

The Determinants of Online Impulsive Buying on Shopee: An Empirical Study

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ABSTRACT

This study aims to analyze the influence of sales promotion, hedonic shopping motivation, shopping lifestyle, and electronic word-of-mouth (E-WOM) on impulsive buying behavior. The research focuses on Shopee consumers in Purwokerto. The independent variables in this study are sales promotion, hedonic shopping motivation, shopping lifestyle, and E-WOM, while impulsive buying serves as the dependent variable. A quantitative research method was employed. The sample consisted of 119 respondents, selected using purposive sampling. Data were collected through a questionnaire utilizing a Likert scale. The collected data were analyzed using SPSS version 26. The results indicate that sales promotions, hedonic shopping motivation, and shopping lifestyle have a positive and significant effect on impulsive buying. However, E-WOM does not influence on impulsive buying.

INTRODUCTION

The digital era in Indonesia shows rapid progress in technology and information dissemination, particularly in online commerce. This development is significantly supported by the internet, which accelerates information exchange and encourages the growth of e-commerce in Indonesia as a transaction and communication platform (Pramesti & Dwiridotjahjono, 2022). As a result, online shopping has become a dominant trend and a popular new habit among the general public (Herdiana, 2023). Consumers increasingly prefer e-commerce platforms because they offer convenience, practically, time and energy efficiency, allowing consumers to make purchases anytime and anywhere without being limited by time (Siburian & Anggrainie, 2022). In response to these market dynamics, various e-commerce continues to strive to present creative and efficient innovations, one of which is the Shopee marketplace. Founded by Forrest Li in 2009, Shopee is a marketplace or online shopping platform that is part of the SEA Group (Sari & Kusuma, 2023).

According to data from databoks, (2024), Shopee occupies the first position with the highest number of visits at 134.1 million. While Tokopedia 78 million, Lazada 55.9 million, and Blibli 24.2 million. This condition shows that Shopee has a lot of enthusiasts among Indonesians which can lead to increased impulsive buying so it is important for Shopee to remain competitive in the midst of market competition. Shopee provides innovation and attractive sales promotion strategies to increase consumer enthusiasm. The large number of products and ease of shopping at Shopee increases consumers' hedonic shopping motivation. High consumption and effective promotions encourage impulsive buying, which are spontaneous purchases without planning (Fadila et al., 2025). Although Shopee offers various promotions, consumers still complain about limitations such as free shipping that does not apply to all stores, minimum purchase for discounts, limited voucher time, expensive shipping, etc. Shopee needs an effective strategy by understanding the influence of impulse buying behavior to retain its leading position in the Indonesian e-commerce market.

Based on Rook & Fisher, (1995) in Tanriady & Septiana, (2021), impulsive buying is a behavior characterized by a sudden, intense, and enduring compulsion to make an instant purchase. Impulsive buying isn't solely propelled by affective elements, influences like the retail environment, personal contentment, self-worth, and the emotional state of consumers can also prompt them (Gogoi et al., 2020). The ease of access to online shopping activities and diverse offers is an attractive phenomenon for the wider community, which leads to impulsive buying behavior. Several factors that influence impulsive buying include sales promotions, hedonic shopping motivation, shopping lifestyle, and E-WOM. Sales promotion is the main element in a marketing campaign that includes intensive tools, mostly short-term, designed to stimulate faster purchases (Kotler & Keller, 2016). The phenomenon of online shopping at Shopee is also in great demand because there are attractive promotional features, namely the order increase promotion feature and interaction with buyers (Shopee, 2025). The order boost promotion feature helps increase sales by offering incentives for buyers such as affiliate marketing solutions, shopee live/video, discounts,

vouchers, flash sales, shipping promos, shopee external ads, my shop vouchers/flash sales, saving combos, etc. As for the promotional features, increasing interaction with buyers can help increase visits including shop follow vouchers, shop decorations, seller coins, rating gifts, and chat broadcasts. Sales promotions can encourage customers to make more purchases, as well as increase impulsive buying (Sinjaya & Santoso, 2021). The results of research Sahar, (2022), Prakasiwi & Nuvriasari, (2024), and Nurfajrini & Putri, (2024), demonstrate that sales promotion exerts a substantial favorable influence on impulsive buying behavior. However, research by Budiarto & Saputri, (2022) and Tumanggor et al., (2022) states the sales promotion exerts no influence on impulsive buying behavior.

