

Impact of Sales Promotion, Store Atmosphere, Hedonic Motivation, and Fashion Involvement on Impulsive Buying Behavior in Shopee Live Streaming with Positive Emotion as a Mediator

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Abstract — *The rapid growth of online shopping in Indonesia has led platforms like Shopee to implement live streaming to enhance customer engagement and encourage impulsive purchases. This study examines the effects of sales promotion, store atmosphere, hedonic motivation, and fashion involvement on impulsive buying behavior in Shopee Live streaming, with positive emotion serving as an intervening variable. Utilizing a quantitative approach, data was collected from 200 Shopee users in Jakarta through purposive sampling. Structural Equation Modeling (SEM) was applied for data analysis to test the relationships between variables. Results indicate that sales promotion, store atmosphere, hedonic motivation, and fashion involvement significantly influence impulsive buying behavior directly and through positive emotion. The findings reveal that positive emotion plays a crucial mediating role, particularly with sales promotions, hedonic motivation, and fashion involvement, enhancing impulsive buying tendencies. These insights offer valuable implications for e-commerce platforms and marketers aiming to optimize live-streaming features to drive impulsive purchases through engaging and emotionally resonant experiences.*

Keywords: *impulsive buying, positive emotion, live-streaming, sales promotion, e-commerce*

Abstrak — *Pertumbuhan pesat belanja online di Indonesia mendorong platform seperti Shopee untuk menggunakan live-streaming sebagai strategi meningkatkan keterlibatan pelanggan dan memicu pembelian impulsif. Penelitian ini mengkaji pengaruh promosi penjualan, atmosfer toko, motivasi hedonis, dan keterlibatan dalam fashion terhadap perilaku pembelian impulsif di Shopee Live, dengan emosi positif sebagai variabel mediasi. Menggunakan pendekatan kuantitatif, data dikumpulkan dari 200 pengguna Shopee live-streaming di Jakarta melalui purposive sampling. Model Persamaan Struktural (SEM) digunakan dalam analisis data untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa promosi penjualan, atmosfer toko, motivasi hedonis, dan keterlibatan dalam fashion berpengaruh signifikan terhadap perilaku pembelian impulsif, baik secara langsung maupun melalui emosi positif. Temuan ini menunjukkan bahwa emosi positif memiliki peran mediasi yang penting, terutama dalam kaitannya dengan promosi penjualan, motivasi hedonis, dan keterlibatan fashion, yang memperkuat kecenderungan pembelian impulsif. Hasil penelitian ini memberikan implikasi berharga bagi platform e-commerce dan pemasar yang ingin mengoptimalkan fitur live-streaming untuk mendorong pembelian impulsif melalui pengalaman yang menarik dan emosional.*

Kata Kunci: *pembelian impulsif, emosi positif, live-streaming, promosi penjualan, e-commerce*

INTRODUCTION

The rapid growth of online shopping in Indonesia has fundamentally transformed consumer behavior, particularly in the context of impulsive buying. Impulsive buying, unplanned and spontaneous purchasing triggered by strong emotional responses, has become a critical area of interest for marketers and e-commerce platforms. According to a study by Akram et al. (2018), impulsive purchases contribute significantly to e-commerce revenue, with nearly 50% of consumers globally engaging in such behavior. This phenomenon is particularly evident in the

Southeast Asian market, where platforms like Shopee have integrated innovative features like live streaming to create interactive and emotionally engaging shopping experiences. These features enable sellers to showcase products in real time, fostering direct communication with consumers and increasing the likelihood of impulsive purchases.

Indonesia, with its expansive and rapidly growing internet user base of over 215 million people in 2023 (Annur, 2023), provides fertile ground for this phenomenon. Shopee, one of the region's leading e-commerce platforms, recorded 237 million visits by

September 2023, a 38% increase from earlier that year (Ahdia, 2023). A significant portion of this growth can be attributed to live streaming, which has reshaped the online shopping landscape by enhancing consumer engagement and providing a near-instantaneous platform for showcasing promotional offers, product demonstrations, and interactive customer service. Live-stream shopping sessions have been shown to amplify impulsive buying tendencies by combining sensory appeals, real-time feedback, and limited-time promotions (Residona & Yuniarinto, 2019).

Despite these advancements, existing research often explores impulsive buying behavior in isolated contexts, failing to comprehensively address the interplay of critical variables such as sales promotion, store atmosphere, hedonic motivation, and fashion involvement within live-streaming environments. This gap in the literature underscores the need for a deeper understanding of the factors driving impulsive purchases in live-stream settings and the role of positive emotions in mediating these influences.

This study aims to fill this gap by examining the combined effects of sales promotion, store atmosphere, hedonic motivation, and fashion involvement on impulsive buying behavior, with positive emotion as a mediating variable, specifically in Shopee's live-streaming context. By providing empirical evidence on how these factors influence impulsive buying, this research contributes to the state-of-the-art understanding of digital consumer behavior. It offers actionable insights for e-commerce platforms to enhance their marketing strategies.

LITERATURE REVIEW

Impulsive Buying Behavior

Impulsive buying behavior is widespread among consumers, with approximately 50% of global consumers engaging in impulsive purchases (Akram et al., 2018). This behavior involves unplanned, spontaneous purchases often driven by emotional solid or situational triggers rather than rational decision-making processes (Iyer et al., 2019). Studies show that impulsive buying is frequent in the general retail environment and contributes significantly to revenue in sectors such as hospitality and tourism, where customer purchases are often emotionally driven (Ahn & Kwon, 2022). Luo et al. (2023) define impulsive buying as a spontaneous and unplanned, typically triggered by immediate stimuli rather than well-considered needs. This characteristic is prevalent in e-commerce platforms like Shopee, where real-time product displays in live streaming encourage consumers to make swift purchase decisions without prior planning (Harahap & Amanah, 2022).

Critical features of impulsive buying behavior include spontaneity and emotional response to environmental stimuli (Vohs & Faber, 2007). Consumers who encounter appealing store

atmospheres or promotions are likelier to make impulsive purchases, as these elements enhance the shopping experience, fostering positive emotional responses that drive impulsivity (Gulfranz et al., 2022). Research has shown that when consumers shop in interactive live-streaming environments, their moods significantly influence impulsive buying decisions, with ambient elements and real-time engagement contributing to heightened impulsive tendencies (Choirul & Artanti, 2019). Thus, impulsive buying in online settings is often catalyzed by the interactive, emotionally stimulating shopping environment (Sharma et al., 2010; Park et al., 2012).

Positive Emotion

Positive emotions, described as affective states that precede mood formation, are pivotal in influencing consumer decisions (Pradiatiningtyas, 2019). Positive emotions, such as enthusiasm and excitement, are often elicited by engaging shopping environments, like those in Shopee's live-streaming sessions, where real-time interactions enhance consumer satisfaction (Andriani & Harti, 2021). Emotions like happiness, comfort, and excitement contribute to impulsive buying, heightening the consumer's creative drive and openness to opportunities (Imbayani & Novarini, 2018; Muzdalifah, 2022). Consequently, consumers who experience positive emotions during live streaming are more likely to make impulsive purchases, as these emotions foster a favorable disposition toward the product and the seller (Nurlinda & Christina, 2020).

Sales Promotion

Sales promotion is a strategic tool to encourage consumers to make quick purchases by offering time-sensitive discounts or special offers (Yurizal & Purwanto, 2024). Kotler (2012) defines sales promotions as tactics designed to stimulate immediate consumer response, enhancing purchasing volume in a short timeframe. Akram et al. (2018) emphasize that sales promotions meet consumer needs by offering value, directly influencing purchasing behavior. Promotions can be divided into price-related and non-price-related incentives. Price promotions signal product abundance, while non-price promotions often imply product scarcity, driving consumers to act quickly to secure the deal (Peschel, 2021).

