

Hedonic behavior in Shopee live shopping: social media marketing, celebrity endorser, and e-WOM on impulse buying

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Abstract

This study aims to investigate the influence of Social media marketing on impulsive buying behavior and hedonic behavior, and whether hedonic behavior can mediate the relationship between Social media marketing and impulsive buying behavior. his research follows a quantitative-explanatory approach and specifically targets consumers actively participating in Shopee Live Shopping. The population size remains indeterminate, and the sample size is determined using purposive sampling techniques. the study aims to gather responses from 345 individuals. SEM-PLS method is used in this research and employed SmartPLS 4 for data processing. In this study, the significant relationships between Social Media Marketing, Celebrity Endorser, E-WOM, and Impulse Buying Behavior mediated by Hedonic Behavior have been discussed. The research findings indicate that marketing factors such as social media campaigns, celebrity endorsers, and positive consumer reviews play a crucial role in shaping impulsive buying behavior. These results align with The Theory of Planned Behavior, which explains that individual intentions play a key role in shaping consumer behavior.

Keywords: *Social Media Marketing, Celebrity Endorser, E-WOM, Impulse Buying Behavior, Theory of Planned Behavior.*

Introduction

Indonesia, as one of the largest markets in Southeast Asia, has experienced significant growth in relation to consumer consumption levels, particularly within the realm of E-commerce platforms (Wirdiyanti et al., 2022). Data released by databoks in 2023 indicates that Shopee, a prominent e-commerce platform in Indonesia, witnessed a 31% surge in consumers compared to the conditions at the beginning of the year (Ahdia, A., 2023). This phenomenon can be attributed to the large population size, increased income levels among the populace, and the ease of access to online shopping (Santoso et al., 2023). Unbeknownst to many, online shopping behavior has become an integral part of daily life. The presence of E-commerce has successfully brought products and services closer to customers through various enticing offers, an increasingly enhanced shopping security, significant cost efficiency, and a more diverse array of product alternatives. Furthermore, Vrontis et al. (2021) and Topalova, N. (2021) expound that a comprehensive integration of marketing channels, informative content, and the

combined influence of influencers can collectively reach a significantly larger consumer base and influence their shopping behaviors.

E-commerce continues to innovate and strive to provide the best services by offering features that can simulate an experience similar to conventional in-person shopping (Achmad, W., (2023); Nanda et al., (2021); Rosário, & Raimundo, (2021)). Through the Live Shopping feature, E-commerce platforms can even provide services where consumers can interact directly with sellers or well-known influencers. In the context of impulsive shopping behavior, this Live Shopping feature holds significant potential (Zhang et al., (2022); Li et al., (2022); Lee & Chen, (2021)). The direct and interactive presentation of product offers can stimulate impulsive shopping impulses. This is closely related to the purpose of the Live Shopping feature in creating a shopping atmosphere that makes customers feel they need to act quickly to seize opportunities (Ming et al., (2021); Ju & Ahn, (2016)), such as bundled pricing, discounts, limited product availability, and so forth. Direct interaction with hosts and other users can also create social pressure that tempts rapid purchases (Fu & Hsu, (2023); Zhang et al., (2023)). This is one of the main characteristics of impulsive shopping behavior, where purchasing decisions are made without careful and rational planning. One of the most widely used live shopping features at present is Shopee Live Shopping. This aligns with data released by Jakpat (2022), indicating that 83.4% of the Indonesian population are active users of the Live Shopping feature on the Shopee E-commerce platform. Wang et al., (2022); Lv et al., (2020) explain that the high number of users of the Live Shopping feature is due to the ability of E-commerce platforms and sellers to integrate their marketing channels through social media.

Social media, currently a crucial component of digital business, has brought about significant changes in the field of marketing. It serves as a supportive tool for disseminating live shopping events organized by E-commerce platforms. Through the provision of engaging content on social media related to live shopping information, a buzz and curiosity can be generated among users (Duman & Das, 2021). The use of images, videos, and narratives designed in social media content can create emotional impulses and influence shopping behavior (Naeem, M., 2021). The emotional stimulation that arises creates a desire for consumers to experience pleasure, joy, and satisfaction, ultimately influencing their shopping behavior. In the context of live shopping, when products are showcased live and perceived as exclusive, the impulse for impulsive purchases intensifies. The role of social media marketing extends beyond providing information; it also plays into consumer psychology (Wibowo et al., (2020); Li et al., (2021)). Therefore, social media not only creates emotional impulses but also encourages impulsive buying behavior. The influence of social media marketing on impulsive buying behavior has been confirmed by several previous studies. Al-Zyoud, M. F., (2018), Singh et al., (2023); Saputra & Amani, (2023) explain that social media marketing has a significant positive impact on impulsive buying behavior. When social media content successfully creates a desire for consumers to experience pleasure, joy, and satisfaction, consumers may be tempted to immediately acquire goods or experiences that promise instant gratification, leading to unplanned purchases or impulsive buying.

