

## The influence of hedonic shopping motivation and shopping lifestyle on impulse buying through positive emotion in e-commerce

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### Abstract

*This study aimed to examine and analyze the effect of hedonic shopping motivation and shopping lifestyle, directly or indirectly, through impulse buying in Shopee e-commerce. The population was consumers who had impulse buying in Shopee, 18-39 years old and lived in Surabaya. The data collection technique used purposive sampling. There were 95 respondents as the sample. As a result, the instrument test with validity data showed that the data were valid. Meanwhile, construct and composite reliability values were fulfilled from the reliability test. It meant each variable was consistent in measuring the latent variable. Moreover, the study was descriptive-quantitative with descriptive analysis and statistic inferential, i.e., using SmartPLS 4.0 with the bootstrapping test. Additionally, the data analysis result showed that all indicators were adequately used for the next step until the hypothesis test. In addition, both hedonic shopping motivation and shopping lifestyle significantly affected positive emotion. However, hedonic shopping and a shopping lifestyle had an insignificant effect on impulse buying. Likewise, positive emotion mediated both hedonic shopping motivation and shopping lifestyle on impulse buying (full mediation). In other words, positive emotion could improve or determine consumers to have impulse buying in Shopee e-commerce.*

**Keywords:** *hedonic shopping motivation, shopping lifestyle, positive emotion, impulse buying*

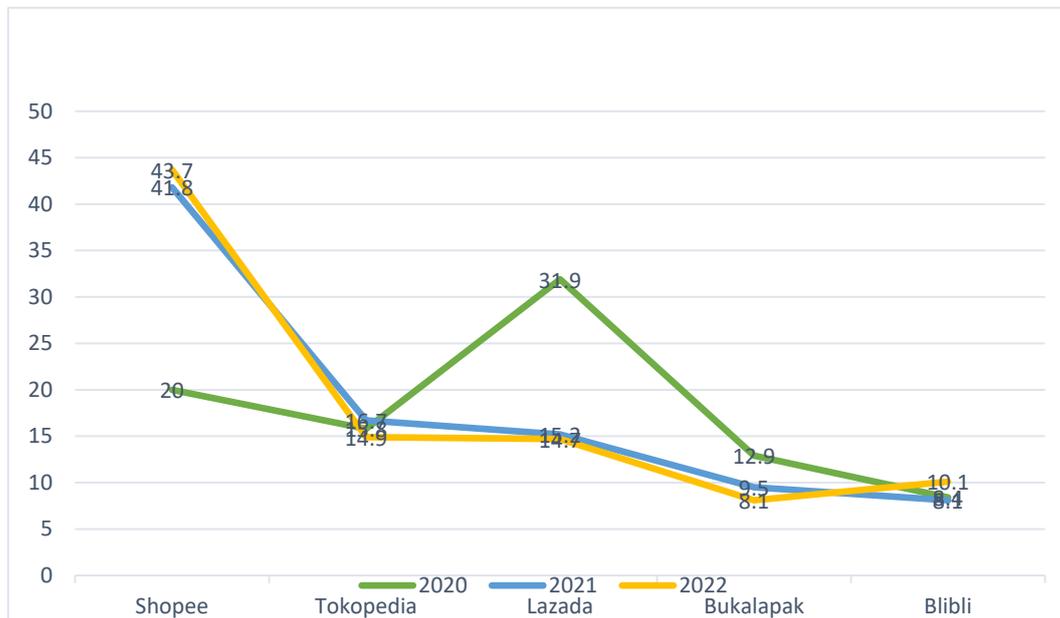
### Introduction

The impact of an increase in the number of internet users has also led to a trend of behavior change among the public, namely regarding online shopping behavior or what is commonly called e-commerce. The existence of online stores has so far influenced shopping transactions; where previously people liked shopping at offline stores, now they are starting to be interested in shopping at online stores. Online shopping has become a habit for many people that stick, especially amid the current pandemic. Online stores or online stores can be likened to real shops in our daily lives. If setting up a real shop requires costs, online stores also require costs, but it is cheaper than when the seller sets up a

real shop (Purnomo & Riani, 2018).