In live streaming, sales promotions are particularly impactful, as they create a sense of urgency during limited-time offers. This approach enhances the appeal of the shopping experience, with consumers often motivated to make impulsive purchases to avoid missing out (Andani & Wahyono, 2018). However, it is crucial to differentiate promotion types; studies suggest that various promotions have different impacts on consumer loyalty, with some failing to generate long-term brand attachment (Kim & Jang, 2021).

Store Atmospheric

Store atmospheric refers to a shopping environment's sensory elements and design features that encourage consumers to linger and engage more deeply (Kakaria et al., 2023). This includes layout, lighting, and music in physical retail spaces, which evoke emotional responses that enhance the shopping experience (Elmashhara & Soares, 2022; Purwanto et al., 2016). In online contexts, store atmospherics are adapted to include website navigation, visual design, and interactive features like live streaming, all of which influence consumer behavior by creating an immersive shopping experience (Madhu et al., 2023).

Store atmospherics have been shown to influence impulse buying behavior by enhancing the consumer's mood and willingness to spend more time exploring products (Lee & Johnson, 2010). For example, in a well-designed e-commerce environment, sensory cues such as color schemes and product layouts can encourage impulse buying by increasing emotional engagement (Tang & Zhang, 2020). This aligns with Loureiro & Roschk (2014) findings, which highlight that store atmospherics in both physical and virtual spaces contribute significantly to consumer behavior, encouraging unplanned purchases through the emotional connection they establish.

Hedonic Motivation

Hedonic motivation is a consumer's desire to seek pleasure and escape from routine through shopping, driving them to purchase items for enjoyment rather than necessity (Kholis et al., 2023). This motivation is often linked to the emotional gratification consumers derive from the shopping experience, leading them to make impulsive purchases (Erdem & Yilmaz, 2021). Rejikumar & Asokan (2020) note that hedonically motivated consumers often prioritize pleasure over financial considerations, showing a tendency toward unplanned spending.

The rise of social commerce platforms has fueled hedonistic shopping behaviors, where consumers pursue new experiences and gain satisfaction from exploring products that meet aesthetic or social needs (Pranggabaya & Andjarwati, 2022; Saad & Metawie, 2015). As consumers are exposed to trend-driven shopping environments, mainly through live-streaming sessions, they are more inclined to buy impulse to fulfill these hedonistic desires (Triwidisari et al., 2018). Research suggests that by leveraging hedonic motivations, e-commerce platforms can create engaging, fulfilling shopping experiences that drive unplanned purchases (Rejikumar & Asokan, 2020).

Fashion Involvement

Fashion involvement refers to a consumer's interest and engagement with fashion, driven by personal style, social identity, and emotional attachment (Dewi & Adi, 2023). Consumers with high

fashion involvement are deeply aware of trends and prioritize staying updated, often resulting in impulsive purchases as they seek to align with current styles (Riyanto & Loisa, 2022). Pramestya & Widagda (2020) highlight that fashion involvement reflects a consumer's emotional investment in clothing, reinforcing fashion as an essential aspect of self-expression.

Chauhan et al. (2023) note that fashion involvement substantially influences impulsive buying as it caters to consumers' desires to keep up with trends, fulfilling social and psychological needs. This relationship between fashion involvement and impulsive buying is significantly pronounced in live-streaming environments, where consumers are presented with up-to-date fashion options, fostering an emotional connection that prompts impulsive decisions.

Relationship Between Positive Emotion and Impulsive Buying Behavior

Marcelino & Sukawati (2023) found that positive emotions play a crucial role as a significant mediator between sales promotions and impulsive buying behavior on the Shopee platform in Denpasar, Indonesia. Their findings suggest that positive emotions elicited by promotional activities motivate consumers to engage in impulsive purchases, thus providing companies with a strategy to enhance performance in the e-commerce industry. Similarly, Kumala & Wardana (2021) highlighted the significant impact of positive emotions on impulsive buying behavior, showing that positive emotions influence consumer impulse and reduce decision-making complexity. Devi & Jatra (2020) further confirmed that stronger positive emotions correlate with a higher likelihood of impulsive purchases. Additionally, studies by Vohs & Faber (2007) and Utami et al. (2021) indicate that strong positive emotional responses often trigger impulsive buying. Reinforcing this, Cahyani & Marcelino (2023) and Andani & Wahyono (2018) established a strong link between positive emotions and impulsive purchasing. Consequently, the first hypothesis is:

H1: Positive emotion has a positive effect on impulsive buying behavior.

Relationship Between Sales Promotion and Impulsive Buying Behavior

Sales promotion is a crucial factor influencing impulsive buying behavior, as consumers are often attracted to promotional activities that encourage unplanned purchases. Utami et al. (2021) found that consumer impulsive buying is driven by emotional and hedonistic tendencies and significantly by the appeal of sales promotions. This highlights the importance of creative marketing strategies for sellers to capture consumer interest effectively. Cahyani & Marcelino (2023) emphasized that sales promotions on e-commerce platforms like Shopee can directly

encourage consumers to make unplanned purchases, further supporting the role of promotions in driving impulsive buying.

Numerous studies have demonstrated the strong impact of sales promotions on impulsive buying behavior. Andani & Wahyono (2018) and Mandolfo et al. (2022) confirmed that sales promotions significantly influence impulsive purchases, as consumers often respond to limited-time offers or discounts. Similarly, Saodin (2021) found that promotions create a sense of urgency, enhancing the likelihood of impulsive purchases. Marcelino & Sukawati (2023) reinforced these findings, noting that sales promotions attract consumer attention and provide valuable product information, ultimately leading to impulsive buying. This conclusion is supported by previous studies, including those by Idris (2018) and Maulana (2018), which established the positive effect of promotions on impulsive behavior.

Further insights from Kumala & Wardana (2021) indicate that sales promotions elicit positive emotions, enhancing impulsive buying behavior. When consumers experience positive emotions due to appealing promotions, they are more inclined to make unplanned purchases. Devi & Jatra (2020) also found that sales promotions impact positive emotions, which mediate the effect of impulsive buying. They show an amplified impact on impulsive behavior when positive emotions are involved.

Based on these studies, the following hypothesis is proposed:

H2: Sales promotion has a positive effect on impulsive buying behavior.

The Relationship Between Store Atmosphere and Impulsive Buying Behavior

The store atmosphere influences impulsive buying behavior by shaping an environment that appeals to consumers' emotions. Madhu et al. (2023) found that music, lighting, and direct interactions with sales staff can stimulate impulsive purchases in physical stores. Factors like product attributes, website navigation, and online promotions significantly affect consumer impulsivity in online contexts. Prihatiningrum et al. (2019) noted that the store atmosphere, comprising elements like ambiance, design, and sales promotions, is designed to create a positive experience, encouraging customers to spend more time shopping and making spontaneous purchases.

Further research by Widayati et al. (2019) showed that visual merchandising strongly affects impulsive buying, as an attractive shopping environment positively influences consumer emotions. Using the Stimulus-Organism-Response (S-O-R) model, Lee & Johnson (2010) found that well-organized store layouts, engaging atmospheres, and positive interactions with staff contribute significantly to impulsive buying behavior by affecting consumer moods.

Online research by Floh & Madlberger (2013) also applied the S-O-R model, demonstrating that an e-store's design and navigational ease influence impulsive buying and related spending. Garaus et al. (2017) supported these findings by showing that an engaging store atmosphere and visually appealing cues encourage consumers to seek product information, leading to impulsive purchasing.

Thus, based on prior research, the following hypothesis is proposed:

H3: Store atmosphere has a positive influence on impulsive buying behavior.