Currently, social media is not only an entertainment-based platform but also a creator of a thriving business ecosystem (Susanto et al., 2021). The ability of social media to present entertaining content alongside implicit promotional opportunities allows consumers to unconsciously be easily exposed to product promotions (Shareef et al., 2019). This is attributed to the skill of celebrity endorsers in packaging promotional content uniquely, entertainingly, and without becoming monotonous. With a massive follower base, collaborations with celebrity endorsers can be an effective tool to create strong and profound emotional impulses in consumers (Chen et al., 2021). Consumers who feel personally connected to these celebrity endorsers are likely to be influenced to

follow in their footsteps. In the context of live shopping, when celebrity endorsers are involved in events or authentically recommend specific products, consumers strive to experience a similar moment or own products endorsed by these celebrities (Schouten et al., 2021). In this scenario, emotional impulses make consumers unable to resist unplanned purchases. In other words, the presence of celebrity endorsers can influence impulsive buying behavior. This relationship aligns with previous research conducted by Parmar et al., (2020); Chen et al., (2021), explaining that when celebrity endorsers successfully create emotional bonds with their followers and present products or services as part of their lifestyle, it encourages consumers to make impulsive purchases. Celebrity endorsers not only become product icons but also powerful sources of inspiration influencing consumer shopping behavior.

The presence of celebrity endorsers with a large follower base on social media enables consumers to exchange opinions and interact with both the celebrity endorser and other consumers. Comments, reactions, and responses to posts or content shared by celebrity endorsers can shape what is known as Electronic Word of Mouth (e-WOM) (Babic Rosario et al., 2020). When consumers see positive comments and recommendations from fellow consumers or positive reactions to content shared by celebrity endorsers, it can trigger the Fear of Missing Out (FOMO) or the impulse to participate in what appears to be a trend or an exciting experience (Kennedy, K., 2019). E-WOM creates strong expectations and emotional impulses to immediately obtain products or services that are being positively discussed by others. Conversely, negative e-WOM or unfavorable reviews can also have a significant impact. Consumers often trust the opinions and experiences of others when making purchasing decisions, and when there are negative comments or warnings about a product or service, it can prompt them to avoid impulsive purchases and be more cautious in shopping decisions (Reimer & Benkenstein, 2016). The relationship between Electronic Word of Mouth (E-WOM) and impulsive buying behavior is also explained by previous research conducted by Aghdaie et al., (2022), stating that E-WOM has a significant positive impact on impulsive buying behavior. This is due to the desire to have a trending product, a sense of security when seeing positive reviews, and confidence in deciding to purchase a product based on the experiences shared by others.

The above explanation delineates how social media marketing, celebrity endorsers, and Electronic Word of Mouth (E-WOM) can influence impulsive buying behavior. In this context, hedonic behavior plays a crucial role as a mediator between these factors. When social media marketing and celebrity endorsers are able to create entertaining and emotionally engaging content, consumers tend to experience hedonic satisfaction in their shopping experiences. Positive assessments and strong expectations through E-WOM can also reinforce emotional impulses to acquire products that appear to be trending or offer intriguing experiences (Kunja et al., 2022). Conversely, when E-WOM contains negative comments or warnings about a product, consumers may feel dissatisfied and less inclined to make impulsive purchases. The role of hedonic behavior as a mediating variable connecting the influence of social media marketing, celebrity endorsers, and E-WOM with impulsive buying behavior is also affirmed by prior research conducted by (Chung et al., 2017; Kshatriya & Shah, 2023; Rani et al., 2023). This research elucidates those emotional impulses influenced by various interactions on social media, the impact of celebrity endorsers, as well as reviews and discussions among fellow consumers obtained through hedonic shopping experiences, can influence impulsive buying decisions.

This study aims to investigate the influence of Social media marketing on impulsive buying behavior and hedonic behavior, and whether hedonic behavior can mediate the relationship between Social media marketing and impulsive buying behavior. Additionally, this research also aims to evaluate the influence of Celebrity endorser on impulsive buying behavior and hedonic behavior, and whether hedonic behavior can

mediate the relationship between Celebrity endorser and impulsive buying behavior. Furthermore, the study will explore the influence of Electronic Word of Mouth (E-WOM) on impulsive buying behavior and hedonic behavior, and whether hedonic behavior can mediate the relationship between E-WOM and impulsive buying behavior. Thus, this research aims to gain a deeper understanding of how these factors interact in the context of impulsive shopping behavior. The novelty of this research lies in the effort to understand the role of hedonic behavior as a mediating variable in the context of impulsive shopping behavior on E-commerce platforms, particularly Shopee Live Shopping. This study attempts to integrate several key factors relevant to the online shopping environment, such as the influence of social media marketing, celebrity endorsers, and Electronic Word of Mouth (E-WOM), and how these influences can affect both impulsive buying and hedonic behavior of consumers. This research presents a significant contribution to understanding the dynamics of increasingly complex online shopping behavior and provides deeper insights into the factors that can mediate impulsive purchasing decisions. Thus, this research has high relevance in the context of changing consumer behavior in the rapidly evolving digital era and E-commerce landscape.

