



THE EFFECT OF HEDONIC SHOPPING MOTIVATION, SHOPPING LIFESTYLE AND FEAR OF MISSING OUT ON IMPULSIVE BUYING WITH POSITIVE EMOTION AS A MEDIATION IN GENERATION Z (SHOPEE E-COMMERCE USER CASE STUDY)

PENGARUH HEDONIC SHOPPING MOTIVATION, SHOPPING LIFESTYLE DAN FEAR OF MISSING OUT TERHADAP IMPULSIVE BUYING DENGAN POSITIVE EMOTION SEBAGAI MEDIASI PADA GENERASI Z (STUDI KASUS PENGGUNA E-COMMERCE SHOPEE)

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Abstract

Shopee, as one of the e-commerce establishments established in 2015 and part of the Sea Group in Southeast Asia, has succeeded in creating a safe, user-friendly and fast online shopping platform. With strong operations in seven markets in Southeast Asia, Shopee not only provides a platform for buyers to find products, but also provides training and support to their sellers. The rapid growth of e-commerce in Indonesia is also influenced by factors such as the increase in population, increasing smartphone and internet users, and the development of financial technology companies. The convenience of online shopping encourages consumers to buy various desired products so that they are encouraged to behave consumptively. This then stimulates the phenomenon of impulse buying in consumers. Currently, economic activities are dominated by Generation Z's behavior to carry out activities such as scrolling, online shopping, and making transactions. Some marketplaces have not paid attention to the positive emotions of consumers with the Generation Z group in the target market, hedonic shopping motivation, fear of missing out, and shopping lifestyle that can trigger impulsive purchases which are part of the consideration of the preparation



and strategy of innovative marketing targets according to the needs of market psychology. This study aims to find out how much respondents assess hedonic shopping motivation, fear of missing out, and shopping lifestyle, find out the influence of hedonic shopping motivation, fear of missing out, and shopping lifestyle on impulse buying generation Z, find out the influence of positive emotions on impulse buying generation Z, to know the influence of hedonic shopping motivation, fear of missing out and shopping lifestyle on impulse buying through positive emotions. This study uses a quantitative method. The sampling technique uses purposive sampling. The data obtained was 385 respondents by distributing questionnaires online. The respondents in this study are Generation Z Shopee users in Indonesia. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) which was then processed with SMARTPLS. The results of this study are hedonic shopping motivation, fear of missing out, shopping lifestyle, positive emotion have a significant positive effect on impulse buying.

Keywords: hedonic shopping motivation, shopping lifestyle, fear of missing out, positive emotion, impulse buying.

Abstrak

Shopee sebagai salah satu e-commerce yang berdiri sejak 2015 dan merupakan bagian dari Sea Group di Asia Tenggara, telah berhasil menciptakan platform belanja online yang aman, user-friendly dan cepat. Dengan operasional yang kuat di tujuh pasar di Asia Tenggara, Shopee tidak hanya menyediakan platform bagi pembeli untuk menemukan produk, tetapi juga memberikan pelatihan dan dukungan kepada penjualnya. Pertumbuhan e-commerce di Indonesia yang pesat juga dipengaruhi oleh faktor seperti peningkatan penduduk, pengguna smartphone dan internet yang meningkat, serta perkembangan perusahaan teknologi finansial. Kemudahan berbelanja online mendorong konsumen untuk membeli berbagai produk yang diinginkan sehingga mendorong untuk berperilaku konsumtif. Hal inilah yang kemudian menstimulus terjadinya fenomena impulse buying pada konsumen. Saat ini, kegiatan ekonomi didominasi oleh perilaku Generasi Z untuk melakukan aktivitas seperti scrolling, berbelanja online, dan melakukan transaksi. Beberapa marketplace belum memperhatikan emosi positif konsumen dengan kelompok Generasi Z dalam target pasar, hedonic shopping motivation, fear of missing out, serta shopping lifestyle yang dapat memicu pembelian secara impulsif yang menjadi bagian dari pertimbangan penyusunan dan strategi target pemasaran secara inovatif sesuai kebutuhan psikologi pasar. Penelitian ini bertujuan untuk mengetahui seberapa besar penilaian responden terhadap hedonic shopping motivation, fear of missing out, serta shopping lifestyle. Mengetahui pengaruh hedonic shopping motivation, fear of missing out dan shopping lifestyle terhadap impulse buying generasi Z, mengetahui pengaruh emosi positif terhadap impulse buying generasi Z, mengetahui pengaruh hedonic shopping motivation, fear of missing out dan shopping lifestyle terhadap impulse buying melalui emosi positif. Penelitian ini menggunakan metode kuantitatif. Teknik pengambilan sampel menggunakan purposive sampling. Data yang diperoleh yaitu 385 responden dengan menyebarkan kuesioner secara online. Responden pada penelitian ini merupakan pengguna Shopee Generasi Z yang berada di Indonesia. Analisis data menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS) yang kemudian diolah dengan SMARTPLS. Hasil penelitian ini adalah hedonic shopping motivation, fear of



missing out, shopping lifestyle, positive emotion berpengaruh positif signifikan terhadap impulse buying.

