

Positive Emotions as Mediation Between Hedonic Shopping Motivations on Impulsive Buying Behavior of E-Commerce in Indonesia

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Abstract

In this modern age, the quick internet network indirectly produces a new phenomenon and lifestyle for those who frequently use the internet network. In this new era, enterprises or businesses that use the internet network are the birth of e-commerce. One example of e-commerce is the establishment of a marketplace or online store that introduces a new phenomena or a new way of life to the general public, namely online shopping. One of the Indonesian people's characteristics is a lack of planning (impulse buying). Impulse purchasing is defined as a strong want to acquire something right away that is more emotional than rational. Hedonic shopping motivation and positive emotions are two factors that might drive customers to make spontaneous purchases (impulsive buying). The elements listed above are things that might cause customers to make spontaneous purchases, and this is a fantastic chance for businesses to encourage consumers to be interested in making spontaneous purchases in e-commerce. Explanatory statistics with the SEM (Structural Equation Modeling) analytic technique are employed in this study, and the data was processed using SMART PLS 3.2.9. The researcher employed accidental sampling as sample strategy approach, resulting in 400 responses. This study finds that there are a mediating effect of positive emotional fulfillment on the relationship between hedonic shopping motivation and impulse buying, so implies that hedonic shopping motivations have indirect effect on e-commerce impulse buying through positive emotion.

Keywords

Hedonic Shopping Motivation; Positive Emotions; Impulsive Buying Behavior; E-Commerce.

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Introduction

In today's all-digital era, human existence cannot be divorced from the internet network. Rather the internet has become need for many individuals, ranging from just updating on social media, searching for

information and news, to doing business that is heavily reliant on the internet (Van-Deursen & Mossberger, 2018). With such expectations, business actors must be ready to adapt with the environment. Otherwise, they will be left if continue to rely on

face-to-face sales, as in traditional market. Some corporations have gone out of business because they were unable to adjust the contemporary climate (Donthu & Gustafsson, 2020).

The quick internet network in this modern era indirectly produces a new phenomenon and lifestyle for those who frequently use the internet network (Ervural & Ervural, 2018). Enterprises or businesses that use the internet network in this new era are the emergence of e-commerce (Salleh et al., 2020). One example of e-commerce is the establishment of a marketplace or online store that introduces new phenomena or new lifestyle to general public, namely online shopping. People would rather purchase online than go to a physical place to get what they want. This occurs because consumers love practical things, and of course buying online becomes more practical than shopping offline, beginning with the efficiency of time, effort, and more product selections (Moon et al., 2021).

The fast advancement of information technology has had a significant influence on all current elements, including the world of business and marketing (Rust, 2020). Today, technology is used not just to obtain information, but also as a digital-based marketing communication channel (Labanauskaitė et al., 2020). This is not surprising given that the growing number of internet users has created an opportunity for businesses to conduct buying and selling operations through the internet (Katsikeas et al., 2020). Online buying can be done from anywhere and at any time, which is advantageous for both customers and sellers in addition to convenience, online shopping may save time and money (Taher, 2021). As a result, entrepreneurs began to compete in order to establish a marketplace. Figure 1 shows that the growth of e-commerce in Indonesia is quite quick, then describe how the trend and level of penetration of e-commerce in Indonesia from 2017-2023.

Table 1. E-Commerce Penetration Rate in Indonesia

| Years | E-Commerce User Penetration (%) | Number of E-Commerce Users |
|-------|---------------------------------|----------------------------|
| 2017 | 52,5 | 139.000.000 |
| 2018 | 57,6 | 154.100.000 |
| 2019 | 62,2 | 168.300.000 |
| 2020 | 66,3 | 181.500.000 |
| 2021 | 69,9 | 193.200.000 |
| 2022 | 72,9 | 203.500.000 |
| 2023 | 75,3 | 212.200.000 |

Source: Statista in Databoks, 2019

According to the statistics presented above, there is an upward tendency from 2017 to 2023. Restriction on people's activities, particularly during the current epidemic, has led buying patterns to shift entirely online. According to Suryani & Rinaldy (2021), 51 percent of respondents acknowledged to using a purchasing app for the first time amid large-scale social constraints (PSBB). This causes the amount of e-commerce inquiries to increase by 5-10 times as compared to before the pandemic (Le Tan et al., 2021). The pandemic has hampered community

activities, which originally required people to be present at the office, sales activities were carried out in person, people gathered at coffee shops with friends to be reduced, when the pandemic was all done online at home, people felt bored and began doing productive activities that can be done at home such as learning to cook, farming, reading books, and others. People acquire necessities online using e-commerce to fund their activities (Ali, 2020).