The relationship between Social Media Marketing, Electronic Word of Mouth (E-WOM), Celebrity Endorsers, and Hedonic can be explained as follows (Fileri et al., 2023). Social Media Marketing leverages social media platforms to interact with audiences, promote products or brands, and build consumer relationships. It often utilizes visual content, paid advertising, and direct interactions through platforms such as Facebook, Instagram, and Twitter. On the other hand, E-WOM is a phenomenon where consumers share their views and experiences online through reviews, comments, and recommendations, reaching a broader audience. Celebrity Endorsers, typically well-known figures from the entertainment or sports world, are used in marketing campaigns to enhance the product's appeal and credibility, influencing consumer perceptions of the brand (Sedalo et al., 2022). Lastly, Hedonic is related to the level of satisfaction and joy consumers derive from shopping experiences or product usage, including positive sensations, pleasure, and happiness. Its connection lies in the fact that Social Media Marketing often includes content with hedonic elements, such as images or videos showing the pleasure and happiness associated with the product. E-WOM often occurs on social media, and satisfied consumers tend to share positive reviews and recommendations, contributing to the hedonic aspect of the consumer experience (Bushara et al., 2020). The use of Celebrity Endorsers in marketing can add a hedonic element, as consumers who admire these celebrities may experience joy or emotional connection with the endorsed product. Combining these elements can create a richer shopping experience in terms of hedonics, where consumers feel joyful, emotionally connected, and satisfied with the promoted product or brand. Therefore, the hypotheses formulated in this study are:

H1: Social Media Marketing significantly and positively influences Hedonic.

H2: Celebrity Endorser significantly and positively influences Hedonic.

H3: Electronic Word of Mouth (E-WOM) significantly and positively influences Hedonic.

Social Media Marketing, involving promotion and interaction with consumers through social media platforms, can significantly influence impulsive buying behavior (Zafar et al., 2021). When consumers are regularly exposed to engaging marketing content on social media, such as visually appealing discount promotions, celebrity endorsements, or exclusive offers, they may be more susceptible to impulsivity in their purchasing behavior (Elhajjar, 2023). Information disseminated rapidly on social media and social pressure from friends or followers on these platforms can trigger a desire to make immediate purchases without careful consideration (Djafarova & Bowes, 2021). Furthermore, research conducted by Parmar et al. (2020) elucidates the role of hedonic

aspects that also influence impulsive buying behavior. The emotional impetus arising from hedonic experiences can drive consumers to purchase products or services without prior planning (Parmar et al., 2020). This is supported by the findings of the study conducted by Zafar et al. (2020), which explains that the greater the hedonic aspects in the consumer's experience, the more likely they are to engage in impulsive buying behavior. As a result, consumers may be more inclined to be influenced by such marketing content and feel a strong urge to make impulsive purchases. Therefore, the hypotheses formulated in this study are as follows:

H4: Hedonic has a significant positive influence on Impulse Buying Behavior.

H5: Social Media Marketing has a significant positive influence on Impulse Buying Behavior.

H8: Social Media Marketing has a significant positive influence on Impulse Buying Behavior through Hedonic.

When consumers see celebrities they admire or identify as endorsers, this often triggers positive emotions, such as admiration and happiness (Moraes et al., 2019). Celebrities are often perceived to have a positive and appealing image. Consumer identification with these celebrities and the positive image they convey can create a hedonic aspect in the consumer's experience (Lin et al., 2018). Consumers feel satisfaction and happiness when they engage with products or services endorsed by these celebrities. Hedonic value refers to the level of satisfaction and joy consumers derive from their experiences (Atulkar & Kesari, 2017). When consumers feel happy and pleased, they are more prone to impulsive buying behavior. Emotional impulses arising from hedonic experiences can drive consumers to make impulsive purchases without prior planning (Tasci & Ko, 2016). Therefore, the greater the hedonic aspect in the consumer's experience, the more likely they are to engage in impulsive buying behavior. In conclusion, when consumers perceive the hedonic aspect through identification with celebrity endorsers and the positive image they bring, this can enhance consumers' tendency to make impulsive purchases (Lee & Wu, 2017). This aligns with research conducted by Bae & Jeon (2022), affirming that consumers who feel happy and pleased through their connection with products or services endorsed by celebrities are more likely to respond with impulsive buying behavior when exposed to relevant products or services. Therefore, hypotheses that can be formulated in this study are as follows:

H7: Celebrity Endorser has a significant positive effect on Impulse Buying Behavior.