According to Fissudur et al., (2022), hedonic shopping motivation is a consumer's drive to seek pleasure and sensation, which often leads to a lack of self-control and a lack of understanding of product benefits. Shopping makes an individual's lifestyle in his daily life to be able to fulfill his needs and desires (Hasim & Lestari, 2022). Findings from studies by Hidiani & Rahayu, (2021) and Sufyan et al., (2024), hedonic shopping desire significantly enhances impulsive buying behavior. However, research by Khatimah et al., (2024), it is stated that hedonic shopping motivation has a negative affects impulsive buying. Shopping lifestyle refers to an individual's allocation of time and financial resources towards diverse products. Due to the convenience of internet shopping, leisure time, and financial resources, customers will possess considerable purchasing power (Tjemara & Nurlinda, 2025). This suggests that a heightened shopping lifestyle increases the likelihood of customers participating in impulsive buying. Research conducted by Salsabila et al., (2024) and Wati et al., (2023), revealed that a shopping lifestyle has a favorable and important impact on impulse purchasing behavior. However, the research findings of Irawan et al., (2020), indicate that shopping lifestyle does not influence impulsive buying. E-WOM typically denotes favorable or unfavorable thoughts regarding a product, serving as a reference prior to a purchase and accessible to numerous individuals online. This can enhance the motivation or bolster the confidence of prospective consumers to engage in impulsive buying (Tanriady & Septina, 2022). The findings of the studies by Ariyanti & Iriani, (2022) and Rahmaningsih & Sari, (2022) indicate that E-WOM significantly influences impulsive buying positively. Nonetheless, the findings of studies conducted by Puspita et al., (2023), Hasim & Lestari, (2022), and Nuraini et al., (2024) indicate that electronic word-of-mouth (E-WOM) has no effect on impulsive buying behavior.

This research is a development of previous research conducted by Fahrudin et al., (2024), it emphasizes the elements of sales promotion, hedonic shopping motivation, and shopping lifestyle. The research show that these three variables exerted a favorable and significant influence on impulsive buying behavior. The distinction between this study and prior studies is in the incorporation of the E-WOM variable as an independent variable, as evidenced by research undertaken by Nuraini & Praswati, (2024), E-WOM shows a beneficial (positive) and significant impact on impulsive buying behavior. The incorporation of these variables seeks to identify additional characteristics that

may affect impulsive buying behavior among consumers. This research focuses on consumer behavior in Purwokerto. As the center activity in the Banyumas region, the people of Purwokerto tend to be digitally literate and have consumptive habits, given the increasing popularity of online promotions and transactions which further trigger impulsive buying behavior. Analyzing sales promotion, hedonic shopping motivation, shopping lifestyle, and electronic word-of-mouth (E-WOM) on impulsive buying can yield deeper insights.

LITERATURE REVIEW

Theory of Consumer Behavior

According to Peter & Olson, (2016), consumer behavior is the action of individuals or groups in the decision-making process and product use, which is influenced by various factors. Affective and cognitive theories are the main basis that can influence consumer behavior in making impulsive buying, where both represent the types of responses and events that occur in the consumer environment (Peter & Olson, 2016). Affective theory is applied in hedonic shopping motivation and shopping lifestyle because it involves consumers' feelings towards an object, referring to internal psychological processes such as feelings, moods, and emotions, to obtain satisfaction within themselves with the aim of seeking pleasant things, which can result in spontaneous or unplanned purchases (Peter & Olson, 2016). Cognitive theory is applied in sales promotion and E-WOM variables, because the theory involves consumers' knowledge or thoughts about a product and is stored in memory. Assessment of individual cognitive responses relates to the thoughts that occur when they read, see, and hear communicated messages. These thoughts reflect processes or reactions attitudes to help form the final acceptance and rejection of the message conveyed (Peter & Olson, 2016).

Impulsive Buying

Based on Rook & Fisher, (1995) in Tanriady & Septiana, (2021) Impulsive buying is a behavior characterized by a sudden, intense, and enduring compulsion to make an instant purchase. This process is influenced by several indicators, including spontaneity, strength/compulsiveness and intensity, excitement and stimulation, and indifference to consequences (Rook & Fisher, 1995) in (Tanriady & Septiana, 2021).

