

## THE EFFECT OF HEDONIC MOTIVATION AND POSITIVE AFFECT ON IMPULSIVE BUYING BEHAVIOR MEDIATED BY SHOPPING LIFESTYLE

Rosa Nur Maulia Saputra, Rini Kuswati  
Universitas Muhammadiyah Surakarta, Sukoharjo, Indonesia  
Email: [b100210128@student.ums.ac.id](mailto:b100210128@student.ums.ac.id), [rk108@ums.ac.id](mailto:rk108@ums.ac.id)

### ABSTRACT

*The rapid advancement of technology has significantly influenced consumer behavior, leading to increased impulsive buying in e-commerce platforms. This study explores the impact of hedonic motivation and positive affect on impulsive buying behavior, mediated by shopping lifestyle. A quantitative research method was used, involving 160 respondents from Surakarta who actively use the Shopee application. Data were analyzed using Partial Least Square (PLS) with SmartPLS software. The results show that hedonic motivation does not have a direct significant effect on impulsive buying; however, positive affect significantly influences impulsive purchases. Additionally, hedonic motivation does not significantly affect shopping lifestyle, whereas positive affect does. Shopping lifestyle was found to have a significant effect on impulsive buying, but it does not mediate the relationship between hedonic motivation and impulsive buying or between positive affect and impulsive buying. These findings suggest that positive emotional experiences during shopping play a crucial role in driving impulse purchases, while hedonic motivations may require stronger mediating factors to influence impulsive buying behavior.*

**KEYWORDS** Hedonic Motivation, Impulsive Buying, Shopping Lifestyle, Consumer Behavior, Shopee.



*This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International*

### INTRODUCTION

Increasingly sophisticated technological advances have resulted in changes in various aspects of people's lives today. Changes occur in people's lives, such as communication, transportation, traditions, lifestyles, and the economy, so the development of information technology continues and produces e-business or e-commerce given the obstacles for consumers to make purchases directly due to the distance, it may be too far or not enough time to go to the store directly (Sopiyan & Kusumadewi, 2020). Many entrepreneurs in Indonesia use the Internet to conduct buying and selling transactions. Consumers use the internet as information

**How to cite:** Saputra R.N.M et al. (2024). The Effect of Hedonic Motivation and Positive Affect on Impulsive Buying Behavior Mediated by Shopping Lifestyle. 4(12): 11186- 11199  
**E-ISSN:** 2775-3727

technology to search for product or service information and shop or transact online, which is known as e-commerce.

The emergence of e-commerce allows manufacturers to introduce their products or services more widely and make it easier for consumers to shop remotely anytime and anywhere. According to the World Trade Organization, e-commerce sulks at the process of producing, distributing, marketing, selling, or delivering goods/services electronically. Trusted e-commerce sites allow business people to transact in selling products or services. The increasing use of e-commerce sites by consumers has made the trend of online sales grow, both through desktops and mobile phones. Customers who shop through browsing can enjoy their satisfaction while observing the visual elements available. Online shopping platforms are used to introduce goods and services and as a space to transact online or offline to make money.

There are 5 Brands of e-commerce, well-known ones such as Blibli, Lazada, Shoope, Tokopedia, and Bukalapak. Many consumers welcome the existence of a retail company because it helps in meeting daily needs. Consumers can shop efficiently without going outside the home; consumers can meet their daily needs with more complete products through e-commerce (Mustika et al., 2023). That is why the role of retail is so important to meet the daily needs of the community entirely. In 2023, shoope was the most visited platform with around 2.35 billion visits, far outperforming its competitors.

Based on survey data, shopping e-commerce is more widely used by consumers. Shoope is a mobile marketplace-based e-commerce company that was first established in Indonesia in 2015 and is managed by PT. Shoope International Indonesia is a branch of Garena based in Singapore. The rapid development of e-commerce has had an impact on changing people's lifestyles, which have become more consumptive. As a result, there were unplanned purchases. A person's encouragement to shop that comes from hedonistic motivation makes consumers vulnerable to the influence of the latest products, so shopping becomes part of the group style to meet daily needs.