E-commerce rivalry in Indonesia is heating up as fund managers fight to invest in online stores (Rahman et al., 2018). These e-commerce businesses are fighting to get internet users to visit their stores and shop, either straight from the mobile app or through social media (Rosário & Raimundo, 2021). According to the most recent iPrice e-commerce map analysis, Shopee was able to reclaim the top spot as the e-commerce site with the most visits in the third quarter of 2020, with 72.97 million visitors. Tokopedia, on the other hand, is in second position with 67.9 million visits. Bukalapak came in second with 39.26 million visits. Indonesia is an attractive market share for e-commerce because of its huge youthful population, increasing mobile penetration, and domestic economic growth of around 5% (Devita in iprice, 2020).

The ease with which customers may obtain information about things via e-commerce motivates them to always want to buy for goods that they do not have (Vieira et al., 2020). One of the reasons individuals want to buy is for their own enjoyment, they want to build a collection of products that they don't have to satisfy personal delight (Hulme, 2019). As a result, even if it was not planned in advance, the desire to buy for the item emerges. This is what causes the phenomena of impulsive purchasing (Nurlinda & Christina, 2020). One of the Indonesian people's characteristics is a lack of planning or can be said as impulse buying. Impulse purchasing is defined as a strong want to acquire something right away that is more emotional than rational (Sundström et al., 2019). According to Ittaqullah et al. (2020), impulsive purchasing is a purchase activity that occurs spontaneously without any prior plans or requirements. Looking at the present consumer purchasing phenomena, which is currently based on the internet network, it is clear that the number of impulse purchases is rising. In addition to the convenience of obtaining product information on smartphones, the advent of appealing promotions that frequently display alerts,

boosting customer eagerness to purchase instantly (Susanto et al., 2021).

Hedonic shopping motivation and positive emotions are two factors that might drive customers to make spontaneous purchases or impulsive buying (Utami et al., 2021). According to Yu et al. (2018), hedonic shopping buying is consumers shopping because they want to receive pleasure and shopping as something intriguing or consumers shopping because they feel joyful while they are shopping, either directly or online. This sensation of pleasure emerges from within a person since shopping may truly relieve exhaustion from various daily chores, especially when done online, and because shopping has become a pastime, even though simply looking around can make some people happy (Xu et al., 2020). Finally, simply glancing around piques someone's curiosity when they notice a selection of new things that they haven't seen before.

According to Ahmed et al. (2020), the value of hedonic shopping is crucial in impulsive purchasing behaviors. Because, in this scenario hedonic shopping might increase consumers' want to always go shopping, not just out of necessity, but also out of the consumer's own desire to make a spontaneous buy. Several studies have found that the value of hedonic shopping has an effect on impulsive purchasing, such as Hursepuny & Oktafani's (2018) study, which found that hedonic shopping motivation has a positive and substantial affect on impulse buying. According to Zayusman & Septrizola's (2019) research, hedonic shopping has a favorable and substantial influence on impulse purchase. However, this is unrelated to Rahmawati's (2018) study, which found that hedonic purchasing motive has no influence on spontaneous purchases. Nurudin's et al. (2021) research also shows that hedonic shopping incentive has a negative and substantial influence on impulsive purchase.

There are two types of shopping motivation: utilitarian shopping motivation and hedonic

shopping motivation (Vieira et al., 2018). Utilitarian buying motives are those that motivate customers to purchase things based on their functional advantages (Kumar & Kashyap, 2018). Whereas someone may be encouraged to shop in order to meet their hedonic requirements, which will result in a sense of fulfillment that creates happy emotions, even if the thing that consumers buy is not necessarily the one that they need and intend to buy (Tarka et al., 2022). Positive feeling is defined as condition which the prospective customer is in a good mood as a result of his urge to satisfy himself through impulsive purchase (Yi & Jai, 2020).