Sales Promotion

Sales promotion is a major element in marketing activities that notifies consumers that the company is launching a new product that has the potential to stimulate consumers to make purchase transactions (Junikon & Ali, 2022). Sales promotions can provide more value and incentives for consumers to visit e-commerce platforms or make purchases within a certain period of time. Furthermore, Mifta & Ali, (2023) in Fahrudin et al., (2024) say that the indicators in sales promotion include providing coupons, offering discounts, price promotion packages, providing product discounts, and providing cashback. This is supported by research Sahar, (2022), Prakasiwi & Nuvriasari, (2024),

Fahrudin et al., (2024), and Nurfajrini & Putri, (2024), demonstrating that sales promotion has a positive and significant impact on impulsive buying behavior.
H1: Sales promotion has a positive and significant effect on impulsive buying.

Hedonic Shopping Motivation

According to Siburian & Anggrainie, (2022) hedonic motivation is the urge of customers to buy because they enjoy the experience of shopping, without considering the value of the products purchased. This highlights the shift in consumer focus from purely functional value to the emotional satisfaction obtained during the shopping process. Indicators of hedonic shopping motivation according to Effendi et al., (2020), some of these are adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, dan value shopping. This finding corroborates the research of Alamsyah & Rahayu, (2024), Hidiani & Rahayu, (2021), and Sufyan et al., (2024), indicating that hedonic shopping motivation considerably and favorably affects impulsive buying behavior.

H2: Hedonic shopping motivation has a positive and significant influence on impulsive buying.

Shopping Lifestyle

According to Wahyuni & Setyawati, (2020) shopping lifestyle is a usage habit that describes personal preferences regarding how to fill time. In addition to fashion trends, individuals dedicate their time to staying informed about the latest advancements. This shopping lifestyle is also what finally along with the times is closely related to information technology (Prasetia, 2020). Furthermore, Prasetia, (2020) in Fahrudin et al., (2024) explains that there are 6 (six) indicators of shopping lifestyle, namely responding to every product advertisement, buying the latest product design, shopping for well-known brands, believing that popular brands are the best purchases in terms of quality, often buying different brands, ensuring that there are different brands (product categories) in the products purchased. This is in line with the research of Salsabila et al., (2024) and Wati et al., (2023), dan Cantikasari & Basiya, (2022), which states that shopping lifestyle has a positive and significant effect on impulsive buying.

H3: Shopping lifestyle has a positive and significant effect on impulsive buying.

E-WOM

E-WOM is marketing using the internet to create word-of-mouth effects to support a business (Kotler & Keller, 2016). E-WOM is a form of review that can be submitted via the internet. The power of E-WOM lies not only in its ability to spread information quickly and widely, but also in its trustworthiness and authenticity. According to Tanriady & Septina, (2022) E-WOM indicators are sharing experiences in giving opinions on the internet and the internet as a source of searching for information about products. According to Arifin & Februadi, (2022) E-WOM indicators are intensity, valence of opinion, and content. This is confirmed by the results of research Ariyanti & Iriani, (2022) Rahmaningsih & Sari, (2022) and Sari & Rafida, (2024) which states that it has a positive and significant effect on impulsive buying.

H4: E-WOM has a positive and significant effect on impulsive buying.