The Relationship Between Hedonic Motivation and Impulsive Buying Behavior

Hedonic motivation, or the pursuit of pleasure in shopping, significantly affects impulsive buying behavior. Rejikumar & Asokan-Ajitha (2020) found that consumers' pleasurable shopping experiences in online stores often lead to impulsive purchases. Similarly, Darmaningrum & Sukaatmadja (2019) and Akram et al. (2018) highlighted that strong hedonic motivation correlates with higher levels of impulse buying. Supporting research from Kosyu et al. (2014) and (Mamuaya, 2018) confirmed that hedonic motivation is positively associated with impulsive purchasing behavior.

In addition, Coelho et al. (2023) explained that hedonic motivation can mediate between personal values and impulsive buying, influencing impulsive purchasing tendencies through the desire for excitement and enjoyable shopping experiences. Edelia & Anggraini (2022) pointed out that consumers often engage in impulsive purchases driven by social and emotional factors associated with hedonic motives, finding satisfaction beyond the product's functional benefits.

Erdem & Yilmaz (2021) emphasized that various sub-dimensions of hedonic motivation, such as social, relaxation, adventure, value, role, and idea shopping, all contribute to impulsive buying behaviors by providing emotional fulfillment. Based on these insights, the fourth hypothesis is proposed:

H4: Hedonic motivation positively and significantly affects impulsive buying behavior.

The Relationship Between Fashion Involvement and Impulsive Buying Behavior

Research indicates that fashion involvement—a consumer's interest, enthusiasm, and engagement with fashion trends—significantly impacts impulsive buying behavior. Pramestya & Widagda (2020) observed that consumers with high levels of fashion involvement are more likely to make impulsive purchases due to their focus on trends and the desire to keep up with fashion developments. Similarly, Chauhan et al. (2023) highlighted that fashion involvement satisfies consumers' desire to stay updated with trends, enhancing social status and motivation to purchase impulsively. They found that

the positive emotions experienced while shopping for fashion also trigger impulsive buying, showing a strong link between fashion involvement and spontaneous purchasing decisions.

Riyanto & Loisa (2022) confirmed this association, noting that individuals highly involved in fashion tend to be more impulsive in purchasing due to the positive emotions derived from their engagement with fashion. Additional research by Arfia (2022) and Diksita & Jatra (2018) supports the positive relationship between fashion involvement and impulsive buying, showing that consumers who actively follow fashion trends are likelier to make unplanned purchases. Consequently, the following hypothesis is proposed:

H5: Fashion involvement has a positive effect on impulsive buying behavior.

The Relationship Between Sales Promotion and Positive Emotion

Sales promotion plays a significant role in eliciting positive emotions in consumers, which can further drive impulsive buying. Marcelino & Sukawati (2023) found that effective sales promotions create positive emotional responses, increasing consumer satisfaction and the likelihood of spontaneous purchases. Similarly, Kumala & Wardana (2021) showed that positive emotions elicited by sales promotions lead consumers to make unplanned purchases. They suggested that intensified promotional strategies can strengthen these emotions, enhancing impulsive buying behavior.

Devi & Jatra (2020) conducted a study in Alfamart, Denpasar, where they observed that enhanced sales promotions increased positive emotions among consumers, promoting impulsive purchasing. Prihatiningrum et al. (2019) added that short-term promotional incentives like discounts and special offers effectively create positive emotions, influencing consumers' purchasing behavior. Given this background, the following hypothesis is proposed:

H6: Sales promotion has a positive effect on positive emotion.

The Relationship Between Store Atmosphere and Positive Emotion

Research shows that store atmosphere, which includes elements such as design, lighting, music, and layout, significantly affects consumers' positive emotions, enhancing their shopping intentions. Tang & Zhang (2020) observed that a well-designed store atmosphere fosters positive emotions, ultimately influencing consumers' online shopping intentions. Similarly, Wardana et al. (2024) demonstrated that a pleasant store environment simplifies customer decision-making and can lead to impulsive buying due to the positive emotions it elicits.

Marso & Idris (2022) found that well-managed store atmospheres increase customer satisfaction, with

exterior elements such as attractive signage and well-designed windows contributing to positive customer emotions. Furthermore, Prihatiningrum et al. (2019) emphasized that an inviting store ambiance—created by comfortable temperature, adequate lighting, and cleanliness—positively affects customers' emotions, making them more likely to purchase spontaneously. Loureiro & Roschk (2014) expanded on this, highlighting that both offline and online store atmospheres positively impact emotions such as joy and excitement, fostering customer loyalty. Given these insights, the following hypothesis is proposed:

H7: Store atmosphere has a positive and significant effect on positive emotion.

The Relationship Between Hedonic Motivation and Positive Emotion

Hedonic motivation, the desire for pleasurable experiences, has increased positive emotions like excitement and curiosity. According to Perez et al. (2023), hedonic motivation contributes to positive emotional experiences, such as reducing stress and fostering a sense of novelty. Similarly, Cahyani & Marcelino (2023) found that hedonic shopping motivations—driven by subjective pleasure—elevate positive emotions, influencing purchase decisions.

Research by Arnold & Reynolds (2012) demonstrated that both approach and avoidance motivations can heighten hedonic motivation in shopping, leading to more positive evaluations of the shopping experience. They observed that consumers with hedonic solid motivation focus on aspects of shopping that offer satisfaction and enjoyment, thus increasing positive emotions during their shopping experience. Accordingly, the following hypothesis is proposed:

H8: Hedonic motivation has a positive effect on positive emotion.

The Relationship Between Fashion Involvement and Positive Emotion

Studies indicate that individuals with high fashion involvement often experience strong positive emotions associated with purchasing fashion items, which can drive impulsive buying decisions. According to Pramestya & Widagda (2020), this positive emotion stems from the excitement of finding and acquiring new fashion items that align with one's self-image. Dewi & Adi (2023) further suggested that fashion involvement leads to positive emotions like happiness and satisfaction during shopping, subsequently increasing the likelihood of impulsive buying.

Chauhan et al. (2023) found that fashion involvement positively impacts consumers' emotions, enhancing their motivation to make impulsive purchases. Additionally, Riyanto & Loisa (2022) confirmed that fashion involvement significantly affects positive emotion, noting that it serves as a medium through which consumers can express their

identities, fostering joy and satisfaction. This emotional boost also mediates the relationship between fashion involvement and impulsive buying. Based on these findings, the following hypothesis is proposed:

H9: Fashion involvement has a positive effect on positive emotions.

The Relationship Between Sales Promotion and Impulsive Buying Behavior through Positive Emotion

Sales promotions are intended to attract consumers and stimulate impulsive buying by creating a sense of urgency and enhancing the appeal of a product. Andani & Wahyono (2018) observed that promotions can increase consumer interest, making indulging in impulsive purchases easier. Additionally, positive emotions from sales promotions can boost purchase frequency and diminish the need for pre-planning (Devi and Jatra, 2020).

Chih-Yi & Chien-Ping (2016) noted that promotions improve consumers' moods, encouraging impulsive buying when consumers feel they have found something desirable. Devi & Jatra (2020) confirmed that positive emotion significantly mediates the effect of sales promotion on impulsive buying, suggesting that sales promotion initially enhances consumer mood, which then influences impulsive purchasing behavior. Based on the previous studies, the following hypothesis is proposed:

H10: Sales promotion positively influences impulsive buying behavior through positive emotion.

The Relationship Between Store Atmosphere and Impulsive Buying Behavior Through Positive Emotion

Positive emotion is described as a mood state that can influence sudden decision-making, particularly in the context of product purchases Ayu et al. (2020). A well-designed store atmosphere, whether in physical stores or during live streaming events, plays a significant role in creating a pleasant shopping experience. This positive environment can enhance consumer willingness to make unplanned purchases, as seen in live-stream shopping events like Shopee's, where the engaging atmosphere encourages impulsive buying (Nurcaya & Rastini, 2018).

