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The Influence of Shopping Lifestyle, Price Discount, and Hedonic Shopping on Impulse Buying among Shopee Users

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Abstract: *This study examines the influence of Shopping Lifestyle, Price Discount, and Hedonic Shopping on Impulse Buying among Shopee users. A quantitative survey design was applied using purposive sampling. The study analyzed 215 respondents who met the research criteria. Data were collected through an online questionnaire using a five-point Likert scale and analyzed with Structural Equation Modeling-Partial Least Squares (SEM-PLS) using SmartPLS 4. The results show that Shopping Lifestyle has a positive and significant effect on Impulse Buying (path coefficient = 0.422; T = 2.957; p = 0.003). Price Discount has no significant effect (path coefficient = 0.028; T = 0.321; p = 0.748). Hedonic Shopping has a positive and significant effect (path coefficient = 0.329; T = 2.335; p = 0.020). The model explains 51.0% of the variance in Impulse Buying and demonstrates predictive relevance with Q²predict of 0.465. The findings indicate that shopping-oriented lifestyle and hedonic motives are more closely associated with impulsive purchasing than price discount in the observed sample.*

Keywords: Shopping Lifestyle, Price Discount, Hedonic Shopping, Impulse Buying, Shopee

INTRODUCTION

The development of e-commerce has changed the way consumers search for information, compare products, and conduct transactions. Easy access to the internet and digital devices allows shopping activities to take place anytime and from various locations. In this environment, consumers are exposed not only to functional needs but also to various marketing

stimuli that can influence purchasing decisions. This condition makes impulse buying behavior relevant to examine in the context of e-commerce.

Shopee is an important context for understanding this behavior because consumers can find various products, promotions, recommendations, and shopping features on a single platform. This study uses Shopee users as the research object and positions Impulse Buying as the dependent variable influenced by Shopping Lifestyle, Price Discount, and Hedonic Shopping. The research background emphasizes that digital shopping activities are increasingly integrated with consumers' lifestyles and consumption experiences.

Impulse Buying refers to purchases made spontaneously and without prior planning. Rook and Fisher (1995) describe impulsive behavior as a tendency to make sudden purchases that can be influenced by psychological conditions and environmental stimuli. In a digital context, transaction convenience and the abundance of stimuli may shorten the consideration process before purchase. Therefore, identifying factors associated with impulsive behavior is important for developing marketing strategies and understanding consumer behavior.

Shopping Lifestyle describes a consumer's way of life as reflected in activities, interests, and opinions, including how consumers allocate time and money for shopping (Kotler & Armstrong, 2021; Kotler & Keller, 2021). Consumers with high involvement in shopping activities have more opportunities to be exposed to products and marketing stimuli. Previous studies have also shown a relationship between shopping lifestyle and impulse buying (Puspitasari & Maftukhah, 2019; Deviana & Giantari, 2016; Simatupang et al., 2024).

Price Discount is a promotional stimulus in the form of a reduction from the normal price. Theoretically, discounts can increase perceived value and attract consumer attention. Research on price discount and impulse buying has produced varying results. Artana et al. (2019) found an effect of price discount on impulse buying in a retail context, while Zein and Hadi (2024) examined the relationship between shopping lifestyle and price discount and impulse buying in the Indonesian fashion industry. Differences in context and consumer characteristics indicate the need for further testing among Shopee users.

Hedonic Shopping is associated with the motivation to obtain pleasure, entertainment, emotional experiences, and personal satisfaction from shopping activities. Fauzi et al. (2020) showed that hedonic shopping value and shopping lifestyle are related to impulse buying through positive emotion. Other findings also indicate a relationship between hedonic shopping and impulse buying in various retail and digital contexts (Puspitasari & Maftukhah, 2019; Rahmawati, 2019). Thus, emotional experiences during shopping are relevant factors in explaining impulse buying.

This study aims to analyze the influence of Shopping Lifestyle, Price Discount, and Hedonic Shopping on Impulse Buying among Shopee users. This objective is elaborated into three research questions: whether Shopping Lifestyle influences Impulse Buying, whether Price Discount influences Impulse Buying, and whether Hedonic Shopping influences Impulse Buying. Based on these objectives, the hypotheses tested are H1: Shopping Lifestyle influences Impulse Buying; H2: Price Discount influences Impulse Buying; and H3: Hedonic Shopping influences Impulse Buying.