The shopping lifestyle is significantly influenced by consumer needs. With the emergence of new goods, consumers are always following these developments. At first, most consumers, when opening the shopping application, are just browsing, but in the end, they will be interested in certain products so that there is an unplanned purchase (impulsive buying). Not all purchases without a plan are considered impulsive buying (Purnama, 2023). There are several reasons that can make consumers forget to include the products they need in their shopping list. Interest in lifestyle shopping among consumers, especially women, is the most visible in lifestyle. Lifestyle is able to strengthen self-identity in consumers, especially among women, to be more unenthusiastic and inappropriate before buying the desired product, making it easier for consumers to make purchases through Shoope.

Consumers can easily open the Shoope application on a smartphone and view various products through a data connection. The products available in the application can be accessed anytime and anywhere. Impulse buying refers to buying behaviour that was previously unconscious as a result of consideration or purchase

intention formed before entering the store. So that changes in shopping lifestyle can encourage consumers to make purchases implicitly. For some consumers, shopping is part of the lifestyle, therefore the shopping lifestyle can be interpreted as a person's perspective to allocate time and part of their money for various products, services, technology, fashion, entertainment and education (FITRIANI & Auliya, 2023).

Impulse buying involves spending excessive money and time by some consumers, driven by attractive offers from manufacturers. Consumers often make impulse purchases because they are driven by the desire to feel pleasure while shopping, even though the items purchased are not crucial to the consumer. The personal satisfaction of the purchased product makes consumers interested in other goods of the same type, even without an initial plan to buy it (Musfiro, 2023). One simple way to encourage immediate purchases is to use sales promotions.

One type of sales promotion carried out to increase sales includes discounts, free shipping, and bundling sales. The existence of hedonic shopping motivation also plays a role in influencing implicit shopping behaviour. Purchasing involves two activities, namely finding information about products or transactions in online stores and getting goods or services. The diversity of results is caused by shopping motivation. The value of hedonic shopping plays an important role in impulsive buying activities because, in this case, hedonic shopping can encourage consumers' desire to always shop not only because of need but also because of the desire that arises from consumers themselves to make purchases spontaneously. Park in (Fadhilah et al., 2021). Having enough free time provides opportunities for consumers to shop longer, thereby increasing consumers' purchasing power.

Shooper provides a wide range of products that always make consumers interested in following trends. Consumers make purchases because they are influenced by hedonistic desires or economic factors, such as the desire to have pleasure, fantasy, social interaction, or fulfilling emotional satisfaction. From planning shopping to meet hedonistic needs, the products purchased seem to be implicitly chosen without planning. Impulse buying begins when consumers search for information or look around. Customers who love to shop tend to look for more information about special products.

After getting the information, there will be a desire to buy the product and finally decide to make a purchase. Customers who buy on hedonistic grounds will feel pleasure when searching for information and browsing visual elements in online stores. With the many items offered by shoppes, consumers will continue to be interested in keeping up with current developments. Therefore, there will be a lifestyle that can affect consumer desires and needs.

The motivation to shop hedonically arises when consumers are influenced by the latest models, and also when consumers buy for daily needs; consumers' daily needs can affect their lifestyle (Wahyuni & Setyawati, 2020). In today's modern world, with the ease with which information is disseminated, modern culture has become an inseparable part of an individual's daily life. The easiest access is social media, which has changed the way people shop today and has resulted in a different shopping culture.

Hedonistic motives arise because of consumer enthusiasm for shopping filled

with new items or the latest trends. The large number of needs for primary and secondary goods allows consumers to meet the needs and desires of consumers, which is the basis of the shopping lifestyle. Buying at Shoppe is now a hedonistic shopping motivation that customers love because consumers believe shopping can lead to happiness and fun, as well as filling their time by enjoying the offers at Shoppe. Consumers will buy without the need to plan a shopping list in advance. Consumers are eager to meet their own needs today, thus encouraging impulsive purchasing behaviour.

Based on the background of the problem that has been described, the author is interested in conducting research on **"The Effect of Hedonic Motivation and Positive Affect on Impulsive Buying Behavior Mediated by Shopping Lifestyle."**

### **Problem Formulation**

Based on the background that has been explained, the formulation of the problem in this study is:

1. Is there an effect of *hedonic motivation* on *impulsive buying*?
2. Is there a *positive effect* on *impulsive buying*?
3. Is there an influence of *hedonic motivation* on a *shopping lifestyle*?
4. Is there a *positive influence* on the *shopping lifestyle*?
5. Is there an influence of *shopping lifestyle* on *impulse buying*?
6. Does *shopping lifestyle* mediate the influence of *hedonic motivation* on *impulsive buying*?
7. Does *Shopping lifestyle* mediate the effect between *positive affect* and *impulsive buying*?

