

# The Influence of Price Discounts and Hedonic Motivation on Impulse Buying During Shopping Festivals in Shopee

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## Abstract

Many research have established that price discounts and hedonic motivations are influential factors in driving impulse buying, especially in the context of online shopping. However, limited research has explored how these factors specifically affect impulse buying on e-commerce platforms like Shopee during online shopping festivals, particularly with the role of positive emotion as an intervening variable. This study aims to analyze the influence of price discounts and hedonic motivation on impulse buying behavior during Shopee's shopping festivals, considering positive emotion as an intervening factor. The research method used is quantitative with a sample of 105 respondents who live in the Jabodetabek area and have shopped on Shopee during online shopping festivals. Data were analyzed using Partial Least Squares (PLS) with a Structural Equation Modeling (SEM) approach. The study found that both price discounts and hedonic motivation have a significant effect on impulse buying, with positive emotion acting as an intervening variable that strengthens this relationship. These findings are expected to provide insights for shopee in designing promotional strategies to increase sales through impulse buying behavior during shopping festivals.

**Keyword:** price discount; hedonic motivation; positive emotion; impulse buying; shopping festival; shopee

## 1. Introduction

The development of digital technology has brought significant changes in people's consumption patterns, especially in the trade sector. E-commerce is one of the sectors that has experienced rapid growth in recent years. Based on the We Are Social and Hootsuite report (2024), more than 70% of the population in Indonesia has used the internet, and the majority use the internet to shop online. This shows that easy internet access has encouraged people to adopt a new lifestyle that is more practical and efficient.

The phenomenon of online shopping has become increasingly interesting with the presence of various shopping festivals held by e-commerce platforms. One of the marketing

strategies that attracts attention in e-commerce is the holding of online shopping festivals, such as the Shopee Shopping Festival. This festival not only offers a pleasant shopping experience but also creates high enthusiasm among consumers through various promotions. Offers such as big discounts, cashback, and reward programs are designed to attract consumers and increase transactions in a short time.

According to research by Sunarti and Haryanto (2023), online shopping festivals have succeeded in creating hype that has driven a significant increase in transaction volume. Consumers feel compelled to take advantage of this moment because of the perception that they can get products at lower prices than on normal days. This factor has become one of the main drivers of e-commerce growth over the past few years.

Price discounts are one of the most effective forms of promotion to attract consumers. This promotion gives the perception that consumers get greater benefits compared to normal prices. A study by Putra et al. (2022) revealed that price discounts have a significant influence on purchasing behavior, including impulse buying. Consumers tend to be more easily tempted to buy items they may not need just because of the attractive price cuts.

In addition to financial factors such as price discounts, psychological factors also play an important role in online shopping behavior. One of the dominant psychological factors is hedonic motivation. Hedonic motivation refers to consumers' drive to seek pleasure, emotional experiences, and personal satisfaction when shopping (Hirschman & Holbrook, 1982). When consumers feel involved in a fun shopping process, they are more likely to make purchases without careful planning.

In shopping festivals, hedonic motivation often triggers impulsive buying behavior. Rahmawati and Sari (2023) noted that consumers often feel that they will miss out on a rare opportunity if they do not immediately take advantage of the available offers. This urge creates urgency that makes them make spontaneous purchasing decisions without considering their needs or budget.

Impulse buying is a common phenomenon during online shopping festivals. According to research by Kurniawan and Sulastri (2023), this behavior is influenced by various factors, including price discounts and hedonic motivation. The combination of financial incentives and emotional drives makes consumers more susceptible to unplanned purchases, especially when there is time pressure or limited promotions.

In the Shopee Shopping Festival, price discounts and hedonic motivation are very relevant factors to study. As one of the largest e-commerce platforms in Indonesia, Shopee consistently presents promotional programs that attract millions of users. Various features such as flash sales, 12.12 promos, and cashback are elements that encourage consumers to continue participating in this shopping festival.

This study aims to analyze the effect of price discounts and hedonic motivation on impulse buying during the shopping festival at Shopee. By understanding these factors, this study is expected to provide insight for marketing practitioners in designing more effective strategies to attract consumers while increasing user loyalty.

## **2. Literature Review**

### **2.1 Price Discounts**

Price discounts are defined as a reduction in the normal price given to consumers, either in cash, percentage, or goods, with the aim of increasing purchasing interest and sales volume. According to Tjiptono (2020), discounts are often used as a promotional strategy to encourage faster or greater purchases. Zebua (2018) explains that discounts can be realized in the form of cash or goods to attract consumers' attention. In addition, Jannah (2019) calls discounts a strategy that can increase the attractiveness of a product in the eyes of consumers. Wahyu (2019) adds that rebates or discounts are given in the form of a percentage, while Mahardika et al. (2017) emphasize that discounts are designed to reduce the purchase price that must be paid.

## **2.2 Hedonic Motivation**

Babin et al. (2019) define hedonic motivation as a drive that involves emotional pleasure and shopping experience. Yeo et al. (2020) describe hedonic motivation as a desire to gain happiness and satisfaction through consumption activities. Rifatin et al. (2021) explain that hedonic motivation is influenced by a lifestyle that prioritizes pleasure in shopping activities. Sucidha (2019) states that hedonic motivation focuses on the subjective experience of consumers that reflects a shopping lifestyle. Warnerin et al. (2020) link hedonic motivation with spontaneous decisions to buy based on emotions and product visualization.

