



Gen Z's Shopping Adventure: How Hedonic Shopping Motivation and Price Discount Influence Gen Z on Shopee in Impulse Purchases through Positive Emotions

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Abstract

This study examines the impact of hedonic shopping motivation and price discounts on impulse purchases through positive emotions on the Shopee e-commerce platform in generation Z. By collecting data from 223 generation Z respondents using a quantitative survey method, this study used SEM-SmartPLS to analyze the results. The research findings show that both hedonic shopping motivation and price discounts contribute to consumers' tendency to make impulse purchases. In addition, positive emotions also act as a partial mediator in the relationship between shopping motivation and price discounts with impulse purchases. For future research, it is recommended to explore more deeply about impulse buying on various individual characteristics by considering additional factors such as affective and cognitive reactions to shopping stimulus and discounts. Thus, future research can provide a more comprehensive understanding of impulse buying behavior in the context of hedonic shopping motivation and price discounts.

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Abstrak

Penelitian ini meneliti dampak hedonic shopping motivation dan price discount pada impulsive buying melalui positive emotion di platform e-commerce Shopee pada generasi Z. Dengan mengumpulkan data dari 223 responden generasi Z menggunakan metode kuantitatif, penelitian ini mempergunakan SEM-SmartPLS untuk menganalisis hasilnya. Temuan dari penelitian memperlihatkan bahwasanya motivasi belanja hedonis dan diskon harga berpengaruh terhadap kecenderungan konsumen untuk melangsungkan pembelian impulsif. Tidak hanya itu, emosi positif juga berperan sebagai mediator parsial dalam hubungan antara hedonic shopping motivation dan price discount dengan impulsive buying. Untuk penelitian mendatang, disarankan untuk mengeksplorasi lebih dalam tentang impulsive buying pada berbagai karakteristik individu dengan mempertimbangkan faktor-faktor tambahan seperti reaksi afektif dan kognitif terhadap stimulus belanja dan diskon.

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In this era of digitalization, digital transformation technology is taking place at a rapid pace. Especially in Indonesia, technology has played a significant role in society. Because one of the best business practices today is a business in the field of digital transformation, which has an effective way to adapt to uncertain conditions (Ponsignon et al., 2019). Kraus et al. (2021) said that the digital revolution derived from certain technological opportunities has become an essential requirement in meeting the needs of the population. The goal of this digital transformation process is to reduce barriers related to efficiency and effectiveness in daily work. (Putri & Hariyanti, 2022). For this reason, it is imperative for businesses to constantly innovate in order to survive in the modern world.

Digital transformation is technology integrated into every aspect and function of an organization, influencing the evolution of its infrastructure and thus providing more information to customers. Digital transformation is a method of adaptation that supports business owners in all situations so that they can grow and develop. The use of technology, mobile applications and marketing strategies are very important tools to increase and improve purchasing activities (Nafira & Supriyanto, 2022). McGrath & Maiye (2010) Digital transformation is defined as the process of integrating digital technology into all functions and layers of an organization. This process requires changes to the infrastructure that are fundamental to how the organization functions, resulting in benefits for users.

Today, digital transformation has a huge impact on the younger generation, especially generation Z or better known as Gen Z. According to Putra (2017) Gen Z is a generational group with a birth year of 1995 to 2010, with a current age range of 13 to 28 years. In this generation, the presence and use of the internet has been widely used, making Gen Z the most

aware generation of digital transformation. From an early age, Gen Z has been introduced to technology and become familiar with the use of sophisticated gadgets, this can have an effect on the development of their personality, outlook on life, and life goals (Andrea et al., 2016).

Based on data obtained from e-Economy SEA (2022), it appears that the digital economy in Indonesia continued to grow from 2019 to 2022, with values of \$41 million, \$63 million, and \$77 million, respectively. Future projections show a positive trend, where it is anticipated to reach \$130 million by 2025. This phenomenon coincides with the accelerating growth of e-commerce in Indonesia, with transaction values approaching \$25 million in 2019, increasing to \$63 million in 2021, and reaching \$59 million in 2022. Future projections show further growth potential, expected to reach \$95 million by 2025 (Figure 1).

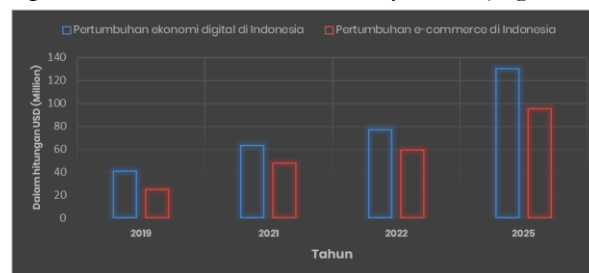


Figure 1. Growth of Digital Economy and E-Commerce in Indonesia

The digital economy and e-commerce in Indonesia experienced significant growth from 2019 to 2022, with projected growth continuing to increase until 2025. This shows great potential and promising prospects for these sectors in the future.

Advances in technology, especially in internet technology, can make business people no longer have difficulties in obtaining all means of sales to support their business activities. Therefore, through e-commerce, the Internet has evolved into a new means of doing business by giving consumers the power to bank, invest, make purchases, distribute products, communicate, browse, and conduct research that can be done

almost anywhere as long as they have an Internet connection (Jain et al., 2021). According to Ardyanto et al. (2015), e-commerce is a means for buyers and sellers who transact to obtain various products through electronic access using a transaction tool, namely a computer.