METHOD

This study employed a quantitative approach through a survey. The subjects were Shopee users in Indonesia. Data were collected online using Google Forms from April to May 2026. The research population consisted of 465 individuals. The sample was selected using non-probability sampling through purposive sampling, with respondents required to be at least 17

years old, have a Shopee account, and have made a purchase on Shopee within the previous month. Based on the sampling procedure described in the thesis, 215 respondents were included in the analysis.

The research variables consisted of Shopping Lifestyle (X1), Price Discount (X2), and Hedonic Shopping (X3) as independent variables, and Impulse Buying (Y) as the dependent variable. Measurement used a five-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. Shopping Lifestyle was measured through shopping activities, shopping interests, shopping opinions, time allocation, and money

allocation. Price Discount was measured through discount magnitude, discount frequency, discount attractiveness, discount period, and information on validity periods. Hedonic Shopping was measured through entertainment, emotional experience, fantasy or imagination, and personal satisfaction. Impulse Buying was measured through spontaneous purchasing, emotional urges, limited consideration, and urgency.

The data were analyzed using SEM-PLS with SmartPLS 4. The measurement model was evaluated through convergent validity, discriminant validity, and reliability testing. The structural model was evaluated using R-square, f-square, Q²predict, and path coefficient testing through bootstrapping. A hypothesis was considered accepted when the T-statistics exceeded

1.96 and the P-value was below 0.05. All analyses used primary data processed in the thesis.

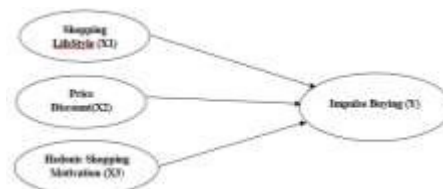
Table 1. Operationalization of Variables

Variable	Operational definition	Indicators
Impulse Buying (Y)	Unplanned and spontaneous purchasing driven by emotional conditions and marketing stimuli.	Spontaneous purchase; emotional urge; limited consideration; urgency
Shopping Lifestyle (X1)	Shopping-related lifestyle reflected in activities, interests, opinions, time and money allocation.	Shopping activity; shopping interest; shopping opinion; time allocation; money allocation
Price Discount (X2)	Promotional reduction from normal price intended to attract consumers.	Discount magnitude; frequency; attractiveness; perceived benefit; purchase encouragement
Hedonic Shopping (X3)	Shopping motivation oriented toward pleasure, entertainment, emotional experience and satisfaction.	Pleasure; entertainment; emotional experience; fantasy; personal satisfaction

Source: Primary data, 2026 (processed).

RESULT AND DISCUSSION

Table 2. Framework



The empirical analysis is based on 215 respondents. The largest age group was 21–25 years (85 respondents; 39.5%), followed by 17–20 years (81; 37.7%) and respondents above 25 years

(49; 22.8%). Female respondents represented 140 people (65.1%), while male respondents represented 75 people (34.9%). In terms of platform use, 214 respondents (99.5%) reported having a Shopee account, and 207 respondents (96.3%) reported purchasing through Shopee within the last month. These characteristics show that the sample was strongly connected with the research context.

Table 3. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Age	17–20 years	81	37.7%
	21–25 years	85	39.5%
	>25 years	49	22.8%
Gender	Male	75	34.9%
	Female	140	65.1%
Shopee account	Yes	214	99.5%
	No	1	0.5%
Purchase in last month	Yes	207	96.3%
	No	8	3.7%

Source: Primary data, 2026 (processed).

Descriptive statistics indicate that all three independent variables had relatively high mean scores. Shopping Lifestyle had a mean of 4.122 (SD = 0.770), Price Discount had a mean of

4.231 (SD = 0.782), and Hedonic Shopping had a mean of 4.115 (SD = 0.783). Impulse Buying had a mean of 3.973 (SD = 0.949). The results indicate that respondents generally agreed with statements describing their shopping lifestyle, perceptions of discounts, hedonic shopping experiences, and impulsive purchasing tendencies.

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Shopping Lifestyle (X1)	215	1.200	5.000	4.122	0.770
Price Discount (X2)	215	1.167	5.000	4.231	0.782
Hedonic Shopping (X3)	215	1.125	5.000	4.115	0.783
Impulse Buying (Y)	215	1.000	5.000	3.973	0.949

Source: Primary data, 2026 (processed).