Kata Kunci: hedonic shopping motivation, shopping lifestyle, fear of missing out, positive emotion, impulse buying.

1. INTRODUCTION

The development of digital technology has driven a major transformation in people's consumption behavior, especially with the presence of e-commerce platforms that allow the buying and selling process to be fast, easy and flexible. In Indonesia, the increase in the use of e-commerce is very significant, driven by high internet penetration and smartphone use in almost all levels of society. According to the e-Conomy SEA report by Google, Temasek & Bain (2022), Indonesia is one of the fastest-growing e-commerce countries in Southeast Asia, with transaction value dominated by young users. One of the most dominant segments in this ecosystem is Generation Z, which is an individual born between 1997 and 2012, who are known as the digital-native generation because they are used to coexisting with technology from an early age (McKinsey et al., 2022).

Along with the passage of time, people enjoy business development in the form of online buying and selling transactions or online shops (e-commerce). Electronic commerce or E-commerce is one of the results of the development of internet technology. According to E. Turban et al (2012:38) electronic commerce (electronic commerce, abbreviated as EC, or e-commerce) includes the process of buying, selling, transferring, or exchanging products, services or information through a computer network, including the internet. E-commerce introduces a new lifestyle to people, namely online shopping. Online shopping is a way for consumers to search, browse, and buy the products they want by using e-commerce platforms (Awais et al., 2022). People prefer to buy online rather than going to a physical place to get what they want (Cahyani & Marcelino, 2023).

There are reasons why consumers shop online. Respondents shop online because it saves more time and effort. This is because online shopping can be done anytime and anywhere, without the need to leave the house. Online shopping can save time because consumers don't have to go to a physical store to shop. In addition, it can save energy as well because they don't need to take their groceries home. This is because in online stores, consumers can compare prices from various sellers in a short time, and can also see reviews from other buyers to find out the quality of the product.

Based on the Topbrand-award (2024), it shows that Shopee will be ranked first in the Top Brand Award in 2024. This also shows that Shopee is the most in demand in Indonesia compared to its competitor brands. Shopee meets all sorts of human needs that are feature-rich and considered profitable, such as free shipping coupons, shopping discounts, discounts, etc. (Andika et al., 2021). One of the key features is the flash sale and limited-time offers that are presented at certain intervals every day. This feature creates a sense of urgency and time pressure that encourages consumers to make a purchase immediately without long consideration. In addition, real-time notifications and countdown timers on certain products add an emotional boost so that consumers don't miss an opportunity. Shopee also uses gamification features, such as daily missions, voucher claims, and shopping coins, which trigger active engagement and a sense of joy when shopping, thus strengthening hedonic motivation. The Shopee Live feature and seller/influencer live streaming allow consumers to



view products in real-time, interact with sellers, and make purchases directly during the show. This experience adds an element of entertainment to the shopping process (shoppertainment), which has been proven to increase the emotional buying impulse.

One of the factors that affect buyers' impulsive actions is hedonic shopping motivation (Ahmadova & Nabiyeveva, 2023). Hedonic shopping is concerned with feelings and emotions. R. A. Nurlinda & Christina (2020) revealed that impulse buying is caused by consumers' desire to meet hedonistic needs. Consumers often experience impulse purchases when driven by hedonic shopping motivation because consumers think that shopping is a pleasure in itself when what they previously needed was not met (Tirtayasa et al., 2020). Hedonistic motifs describe the buying process of pleasure, luxury and comfort and are based on selfish needs, curiosity, entertainment, self-expression (Park et al., 2012; in Indrawati et al., 2022). Hedonistic motives are believed to be more personal and subjective than a person's utilitarian motives, thus creating the emotions of excitement and pleasure associated with impulse purchases. Hedonistic motivation causes a person to buy for pleasure (Peranginangin, 2023).

In addition to hedonic shopping motivation, FoMO is also one of the factors that affect impulse buying. FoMO is one of the psychological phenomena that is increasingly prominent in the digital era, especially among Generation Z. FoMO refers to feelings of anxiety or fear of missing out on an ongoing experience, information, or trend, which is often triggered by exposure to social media content and digital interactions. With the growing era of technology and the presence of social media, Gen Z's shopping behavior is often influenced by trends and mindsets FoMO (Fear of Missing Out), which encourages them to keep up with developments by buying the latest products and prioritizing shopping according to impulsive lifestyle needs. And then there is a change in behavior from initially shopping with a plan to unplanned shopping, resulting in impulsive buying (Wulan et al., 2019).

