

THE EFFECT OF HEDONIC SHOPPING MOTIVATION AND LIVE STREAMING SHOPPING ON IMPULSE BUYING THROUGH POSITIVE EMOTION AS AN INTERVENING VARIABLE

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Abstract

As information technology continues to advance and e-commerce becomes more widespread across industries, there has been a marked increase in online impulse purchases, with 40% of total consumer spending caused by online impulse buying behavior. Although Somethinc has launched over 120 new products simultaneously, the company has experienced a decline in sales and a continuous decrease in market share year on year. Additionally, the high number of views on live streaming has not translated into increased sales. This study uses positive emotions as an intervening variable to examine the effects of hedonic shopping motivation and live-streamed shopping activities on impulsive purchasing behavior. A quantitative approach was used in this study involving 100 Somethinc consumers in Semarang City who purchased through e-commerce. Online questionnaires were used to collect data, which was then analyzed using the PLS-SEM method by the use of the tool SmartPLS software version 4. The study's findings suggest that hedonic shopping motivation incentive significantly and favorably influences both impulsive purchases and positive emotions. It has also been demonstrated that impulsive purchases are positively and significantly impacted by positive emotions. On the other hand, live streaming shopping has a good and big impact on positive emotions but a negative and negligible direct impact on impulsive purchases. Therefore, through the mediating function of positive emotions, impulsive purchases are significantly impacted indirectly by both hedonic buying incentive and live streaming shopping.

Keywords: Impulse Buying, Hedonic Shopping Motivation, Live Streaming Shopping, Positive Emotion

Introduction

One of the trends in online purchasing due to digital marketing is e-commerce; Shopping online allows consumers to avoid many of the restrictions often encountered in physical stores.. This freedom can increase the likelihood of impulse buying (Kathuria & Bakshi, 2024). The rapid growth of e-commerce influences impulse buying, which shows that online impulse purchases account for 40% of total consumer spending (Gupta et al., 2024). As explained by Wu et al. (2020), impulse buying can arise when someone faces attractive cues, so customers intuitively make unplanned and unexpected purchases. In this case, consumers shop not only to fulfill their daily needs but also to relax, have fun, and enjoy novelty, surprise, excitement, and pleasure, contributing to personal well-being (Kathuria & Bakshi, 2024).

One of the triggers of impulsive buying is hedonic shopping motivation, this motivation arises because someone enjoys the shopping process, not just to get a product or complete a mission (Manchanda et al., 2024). Elmashhara & Soares (2024) stated that hedonic consumption brings pleasure and joy closer and helps avoid daily stress, efforts to maintain and restore mood influence hedonic shopping motivation, which ultimately leads to impulsive purchases. Previous research conducted by (Cahyani & Marcelino, 2023; Chetioui & El Bouzidi, 2023) states that hedonic shopping motivations contribute positively to impulsive purchases. However, different results were found in the research by Choirul and Artanti (2019). Live streaming shopping also allows sellers to broadcast and advertise products to an online audience so that they can interact through online videos, chats, and so on (Hossain et al., 2023). Therefore, live-streaming shopping is impulsive because it contains unique media attributes (Cheng, 2020). Research by Lee & Chen (2021) revealed that consumers who engage in live-streaming commerce have a higher tendency to make impulsive purchases. However, different results were found in research by Kurniawan & Nugroho (2024).

As a mediating variable, positive emotion connects hedonic shopping motivation related to the tendency to make unplanned purchases; when someone feels the value of pleasure-driven hedonic shopping while shopping, their positive emotions can trigger impulse buying (Putro et al., 2023). Supported by research conducted Mariyana et al. (2023). Positive emotions also connect live-streaming shopping related to online

impulsive buying; consumers accustomed to transacting through live-streaming shopping or have made purchases on these platforms tend to be more susceptible to impulse buying; this happens because of the positive emotions that arise during live-streaming shopping (Qu et al., 2023), this is consistent with the study that Suwandi (2024) did.