Online shopping is a way of shopping through electronic applications or social networks used for buying and selling transactions. That way, buyers do not have to visit offline stores to view or buy the desired items. Browsing and searching for the specifications of the desired item via the internet. Various attractive offers, such as discounts, free shipping subsidies, and bundling, contributed to e-commerce competition in Indonesia. Therefore consumers move in droves and prefer shopping online rather than offline stores (Nusarika & Purnami, 2015).

Figure 1 shows the percentage results for the Top Brand Index (TBI) online shopping 2020-2022 Shopee, Lazada, and Tokopedia are the leading choices for consumers. The data also shows that Shopee is indeed a digital platform of interest to the Indonesian public; Shopee is indeed focused on making it easier for people to search, shop and sell with mobile platforms. Shopee originated from Singapore and entered Indonesia in 2015 under the auspices of Ganera. Apart from Indonesia, Shopee is also present in neighboring countries such as Malaysia, Thailand, Vietnam, and the Philippines by selling products, offering online shops in large numbers, using secure payment methods, and having a safe and practical shipping tracking feature. Apart from that, there is also free shipping which has been proven to increase online consumer interest in making transactions using Shopee (Putri & Iriani, 2019).



**Figure 1. Graph of Top Brand Index Online Shopping for 2020-2022**

Source: Top Brand Award (2022)

Shopee is an online shopping platform offering various products for sale in electronics, household appliances, beauty, health, sports, clothing, fashion, accessories, etc. The advantage of using Shopee e-commerce is that buyers can return goods or submit a refund if the goods received do not match what was ordered. Users can also easily find the items they are looking for and see reviews from other consumers. Consumers can easily find the items they want to buy by

typing the name of the product found in the search box. Shopee also offers a free shipping feature for goods with a certain minimum purchase (Meidita, 2018).

During the Harbolnas event (twin dates) every month, many people use Shopee e-commerce and have planned to buy items they may not need because promotions and price discounts tempt them. The researcher chose this research topic because there are more Shopee online shopping enthusiasts than other e-commerce. Most people like to shop at Shopee e-commerce because the offers are attractive and affordable. On the other hand, people also think this phenomenon can be detrimental because it leads to impulse buying. It can lure consumers into glancing at unnecessary and unnecessary products simply because the prices are low, and attractive offers are made to satisfy momentary pleasures. Most people like to shop at Shopee e-commerce because the offers are attractive and affordable. On the other hand, people also think this phenomenon can be detrimental because it leads to impulse buying. It can lure consumers into glancing at unnecessary and unnecessary products simply because the prices are low, and attractive offers are made to satisfy momentary pleasures. Most people like to shop at Shopee e-commerce because the offers are attractive and affordable. On the other hand, people also think that this phenomenon can be detrimental. After all, it leads to impulse buying because it can lure consumers into glancing at unnecessary and unnecessary products simply because the prices are low and attractive offers are made to satisfy momentary pleasures.

Many reasons still cause people to use e-commerce, but besides, shoppers do not have to painstakingly come to an offline store to see and buy what they are looking for. The convenience and various attractive offers such as discounts, free shipping subsidies, and bundling contribute to e-commerce competition in Indonesia. In line with research conducted by Hasdani et al., (2021), perceived ease of use influences online purchasing decisions with the Shopee application for users in Bungo District. Consumers feel the ease of use of the Shopee application both in product search, operation, and in making purchase transactions through the Shopee application. Research from Rafidah & Djawoto (2017) states that there is a positive and significant relationship between perceived ease of use and online purchasing decisions. It means that the perceived ease of using the application will encourage consumers to make online purchasing decisions.

The many conveniences offered make Shopee e-commerce even more popular. Unfortunately, apart from providing convenience for e-commerce, it also encourages consumers to make impulse purchases. It is based on the fact that when they impulse buy, they feel better than before. Impulse buying is a buying activity carried out without any previous shopping intention and without considering the consequences after making a purchase. It is a sudden conscious urge to use full force, persistence, and unplanned to buy something outright, ignoring the consequences.