According to Setiadi (2013:38), impulse buying occurs due to the stimulation of a shopping lifestyle. According to Minor and Mowen in Vinna (2015:27), lifestyle is showing how people live, how to spend their money and how to allocate time (shopping lifestyle). According to Cobb and Hoyer (in Japariato and Sugiharto 2011) the shopping lifestyle can be measured by responding to buy every advertising offer regarding a fashion product, buying the latest model clothes when looking at it, shopping for the most famous brands, being sure that the well-known brands (product categories) that are the best bought in terms of quality, often buying different brands of products rather than the brands they usually buy and believing that there are other brands (product categories) that are the same as Purchased. Shopping lifestyle is important because it reflects how a person can do shopping activities well, be interested in something and one's opinion in spending money and how to allocate time.

Positive emotion has an important role in the impulsive buying process (Park et al., 2006; in Yi and Jai, 2019). Positive emotions are positive feelings such as feelings of pleasure, love, liking, enjoying, and satisfaction (Peter & Olson, 2014; in R. A. Nurlinda & Christina, 2020). Lerner et al. (2015) in Yi and Jai (2019) state that positive emotions stimulate people to gain instant satisfaction over purchasing behavior. Positive emotion is measured by several indicators in the form of feeling happy, feeling satisfied, feeling comfortable, feeling excited, feeling enthusiastic and feeling unable to control themselves. Peter and Olson (2014:43) who stated that consumers who have a high level of positive emotions are able to improve their behavior in impulse buying. In a study (Diksita & Jatra, 2018) it was stated that the positive emotion variable had a positive and significant effect on impulse buying.



So, from the phenomenon above regarding the variables of hedonic shopping motivation, fear of missing out, shopping lifestyle and positive emotion encourage many people to make impulsive purchases, without thinking about their actual needs. The research focuses on one of the e-commerce brands in Indonesia, namely Shopee and generation Z in Indonesia, which is the subject of the research. The consumption behavior pattern of generation Z is different from the previous generation because this generation has the characteristics of "screen addicts", meaning that generation Z individuals do not know the world without internet access, cannot remember or understand the world without smartphones and social media (Vieira et al., 2020) and generation Z likes to find new things on the internet and other digital platforms according to the characteristics of the generation who are more digitally literate (Kredivo, 2023). There is a study by Djafarova & Bowes, 2021, which shows that 41% of generation Z consumers are impulse buyers, followed by millennials at 34%, and Generation X at 32%. Therefore, the use of e-commerce platforms, especially in generation Z, can trigger shopping because of the ease with which customers obtain information about various things through e-commerce so as to motivate them to always want to buy items that they do not have even though they are not urgent needs and to satisfy personal pleasure so that impulse purchases or unplanned purchases arise (Cahyani & Marcelino, 2023).

Therefore, the researcher is interested in further research with the title of the research "The Influence of Hedonic Shopping Motivation, Fear of Missing Out and Shopping Lifestyle on Impulsive Buying with Positive Emotions as a Mediation in Generation Z (Shopee E-Commerce User Case Study)". This research is expected to provide a deeper understanding and as a new contribution to science related to digital marketing and the influence of marketplaces, especially on society.

2. RESEARCH METHOD

In this study, the researcher used a quantitative research method. The quantitative method is a research method that is suitable for use in a large population, the problem is clear, observed, and measurable, which is used by researchers to test hypotheses (Sugiyono, 2022). This study uses causality and descriptive types of research. Sugiyono (2022:37) states that causal research is defined as a relationship that has cause and effect between independent variables (influencing variables) and dependent variables (influenced variables). Meanwhile, according to Hardani et al., (2020:54) descriptive research is defined as research that is directed to provide various facts, events and symptoms that are carried out accurately and systematically related to the traits possessed by the population. In this study, the author used a survey method by distributing questionnaires to the intended respondents. The survey was conducted by providing written questions to respondents with appropriate and predetermined criteria to collect data that was further described, explained, and compared related to their behavior, attitudes and knowledge (Sekaran & Bougie, 2016:142).

The population in this study is Shopee marketplace users. The sample collection technique used in this study is a non-probability sampling technique with a purposive sampling type. This technique was chosen because the researcher needs respondents with certain criteria that are relevant and able to provide data that is appropriate to the context of the variables being studied. The criteria used in the selection of the sample are Shopee generation Z consumers with an age range of 13-28 years, respondents are active users of the Shopee platform, have made purchases at least 3 times on Shopee in the last 3 months and have made impulse



purchases on Shopee. These criteria are set to ensure that the data collected is genuinely from relevant individuals and has direct experience that can shed light on the relationship between hedonic shopping motivation, fear of missing out, shopping lifestyle, positive emotion and impulsive buying. So that the sample obtained in this study was 385 respondents.

The research instrument is validated through validity and reliability tests before being used for data collection. Data analysis was carried out using the Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS) approach. Hypothesis testing and model analysis are carried out through SmartPLS software to determine the direct and indirect influence of variables.