Research by Ayu et al. (2020) demonstrated that positive emotion significantly mediates the influence of store atmosphere on impulsive buying behavior, a finding supported by Negara & Kusumadewi (2018). Furthermore, Asrinta (2018) provided evidence that store atmosphere positively impacts impulsive buying behavior through positive emotion, aligning with Kurniawan et al. (2013), who found that a positive emotional state effectively mediates the effect of store atmosphere on impulsive buying. Based on these findings, the following hypothesis is proposed:

H11: Store atmosphere positively influences impulsive buying behavior through positive emotion.

The Relationship Between Hedonic Motivation and Impulsive Buying Behavior with Positive Emotion as a Mediating Variable

The urge for pleasure in certain activities can arise internally, as shopping often serves as a recreational activity, relieving daily stress and bringing enjoyment even when merely browsing. This sense of pleasure can naturally trigger positive emotions (Cahyani & Marcelino, 2023). Denia et al. (2023) confirmed that hedonic motivation significantly impacts impulsive buying behavior through positive emotion. Bilal Ahmad et al. (2019) further supported this by showing that positive emotion potentiates the relationship between hedonic motivation and impulsive buying behavior.

Similarly, Riyanto & Loisa (2022) found that the influence of hedonic motivation on impulsive buying behavior is more substantial when mediated by positive emotion. This aligns with the findings of Andani & Wahyono (2018), who also noted that positive emotion effectively mediates the relationship between hedonic motivation and impulsive buying. Based on these insights, the following hypothesis is proposed:

H12: Hedonic motivation positively influences impulsive buying behavior through positive emotion.

The Relationship Between Fashion Involvement and Impulsive Buying Behavior Through Positive Emotion

Consumers with high levels of fashion involvement often experience heightened positive emotions during transactions, which can, in turn, increase their likelihood of engaging in impulsive buying. For instance, when consumers find trendy fashion items, their awareness of current styles enhances their excitement, leading to unplanned purchases (Warmika, 2015; Bilal Ahmad et al., 2019).

Research by Park et al. (2006) demonstrates that positive emotion significantly mediates the influence of fashion involvement on impulsive buying behavior. Arfia (2022) confirms this relationship, showing that higher consumer involvement in fashion increases positive emotions, encouraging impulsive purchases. Bilal Ahmad et al. (2019) further substantiates that positive emotion mediates the connection between fashion involvement and impulsive buying, as does Chauhan et al. (2023). Warmika (2015) similarly found that fashion involvement positively affects impulsive buying behavior through consumers' emotional responses. Based on these studies, the following hypothesis is proposed:

H13: Fashion involvement positively influences impulsive buying behavior through positive emotion.

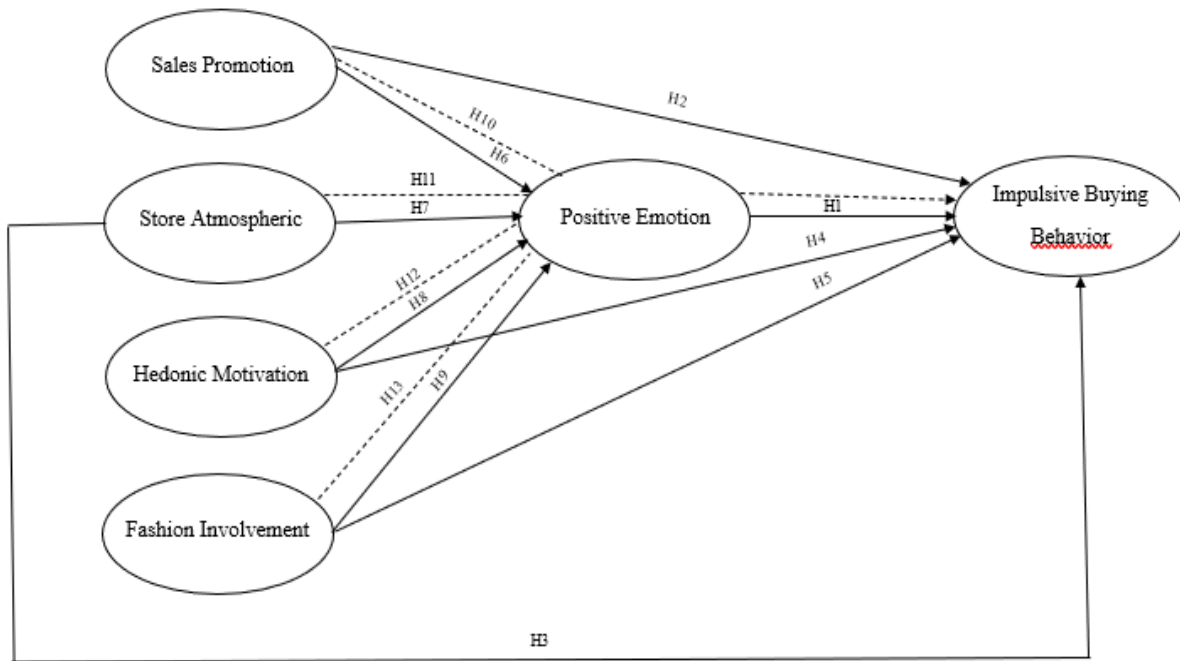


Figure 1. Theoretical Framework

Fashion involvement positively influences impulsive buying behavior through positive emotion.

RESEARCH METHODOLOGY

Research Type

As Mulyadi (2019) states, this research employs a quantitative approach, aligning with positivist principles that emphasize the importance of variables as research subjects and their operational definitions. Quantitative research values reliability and validity, essential for ensuring the research's quality, reproducibility, and generalizability (Sarwono, 2009). This study examines the effects of sales promotion, store atmosphere, and hedonic motivation on impulsive buying behavior among Shopee live-streaming viewers, with positive emotion as a mediating variable.

Sampling Method

The population of this study includes all Shopee users in Jakarta who have watched and conducted transactions on Shopee Live. Pradana & Reventiary (2016) define a population as a group of subjects with specific characteristics that a researcher investigates to conclude. Sugiyono (2017) further explains that the population provides essential data for the research, allowing researchers to generalize findings about qualities and attributes relevant to the study.

The study sample, representing the population's characteristics, is obtained through a non-probability sampling technique, specifically purposive sampling, with criteria including (1) Shopee users and (2) those who have watched and transacted on Shopee live within the past six months. According to Hair et al. (2012), the minimum sample size for non-probability

sampling is calculated based on 5-10 times the number of indicators. With 35 indicators in this study, the minimum sample size is 150. However, the study uses a sample size of 200 respondents to enhance robustness. Sugiyono (2017) discusses sampling techniques, dividing them into probability and non-probability categories, with purposive sampling employed here for efficiently gathering foundational information during the exploratory phase (Sekaran & Bougie, 2016).

Data Collection Method

Data collection methods in this study include a literature review and a questionnaire. Sugiyono (2017) describes literature review as involving theoretical sources on social norms, values, and relevant past studies. Reviewing existing literature is critical to obtaining relevant data and theoretical perspectives, including journal articles, books, news, and prior studies. A questionnaire is also used, as defined by Sugiyono (2017), as a data collection method that uses a series of written questions to gather participants' responses. This study's questionnaire is designed with a Likert scale to measure respondent attitudes, opinions, and perceptions, ranging from "Strongly Disagree" to "Strongly Agree," with scores from 1 to 5.

