

THE EFFECTS OF HEDONIC SHOPPING MOTIVATION AND EMOTIONAL RESPONSE ON IMPULSE BUYING AMONG SHOPEE USERS IN MEDAN CITY

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Abstract. *The rapid growth of e-commerce has transformed consumer shopping patterns, which are increasingly influenced by psychological factors. Hedonic shopping motivation drives consumers to shop for pleasure, entertainment, and positive experiences, while emotional responses emerge as reactions to promotions and the shopping experience itself. Both factors play a crucial role in increasing consumers' tendency to make impulsive purchases on online shopping platforms. This study aims to analyze the influence of hedonic shopping motivation and emotional response on impulse buying among Shopee users in Medan. Data were collected from 102 active Shopee users in Medan through questionnaires and interviews, and analyzed using structural equation modeling (SEM) with SmartPLS. These findings underscore the significance of understanding consumer psychological factors in developing more effective marketing strategies to promote consumer engagement and informed purchasing decisions.*

Keywords: *Hedonic Shopping Motivation; Emotional Response; Impulse Buying*

1. INTRODUCTION

Global trade after the COVID-19 pandemic faces new uncertainty due to the rise of protectionism. Trumponomics policies in the US will reimpose import tariffs of up to 32% in 2025, impacting Indonesia's exports and increasing economic risks (Wahyuni, 2025). Amidst global pressures, domestic consumption is key, with a shift towards digital platforms such as e-commerce. Online transactions in Indonesia increased by 480% in 2020 (Hidayat & Azzery, 2022), with a projected market value of USD 86.81 billion by 2028 (Dharma et al., 2024). This growth drives fierce competition among Shopee, Tokopedia, Lazada, Blibli, and Bukalapak (Similarweb, 2024). This digital transformation has not only changed consumption patterns but has also encouraged the emergence of impulse buying, which is unplanned purchasing triggered by emotional impulses or other promotional strategies (Susanto & Aminah, 2023; Paul, 2021). One important factor influencing impulse buying is hedonic shopping motivation, which is the tendency of consumers to shop to obtain emotional pleasure and positive experiences (Widiyanto & Rachmawati, 2024). However, previous research findings remain diverse, with some studies confirming a significant positive influence of hedonic shopping motivation on impulse buying (Pratminingsih et al., 2021; Widiyanto & Rachmawati, 2024) while other studies find that this influence is limited due to financial constraints (Dewi & Adi, 2023; Yastuti & Irawati, 2023). A similar pattern is observed in the emotional response variable, where some studies indicate that positive emotions increase the tendency for impulse buying (Fahri et al., 2022; Jin et al., 2022) while others find that negative emotions actually reduce the likelihood of impulsive shopping (Chen et al., 2022). Given these differing results, it is clear that a research gap exists that needs to be explored further, particularly regarding the influence of hedonic shopping motivation and emotional response on impulse buying among e-commerce users in Indonesia.

2. THEORETICAL BACKGROUND AND HYPOTHESES

2.1 The Influence of Hedonic Shopping Motivation on Impulse Buying

Hedonic shopping motivation is one of the internal factors that influence impulse buying, where consumers shop not only to obtain information but also as a form of recreation, an escape from boredom or loneliness, or a way to fulfil fantasies (Susanto & Aminah, 2023; Made et al., 2021) The higher the hedonic motivation, the greater the tendency for consumers to make impulsive purchases. This is supported by various studies that consistently show a positive and significant relationship between hedonic shopping motivation and impulse buying (Safitri & Arifin, 2024; Widiyanto & Rachmawati, 2024; Asj'ari et al., 2021; (Syanto et al., 2023; Edelia & Anggraini, 2022). Thus, hedonic motives in shopping are proven to play a significant role in increasing impulse buying behavior.

H1. Hedonic shopping motivation has a significant effect on impulse buying.

2.1 The Influence of Emotional Response on Impulse Buying

Emotions play an important role in influencing consumer purchasing decisions. Positive emotions can enhance product evaluations and encourage purchases, while negative emotions often lead to the rejection of offers (Dirwan & Latief, 2023). In marketing, emotion-based strategies are considered effective because they create emotional bonds between consumers and brands, which can cloud rational judgment and increase consumer susceptibility to impulse buying (Kumar, 2023; Nabila & Usman, 2021; Wu Tien et al., 2024) Previous studies have also demonstrated that emotional responses positively affect impulse buying, particularly when consumers experience emotions such as enthusiasm or fear of missing out (Fatmawati & Fauzan, 2021; Rizal et al., 2024; Joseph M J Renwarin, 2021) Therefore, the stronger the emotional response experienced by consumers, the greater their tendency to engage in impulse purchases

H2. Emotional Response has a significant effect on impulse buying.