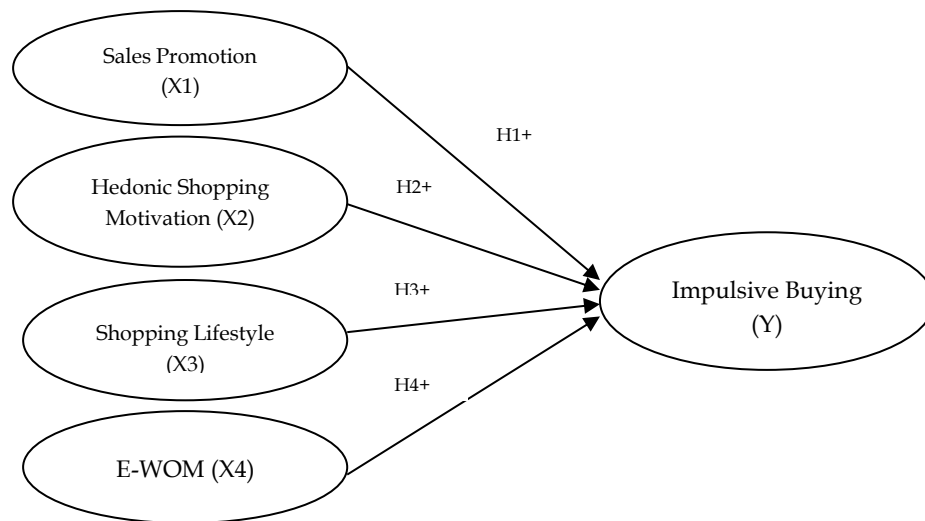


Figure 1. Conceptual Framework

METHODOLOGY

This study employs quantitative methodologies, focusing exclusively on individuals in Purwokerto who have purchased from or engaged with Shopee as consumers. The study population comprises Shopee users residing in Purwokerto who have made a minimum of two purchases on Shopee within the past six months. This study employed a non-probability strategy utilizing purposive sampling to collect samples, where respondents according to criteria or suitable for research purposes are selected so that they are expected to respond to the research case (Sugiyono, 2013). The criteria for determining the sample are as follows: Female/male at least 18 years old; have purchased a minimum of twice in the past six months; shopee consumers who live/reside in Purwokerto.

The sample used in this study used the Lemeshow formula, (1997), because it did not know the exact population size. The Lemeshow formula, (1997) is as follows:

$$n = \frac{Z^2 P (1 - P)}{d^2} = \frac{(1.96)^2 0.5(1 - 0.5)}{(0.1)^2}$$

$$= \frac{3.8416 \times 0.25}{0.01} = \frac{0.9604}{0.01} = 96.04 \text{ samples or } 96 \text{ samples}$$

Referring to the calculation results, the minimum sample size is 96 people. Researchers made a list of statements and distributed questionnaires *online* with google form. In measuring the data to be taken from respondents, researchers used likert measurement scale (1-5) with the provisions that 5 means Strongly Agree (SS), 4 means Agree (S), 3 means neutral (N), 2 means Disagree (TS), and 1 means Strongly Disagree (STS) (Sugiyono, 2013). The primary data collected was processed using the SPSS 26 application (Ghozali, 2018).

RESEARCH RESULT

The research questionnaire contains 30 lists of statements and contains descriptions of respondents related to gender, age, education, occupation, and income. A total of 119 respondents were obtained from distributing

questionnaires using google form. The majority of respondents were female, numbering 110 (92.4%), while 9 (7.6%) were male. The majority were aged 18-23, numbering (85.7%)

Instrument Test

Validity and Reliability Test

Table 1. Reliability Test

Variable	Reliability Test (Cronbach's Alpa)	Description
Sales Promotion	0.825	Reliable
Hedonic Shopping Motivation	0.803	Reliable
Shopping Lifestyle	0.775	Reliable
E-WOM	0.739	Reliable
Impulsive Buying	0.887	Reliable

Source: processed 2025

The validity test analysis results on all variables based on 119 respondents, demonstrate that all statement items are valid. The Pearson total correlation coefficient (r count) surpasses the crucial value (r table) of 0.179, with a significance level of $0.000 < 0.05$ (Ghozali, 2018). The reliability testing findings indicate that the Cronbach's Alpha value exceeds 0.60. This indicates that the instrument adheres to the dependability requirements established (Ghozali, 2018).

Classical Assumptions

1. Normality Test

Ghozali, (2018) The normality test evaluates if the residuals of the regression model conform to a normal distribution. The applied methodology is the Kolmogorov-Smirnov non-parametric test, which determines that a significance value below 0.05 classifies the data as abnormal, whereas a significance value above 0.05 categorizes the data as acceptable or normal.

Table 2. Normality Test

**One-Sample
 Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		119
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	4.091284668
Most Extreme Differences	Absolute	.081
	Positive	.049
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.053 ^c

Source: compiled in 2025

Based on table 2, the value of Asymp. Sig. (2-tailed) is $0.053 > 0.05$, indicating that the data is normally distributed. Thus, the normality requirement in the regression model has been successfully met.