At the indicator level, the Shopping Lifestyle responses were generally in the agree to strongly agree range. The overall mean of 4.122 indicates that respondents considered shopping as a meaningful activity and were willing to allocate time and money to shopping. Price Discount recorded the highest construct mean at 4.231. Respondents particularly perceived discount programs as attractive and considered the promotional period and discount information important. However, the high perception of discounts did not translate into a statistically significant path to Impulse Buying. Hedonic Shopping had a mean of 4.115, showing that respondents commonly associated shopping with entertainment, emotional experience, imagination, and personal satisfaction. Impulse Buying recorded a mean of 3.973, indicating a relatively high tendency toward spontaneous purchasing among respondents.

The measurement model demonstrates satisfactory convergent validity. All indicator loading factors were above 0.70. The AVE values were 0.606 for Shopping Lifestyle, 0.695 for Price Discount, 0.658 for Hedonic Shopping, and 0.721 for Impulse Buying. These results indicate that the indicators adequately represent their respective constructs.

Table 5. Convergent Validity and Reliability

Construct	Loading factor range	AVE	Cronbach's Alpha	Composite Reliability
Shopping Lifestyle (X1)	0.717–0.824	0.606	0.928	0.933
Price Discount (X2)	0.760–0.876	0.695	0.912	0.919
Hedonic Shopping (X3)	0.737–0.859	0.658	0.926	0.933
Impulse Buying (Y)	0.786–0.882	0.721	0.945	0.945

Source: Primary data, 2026 (processed).

Discriminant validity was evaluated through cross loading, the Fornell-Larcker criterion, and HTMT. The cross-loading results show that each indicator has its highest loading on the intended construct. The square roots of AVE were 0.778 for Shopping Lifestyle, 0.833 for Price Discount, 0.811 for Hedonic Shopping, and 0.849 for Impulse Buying, exceeding the corresponding inter-construct correlations. HTMT values were also below 0.90, with the highest reported value of 0.755. These results support the distinctiveness of the four constructs.

Table 6. Discriminant Validity

Test	Key result	Criterion	Conclusion
Cross loading own	Highest loading on construct	Own loading highest $\sqrt{\text{AVE}} > \text{inter-construct correlation}$	Met
Fornell-Larcker	$\sqrt{\text{AVE}}$: X1=0.778; X2=0.833; X3=0.811; Y=0.849	correlation	Met
HTMT	0.553–0.755	< 0.90	Met

Source: Primary data, 2026 (processed).

The structural model provides an R-square of 0.510 and an adjusted R-square of 0.503 for Impulse Buying. Thus, Shopping Lifestyle, Price Discount, and Hedonic Shopping jointly explain 51.0% of the variation in Impulse Buying, while 49.0% is associated with factors outside the model. The f-square values were 0.151 for Shopping Lifestyle, 0.101 for Price Discount, and 0.102 for Hedonic Shopping. Shopping Lifestyle therefore had the largest effect size among the three predictors in the model. The Q²predict value of 0.465 indicates moderate predictive relevance.

Table 7. Structural Model Assessment

Measure	Value	Interpretation
R-square	0.510	Moderate explanatory power
Adjusted R-square	0.503	Adjusted explanatory power

f-square X1	0.151	Moderate effect
f-square X2	0.101	Small effect
f-square X3	0.102	Small effect
Q ² predict	0.465	Moderate predictive relevance

Source: Primary data, 2026 (processed).

Hypothesis testing was conducted through bootstrapping in SmartPLS 4. The results are summarized in Table 7. Shopping Lifestyle has a positive and significant path to Impulse Buying, while Price Discount does not have a significant path. Hedonic Shopping has a positive and significant path to Impulse Buying.

Table 8. Hypothesis Testing

Hypothesis	Original Sample	Sample Mean	Std. Dev.	T-statistics	P-value	Decision
H1: Shopping Lifestyle → Impulse Buying	0.422	0.441	0.143	2.957	0.003	Accepted
H2: Price Discount → Impulse Buying	0.028	0.026	0.087	0.321	0.748	Rejected
H3: Hedonic Shopping → Impulse Buying	0.329	0.313	0.141	2.335	0.020	Accepted

Source: Primary data, 2026 (processed).

