, especially in fashion with interesting trends. The changing times in fashion change almost every month, so consumers who always follow these changing times will look superior in clothing which will later define the individual in their social environment (Swaswantika et al., 2022). Engagement with fashion also has a high correlation with impulsive buying behavior, so consumers will make impulsive purchases of clothes with the latest models and designs (Natalie & Japarianto, 2019).

As for this study, both hedonic motivation and shopping lifestyle towards impulse buying will be mediated by positive emotions. Because basically a positive emotional level can make someone feel happy and arouse desires, whether arising from a psychological set or from sudden desires (Heri et al., 2022).

Based on the background above, the impulse buying carried out by Indonesian people for fashion products on the e-commerce market is very attractive in the future, even though there are risks that consumers are ready to face. This is followed by a review of previous research on impulsive buying, positive emotions, hedonic motivation and shopping lifestyle. Thus, the problem formulation is how consumers can still buy impulsively, even though they know that there are risks they face when buying fashion products on e-commerce. The aim of this research is expected to be a recommendation for retail behavior in e-commerce to start a fashion business, because Indonesian society has an impulse buying character with the principles of hedonic motivation and shopping lifestyle in fashion products.

## 2. RESEARCH METHOD

The classification of this research is causality research. Causality research is used to analyze the relationship between two or more variables (Ishtiaq, 2019). This research uses four variables which are tested on the relationship between hedonic motivation, shopping lifestyle, positive emotions and impulsive buying. The population in this study is consumers who make impulsive purchases of fashion products in e-commerce. Based on this, the population of this study is large-scale and the exact number is unknown. The sample proposed for this research was 140 respondents taken from the technique assumed by (Ferdinand, 2013) by multiplying by 10 (because the research is large-scale social) the number of indicators in this research which totaled 14 indicators. The sample will be selected according to the purposive sampling technique determined by the researcher, the criteria are 1) someone who carries out the act of impulsively buying fashion products; and 2) make purchases on e-commerce at least once a month. In data processing studies, this research will use a statistical tool called smartPLS. SmartPLS is included in measuring tools with the SEM (Structural Equation Modeling) concept.

## 3. RESULTS AND DISCUSSIONS

### 3.1 Validity Test

The validity test in the study according to Garson (2016) is assumed to be convergent validity and discriminant validity. Convergent validity in this research can be seen from the outer loadings in the SmartPLS output results as follows:

Table 1. Convergent Validity results from Outer Loadings

Variable Indicator	Convergent Validity results from Outer Loadings
	Impulsive Buying (IB)
IB1	0.870
IB2	0.876
IB3	0.871
IB4	0.869
	Positive Emotions (EP)
EP1	0.926
EP2	0.779
EP3	0.913
	Hedonic Motivation (MH)
MH1	0.897
MH2	0.811
MH3	0.906
MH4	0.728
	Shopping Lifestyle (SL)
SL1	0.957
SL2	0.954
SL3	0.808

The results of the convergent validity test based on the outer loading results have the criteria revealed by Garson (2016) has a standard value above 0.7. with the results listed in the outer loading, showing that the indicators for each of the Impulsive Buying, Positive Emotions, Hedonic Motivation and Shopping Lifestyle variables have criteria above the standard so they can be declared valid.

Apart from convergent validity, the validity test stated by Garson (2016) It can also be measured by discriminant validity. Discriminant validity in this research can be seen from the AVE (Average Variance Extracted) value in the SmartPLS output results as follows:

Table 2. Discriminant Validity of the AVE value

Variable	Discriminant Validity of the AVE value
Impulsive Buying (IB)	0.759
Positive Emotions (EP)	0.766
Hedonic Motivation (MH)	0.703
Shopping lifestyle (SL)	0.826

The results of the discriminant validity test based on the AVE results have the criteria revealed by Garson (2016) has a standard value above 0.5. with the results listed on AVE, showing that the variables Impulsive Buying, Positive Emotions, Hedonic Motivation and Shopping Lifestyle have criteria above the standard so they can be declared valid.

### 3.2 Reliability Test

Reliability test in studies according to Garson (2016) it can be measured through composite reliability and Cronbach's alpha which produces the following values:

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Impulsive Buying (IB)	0.927	0.895
Positive Emotions (EP)	0.907	0.845
Hedonic Motivation (MH)	0.904	0.856
Shopping lifestyle (SL)	0.934	0.891

The test results on composite reliability for each variable have results above 0.7 according to the criteria stated by Garson (2016) This shows that the composite reliability test shows that all variables are declared reliable. Likewise, the results shown by the Cronbach's alpha value of each variable show results above 0.6 according to the criteria expressed by Garson (2016) These results show that the reliability test for each variable using Cronbach's alpha was also declared reliable.