According to Kotler & Keller (2008:166), consumer behavior is the study of choosing and fulfilling their needs and desires for goods and services. According to Hawkins et al. (2004) in Tjiptono (2019), consumer behavior studies how humans use and obtain goods, services, experiences, or ideas to satisfy their needs. According to Peter & Olson (2013:3), consumer behavior studies how

dynamic human interactions involve influence and awareness, behavior, and the environment in which humans exchange aspects of their lives. Meanwhile, according to Mangkunegara (2009:166), consumer behavior is the study of the decision-making process to choose, obtain and use goods or services that can affect the environment in which they live. Based on some of the definitions above, it can be concluded that consumer behavior is all activities, actions, and human thought processes that compare this behavior before and after choosing, buying, and using products and services and after doing and evaluating them.

Impulse buying can be influenced by several things, for example, positive emotion, hedonic shopping values, and shopping lifestyle (Rachmawati, 2009). Price discounts, store atmospheres, and positive emotions can also affect impulse buying (Wisasa et al., 2019). Positive emotions, store atmosphere, and consumer personality influence unplanned purchase decisions (Mohan et al., 2013). The researcher chose the three variables because these three variables have inconsistent research results, and to be used as exogenous and mediating variables, it is necessary to do research again. There are three variables used, namely impulse buying by using hedonic shopping motivation, shopping lifestyle, and positive emotion.

Emotions greatly influence impulse buying (Beatty & Ferrell, 1998). Consumers who have positive emotions will find it easier to make impulse buying than consumers who have negative emotions. Positive emotions are pleasure, joy, love, liking, comfort, and satisfaction. Several studies use positive emotion variables as exogenous and endogenous variables. Research conducted by Sopiyan & Kusumadewi (2020) placed shopping lifestyle and positive emotion as exogenous variables, showing results that significantly affect impulse buying. In research conducted by Defari (2020) placing positive emotion as an endogenous variable and showing significant results, store atmosphere and social factors affect positive emotion. It shows that the positive emotion variable can be used as an exogenous or endogenous variable. This study uses the positive emotion variable as an intervening variable.

Referring to the results of previous studies show the position of the positive emotion variable as an intervening variable influence mediating exogenous and endogenous variable. Fauzi et al. (2019) showed that positive emotion has a positive and significant effect in mediating hedonic shopping values and shopping lifestyles on impulse buying.

Another thing that can influence impulse buying is hedonic shopping motivation. Hedonic shopping motivation is a buying activity driven by behavior related to the five senses, disappointment, and emotions, making pleasure and material pleasure the primary purpose of life (Arnold & Reynolds, 2003). Consumers feel compelled to shop because, according to them, shopping creates a feeling of pleasure when what they need is fulfilled.

Positive emotions, shopping lifestyle, and hedonic shopping motivation are some of the factors that influence impulse buying. Shopping is a lifestyle that refers to how a person lives, how they spend money and time, and everything that includes purchases made, their attitudes, and opinions about the world in which they live (Levy, 2009:131).

Hedonic shopping motivation is an illustration of the value of the shopping experience, which includes subconscious fantasies about pleasure, satisfaction,

and excessive curiosity (Scarpi, 2006:7). Hedonic shopping motivation is closely related to everyone's emotional and fantasy aspects. Someone who experiences hedonic shopping motivation will unconsciously find it difficult to control himself and often has fantasies or unfounded desires for something that can stimulate his feelings for the item he wants. Meanwhile, positive emotion can be explained in terms of joy, pleasure, love, affection, comfort, and satisfaction (Peter & Olson, 2003:183).

