

# The Influence of Hedonic Shopping Value and Shopping Lifestyle on Impulse Buying: The Mediating Role of Positive Emotion in the Shopee Marketplace

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**Abstract:** This study aims to analyze the influence of hedonic shopping value and shopping lifestyle on impulse buying behavior among university students in the Shopee marketplace. Furthermore, this research investigates the mediating role of positive emotion in the relationship between these variables. This research employed a quantitative approach using a structural equation model with Partial Least Squares (SEM-PLS) for data analysis. The sample consisted of 140 management students from Timor University, selected through a convenience sampling technique. Data were collected through a structured questionnaire and analyzed using SmartPLS 4 software. The results indicate that hedonic shopping value and shopping lifestyle have a significant and positive direct effect on impulse buying. Similarly, both variables positively and significantly influence positive emotion. Positive emotion was also found to have a significant positive effect on impulse buying. Crucially, bootstrapping analysis confirmed that positive emotion significantly mediates the relationship between both hedonic shopping value and shopping lifestyle on impulse buying. This study contributes to the consumer behavior literature by empirically validating a comprehensive model that explains impulse buying in the context of a leading e-commerce platform in a developing economy. It highlights the critical role of emotional responses as a mechanism through which hedonic and lifestyle factors translate into unplanned purchasing decisions online. The findings offer actionable insights for e-commerce platforms and online retailers seeking to understand and ethically engage with consumer behavior.

**Keywords:** *Impulse Buying, Hedonic Shopping Value, Shopping Lifestyle, Positive Emotion, E-commerce.*

## 1. Introduction

The rapid advancement of technology has catalyzed the exponential growth of the e-commerce industry, fundamentally altering consumer shopping patterns and business operations. Platforms like Shopee, Tokopedia, and Lazada have become integral to the Indonesian retail landscape, offering unparalleled convenience and access to a vast array of products. Among these, Shopee has established a dominant market position, ranking as the most visited e-commerce site in Indonesia. This digital marketplace environment facilitates not only planned purchases but also fosters spontaneous consumer behaviors, most notably impulse buying.

Impulse buying is characterized as an unplanned, spontaneous, and often immediate purchase decision, driven more by emotional and psychological triggers than by rational deliberation. In the online context, features such as flash sales, personalized recommendations, and seamless payment methods can amplify these tendencies, leading to consumption patterns that may have adverse financial consequences for consumers. A preliminary survey indicated that a significant majority of students (61.68%) exhibit a tendency for impulse buying, highlighting the prevalence of this phenomenon within this demographic. This underscores the importance of understanding the psychological drivers behind such behavior.

Previous literature suggests that hedonic shopping value—the experiential and emotional gratification derived from the shopping process itself, such as enjoyment, fantasy, and social interaction—is a key antecedent to impulse buying. While some studies confirm a strong positive relationship (Fauzi et al., 2019; Ramadhani, 2023), others have reported a non-significant influence (Yunirma, 2022; Zayusman & Septrizola, 2019), indicating a research gap and the need for further investigation into this relationship.

Similarly, shopping lifestyle, which reflects an individual's patterns of spending time and money in retail environments, is considered another critical factor. A consumer's lifestyle can dictate their shopping frequency, brand preferences, and susceptibility to trends, thereby influencing unplanned purchases (Faizah, 2024). However, contradictory findings exist here as well, with some research showing no significant effect (Listriyani & Wahyono, 2019), suggesting the relationship may be more complex than previously assumed.

To reconcile these inconsistencies, this study introduces positive emotion as a critical mediating variable. Affective responses, such as feelings of happiness, excitement, and satisfaction experienced during shopping, are

powerful catalysts for impulse buying (Beatty & Ferrell, 1998). It is hypothesized that the enjoyment derived from hedonic shopping and the identity-expression associated with a particular shopping lifestyle do not directly cause impulse buying, but rather do so by first generating positive emotions, which in turn lower cognitive control and trigger the impulse to purchase. While some studies support this mediating role (Mei et al., 2024), others suggest positive emotion may weaken the relationship (Handoko et al., 2022).