The growth of e-commerce in Indonesia has increased significantly since the early years of Indonesian independence. This has always been debated because, as time goes by, the quality of the telecommunications industry will decline and have a negative impact on e-commerce itself. According to Fuller et al. (2009) With the development of technology, features such as easier payment systems, so that e-commerce activities and electronic transactions will continue to grow. Behind the developments that continue to grow rapidly, of course, there are positive impacts that can be reaped by business people, consumers, and ordinary people. It can be seen that the positive impact is that it can reduce operational costs and can sell in a wider market effectively (Widagdo, 2016).

The most effective marketing for sales today is by using internet technology, more commonly referred to as e-commerce. One of several Indonesian e-commerce sites is Shopee. Until 2023, Shopee is the dominant player in the Indonesian e-commerce market. Based on information from SimiliarWeb, there are approximately 158 million users in Q1 of 2023 and 167 million users in Q2 of 2023. Furthermore, according to Tokopedia, there are two routes visited by 117 million users in Q1 of 2023 and 107.5 million users in Q2 of 2023. (Figure 1.2). Shopee itself was launched by a Singaporean developer, SEA Group, or previously known as Garena. At the end of 2015, the Indonesian real estate market became the only e-commerce site under the umbrella of PT Shopee International Indonesia with the support of Shopee. Shopee is the most favorite marketplace

with the highest usage by Indonesians to conduct online sales transactions.

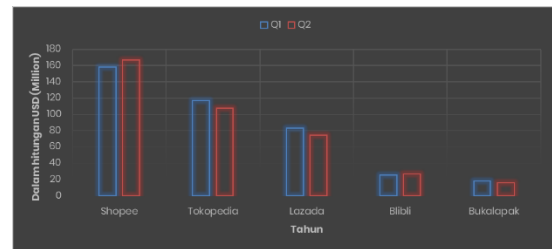


Figure 1. Most Visited E-Commerce Throughout 2023

As we all know, since its launch in Indonesia in 2015, Shopee has grown to become the most popular online marketplace in Indonesian society (Bachdar, 2018). This is because in its marketplace, Shopee offers a variety of products, such as clothing, accessories, food and beverages, baby needs, electronics, household supplies, cosmetics, and many more (Pramesti & Dwiridotjahjono, 2022). However, in some cases it is found that there are a lot of people who enjoy the convenience of shopping online for personal satisfaction, especially when there are items that are very desirable and coupled with price discounts. This is a phenomenon caused by impulsive buying, according to the researchers. Octaviana et al. (2022) impulsive buying is a consumer activity when making a purchase but without planning and not considering it carefully, however, in the decision-making process it is due to a strong stimulus. The effect of price discounts is also very significant because of the price cuts that make consumers interested in buying spontaneously (Kotler & Keller, 2009).

Factors that influence consumers to carry out impulse purchases, namely internal and external factors (Miranda, 2016). Hedonic purchase motivation as an internal factor with contribution to impulse buying (Yusuf & Aminah, 2023). Hedonic shopping motivation Hedonic shopping motivation provides incentives for consumers to make purchases because making purchases can generate personal satisfaction, which makes it difficult for consumers to

recognize the main benefits of the products they buy Octaviana et al. (2022). In addition, other studies have revealed that hedonic shopping motivation has an impact on impulse buying Irfandi & Rila Anggraeni, S.E. (2021) dan Pramesti & Dwiridotjahjono (2022) which found a positive and substantial relationship between hedonic shopping motivation and impulse buying. However, it should be noted that not all studies always reinforce this relationship. For example, research by Sari & Hermawati (2020) shows that hedonic shopping motivation does not have a visible impact on impulse buying. This shows that there is a correlation between impulse buying and hedonic shopping motivation in the research results.

This research intends to examine the impact of hedonic shopping motivation and price discounts on impulse buying behavior through the influence of positive emotions on the Shopee platform, especially in Generation Z. Thus, the hope is that this research will be able to make a substantial contribution to the field of marketing, especially in the context of e-commerce platforms such as Shopee. Through a deeper understanding of the various factors that influence impulse buying, this research hopes to expand valuable insights for marketing practitioners to carry out the development of more effective strategies in attracting and influencing consumer behavior on the Shopee platform. As such, this research not only has the potential to enrich academic literature, but also has relevant practical implications in optimizing online shopping experiences and improving business performance in the digital era.

LITERATURE REVIEW

Hedonic Shopping Motivation

Hedonic shopping motivation is a psychological factor that encourages individuals to shop with the aim of creating feelings of joy and satisfaction from the shopping process itself, not just from the

goods purchased. In this context, individuals feel joy and satisfaction not only from the products they buy, but also from the process of choosing and buying these items (Octaviana et al., 2022). Another opinion according to Poluan et al. (2019) defines that hedonic purchase motivation is the driving force behind purchases that stem from the psychological need to achieve goals, social status, emotional expression, and to strengthen other subjective emotions that consumers want during the buying process. Pratama et al (2023) states that hedonic buying motivation is the consumer's desire to succeed in the buying process because making a purchase is a pleasant experience that does not take into account the circumstances faced by the buyer. Another opinion was also expressed by Octaviana et al (2022) which states that impulsive buying is an internal factor in consumers in shopping that causes excitement and interest and creates strong motivation in a person to feel satisfied with the product to be purchased. When someone is in a store both offline and online, this hedonic tendency often presents itself. Hursepuny & Oktafani (2018) concluded that consumers who feel emotional arousal often experience hedonic shopping experiences.