Nurlinda & Christina (2020) said that hedonic shopping motivation influences positive emotion, meaning that if the desire to shop is according to their abilities, the higher the pleasure they feel when shopping at Lazada. Different results were obtained from research conducted by Pattipeilohy & Rofiyati (2013), giving the opposite result that hedonic shopping motivation does not affect positive emotion. It shows differences from the results of the two previous studies. Thus, the author deemed it necessary to re-hypothesize. So that the hypothesis obtained:

*H1: Hedonic shopping motivation has a significant effect on positive emotion in e-commerce Shopee*

The shopping lifestyle always focuses on how people live, spend their time, and money, what activities they do when making purchases, and their attitudes and opinions about the world in which they live. A shopping lifestyle is a person's way of spending money, making new characteristics and characteristics of individual shopping lifestyles a consumption pattern that reflects their choice of spending time and money (Levy, 2009:131).

While positive emotion is a positive effect that reflects the extent to which consumers feel anxious, active, and alert (Byrne & Baron, 2003:47). Hence, when the person has a high shopping lifestyle, positive emotion will appear in the consumer.

Darma & Japariato (2014), Rahmawati (2018), and Fauzi et al. (2019) show that the shopping lifestyle has a significant and direct effect on positive emotion. Contrary to Nurlinda & Christina (2020), who say that the shopping lifestyle does not affect positive emotion, this means that consumers' feelings of pleasure are not due to the shopping lifestyle but because, at their current age, they can be classified in the millennial generation who like browsing activities and looking at online shopping sites. So that the hypothesis obtained:

*H2: Shopping lifestyle has a significant effect on positive emotion in e-commerce Shopee*

Emotions are consumer feelings that cannot be controlled but can influence consumer behavior and habits (Hawkins et al., 2004). Meanwhile, impulse buying is an unreasonable purchase associated with a quick and unplanned purchase followed by conflicting thoughts and emotional impulses (Verplanken & Herabadi, 2001). Thus, positive emotion is considered to encourage impulse buying. Putri et al. (2019) stated that positive emotion directly affects impulse buying because the higher a person's pleasure, the more interested they are in making unplanned purchases. Contrary to research conducted by Rachmawati (2009), where positive emotion has a negative and significant effect on impulse buying. The happy mood felt by visitors can control them by making impulsive purchases

when shopping. It is because the positive emotions felt when shopping will affect purchasing decisions. So that the hypothesis obtained:

*H3: Positive emotion has a significant effect on impulse buying in e-commerce Shopee*

Motivation in a person is reflected through the strength in the individual that compels them to make purchases. It is obtained when someone experiences stress and can arise due to unmet needs. Consumers can be free from this pressure by choosing the pattern of actions they take to achieve these goals (Schiffman & Kanuk, 2008:72). Meanwhile, Gutierrez (2004) stated that impulse buying is a direct purchase that consumers have not actively searched for products and previously had no intention of buying. Purchases previously made unconsciously result from judgment formed before entering the store. It is a sudden, persistent, and unstoppable urge to buy something outright without much thought. The consequences (Mowen & Minor, 2005:10). Mamuaya & Pandowo (2015) showed that hedonic shopping motivation significantly affects impulse buying. It means that the higher the hedonic shopping motivation, the more impulse buying will increase. Contrary to Darma & Japariato (2014), Hanisah & Sefnedi (2021) prove that hedonic shopping value has no significant effect on impulse buying. So that the hypothesis obtained:

*H4: Hedonic shopping motivation has a significant effect on impulse buying in e-commerce Shopee*

Shopping lifestyle shows how a person chooses to allocate his income, both in terms of allocating money and time to share products and services, as well as certain alternatives in differentiating similar categories. Siahaan et al. (2021) proved that shopping lifestyle variables positively and significantly affected impulse buying. Contrary to Darma & Japariato (2014) and Anggraeni et al. (2020), which prove that a shopping lifestyle has no significant effect on impulse buying. So that the hypothesis obtained:

*H5: Shopping lifestyle has a significant effect on impulse buying in e-commerce Shopee*

