



The Influence of Hedonic Shopping Motivation and Electronic Word of Mouth (eWOM) on Impulse Buying in Shopee E-Commerce Users in Medan Tuntungan with Positive Emotion as an Intervening Variable

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ABSTRACT

This study aims to determine and analyze the effect of hedonic shopping motivation and electronic word of mouth on impulse buying through positive emotion in Shopee users. This type of research is associative research using quantitative data. The sampling technique used was purposive sampling with the criteria that respondents who have shopped at Shopee for at least a year. The data were analyzed using the Structural Equation Modeling method with the Smart PLS version 4.0 analysis tool. The results showed that directly hedonic shopping motivation has a positive and significant effect on positive emotion and impulse buying, electronic word of mouth has a positive and insignificant effect on positive emotion and impulse buying, positive emotion has a positive and significant effect on impulse buying. In indirect research results, hedonic shopping motivation has a positive and significant effect on impulse buying through positive emotion. Meanwhile, electronic word of mouth has a positive and insignificant effect on impulse buying through positive emotion.

INTRODUCTION

Along with the progress of the times and the emergence of various technologies that have an impact on human activities, technological developments have influenced people's behavior, including lifestyles, traditions, communication, and economics. This technology has also changed people's consumption patterns with the emergence of various sites for buying and selling goods, known as e-commerce (Wang et al., 2022). In Indonesia, the e-commerce industry is dominated by five major startups, namely Tokopedia, Shopee, Bukalapak, Lazada, and Blibli (Putra Hartanto & Purnama Alamsyah, 2021).

Among these five platforms, Shopee has a higher popularity among Indonesian consumers, partly due to its attractive promotion strategy and high volume of reviews on its products. Shopee is an e-commerce platform founded by Sea Group (formerly known as Garena) in 2015 in Singapore. Since its launch, Shopee has grown rapidly and become one of the largest online shopping platforms in Southeast Asia, including in Indonesia.

Changes in consumption patterns that arise due to the convenience of online shopping, especially on e-commerce platforms, have had a significant impact in the form of impulse buying behavior. The term impulse buying refers to the act of purchasing goods without any prior planning, often triggered by emotional stimuli or attractive promotions. In the context of online shopping,

impulse buying can occur in a very short time span, much faster than conventional shopping behavior which usually involves a deeper consideration process (Halik et al., 2025).

One of the driving factors for impulse buying on e-commerce platforms is hedonic shopping motivation, which is shopping motivation oriented towards seeking pleasure, entertainment, and emotional satisfaction during the shopping process. In contrast to utilitarian motivation, which is more rational and oriented towards functional goals, HSM places the shopping experience as a fun and recreational activity. Consumers with this motivation often see shopping as a means to release stress, fill leisure time, or seek momentary happiness (Lestari et al., 2023; Mariyana et al., 2023).

In addition to internal motivations such as hedonic shopping motivation, external factors such as electronic word of mouth (eWOM) also have a significant contribution in driving impulse buying behavior on e-commerce platforms. eWOM refers to reviews, comments, recommendations, and testimonials from other consumers that are spread online through e-commerce sites and social media. This information becomes an important reference for consumers, especially in the context of online purchases where they cannot directly see or try the product. Many studies have shown that positive reviews from other consumers can create a perception of credibility and influence quick and impulsive purchase decisions (Halik et al., 2025; Gita et al., 2023).

In the context of e-commerce in Indonesia, a more in-depth examination of hedonic shopping motivation, electronic word of mouth and positive emotion is very important. relevant to understanding impulsive buying decisions. This research enriches the existing literature by providing new insights into how hedonic shopping motivations and consumer perceptions of online reviews can trigger positive emotions, which ultimately drive spontaneous

purchase behavior on the Shopee platform. These findings are crucial for businesses in designing more effective marketing strategies, especially in creating emotionally pleasurable shopping experiences and encouraging consumer engagement with the review feature. Understanding how consumers respond to the combination of hedonic motivation, eWOM exposure, and positive emotions allows e-commerce platforms like Shopee to increase sales conversions through a more personalized and relevant psychological approach.