3. RESULTS AND DISCUSSION

Based on the results of responses from 385 respondents about the variables in the study, the researcher outlined the respondents' answers grouped in descriptive statistics using average scores and categories. The measurement of the descriptive analysis in this study is by using the calculation of the results of the questionnaire which is grouped into five choices, namely: strongly disagree (STS), disagree (TS), agree moderately (CS), agree (S) and strongly agree (SS). The results of the descriptive analysis aim to help explain the dependent, mediated, and independent variables used in this study, namely the various driving factors of Impulse Buying and Positive Emotion as mediating variables, namely Hedonic Shopping Motivation, Shopping Lifestyle and Fear of Missing Out.

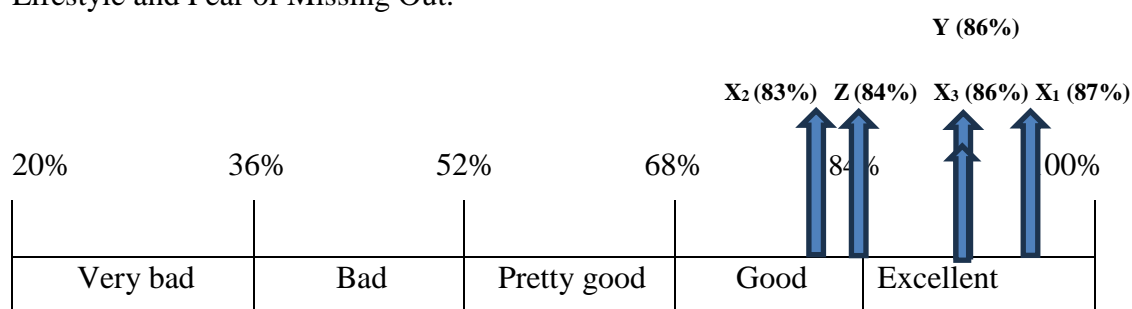


Figure 1. Descriptive Test Continuum Line

The figure above shows the recapitulation of the descriptive analysis of each variable in the study. It can be seen that the Hedonic Shopping Motivation variable has the highest percentage of 87%, followed by the Fear of Missing Out and Impulse Buying variables with a percentage of 86% each, and the Positive Emotion variable has a percentage of 84%. Finally, the Fear of Missing Out variable has a percentage of 84%. The following is the loading factor value calculated on the results of the outer model test.

Table 1. Convergent Validity Test

Variabel	Dimension	Indicator	Outer Loading (>0.70)	Average Variance Extracted (AVE) (>0.5)	Information
Hedonic Shopping Motivation (X ₁)	Adventure / Explore Shopping	HSM1	0.831	0.694	Valid
		HSM2	0.796		Valid
	Relaxation / Gratification Shopping	HSM3	0.826		Valid
		HSM4	0.846		Valid
	Value Shopping	HSM5	0.911		Valid
		HSM6	0.850		Valid
	Idea Shopping	HSM7	0.872		Valid



		HSM8	0.836		Valid
		HSM9	0.830		Valid
<i>Shopping Lifestyle (X₂)</i>	<i>Activities</i>	SL1	0.761	0.759	Valid
		SL2	0.876		Valid
		SL3	0.869		Valid
	<i>Interest</i>	SL4	0.923		Valid
		SL5	0.909		Valid
		SL6	0.798		Valid
	<i>Opinion</i>	SL7	0.800		Valid
		SL8	0.816		Valid
		SL9	0.749		Valid
<i>Fear of Missing Out (X₃)</i>	<i>Fear</i>	FoMO1	0.791	0.735	Valid
		FoMO2	0.925		Valid
		FoMO3	0.903		Valid
	<i>Concerns</i>	FoMO4	0.911		Valid
		FoMO5	0.893		Valid
		FoMO6	0.875		Valid
	<i>Anxiety</i>	FoMO7	0.889		Valid
		FoMO8	0.873		Valid
		FoMO9	0.762		Valid
<i>Positive Emotion (Z)</i>	<i>Joy</i>	PE1	0.826	0.721	Valid
		PE2	0.802		Valid
		PE3	0.804		Valid
	<i>Contentment</i>	PE4	0.860		Valid
		PE5	0.887		Valid
	<i>Love</i>	PE6	0.805		Valid
		PE7	0.841		Valid
	<i>Interest</i>	PE8	0.821		Valid
		PE9	0.798		Valid
<i>Impulsive Buying (Y)</i>	<i>Spontaneity</i>	IB1	0.782	0.691	Valid
		IB2	0.803		Valid
	<i>Strength, Compulsions, Intensity</i>	IB3	0.875		Valid
		IB4	0.840		Valid
	<i>Arousal and Stimulation</i>	IB5	0.862		Valid
		IB6	0.854		Valid
	<i>Indifference to consequences</i>	IB7	0.859		Valid
		IB8	0.915		Valid
		IB9	0.915		Valid

Based on the table above, it is known that the loading factor value produced by each indicator is more than 0.70. Thus, these indicators are declared valid as a measure of latent variables. Thus, all indicators can be used in research. After data processing using SmartPLS 4.1, convergent validity can be determined based on the AVE value of each variable used. The overall AVE values of these variables exceeded 0.5 which indicates that each indicator that makes up the latent construct has a strong convergent validity.