2. *Multicollinearity Test*

Table 3. Multicollinearity Test

Model	Colinearity Statistics		Description
	Tolerance	VIF	
X1	0.562	1.780	No multicollinearity
X2	0.336	2.977	No Multicollinearity
X3	0.393	2.543	No Multicollinearity
X4	0.413	2.422	No Multicollinearity

Source: processed 2025

Multicollinearity testing is conducted to assess the existence of a significant linear connection among the independent variables in the regression model (Ghozali, 2018). According to Table 3, with Tolerance over 0.10 and VIF below 10, as noted by Ghozali, (2018), these findings indicate the absence of multicollinearity symptoms among the independent variables.

3. *Glejser Heteroscedasticity Test*

Ghozali, (2018) explains that the heteroscedasticity test aims to detect inequality in the variance of the residuals of each observation of the regression model.

Table 4. Glejser Heteroscedasticity Test

Model	T	Sig.	Description
(Constant)	-0.233	0.816	No Heteroscedasticity
Sales Promotion	1.129	0.261	No Heteroscedasticity
Hedonic Shopping Motivation	1.308	0.194	No Heteroscedasticity
Shopping Lifestyle	-0.533	0.595	No Heteroscedasticity
E-WOM	-0.038	0.970	No Heteroscedasticity

Source: processed 2025

In table 4, Sig. > 0.05 Ghozali, (2018) shows that all variables do not occur heteroscedasticity problems.

Multiple Linear Regression Analysis

Hypothesis Test

1. *T-Test*

Table 5. T-Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
	Beta				
(Constant)	3.980	2.819		1.412	0.161
X1	0.336	0.133	0.253	2.533	0.013
X2	0.405	0.166	0.315	2.439	0.016
X3	0.482	0.154	0.374	3.136	0.002
X4	-0.475	0.166	-0.333	-2.860	0.005

Source: processed 2025

Regression Model:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$$

$$= 3.980 (\alpha) + 0.336 (X_1) + 0.405 (X_2) + 0.482 (X_3) - 0.475 (X_4) + e$$

The analysis results in table 5 show the effect of each variable. The T-Test states that:

1. Sales promotion (t value 2.533 > t table 1.98099, significance 0.013 < 0.05) indicates that X1 has a positive and significant influence on Y. As a result, H1, which claims that sales promotion has a positive and significant influence on impulsive buying, is accepted.
2. X2 has a significant positive influence on Y (t value 2.439 > t table 1.98099, significance 0.016 < 0.05). As a result, hypothesis H2, which states that hedonic shopping motivation have a positive and significant influence on impulsive buying, is accepted.
3. The shopping lifestyle variable has a significant positive impact on Y, with a t-value of 3.136 compared to the t-table value of 1.98099 (significance 0.002 < 0.05). Thus, H3, which claims that a shopping lifestyle has a positive and significant impact on impulsive buying, is accepted.
4. E-WOM, t value -2.860 < t table 1.98099 with significance 0.005 < 0.05 indicates that X4 has no significant effect on Y. As a result, H4, which proposes that E-WOM has a positive and significant impact on impulsive buying, is rejected.

2. *F Test*

Table 6. F Test

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1123.634	4	280.908	16.213	.000 ^b
	Residual	1975.156	114	17.326		
	Total	3098.790	118			

Source: processed 2025

Based on table 6, The significance value is 0.000, which is less than 0.05, and the F count is 16.213. Refer to Table 6.

3. *Test the Coefficient of Determination*

Table 7. Test the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.602 ^a	0.363	0.340	4.162

Source: processed 2025

In table 7, sales promotion, hedonic shopping motivation, shopping lifestyle, and E-WOM are independent variables, according to the regression model's Adjusted R Square value of 0.340 account for 34% of the variance in the dependent variable (impulsive buying). The remaining 66% is affected by unexamined variables.