Price Discount

Kotler & Armstrong (2008) revealed that price discount is an effort to offer consumers a price that is lower than the normal price of a product, which is usually stated on the product label or packaging. Price discounts are part of a long-term pricing strategy, where price reductions are carried out with a structured plan after the product is introduced at a higher price, thus creating a positive effect on sales and brand image over a longer period of time. According to Sutisna (2001) Price discount is a potential thing to encourage consumers to make large purchases, shorten the purchase time period, and be effective in retaining customers. Price discounts are a form of base

price adjustment given as an incentive to consumers in recognition of special responses, such as purchases in uncommon periods, significant volume purchases, or making faster bill payments (Kotler & Keller, 2009). Menurut Xu & Huang (2014) Price discount is a marketing tactic usually utilized in attracting consumer attention through the provision of added value or incentives, which moves consumers to immediately buy the product being promoted. In many cases, price discounts have proven to be an effective tool in influencing accelerated product purchases and trials (Gilbert & Jackaria, 2002). Previous studies have shown that consumer affect caused by an external stimulus influences cognitive evaluation (O'Neill & Lambert, 2001).

Positive Emotion

Positive emotion is a type of emotion that can provide a positive perception of someone who is experiencing sadness (Pradiatiningtyas, 2019). Because, according to this theory, every human being has emotions that serve to reduce sadness and are very important for consumers to consider when making a purchase. Positive emotions can also be described as mental attitudes that enhance and consequently determine the level of intensity in the consumer decision-making process (Tirmizi & Saif, 2009). Heri et al (2022) states that positive emotions can arise before a person loses face, before a change in a person's attitude towards an adverse environment, such as their feelings towards a product or sales promotion.

Impulsive Buying

Hawkins Stern was the first to introduce the concept of impulsive buying. The journal *The Significance of Impulse Buying Behavior* states that impulsive buying can be influenced by several economic, personality, time, location, and cultural factors (Carlie, 2012). Further Suryaningsih (2020) explained that when consumers have their own decisions when they want to buy something, and their decisions do not depend on their mindset,

then this can be said to be impulsive buying. Reinforced by a statement from Husnain et al. (2016) when consumers behave impulsively by not considering and not reasoning why they purchase a product. Impulsive buying behavior is defined as an activity that is done spontaneously with a positive mood and does not really consider the cost or impact (Leong et al., 2018).

Relationship between Hedonic Shopping Motivation and Impulsive Buying

In research Yusuf & Aminah (2023) stated that a strong desire to shop by consumers, causes these consumers to tend to buy products suddenly or without planning, and is driven by the desires within these consumers and the existence of a need. The results of this study reveal that hedonic shopping motivation has a positive and substantial influence on impulsive buying. This shows that the greater the sense of hedonic shopping motivation by consumers will affect the increase in impulsive buying behavior. Heridiansyah et al (2023) reinforces by stating that hedonic shopping motivation positively and substantially influences impulse buying. Research shows that there is an important role of hedonic shopping motivation in impulsive buying. Research results Poluan et al (2019) also supports the above statement by stating that if consumers are motivated to make purchases, then they will make purchases suddenly or without considering the consequences if there is a mistake in judgment. Conversely, if consumers are not motivated to make hedonic purchases, they will not make purchases without considering the consequences or buy impulsively. Findings presented by Wahyuni & Setyawati (2020), Pratama et al (2023) and Heridiansyah et al (2023) supports the concept that hedonic shopping motivation has a positive and substantial impact on impulse buying.

H1: Hedonic Shopping Motivation has a positive and significant effect on Impulsive Buying at the Shopee marketplace for Gen Z

Relationship between Price Discount and Impulsive Buying

Gumilang & Nurcahya (2016) revealed that discount pricing is a strategy for conducting price-based promotions where consumers will be offered similar products but at a higher price. Thus, if there is a price reduction, customers will become more inclined to make impulse purchases, known as purchases made without thinking. The size and duration of the price cut in question has an adverse effect on the desire to make an impulsive purchase (Tolisindo, 2017). According to research findings from Kotler & Keller (2009) discounts are extrasentiments aimed at suppressing consumers' desire to make impulse purchases. This matter is reinforced by research Murti & Idris (2018) which reveals that price discounts have a positive and substantial impact on impulsive buying.

H2: Price Discount has a positive and significant effect on Impulsive Buying at the Shopee marketplace for Gen Z.

Relationship between Hedonic Shopping Motivation and Positive Emotion

Fahri et al (2022) revealed that hedonic shopping motivation positively and substantially affects positive emotion. In this context, research shows that as hedonic shopping incentives increase, so do the good emotions that consumers experience when shopping. Through the shopping process, consumers are more able to explore their experiences and can also relieve boredom. Therefore, consumers' positive experiences when shopping can affect their emotions in shopping. In another sense, hedonic shopping motivation can affect positive emotion. Research Mentari & Pamikatsih (2022) also supports the statement that hedonic shopping motives have a positive and substantial impact on positive feelings. This

matter is also reinforced by research that Choirul & Artanti (2019) did, which revealed that hedonic shopping impulses have a beneficial and substantial impact on positive emotions. By experiencing positive emotion a person can become more aware of their potential, learn new opportunities and become easier to socialize. Therefore, this brings cognitive, social and behavioral changes to a person.

H3: Hedonic Shopping Motivation has a positive and significant effect on Positive Emotion in the Shopee marketplace for Gen Z.