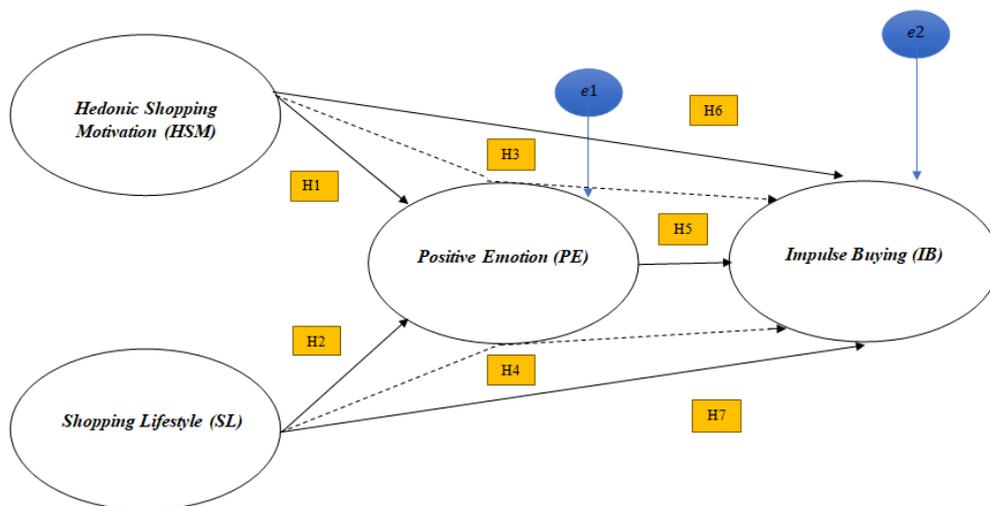
Hedonic shopping motivation is a psychological need such as satisfaction, obeying prestige, emotional outbursts, and other subjective feelings. These feelings appear to fulfill social and beauty demands, which are called emotional motives (Setiadi, 2003:7). This purchase will arise because of the nature of wanting to be recognized by the social community, so it usually places more emphasis on the assessment given by the social environment. While impulse buying is buying behavior when there is a sudden strong urge and desire to buy something, and it happens immediately. This desire is followed by emotional conflict, whose result tends to be ignored (Rook, 1987). Fauzi et al. (2019) said that hedonic shopping value positively and significantly affects impulse buying through positive emotion as an intervening variable. Meanwhile, research conducted by Ikanubun et al. (2019) asserted that positive emotions do not significantly mediate the relationship between hedonic shopping motivation and impulse buying. So that the hypothesis obtained:

*H6: Hedonic shopping motivation has a significant effect on impulse buying*

*through positive emotion in e-commerce Shopee.*

Some people think that shopping can be used as a means of relieving stress, spending money, and changing one's mood to change significantly; in other words, money is a source of power. The ability to spend money makes a person feel powerful (Samuel, 2005). Ways to meet consumer needs in purchasing are growing, showing that shopping has become a lifestyle for most people today.

Because the shopping lifestyle has become necessary, this behavior also encourages impulse buying because these purchases are usually made to treat a bad mood and relieve stress. Then this shopping lifestyle will make the person purchase beyond their needs without thinking about the consequences obtained after making a purchase, or it is called impulse buying. Meanwhile, a positive consumer emotional state evokes two dominant emotions from internal consumers: pleasure and the awakening of desires that arise from sudden thoughts or desires (Sutisna, 2001:164). Meanwhile, impulse buying is a sudden purchase by consumers due to product demonstrations or product promotions at the point of sale (Engel et al., 1994:33).



**Figure 2. Conceptual Framework**

Siahaan et al. (2021) proved that the shopping lifestyle variable positively and significantly affects impulse buying through positive emotion as an intervening variable. Meanwhile, according to research conducted by Anggraeni et al. (2020), Yanthi et al. (2014), and Mardhiyah & Sulistyawati (2021) found that shopping lifestyle does not influence impulse buying through positive emotion. It shows that from the results of the two previous studies, there were differences obtained, so the authors hypothesize again. The hypothesis obtained is as follows:

*H7: Shopping lifestyle has a significant effect on impulse buying through positive emotion in Shopee e-commerce.*

**Research Methods**

This research is a type of quantitative descriptive research. The population observed is active Shopee e-commerce customers who have made impulse buying or planned purchases with additional goods and live in Surabaya. The sampling technique used in this study uses a purposive sampling technique because not all samples have criteria that match the phenomenon to be studied. It is based on certain considerations or criteria that must be met by the sample used in this study.