THEORETICAL REVIEW

The Effect of Hedonic Shopping Motivation on Impulse Buying

Hedonic Shopping Motivation is the main internal source of impulse buying and plays an important role in influencing impulsive purchases, because consumers who seek pleasure and emotional satisfaction are more prone to buying goods spontaneously without rational consideration (Yastuti & Irawati, 2023). The higher the hedonic shopping motivation, the greater the tendency to make impulse purchases (Mallari et al., 2023a; Rosmini & Oktavia, 2024). Individuals who are motivated by the desire to achieve emotional satisfaction or entertainment through shopping tend to be more prone to making impulsive purchasing decisions without careful consideration (Fahri et al., 2022a). H1: Hedonic Shopping Motivation has a positive and significant effect on impulse buying in Shopee e-commerce users.

The Effect of Electronic Word of Mouth (eWom) on Impulse Buying

Electronic word-of-mouth (eWOM) communication has a significant influence on consumer purchasing decisions, reviews and ratings are the most widely used method by consumers to obtain information about brands or products online. Similar findings were also found by Aghaei & Poorkhaje Namaghi, (2022) which shows that eWOM can encourage impulse buying by building emotional relationships with consumers. Based on research conducted by (Aenaya et al., 2024.; Ramdani et al., 2024) that Electronic Word of Mouth has a positive effect on Impulse Buying, where the higher the intensity of eWOM, the more likely it is to encourage and strengthen impulsive purchases.

H2: Electronic word of mouth has a positive and significant effect on impulse buying in Shopee e-commerce users.

The Effect of Hedonic Shopping Motivation on Positive Emotion

Hedonic shopping motivation has a significant effect on positive emotion. Several previous studies, when someone has a shopping urge to seek pleasure, new experiences or relaxation, they tend to feel positive emotions such as pleasure, satisfaction, and enthusiasm during the shopping process. This is also supported by the findings of (Dewi & Adi, 2023; Mariyana et al., 2023) which prove that e-commerce consumers such as Shopee will form positive emotions when shopping if they have hedonic motivation. if they have hedonic motivation, because the shopping process is not only functional, but also provides emotional satisfaction.

H3: Hedonic Shopping Motivation has a positive and significant effect on positive emotion in Shopee e-commerce users.

The Effect of Electronic Word of Mouth on Positive Emotion

Electronic word of mouth (e-WOM) has the ability to generate positive emotions among consumers. Positive reviews and recommendations from other users can create a more pleasant atmosphere, which contributes to positive feelings when shopping. Research (Anastasiei & Dospinescu, 2025) shows that emotional response to e-WOM messages is an important mediator between review credibility and purchase intention. This means that the higher the consumer's trust in e-WOM, the stronger the emotional involvement felt, including the emergence of positive emotions. The same thing is also found in research (Febriyanti et al., 2023) which states that the more persuasion and recommendations from others, the greater the chance of positive emotions such as pleasure, interest, and enthusiasm in consumers.

H4: Electronic word of mouth has a positive and significant effect on positive emotion in Shopee e-commerce users.

The Effect of Positive Emotion on Impulse Buying

Positive emotions have a significant impact on triggering impulse buying behavior. When consumers feel happy, satisfied, or entertained while shopping, they are more likely to make impulse purchases. The study results of Dewi and Adi (2023) and Dwi Anggita et al., (2023) show that positive emotion has a significant effect on impulse buying. Positive emotions such as pleasure, satisfaction, and joy encourage consumers to make spontaneous purchases. This finding is in line with the research of Lutfiani et al. (2023) and Mariyana et al. (2023) which confirms that a pleasant shopping experience can create emotional stimuli that trigger impulsive behavior. Ramadania et al. (2022) also stated that an attractive shopping environment and good service also strengthen positive emotions which lead to unplanned purchasing decisions.

H5: Positive emotion has a positive and significant effect on impulse buying in Shopee e-commerce users.