Relationship between Price Discount and Positive Emotion

Research from Mentari & Pamikatsih (2022) Attractive pricing, such as free samples and special offers on certain days, significantly influences women in Generation Z in Central Java who use e-commerce to purchase baby products. These offers make them feel happy and satisfied as it allows them to get skincare products at a more affordable price. Price discounts, according to Gumilang & Nurcahya (2016) A price discount is a price-based promotion where customers are given the opportunity to purchase products at a lower price than the regular price. This strategy involves offering the same product by giving customers an incentive to make purchases at a lower cost than usual. In this way, price reductions not only provide financial benefits to consumers but also serve as an effective way to encourage purchases and increase the average selling price of goods. Research conducted by (Fahd & Sugiarto, 2015) highlights that an individual's emotional state can affect their emotions when making a purchase. This finding is consistent with the results of previous research by Gumilang & Nurcahya (2016) which shows that price discounts have a positive and substantial impact on the emergence of happy emotions or positive emotions in consumers.

H4: Price Discount has a positive and significant effect on Positive Emotion in the Shopee marketplace for Gen Z.

Relationship between Positive Emotion and Impulsive Buying

Research conducted by Andriyanto et al. (2016) did confirm that positive emotion has a positive and substantial impact on impulsive buying. This finding indicates that when consumers feel positive emotions, such as happiness or satisfaction, they are relatively less prone to impulsive buying behavior. Furthermore, another study by (Nurlinda & Christina, 2020) adds another dimension by pointing out that consumers are often compelled to make purchases because they feel happy, which in turn encourages them to spend more time in shopping places. According to Baron et al. (2006) If consumers assume that feeling positive emotions when shopping includes feelings of satisfaction, comfort, interest, along with enthusiasm, then it can be assumed that consumers will be more likely to engage in shopping activities when they feel a positive balance of these emotions. The findings presented by Febrianty & Yasa (2020) provides additional support for the concept that positive emotion has a positive and substantial influence on impulsive buying.

H5: Positive Emotion has a positive and significant effect on Impulsive Buying at the Shopee marketplace for Gen Z

The Relationship between Hedonic Shopping Motivation and Impulsive Buying through Positive Emotion

Findings presented by Fahri et al (2022) shows that hedonic purchase motivation has a substantial impact on impulse buying through the use of positive emotions. This indicates that when the urge to shop hedonically increases, positive emotions are also likely to increase, which in turn can inhibit impulse buying behavior. This finding is reinforced by previous research that Andani & Wahyono (2018) did, which also confirmed that

hedonic shopping urges have a substantial impact on impulse buying through the use of positive emotions. Not only that, research Cahyani & Marcelino (2023) provides additional support by showing that positive emotions mediate the link between hedonic shopping motivation and impulse buying. This underscores the importance of positive emotions as mediators in the link between shopping motivation and impulse buying behavior.

H6: Hedonic Shopping Motivation affects Impulsive Buying through Positive Emotion as an Intervening variable in the Shopee marketplace for Gen Z.

The Relationship between Price Discount and Impulsive Buying through Positive Emotion

The provision of discounts can be effective if the discount offer is in accordance with the preferences of the goods desired by consumers. The success of this discount strategy lies in its relationship with the needs and desires of consumers, so that the discounts provided can provide significant added value (Sutisna, 2001). When a desire for the product is fulfilled, this tends to cause positive emotions (Rismawati & Pertiwi, 2022). Research conducted by Gumilang & Nurcahya (2016) that positive emotions can moderate the relationship between price discounts and impulse buying. Furthermore, research by Wulansari et al. (2022) confirmed that price discounts have a substantial impact on impulsive buying when accompanied by positive emotions as a moderating variable.

H7: Price Discount affects Impulsive Buying through Positive Emotion as an intervening variable in the Shopee marketplace for Gen Z.

RESEARCH METHODS

This study involved 223 respondents who are users of the Shopee platform. The sample method used is non-probabilistic through purposive sampling technique, which makes it easier for

researchers to determine respondents according to certain criteria that have relevance to the research objectives. Data from respondents was collected via Google Form, through the use of a Likert scale to measure the variables of hedonic shopping motivation, price discount, positive emotion, and impulsive buying. The research instrument used in the questionnaire was made from the indicators described in the previous chapter. The indicator is translated into several items with answer choices using a Likert scale of 1 to 5, namely strongly disagree, disagree, neutral, agree, and strongly agree. However, especially for variable price discount items, the scale used is Likert 1-7 (Mehrabian & Russell, 1974). To test the structural model in the study, the PLS-SEM technique was used with SmartPLS software version 4.0.

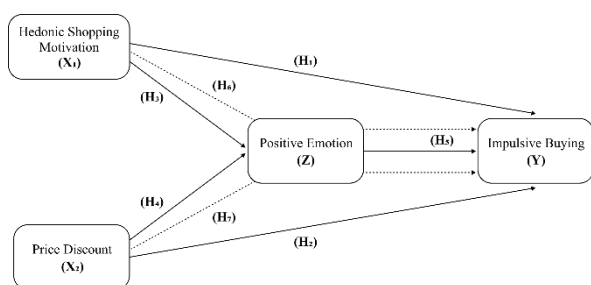


Figure 3. Research Model

In this research instrument, the hedonic shopping motivation variable (X1) has 5 items which are adopted from Yim et al., (2014), while the price discount variable (X2) has 3 items which are adopted from (Lee & Chen-Yu, 2018). Furthermore, in the positive emotion variable (Z) there are 5 items adopted from (Huang et al., 2023). Whereas in the impulsive buying variable (Y) there are 14 items adopted from (Coley & Burgess, 2003). The following are the criteria for respondents in this study: a member of Generation Z, has a Shopee account, has used Shopee before, and has transacted at Shopee.