Operational Definition of Variables

An operational variable is defined as a measurable characteristic that allows researchers to observe or accurately measure the research subject (Nurdin & Hartati, 2019). Sekaran & Bougie (2016) note that variables are attributes with specific values for study purposes. This study includes three types of variables: dependent, independent, and mediating. The

dependent variable, impulsive buying behavior, reflects consumers' spontaneous buying decisions while watching Shopee live. Independent variables include sales promotion, store atmosphere, hedonic motivation, and fashion involvement. Positive emotion serves as the mediating variable, affecting the relationship between the independent and dependent variables (Saunders et al., 2019).

Data Analysis Technique

This study employs Covariance-Based Structural Equation Modeling (CB-SEM) using IBM SPSS AMOS. CB-SEM is a robust structural equation modeling technique that allows researchers to evaluate complex theoretical models through multivariate analysis, including regression, factor analysis, and variance analysis (Dash & Paul, 2021).

SEM Assumption Tests

Several assumption tests are conducted within the SEM framework. First, the normality test assesses whether the data follows a normal distribution by comparing the critical ratio against a threshold of ± 2.58 . The outlier test identifies extreme data points in the dataset through univariate and multivariate evaluations, using z-scores for univariate and Mahalanobis distance for multivariate cases. Lastly, the multicollinearity test checks for high correlations between independent variables, with a coefficient above 0.9 indicating multicollinearity, which can affect the model's validity (Ghozali, 2014).

Hypothesis Testing and Data Analysis

Hypothesis testing within SEM includes measurement model assessment and path analysis. The measurement model is evaluated using Confirmatory Factor Analysis (CFA), which validates the measurement of latent variables. Path analysis examines the structural relationships among latent variables, assessing factors' unidimensionality, validity, and reliability. This approach enables a comprehensive understanding of how latent constructs interact within the research framework.

Fit Indices in SEM

Several fit indices are used to evaluate SEM models, categorized into absolute, incremental, and parsimonious fit measures. Absolute fit indices, including Chi-square, GFI, AGFI, and SRMSR, assess the overall alignment between the sample data and the model. Incremental fit indices, such as CFI, NFI, and NNFI, compare the model fit against a null model—parsimonious fit measures, including PGFI and PNFI, reward model simplicity. Ideal threshold values for fit indices include a chi-square p-value greater than 0.05, CMIN/df below 3, GFI and AGFI above 0.90, and SRMSR below 0.05. These measures ensure the model aligns with empirical data, validating its accuracy and reliability for the research context (Dash & Paul, 2021).

RESULT AND DISCUSSION

Measurement Model Testing

This study utilized a first-order Confirmatory Factor Analysis (CFA) approach to test the measurement model. In this initial level of analysis, the relationships between each indicator and its respective variable are presented. The CFA results provide essential insights into the validity and reliability of each indicator's ability to measure its variable effectively.

Table 1. Loading Factor Results for the Sales Promotion

Variabel Laten	Variabel manifest	Loading Factor	Loading Factor ²	E (1-LF ²)	CR	AVE
Sales Promotion	SP1	0.758	0.575	0.425	0.899	0.642
	SP2	0.817	0.667	0.333		
	SP3	0.718	0.516	0.484		
	SP4	0.886	0.785	0.215		
	SP5	0.817	0.667	0.333		

Sumber: Hasil Pengolahan Data AMOS, 2024

For the Sales Promotion Measurement Model, the CFA results for each indicator of the exogenous variable, sales promotion, are shown in Table 4.14. An indicator is deemed valid if its factor loading (λ) exceeds 0.5, and it is considered reliable if the construct reliability (CR) is more significant than 0.7 and the average variance extracted (AVE) is above 0.5. According to Table 1, all standardized factor loadings (λ) are ≥ 0.50 , indicating good validity for each indicator in the Sales Promotion variable. Additionally, the model shows strong reliability, with $CR \geq 0.70$ and $AVE \geq 0.50$. The measurement model is illustrated using IBM AMOS version 23.0 in Figure 2.

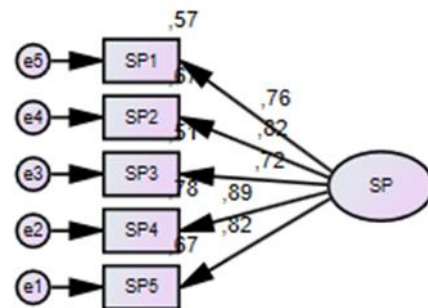


Figure 2. The CFA for the Sales Promotion variable

Table 2. Loading Factor Results for the Store Atmospheric

Variabel Laten	Variabel manifest	Loading Factor	Loading Factor ²	E (1-LF ²)	CR	AVE
Store atmospheric	SA1	0.749	0.561	0.439	0.920	0.699
	SA2	0.771	0.594	0.406		
	SA3	0.906	0.821	0.179		
	SA4	0.872	0.760	0.240		
	SA5	0.871	0.759	0.241		

Sumber: Hasil Pengolahan Data AMOS, 2024

In the Store Atmospheric Measurement Model, the CFA results for each indicator of the exogenous variable, store atmospheric, are displayed in Table 2. Indicators are considered valid with factor loadings

(λ) above 0.5 and reliable if the CR exceeds 0.7 and AVE is more significant than 0.5. Table 2 shows that all standardized factor loadings (λ) are ≥ 0.50 , affirming the validity of each indicator in the Store Atmospheric variable. The model's reliability is also supported, with $CR \geq 0.70$ and $AVE \geq 0.50$. An illustration of this measurement model using IBM AMOS version 23.0 is provided in Figure 3.

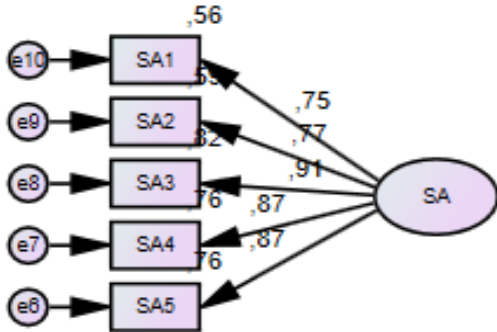


Figure 3. The CFA for the Store Atmospheric variable

Table 3. Loading Factor Results for the Hedonic Motivation

Variabel Laten	Variabel manifest	Loading Factor	Loading Factor ²	E (1-LF ²)	CR	AVE
Hedonic motivation	HM1	0.720	0.518	0.482	0.917	0.691
	HM2	0.855	0.731	0.269		
	HM3	0.914	0.835	0.165		
	HM4	0.835	0.697	0.303		
	HM5	0.819	0.671	0.329		

Sumber: Hasil Pengolahan Data AMOS, 2024

For Hedonic Motivation, the CFA results for each indicator of the exogenous variable, hedonic motivation, are found in Table 3. Indicators are deemed valid with factor loadings (λ) over 0.5 and reliable if CR and AVE are more significant than 0.7 and 0.5, respectively. As presented in Table 3, all standardized factor loadings (λ) are ≥ 0.50 , demonstrating strong validity for each indicator in the Hedonic Motivation variable. The model's reliability is also supported with $CR \geq 0.70$ and $AVE \geq 0.50$. Figure 4. displays the measurement model using IBM AMOS version 23.0.