Positive Emotion Mediates The Effect of Hedonic Shopping Motivation on Impulse Buying

Positive emotions serve as an important mediation in the relationship between hedonic shopping motivation and impulse buying. Previous research shows that positive emotion plays an important role as a mediator in the relationship between hedonic shopping motivation and impulse buying. Fahri et al. (2022) found that hedonic shopping motivation not only encourages impulsive shopping behavior directly, but also indirectly through feelings of pleasure, satisfaction, or enthusiasm that arise during the shopping process. This finding is reinforced by Dewi and Adi (2023), who show that positive emotion can mediate the effect of hedonic shopping motivation on impulse buying, especially on e-commerce platforms such as Tokopedia

H6: Hedonic Shopping Motivation has a positive and significant effect on impulse buying through positive emotion in Shopee e-commerce users.

Positive Emotion Mediates the Effect of Electronic Word of Mouth on Impulse Buying

Positive emotions also function as a mediator in the relationship between electronic word of mouth (e-WOM) and impulse buying. Research by Febriyanti and Pantawis (2023) shows that word of mouth has no direct influence on impulse buying, but has a significant influence on positive emotion, which then encourages impulse buying. This proves that positive emotion mediates the relationship between e-WOM and impulse buying. Theoretical support also comes from Anastasiei et al. (2025) who found that emotional responses to e-WOM are important mediators between review credibility and purchase intention. In other words, positive emotions arising from credible e-WOM can encourage consumers to make spontaneous purchases. These two findings reinforce that in the context of e-commerce, the influence of e-WOM on impulse buying is more effective when channeled through affective channels such as positive emotion.

H7: Electronic word of mouth has a positive and significant effect on impulse buying through positive emotion in Shopee e-commerce users.

Based on this description, the conceptual framework proposed in this study can be described as follows:

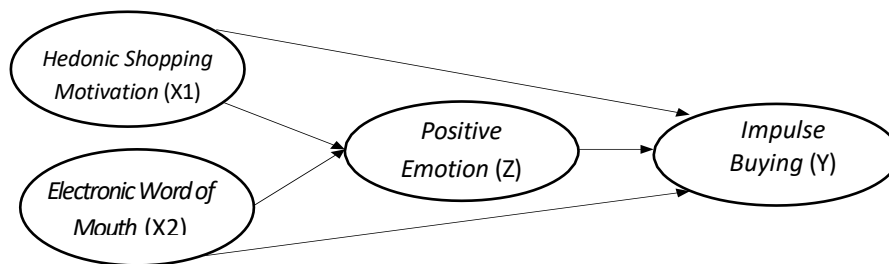


Figure 1. Conceptual Framework

METHODOLOGY

This type of research is associative research with a survey method and uses a quantitative approach. According to Hair et al., (2021), quantitative research is research that strongly emphasizes the use of formal standard questions and predetermined answer choices in questionnaires or surveys given to a large number of respondents. This research will be conducted on Shopee users in Medan City, Medan Tuntungan District. While the research time starts in March 2025 to May 2025. The sample criteria are Shopee users who have shopped at shopee for at least 1 year and live in Medan Tuntungan District. The data collected were 155 respondents but due to indications of outliers, 9 samples were excluded so that the final result of the sample was 146 respondents.

Measurement Scale

In this study, a 5-point Likert scale was used, which ranged from "strongly disagree" to "strongly agree.". Hedonic Shopping Motivation consists of five dimensions, namely adventure shopping, value shopping, idea shopping, social shopping, and social shopping.relaxation shopping (Arnold & Reynolds, 2003). Electronic Word of Mouth has three main dimensions, namely intensity, valence

of opinion, and content (Goyette et al., 2010). Positive Emotion includes three dimensions, namely pleasure, arousal, and dominance (Huang, 2024). The Impulse Buying variable consists of four dimensions, namely spontaneity, strength/compulsion/intensity, excitement and stimulation, and indifference (Rook & Fisher, 1995).