Table 2. Fornell-Larcker Criterion

Variabel	<i>Fear of Missing Out</i>	<i>Hedonic Shopping Motivation</i>	<i>Impulsive Buying</i>	<i>Positive Emotion</i>	<i>Shopping Lifestyle</i>
<i>Fear of Missing Out</i>	0.871				
<i>Hedonic Shopping Motivation</i>	0.255	0.845			
<i>Impulsive Buying</i>	0.309	0.8353	0.857		



<i>Positive Emotion</i>	0.264	0.766	0.762	0.828	
<i>Shopping Lifestyle</i>	0.271	0.734	0.800	0.807	0.836

Based on Table 2 shows that the results of the Fornell-Larcker Criterion. It can be seen that the root value of AVE is greater than the correlation between other constructs. The method used to measure discriminant validity is to analyze the cross loading between the indicator and its construct, by comparing the correlation of the indicator to its association construct, with correlation coefficients and other constructs. The requirement is that the value of the correlation coefficient of the indicator to the association construct must be greater than that of other constructs. With this, it is said that the Fornell-Larcker criteria for discriminant validity are met and there are no issues related to the discriminant validity of the given model.

Table 3. Cross Loading

Variabel	<i>Hedonic Shopping Motivation (X₁)</i>	<i>Shopping Lifestyle (X₂)</i>	<i>Fear of Missing Out (X₃)</i>	<i>Impulsive Buying (Y)</i>	<i>Positive Emotion (Z)</i>
HSM1	0.831	0.729	0.118	0.630	0.799
HSM2	0.796	0.754	0.239	0.688	0.780
HSM3	0.826	0.759	0.184	0.692	0.783
HSM4	0.846	0.756	0.261	0.784	0.840
HSM5	0.911	0.823	0.266	0.714	0.867
HSM6	0.850	0.764	0.238	0.702	0.813
HSM7	0.872	0.869	0.224	0.838	0.835
HSM8	0.836	0.827	0.217	0.766	0.798
HSM9	0.830	0.768	0.178	0.643	0.814
SL1	0.685	0.761	0.168	0.631	0.757
SL2	0.784	0.876	0.223	0.767	0.747
SL3	0.854	0.869	0.247	0.823	0.829
SL4	0.880	0.923	0.224	0.806	0.857
SL5	0.878	0.909	0.247	0.785	0.856
SL6	0.757	0.798	0.189	0.707	0.736
SL7	0.691	0.800	0.237	0.735	0.686
SL8	0.723	0.816	0.293	0.723	0.705
SL9	0.604	0.749	0.208	0.784	0.572
FOMO1	0.212	0.229	0.791	0.273	0.255
FOMO2	0.245	0.286	0.925	0.305	0.247
FOMO3	0.223	0.239	0.903	0.292	0.262
FOMO4	0.260	0.257	0.911	0.283	0.254
FOMO5	0.231	0.282	0.893	0.295	0.227
FOMO6	0.241	0.249	0.875	0.248	0.206
FOMO7	0.192	0.163	0.889	0.208	0.197
FOMO8	0.199	0.184	0.873	0.218	0.192
FOMO9	0.178	0.199	0.762	0.268	0.206
IB1	0.544	0.669	0.192	0.782	0.557
IB2	0.707	0.722	0.297	0.803	0.727
IB3	0.847	0.810	0.293	0.875	0.862
IB4	0.687	0.739	0.322	0.840	0.686
IB5	0.656	0.767	0.174	0.862	0.660
IB6	0.657	0.755	0.221	0.854	0.663
IB7	0.684	0.764	0.326	0.859	0.666
IB8	0.830	0.855	0.272	0.915	0.842
IB9	0.820	0.840	0.282	0.915	0.841
PE1	0.790	0.702	0.131	0.636	0.826
PE2	0.773	0.750	0.238	0.696	0.802
PE3	0.778	0.719	0.196	0.697	0.804
PE4	0.771	0.809	0.269	0.801	0.860



PE5	0.860	0.777	0.263	0.723	0.887
PE6	0.756	0.704	0.254	0.671	0.805
PE7	0.791	0.794	0.219	0.808	0.841
PE8	0.785	0.789	0.223	0.762	0.821
PE9	0.785	0.695	0.164	0.605	0.798

Based on Table 3, the cross loading value has a value of > 0.70 and each item has the greatest value when associated with its latent variable compared to when associated with other latent variables. This shows that each manifest variable in this study has correctly explained its latent variable and proves that the discriminant validity of all items is valid.