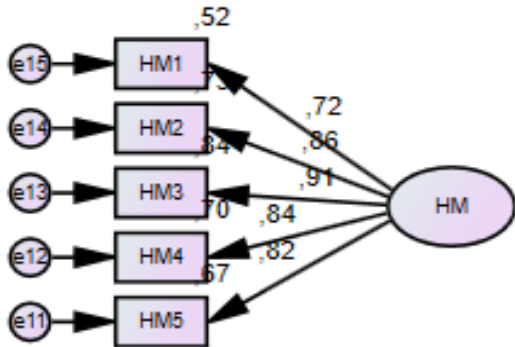


Figure 4. The CFA for the Hedonic Motivation variable

Table 4. Loading Factor Results for the Fashion Involvement

Variabel Laten	Variabel manifest	Loading Factor	Loading Factor ²	E (1-LF ²)	CR	AVE
Fashion involvement	FI1	0.760	0.578	0.422	0.908	0.665
	FI2	0.850	0.723	0.278		
	FI3	0.890	0.792	0.208		
	FI4	0.764	0.584	0.416		
	FI5	0.806	0.650	0.350		

Sumber: Hasil Pengolahan Data AMOS, 2024

The Fashion Involvement Measurement Model results are shown in Table 4. Indicators are considered valid if factor loadings (λ) exceed 0.5 and reliable if the CR is over 0.7 and AVE above 0.5. According to Table 4, all standardized factor loadings (λ) are ≥ 0.50 , confirming the validity of each indicator in the Fashion Involvement variable. The model's reliability is also established with $CR \geq 0.70$ and $AVE \geq 0.50$. The IBM AMOS version 23.0 model is visualized in Figure 5.

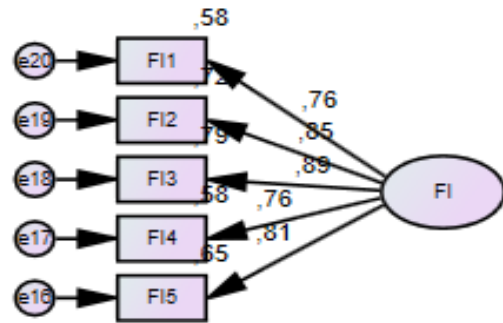


Figure 5. The CFA for the Fashion Involvement variable

Table 5. Loading Factor Results for the Positive Emotion

Variabel Laten	Variabel manifest	Loading Factor	Loading Factor ²	E (1-LF ²)	CR	AVE
Positive emotion	PE1	0.830	0.689	0.311	0.889	0.616
	PE2	0.855	0.731	0.269		
	PE3	0.687	0.472	0.528		
	PE4	0.811	0.658	0.342		
	PE5	0.729	0.531	0.469		

Sumber: Hasil Pengolahan Data AMOS, 2024

The Positive Emotion Measurement Model findings are displayed in Table 5. Indicators are valid with factor loadings (λ) above 0.5 and reliable if CR is more significant than 0.7 and AVE is above 0.5. Based on Table 5, all standardized factor loadings (λ) are ≥ 0.50 , indicating good validity for each indicator in the Positive Emotion variable. Additionally, model reliability is supported with $CR \geq 0.70$ and $AVE \geq 0.50$. Figure 6 illustrates this model using IBM AMOS version 23.0.

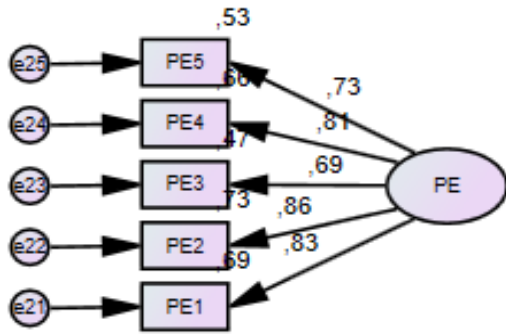


Figure 5. The CFA for the Positive Emotion variable

Table 6. Loading Factor Results for the Impulsive Buying Behavior

Variabel Laten	Variabel manifest	Loading Factor	Loading Factor ²	E (1-LF ²)	CR	AVE
Impulsive Buying Behavior	IBB1	0.822	0.676	0.324	0.919	0.694
	IBB2	0.864	0.746	0.254		
	IBB3	0.877	0.769	0.231		
	IBB4	0.768	0.590	0.410		
	IBB5	0.830	0.689	0.311		

Sumber: Hasil Pengolahan Data AMOS, 2024

Lastly, the results of the Impulsive Buying Behavior Measurement Model are found in Table 6. Indicators are considered valid with factor loadings (λ) above 0.5 and reliable if CR exceeds 0.7 and AVE is more than 0.5. Table 6 indicates that all standardized factor loadings (λ) are ≥ 0.50 , confirming good validity for each Impulsive Buying Behavior variable indicator. Model reliability is also achieved, with $CR \geq 0.70$ and $AVE \geq 0.50$. This measurement model, as visualized using IBM AMOS version 23.0, is shown in Figure 6.

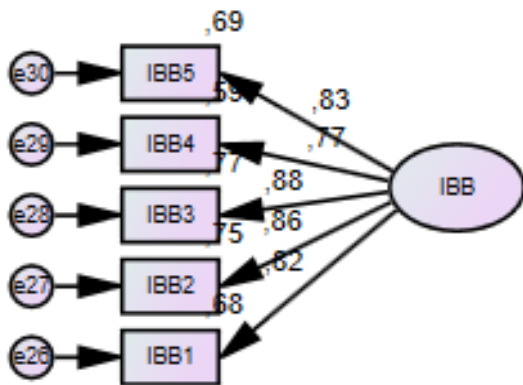


Figure 6. The CFA for the Impulsive Buying Behavior variable

Therefore, each model demonstrates strong validity and reliability, confirming that the indicators effectively measure their respective variables.

Model Fit Testing

Once the structural equations were formulated, model fit was assessed using goodness-of-fit indices to evaluate how well the theoretical model aligns with

empirical data gathered via the survey. Table 7 presents the model fit test results.

Table 7. Goodness of Fit (GOF) indices

GOF	Acceptable Match Level	Model Index	Explanation
GFI	GFI ≥ 0.9 (good fit), $0.8 \leq GFI \leq 0.9$ (marginal fit)	0.788	Bad Fit
RMR	RMR ≤ 0.5	0.057	Good Fit
RMS EA	$0.05 < RMSEA \leq 0.08$ (good fit), $0.08 < RMSEA \leq 1$ (marginal fit)	0.071	Good Fit
TLI	TLI ≥ 0.9 (good fit), $0.8 \leq TLI \leq 0.9$ (marginal fit)	0.933	Good Fit
NFI	NFI ≥ 0.9 (good fit), $0.8 \leq NFI \leq 0.9$ (marginal fit)	0.874	Marginal Fit
AGFI	AGFI ≥ 0.9 (good fit), $0.8 \leq AGFI \leq 0.9$ (marginal fit)	0.735	Bad Fit
RFI	RFI ≥ 0.9 (good fit), $0.8 \geq RFI \leq 0.9$ (marginal fit)	0.852	Marginal Fit
CFI	CFI ≥ 0.9 (good fit), $0.8 \leq CFI \leq 0.9$ (marginal fit)	0.932	Good Fit
IFI	IFI ≥ 0.9 (good fit), $0.8 \leq IFI \leq 0.9$ (marginal fit)	0.933	Good Fit
PNFI	PNFI > 0.5	0.747	Good Fit

Two of 10 goodness-of-fit indices indicate marginal fit, while the remaining indices are classified as good fit. This suggests that the research model is appropriate for hypothesis testing.

Hypothesis Testing Results

The hypotheses were tested following the structural model and are summarized: First, the path coefficient for positive emotion to impulsive buying behavior is $\rho = 0.565$, with a significance level of $\alpha = 0.05$. The probability value is 0.000, and the t-value is 5.439, indicating a significant positive effect. Thus, Hypothesis 1 is supported. Second, the path coefficient for sales promotion to impulsive buying behavior is $\rho = 0.206$, with a probability of 0.000 and a t-value of 3.486. This significant positive effect supports Hypothesis 2. Third, the path coefficient for store atmospherics to impulsive buying behavior is $\rho = 0.285$, with a probability of 0.000 and a t-value of 5.427. This significant positive effect supports Hypothesis 3. Fourth, the path coefficient for hedonic motivation to impulsive buying behavior is $\rho = 0.178$, with a probability of 0.015 and a t-value of 2.423. This significant positive effect supports Hypothesis 4.