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the data on the characteristics of the respondents, it can be concluded that the majority of Shopee users in this study are women aged 25-29 years who belong to the productive and technology-savvy age group. Most come from the middle income group and work as private employees or students, which reflects the profile of active consumers in online shopping. With a fairly regular shopping frequency (1-3 times a month) and a length of use of Shopee of more than 3 years, respondents include users who are experienced and familiar with e-commerce features. These characteristics indicate that respondents are a relevant segment to be studied in the context of Impulse Buying, especially those influenced by Hedonic Shopping Motivation, Electronic Word of Mouth (e-WOM), and Positive Emotion as psychological factors that drive spontaneous purchasing decisions on digital platforms such as Shopee.

Table 1. Descriptive of Respondents

Respondent Characteristics	Frequency f	Cumulative (%) %
Gender		
Male	42	28,8
Female	104	71,2
	146	100
Age	f	%
20-24 years old	30	20,5
25-29 Years	94	64,4
30-34 Years	6	4,1
35-39 Years	8	5,5
40-44 Years	5	3,4
>45 Years	3	2,1
	146	100
Income/Income	f	%
IDR 500,000 - IDR 1,000,000	24	16,4
IDR 1,000,001 - IDR 3,000,000	53	36,3
Rp 3,000,001 - 5,000,000	37	25,3
> Rp 5,000,000	32	21,9
	146	100
Occupation	f	%
Private employee	52	35,6

Student	34	23,3
Civil Servant	15	10,3
Teacher	17	11,6
Self-employed	15	10,3
Not Employed	9	6,2
Housewife	2	1,4
Farmer	1	0,7
Architect	1	0,7
	146	100
Shopping Frequency	f	%
1 - 3 times a month	85	58,2
4 - 6 times a month	39	26,7
7 - 10 times a month	14	9,6
>10 times a month	8	5,5
	146	100
Length of Use of Shopee	f	%
1 year	4	2,7
2 Years	20	13,5
3 Years	10	6,8
>3 Years	112	76,7
	146	100

Descriptive Results of Respondents' Answers Based on Variables

Table 2. Distribution of Respondents' Answers

Variable	Indicator	Mean
<i>Hedonic Shopping Motivation (X1)</i>	Love to explore products at Shopee	3,93
	Enthusiasm in shopping at Shopee	3,90
	Shop when there is a sale/ discount	3,99
	Awareness of trends	3,84
	Exploring new products	4,08
	Interaction when shopping	4,02
	Convenience of interacting in shopping	4,09
	Shopping to relieve stress	4,04
	Shopping as self-esteem	4,15
	Frequency of reading reviews	4,18

Variable	Indicator	Mean
<i>Electronic Word of Mouth (X2)</i>	Reach of reviews on Shopee	4,19
	Contribution of reviews	4,26
	Positive Reviews	4,18
	Negative Reviews	4,19
	Review Rating	4,30
	Credibility of product information	4,20
	Relevance of product information	4,14
	Quality of product information	4,23
<i>Impulse Buying (Y)</i>	Unplanned action	4,00
	Instantaneous purchase decision	4,10
	Strong urge to own something	3,87
	Inability to hold back	3,98
	Increased positive emotions after shopping	3,96
	External stimuli that influence purchasing decisions	4,06
	Lack of consideration of purchase decisions	4,06
<i>Positive Emotion (Z)</i>	A sense of pleasure in shopping	4,06
	Positive feelings when shopping	4,19
	Enthusiasm	3,85
	Feeling excited when finding promos or discounts	3,92
	Lack of control in making purchase decisions	4,00
	Lack of complete freedom in shopping activities	4,00

The Hedonic Shopping Motivation variable indicator with the highest mean is "Shopping as self-esteem" with a value of 4.15. This finding shows that most respondents consider shopping at Shopee as a form of self-appreciation. This means that hedonic motivation does not solely come from explorative pleasure, but also from the emotional need to pamper oneself or reward oneself

after certain achievements. This is relevant to the character of modern consumers who are looking for a personalized and meaningful shopping experience.

The Electronic Word of Mouth indicator variable with the highest mean is "Rating reviews" with a value of 4.30. This indicates that Shopee users strongly consider the rating system displayed in evaluating purchasing decisions.