According to Wahyuni & Rachmawati (2018), hedonic shopping motivation has an influence on impulsive purchasing through positive mood. Then, according to Mardhiyah & Sulistyawati (2021) research, hedonic buying motive has an influence on happy feeling, where positive emotions can impact impulse purchases. Hidiyani & Rahayu (2021) discovered that customers in good moods were more likely to make spontaneous purchases than those in bad moods. A good emotional state will produce two primary feelings: pleasure and desire, both of which arise from psychological or impulsive

impulses (Yi & Jai, 2020). According to Darma & Japariato (2014), positive emotion has an influence on impulsive purchasing through positive emotions, however Pradiatiningtyas (2019) finds that positive emotion has no mediating effect on impulse buying.

The elements listed above are things that might cause customers to make spontaneous purchases, and this is a fantastic chance for businesses to encourage consumers to be interested in making spontaneous purchases in e-commerce. The lack of boundaries and time between vendors and buyers makes it easier for businesses to gain clients. It's only that numerous rivals are also involved in the internet network, which must be taken into account in this facility. The authors are interested in doing a research about Indonesia's e-commerce which discussed about several variables: hedonic shopping motivations, positive emotions, and impulsive buying behavior based on the description and research framework in below. The problems that can be formulated based on the background above, are how does hedonic shopping motivation affect impulse buying of E-Commerce in Indonesia, which is mediated by positive emotions?

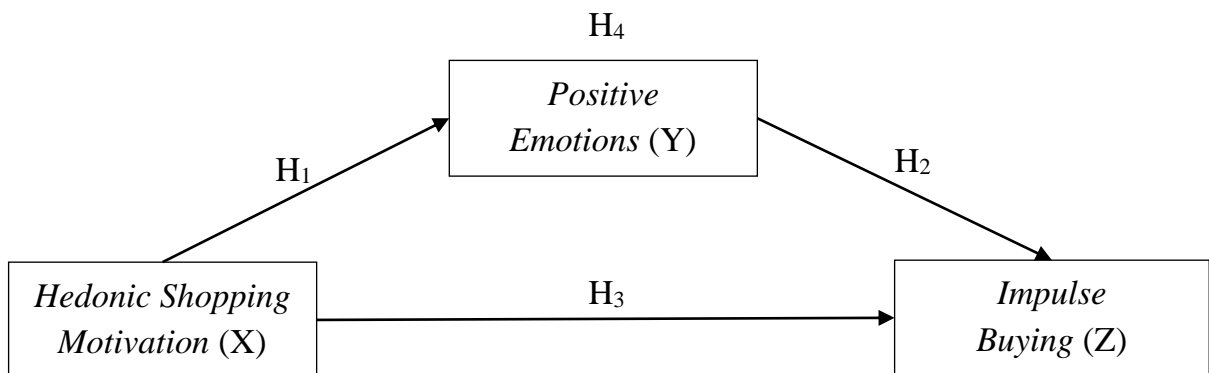


Figure 1. Research Framework Development

Source: Researchers Processed, 2022

Hypothesis Development

According to Darma & Japariato (2014), hedonic motivation is a purchasing behavior motivated by conduct connected to the five senses, imaginations, and emotions that make material pleasure and

delight the primary objective of life. Hursepuny & Oktafani (2018) state that hedonic buying motivation is an attempt to investigate pleasure and how consumers strive to pursue a pleasure. Most emotionally arousing consumers get a hedonic purchasing experience. According

to (Xu et al., 2020; Mardhiyah & Sulistyawati, 2021) hedonic shopping motivation is an inclination to purchase as a result of subjective perspectives that affect positive emotions to seek pleasure.

H1: Hedonic shopping motivation has a favorable and significant influence on positive emotions in Indonesian e-commerce.

Positive emotion, according to Sudarsono (2017), defined as a person's mood that impacts decision making, which tends to minimize complexity and time in decision making while making a purchase. Meanwhile, Andani & Wahyono (2018) and Yi & Jai (2020) describe positive emotion as a mood that impacts and dictates the intensity of a consumer's unplanned purchase decision making or impulsive buying. Based on the previous reasons above and according to Hidiani & Rahayu (2021), it is possible to conclude that positive emotion is a pleasant feeling, such as happiness or pleasure that might affect someone's decision while making a purchase.