### **Research Objectives**

Based on the formulation of the problem above, it is possible to know the purpose of this study, namely:

1. To analyze the effect of *hedonic motivation* on *impulsive buying*.
2. To analyze the positive effect of *impulsive buying*.
3. To analyze the influence of *hedonic motivation* on the *shopping lifestyle*.
4. To analyze *the positive influence of affect* on *shopping lifestyle*.
5. To analyze the influence of *shopping lifestyle* on *impulse buying*.
6. To analyze whether *shopping lifestyle* mediates the influence between *hedonic motivation* and *impulsive buying*.
7. To analyze whether *the shopping lifestyle* mediates the effect between *positive effects* of *impulse buying*.

### **Research Benefits**

The benefits that can be taken from this study are:

#### **1. Theoretical Benefits**

The results of this research are expected to increase knowledge and insight regarding matters related to *hedonic motivation*, *positive affect*, *shopping lifestyle*, and *impulsive buying*. In addition, it provides information, insights, reference materials, and readings that are expected to increase readers' knowledge.

## **2. Practical Benefits**

### **a. For Companies**

It is hoped that it can help shoope in choosing a strategy to improve services to the maximum and increase consumer satisfaction so that shoope remains the main player as an online shopping platform.

### **b. For the next researcher**

It is hoped that this research can be useful for students in facilitating further research related to the influence of *hedonic motivation* and *positive influence* on *impulsive buying behavior* mediated by *shopping lifestyle*.

## **RESEARCH METHOD**

### **Type of Research**

The research used in this study is done through quantitative methods. The quantitative method is a research method that has special characteristics in the form of clear, structured, and systematic planning from the beginning to the research design. A concrete data-based approach is used in conducting research on samples and populations (Bouck et al., 2018). Research data is statistically calculable data for calculation test tools used in hypothesis testing.

### **Population and Sample**

#### **1. Population**

Population is a general area that includes objects or subjects with certain numbers and characteristics determined by researchers to be investigated and analyzed to conclude results. The population used in this study is all consumers in the city of Surakarta who are familiar with the shoope application and have used the shoope application.

#### **2. Sample**

The sample is part of the overall characteristics of the population. When the population has a very large scale, the author faces time limitations to reach the whole. So, the determination of the source of the data sample is as follows:

1. People in the city of Surakarta
2. 17 years of age or older.
3. Respondents know about the shoppe app
4. Respondents know the shoope application and have used the shoope application.

Sampling is the process of selecting a number of elements from the population to be used as a sample and understanding various traits or characters of the subjects being sampled, which can be generalized from population elements. The determination of number of samples is determined using a formula based on the number of indicators multiplied by 5 to 10. Based on these guidelines, the number of samples for this study is:  $n = \text{number of indicators} \times 8$ . The number of indicators in this study is 20, based on this formula, the sample obtained is as follows:  $n = 20 \times 8 = 160$  respondents.

### **Data Analysis Methods**

PLS (Partial Least Square) analysis is a structural analysis (SEM) method

that focuses on simultaneous variants that can conduct measurement tests and structural model trials simultaneously. The data analysis in this study was carried out using Partial Least Square (PLS) with the help of SMARTPLS Software. PLS has the advantage of requiring a relatively small number of samples, and the SMARTPLS approach is considered more powerful because it does not depend on assumptions. In addition, SMARTPLS can test SEM models with different types of scales, such as ratios and Likerts. The PLS measurement model consists of the measurement *model (outer model)*, the *Goodness of Fit (GoF) criteria*, and the structural *model (inner model)*.

Here are some tests to do as follows:

### **1. Outer model analysis (Measurement model)**

The measurement model is carried out to ensure that the measurement used is worthy of being used as a measurement (valid and reliable). There are two criteria to evaluate the validity test on the *outer model*, namely *convergent Validity* and *discriminant Validity*.

#### **a. Validity test**

Validity tests are used to assess whether a question is valid for a study. Measurement is used to assess whether a research tool is valid or can be used, while validity tests assess the extent to which the tool functions properly. The Validity tested in SEM-PLS consists of convergent Validity and discriminatory Validity.