RESULTS AND ANALYSIS

Respondent Demographics

The study obtained 231 total respondents, but after filtering according to the research criteria, the data collected amounted to 223 respondents. The respondent criteria contained in Table 1 include respondent information related to gender, age, monthly income, and purchase period in the past year. From the data in Table 1, it can be concluded that of the total 223 respondents in this study, most are women (59%) and the rest are men with a percentage of (41%). The majority of respondents in this study have the latest education at the Bachelor's degree level (53%), followed by the SMA / Equivalent level (30%), and the D1 / D2 / D3 level (17%). All respondents (100%) in this study are Gen Z users of the Shopee marketplace and have made transactions on the Shopee marketplace.

Table 1. Demographics Respondents

No.	Variables	Instrument Item	Percentage
1	Gender	Man	41 % (92 Respondents)
		Woman	59 % (131 Respondent)
2	Age	17-27 years old (Gen Z)	100 % (223 Respondent)
3	Last Education	High School / Equivalent	30 % (66 Respondent)
		D1/D2/D3	17 % (39 Respondent)
		S-1 (Bachelor)	53 % (118 Respondent)

Descriptive Statistics

Table 2 displays the results of descriptive statistical measurements for the hedonic shopping motivation, price discount, positive emotion, and impulsive buying variables. The analysis has the aim of providing an overview of the data, including the average, maximum, minimum, and standard deviation for each variable. Regarding descriptive statistical analysis, it can be seen in Table 2 as follows:

Table 2. Mean of Each Item

Variable	Item	Instrument Item	Mean
Hedonic Shopping Motivation	HSM1	I love shopping for new things on Shopee	4,00
	HSM2	Shopping at Shopee can satisfy my curiosity	4,02
	HSM3	Shopping at Shopee offers a new experience	3,96
	HSM4	I feel like I'm exploring a new world when I shop at Shopee	3,89
	HSM5	I really get a "kick" out of shopping at Shopee	3,92
Grand Mean			3,95
Price Discount	PD1	How do you feel after seeing discounted prices on Shopee? Not happy-happy	5,38
	PD2	How do you feel after seeing a discounted price on Shopee? Upset - happy	5,56

	PD3	How do you feel after seeing a discount on Shopee? Regret-satisfied	5,40
	PD4	How do you feel after seeing a discount on Shopee? Calm-excited	5,64
	PD5	How do you feel after seeing a discount on Shopee? Unstimulated-stimulated	5,43
	PD6	How do you feel after seeing a discount on Shopee? Relaxed-thrilled	5,52
		Grand Mean	5,48
<i>Impulsive Buying</i>	IB1	I always buy products if I really like them.	4,02
	IB2	When shopping, I tend to decide what I want to buy when I see the store's contents.	3,96
	IB3	I feel a unique sensation when buying something new.	3,95
	IB4	I feel happy when making a purchase.	3,95
	IB5	Sometimes buying something makes me feel better.	3,96
	IB6	Shopping is my way to reduce stress in my daily life.	4,01
	IB7	Sometimes I regret buying new items.	3,77
	IB8	I experience mixed feelings of happiness and guilt from sudden purchases.	3,90
	IB9	When thinking about my shopping behavior in general, I consider myself to often make impulsive purchases.	3,86
	IB10	People around me consider me an impulsive buyer.	3,81
	IB11	I rarely make impulsive purchases.	3,83
	IB12	I make a shopping list and only buy according to the list.	3,80
	IB13	If I see something I need, I will buy it even if I went shopping for other purposes.	3,93
	IB14	When I go shopping, I often buy unplanned items.	3,91
		Grand Mean	3,90
<i>Positive Emotion</i>	PE1	I feel happy when shopping on Shopee.	3,97
	PE2	I feel relaxed when shopping on Shopee.	3,89
	PE3	I feel cheerful when shopping on Shopee.	3,94
	PE4	I feel joyful when shopping on Shopee.	3,98
	PE5	I feel a sense of closeness when shopping on Shopee.	3,91
			Grand Mean

Source: Data processed using Smart PLS 3.2. Note: HSM = Hedonic Shopping Motivation, PD = Price Discount, PE = Positive Emotion, and IB = Impulsive Buying.

Table 2 illustrates that the highest mean value for the hedonic shopping motivation variable is item 2 with a score of 4.02, indicating that shopping on Shopee can satisfy curiosity. The second highest mean value is item 1 with a score of 4.00, which means that when consumers shop hedonically on Shopee, they like to shop for new things. The average value of the hedonic shopping motivation variable is 3.95, leading to the conclusion that the level of hedonic shopping motivation is high and influences consumption behavior. In contrast to hedonic shopping motivation, the price discount variable has an

average value at a fairly agreeable level of 5.48, indicating that consumers are quite addicted to price discounts on Shopee. The highest mean value for the price discount variable is item 4 with a score of 5.64, meaning that consumers recognize that they get excited when there is a discount on Shopee. The second highest mean value is item 2 with a mean score of 5.56, meaning that consumers are happy when Shopee offers discounts. The highest mean value for the impulsive buying variable is item 1 with a score of 4.02, meaning that consumers always buy products on Shopee if they really like them. The second highest value is item 6 with a mean score of 4.01, meaning that buying something on Shopee is their way of reducing stress in daily life. The grand mean value of the impulsive buying variable shows a tendency for respondents to agree with a score of 3.90. This concludes that consumers have a tendency and show characteristics of making impulsive purchases. Furthermore, positive emotion has a grand mean value of 3.93, indicating that there is a positive emotion when shopping on Shopee. The highest mean value for this variable is item 4 with a score of 3.98, meaning that consumers feel happy when shopping on Shopee, and the second highest mean value is item 1, which means that consumers feel joyful when shopping on Shopee.