H10: Celebrity Endorser has a significant positive effect on Impulse Buying Behavior through Hedonic.

Electronic Word of Mouth (E-WOM) is a form of digital communication that connects consumers through online reviews and recommendations (Verma & Yadav, 2021). In this context, E-WOM is closely related to the hedonic aspects of shopping. The hedonic concept emphasizes positive experiences in shopping, and E-WOM has the ability to influence consumer satisfaction levels by reinforcing positive expectations through online reviews and recommendations (Parolin & Boeing, 2019). When consumers see reviews that support a product or brand, it enhances their pleasure and satisfaction in the shopping process. Additionally, E-WOM is also associated with impulse buying behavior. Exposure to E-WOM promoting special offers or positive recommendations can increase the impulse to purchase products (Ananda et al., 2019). The rapid dissemination ability of E-WOM in the digital world can also trigger the "Fear of Missing Out" (FOMO), often serving as a trigger for impulse buying. Thus, E-WOM plays a crucial role in driving hedonic behavior and impulse buying in the digital era. Therefore, the hypotheses formulated in this study are:

H6: E-WOM has a significant positive effect on Impulse Buying Behavior.

H9: E-WOM has a significant positive effect on Impulse Buying Behavior through Hedonic.

Research Methods

This research follows a quantitative-explanatory approach and specifically targets consumers actively participating in Shopee Live Shopping. The population size remains indeterminate, and the sample size is determined using purposive sampling techniques. The calculation method, based on the formula presented by Hair et al. (2019), involves multiplying the number of variable categories by factors like 5, 10, 15, and 20. Consequently, based on Hair et al. (2019) formula for sample size calculation, the sample size in this study is equal to 345 individuals. The selection criteria encompass individuals residing in diverse regions across Indonesia, aged 17 or older, who have made purchases on Shopee within the last 6 months, and have participated in a purchase during a live shopping event.

Data collection is conducted through an online questionnaire distributed via the Google Form platform, utilizing a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data analysis approach includes descriptive statistical analysis and Structural Equation Modeling (SEM-PLS), assisted by the SmartPLS 4 software. SEM-PLS is well-suited for models with intricate structures and numerous variable interactions. In this research, where various constructs influence impulsive buying behavior, SEM-PLS enables a detailed examination of the relationships between these constructs. The SEM-PLS analysis involves three stages: outer model analysis, inner model analysis, and hypothesis testing, aligning with the methodology outlined by Hair et al. (2019). The research framework displayed on the Figure 1.

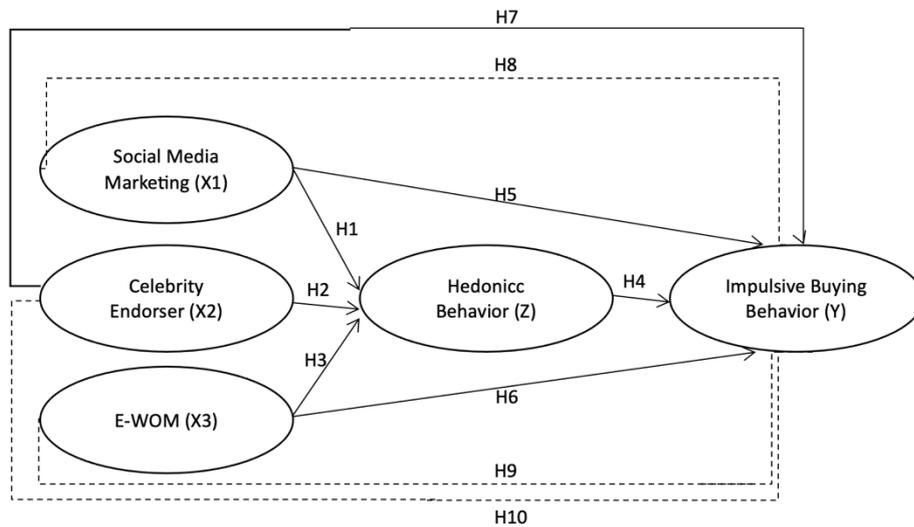


Figure 1. Research Framework

In this research the variables of social media marketing, celebrity endorser, E-WOM, hedonic behavior, impulse buying behavior are employed. Hence, the Table 1 showed the definition of operational variables to measure the relationship for each variable.