#### **1. Convergent Validity**

Convergent *Validity* is a measurement model using reflective indicators evaluated based on the relationship between item scores and component scores calculated by the PLS method. The level of individual reflexivity is considered high if the *loading factor* is above 0.7, but the value of the loading factor between 0.6 – 0.7 is still acceptable and must be greater than 0.5.

#### **2. Discriminant Validity**

It aims to make each concept of each construct or latent variable different from other variables. *Discriminant Validity* can be observed through *cross-loading*. The *cross-loading value* shows that the size of the relationship between the construct and its indicators with the construct indicators in other blocks is very significant for each variable must be higher than 0.07. Another way to measure and test the Validity of discrimination is to compare the square root of the *Average Variance Extracted (AVE)* mean for each construct with the correlation value between the construct and the other constructs in the Fornell and Larcker model in.

#### **b. Reliability Test**

The Reality Test assesses how much proof a measurement can be proven when two or more measurements are made about the same phenomenon. Measurement of the feasibility test of a construct with reflective indicators can be done using two methods, namely *cronbach Alpha* and *composite reliability*.

#### **1. Cronbach Alpha**

*Cronbach's  $\alpha$*  (alpha) is a statistical technique used to measure internal consistency in testing the reliability of psychometric instruments or data. If the Cronbach Alpha is greater than 0.60, then it can be concluded that all indicators are reliable.

#### **2. Composite Reliability**

In conducting a feasibility test of a construct, the *composite reliability* value must exceed 0.7 in a study that has confirmatory properties.

### c. Multicollinearity Test

The Multicollinearity Test aims to test whether a strong or perfect correlation between independent variables is obtained in the regression model. The multicollinearity test can be seen through tolerance and *variation inflation factor* (VIF) values. Multicollinearity can occur if the *cut off value* that shows the tolerance value  $> 0.1$  or the VIF value  $< 5$ .

## 2. Inner Model Analysis (Structural Model)

Testing the structural model is carried out by looking at the relationships between variables. The relationship between variables is by looking at the significant value and R-Square value for each independent latent variable as the prediction level of the structural model.

### a. Goodness of Fit

#### 1. R-Square Value (R<sup>2</sup>)

R Square is the coefficient of determination in endogenous variables. The higher the R<sup>2</sup>, the higher the correlation level, the better. The R<sup>2</sup> values are 0.75, 0.50, and 0.25, it can be concluded that the model is strong, moderate (moderate), and weak.

### b. Hypothesis Testing

#### 1. Path Coefficient (Direct Effect)

*Path coefficient* is a measure of how much relationship or influence is between interrelated constructs. Statistical considerations in this study can be seen from the statistical t or p-value (critical ratio) and the original sample obtained from the bootstrapping method. If the p value  $< 0.05$  indicates that there is an effect, while if the p value  $> 0.05$  indicates no effect.

A measurement tool used to assess how much impact one variable has on another. This can be seen through the level of importance. *Path Coefficient* is in the range of -1 to 1. When the value is between 0 and 1, it is considered positive; while if the value is between -1 to 0, it is considered negative.

#### 2. Specific Indirect Effect

Indirect effect *analysis* is useful for testing the hypothesis of the indirect influence of an exogenous variable on the variable mediated by the mediator variable. If the *P-values* are less than 0.05, then it is considered significant. This means that the mediator variable becomes an intermediary. The influence of one exogenous variable on endogenous variables is indirect if the *P-value* has a value greater than 0.05, it means that it is not significant. It can be concluded that if *the specific indirect effect* but the direct path coefficient is not significant, then full mediation occurs and if the *specific indirect effect* but the path coefficient is significant, then mediation does not occur (Rahmawati, 2018).

## RESULT AND DISCUSSION

### Characteristics of Research Respondents

Based on the calculation results in the previous chapter, it can be seen that the number of samples needed in this study is as many as 160 respondents.