The criteria used in selecting the sample are Shopee e-commerce consumers aged 18-39 years who have made impulse purchases (unplanned purchases) and live in Surabaya, and the amount is not known with certainty (infinite). This study used a sampling technique based on the Hair et al. (2010) formula, namely the value (5-10) multiplied by the number of indicators. The confirmed sample was 95 respondents. The data analysis technique used to solve the problems in this study is the SmartPLS 4.0 application. In this study, the authors have determined and classified the variables. This classification aims to determine the data collection tool used in research. Based on the conceptual framework that has been formulated, the variables in this study consist of exogenous variables, namely hedonic shopping motivation and shopping lifestyle; endogenous variables, i.e., impulse buying; and mediating (intervening) variables, i.e., positive emotion.

**Table 1. Respondents Characteristics Summary**

Variable	Description	Frequence	Percentage
Gender	Male	32	33.7%
	Female	63	66.3%
Age	18-23	5	5.3%
	24-29	71	74.7%
	30-35	11	11.6%
	36-39	8	8.4%
Occupation	Civil Servant	27	28.4%
	Private Worker	49	51.6%
	Entrepreneur	9	9.5%
	Other	10	10.5%
Education	SMA	9	9.5%

	D3	5	5.3%
	S1	73	76.8%
	S2	8	8.4%
Earning/month	<1000.000	5	5.3%
	1000.001 – 2.500.000	14	14.7%
	2.500.001 – 5.000.000	40	42.1%
	>5.000.001	36	37.9%

Source: Primary data processed

**Table 2. Operational of Variabel**

Variable	Dimention	Source
Hedonic Shopping Motivation	Adventure Shopping	Arnold & Reynolds (2003)
	Gratification Shopping	
	Role Shopping	
	Social Shopping	
	Value Shopping	
Shopping Lifestyle	Idea Shopping	Cobb Hoyer (1986)
	Ads offer	
	Latest model	
	Popular brand	
	Quality popular brand	
Impulse Buying	Purchasing various brands	Shahjehan et al. (2011)
	Same product from other brands	
	Impulsive buying	
	Sudden desire	
Positive Emotion	Lack of calculation	Mehrabian et al. (1974)
	Consumer openness to stimuli	
	Pleasure	
	Arousal	
	Dominance	

Source: Primary data processed

## Results and Discussions

The analytical model (outer model) was measured using the bootstrapping test with PLS, which shows that the composite reliability value for all constructs in this study has a value greater than 0.7. which means the questionnaire used in this study is reliable and can reflect the variables used. The convergent validity value indicates that the Outer Loading value, the Average Variance Extracted (AVE) value, for the variables of hedonic shopping motivation, shopping lifestyle, positive emotions, and impulsive purchases shows a value of more than 0.5, and the descriptive test of the standard deviation of small items is smaller from the average based on Table 3. It means that each indicator used in this study has its uniqueness and is said to be able to capture all phenomena that other constructs cannot capture, indicating each indicator is said to be uncorrelated with other variables.

The original sample values above can show the effect of exogenous variables on endogenous variables. The R-Square value obtained from this study can be explained in the Table 4.

**Table 4. Coefficient Determination**

Variable	R-square
IB	0.554
PE	0.633

Source: Primary data processed

In Table 4, the R-Square value for impulse buying shows an R-Square value of 0.554 or 55.40%. It means that 55.40% of changes in impulsive buying can be explained by hedonic shopping motivation, shopping lifestyle, and positive emotions, and 44.60% are explained by other variables excluded from the study. The R-Square value of positive emotions is 0.633 or 63.30%. It can be seen that 63.30% of changes in positive emotion variables can be explained by hedonic shopping motivation and shopping lifestyle variables and 36.70% by other variables not used in this study.