### 3.3 Coefficient of Determination Test (R-Square)

In the coefficient of determination test, the results of this study can be expressed in the form of an R-Square study which produces the following values:

Table 4. Coefficient of Determination from the R-Square Value

Variable	R-square
Impulsive Buying (IB)	0.563
Positive Emotions (EP)	0.223

The results of this test have standards that have been specified by Ghozali & Latan (2015) who assessed that an r-square value above 0.67 explains a strong research construction. Meanwhile, an r-square value above 0.33 indicates a moderate research construct and an r-square value above 0.19 indicates a weak research construct.

Looking at the results shown by the Impulsive Buying variable, it shows the number 0.563, which means it is still within the moderate criteria. This can be interpreted as that Impulsive Buying as a dependent variable is influenced by the dependent variable which in this case is Positive Emotions, Hedonic Motivation and shopping lifestyle, amounting to 56.3%, the rest of these results are influenced by other independent variables which are not mentioned in this research study.

Meanwhile, the results shown by the Positive Emotions variable show the number 0.223, which means it is still within the weak criteria. This can be interpreted as that Positive Emotions as a dependent variable is influenced by the dependent variable which in this case is Hedonic Motivation and shopping lifestyle, amounting to 22.3%, the rest of these results are influenced by other independent variables which are not mentioned in this research study.

### 3.4 Hypothesis Test

According to Ghozali & Latan (2015) hypothesis testing using multivariate through this study uses criteria from the original sample ( $\beta$ ) and T-statistics which have a standard above 1.96. The accepted significance criteria must be below the alpha value of 0.05, more than that the hypothesis will be rejected. The following is a study of hypothesis testing in this research:

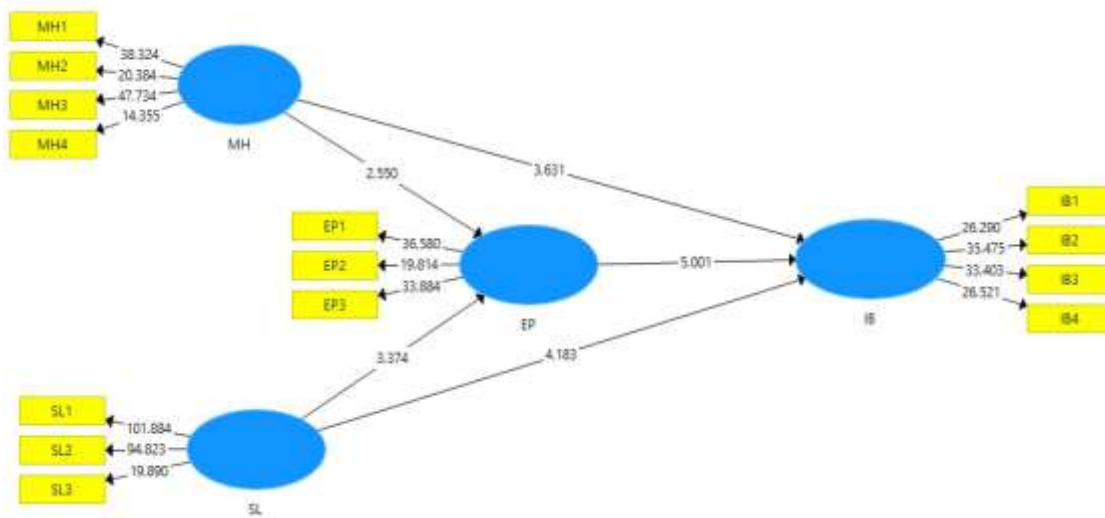


Figure 1. Hypothesis Test

Table 5. Hypothesis Test

Variable Relationships	$\beta$	T-statistics	Significance
MH $\rightarrow$ IB	0.262	3.631	0.000
MH $\rightarrow$ EP	0.256	2.550	0.011
SL $\rightarrow$ IB	0.315	4.183	0.000
SL $\rightarrow$ EP	0.296	3.374	0.001
EP $\rightarrow$ IB	0.378	5.001	0.000

The relationship between Hedonic Motivation and Impulsive Buying has a positive role as indicated by a  $\beta$  value of 0.262, while the t-statistic shows a figure of 3.631 which is greater than 1.96. The significance value is 0.000, so this hypothesis is accepted. The relationship between Hedonic Motivation and Positive Emotions has a positive role as indicated by a  $\beta$  value of 0.256, while the t-statistic shows a figure of 2.550 which is greater than 1.96. The significance value is 0.011, so this hypothesis is accepted. The relationship between shopping lifestyle and Impulsive Buying has a positive role as indicated by a  $\beta$  value of 0.315, while the t-statistic shows 4.183 which is greater than 1.96. The significance value is 0.000, so this hypothesis is accepted. The relationship between shopping lifestyle and Positive Emotions has a positive role as indicated by a  $\beta$  value of 0.296, while the t-statistic shows the number 3.374 which is greater than 1.96. The significance value is 0.001, so this hypothesis is accepted. The relationship between Positive Emotions and Impulsive Buying has a positive role as indicated by a  $\beta$  value of 0.378, while the t-statistic shows the number 5.001 which is greater than 1.96. The significance value is 0.000, so this hypothesis is accepted.