Therefore, this study aims to address these literature gaps by examining a comprehensive model. The research was conducted on management students at Timor University, a demographic that is digitally native and highly active on e-commerce platforms like Shopee. The central research question is: To what extent do hedonic shopping value and shopping lifestyle influence impulse buying, and what is the mediating role of positive emotion in this process within the Shopee marketplace?

## **2. Literature Review and Hypothesis Development**

### **2.1. Impulse Buying**

Impulse buying is defined as a consumer's habit of making purchases spontaneously, without a plan, and in a hurry, which is strongly influenced by immediate emotional and psychological states. In the e-commerce context, this behavior is amplified by platform features such as promotions, flash sales, and seamless transactions that encourage consumers to make immediate purchases without deep consideration. Impulsive purchase decisions focus more on fulfilling emotional pleasure than on logic or functional needs. This phenomenon is highly relevant on platforms like Shopee, which is considered visually appealing and frequently offers promotional triggers that can encourage spontaneous purchases.

### **2.2. Hedonic Shopping Value**

Hedonic shopping value refers to the satisfaction, pleasure, and sensory experiences that consumers feel during the shopping process, beyond the utilitarian function of the product itself. This value focuses on fantasy, enjoyment, and emotional gratification derived from the shopping activity. Previous research indicates an inconsistent relationship between hedonic shopping value and impulse buying. Several studies have found that hedonic shopping value has a positive and significant effect on impulse buying. However, other studies report that hedonic shopping value does not have a significant influence. This inconsistency indicates a research gap that requires further investigation. Based on the prevailing theory, the following hypothesis is proposed:

- H<sub>1</sub>: Hedonic Shopping Value has a positive and significant effect on Impulse Buying.

### **2.3. Shopping Lifestyle**

Shopping lifestyle describes how an individual allocates their time and money for shopping activities, reflecting their habits, interests, and opinions. Consumers with a lifestyle that incorporates shopping as a form of entertainment or routine tend to have higher purchasing power and shopping frequency, which can trigger impulse buying. Similar to the previous variable, findings regarding the influence of shopping lifestyle on impulse buying are also varied. A number of studies confirm a positive and significant influence. Conversely, other studies have found that shopping lifestyle does not significantly affect impulse buying. To clarify this relationship in the context of student Shopee users, the following hypothesis is formulated:

- H<sub>2</sub>: Shopping Lifestyle has a positive and significant effect on Impulse Buying.

### **2.4. The Mediating Role of Positive Emotion**

Emotion plays a central role in consumer behavior, especially in unplanned decisions. Positive emotion—such as feelings of happiness, joy, satisfaction, and enthusiasm—that arises during shopping can lower cognitive control and encourage individuals to act impulsively. A pleasant shopping experience (hedonic shopping value) can theoretically evoke strong positive emotions. Similarly, when shopping aligns with a person's lifestyle, it can create feelings of positivity and satisfaction. These resulting positive emotions are then presumed to be the primary trigger for impulse buying. Several studies support that positive emotion mediates the relationship between other

antecedents and impulse buying. However, there is also research suggesting that positive emotion can weaken this relationship.

Based on this theoretical framework, the following hypotheses were developed to test the model comprehensively:

- H<sub>3</sub>: Hedonic Shopping Value has a positive and significant effect on Positive Emotion.
- H<sub>4</sub>: Shopping Lifestyle has a positive and significant effect on Positive Emotion.
- H<sub>5</sub>: Positive Emotion has a positive and significant effect on Impulse Buying.
- H<sub>6</sub>: Positive Emotion significantly mediates the effect of Hedonic Shopping Value on Impulse Buying.
- H<sub>7</sub>: Positive Emotion significantly mediates the effect of Shopping Lifestyle on Impulse Buying.

### **3. Research Methods**

#### **3.1. Research Design and Sample**

This study utilized a quantitative, explanatory research design to test the hypothesized relationships between variables. The research was conducted from June to July 2025. The population for this study consisted of active management students at the Faculty of Economics and Business, Timor University, who use the Shopee marketplace. Due to an undefined population size, the sample size was determined based on the number of indicators in the research instrument. Following the guideline proposed by Ferdinand (2012), the sample size was calculated as the number of indicators (14) multiplied by 10, resulting in 140 respondents.