**Table 5. Research Hypothesis Testing**

Hypothesis	Original Sample	P-values	Information
HSM → PE	0.399	0.001	Accepted
SL → PE	0.447	0.000	Accepted
PE → IB	0.568	0.000	Accepted
HSM → IB	0.057	0.646	Rejected
SL → IB	0.162	0.205	Rejected
HSM → PE → IB	0.227	0.008	Accepted
SL → PE → IB	0.254	0.006	Accepted

Source: Primary data processed

Concerning the bootstrapping test results, the direct effect of the coefficient  $\beta_1$  on the hedonic shopping motivation variable on positive emotion produces a p-value of  $0.001 < 0.05$  ( $\alpha=5\%$ ). Based on these results, it is said that hedonic shopping motivation has a significant effect on positive emotions in Shopee e-commerce. The resulting coefficient is positive by 0.399, meaning that if hedonic shopping motivation increases, positive emotion will increase by 39.9%. These results indicate that the first hypothesis in this study is acceptable (H1 is accepted).

The value  $\beta_2$  of the shopping lifestyle variable for positive emotion produces a p-value of  $0.000 < 0.05$  ( $\alpha=5\%$ ). Based on these results, it can be said that the shopping lifestyle significantly affects positive emotions in Shopee e-commerce. The resulting coefficient is a positive value of 0.447, meaning that positive emotion will increase by 44.7% if the shopping lifestyle increases. These results indicate that the second hypothesis in this study is acceptable (H2 is accepted).

The value  $\beta_3$  of impulse buying towards impulse buying produces a p-value of  $0.000 < 0.05$  ( $\alpha=5\%$ ). Based on these results, it is said that positive emotion significantly affects impulse buying in e-commerce Shopee. The resulting coefficient is positive by 0.568, meaning that if positive emotion increases, impulse buying will increase by 56.8%. These results indicate that the third hypothesis in this study is acceptable (H3 is accepted).

The value  $\beta_4$  of hedonic shopping motivation on impulse buying produces a p-value of  $0.646 > (\alpha=5\%)$ . Based on these results, it is said that hedonic shopping motivation has no significant effect on impulse buying in e-commerce

Shopee. The resulting coefficient is positive by 0.057, meaning that if hedonic shopping motivation increases, impulse buying will increase by 5.7%. These results indicate that the fourth hypothesis in this study cannot be accepted (H4 is rejected).

The value  $\beta_5$  of shopping lifestyle to impulse buying produces a p-value of  $0.205 > 0.05$  ( $\alpha=5\%$ ). Based on these results, it can be said that the shopping lifestyle has no significant effect on impulse buying in e-commerce Shopee. The resulting coefficient has a positive value of 0.162, meaning that if the shopping lifestyle increases, the impulse will increase by 16.2%. These results indicate that the fifth hypothesis in this study is unacceptable (H5 is rejected).

**Table 3. Construct Reliability, Validity and Descriptive Statistic**

Indicator	Outer Loading	Composite Reliability	AVE	Mean	Std. Deviation
HSM1	0,683			4,15	0,820
HSM2	0,732			4,13	0,849
HSM3	0,836			3,35	1,263
HSM4	0,818			3,86	0,936
HSM5	0,768			4,12	0,806
HSM6	0,840			3,03	1,090
HSM7	0,847	0,944	0,587	3,18	1,095
HSM8	0,801			2,93	1,078
HSM9	0,737			3,26	1,068
HSM10	0,684			3,89	1,051
HSM11	0,687			3,44	1,002
HSM12	0,733			3,44	1,002
IB1	0,859			2,96	1,160
IB2	0,852			3,00	1,161
IB3	0,837	0,913	0,725	3,48	1,113
IB4	0,857			2,96	1,213
PE1	0,807			4,03	0,827
PE2	0,762			4,02	0,833
PE3	0,880			3,83	0,936
PE4	0,875			3,52	1,094
PE5	0,884	0,944	0,678	3,66	1,022
PE6	0,839			3,29	1,085
PE7	0,817			3,15	1,160
PE8	0,707			2,79	1,222
SL1	0,785	0,913	0,565	2,62	1,048
SL2	0,802			2,97	1,109
SL3	0,783			3,21	1,085
SL4	0,719			3,93	1,049
SL5	0,711			3,84	0,977
SL6	0,702			3,77	0,839