Table 4. Cronbach Alpha & Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability (ρ_a)	Composite Reliability (ρ_c)	Condition	Information
<i>Hedonic Shopping Motivation (X_1)</i>	0.950	0.951	0.957	≥ 0.7	Reliabel
<i>Shopping Lifestyle (X_2)</i>	0.945	0.984	0.954	≥ 0.7	Reliabel
<i>Fear of Missing Out (X_3)</i>	0.960	0.963	0.966	≥ 0.7	Reliabel
<i>Impulsive Buying (Y)</i>	0.955	0.958	0.961	≥ 0.7	Reliabel
<i>Positive Emotion (Z)</i>	0.942	0.944	0.951	≥ 0.7	Reliabel

Based on the table above, it can be seen that the composite reliability value of all research variables > 0.7 and cronbach alpha 0.6. These results show that each variable has met the composite reliability and cronbach alpha so that it can be concluded that the overall variable has a high and good level of reliability.

Table 5. R-square

	R-square	R-square adjusted
<i>Impulsive Buying (Y)</i>	0.833	0.831
<i>Positive Emotion (Z)</i>	0.934	0.933

According to Siskawati & Dirgahayani (2024), the prediction level of R^2 is divided into three levels, namely 0.75 for high (strong) predictions, 0.50 for moderate (medium) predictions, and 0.25 for weak predictions. For the results of the R^2 test in the Table above, it is known that the R-square adjusted value of the Positive Emotion variable is 0.933, this indicates that the variables Hedonic Shopping Motivation (X_1), Shopping Lifestyle (X_2) and FOMO (X_3) are able to explain the Positive Emotion variable of 93.3% while the remaining 6.7% is influenced by other variables that are not included in this study. It can therefore be concluded that the model is considered strong. While the r-square adjusted value of the Impulsive Buying variable is 0.831, this indicates that the variables Hedonic Shopping Motivation (X_1), Shopping Lifestyle (X_2), FOMO (X_3) and Positive Emotion (Z) are able to explain the Impulsive Buying variable of 83.1% while the remaining 16.9% is influenced by other variables that are not included in this study. It can therefore be concluded that the model is considered strong.

Table 6. F-square (F^2)

	<i>Hedonic Shopping Motivation (X_1)</i>	<i>Shopping Lifestyle (X_2)</i>	<i>FoMO (X_3)</i>	<i>Impulsive Buying (Y)</i>	<i>Positive Emotion (Z)</i>
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<i>Hedonic Shopping Motivation (X₁)</i>				0.043	1.688
<i>Shopping Lifestyle (X₂)</i>				0.459	0.001
<i>FoMO (X₃)</i>				0.021	0.005
<i>Impulsive Buying (Y)</i>					
<i>Positive Emotion (Z)</i>				0.105	

Based on the results of data processing, Table 6 shows that the results of the effect size (F^2) calculation can be explained as follows:

- The effect of Hedonic Shopping Motivation (X_1) on Impulsive Buying (Y) is 0.043, so the effect of Hedonic Shopping Motivation (X_1) on Impulsive Buying (Y) is considered weak
- The effect of Hedonic Shopping Motivation (X_1) on Positive Emotion (Z) is 1.688, so the effect of Hedonic Shopping Motivation (X_1) on Positive Emotion (Z) is considered strong
- The effect of Shopping Lifestyle (X_2) on Impulsive Buying (Y) is 0.459, so the influence of Shopping Lifestyle (X_2) on Impulsive Buying (Y) is considered strong
- The effect of Shopping Lifestyle (X_2) on Positive Emotion (Z) is 0.001, so the effect of Shopping Lifestyle (X_2) on Positive Emotion (Z) is considered weak
- The effect of FoMO (X_3) on Impulsive Buying (Y) is 0.021, so the effect of FoMO (X_3) on Impulsive Buying (Y) is considered weak
- The effect of FoMO (X_3) on Positive Emotion (Z) is 0.005, so the effect of FoMO (X_3) on Positive Emotion (Z) is considered weak
- The effect of Positive Emotion (Z) on Impulsive Buying (Y) is 0.105, so the effect of Positive Emotion (Z) on Impulsive Buying (Y) is considered moderate.

Table 7. Test Model Fit

	Saturated Model	Estimated Model
SRMR	0.078	0.078
d_ULS	11.186	11.186
d_G	30.697	30.697
Chi-square	30744.299	30744.299
NFI	0.441	0.441

In Table 7, it is known that the fit model has the following discussions:

- SRMR (Standardized Root Mean Square Residual): this measures the average difference between the observed value and the predicted value. A lower SRMR indicates a better fit. Both the saturated model and the estimated model had an SRMR of $0.078 < 0.08$, indicating that they had similar data suitability.
- NFI (Normed Fit Index): this is a measure of how well a model fits the data relative to the saturated model. Both models had an NFI of 0.441, indicating that they both had similar data suitability compared to the saturated model. Based on this comparison, it can be concluded that the model that has been created meets the model feasibility standards and can be said to be fit.