Table 1. Definition of Operational Variable

Variable	Indicator	Item	References
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<p><i>Social Media Marketing</i></p>	<ol style="list-style-type: none"> 1. Source of Information 2. Communication 3. Attractiveness 	<ol style="list-style-type: none"> 1. I agree that when viewing social media advertisements for a product, I have the intention to purchase it. 2. I agree that product advertisements on social media encourage me to consider making a purchase. 3. I am interested in making a purchase solely because of the discount offers in social media advertisements. 4. I feel that promotional offers in social media advertisements with instant benefits such as cashback can trigger unplanned purchases. 	<p>Singh et al., (2023)</p>
<p><i>Celebrity Endorser</i></p>	<ol style="list-style-type: none"> 1. Visibility 2. Credibility 3. Attractiveness 4. Power 	<ol style="list-style-type: none"> 1. I agree that celebrities or influencers should have a large number of followers. 2. I admire Instagram accounts of celebrities or influencers because of their photo uploads or posts. 3. I agree that the uploaded content should be in line with public taste. 4. A celebrity or influencer has the ability to make the endorsed product/brand become a favorite. 5. A celebrity or influencer should serve as an inspirational figure in a specific field for their followers. 	<p>(Lestari & Ariescy, 2023; Ferguson & Mohan, 2020)</p>
<p><i>E-WOM</i></p>	<ol style="list-style-type: none"> 1. Recommendation 2. Positive feedback 3. Attachment 4. Overall satisfaction 	<ol style="list-style-type: none"> 1. I provide feedback/reviews regarding brands/products on social media. 2. I will provide positive recommendations to others through social media channels. 3. I discuss various products offered through social media with others. 4. I visit this brand/product page more frequently compared to other brands/products. 	<p>Zaidi et al., (2022)</p>
<p><i>Hedonic</i></p>	<ol style="list-style-type: none"> 1. Enjoyment 2. Trend 3. Excitement 	<ol style="list-style-type: none"> 1. Shopping is an enjoyable activity for me. 2. Shopping is a way for me to reduce stress. 3. I shop just to follow trends. 4. I enjoy receiving compliments from others when I showcase something I've bought. 5. Discovering unique items makes me feel interested in making a purchase. 	<p>Kshatriya & Shah, 2020</p>

<i>Impulse Buying Behavior</i>	<ol style="list-style-type: none"> 1. Spontaneous 2. Desire 3. Tendency 	1. I often make impromptu purchases.	Kshatriya & Shah, 2020
		2. When I see a product on social media, I feel an immediate urge to buy it without considering the long-term benefits.	
		3. "I see, I buy" describes my shopping behavior.	
		4. I shop to fulfill desires, not needs.	
		5. When I see a product on social media, I feel the urge to buy it immediately.	

Result and Discussions

The research model's data analysis involves the application of Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the support of SmartPLS 4 software. The assessment of the research model includes three stages: outer model analysis, inner model analysis, and hypothesis testing related to the latent constructs of the study.

In the outer model analysis phase, the focus is on examining the validity and reliability of the latent variable constructs. The validity assessment relies on factor loading values, with indicator values considered valid and high if the factor loading coefficient is > 0.6. The stipulation is that other factor loading values should also exceed 0.6 on the construct variable being measured. As illustrated in Table 2, the reflective measurement in this study achieves a high level of validity. This is evident from the correlation values of each item on all indicator variables, which exhibit factor loading values > 0.60 with the measured construct variable. Consequently, it can be concluded that all items in this study are valid and demonstrate high correlations.

The validity test results are further supported by the outcomes of the Average Variance Extracted (AVE) test. For indicators in this study to be considered valid, the AVE value must be greater than 0.50, aligning with established guidelines (Hair et al., 2019; Ghazali and Latan, 2012). All variables in this study, encompassing service quality, product innovation, customer satisfaction, and customer loyalty, surpass an AVE value of 0.50, affirming the validity of these variables.

Table 2. Validity and Reliability

Variables	Items	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE	Interpretation
Social Media Marketing	SMM1	0.889	0.875	0.914	0.727	Valid
	SMM2	0.863				Valid
	SMM3	0.851				Valid
	SMM4	0.806				Valid
Celebrity Endorser	CE1	0.834	0.876	0.910	0.669	Valid
	CE2	0.784				Valid
	CE3	0.831				Valid
	CE4	0.811				Valid
	CE5	0.830				Valid
E-WOM	E-WOM1	0.824	0.857	0.903	0.699	Valid
	E-WOM2	0.815				Valid
	E-WOM3	0.853				Valid
	E-WOM4	0.852				Valid
Hedonic Behavior	IBB1	0.727	0.839	0.886	0.610	Valid
	IBB2	0.748				Valid
	IBB3	0.782				Valid
	IBB4	0.820				Valid
	IBB5	0.824				Valid

	HB1	0.832				Valid
Impulsive	HB2	0.881				Valid
Buying	HB3	0.864	0.898	0.925	0.711	Valid
Behavior	HB4	0.841				Valid
	HB5	0.797				Valid

Table 3. R Square

	R Square	R Square Adjusted
Hedonic	0,530	0,526
Impulsive Buying Behavior	0,398	0,391

In Table 3, the R-Square values are presented for the variable 'hedonic' (Z), influenced by social media marketing (X1), celebrity endorser (X2), and E-WOM (X3), with a combined value of 0.530. Furthermore, the variable 'impulsive buying behavior' (Y), influenced by the variables 'social media marketing (X1), celebrity endorser (X2), E-WOM (X3),' and 'hedonic,' has an R-Square value of 0.398. These findings indicate that the variable Z, influenced by X1, X2, and X3, constitutes 5.3%, while the variable Y, influenced by X1, X2, X3, and Z, represents 3.98%.