A convenience sampling technique, a non-probability sampling method, was employed to recruit participants who were easily accessible and willing to participate.

#### **3.2. Data Analysis Technique**

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the aid of SmartPLS 4 software. PLS-SEM was chosen for its suitability in handling complex predictive models and its robustness with non-normally distributed data (Huda et al., 2025).

The analysis was conducted in two stages: Measurement Model Assessment: To evaluate the reliability and validity of the constructs. Structural Model Assessment: To test the hypothesized relationships. A bootstrapping procedure with 5,000 resamples was performed to determine the statistical significance of the path coefficients and the mediating effects.

### **4. Result and Discussion**

#### **4.1. Result**

The analysis of the structural model was conducted to test the proposed hypotheses. The results for both direct and indirect effects are presented below.

##### *4.1.1. Measurement Model Analysis (Outer Model)*

The analysis results showed that all indicators were valid with loading factor values  $> 0.70$ . Reliability tests also showed satisfactory results with Cronbach's Alpha and Composite Reliability values for all variables  $> 0.70$ , and Average Variance Extracted (AVE) values  $> 0.50$ . Thus, the measurement model was declared valid and reliable.

##### *4.1.2. Structural Model Analysis (Inner Model)*

The bootstrapping results for the direct effects are summarized in Table 1. All five direct hypotheses were found to be statistically significant.

Table 1: Results of Direct Effect Path Coefficients

<i>Path</i>	<i>Path Coefficient (<math>\beta</math>)</i>	<i>T-Statistics</i>	<i>P-Values</i>	<i>Decision</i>
Hedonic Shopping Value -> Impulse Buying	0.303	1.946	0.026	Supported
Hedonic Shopping Value -> Positive Emotion	0.469	6.651	0.000	Supported
Shopping Lifestyle -> Impulse Buying	0.228	1.894	0.029	Supported
Shopping Lifestyle -> Positive Emotion	0.417	6.213	0.000	Supported
Positive Emotion -> Impulse Buying	0.341	3.522	0.000	Supported

*Source: Processed Data from SmartPLS 4 (2025)*

The results show that Hedonic Shopping Value has a significant positive influence on both Impulse Buying ( $\beta = 0.303$ ,  $p < 0.05$ ) and Positive Emotion ( $\beta = 0.469$ ,  $p < 0.001$ ). Similarly, Shopping Lifestyle significantly and positively affects both Impulse Buying ( $\beta = 0.228$ ,  $p < 0.05$ ) and Positive Emotion ( $\beta = 0.417$ ,  $p < 0.001$ ). Finally, Positive Emotion demonstrates a strong positive and significant influence on Impulse Buying ( $\beta = 0.341$ ,  $p < 0.001$ ).

The mediating effect of positive emotion was tested through bootstrapping, with the results detailed in Table 2.

Table 2: Indirect Effect Test Results

<i>Path</i>	<i>Path Coefficient (<math>\beta</math>)</i>	<i>T-Statistics</i>	<i>P-Values</i>	<i>Decision</i>
HSV -> Positive Emotion -> Impulse Buying	0.160	2.936	0.002	Supported
Shopping Lifestyle -> Positive Emotion -> Impulse Buying	0.142	3.258	0.001	Supported

*Source: Processed Data from SmartPLS 4 (2025)*

The analysis confirms a significant indirect effect of Hedonic Shopping Value on Impulse Buying through Positive Emotion ( $\beta = 0.160$ ,  $p < 0.01$ ). This indicates that positive emotion successfully mediates this relationship. Likewise, a significant indirect effect was found for Shopping Lifestyle on Impulse Buying through Positive Emotion ( $\beta = 0.142$ ,  $p < 0.01$ ), confirming its mediating role in this path as well.

#### 4.2. Discussion

This study provides robust empirical evidence for the proposed model, elucidating the complex interplay between psychological motivations, emotional states, and unplanned purchasing behavior in an e-commerce setting. The findings confirm that both hedonic shopping value and shopping lifestyle are significant predictors of impulse buying, and that their influence is significantly channeled through the consumer's positive emotional response.