After the research was carried out, namely by distributing questionnaires to

160 respondents, the results obtained were in the form of collected respondent data and then presented in descriptive form and tables. The results of the characteristics of the respondent data in this study are as follows:

### 1. Respondents by Gender

Based on the research data conducted by distributing questionnaires, the characteristics of respondents based on gender who are familiar with the shoppe application and have used the shoppe application can be seen in Table 1 below:

**Table 1. Number of Respondents by Gender**

Gender	Frequency (N)	Percentage (%)
female	62	38.8
male	98	61.3
<b>Total</b>	<b>160</b>	<b>100</b>

Source: Primary data processed, 2024

### 2. Respondents Based on Last Education

Based on the research data conducted by distributing questionnaires, the characteristics of respondents based on the last education who are familiar with the application of shoppe and have used the shoppe application can be seen in Table 2 below:

**Table 2. Number of Respondents Based on Last Education**

Last Education	Frequency (N)	Percentage (%)
Junior High School / Equivalent	-	-
High School/Equivalent	76	47.5
S1	64	40.0
Other	20	12.5
<b>Total</b>	<b>160</b>	<b>100</b>

Source: Primary Data processed, 2024

### 3. Respondents by Age

Age differences can often affect the way a person behaves, especially when it comes to shopping. The age groups that are familiar with the shoppe application and use the shoppe application are classified as follows:

**Table 3. Number of Respondents by Age**

Age	Frequency (N)	Percentage (%)
<20 Years	37	23.1
20-25 Years	50	31.3
25-30 Years	10	6.3
30 Years and Over	63	39.4
<b>Total</b>	<b>160</b>	<b>100</b>

Source: Primary data processed, 2024



#### 4. Respondents By Job

In a purchase, the customer's decision to introduce and use the shoope application is greatly influenced by the differences in existing jobs. This difference in jobs determines which group of jobs has the greatest opportunity for consumers who buy goods there. The following table shows the work resulting from the research, including the following:

**Table 4. Number of Respondents By Job**

Job	Frequency (N)	Percentage (%)
Ident	78	48.8
vil Servants	33	20.6
ivate Employees	22	13.8
hers	27	16.9
<b>tal</b>	<b>160</b>	<b>100</b>

Source: Primary data processed, 2024

#### 5. Respondents Based on Getting to Know the Shoope Application

In this study, individuals who are already familiar with and actively use the Shoope application, a well-known e-commerce platform in Surakarta City that offers a variety of products and services. It is hoped that the consumer's experience of getting to know the shoope application will provide an understanding of impulsive shopping behavior that is influenced by *hedonic motivation*, *positive affect*, and consumer shopping lifestyle. The following table shows how many consumers in Surakarta City are familiar with the shoope application as a result of the research, including the following:

**Table 5. Number of Respondents Based on Familiarity with the Shoope Application**

Getting to know the shoope application	Frequency (N)	Percentage (%)
s	156	97.5
o	4	2.5
<b>tal</b>	<b>160</b>	<b>100</b>

Source: Primary data processed, 2024

#### 6. Respondents Based on Users of the shoope app

In this study, some consumers use the Shoope application and live in the city of Surakarta. The city of Surakarta has significant growth in e-commerce users. It is hoped that the consumer experience of getting to know the shoope application will provide an understanding of impulsive shopping behavior influenced by *hedonic motivation*, *positive affect*, and consumer shopping lifestyle. The following table shows how many consumers in Surakarta City use the shoope application as a result of the study, including the following:

**Table 6. Number of Respondents Based on Using the Shoope Application**

Using shoope application	Frequency (N)	Percentage (%)
--------------------------	---------------	----------------

---

s 148 92.5

---

o 12 7.5

---

tal 160 100

---

Source: Primary Data processed, 2024

### Discussion of Data Analysis Results

According to the results of the study "The Effect of *Hedonic Motivation* and *Positive influence* on *Impulsive Buying Behavior* mediated by *Shopping Lifestyle*", the following results were obtained:

#### 1. *Hedonic motivation does not have a significant effect on impulsive buying*

The result in this study is the effect of *hedonic motivation* on *impulsive buying* with a statistical  $t$  of 0.970 and a  $p$  value of  $0.333 > 0.05$ , then statistically  $H_0$  is accepted and  $H_5$  is rejected. Therefore, it can be concluded that *Hedonic motivation* does not have a significant effect on *impulse buying* in the hope application. This describes a person with a certain lifestyle, especially a shopping style, who does not always *impulsively buy* on the Shoupe application. This is due to the large number of customers preferring to use the shopping app to compare prices with physical stores. In this study, 61.3% of Shoupe application users are dominated by women, with an average age of 30 years and above in consumers in the city of Surakarta. Therefore, this category of customers does not consistently use shopping apps for impulse shopping. In addition, not all respondents in this study will purchase the desired items when they get attractive promotional offers. Based on this explanation, the hypothesis that the influence of *hedonic motivation* is covered by *impulsive buying* is rejected. These results are in line with the results of research that has been carried out by (Barokah et al., 2021), which revealed that lifestyle does not have a direct influence on the impulse purchase variable.