Table 4. Fornell-Larcker Criterion

	CBE	E-WOM	Hedonic	Impulsive Buying Behavior	SMM
CBE	0,818				
E-WOM	0,754	0,836			
Hedonic	0,646	0,701	0,781		
Impulsive Buying Behavior	0,444	0,503	0,619	0,843	
SMM	0,826	0,751	0,641	0,476	0,853

The FL criterion value displayed in Table 4 serves as a critical indicator in assessing the model fit. This criterion is essential for evaluating the quality of the model, particularly in terms of its ability to accurately represent the relationships among the variables under investigation. The value presented in Table 4 provides insights into the overall fit of the structural equation model.

Table 5. Cross-Loading

	CE	E-WOM	Hedonic	Impulsive Buying Behavior	SMM
SMM1	0,740	0,642	0,549	0,409	0,863
SMM2	0,711	0,613	0,544	0,428	0,851
SMM3	0,642	0,598	0,524	0,356	0,806
SMM4	0,722	0,706	0,569	0,429	0,889
CE1	0,834	0,577	0,482	0,357	0,699
CE2	0,784	0,596	0,569	0,380	0,648
CE3	0,831	0,627	0,530	0,372	0,700
CE4	0,811	0,610	0,515	0,347	0,657
CE5	0,830	0,672	0,539	0,357	0,674
E-WOM1	0,638	0,824	0,551	0,411	0,631
E-WOM2	0,590	0,815	0,536	0,425	0,619
E-WOM3	0,661	0,853	0,606	0,417	0,642

E-WOM4	0,634	0,852	0,645	0,430	0,622
IBB1	0,373	0,449	0,546	0,832	0,424
IBB2	0,359	0,416	0,503	0,881	0,391
IBB3	0,374	0,416	0,502	0,864	0,369
IBB4	0,362	0,388	0,480	0,841	0,405
IBB5	0,398	0,442	0,566	0,797	0,413
HB1	0,618	0,594	0,727	0,394	0,613
HB2	0,571	0,606	0,824	0,386	0,583
HB3	0,390	0,464	0,748	0,540	0,392
HB4	0,411	0,495	0,820	0,555	0,408
HB5	0,522	0,569	0,782	0,540	0,498

Variables X1, X2, and X3, as indicated in Table 5, are considered valid due to the superior values of each indicator within these variables when compared to variables Z and Y. Variable Z is similarly validated, given that each of its indicators surpasses those in variables X1, X2, X3, and Y. The same validation holds for variable Y, as each indicator within variable Y exhibits higher values in comparison to variables X1, X2, X3, and Z.

Table 6. Heterotrait-Monotrait Ratio (HTMT)

	CBE	E-WOM	Hedonic	Impulsive Buying Behavior	SMM
CBE					
E-WOM	0,869				
Hedonic	0,749	0,822			
Impulsive Buying Behavior	0,498	0,571	0,709		
SMM	0,843	0,867	0,746	0,535	

The Table 6, showcasing HTMT values below the threshold of 0.9 (XX), is indicative of a favorable discriminant validity situation. This suggests that the constructs under investigation—specifically, those related to social media marketing, celebrity endorsement, E-WOM, and hedonic behavior—are sufficiently distinct from one another. As discriminant validity is a crucial element in structural equation modeling, these results provide confidence that the measurement model accurately reflects the theoretical distinctions between the constructs.

Hypotheses testing was carried out to determine the acceptance or rejection of the hypotheses. The assessment of hypotheses is based on the path coefficient values with a significance level set at 5%, denoting a probability significance level of ≤ 0.05 ($\alpha = 5\%$). Table 4.2 reveals that the significance values for the influence of Social Media Marketing (X1), Celebrity Endorser (X2), and E-WOM (X3) on Hedonic Behavior (Z) are $0.038 < 0.05$ (H1); $0.034 < 0.05$ (H2); $0.000 < 0.05$ (H3), thereby accepting H1, H2, and H3. The test outcome for the impact of Hedonic Behavior (Z) on Impulse Buying Behavior (Y) is $0.000 < 0.05$, confirming H4. Additionally, the test results for the influence of Social Media Behavior (X1), Celebrity Endorser (X2), and E-WOM (X3) on Impulse Buying Behavior (Y) each exhibit p-values of $0.015 < 0.05$ (H5); $0.000 < 0.05$ (H6); $0.838 < 0.05$ (H7), indicating acceptance of H5 and H6 while rejecting H7. The results of the mediation test for Hedonic Behavior indicate that Hedonic Behavior can act as a mediator in the relationship between Social Media Marketing, Celebrity Endorser, and E-WOM on Impulse Buying Behavior (H8: $p = 0.050 < 0.05$; H9: $p = 0.000 < 0.05$; H10: $0.047 < 0.05$), hence confirming H8, H9, and H10. The result of hypotheses testing showed in the Table 3.