3. METHODOLOGY

3.1 Research Design

This study employed a quantitative method, with questionnaires as the primary instrument for testing the hypotheses. The questionnaire consisted of questions related to hedonic shopping motivation, emotional response, impulse buying, and respondents' demographic information. To minimize distortion caused by artificial intervention and to ensure that the data collected accurately represented real conditions and behaviours, the study was conducted in a natural setting using a naturalistic observation approach.

3.2 Sample and Data Collection Procedures

The population of this study comprised Shopee users in Medan City. Purposive sampling was applied to select respondents based on specific criteria (Hair et al., 2010), including consumers who were at least 18 years old, resided in Medan, had an e-commerce application, and had been shopping online for at least one year. Data were collected through an online questionnaire and analysed using SmartPLS. Of the 34 statements tested, 13 were found to be invalid and were excluded. After retesting, 21 valid statements remained for analysis. Based on the provision that each statement should ideally be represented by three respondents, the final sample size was determined to be 102 participants (Jr. et al., 2021).

3.3 Measurement

This study utilized a 5-point Likert scale ranging from strongly disagree to strongly agree. The impulse buying variable was measured using four main dimensions:

spontaneity, strength/compulsion and intensity, excitement and stimulation, and indifference to consequences (Fatmawati et al., 2021). The hedonic shopping motivation variable was assessed through five dimensions: adventure/exploration, value shopping, idea shopping, social shopping, and relaxation shopping (Ozen & Engizek, 2014). Meanwhile, the emotional response variable was measured using three dimensions: pleasure, arousal, and dominance (Bakker et al., 2014). Additional information regarding the conceptual framework of this study is presented in Figure 1.

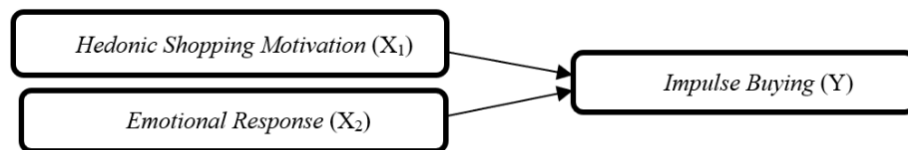


Fig. 1: Conceptual Framework

4. RESULTS AND DISCUSSION

Table 1 presents the demographic characteristics of the 102 respondents in this study. The majority were female (77.45%) and aged between 18 and 25 years (83.33%). In terms of monthly income, the largest proportion fell into the category below Rp 500,000 (28.43%), followed by those earning Rp 500,000–Rp 1,000,000 (22.55%), Rp 1,000,000–Rp 3,000,000 (24.51%), and Rp 3,000,001–Rp 5,000,000 (22.55%). Only a small proportion of respondents (1.96%) reported an income above Rp5,000,001. These findings indicate that the respondents were predominantly young women with relatively low to middle incomes who were accustomed to digital activities, particularly online shopping. Such characteristics reflect a consumer group that is easily influenced by the pleasure of shopping and the emotional responses that emerge during the purchasing process, making them highly relevant to the study's focus on impulsive buying behaviour in e-commerce.

Table 1. Descriptive

Descriptive Characteristics	Frequency	(%)	Cumulative (%)
Gender			
Male	23	22,55	25,76
Women	79	77,45	100
Age			
18 – 25	85	83,33	83,33
26 – 35	15	14,71	98,04
36 and above	2	1,96	100
Monthly Income			
> Rp. 500.000	29	28,43	28,43
Rp. 500.000 – Rp. 1.000.000	23	22,55	50,98
Rp. 1.000.001 – Rp. 3.000.000	25	24,51	75,49
Rp. 3000.001 – Rp. 5.000.000	23	22,55	98,04
Above Rp. 5.000.001	2	1,96	100

a. Measurement Model (Outer Model)