Table 8. Path Coefficient & P Value

Jalur	Path	T	P	Results
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	Koefisien	statistics	values	
<i>Hedonic Shopping Motivation (X₁) – Impulsive Buying (Y)</i>	0.389	3.141	0.002	Accepted
<i>Hedonic Shopping Motivation (X₁) – Positive Emotion (Z)</i>	0.936	15.115	0.000	Accepted
<i>Shopping Lifestyle (X₂) - Impulsive Buying (Y)</i>	0.780	8.104	0.000	Accepted
<i>Shopping Lifestyle (X₂) - Positive Emotion (Z)</i>	0.027	0.439	0.660	Rejected
<i>FoMO (X₃) - Impulsive Buying (Y)</i>	0.061	2.858	0.004	Accepted
<i>FoMO (X₃) - Positive Emotion (Z)</i>	0.018	2.459	0.014	Accepted
<i>Positive Emotion (Z) - Impulsive Buying (Y)</i>	0.514	4.945	0.000	Accepted
<i>Hedonic Shopping Motivation (X₁) - Positive Emotion (Z) - Impulsive Buying (Y)</i>	0.481	4.177	0.000	Accepted
<i>Shopping Lifestyle (X₂) - Positive Emotion (Z) - Impulsive Buying (Y)</i>	0.014	0.441	0.659	Rejected
<i>FoMO (X₃) - Positive Emotion (Z) - Impulsive Buying (Y)</i>	0.009	2.311	0.021	Accepted

Based on the path coefficient, t-value and p value, it can be determined that the hypotheses in this study are all accepted. This can be known based on the path coefficient, t statistics and p values. In this study, t table 1.65 was used to determine t calculating. The t count must be greater than the t table (t count > 1.65). In addition, the significance level in this study is 5%. Therefore, the study is considered significant if the p values < 0.05.

- There is a significant positive influence between the relationship between Hedonic Shopping Motivation and Impulsive Buying. Where the p value is $0.002 < 0.05$, then H1 is accepted. This means that the higher the level of Hedonic Shopping Motivation, the higher the person's Impulsive Buying.
- There is a significant positive influence between the relationship between Hedonic Shopping Motivation and Positive Emotion. Where the p value is $0.000 < 0.05$, then H2 is accepted. This means that the higher the level of Hedonic Shopping Motivation, the higher the person's Positive Emotion.
- There is a significant positive influence between the relationship between Shopping Lifestyle and Impulsive Buying. Where the p value is $0.000 < 0.05$, then H3 is accepted. This means that the higher the level of Shopping Lifestyle, the higher the Impulsive Buying of a person.
- There is no significant effect between the relationship between Shopping Lifestyle and Positive Emotion. Where the p value is $0.660 > 0.05$, then H4 is rejected. This means that Shopping Lifestyle has not been able to trigger a positive emotional response in someone in shopping.
- There is a significant positive influence between the relationship between FoMO and Impulsive Buying. Where the p value is $0.004 < 0.05$, then H5 is accepted. This means that the higher the FoMO level, the higher the person's Impulsive Buying.
- There is a significant positive influence between the relationship between FoMO and Positive Emotion. Where the p value is $0.014 < 0.05$, then H6 is accepted. This means that the higher the FoMO level, the higher the person's Positive Emotion.
- There is a significant positive influence between the relationship between Positive Emotion and Impulsive Buying. Where the p value is $0.000 < 0.05$, then H7 is accepted. Therefore, H7 is accepted, which means that the higher the level of Positive Emotion, the higher the person's Impulsive Buying.



- h. There is a significant positive influence between the relationship between Hedonic Shopping Motivation and Impulsive Buying through Positive Emotion. Where the p value is $0.000 < 0.05$, then H8 is accepted. Therefore, H8 is accepted, which means that the higher the level of Hedonic Shopping Motivation, the higher the Positive Emotion, the higher the Impulsive Buying a person.
- i. There is no significant influence between the relationship between Shopping Lifestyle and Impulsive Buying through Positive Emotion. Where the p value is $0.659 > 0.05$, then H9 is rejected. This means that Shopping Lifestyle has not been able to trigger a positive emotional response in someone in shopping and does not increase someone's desire to make unplanned purchases on Shopee.
- j. There is a significant positive influence between FoMO's relationship with Impulsive Buying through Positive Emotion. Where the p value is $0.002 < 0.05$, then H10 is accepted. This means that the higher the level of FoMO, the higher the Positive Emotion, the higher the Impulsive Buying of a person.

Discussion

Based on data processing and hypothesis testing, the path coefficient value is 0.389, the statistical t-value is 3.141 with p values of 0.002. Therefore, it can be assessed that hedonic shopping motivation has a significant positive effect on impulse buying. The higher the level of hedonic shopping a person, the higher the impulse purchase. For H2, the path coefficient value is 0.936, the statistical t-value is 15.115 with p values of 0.000. Therefore, it can be assessed that hedonic shopping motivation has a significant positive effect on positive emotions. This means that if the greater the hedonistic shopping motivation of consumers, the higher it will be or will trigger a positive emotional response in consumers when shopping at Shopee so that the second hypothesis is accepted. This finding is supported by research by Kholis et al., (2023) and Marjam et al., (2020) who stated that hedonic shopping motivation has a significant and positive relationship with positive emotions. This happens that the psychological needs of consumers are met when visiting the store, such as passion and satisfaction in itself.