Table 7. Hypotheses Testing

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Explanation
H1: X1 -> Z	0.169	0.174	0.081	2,078	0.038	significant
H2: X2 -> Z	0.187	0.189	0.088	2,123	0.034	significant
H3: X3 -> Z	0.440	0.436	0.083	5,277	0.000	significant
H4: Z -> Y	0.510	0.506	0.074	6,920	0.000	significant
H5: X1 -> Y	0.215	0.218	0.088	2,433	0.015	significant
H6: X3 -> Y	0.326	0.324	0.087	3,738	0.000	significant
H7: X2 -> Y	0.020	0.025	0.100	0,205	0.838	insignificant
H8: X1 -> Z -> Y	0.080	0.075	0.041	1,969	0.050	significant
H9: X3 -> Z -> Y	0.229	0.226	0.054	4,211	0.000	significant
H10: X2 -> Z -> Y	0.091	0.097	0.046	1,993	0.047	significant

Based on the analysis results using SmartPLS 4.0, Social Media Marketing, Celebrity Endorser, and E-WOM have a positive and significant impact on Hedonic Behavior. This aligns with the Theory of Planned Behavior, which posits that an individual's behavior is influenced by their intentions (Ajzen, 1985). In this context, when individuals are positively exposed to Social Media Marketing promoting products or services, the use of celebrities as endorsers, and positive testimonials spread through Electronic Word of Mouth (E-WOM), they tend to have an intention to experience a more hedonic consumption or product usage (Fileri & Du, 2023). Furthermore, the findings of this study support the idea that marketing and promotional factors, such as social media campaigns, celebrity endorsers, and testimonials from other consumers, can influence how individuals experience satisfaction and pleasure in shopping or using products (Bailey et al., 2020). This is consistent with the research conducted by Tarka et al. (2022), explaining the relationship between Social Media Marketing and Hedonic Behavior, indicating that when consumers are exposed to marketing content emphasizing hedonic aspects such as pleasure, enjoyment, or luxurious lifestyle, they are more likely to be interested in experiencing a more hedonic consumption experience.

Furthermore, the study by Liu et al. (2020) also explains that the use of celebrities as endorsers in marketing content can enhance positive associations and hedonic brand images. Additionally, positive testimonials from consumers disseminated through social media or E-WOM also exert a positive influence on consumer hedonic perceptions (Kim & Chang, 2020). In conclusion, the findings of this research provide strong support for the importance of marketing and promotional factors in shaping more hedonic consumer behaviors.

The results of this study indicate that Social Media Marketing and E-WOM have a positive and significant impact on Impulse Buying Behavior. This implies that when consumers are positively exposed to marketing campaigns on social media and hear positive reviews from fellow consumers through E-WOM, they are inclined to engage in impulse buying. However, these findings also reveal that the use of celebrities as endorsers does not have a significant influence on impulsive buying behavior. This suggests that, in the context of this study, the presence of celebrities in marketing does not specifically drive impulsive purchases. The results regarding the non-significant impact of Celebrity Endorser on Impulse Buying Behavior align with the research by Zafar et al. (2021), which explains that the use of celebrities as endorsers does not have a significant impact on impulsive buying. Other factors such as consumer preferences,

brand trust, or specific marketing contexts may play a crucial role in determining whether the use of celebrities will drive impulsive buying or not (Zafar et al., 2021).

The influence of Social Media Marketing and E-WOM on Impulse Buying Behavior is supported by previous research conducted by Raggiotto et al. (2023), explaining the perspective that factors related to marketing and positive reviews from fellow consumers play a crucial role in shaping impulsive buying behavior. The Theory of Planned Behavior utilized in this study elucidates that individual intentions play a role in shaping behavior (Ajzen, 1985). Therefore, when consumers intend to experience instant satisfaction or derive immediate benefits from impulsive buying, they are likely to respond positively to marketing efforts and positive reviews from fellow consumers that reinforce those intentions.

The role of Hedonic Behavior as a mediating variable in this study successfully connects and mediates the relationship between three exogenous variables, namely Social Media Marketing, Celebrity Endorser, and E-WOM, with Impulse Buying Behavior. This indicates that in the context of Celebrity Endorser, it is crucial for celebrities to create hedonic experiences for consumers to trigger impulsive buying behavior.