Table 8. Hypothesis Testing Result

Hypotheses		Path Coefficient	t-Statistic >1.96	p-Value	Conclusion
H1	<i>Positive emotion -> impulsive buying behavior</i>	0.565	5.349	0.000	Accepted
H2	<i>Sales promotion -> impulsive buying behavior</i>	0.206	3.486	0.000	Accepted
H3	<i>Store atmospheric -> impulsive buying behavior</i>	0.285	5.427	0.000	Accepted
H4	<i>Hedonic motivation -> impulsive buying behavior</i>	0.178	2.423	0.015	Accepted
H5	<i>Fashion involvement -> impulsive buying behavior</i>	0.294	4.921	0.005	Accepted
H6	<i>Sales promotion -> positive emotion</i>	0.346	5.123	0.000	Accepted
H7	<i>Store atmospheric -> impulsive buying behavior</i>	0.125	2.049	0.040	Accepted
H8	<i>Hedonic motivation -> impulsive buying behavior</i>	0.598	7.636	0.000	Accepted
H9	<i>Fashion involvement -> impulsive buying behavior</i>	0.298	4.533	0.005	Accepted
H10	<i>Sales promotion -> impulsive buying behavior (with positive emotion as intervening)</i>	0.195	3.700	0.000	Accepted
H11	<i>Store atmospheric -> impulsive buying behavior (with positive emotion as intervening)</i>	0.071	1.913	0.056	Rejected
H12	<i>Hedonic motivation -> impulsive buying behavior (with positive emotion as intervening)</i>	0.338	4.381	0.007	Accepted
H13	<i>Fashion involvement -> impulsive buying behavior (with positive emotion as intervening)</i>	0.168	3.458	0.000	Accepted

Fifth, the path coefficient for fashion involvement in impulsive buying behavior is $\rho = 0.294$, with a probability of 0.000 and a t-value of 4.921. This significant positive effect supports Hypothesis 5. Sixth, the path coefficient for sales promotion to positive emotion is $\rho = 0.346$, with a probability of 0.000 and a t-value of 5.123. This significant positive effect supports Hypothesis 6. Seventh, the path coefficient for storing atmospheric to positive emotion is $\rho = 0.125$, with a probability of 0.040 and a t-value of 2.049. This significant positive effect supports Hypothesis 7. Eighth, the path coefficient for hedonic motivation to positive emotion is $\rho = 0.598$, with a probability of 0.000 and a t-value of 7.636. This significant positive effect supports Hypothesis 8. Ninth, the path coefficient for fashion involvement in positive emotion is $\rho = 0.298$, with a probability of 0.000 and a t-value of 4.533. This significant positive effect supports Hypothesis 9.

The mediation hypotheses in this study provide insights into the role of positive emotion in linking various factors to impulsive buying behavior. For Hypothesis 10, it was found that positive emotion significantly mediates the effect of sales promotion on impulsive buying behavior, as indicated by a t-value of 3.700 and a p-value less than 0.05, supporting the mediation hypothesis. However, Hypothesis 11 shows that positive emotion does not mediate the relationship between store atmospheric and impulsive

buying behavior, with a t-value of 1.913 and a p-value greater than 0.05, indicating no mediation effect for this relationship.

In contrast, Hypothesis 12 demonstrates a significant mediation effect, where positive emotion mediates the impact of hedonic motivation on impulsive buying behavior, evidenced by a t-value of 4.381 and a p-value below 0.05. Similarly, Hypothesis 13 supports the mediation hypothesis, showing that positive emotion mediates the effect of fashion involvement on impulsive buying behavior, with a t-value of 3.458 and a p-value less than 0.05.

The summary of the hypothesis tests highlights strong support for most relationships hypothesized in the model. Positive emotion is a significant mediating factor, particularly in relationships involving sales promotion, hedonic motivation, and fashion involvement, underscoring its influential role in driving impulsive buying behavior.

Discussion

The hypothesis testing results reveal several significant findings regarding the variables influencing impulsive buying behavior among users who transact on Shopee live streaming. Positive emotion positively impacted impulsive buying behavior, consistent with previous studies highlighting positive emotion as a critical factor influencing such behavior. Sales promotion was also

shown to positively affect both impulsive buying behavior and positive emotion, and impulsive buying behavior was indeed influenced by sales promotion when mediated by positive emotion.

Store atmosphere had a positive effect on impulsive buying behavior and positive emotion; however, it did not significantly impact impulsive buying behavior when positive emotion was the mediator. Both hedonic motivation and fashion involvement positively affected impulsive buying behavior and positive emotion, and these factors also significantly influenced impulsive buying behavior among Shopee live-streaming users, with positive emotion as a mediator.

The first hypothesis tested was whether positive emotion could influence impulsive buying behavior among Shopee live-streaming users. The data showed a positive relationship between positive emotion and impulsive buying behavior. It explains that when consumers feel positive emotions while transacting on Shopee live streaming, their impulse to buy becomes stronger, influencing their purchase behavior (Kumala & Wardana, 2021) Hypothesis 1 analysis confirmed this, with a p-value of 0.000 and a t-statistic of 5.349, aligning with findings from Marcelino & Sukawati (2023) and Kumala & Wardana (2021), who both reported a positive impact of positive emotion on impulsive buying behavior.

This research suggests that positive emotions can significantly impact consumers' impulsive buying behavior, making them feel more comfortable and confident purchasing. Such emotions increase the likelihood of impulsive purchases on Shopee live streaming and make consumers more receptive to ads and promotions, heightening the possibility of impulsive purchases. Positive emotions engage consumers in an approach behavior, encouraging unplanned, impulsive buying (Devi & Jatra, 2020).

This has significant implications for marketers and business owners, suggesting that leveraging positive emotions as a marketing strategy can boost sales and consumer loyalty, increase product awareness, and enhance consumer trust during live streaming on Shopee.

This hypothesis established that sales promotion positively impacts impulsive buying behavior. Often, impulsive purchases are influenced by consumer behavior, such as hedonic tendencies and positive emotions, and consumer attraction to sales promotions (Utami et al., 2021). In this study, the p-value was 0.000, and the t-statistic was 3.486, supporting the positive effect of sales promotion on impulsive buying behavior. This aligns with studies by Utami et al. (2021), Andani & Wahyono (2018), Cahyani & Marcelino (2023), Idris (2018), and Maulana (2018), which also reported a positive effect of sales promotion on impulsive buying behavior.

The findings underscore the impact of effective sales promotions in tempting consumers toward spontaneous purchases, particularly in marketplaces

like Shopee, where such promotions spur unplanned purchases. Thus, sellers should creatively strategize marketing to attract consumer interest (Utami et al., 2021). The implications for marketers are significant, as they can leverage sales promotions to boost sales and foster customer loyalty, making promotions a valuable tool in effective marketing strategies.

The analysis confirmed that store atmosphere positively influences impulsive buying behavior. This finding is consistent with research by Madhu et al. (2023) and Prihatiningrum et al. (2019), who demonstrated the significant influence of store atmosphere on impulsive buying behavior. A pleasant store atmosphere can heighten consumer interest, increasing the likelihood of impulsive buying. Research by Widayati et al. (2019) and Garaus et al. (2017) also corroborates this, showing that store atmospheric factors, such as visual merchandising, significantly affect impulsive buying behavior. These findings are crucial for sellers aiming to boost sales and consumer loyalty. They can utilize store atmospheric as a marketing strategy to enhance Shopee live streaming transactions, making it an effective approach for attracting consumers to Shopee live streaming.