High ratings signal quality and trust in a product. This shows that the perception of eWOM is dominated by the visualization of numerical values (such as stars) rather than the content of verbal messages, which strengthens the relevance of the peripheral route approach in the ELM (Elaboration Likelihood Model) model.

Variable Impulse Buying indicator with the highest mean is "Instant purchase decision" with a value of 4.10. This indicates that the urge to buy immediately without lengthy consideration is the most dominant form of impulse buying behavior among respondents. This means that Shopee users tend to make purchases immediately upon seeing an interesting product, especially if it is supported by a promo or evocative visuals. This behavior is closely related to the design of the platform, which is designed to create urgency and facilitate instant decisions.

The indicator with the highest mean is "Positive feelings when shopping" with a value of 4.19. This shows that the majority of respondents feel pleasant emotions during the shopping process at Shopee. These positive feelings can arise due to the ease of application navigation, attractive appearance, or the results of interaction with ongoing promotions. This finding confirms that e-commerce is not only a place for transactions, but also a means to evoke positive emotions in consumers.

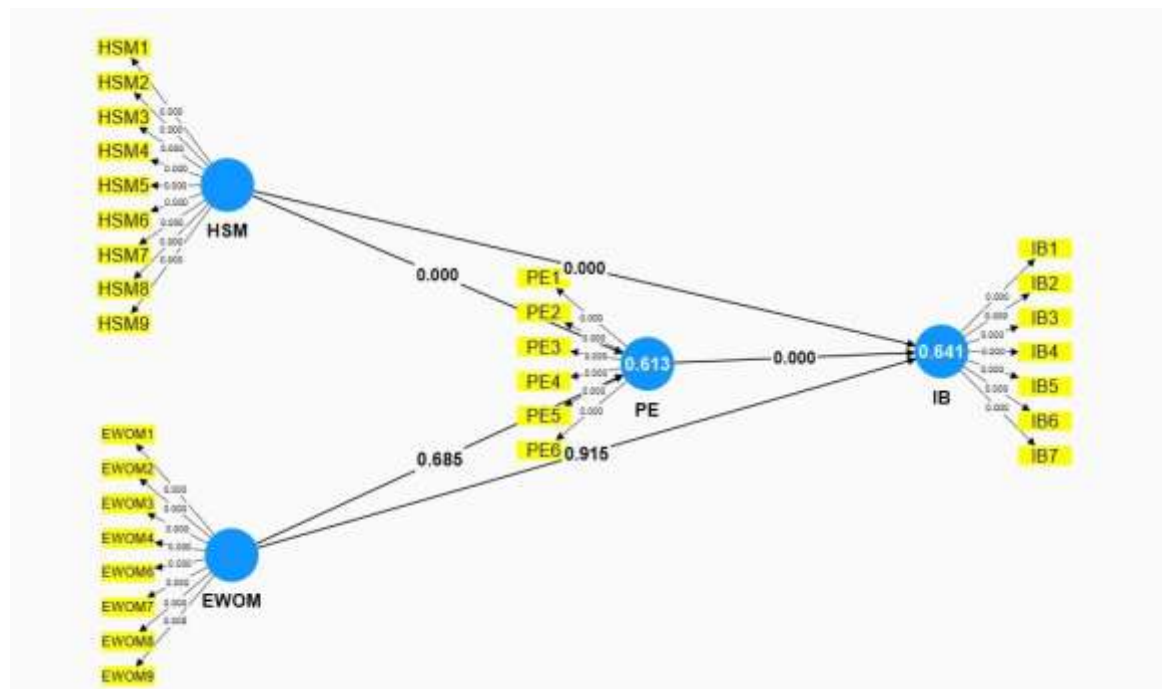


Figure 2 Bootstrapping SEM PLS

Table 3. Hypothesis Test Results

	Original Sample (O)	P Values	Conclusion
<i>Direct Effect</i>			
<i>Hedonic Shopping Motivation -> Impulse Buying</i>	0.444	0.000	Accepted
<i>Electronic Word of Mouth -> Impulse Buying</i>	0.009	0.915	Rejected
<i>Hedonic Shopping Motivation -> Positive Emotion</i>	0.780	0.000	Accepted
<i>Electronic Word of Mouth -> Positive Emotion</i>	0.026	0.685	Rejected
<i>Positive Emotion -> Impulse Buying</i>	0.403	0.000	Accepted
<i>Indirect Effect</i>			
<i>Hedonic Shopping Motivation -> Positive Emotion -> Impulse Buying</i>	0.314	0.000	Accepted
<i>Electronic Word of Mouth -> Positive Emotion -> Impulse Buying</i>	0.011	0.688	Rejected

H1 - The Effect of Hedonic Shopping Motivation on Impulse Buying

Hedonic shopping motivation has a positive and significant effect on impulse buying in Shopee users, as indicated by the path coefficient value of 0.444 and a significance of 0.000. Consumers who shop for pleasure, entertainment, or self- appreciation tend to be encouraged to make spontaneous purchases, especially when the platform provides features such as flash sales and visually appealing promotions. This finding is supported by (Mallari et al., 2023b; Rosmini & Oktavia, 2024; Yastuti & Irawati, 2023), which states that the higher the hedonic motivation, the greater the tendency for impulse buying. However, the opposite adds that self-control and financial conditions can also resist these urges (Choirul & Artanti, 2019; Dewi & Adi, 2023).

H2 - The Effect of Electronic Word of Mouth on Impulse Buying