This is consistent with The Theory of Planned Behavior, which explains that individual intentions play a crucial role in shaping behavior (Ajzen, 1985). In this context, the intention to engage in impulsive buying can be enhanced through the hedonic experiences generated by interactions with Celebrity Endorser or through positive information disseminated through E-WOM and Social Media Marketing. The findings of this study align with the research conducted by several previous scholars. Zhu et al. (2022); Umar et al. (2023) also found that Hedonic Behavior plays a significant mediating role in the relationship between marketing factors, such as Celebrity Endorser and Social Media Marketing, and impulsive buying behavior.

Furthermore, Jin & Ryu (2020) observed in their research that consumers tend to engage in impulsive buying when they undergo strong hedonic experiences in the marketing and promotional processes. These findings illustrate consistency in the role of Hedonic Behavior as a mediator in understanding impulsive buying behavior. Overall, the results of this study contribute a deeper understanding of how marketing factors and hedonic aspects can influence consumer behavior, particularly in the context of impulsive buying.

The managerial implication in this study explain in the Table 8.

Table 8. Managerial Implication

No	Implication	Explanation
1	Strategic Integration of Social Media Marketing and Celebrity Endorsements	<ol style="list-style-type: none"> 1. Managers can leverage the positive influence of social media marketing and celebrity endorsements on impulsive buying behavior. 2. Develop marketing strategies that align with the hedonic behavior of consumers, creating an enjoyable and entertaining shopping experience during live sessions.
2	Enhanced E-WOM Strategies	<ol style="list-style-type: none"> 1. Recognize the power of Electronic Word of Mouth (E-WOM) in influencing impulsive buying. 2. Develop and implement strategies to encourage and manage positive E-WOM, potentially by encouraging user-generated content during live shopping events.

3	Understanding Hedonic Behavior	<ol style="list-style-type: none"> 1. Managers should focus on understanding the hedonic behavior of consumers during live shopping events. 2. Tailor marketing content and strategies to enhance the hedonic value, making the shopping experience more enjoyable and emotionally satisfying.
4	Consumer Engagement	<ol style="list-style-type: none"> 1. Foster consumer engagement during Shopee Live Shopping events. 2. Implement interactive features, exclusive offers, and behind-the-scenes content to enhance the overall shopping experience and increase impulsive buying tendencies.
5	Data-Driven Decision Making	<ol style="list-style-type: none"> 1. Use data analytics to track and analyze consumer behavior during live shopping events. 2. Implement real-time adjustments to marketing strategies based on insights gained from the study to optimize impulsive buying outcomes.

Conclusion

In this study, the significant relationships between Social Media Marketing, Celebrity Endorser, E-WOM, and Impulse Buying Behavior mediated by Hedonic Behavior have been discussed. The research findings indicate that marketing factors such as social media campaigns, celebrity endorsers, and positive consumer reviews play a crucial role in shaping impulsive buying behavior. When consumers are exposed to marketing content emphasizing hedonic aspects, such as pleasure and enjoyment, they are more inclined to engage in impulsive purchases. These results align with The Theory of Planned Behavior, which explains that individual intentions play a key role in shaping consumer behavior.

The practical implications of this study are that companies, including Shopee Indonesia, can leverage these findings to design more effective marketing strategies. For instance, Shopee Live Shopping, incorporating elements of Social Media Marketing and Celebrity Endorser, can enhance the hedonic experience for consumers, thereby increasing the likelihood of impulse buying. Moreover, one concrete suggestion involves the strategic integration of social media marketing techniques with celebrity collaborations during live shopping events. This entails the creation of engaging content that aligns with the brand and captivates the target audience. Additionally, leveraging celebrities as endorsers requires careful selection to ensure alignment with the brand image and resonance with the intended demographic. Furthermore, companies should actively promote positive E-WOM by encouraging satisfied customers to share their experiences on relevant platforms, thus influencing potential buyers toward impulsive purchasing decisions. By focusing on the hedonic aspects of the shopping experience, companies can create an immersive and enjoyable environment during live shopping events, incorporating interactive features and exclusive promotions. Company may consider utilizing celebrities as endorsers and promoting positive testimonials from consumers through E-WOM platforms. Consequently, implementing these strategies is expected to yield tangible outcomes, such as a noticeable increase in impulse buying behavior among Shopee Live Shopping consumers. This shift not only directly impacts revenue generation but also contributes to the overall success of marketing initiatives.

Moreover, successfully enhancing the hedonic aspects of the shopping experience can foster positive brand associations and long-term loyalty. Companies that effectively incorporate these findings can gain a competitive advantage in the market by providing a more enjoyable and immersive shopping experience, setting themselves apart in the competitive e-commerce landscape. It can serve as a foundation for further research that explores more deeply the mediating or even moderating factors in these relationships, as well as other contexts beyond the scope of this study. In conclusion, the use of marketing strategies that emphasize hedonic aspects can assist companies, such as Shopee Indonesia, in achieving success in an increasingly competitive market.

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