Source: Primary data processed

Referring to the bootstrapping test results, the indirect effect of the coefficient on the hedonic shopping motivation variable on impulse buying through positive emotion produces a p-value of  $0.008 < 0.05$  ( $\alpha=5\%$ ). Based on these results, The value of positive emotion can mediate the effect of hedonic shopping motivation on impulse buying in e-commerce Shopee. The resulting

coefficient is positive by 0.227, meaning that if hedonic shopping motivation and positive emotion increase, impulse buying will increase by 22.7%. These results indicate that the sixth hypothesis in this study is acceptable (H6 is accepted).

The value of a shopping lifestyle on impulse buying through positive emotion produces a p-value of  $0.006 < 0.05$  ( $\alpha=5\%$ ). Based on these results, it is said that positive emotion can mediate the effect of a shopping lifestyle on impulse buying in e-commerce Shopee. The resulting coefficient is a positive value of 0.254, meaning that if shopping lifestyle and positive emotion increase, impulse buying will increase by 25.4%. These results indicate that the seventh hypothesis in this study is acceptable (H7 is accepted).

## **Conclusion**

Hedonic shopping motivation has a significant effect on positive emotions. It means that hedonic shopping motivation influences or encourages consumers to create positive emotions in Shopee e-commerce. Hedonic shopping motivation can influence or encourage consumers to create positive emotions in e-commerce Shopee because hedonic motivation is related to emotional feelings when shopping. Positive emotion will also increase if the consumer's hedonic shopping motivation is high.

The shopping lifestyle has a significant effect on positive emotions. It indicates that shopping lifestyle influences or encourages consumers to create positive emotions in Shopee e-commerce. Shopping lifestyle influences or encourages consumers to create positive emotions in Shopee e-commerce because there are factors that can influence the emergence of a shopping lifestyle in a person, i.e., consumers have an attitude or sense of pride in brands and like goods with well-known brands.

Hedonic shopping motivation has an insignificant effect on impulse buying. It shows that hedonic shopping motivation cannot influence or encourage consumers to make impulse purchases at Shopee e-commerce. Hedonic shopping motivation cannot influence or encourage consumers to impulse buy at Shopee e-commerce because even though consumers already have hedonic shopping motivation, they will not necessarily make purchases and will still make judgments.

The shopping lifestyle has an insignificant effect on impulse buying. It means the shopping lifestyle cannot influence or encourage consumers to impulse purchases on Shopee e-commerce. Shopping lifestyle cannot influence or encourage consumers to make impulse buying at Shopee e-commerce because even though consumers have a high shopping lifestyle, their mood does not feel happy and comfortable, so they will not make purchases, let alone impulse buying.

Positive emotions have a significant effect on impulse buying. It means positive emotion influences or encourages consumers to impulse purchases at Shopee e-commerce. Positive emotion influences or encourages consumers to make impulse purchases at Shopee e-commerce because consumers with positive emotions will feel joy, interest, satisfaction, and love for their products. If consumers feel positive emotions, consumers tend to make impulse buying.

Positive emotions mediate the effect of hedonic shopping motivation on impulse buying. It means positive emotion encourages or directs consumers to

impulse purchases on Shopee e-commerce. Impulse buying can occur and increase when hedonic shopping motivation can also increase positive emotion.

Positive emotions mediate the effect of a shopping lifestyle on impulse buying. It means positive emotion encourages or directs consumers to impulse purchases on Shopee e-commerce. It shows consumers are more likely to be involved in impulse buying when they have a high lifestyle and have made it necessary. Impulse buying will increase when a shopping lifestyle can also increase positive emotions.

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