H2: In Indonesia, positive emotions have a favorable and substantial influence on impulsive buying E-Commerce.

According to Ahmed et al. (2020), the value of hedonic shopping is crucial in impulsive purchasing behaviors. The findings of (Hursepuny & Oktafani, 2018; Wahyuni & Rachmawati, 2018; Zayusman & Septrizola, 2019) study show that hedonic shopping motivation has a positive and significant effect on consumer impulse buying. Because, in this scenario hedonic shopping might increase consumers' want to always go shopping, not just out of necessity, but also out of the consumer's own desire to make a spontaneous buy (Tarka et al., 2022). From the explanation above, hedonic shopping motives are customers' drive to buy that is affected by emotions to acquire their own pleasure without regard for the advantages of the things purchased.

H3: In Indonesia, hedonic shopping motivation has a favorable and large influence on impulsive buying E-Commerce.

The findings which also shows that hedonic shopping motivation has a positive and significant effect on consumer impulse buying through positive emotions (Darma & Japariato, 2014; Andani & Wahyono, 2018; Diah et al., 2019; Nurlinda & Christina, 2020; Soelton et al., 2021). This glad urge emerges from within a person since shopping may truly relieve exhaustion from various daily chores, even if done online, because shopping has become a pleasure in a person, even if simply glancing around is enough to make some people happy or positive emotions (Hursepuny & Oktafani, 2018). Finally, simply glancing around piques someone's attention when they find a selection of new things that they don't have and enticing promotional offers.

H4: Hedonic shopping motivation, as mediated by positive emotions, has a favorable and substantial impact on E-Commerce impulsive buying in Indonesia.

Method

The findings of this study are anticipated to give input and information to online business operators, particularly e-commerce, in order for them to better understand customer impulsive buying behavior and capitalize on current possibilities. Furthermore, this research is predicted to be used in decision-making for the community to gain confidence in performing spontaneous purchases as a consequence of hedonic purchasing incentives and good feelings in e-commerce. The quantitative research method was applied in this study, utilizing a causal approach.

The research targeted specific groups as respondents who would provide the necessary information for this study and who met certain predetermined criteria. The respondents were screened to ensure that

they could recall their most recent online shopping experience. The selection criteria for respondents were Indonesian e-commerce users who had visited, purchased from, or utilized the services of online retailers at least once in the preceding six months. This study's target population consisted of all adult male and female Indonesians who were at least 17 years old.

This study's demographic consists of all e-commerce users in Indonesia who have completed e-commerce purchases. This study will employ a minimum sample of 385 respondents with a probability value of 95% and a level error of 5%. Structural Equation Modeling was employed as analytical tool in this investigation. The Smart PLS version 3 program was used for hypothesis testing to investigate the causality link in the suggested structural model between the independent and dependent variables, such as the validity and reliability of research instrument as a whole.

Results

There are two steps in SmartPLS data processing: the computation of the outside model and the calculation of the inner model. The following are the findings of data gathering from a sample of 400 valid respondents.

Outer Model Research Findings.

The outer of this model was used to see how each indication affected the latent variable. Figure 2 depicts the measurement model for the validity and reliability test, the model defined as the propensity, and the path coefficient for the equation model. To assess validity and reliability, measurement models or outer models are used. Convergent and discriminant validity, composite reliability, and Cronbarch's alpha are the measuring models. In this study, Figure 2 depicts a partial least squares outer model.