The significant direct effect of hedonic shopping value on impulse buying ( $\beta = 0.303$ ) aligns with prior research (Kusuma, 2014; Pattipeilohy et al., 2013), confirming that when online shopping is perceived as an enjoyable, entertaining, and satisfying experience, consumers are more likely to make spontaneous purchases. The modern online marketplace is not merely a transactional space but an experiential one, where browsing, discovering new products, and finding deals are forms of entertainment that can directly trigger impulsive behavior.

Furthermore, the significant influence of shopping lifestyle on impulse buying ( $\beta = 0.228$ ) supports the notion that for many consumers, especially younger demographics, shopping is integrated into their daily routines and identity. Individuals who are trend-conscious and view shopping as a leisure activity are more susceptible to making unplanned purchases to keep up with trends or as a form of self-expression (Sari & Indrawati, 2019).

The most critical finding of this study is the powerful mediating role of positive emotion. The results demonstrate that the pathways from both hedonic value and shopping lifestyle to impulse buying are significantly mediated by feelings of happiness, excitement, and satisfaction. The strong effect of hedonic value on positive emotion ( $\beta = 0.469$ ) suggests that the pleasure of the shopping journey is a primary source of positive affect.

Similarly, engaging in shopping as part of one's lifestyle also generates significant positive emotions ( $\beta = 0.417$ ). These positive feelings, in turn, strongly predict impulse buying ( $\beta = 0.341$ ), which is consistent with the theory that positive affect can reduce cognitive deliberation and increase reliance on heuristic, emotion-driven decision-making (Rahmawati, 2018; Latiffah et al., 2019).

#### *4.2.1. Theoretical and Managerial Implications*

From a theoretical standpoint, this study contributes by resolving some of the inconsistencies in prior literature. It demonstrates that the relationship between hedonic and lifestyle factors with impulse buying is not always direct, but is powerfully explained through an emotional mediation mechanism. This reinforces the importance of affect-as-information and dual-processing theories in the context of online consumer behavior.

Managerially, the findings offer clear, actionable insights. For E-commerce Platforms (Shopee): To enhance hedonic value, platforms should continue to invest in user experience (UX) design, creating visually appealing interfaces, gamification elements, and personalized "discovery" features that make browsing enjoyable. Surprise promotions and interactive content like live shopping can further stimulate positive emotions.

For Online Sellers: Sellers can leverage these insights by creating emotionally resonant marketing content, such as compelling product storytelling and user-generated content that showcases the positive experiences of other buyers. Aligning products with specific consumer lifestyles can also increase relevance and trigger impulsive purchases.

For Consumers: The findings serve as a reminder of the powerful influence of emotions on spending habits. Increased awareness and financial literacy are essential for students and other young consumers to develop self-control and make more mindful purchasing decisions in an environment designed to trigger impulsive behavior..

#### *4.2.2. Limitations and Future Research*

This study is not without limitations. First, the use of convenience sampling with students from a single university limits the generalizability of the findings to other demographics and geographical locations. Second, the cross-sectional design captures data at a single point in time and cannot establish causality; it only demonstrates correlations. Longitudinal studies could provide deeper insights into how these relationships evolve over time. Finally, this study did not include other potentially relevant variables. Future research could expand the model by incorporating factors like self-control, peer influence, or the specific effects of different promotional tools (e.g., flash sales vs. vouchers) to provide an even more comprehensive understanding of online impulse buying.

## **5. Conclusion**

This research successfully demonstrates that hedonic shopping value and shopping lifestyle are significant drivers of impulse buying among university students on the Shopee platform. The study's main contribution lies in establishing the critical mediating role of positive emotion, which acts as the primary mechanism through which the enjoyment of shopping and lifestyle integration are converted into spontaneous purchasing behavior. As e-commerce continues to dominate the retail landscape, understanding these affective drivers is paramount for both businesses seeking to ethically engage consumers and for consumers aiming to navigate the digital marketplace with greater awareness and control.

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## Informed Consent

The authors declare that informed consent was not required as there were no human participants involved.

## Conflict of Interest

The authors declare that there is no conflict of interest.

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