The rapid progress of e-commerce in recent times has contributed to the increasing growth of the beauty industry in Indonesia, as indicated by a 21.9% increase in the number of companies, from 913 in 2022 to 1,010 in mid-2023 (Clove, 2024). To understand consumer behavior related to impulse buying, this study focused on consumers of Somethinc products purchased via e-commerce in Semarang City. Irene Ursula founded Somethinc in 2019; this brand is the most popular local skincare brand, with the highest number of views reaching 57.3 million on digital platforms (Katadata, 2020) and the recipient of the Best Beauty Brand Awards (Maulana, 2022). Although Stern (1962) stated that product variation can trigger hedonic motivation and impulsive buying that can potentially increase sales (Hafidz & Tamzil, 2021; Karim et al., 2021), the phenomenon in the field shows a gap. Somethinc, which has presented a complete skincare range and launched more than 120 new makeup products simultaneously bersamaan (femaledaily.com, 2021), actually experienced a drastic decline in sales from IDR 15.7 billion in December 2022 to IDR 5 billion in January (Adviola, 2022; Marsella & Halimatussakdiah, 2024), as well as a gradual decline in market share from 2021 to 2023 (Ramadhanty, 2024).

Theory and Hypothesis

First put forth by Woodworth in 1929, the Stimulus-Organism-Response (S-O-R) notion is an expansion of the traditional stimulus-response. Mehrabian and Russell (1974) later modified this model, and Jacoby (2002) theoretically updated it by adding an organism component as an intermediary between stimulus and response. In this study, hedonic shopping motivation and live-streaming shopping act as stimuli (S) that affect the internal condition of consumers in the form of positive emotions as organisms (O). Positive feelings experienced by consumers play a role in triggering responses (R) in the form of impulsive purchasing behavior. Thus, the drive from within related to hedonic shopping motivation and stimulation from live-streaming shopping can influence consumer behavior, where positive emotions that arise when shopping increase the likelihood of making sudden purchasing decisions.

Hedonic shopping motivation has an impact on people's propensity for impulsive purchases, given that a person needs hedonic shopping motivation to fulfill pleasure in himself (Koranti et al., 2024). Babin et al. (1994) support this view by stating that hedonic shopping motivation focuses on fulfilling emotional needs, such as the experience of pleasure, fantasy, and sensory stimuli, which are motivation-oriented. The claim that hedonic shopping motivation drives impulsive buying behavior is based on the results of research conducted by Cahyani & Marcelino, (2023; Chetoui & El Bouzidi, 2023) which both found a strong positive correlation between these variables.

H₁: Hedonic shopping motivation has a significant positive significantly increases consumers' tendency to make impulsive purchases

Live streaming triggers impulse purchases by providing complete information and comment fields to communicate with sellers and see purchases made by other audiences (Asmarani et al., 2024). In line with the findings of Lee & Chen (2021), consumers who engage in trading activities via live streaming show a higher tendency to make impulsive purchases.

H₂: Live streaming shopping has a significant positive significantly increases consumers' tendency to make impulsive purchases

Consumers who feel positive emotions tend to make purchasing decisions more quickly and spend more time buying the products they want (Chauhan et al., 2023). In a good mood, consumers will tend to make impulse purchases (Romadhona, 2023). This finding is consistent with research conducted by Sun et al. (2024) reveals that the positive emotional response that arises can influence impulse buying.

H₃: Positive emotion has a significant positive significantly increases consumers' tendency to make impulsive purchases

Hedonic shopping motivation includes efforts to achieve positive consumer feelings and avoid negative and painful feelings (Martínez & Casielles, 2018), this is consistent with the study that Peranginangin & Romadlon (2023) did, which makes clear that hedonic shopping motivation has a significant effect on positive emotions felt by consumers.