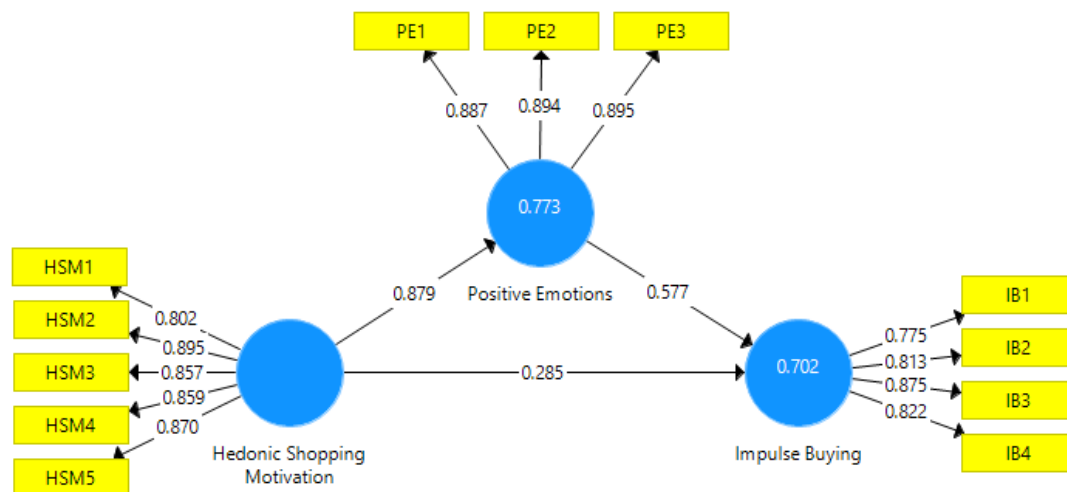


Figure 2 Outer Model Research Findings

Source: Researchers Processed, 2022

The assessment of the outer model is a critical stage in evaluating the measurement model. The investigation of the link between latent variables and their indicators is connected to the measurement of the outer model. The outer model is measured by examining its reliability and validity. A convergent validity test (convergent validity) and a discriminant validity test

were performed to assess the validity. In addition to confirming each variable in the SEM-PLS study, reliability tests, especially composite reliability and Cronbach's alpha, were performed. All study indicators were subjected to thorough convergence validity and reliability testing, as indicated in Table 2.

Table 2. Outer Model Research Findings Test

| Variable | Indicator | Factor Loading | Validity Results | Composite Reliability | Cronbach Alpha | Reliability Results |
|------------------------------------|---|----------------|------------------|-----------------------|----------------|---------------------|
| Hedonic Shopping Motivation | The desire to find something interesting through e-commerce. | 0.802 | Valid | 0.933 | 0.909 | Reliable |
| | There is pride when finding and buying discounted items on e-commerce. | 0.895 | Valid | | | |
| | It's easy to find information in e-commerce according to the desired keywords. | 0.857 | Valid | | | |
| | Share information and online shopping experiences with like-minded people. | 0.859 | Valid | | | |
| | Transactions in e-commerce as a relaxed way of shopping. | 0.870 | Valid | | | |
| Positive Emotions | The degree to which individuals feel good things about themselves when shopping in e-commerce. | 0.887 | Valid | 0.893 | 0.840 | Reliable |
| | Passion or reaction that arises in an individual as a result of transacting in e-commerce. | 0.894 | Valid | | | |
| | The feeling that consumers respond to when controlling or being controlled by the e-commerce environment. | 0.895 | Valid | | | |
| Impulse Buying | Encouragement to make purchases in e-commerce. | 0.775 | Valid | 0.921 | 0.872 | Reliable |
| | A persistent desire to make purchases on e-commerce. | 0.813 | Valid | | | |
| | Strong passion in making product purchases in e-commerce. | 0.875 | Valid | | | |
| | Don't think about the consequences when shopping on e-commerce. | 0.822 | Valid | | | |

Source: Researchers Processed, 2022

The convergent validity of the measurement model using the loading factor, as shown in the table above, indicates that all indicators have a factor loading value larger than 0.7. As a result, it is possible to infer that all of these signs are correct. A construct is considered to be trustworthy if its composite reliability value is more than 0.7 and its Cronbach's alpha is greater than 0.7 (Wong, 2019). According to the smartpls output, all variables have a composite reliability value greater than 0.7 and a Cronbach's alpha greater than 0.7. As a

result, it is possible to infer that all of these factors are very reliable.

Inner Model Research Findings.

The structural model is tested to test and determine the link between latent components in a model. According to Sarstedt & Cheah (2019), R square testing was performed on endogenous variables to examine their capacity to explain exogenous variables using the criterion of 67% (strong), 33% (moderate), and 19% (weak). The inner model test seeks to ascertain the impact of the construct as well

as the significance of the R square value of the research model used. The following step is to determine if there is a substantial and strong effect between endogenous and exogenous factors. This study used a two-party test with a 5% error rate. In order to

test this hypothesis, a critical value of 1.96 must be obtained. If the t-statistic value exceeds the crucial value of 1.96, there is a substantial interaction between latent, exogenous, and endogenous factors.