Shopping Lifestyle has a positive and significant effect on Impulse Buying. The path coefficient of 0.422 indicates a positive relationship, while the T-statistics of 2.957 and P-value of 0.003 meet the significance criteria. The result indicates that stronger involvement in shopping activities, interests, opinions, and allocation of time and money is associated with a higher tendency toward spontaneous purchasing. This result is consistent with Deviana and Giantari (2016), Puspitasari and Maftukhah (2019), and Simatupang et al. (2024), which report positive relationships between shopping lifestyle and impulse buying in different retail or digital contexts.

The result is also consistent with the thesis discussion that shopping can become part of consumers' lifestyle rather than merely a functional activity. When shopping is integrated into everyday activities and consumers actively seek products or follow shopping-related trends, opportunities for exposure to product stimuli become greater. In the present sample, this pattern is reflected by the relatively high Shopping Lifestyle mean of 4.122. The f-square value of

0.151 also indicates that Shopping Lifestyle made the largest contribution to the structural model among the three predictors.

Price Discount does not have a significant effect on Impulse Buying. Although the path coefficient is positive at 0.028, the T-statistics of 0.321 and P-value of 0.748 do not meet the significance criteria. Therefore, H2 is rejected. An important descriptive finding is that Price Discount nevertheless obtained the highest mean among the independent variables, at 4.231. This means that respondents perceived Shopee's discount programs positively, but positive

perceptions of discounts were not sufficient to explain differences in impulsive purchasing behavior.

This finding differs from studies that identify price discount as a significant stimulus for impulse buying, including Artana et al. (2019) and Maharani and Giantari (2024). It also differs from studies in which shopping lifestyle and promotional stimuli are linked to impulsive buying. The difference suggests that the effect of a discount can depend on the research context, product category, respondent characteristics, and other decision considerations. The present research itself does not measure those additional factors; therefore, the explanation should be interpreted as a possible contextual interpretation rather than a direct causal mechanism established by this study.

Hedonic Shopping has a positive and significant effect on Impulse Buying. The path coefficient of 0.329, T-statistics of 2.335, and P-value of 0.020 indicate a statistically significant positive relationship, so H3 is accepted. The result suggests that consumers who experience shopping as entertainment, emotional experience, imagination, and personal satisfaction are more likely to engage in spontaneous purchasing. The construct mean of 4.115 further indicates that hedonic aspects of shopping were relatively strong among respondents.

This result is consistent with Fauzi et al. (2020), Rahmawati (2019), and Puspitasari and Maftukhah (2019), which report significant relationships between hedonic shopping value, shopping lifestyle, positive emotion, and impulse buying. It is also aligned with the thesis discussion that digital shopping environments can provide pleasurable experiences through product presentation, recommendations, promotional variety, and convenient transactions. However, because these specific platform features were not separately tested as variables in the model, they should be viewed as contextual interpretations rather than independently verified determinants.

Taken together, the findings provide a more nuanced picture of impulse buying among the sampled Shopee users. Shopping Lifestyle and Hedonic Shopping were statistically significant, whereas Price Discount was not. The model's R-square of 0.510 indicates that the three predictors explain a substantial portion of the observed variation, but nearly half of the variation remains outside the model. This supports the need for further studies incorporating other factors suggested in the thesis, such as Flash Sale, Free Shipping, Shopee Live, electronic word of mouth, and consumer trust.

CONCLUSION

The study concludes that Shopping Lifestyle and Hedonic Shopping have positive and significant effects on Impulse Buying among the 215 respondents, while Price Discount does not have a significant effect. Shopping Lifestyle has the largest effect size among the three predictors and the strongest path coefficient in the model. Hedonic Shopping also contributes positively and significantly, indicating the importance of pleasure and emotional experience in shopping behavior. Although respondents perceived price discounts positively, the statistical test shows that price discount alone does not significantly explain impulse buying in this sample.

The findings imply that e-commerce sellers can pay greater attention to consumer shopping lifestyles and hedonic shopping experiences when designing product presentation, recommendations, and shopping environments. The result concerning Price Discount also suggests that discount programs should not be assumed to automatically produce impulsive purchases. For consumers, awareness of emotional impulses and consideration of needs and financial capacity remain relevant when making purchases. Future research should extend the

model by adding other variables, increasing the sample and geographical coverage, and examining the contexts suggested in the thesis, including Flash Sale, Free Shipping, Shopee Live, electronic word of mouth, and consumer trust.

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