Measurement Model Evaluation (Outer Model)

The Outer Model Test using Smart PLS 3.2 is part of the measurement model analysis in Partial Least Squares Structural Equation Modeling (PLS-SEM). This test aims to ensure that the indicators used in the research are valid and reliable.

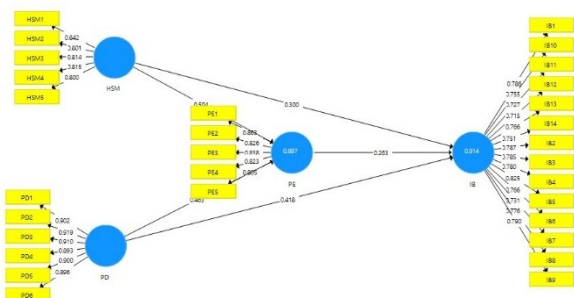


Figure 4. Results of the Outer Model Test Using Smart PLS 3.2

Convergent Validity

In this study, Convergent Validity was measured using outer loadings or loading factors, which describe the relationship between indicators and variables. The use of reflective measures >0.7 was set as the criterion, as shown in Table 3. The results indicate that each variable contains an outer loading value >0.7, demonstrating that all items can be considered appropriate or valid for use (Hussein, 2015).

Table 3. Convergent Validity Values

Item Code	Convergent Validity	Decision
HSM1	0,842	Valid
HSM2	0,801	Valid
HSM3	0,814	Valid
HSM4	0,815	Valid
HSM5	0,800	Valid
PD1	0,902	Valid
PD2	0,919	Valid
PD3	0,910	Valid
PD4	0,893	Valid
PD5	0,900	Valid
PD6	0,896	Valid
PE1	0,863	Valid
PE2	0,826	Valid
PE3	0,838	Valid
PE4	0,823	Valid
PE5	0,805	Valid
IB1	0,786	Valid
IB2	0,787	Valid
IB3	0,785	Valid
IB4	0,780	Valid
IB5	0,825	Valid
IB6	0,766	Valid
IB7	0,731	Valid
IB8	0,776	Valid
IB9	0,790	Valid
IB10	0,755	Valid
IB11	0,727	Valid
IB12	0,715	Valid

IB13	0,766	Valid
IB14	0,751	Valid

Source: Data processed using Smart PLS 3.2. Note: HSM = Hedonic Shopping Motivation, PD = Price Discount, PE = Positive Emotion, and IB = Impulsive Buying.

Based on Table 3, it can be concluded that all question items are declared valid after several question items were eliminated because they did not meet the outer loadings requirement of having a value >0.7. The criteria are considered valid if the rule of thumb has a value >0.7 (Imam & Latan, 2014). The indicator items for the hedonic shopping motivation variable consist of 5 items, the indicator items for the price discount variable consist of 6 items, the indicator items for the positive emotion variable consist of 5 items, and the indicator items for the impulsive buying variable consist of 14 items, all showing convergent validity values >0.7 (Valid).

Table 4. AVE Values

Variable	Average Variance Extracted (AVE)	Decision
HSM	0,663	Valid
IB	0,589	Valid
PD	0,816	Valid
PE	0,691	Valid

Source: Data processed using Smart PLS 3.2. Note: HSM = Hedonic Shopping Motivation, PD = Price Discount, PE = Positive Emotion, and IB = Impulsive Buying.

Based on Table 4, the assessment of validity is carried out by considering the Average Variance Extracted (AVE) value. According to the Fornell-Larcker Test, the recommended AVE value is more than 0.75. Based on the data from Table 4, it can be concluded that each variable in this study has an AVE value of more than 0.5, indicating that these variables are considered valid (Imam & Latan, 2014).

Discriminant Validity

Discriminant Validity aims to test items or indicators of two constructs that should not correlate highly and should not have relationships between construct indicators. Discriminant Validity is measured using the square root of AVE

(\sqrt{AVE}) with the criterion that if the square root of AVE in a variable is greater when compared to the correlation values between latent constructs (Hussein, 2015). This indicates that respondents can answer without difficulty on each question item in the questionnaire.

Table 5. Discriminant Validity

Variable	HSM	IB	PE	SP
HSM	0,814			
IB	0,928	0,768		
PE	0,919	0,937	0,904	
PD	0,929	0,928	0,926	0,831

Source: Data processed using Smart PLS 3.2. Note: HSM = Hedonic Shopping Motivation, PD = Price Discount, PE = Positive Emotion, and IB = Impulsive Buying.

Reliability Test

The reliability test aims to evaluate the measurement model to ensure whether the indicator items of an instrument can be relied upon to measure with accurate results. According to Heale & Twycross (2015), the reliability test states the extent to which a research instrument reliably produces the same results when applied under the same conditions on repeated occasions. Cronbach's alpha results range between 0 and 1. The acceptable reliability score is 0.7 or higher.