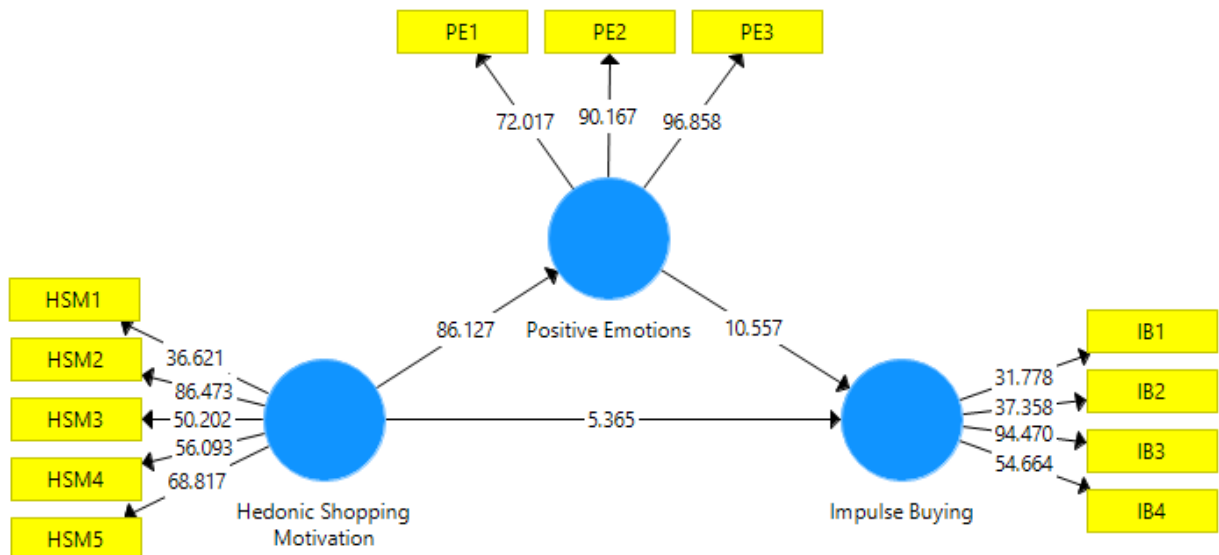


Figure 3. Inner Model Research Findings

Source: Researchers Processed, 2022

The direct relationship results are based on the bootstrap approach and the PLS-SEM algorithm. Following a detailed examination of the route coefficients in the outer model, it is clear from the t-statistical results that (path coefficient, standard deviation, t-statistic value, and P values). If it is positive, it implies that each variable has a strong positive influence, and vice

versa. The t-statistics and p-value values indicate importance level of the association (Gerald, 2018). If the t-count value is more than 1.96, the effect of each variable is significant. When the p-value is less than 0.05, another factor to evaluate is the association between variables (Marcelino & Widodo, 2021).

Table 3. Inner Model Research Findings Test (Hypothesis Test)

| Link Each Variables | Path coefficient | t-statistic | P value | Conclusion | R square |
|---|------------------|-------------|---------|--------------------------|----------|
| <i>Hedonic Shopping Motivation → Positive Emotions</i> | 0.879 | 86.127 | 0.000 | Ho rejected, H1 accepted | 77.3% |
| <i>Positive Emotions → Impulse Buying</i> | 0.577 | 10.557 | 0.000 | Ho rejected, H2 accepted | |
| <i>Hedonic Shopping Motivation → Impulse Buying</i> | 0.285 | 5.365 | 0.000 | Ho rejected, H3 accepted | 70.2% |
| <i>Hedonic Shopping Motivation → Positive Emotions → Impulse Buying</i> | 0.507 | 10.509 | 0.000 | Ho rejected, H4 accepted | |

Source: Researchers Processed, 2022

According to table 3, the R Square value of the latent variable endogenous positive emotions is 77.3 percent, which meets the criterion for a "strong" R square value under the specified parameters. As a result, exogenous hedonic shopping motivational factors can explain or impact 77.3 percent of endogenous positive emotions. The remaining 22.7 percent is impacted by factors not investigated in this study.