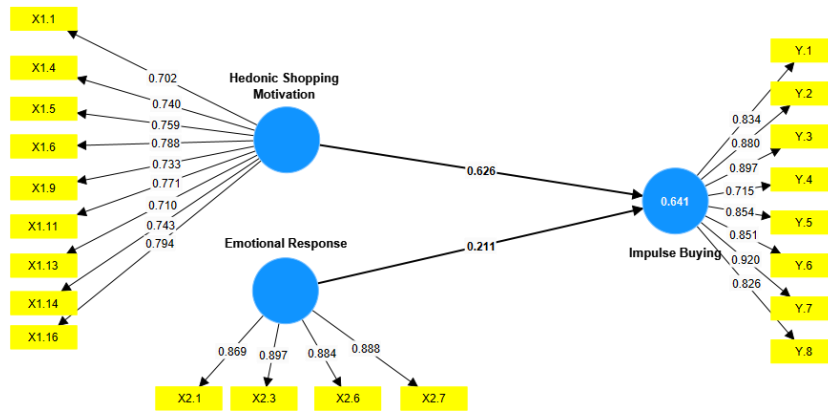


Fig. 2 First Order Model

This study employed non-parametric statistical techniques, specifically variance-based structural equation modeling (SEM) using the PLS path modeling approach. This method was applied to estimate coefficients representing the relationships between variables in the path model, with the aim of maximising the R² value in the endogenous i (target) construct (Latan & Ghazali, 2012). The PLS approach was considered appropriate because it is reliable for both small and large sample sizes. The path model visually illustrates the hypotheses and interrelationships among the variables being studied.. A first-order model analysis was conducted using the framework shown in Figure 2. Subsequently, the measurement model (outer model) was evaluated to assess construct validity and reliability (Jr. et al., 2021). In confirmatory research, construct reliability is assessed using Cronbach's alpha and composite reliability, both of which must exceed 0.7 (Latan & Ghazali, 2012). The test results show that the lowest composite reliability value was 0.920, while Cronbach's alpha reached 0.903 (Table 2). Thus, all constructs met the minimum criteria, indicating good validity and reliability. The results of the structural model (inner model) testing reveal that the path coefficient between hedonic shopping motivation and impulse buying was 0.211, while the effect of emotional response on impulse buying was higher, at 0.626. These findings suggest that emotional response plays a more dominant role in influencing impulse buying compared to hedonic shopping motivation. In other words, consumers' emotional responses are proven to be stronger drivers of impulsive purchasing behaviour than hedonic shopping motivation.

Table 2. Construct Validity and Reliability Results

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Hedonic Shopping Motivation	0.903	0.908	0.920	0.562
Emotional Response	0.908	0.910	0.935	0.783
Impulse Buying	0.944	0.946	0.954	0.721

The Average Variance Extracted (AVE) was employed in this study to assess the convergent validity of the reflective constructs. All AVE values exceeded the minimum threshold of 0.50, as presented in Table 2. Furthermore, discriminant validity was tested using the heterotrait–monotrait ratio (HTMT) approach, where values below 0.90 indicate acceptable discriminant validity for each construct (Latan & Ghazali, 2012). The results of the discriminant validity test are presented in Table 3.

Table 3. Heterotrait-Monotrait Ratio (HTMT) —Matrix

	Emotional Response	Hedonic Shopping Motivation	Impulse Buying
Emotional Response			
Hedonic Shopping Motivation	0.844		
Impulse Buying	0.749	0.839	

a. Structural Model (Inner Model)

Structural model testing (inner model) was conducted by examining the R-squared (R^2) values and path coefficients. The bootstrapping procedure with 5,000 iterations (Latan & Ghazali, 2012) generated stable estimates, as presented in Table 4. The R^2 value of 0.641 indicates that the model explains 64.1% of the variability in impulsive buying behaviour. The results of the path analysis show that the first hypothesis (H1) was supported: hedonic shopping motivation had a positive and significant effect on impulse buying, with a path coefficient (β) of 0.211, a t-value of 1.999, a significance level below 0.05, and a small effect size ($f^2 = 0.049$). The second hypothesis (H2) was also supported: emotional response had a positive and significant effect on impulse buying, with a path coefficient (β) of 0.626, a t-value of 6.707, a significance level below 0.05, and a moderate effect size ($f^2 = 0.435$).

Table 4. Direct Effects

Hypothesis	Relationship	β	t-values	P Value	f^2	Decision
H1	Hedonic Shopping Motivation → Impulse Buying	0.211	1.999	0.046	0.049	Accepted
H2	Emotional Response → Impulse Buying	0.626	6.707	0.000	0.435	Accepted

CONCLUSION

Based on the research results and discussion, hedonic shopping motivation was found to have a significant and positive effect on impulse buying among Shopee e-commerce consumers in Medan. Consumers are often driven to make impulsive purchases because of the pleasure, entertainment, and positive experiences they gain while shopping online. In addition, the study revealed that emotional response also has a significant and positive effect on impulse buying. This finding suggests that individuals who experience positive emotions, such as joy, pleasure, and enthusiasm, while shopping are more likely to make spontaneous purchases without prior planning. Overall, these results confirm that both hedonic shopping motivation and emotional response play a crucial role in driving impulsive purchasing behaviour among e-commerce consumers.

Limitation and Future Research

This study makes a meaningful contribution, but it also has certain limitations, as it was conducted within a single geographical area and involved a relatively small sample size of 102 respondents. Consequently, the findings cannot be fully generalised. Future research is recommended to employ a larger sample across wider regions and to incorporate additional variables, such as paylater services, electronic word of mouth (e-WOM), perceived risk, and post-purchase satisfaction, in order to obtain a more comprehensive understanding of the factors influencing impulsive purchasing behavior in e-commerce.

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