Table 6. Reliability Test Results

Variable	Composite Reliability	Cronbach's Alpha	Keterangan
HSM	0,908	0,873	Reliabel
IB	0,953	0,946	Reliabel
PD	0,964	0,955	Reliabel
PE	0,918	0,888	Reliabel

Source: Data processed using Smart PLS 3.2. Note: HSM = Hedonic Shopping Motivation, PD = Price Discount, PE = Positive Emotion, and IB = Impulsive Buying.

Table 6 shows that the composite reliability coefficients for the variables hedonic shopping motivation, impulsive buying, price discount, and positive emotion in this study are less than or equal to 0.7. This indicates that these variables can be considered reliable, and the Cronbach's alpha coefficients for each variable also approach >0.6. Consequently, it can be concluded that each question on the aforementioned variables in this

study can be considered reliable (Imam & Latan, 2014).

Measurement Model Evaluation (Inner Model)

The inner model analysis is used to verify the strength and accuracy of the structural model created (Hussein, 2015). The inner model evaluation can be assessed from indicators such as R-square, effect size, and hypothesis testing.

R-Square

Table 7. R-Square

Variable	R-square
IB	0,914
PE	0,897

Source: Data processed using Smart PLS 3.2. Note: HSM = Hedonic Shopping Motivation, PD = Price Discount, PE = Positive Emotion, and IB = Impulsive Buying.

According to the R-square test results listed in Table 7, the Impulsive Buying variable has a value of 0.914 or 91.4%. This indicates that the hedonic shopping motivation, price discount, and positive emotion variables contribute 91.4% to the impulsive buying variable, which can be categorized as a strong influence. Meanwhile, the positive emotion variable has an R-square value of 0.897 or 89.7%, indicating that the hedonic shopping motivation and price discount variables contribute 89.7% to positive emotion, which falls into the moderate influence category.

Table 8. Effect Size

Variable	HSM	IB	PD	PE
HSM		0,118		0,384
IB				
PD		0,240		0,323
PE		0,083		

Source: Data processed using Smart PLS 3.2. Note: HSM = Hedonic Shopping Motivation, PD = Price Discount, PE = Positive Emotion, and IB = Impulsive Buying.

Based on Table 8, the F-square results show the threshold of variance for the variables in this study. The F-square value for the effect of

hedonic shopping motivation on impulsive buying is 0.118, which falls into the medium category. Next, the effect of hedonic shopping motivation on positive emotion has an F-square value of approximately 0.384, which also falls into the medium category. Additionally, the effect of positive emotion on impulsive buying has an F-square value of approximately 0.083, which falls into the weak category. The price discount variable related to impulsive buying has an F-square value of 0.240, which falls into the medium category, and the price discount variable related to positive emotion has an F-square value of 0.323, which falls into the medium category. Based on these results, it can be concluded that the price discount variable has a significant effect on the positive emotion variable.

Estimate for Path Coefficient

The Estimate for Path Coefficient is used to test hypotheses by examining the significance level of the influence between variables. The assessment is done by examining the parameter coefficient values and the significance of the T-Statistics through the bootstrapping method.

Table 9. Hypothesis Test Results

	β	T Statistics	P Values
HSM → IB	0,300	3,575	0,000
PD → IB	0,504	7,223	0,000
HSM → PE	0,418	5,468	0,000
PD → PE	0,463	6,615	0,000
PE → IB	0,263	4,223	0,000
HSM → PE → IB	0,132	3,675	0,000
PD → PE → IB	0,122	3,523	0,000

Source: Data processed using Smart PLS 3.2. Note: HSM = Hedonic Shopping Motivation, PD = Price Discount, PE = Positive Emotion, and IB = Impulsive Buying.

The results of the hypothesis test in this study show positive path coefficient values for each relationship. Here is an explanation of each hypothesis and the results of their acceptance:

1. Hedonic shopping motivation positively and significantly affects impulsive buying, as indicated by a positive path coefficient

value of 0.300 and a p-value <0.05. Thus, H1 is accepted.

2. Price discount positively and significantly affects impulsive buying, as indicated by a positive path coefficient value of 0.504 and a p-value <0.05. Thus, H2 is accepted.
3. Hedonic shopping motivation positively and significantly affects positive emotion, as indicated by a positive path coefficient value of 0.418 and a p-value <0.05. Thus, H3 is accepted.
4. Price discount positively and significantly affects positive emotion, as indicated by a positive path coefficient value of 0.463 and a p-value <0.05. Thus, H4 is accepted.
5. Positive emotion positively and significantly affects impulsive buying, as indicated by a positive path coefficient value of 0.263 and a p-value <0.05. Thus, H5 is accepted.
6. Hedonic shopping motivation positively and significantly affects impulsive buying through positive emotion, as indicated by a positive path coefficient value of 0.132 and a p-value <0.05. Thus, H6 is accepted.
7. Price discount positively and significantly affects impulsive buying through positive emotion, as indicated by a positive path coefficient value of 0.122 and a p-value <0.05. Thus, H7 is accepted.