In line with the set criteria, the impulsive purchase variable acquired a R square value of 70.2 percent, which was included in the "strong" R square value criteria. As a result, 70.2 percent of the impulsive purchase variables in this study may be explained or impacted by exogenous hedonic shopping motivation and positive emotions factors. Furthermore, 29.8 percent is impacted by variables outside of this study model.

The first, second, third, and fourth hypotheses were accepted, indicating that all exogenous factors had a positive and substantial influence on the endogenous variables under consideration. Where the computed t value for each variable connection found is more than the t table value of 1.96 with a P value of 0.000, which is less than 0.05.

Discussion

Hedonic Shopping Motivation to Positive Emotions. The findings of this study back up prior research by Xu et al. (2020), who believe that hedonic buying motive is synonymous with the satisfaction of non-functional features of consumers, i.e. purchasing not to meet necessities but to satisfy consumers' emotional aspects. This hedonic buying motive, according to Darma & Japarianto (2014), refers to the sensation of pleasure and happiness that customers get from the whole shopping experience. This pleasant shopping experience is generated by the fulfillment of emotional desires in order to minimize or diminish negative sensations in customers (Mardhiyah & Sulistyawati, 2021).

According to Hursepuny & Oktafani (2018), hedonic purchasing motive is synonymous with the fulfillment of non-functional components of consumers, meaning shopping not for requirements but for emotional pleasure aspects of consumers.

Positive Emotions to Impulse Buying.

This conclusion is consistent with Yi & Jai (2020) study, which discovered that pleasant emotions had a positive link with impulse buying behavior. According to Sudarsono (2017), pleasant emotions felt by customers would motivate them to purchase a product without previous preparation, often known as an impulsive purchase. According to Andani & Wahyono (2018), impulsive shoppers have strong arousal and emotions of enjoyment. This statement claims that impulsive purchasers make purchases because they are pleased and have favorable feelings. Positive emotions, according to Hidiani & Rahayu (2021), will influence positive judgments, whereas negative emotions would influence negative evaluations. According to Karimi & Liu (2020), positive emotions are moods that impact and affect the intensity of consumer choice making.

Hedonic Shopping Motivation to Impulse Buying.

Zayusman & Septrizola (2019) study aimed at partially understanding and studying the influence of hedonic shopping incentive on impulse buying on Shopee users. Hedonic motivation had a favorable and substantial influence on impulsive shopping at Shopee, based on previous findings. According to Wahyuni & Rachmawati (2018), the value of hedonic shopping is crucial in impulsive purchasing behaviors. Because, in this scenario, hedonic shopping might increase consumers' want to always go shopping, not just out of necessity, but also out of the consumer's own desire to make a spontaneous buy.

This glad urge emerges from within a person since shopping may truly relieve

exhaustion from various daily chores, even if done online, because shopping has become a pleasure in a person, even if simply glancing around is enough to make some people happy (Hursepuny & Oktafani, 2018). Finally, simply glancing around piques someone's attention when they find a selection of new things that they don't have and enticing promotional offers (Tarka et al., 2022). The findings of Ahmed et al. (2020) study show that hedonic shopping motivation has a positive and significant effect on consumer impulse buying, as do the findings of Hursepuny and Oktafani's (2018) study, which also shows that hedonic shopping motivation has a significant positive effect on impulse buying for consumers.

Hedonic Shopping Motivation Mediating by Positive Emotions to Impulse Buying.

Darma & Japariato (2014) define hedonic buying motivation as an endeavor to investigate pleasure and how customers strive to pursue pleasure. The majority of emotionally arousing customers have hedonic purchasing experiences. In Rahmawati (2018) study, the goal is to examine the effects of hedonic purchasing incentive on happy emotions and their impact on impulsive buying in Berrybenka.com E-Commerce. To determine the influence of the intermediary variable, route analysis and the sobel test were used in this study. According to the findings of previous study (Andani & Wahyono, 2018; Diah et al., 2019; Nurlinda & Christina, 2020; Soelton et al., 2021), hedonic shopping incentive has a direct and indirect influence on impulse purchase via good feelings.