H₄: Hedonic shopping motivation has a positive significantly increases consumers' positive emotion

Live streaming shopping can encourage emotional dynamics that may occur in the formation of consumer purchasing behavior (Liu et al., 2023), such as the happiness that arises when consumers succeed in defeating other consumers (Qu et al., 2023) in line with Suwandi's (2024) which states that live streaming is significantly and favorably impacted on positive emotion.

H₅: Live streaming shopping has a positive significantly increases consumers' positive emotion

Hedonic shopping motivation tends to have more affect on impulse buying if it is supported by strong positive emotions when customers shop (Diah & Wardhani, 2023), consistent with the research of Mariyana et al. (2023) did, which demonstrates how hedonic shopping motivates and drives impulsive buying behavior is mediated by positive emotions.

H₆: Hedonic shopping motivation indirectly has a positive and significant effect on impulsive buying through positive emotions as a mediating variable.

Visual cues and interactions in live-streaming shopping create a pleasant experience; this shows that the manifestation of positive emotions reflected of pleasant experiences in live-streaming can facilitate impulse buying decisions (Xia et al., 2024) consistent with the research of Suwandi (2024) did, It claims that, using positive emotions as a mediating variable, live streaming significantly and favorably influences impulsive purchases.

H₇: Live streaming shopping has a positive and significant effect on impulsive buying through positive emotions as a mediating variable.

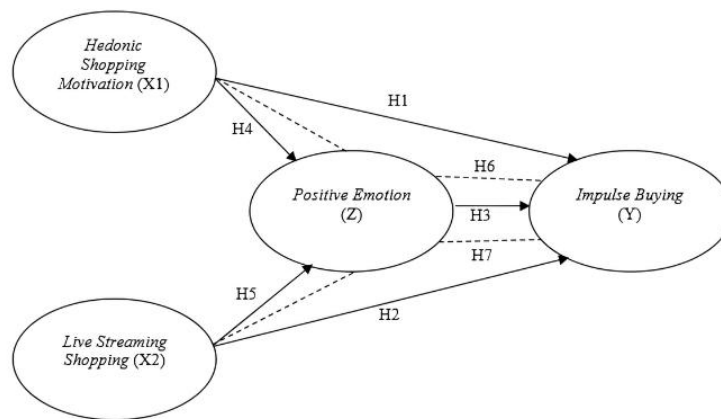


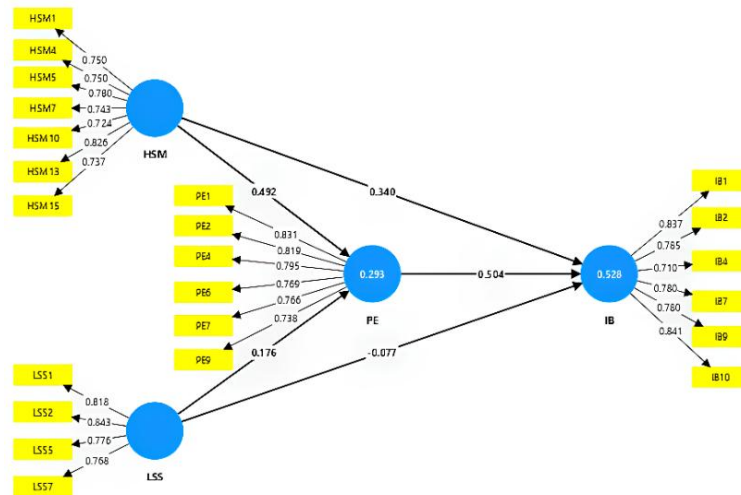
Figure 1
Research Model

Methods

Through the use of convenience sampling approaches, this study employs a quantitative approach to sampling. The research subjects include Somethinc product users in Semarang City who have made purchase transactions through e-commerce platforms, with a total of 100 respondents according to the characteristics, namely at least 17 years old because it was considered capable of providing information correctly and accurately (Syafri & Besra, 2019), domiciled in Semarang City and had purchased Some products through e-commerce. Descriptive statistics are used in this study's analysis method to characterize the data's properties. An online survey was used to collect the data, and the SmartPLS version 4 application was used to further analyze the data using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method.