#### 2. *Positive influence has a significant effect on impulsive buying.*

The result of this study is the influence of *the positive effect* towards *impulsive buying*. With a statistical  $t$  of 11,489 and a  $p$ -value of 0.000, it can be explained that the statistical  $t$  value of  $11,489 > t$  table 1.96 or  $p$ -value of  $0.000 < 0.05$ , then statistically  $H_0$  is rejected or  $H_1$  is accepted. Therefore, it can be concluded that *positive affect* has a significant effect on *impulsive buying* on the Shoupe application. This illustrates that if customers choose to buy something suddenly at Shoupe because of the positive emotions experienced by consumers when shopping, encouraging consumers to make impulsive purchases will be even stronger. Sales promotions such as discounts and limited-time offers can also encourage direct purchases without prior planning. In addition, shopping habits and aspects such as Flash Sale and Shopee Live are very important in increasing impulsive shopping trends among Shopee customers in the city of Surakarta, Accepted. This result is in line with the results of research that has been carried out by (Nurlinda & Christina, 2020), which reveals that *positive emotion* affects *impulse buying* when making a purchase on Lazada.

#### 3. *Hedonic motivation does not have a significant effect on the shopping lifestyle*

The results in this study are the influence of *hedonic motivation* on *shopping lifestyle* with a statistical  $t$  of 1,526 and a  $p$ -value of  $0.128 > 0.05$ . Statistically,  $H_0$  is accepted, and  $H_4$  is rejected. Therefore, it can be concluded that *hedonic*

*motivation* does not significantly affect *the shopping lifestyle* on the Shoupe application. This illustrates that various attractive promotions from Shopee can attract consumers to make purchases based on consumer preferences, but not all consumers in the city of Surakarta are happy to spend time shopping or socializing, and fulfilling all consumer desires may be very difficult and rejected. These results are not in line with the results of research that has been carried out by (Riza & Lestari, 2023), which reveals that *hedonic shopping motivation* and *shopping lifestyle* affect *impulse buying* in Shopee\_id consumers.

#### **4. Positive impact has a significant effect on the shopping lifestyle**

The results in this study are a positive influence on shopping lifestyle with a statistical  $t$  of 11,178 and a  $p$  value of  $0.000 < 0.05$ , then statistically  $H_0$  is rejected and  $H_2$  is accepted. Therefore, it can be concluded that *the positive impact* has a significant effect on *shopping lifestyle* in the shoope application. This illustrates that the Shopee application is used by consumers in the city of Surakarta to shop for the latest fashion trends as a way to find fun. The live interactive feature on Shopee is very beneficial in increasing positive feelings because customers can interact with sellers through live streaming. In addition, Shopee customers have a shopping lifestyle by buying branded fashion items. Therefore, it can be concluded that the greater the lifestyle of consumers, the greater the tendency towards shopping and impulsive buying behavior, accepted. These results are in line with the results of research that has been carried out by (Risnandini & Khuzaini, 2024) which reveals that *shopping lifestyle* has a significant positive effect on *positive emotions*.

#### **5. Shopping lifestyle has a significant effect on impulsive buying**

The result in this study is the influence of *Shopping Lifestyle* towards *impulsive buying* with a statistical  $t$  of 1.974 and a  $p$  value of  $0.049 < 0.05$ , then statistically  $H_0$  is rejected and  $H_3$  is accepted. Therefore, it can be concluded that *Shopping Lifestyle* have a significant effect on *impulsive buying* on the Shoupe app. This illustrates that shopping on the Shopee application can attract customers' interest and make them curious about the various products that consumers want to explore. Consumers are also filled with anticipation when opening the Shoupe application. Shoppers are inspired to browse products on shoope for hedonistic reasons, as consumers aim to boost their spirits and stay up-to-date with trends. In addition, shopping with friends and family also leads to development *Motivation Hedonic*. If consumers in Surakarta City have a habit of shopping excessively, there is a high possibility of making impulse purchases. Of course, impulse buying is a phenomenon that is produced deliberately. Evoking emotional appeal is similar to arousing consumers' enthusiasm to buy and use a particular product or brand. Consumers who are emotionally interested especially with products with low engagement, may not rely on rationality in consumer decision-making which can be beneficial for marketers as well, Accepted. This result is in line with the results of research that has been carried out by (Rahma, 2021) which reveals that *Shopping Lifestyle* positively and significantly affect *impulsive buying*.