Apart from the results above, there are intervening results that occur between variable relationships. Following are the results:

Table 6. Intervening Test

Variable Relationships	T-statistics	Significance
MH → EP → IB	2.373	0.018
SL → EP → IB	2.852	0.005

The relationship between Hedonic Motivation and Impulsive Buying, mediated by Positive Emotions, has a t-statistic showing a number of 2.378 which is greater than 1.96. The significance value is 0.018, so this hypothesis is accepted. The relationship between shopping lifestyle and Impulsive Buying is mediated by Positive Emotions, with a t-statistic showing a figure of 2.852 which is greater than 1.96. The significance value is 0.005, so this hypothesis is accepted.

### 3.4 Discussion

The research results show that Hedonic Motivation and Impulsive Buying have a significant positive effect. This shows that Hedonic Motivation plays a very important role in impulse buying activities. This is equivalent to studies conducted by Harahap & Amanah (2022); Iyer et al. (2020). In general, consumers do impulse buying because they are influenced by hedonic factors or other factors outside of economic factors, such as feelings of pleasure, social relationships and emotional influences. So this triggers Impulsive Buying (Setiawan & Sahetapy, 2022).

The research results show that Hedonic Motivation and Positive Emotions have a significant positive effect. This shows that Hedonic Motivation can increase a person's criteria for producing positive emotions. These results are in accordance with research conducted by Swaswantika et al. (2022), she also stated that when shopping, someone will have Positive Emotions wanting to buy the product without prior planning in the form of a shopping list.

The research results show that shopping lifestyle and Impulsive Buying have a significant positive effect. This shows that shopping lifestyle plays a very important role in impulse buying activities. This is equivalent to a study conducted by Japariato & Sugiharto (2012), he also believes that shopping is the lifestyle that people like most, to fulfill this lifestyle, people will be willing to sacrifice something to achieve it and this will tend to result in Impulsive Buying.

The research results show that shopping lifestyle and Positive Emotions have a significant positive effect. This shows that lifestyle shopping can increase a person's criteria for producing positive emotions. These results are in accordance with research conducted by Alm & Mckee (2004); Ummah & Siti Azizah Rahayu (2020). It can be assumed that changes in lifestyle that continue to develop and shopping activities are things that consumers like so that they can influence the emergence of Positive Emotions in a consumer. Shopping lifestyle shows the way someone chooses to allocate income, both in terms of allocating funds for various products and services, as well as certain alternatives in differentiating similar categories.

The research results show that Positive Emotions and Impulsive Buying have a significant positive effect. This shows that Positive Emotions play a very important role in impulse buying activities. This is equivalent to a study conducted by Nindyakirana et al. (2016), she also assumed that when consumers feel Positive Emotions, then Positive Emotions will encourage consumers to make purchases without prior planning, and vice versa if consumers feel emotions negative, then these emotions do not encourage impulse buying.

The research results show that Positive Emotions can mediate the influence of Hedonic Motivation and shopping lifestyle on Impulsive Buying, this is because emotions, which include a person's feelings and mood, are one of the important factors that influence consumer purchasing decisions (Park & Lennon, 2006). So in this case, both

Hedonic Motivation and shopping lifestyle are stronger when followed by Positive Emotions to influence a person's Impulsive Buying.

#### 4 CONCLUSION

The results of this research show that basically hedonic motivation, shopping lifestyle and positive emotions have a positive and significant relationship with impulsive buying. Meanwhile, positive emotions themselves are also influenced positively and significantly by hedonic motivation and shopping lifestyle. The results of positive emotion mediation provide a significant relationship between the influence of hedonic motivation and shopping lifestyle on impulse buying. The results of this study provide full support for previous studies that discuss the topic of impulsive buying. The implication is that, in general, consumers can buy anything on e-commerce platforms, but sellers must know what products consumers are most interested in. This research shows that sellers on e-commerce platforms must sell fashion products because some consumers do impulsive buying. The main basis for consumers to do impulsive buying is that there is hedonic motivation, shopping lifestyle and positive emotions that exist in each individual consumer which triggers them to behave like that. The limitations of this study have not examined the different factors in the fashion product category. So that the concept, study and background of this topic need to be developed, because we know that fashion consists of several products. It is hoped that future studies will be able to describe products with a fashion background in order to provide better specifications for retail sellers on e-commerce platforms.

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