Results and Discussions

A total of 100 respondents willing to participate in this study came from all sub-districts in Semarang City. Students between the ages of 17 and 24 made up the bulk of responders. Women made up 93% of the responders, while men made up 7%.



Source: Data Processing Result, 2024

Figure 2
Outer Research Model

This study used 15 indicators, each consisting of 3 statement items. After analyzing the data using SEM-PLS, the researcher deleted several statement items that did not meet the validity criteria (outer loading < 0.70). Based on the results, the researcher retained 23 valid statement items with outer loading > 0.70 and AVE values for each variable > 0.50 for further analysis. Although the researcher reduced the number of statement items, this study still represents all indicators of each variable.

Table 1 Convergent Validity Test

Construct	Items	Outer Loadings	AVE
Impulse Buying (Y)	IB1	0,837	0,624
	IB2	0,785	
	IB4	0,710	
	IB7	0,780	
	IB9	0,780	
	IB10	0,841	
Hedonic Shopping Motivation (X1)	HSM1	0,750	0,576
	HSM4	0,750	
	HSM5	0,780	
	HSM7	0,743	
	HSM10	0,724	
	HSM13	0,826	
	HSM15	0,737	
Live Streaming Shopping (X2)	LSS1	0,818	0,643
	LSS2	0,843	
	LSS5	0,776	
	LSS7	0,768	
Positive Emotion (Z)	PE1	0,831	0,619
	PE2	0,819	
	PE4	0,795	
	PE6	0,769	
	PE7	0,766	
	PE9	0,738	

Source: Data Processing Result, 2024

According to the analysis results, discriminant validity may be verified using the Fornell-Larcker approach since the square root of each construct's AVE value is greater than the correlation with other constructs. In addition, the HTMT value of each pair of variables is less than 0.90, confirming the discriminant validity based on the HTMT.

Table 2 Discriminant Validity Fornell-Larcker Criterion

	HSM	IB	LSS	PE
Hedonic Shopping Motivation (HSM)	0,759			
Impulse Buying (IB)	0,590	0,790		
Live Streaming Shopping (LSS)	0,115	0,080	0,802	
Positive Emotion (PE)	0,513	0,661	0,233	0,787

Source: Data Processing Result, 2024

Table 3 Discriminant Validity Heterotrait-Monotrait Ratio (HTMT)

	HSM	IB	LSS	PE
Hedonic Shopping Motivation (HSM)				
Impulse Buying (IB)	0,663			
Live Streaming Shopping (LSS)	0,164	0,122		
Positive Emotion (PE)	0,571	0,737	0,271	

Source: Data Processing Result, 2024

All variables in this study meet the reliability criteria, as indicated by the Cronbach's Alpha and Composite Reliability values, which are above the required threshold value of 0.70. This value shows that each statement in each variable is consistent, so the results tend to remain stable if the study is conducted again at a different time.

Tabel 4 Reliability Test

Construct	Cronbach's Alpha	Composite Reliability (rho_c)
Impulse Buying (IB)	0,879	0,909
Hedonic Shopping Motivation (HSM)	0,877	0,905
Live Streaming Shopping (LSS)	0,818	0,878
Positive Emotion (PE)	0,877	0,907

Source: Data Processing Result, 2024

Table 5 Summary of the hypothesis

Hypothesis	Original Sample (O)	T-Statistics	P-Value	Conclusion
H ₁ HSM → IB	0.340	4.052	0.000	Supported
H ₂ LSS → IB	-0.077	1.000	0.318	Unsupported
H ₃ PE → IB	0.504	6.680	0.000	Supported
H ₄ HSM → PE	0.492	6.934	0.000	Supported
H ₅ LSS → PE	0.176	2.051	0.040	Supported
H ₆ HSM → PE → IB	0.248	4.465	0.000	Supported
H ₇ LSS → PE → IB	0.089	2.034	0.042	Supported