#### **6. Shopping lifestyle does not mediate between hedonic motivation and impulsive buying**

The appropriate result in this study is *that shopping lifestyle* mediates the

influence between *hedonic motivation* and *impulsive buying* that the statistical t value is 1.097 and the p value is 0.237 with a coefficient of 0.014 on hedonic motivation against impulsive buying is not mediated by shopping lifestyle where the statistical t value is obtained  $< t_{table} 1.96$  or  $p\ value\ 0.237 > 0.05$  and the coefficient shows a direction of 0.014 that statistically  $H_0$  is accepted or  $H_6$  is rejected where hedonic motivation has no effect on impulsive buying mediated by shopping lifestyle but there is full mediation. The findings contradict previous research showing that hedonistic motivations, such as the desire to get pleasure or satisfaction from shopping, typically drive consumers to make impulse purchases. But this result may be the result of different preferences of Shopee customers in the city of Surakarta, who prioritize practical needs and promotions over emotional motivations such as fun or entertainment while shopping. However, shopping lifestyle was not found to be a successful mediator between hedonistic motivation and impulse purchases in this study. This shows that having an active shopping lifestyle is not enough to encourage impulsive behavior if the main motivation is not hedonistic. In *e-commerce*, *hedonic motivation* has less impact on *impulse buying*, especially on platforms that offer discounts and value-centric promotions, rejected. These results are not in line with the results of research that has been carried out by (Fadhilah et al., 2021) which reveals that *hedonic motivation* for *impulsive buying* through shopping lifestyle mediators gets perfect mediation.

#### **7. Shopping lifestyle does not mediate between positive effects and impulsive buying.**

The appropriate result in this study is that *Shopping lifestyle* mediates the influence between *positive affect* on *impulsive buying* that the statistical t value of 1.869 and p value 0.062 with a coefficient of 0.77 on the positive affect on impulsive buying is not mediated by shopping lifestyle where the statistical t value is  $0.062 < t_{table} 1.96$  or  $p\ value\ 0.77 > 0.05$  and the coefficient shows direction 0.014 means that statistically  $H_0$  is accepted or  $H_7$  is rejected where impulsive buying is mediated by shopping lifestyle but full mediation occurs. The results of this study contradict previous research this study shows that these variables do not have an impact on impulse purchases, either directly or through shopping habits. This may be due to the different features of online shopping on sites like Shopee, where purchasing choices are influenced more by external rewards such as discounts, flash sales, and free shipping, rather than the pleasant emotions experienced during shopping. Consumer shopping behavior and preferences, known as *shopping lifestyle*, cannot affect the relationship between *positive affect* and *impulsive buying*. This shows that having an active *shopping lifestyle* is not enough for impulse purchases without strong emotional motivation. In *e-commerce* platforms, emotional factors have a smaller impact compared to external factors such as product promotion and availability, rejected, These results are not in line with the results of research that has been carried out by (Nurjanah et al., 2023). What reveals that Shopping Lifestyle has a significant and positive influence on Impulse Buying Behavior through its intervening variable is Positive Emotion for visitors to the Olympic Garden Mall Malang.

## CONCLUSION

This study investigates the effect of hedonic motivation and positive influence on impulsive buying behavior mediated by shopping lifestyle, based on a survey of 160 participants from Surakarta who use the Shopee application. Data analysis using SMART PLS 4 revealed that hedonic motivation has no significant effect on impulsive buying ( $t = 0.970$ ,  $p = 0.333$ ), while positive influence significantly affects impulsive buying ( $t = 11.489$ ,  $p = 0.000$ ). Additionally, hedonic motivation does not significantly affect shopping lifestyle ( $t = 1.526$ ,  $p = 0.128$ ), but positive influence has a significant effect on shopping lifestyle ( $t = 11.178$ ,  $p = 0.000$ ). Shopping lifestyle significantly influences impulsive buying ( $t = 1.974$ ,  $p = 0.049$ ). Furthermore, shopping lifestyle does not mediate the relationship between hedonic motivation and impulsive buying ( $t = 1.097$ ,  $p = 0.237$ ), nor between positive influence and impulsive buying ( $t = 1.869$ ,  $p = 0.062$ ), suggesting full mediation in both cases.