Implications

This study investigated a structural model that analyzed the links between Indonesian people's hedonic shopping incentive, pleasant mood, and e-commerce impulsive buying behavior. It helps online retailers and academics understand the structural correlations that exist between customer variables and e-commerce impulse buying

behavior. In the structural model, the hedonic motivating component (e.g., exploration, value, idea, social, and relaxation sense in shopping) and emotional components can predict customers' e-commerce impulsive buying behavior (e.g. pleasure, arousal, and dominance). In this study, hedonic shopping motivation and happy emotions had a greater impact on e-commerce impulsive buying, supporting the significant link between product engagement and the proclivity for product-specific impulse purchase while shopping.

Several factors for the occurrence of impulse buying are due to the increase in hedonic shopping motivation due to the digital marketing strategy launched by each marketplace and the products in it. Influencers on social media are also one of the causes of the increase in hedonic shopping motivation. This is because when opening social media there are many influencers with various product endorsements that make curiosity arise and then want to fulfill these desires so that they feel satisfied and happy which then generates positive emotions and will lead to unplanned product purchases. Then in marketplaces like shopee where there are many interesting sales promotions, this creates positive emotion and makes someone feel happy and feel benefited by this sales promotion and unplanned purchases or impulse buying occur. In this case, companies must be able to see what can influence consumer impulse buying in order to increase sales.

Limitations

This research has certain limitations. First, the data were gathered from Indonesians, limiting generalizations. Another restriction was the use of just two predictor variables linked to e-commerce impulsive purchase (hedonic shopping incentive and pleasant mood). Furthermore, the study is constrained by the study's generalization of e-commerce items rather than specific categories or brands. Further research should be conducted to improve on the

findings of this study. First, more representative samples with a greater geographic scope and cross-national comparisons are required. Second, e-commerce impulsive purchasing should be expanded to incorporate additional customer traits and situational factors such as personality, status consumption inclinations, shopping enjoyment, loyalty, available time, and available money. Third, this research might be expanded to include branding or various e-commerce sectors. Another extension would be to look at online purchasing and focus on impulsive purchases of certain brands, as well as what these brands signify to the impulse buyer. Finally, empirical testing of the idea of impulsive buying in relation to e-commerce items is required. This might be done by using the measurements in various settings with various e-commerce, as well as by distinguishing impulsive buying between e-commerce product categories and brands within each category.

Conclusions

The findings revealed that hedonic shopping motivation had a direct impact on e-commerce impulsive purchases and positive emotion. Positive mood boosted e-commerce impulsive purchasing from a hedonic standpoint, but hedonic shopping motivation is directly related to e-commerce impulse buying. Furthermore, there is evidence that both hedonic purchasing motivation and positive emotion are major determinants of e-commerce impulse purchases by customers. This study discovered that among Indonesians, e-commerce impulse purchases are better aligned with good emotional unexpected purchases. Furthermore, this study supports the mediating effect of positive emotional fulfillment on the relationship between hedonic shopping motivation and impulsive purchasing. Then implies that hedonic shopping incentive has an indirect influence on e-commerce impulse purchasing.

Suggestions

Consumers' favorable emotional states and in-store hedonic experiences should be taken into account by online retailers since they might induce impulse purchases in e-commerce. Furthermore, vendors must constantly stimulate consumers' spontaneous purchases and good emotions through online catalogue design, online product displays, package design, and online sales. Efforts to expand e-commerce market share are evolving away from a focus just on item breadth, depth, and quality and toward a focus on delivering a pleasant, enjoyable experience for the consumer who is interested in more than just the goods. Unless an online store has a distinct product offering or price strategy, merchants can differentiate their site by capitalizing on the link between the online store's ambience and the emotional state of the buyer. Shoppers who visit a business because they enjoy the atmosphere may unintentionally spend more money as a result of the upbeat attitude. Even if customers are in a bad mood when they arrive, they may get emotionally invigorated and spend more than they anticipated. Customers may feel more at ease at the moment of purchase if the layout is appropriate and the customer service is efficient. Sellers must concentrate on entertainment, curiosity, and excitement just as much as they do on achieving the correct inventory mix and price. Sellers can make impulsive purchases less risky through simple return procedures, or they can increase impulse purchase enablers such as extending credit and shop hours by emphasizing the relative logic and non-economic benefits of impulse purchasing in advertising campaigns. Therefore more investigation is required.

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