H3 obtained a path coefficient value of 0.780, a statistical t-value of 8.104 with a p value of 0.000. Therefore, it can be assessed that the shopping lifestyle has a significant positive effect on impulse buying. This means that the larger the shopping lifestyle of consumers, the higher it will be or will trigger an impulsive buying response in consumers when shopping at Shopee so that the fifth hypothesis is accepted. This finding is supported by research by Hamdani et al., (2022) a lifestyle that is sourced from a person's emotions is closely related to the concept of impulsive shopping. H4 obtained a path coefficient value of 0.027, a statistical t-value of 0.439 with a p value of 0.660. Therefore, it can be assessed that the shopping lifestyle does not have a significant effect on positive emotions.

H5 obtained a path coefficient value of 0.061, a statistical t value of 2.858 with p values of 0.004. Therefore, it can be assessed that the fear of missing out has a significant positive effect on impulse buying. This means that the higher the level of fear of missing out a person, the higher the impulsive purchase. This is relevant to the research of Zhang et al., (2022) which stated that FOMO has a significant and positive effect on impulse buying. In other words, according to Dahmiri et al., (2023) shows that FOMO can trigger impulse buying, especially in female consumers, because of the fear of missing out on trending opportunities or



experiences. H6 obtained a path coefficient value of 0.018, a statistical t value of 2.459 with p values of 0.014. Therefore, it can be assessed that the fear of missing out has a significant positive effect on positive emotions. This means that the higher the level of fear of missing out a person, the higher it will be or will trigger a positive emotional response in consumers when shopping at Shopee.

It can be seen that positive emotions have a positive and significant effect on impulse buying. This can be seen from the coefficient path value of 0.514 which shows that there is a positive and significant influence. In addition, the statistical t value of 4.945 indicates a positive direction and a p value of 0.000 which means significant. The higher the positive emotions, the higher the level of impulse buying a person. When consumers feel more emotionally positive, they tend to make lower decisions and take less time to make decisions (Isen 1084, in Park 2005).

Based on the results of the hypothesis above, it can be seen that the path coefficient value is 0.481, the statistical t-value is 4.177 and the p values are 0.000 which means that hedonic shopping motivation has a significant positive effect on impulse buying through positive emotions. So, the higher the hedonic shopping motivation, the higher a person's positive emotions so that it can also increase impulse buying. This research is in line with Christina's (2020) research. Hedonistic shoppers have a different shopping style than utilitarian shoppers. They tend to value shopping experiences that provide satisfaction, seeking pleasure and excitement during the process (Sutisna & Susan, 2022). Widokarti & Priansa (2019) argue that hedonistic motivation is a psychological need that includes satisfaction, prestige, emotions and other subjective feelings.

H9 is known that the path coefficient value is 0.014, the statistical t-value is 0.441 and the p values are 0.659 which means that the shopping lifestyle does not have a significant effect on impulse buying through positive emotions. This means that Shopping Lifestyle has not been able to trigger a positive emotional response in someone in shopping and does not increase someone's desire to make unplanned purchases on Shopee. Based on the results of the hypothesis above, it can be seen that the path coefficient value is 0.009, the statistical t-value is 2.311 and the p values are 0.021 which means that the fear of missing out has a significant positive effect on impulse buying through positive emotions. So the higher the fear of missing out, the higher a person's positive emotions so that it can also increase impulse buying.

4. CONCLUSION

This study concludes that impulse buying behavior in generation Z of Shopee users in Indonesia is significantly influenced by three main factors, namely hedonic shopping motivation, shopping lifestyle and fear of missing out (FoMO). Hedonic shopping motivation and FoMO show a positive relationship to the tendency to buy spontaneously, which is driven not by functional needs, but by the psychological and emotional aspects of the consumer. Meanwhile, the shopping lifestyle does not affect impulsive buying even through positive emotions. Generation Z, as a digital-native generation, has a high sensitivity to fun shopping experiences, eye-catching visuals, and fast-changing social trends. Another important finding in this study is the role of positive emotions as a significant mediating variable. Positive emotions such as happy, satisfied and enthusiastic in the online shopping process have been proven to strengthen the influence of psychological variables on impulse buying. This means



that when the shopping experience is accompanied by positive emotions, the consumer's desire to make impulse purchases becomes greater.

The practical implications of these results are particularly relevant for e-commerce companies, especially Shopee, to design marketing strategies that are more emotional, personalized and interactive. Features such as flash sales, Shopee Live, gamification, discount vouchers, and interactive visual experiences can be used to foster positive emotions of consumers and encourage impulse purchases on an ongoing basis. Theoretically, this study enriches the literature on digital consumer behavior in the e-commerce era, by emphasizing the importance of emotional approaches in understanding and influencing the purchasing decisions of younger generations. This research also opens up opportunities for follow-up studies that can explore other variables such as influencer marketing, brand engagement, or perceived enjoyment, in order to deepen understanding of online consumption behavior in a dynamic digital social context.

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