Electronic word of mouth (eWOM) has a positive but insignificant effect on impulse buying, with a path coefficient value of 0.009 and a significance of 0.915. This shows that although eWOM provides information, online reviews are not strong enough to encourage impulse buying without the support of other factors. This finding is consistent with Pambagyo et al., (2020)) and Febriyanti et al., (2023), which emphasize that consumers are increasingly critical in assessing reviews. However, this result is different from those who found that eWOM is significant in triggering impulse buying through credible and persuasive reviews (Aenaya et al., 2024.; Ramdani et al., 2024).

H3 - The Effect of Hedonic Shopping Motivation on Positive Emotion

Hedonic shopping motivation has a positive and significant effect on positive emotion, as evidenced by the path coefficient of 0.780 and a significance of 0.000. Shopee succeeds in creating a pleasant experience for consumers who seek pleasure, through attractive visual displays and interactive features. Positive emotions such as pleasure and satisfaction arise in response to pleasant shopping activities (Fredrickson, 2001). This research is supported by (Dewi & Adi, 2023; Mariyana et al., 2023), which states that the higher the hedonic motivation, the greater the positive emotion felt when shopping online.

H4 - The effect of Electronic Word of Mouth on Positive Emotion

Electronic word of mouth shows a positive but insignificant effect on positive emotion with a coefficient of 0.026 and a significance of 0.685. Despite the positive direction of the relationship, many consumers feel that reviews are not strong enough to evoke positive emotions consistently, as they lack credibility or are perceived as manipulative (e.g. review buzzers). Within the framework of the Elaboration Likelihood Model, peripheral cues from eWOM are less effective in shaping positive emotions if they are not perceived as appealing (Petty & Cacioppo, 1986). This finding is different from research (Anastasiei & Dospinescu, 2025.; Febriyanti et al., 2023), but in line with the results (Zahratu & Hurriyati, 2020) which highlight the importance of eWOM quality in triggering emotions.

H5 - The Effect of Positive Emotion on Impulse Buying

Positive emotion has a positive and significant effect on impulse buying with a path coefficient value of 0.403 and a significance of 0.000. Consumers tend to make impulse purchases when they feel excitement, satisfaction, or enthusiasm during the shopping process at Shopee. This supports the Broaden-and-Build theory that positive emotions expand spontaneous behavior (Fredrickson et al., 2011). This research is consistent with the studies of Dewi & Adi (2023), Dwi Anggita et al., (2023) and Ramadania et al., (2022), which emphasize that positive emotions can trigger unplanned purchases. However, Ajizah & Nugroho, (2023) found that in TikTok Shop, positive emotions do not always drive impulse buying because other factors such as limited-time promotions are more dominant.