The results showed that hedonic motivation positively and significantly affects impulsive buying behavior. This indicates that consumers with high hedonic motivation tend to make impulsive purchases. Hedonic motivation involves seeking pleasure and satisfaction through buying. Those with solid hedonic motivations tend to look for products that provide these experiences, making them more prone to impulsive buying.

Hedonic motivation was shown to positively impact impulsive buying behavior. This is consistent with findings by Rejikumar & Asokan (2020) and supported by Darmaningrum & Sukaatmadja (2019) and Akram et al. (2018), who found a positive relationship between hedonic motivation and impulsive buying behavior. This research emphasizes that those with high hedonic motivation tend to buy impulsively, aligning with previous studies indicating a positive effect of hedonic motivation on impulsive buying behavior.

This study revealed that fashion involvement positively affects impulsive buying behavior. This suggests that consumers highly involved in fashion are more likely to make impulsive purchases, seeking products that help them stay trendy. These findings align with Pramestya & Widagda (2020), who showed that fashion involvement positively affects impulsive buying behavior. Chauhan et al. (2023) also reported a positive relationship, showing that individuals with high fashion involvement are likely to make impulsive purchases due to strong positive emotions.

The study found that sales promotion positively affects positive emotion. This indicates that sales promotions can elevate consumers' positive emotions, which are joy and satisfaction. Research by Marcelino

& Sukawati (2023), Kumala & Wardana (2021), and Devi & Jatra (2020) aligns with these findings, showing a positive impact of sales promotion on positive emotions. This suggests that effective sales promotions create positive emotions, influencing consumers' purchasing decisions, especially in marketplaces like Shopee.

The study found that storing atmosphere positively influences positive emotion. A favorable store atmosphere can elevate positive emotions in consumers, creating a comfortable and pleasant environment. This finding aligns with research by Madhu et al. (2023) and Prihatiningrum et al. (2019), who noted the positive effects of store atmospheric on positive emotions, affecting consumers' purchasing decisions.

The results show that hedonic motivation positively impacts positive emotion. This aligns with Perez et al. (2023), who found that hedonic motivation positively impacts excitement and curiosity, showing that the desire to shop for pleasure can enhance one's positive emotions.

The results showed that fashion involvement positively impacts positive emotion. High fashion involvement often brings strong positive emotions, especially when consumers feel satisfaction in finding trendy items. This aligns with Pramestya & Widagda (2020) and Dewi & Adi (2023), who noted that fashion involvement can enhance consumers' positive emotions.

The study found that positive emotion mediates the effect of sales promotion on impulsive buying behavior, supporting the hypothesis. This finding aligns with Andani & Wahyono (2018) Devi & Jatra (2020), who found that positive emotions mediate the effect of sales promotion on impulsive buying behavior, showing the significant role of positive emotions in driving impulsive purchases due to sales promotion.

The study found no significant mediation effect of positive emotion between store atmospherics and impulsive buying behavior, contrasting with previous studies by Ayu et al. (2020) and Nurcaya & Rastini (2018), which suggested that positive emotions could mediate this relationship. This finding suggests that store atmospherics may not significantly affect impulsive purchases through positive emotions.

The findings show that positive emotion mediates the impact of hedonic motivation on impulsive buying behavior. This is consistent with Denia et al. (2023) and Bilal Ahmad et al. (2019), highlighting that consumers with high hedonic motivation are more likely to experience positive emotions, leading to impulsive purchases.

The study revealed that fashion involvement positively affects impulsive buying behavior through positive emotion. This aligns with Pramestya & Widagda (2020) and Dewi & Adi (2023), who found that high fashion involvement fosters a desire for

impulse buying and enhances positive emotions during shopping.

The overall findings confirm that positive emotion is a significant mediator for several relationships, such as those involving sales promotion, hedonic motivation, and fashion involvement. This further supports the role of emotions in enhancing impulsive buying behaviors in the Shopee live-streaming environment.

CONCLUSION

This study aimed to explore and examine the effects of sales promotion, store atmosphere, hedonic motivation, and fashion involvement on impulsive buying behavior in Shopee live streaming, with positive emotion as an intervening variable in Jakarta. The findings indicate that out of the 13 hypotheses tested, 12 showed positive influences, while one hypothesis stated a lack of positive influence when mediated by positive emotion.

In particular, hypothesis 1 confirmed positive emotion positively impacts impulsive buying behavior in Shopee live streaming usage. Hypothesis 2 found that sales promotion positively impacts impulsive buying behavior, and hypothesis 3 revealed that store atmosphere positively affects impulsive buying behavior. Hypothesis 4 demonstrated that hedonic motivation positively influences impulsive buying behavior, and hypothesis 5 indicated that fashion involvement positively affects impulsive buying behavior. Hypothesis 6 confirmed that sales promotion positively impacts positive emotion, while hypothesis 7 showed that store atmosphere positively influences positive emotion. Hypothesis 8 indicated that hedonic motivation positively impacts positive emotion, and hypothesis 9 found that fashion involvement positively affects positive emotion.

Furthermore, hypothesis 10 confirmed that sales promotion positively influences impulsive buying behavior through positive emotion. However, hypothesis 11 showed no significant mediating effect of positive emotion on the relationship between store atmosphere and impulsive buying behavior. Hypothesis 12 indicated that hedonic motivation positively influences impulsive buying behavior through positive emotion, and hypothesis 13 revealed that fashion involvement positively impacts impulsive buying behavior through positive emotion.

The managerial implications of this study suggest that businesses can increase sales and profitability by understanding the impact of sales promotion, store atmosphere, hedonic motivation, and fashion involvement on impulsive buying behavior in Shopee live streaming. Insights from this research can help shape more effective marketing strategies specifically for Shopee live streaming. Businesses can capitalize on sales promotions and create engaging store atmospheres that encourage impulsive purchases, directly impacting consumer behavior on the platform.

These findings guide companies in product development, guiding them to tailor their offerings to better meet consumer needs by introducing fashionable items that appeal to impulse buyers. Additionally, social media presents a powerful tool; businesses are encouraged to utilize platforms like Instagram and Facebook to boost consumer awareness and stimulate impulsive buying through targeted campaigns that reach a broad audience.

Developing visually appealing and user-friendly online stores is another crucial area for businesses, as enhanced images and videos can attract consumers and promote impulsive buying behavior. Reward-based loyalty programs with discounts could further support impulsive buying tendencies among consumers, adding a layer of incentive for repeat purchases.

Improving marketing team efficiency through data analytics is also highlighted. Analyzing consumer data allows marketing teams to enhance their strategies to better align with consumer behavior, thus facilitating impulsive buying behavior. In sum, these managerial implications indicate that businesses can foster increased sales by applying insights from this study to construct effective marketing strategies, design consumer-oriented products, and expand social media engagement and the appeal of online stores.

This study focuses solely on Shopee live-streaming users in Jakarta, a key economic center in Indonesia. Future research could expand the geographic scope to include other regions in Indonesia to offer broader representation and insights into impulsive buying behavior across diverse areas.

Limiting the study to one online shopping platform, Shopee also restricts the generalizability of findings. While Shopee's live streaming feature is popular, relying solely on this platform may not represent all online shopping users. Future studies could compare Shopee live streaming with other online shopping platforms in Indonesia to gain more comprehensive insights into online shopping trends and consumer behavior.

Additionally, future research could incorporate variables related to financial literacy to examine how consumers' financial knowledge impacts purchasing intensity on platforms like Shopee live streaming. Expanding geographic coverage, exploring additional online platforms, and including other variables influencing impulsive buying behavior would likely yield a more comprehensive understanding of this phenomenon.

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