Source: Data Processing Result, 2024

Consumers with hedonic shopping motivation enjoy the experience of browsing Something products on e-commerce because of the variety of products, attractive packaging, exclusive online promotions, clear descriptions, and user reviews with photos. The flexibility of shopping time also adds convenience and pleasure, thus encouraging impulsive purchases. This finding aligns with Chetioui & El Bouzidi (2023), who stated that hedonic shopping motivation triggers a strong emotional response that drives spontaneous purchases online.

Although live-streaming shopping has its charm, its effect on impulse buying tends to be negative and insignificant. This is due to consumer perceptions of certain products not being formed directly just by

watching live-streaming shopping. Consumers usually need more information or reviews about the product before deciding to buy. The findings in this study are consistent with the research of Sari & Kadi (2023) did, which revealed that shopping activities via live streaming have a negative but insignificant influence on impulsive buying.

Positive emotion in the form of pride when finding Somethinc products in e-commerce with attractive offers, such as discounts, bundling packages, and promos, can trigger impulse buying. In addition, the confidence that arises after seeing Somethinc's clear product descriptions, positive reviews, and attractive visuals in e-commerce also tends to encourage impulse buying decisions. The results of this study are consistent with the research of Sun et al. (2024), which demonstrated that positive emotion significantly and favorably influences impulsive purchasing.

Somethinc products on e-commerce platforms often offer discounts, attractive promotions, and free shipping. E-commerce also enables consumers to obtain trendy Somethinc products at prices that match their financial capacity, as they can easily compare prices across stores leading to feelings of pride and satisfaction. The shopping experience becomes more enjoyable as various features simplify product searches and enhance the overall pleasure of shopping. This study's findings align with Rabbani et al. (2023), which concludes that there is a high hedonic drive in shopping, the greater the positive emotions felt due to the pleasure and satisfaction that arise when desires are fulfilled.

Through live streaming shopping, consumers can directly ask for explanations, see product demos, get recommendations, and ask about the availability of Somethinc products. If the live streamer builds warm and emotional interactions, this can increase positive emotions. Special offers valid only during live sessions also make consumers feel they are getting more value. This finding is in line with Afidun (2023), who showed that interactions in live-streaming shopping significantly impact positive emotions because they create a pleasant experience.

Searching for Somethinc products on e-commerce can trigger positive emotions, especially when finding interesting and desired products, thus encouraging impulse buying. Positive emotions while browsing strengthen the urge to buy, even without long-term needs or considerations. This result is consistent with the findings of Mariyana et al. (2023), which indicate that hedonic drives in shopping significantly drive impulsive buying behavior through positive emotions that arise from the pleasure of shopping.

Live-streaming shopping often implements scarcity-based promotions, such as limited-time discounts or quantities in live-streaming sessions, creating urgency that triggers positive emotions and encourages spontaneous purchases with a sense of pride. In addition, the interactive and fun atmosphere during live streaming also strengthens consumers' positive emotions. This finding aligns with Afidun (2023), who showed that positive emotions act as an intermediary pathway that connects live streaming shopping activities with the tendency to make impulsive purchases.

Limitations and Recommendations

This study applies a non-probability sampling technique with a convenience sampling approach, which causes the composition of respondents to be dominated by the 17 to 24-year age group, most of whom are students or pupils. This happens because the researcher has characteristics similar to those of these respondents, so the results of this study have limitations in generalization to other age groups or professions. Further research can use more diverse samples to ensure more representative research results. Thus, the study's results are not limited to a particular age group or characteristics, as this study mainly involved respondents aged 17-24 years, most of whom were students or pupils.

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