DISCUSSION

The Effect of Sales Promotion on Impulsive Buying

The results showed that sales promotion positively and significantly influences impulsive buying among Shopee consumers. Sales promotion strategies such as discounts, vouchers, flash sales, shipping promos, etc. provide a strong impetus to engage in impulsive buying. Based on Peter & Olson, (2016), cognitive processes affect how message conveyed can be received and related to consumer purchases. The type of sales promotion used by Shopee is effective in reaching consumers. Consumers in Purwokerto tend to make impulsive buying when there are attractive promotional offers on shopee. This indicates that smart marketing strategies in the form of promotions can trigger emotional responses and a spontaneous desire to buy, even without prior planning. This finding is in line with research research (Sahar, 2022), (Prakasiwi & Nuvriasari, 2024), (Fahrudin et al., 2024), and (Nurfajrini & Putri, 2024).

The Effect of Hedonic Shopping Motivation on Impulsive Buying

The data indicates that hedonic shopping motivation positively and significantly influences impulsive buying. This discovery aligns with Peter and Oslon affective theory, (2016), which posits that hedonic shopping motivation is propelled by customers' pursuit of emotional gratification and pleasurable experiences when shopping, frequently independent of utilitarian necessities. Consumers who have high hedonic shopping motivation tend to make impulsive buying when shopping at shopee in the Purwokerto community. Shopping activities at Shopee are not just transactions, but also recreational experiences and discoveries that trigger positive feelings in finding an interesting product, which can encourage impulsive buying behavior. This finding is in line with research by Alamsyah & Rahayu, (2024), Hidiani & Rahayu, (2021), Fahrudin et al., (2024), and Sufyan et al., (2024), Hedonic shopping motivation significantly enhances impulsive buying behavior.

The Effect of Shopping Lifestyle on Impulsive Buying

The results showed that shopping lifestyle positively and significantly influences impulsive buying. Based on affective theory Peter & Olson, (2016) consumers have a tendency to buy based on psychological processes within themselves, consumer shopping lifestyles which include behavior, preferences, and shopping habits are factors in shaping the impulsive buying behavior of the Purwokerto community, which makes shopping an important and enjoyable activity. Consumers who have a shopping lifestyle tend to be impulsive, who are more easily tempted to buy new products and tend to make impulsive buying when interacting with Shopee. Products with a variety of diverse brands in shopee, the quality offered, and the ease of shopping at shopee significantly contribute to the impulsive buying process to impulsive buying impulses as part of their shopping lifestyle. This finding is in line with research by Salsabila et al., (2024) and Wati et al., (2023), Fahrudin et al., (2024), and Cantikasari & Basiya, (2022) that shopping lifestyle has a significant positive effect on impulsive buying.

The Effect of E-WOM on Impulsive Buying

The analysis shows that E-WOM exerts no substantial influence on impulsive buying in Shopee consumers. In the context of this study, although not in line with Peter & Olson cognitive theory, (2016), it is possible that Shopee consumers in Purwokerto face significant negative E-WOM, which is manifested through product dissatisfaction or discontent with Shopee itself, as well as the dissemination of adverse experiences and recommendations to other customers not to make certain product purchases, thereby reducing impulsive buying behavior among consumers. Consumers react much more strongly to negative things, which can be caused by various circumstances, impression formation, and information processing. This finding is in line with the results of previous research by Yuliana et al., (2024) and Puspita et al., (2023), which states that E-WOM has no significant effect on impulsive buying.

CONCLUSIONS AND RECOMMENDATIONS

The results of this study indicate that sales promotion, hedonic shopping motivation, and shopping lifestyle significantly and positively influence impulsive buying on Shopee consumers in Purwokerto. Meanwhile, the E-WOM variable has no significant effect on impulsive buying for Shopee consumers in Purwokerto.

The adjusted R-square value of 34% in this study, classified as moderate in influencing the dependent variable, Hair & Alamer, (2022), indicates that there are other factors that influence the dependent variable that have not been measured in the model. Demographic analysis of respondents shows a disproportionate composition, dominated by young individuals with an average monthly income below one million rupiah. The limitation of indicators in describing variables may also be a contributing factor. Based on these findings, further research is recommended to include other relevant variables outside the model and expand the demographic coverage of respondents to increase the explanatory power of the model to the dependent variable and strengthen its generalizability.

ADVANCED RESEARCH

This research is expected to add insight and knowledge and become a reference for future researchers. The limitation of this research is the unrepresentative sample composition. Most of the respondents are young individuals (students), dominated by one age group, gender and predominantly low income. It is hoped that future researchers can expand the demographic coverage of respondents and examine other factors or variables that can influence impulsive buying.

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