Discussion

a. The Influence of Hedonic Shopping Motivation on Impulsive Buying

This study's findings confirm the substantial influence of hedonic shopping motivation on consumers' tendencies to make impulsive purchases on the Shopee marketplace. These findings are consistent with the analysis by Heridiansyah et al (2023), which also showed that hedonic shopping motivation has a positive and substantial impact on impulsive buying. This is further supported by the study by Horváth & Adıgüzel (2018), which stated that impulsive

buyers seek excitement more than non-impulsive buyers by shopping and engaging with 'high' and 'out-of-control' feelings. According to (Dey & Srivastava, 2017), motivation is defined as the reason that causes someone to act in a certain way. Motivation is also defined as a person's willingness to strive to achieve or fulfill emotional needs. This is also supported by Renaldi & Nurlinda (2023), who state that there is a positive influence of hedonic shopping motivation on impulsive buying.

b. The Influence of Price Discount on Impulsive Buyin

Gumilang & Nurcahya (2016) explain that price discount is a marketing strategy focused on offering more affordable prices for similar products, aimed at promoting price-based sales to consumers. The presence of price discounts often becomes a strong trigger for consumer behavior, frequently leading to the desire to make unplanned or impulsive purchases. This phenomenon is widely known as impulsive buying, where consumers are tempted to make unexpected and excessive purchases of goods or services. According to the study by the level and duration of discounts have a significant influence on triggering the desire to shop impulsively. These findings align with the research by Kotler & Keller (2009), which emphasizes that discounts are one of the many external stimuli intended to encourage consumers to make impulsive purchases. Support for this concept is also found in the research by Murti & Idris (2018), which shows that offering price discounts has a positive and substantial impact on impulsive buying behavior.

c. The Influence of Hedonic Shopping Motivation on Positive Emotion

The study by Fahri et al (2022) confirms that hedonic shopping incentives positively impact impulsive buying through the creation of positive emotions. The results of the study show that a

high level of hedonic shopping motivation can increase feelings of happiness, which in turn triggers an increase in impulsive buying. These findings are consistent with the research conducted by Andani & Wahyono (2018), which also confirms that hedonic shopping incentives have a favorable impact on impulsive buying through the creation of positive emotions. Additionally, the research by Cahyani & Marcelino (2023) supports the idea that positive emotions act as a mediator between hedonic shopping motivation and impulsive buying. In this context, it can be noted that hedonic shopping motivation has a temporary effect on impulsive buying due to positive emotions. Consumers will experience happiness when shopping on the Shopee marketplace because Shopee provides easy shopping with a greater focus on the mobile platform. This allows consumers to easily use, search for products, and shop directly through their gadgets anytime and anywhere. As a result, when someone can use their gadget freely, they can shop during their free time, which often leads to spontaneous, unplanned purchases or impulsive buying. According to Renaldi & Nurlinda (2023), hedonic shopping motivation has a positive impact on positive emotion.

d. The Influence of Price Discount on Positive Emotion

Research by Mentari & Pamikatsih (2022) reveals that attractive price discounts, such as free samples and special offers for specific periods, have a positive impact on Generation Z women in Central Java who shop for skincare products online. These offers not only make them feel happy and satisfied but also provide opportunities to obtain skincare products at more affordable prices. The concept of price discounts, as stated by Gumilang & Nurcahya (2016), is one of many types of price-based promotions where customers are given the opportunity to purchase products at prices lower than the regular prices. This strategy

not only emphasizes product quality but also provides incentives for customers to make purchases of higher value than usual. Utilizing price discounts not only provides financial benefits to consumers but also serves as an effective strategy to stimulate purchases and increase the average sales value of products. One of the many factors influencing consumer emotions during the purchasing process is their emotional condition, as revealed by research (Fahd & Sugiarto, 2015). These findings are consistent with the research by Gumilang & Nurcahya (2016), which emphasizes that price discounts have a positive and substantial impact on consumers' positive emotions.

e. The Influence of Positive Emotion on Impulsive Buying Research by Andriyanto et al. (2016) reveals that positive emotion has a positive and substantial impact on impulsive buying. Consumers often tend to purchase a product because they feel happiness, which in turn encourages them to spend more time in the shopping environment (Nurlinda & Christina, 2020). The excitement or happiness felt during the shopping process can create a positive experience, making consumers more inclined to make impulsive purchases or extend their visits. According to Baron et al. (2006), if consumers assume they experience positive emotions while shopping, including feelings of satisfaction, comfort, interest, and enthusiasm, it can be considered that they will be more likely to engage in shopping activities when they feel a positive balance of these emotions. This is further reinforced by the research conducted by Febrianty & Yasa (2020), which reveals that positive emotion has a positive and substantial impact on impulsive buying.

CONCLUSION

This study aims to examine the influence of price discount and hedonic shopping motivation on impulsive buying, with positive emotion as a

mediator in the Shopee marketplace, especially for Generation Z. The results of the research using SmartPLS 3.2 verify that hedonic shopping motivation has a positive and significant impact on impulsive buying. Additionally, statistical analysis shows that positive emotion has a positive and significant impact on impulsive buying. Additional findings from this study confirm that hedonic shopping motivation has a positive and significant impact on positive emotion, while price discount also has a positive and significant impact on positive emotion. The positive emotion resulting from hedonic shopping motivation and price discounts is constructive and has the potential to reduce impulsive buying behavior. Further analysis reveals that positive emotion serves as a mediator that positively and indirectly connects hedonic shopping motivation and price discount to impulsive buying.

This study has limitations in the sample, which only includes a specific generation group. Researchers suggest that future studies involve more diverse samples from various generations to produce more varied results. Based on the findings of this study, researchers recommend Shopee increase promotional activities by providing discounts on Shopee to boost sales and enhance the potential for impulsive buying. On the other hand, Shopee is advised to reduce the increase in positive emotions among consumers as it may potentially decrease the occurrence of hedonic and impulsive purchases and may reduce the success rate of promotional activities using discounts. To enrich and broaden the understanding of factors influencing impulsive buying on Shopee, researchers suggest future research add moderating variables.

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