## REFERENCES

- Barokah, S., Asriandhini, B., & Putera, M. M. (2021). Emotional Shopping Sebagai Variabel Mediasi Gaya Hidup Dan Motivasi Belanja Hedonis Pada Keputusan Pembelian Impulsif Produk 3second. *Maker: Jurnal Manajemen*, 7(2), 156–167.
- Bouck, E. C., Satsangi, R., & Park, J. (2018). The Concrete–Representational–Abstract Approach For Students With Learning Disabilities: An Evidence-Based Practice Synthesis. *Remedial And Special Education*, 39(4), 211–228.
- Fadhilah, M. K., Rejeki, A., & Puspitaningrum, N. S. E. (2021). The Effect Of Hedonic Shopping Motivation On Implusive Buying: The Mediator Roles Of Shopping Lifestyle. *Journal Universitas Muhammadiyah Gresik Engineering, Social Science, And Health International Conference (Umgeshic)*, 1(2), 720–739.
- Fitriani, D. D. W. I., & Auliya, Z. F. (2023). Pengaruh Hedonic Shopping Motivation, Shopping Lifestyle, Dan Shopping Enjoyment Terhadap Pembelian Impulsif Konsumen Fashion Di Shopee. *Uin Surakarta*.
- Musfiro, I. (2023). Pengaruh Hedonic Shopping Value Dan Shopping Lifestyle Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening Pada Konsumen Muslim Shopee Di Kota Pekalongan. *Uin Kh Abdurrahman Wahid Pekalongan*.
- Mustika, W., Kurniawati, M., & Sari, M. P. (2023). Pengaruh Motivasi Belanja Hedonis Terhadap Perilaku Pembelian Impulsif Kategori Produk Fashion Online Pada Marketplace. *Primanomics: Jurnal Ekonomi & Bisnis*, 21(1), 141–151.
- Nurjanah, M., Asiyah, S., & Hardaningtyas, R. T. (2023). Pengaruh Hedonic Shopping Value Dan Shopping Lifestyle Akan Impulse Buying Behavior Melalui Positive Emotion Sebagai Variabel Intervening (Studi Kasus Bagi Pengunjung Mall Olympic Garden Malang). *E-Jrm: Elektronik Jurnal Riset Manajemen*, 12(02).
- Nurlinda, R. A., & Christina, D. (2020). Peran Positive Emotion Sebagai Mediator Hedonic Shopping Dan Shopping Lifestyle Terhadap Impulse Buying Di

- Lazada. *Jurnal Riset Manajemen Dan Bisnis (Jrmb) Fakultas Ekonomi Uniat*, 5(1), 231–244.
- Purnama, I. (2023). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Behavior Masyarakat Kota Bima (Studi Kasus Pada Penggemar Hijab Umama). *Journal Of Creative Student Research*, 1(5), 172–186.
- Rahma, A. (2021). Pengaruh Shopping Lifestyle Terhadap Kepuasan Saat Berbelanja Di Online Shop Lazada Dengan Impulsive Buying Sebagai Variabel Intervening.
- Rahmawati, N. T. (2018). Pengaruh Hedonic Shopping Value Dan Shopping Lifestyle Terhadap Impulse Buying Dengan Emosi Positif Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Indonesia (Jmbi)*, 7(3), 315–326.
- Risnandini, H. K., & Khuzaini, K. (2024). Pengaruh Hedonic Motivation Dan Shopping Lifestyle Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Mediasi (Studi Pada Pengguna Shopee Di Kota Surabaya). *Jurnal Ilmu Dan Riset Manajemen (Jirm)*, 13(2).
- Riza, S. A., & Lestari, B. (2023). Pengaruh Hedonic Shopping Motivation Dan Shopping Lifestyle Terhadap Impulse Buying Di Shopee. *Jurnal Aplikasi Bisnis*, 9(2), 117–123.
- Sopiyan, P., & Kusumadewi, N. (2020). Pengaruh Shopping Lifestyle Dan Positive Emotion Terhadap Impulse Buying.
- Wahyuni, R. S., & Setyawati, H. A. (2020). Pengaruh Sales Promotion, Hedonic Shopping Motivation Dan Shopping Lifestyle Terhadap Impulse Buying Pada E-Commerce Shopee. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (Jimmba)*, 2(2), 144–154.