H6 - Positive Emotion Mediates the Effect of Hedonic Shopping Motivation on Impulse Buying

Positive emotion significantly mediates the effect of hedonic shopping motivation on impulse buying, with a path coefficient of 0.314 and a significance of 0.000. This finding strengthens the Stimulus-Organism-Response (SOR) model and Broaden-and- Build theory, where pleasant shopping experiences generate positive emotions that ultimately trigger impulse buying. Consumers who are driven by hedonic motivation first experience feelings of pleasure before making impulse purchases. This result is reinforced by Fahri et al., (2022), Dewi & Adi (2023), and Mariyana et al., (2023), but in contrast to Mentari (2022) and

Mardhiyyah (2021) who state that positive emotions are not always a significant mediator.

H7 - Positive Emotion Mediates the Effect of Electronic Word of Mouth on Impulse Buying

Positive emotion does not significantly mediate the effect of electronic word of mouth on impulse buying, with a path coefficient of 0.011 and a significance of 0.688. Although eWOM tends to increase positive emotions, the strength of its influence on impulse buying through the emotional path is not statistically strong enough. This may be caused by consumers' negative perceptions of the authenticity of reviews, the presence of buzzers, or the manipulative impression of eWOM, which causes positive emotions to be poorly formed. This finding contradicts Anastasiei et al. (2025) and Cahyani & Marcelino (2023), but in line with Arissaputra et al. (2024) who emphasized that negative eWOM has a stronger emotional effect than positive ones.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that hedonic shopping motivation has a positive and significant effect on impulse buying, both directly and through positive emotion as a mediating variable. This shows that consumers' motivation to shop for pleasure and entertainment can generate positive emotions which then encourage spontaneous purchasing decisions. In contrast, electronic word of mouth (eWOM) is proven to have no significant effect on impulse buying, either directly or indirectly through positive emotion. This finding indicates that exposure to online reviews is not strong enough to form the emotional engagement that drives impulse buying, especially if the reviews are perceived as not credible or too normative. Overall, the results of this study confirm the important role of emotions in bridging the hedonic shopping experience with impulsive behavior, as well as highlighting the limited influence of eWOM in the context of spontaneous purchases on the Shopee platform.

This study concludes that hedonic shopping motivation has a positive and significant effect on impulse buying, both directly and through positive emotion as a mediating variable. This shows that consumers' motivation to shop for pleasure and entertainment can generate positive emotions which then encourage spontaneous purchasing decisions. In contrast, electronic word of mouth (eWOM) is proven to have no significant effect on impulse buying, either directly or indirectly through positive emotion. This finding indicates that exposure to online reviews is not strong enough to form the emotional engagement that drives impulse buying, especially if the reviews are perceived as not credible or too normative. Overall, the results of this study confirm the important role of emotions in bridging the hedonic shopping experience with impulsive behavior, as well as highlighting the limited influence of eWOM in the context of spontaneous purchases on the Shopee platform.

1. Improve Product Visualization: Shopee should present product displays with high image quality, videos, and illustrated reviews in order to evoke impulse purchases from consumers.
2. Creating a More Enjoyable Shopping Experience: It is necessary to

develop features such as attractive interface design, interaction during checkout, and personalized notifications to increase consumers' enthusiasm and positive emotion when shopping.

3. Adding Product Trend Exploration Features: It is recommended that Shopee provides features such as "viral products", "trending", or "most talked about" to foster consumers' hedonic motivation in exploring products that are currently popular.
4. Improving e-WOM Relevance and Personalization: Shopee needs to customize the content of reviews and recommendations with users' preferences and shopping history to make e-WOM more effective in triggering impulse buying.

ADVANCED RESEARCH

Future researchers can consider other variables such as urgency or perceived time pressure, because time pressure during limited promotions has the potential to strengthen consumer impulse buying behavior in e-commerce.

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