## **2.3 Positive Emotion**

Mehrabian and Russell (2020) define positive emotions as psychological states that support satisfaction and increase consumer engagement in purchases. Babin et al. (2021) explain that positive emotions help create a pleasant shopping experience for consumers. Kotler & Armstrong (2018) describe positive emotions as the result of good consumer experiences in the retail environment. Anggreani and Setot (2020) emphasize the role of positive emotions in driving satisfaction with certain brands. Meanwhile, Rifatin et al. (2021) associate positive emotions with a significant influence on impulsive shopping behavior.

## **2.4 Impulse Buying**

Satria & Trinanda (2019) define impulse buying as a spontaneous purchase without prior planning. Rock & Fisher (2020) consider impulse buying as an act of buying due to sudden and unexpected intentions. Mentari & Pamikatsih (2022) explain that impulse buying is influenced by emotional drives without a mature cause-and-effect analysis. Febriyanti et al. (2021) state that environmental factors such as discounts and product displays influence impulse buying behavior. Herdiany et al. (2022) emphasize the importance of price discount factors in creating impulsive buying behavior among consumers.

## **2.5 The Influence of Price Discounts on Positive Emotions**

Price discounts are known to trigger positive emotions, such as joy and satisfaction, because consumers feel they are getting benefits by purchasing products at lower prices. Research by Chen and Poon (2021) shows that price discounts can increase positive emotions by providing a sense of achievement or "victory" in the context of shopping, thus creating a more enjoyable shopping experience. Zhao et al. (2020) also found that price promotions increase consumers' positive emotions by creating a sense of urgency, making purchases feel

more satisfying. In addition, research by Shi et al. (2020) revealed that price discounts promoted through creative campaigns, such as flash sales or exclusive discounts, can create a sense of enthusiasm that strengthens positive emotions.

**H1: Price discount has a positive and significant effect on consumers' positive emotions during shopping festivals.**

## **2.6 The Influence of Hedonic Motivation on Positive Emotions**

Hedonic motivation, defined as the pleasure-seeking aspect of shopping, is a significant predictor of positive emotions in consumers. The results of a study by Chiu et al. (2021) stated that consumers who are driven by hedonic motivation tend to engage in product exploration that generates happiness and positive emotions during the shopping process. According to Batra and Ahtola (2022), consumers who are driven by hedonic motivation are more likely to experience positive emotions, such as joy and pleasure, because they enjoy the shopping process more than just focusing on the product itself. In addition, a study by Kim et al. (2023) showed that consumers with strong hedonic motivation experience higher levels of satisfaction and happiness, especially in an attractive shopping environment.

**H2: Hedonic motivation has a positive and significant effect on consumers' positive emotions during shopping festivals.**

## **2.7 The Influence of Positive Emotions on Impulse Buying**

Positive emotions are a powerful driver of impulse buying, as they reduce cognitive resistance to unplanned purchases. According to Verhagen and van Dolen (2011), consumers in a positive emotional state are more likely to make impulsive purchases, as their judgment is often overridden by feelings of joy or pleasure. Luo et al. (2022) also argue that positive emotions can reduce self-control, making it easier for consumers to rationalize impulsive decisions. In addition, a study by Rasool et al. (2020) found that feelings of pleasure and satisfaction during shopping encourage unplanned purchases because consumers focus more on the short-term benefits of the purchase.

**H3: Positive emotions have a positive and significant effect on impulsive buying during shopping festivals.**

## **3. Material and Method**

### **3.1 Design Study**

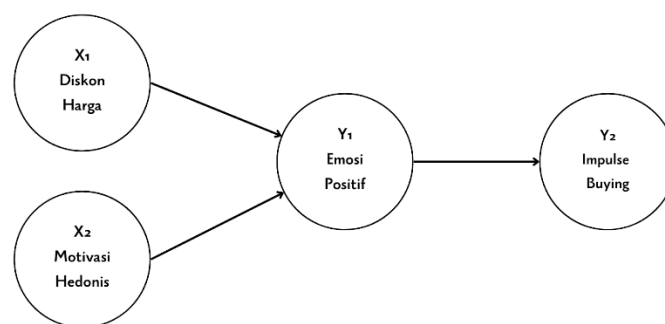
Data was collected through a survey using an online questionnaire with Google Forms media distributed via social media. The population of this study were Shopee application users. 105 samples were selected using a non-probability sampling technique with a purposive sampling method, namely a sampling technique based on certain criteria that are relevant to the research objectives. The criteria for the respondent samples in this study are as follows:

1. Active users of the Shopee application.
2. Have shopped at Shopee during shopping festivals such as twin date promos, payday promos, flash sales, and others.

### **3.2 Data Analysis**

This study uses a quantitative approach. The collected data is then processed using the SmartPLS 4 application with the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method. The data analysis process through SEM-PLS is carried out in the following stages:

1. Validity and reliability test
  - a. Convergent Validity: Convergent validity is tested using the Average Variance Extracted (AVE) value. An AVE value greater than 0.5 indicates that the latent variable is able to explain more than 50% of the variance of its indicators (Fornell & Larcker, 1981).
  - b. Discriminant Validity: Discriminant validity is tested using the Fornell-Larcker criteria and the Heterotrait-Monotrait Ratio of Correlations (HTMT) value. Discriminant validity ensures that the latent variables in the model do not overlap conceptually (Henseler et al., 2015).
  - c. Construct Reliability: Reliability is tested using the Composite Reliability and Cronbach's Alpha values. Reliability values greater than 0.7 indicate good internal consistency (Hair et al., 2017; Nunnally & Bernstein, 1994).
2. Classical Assumption Test
  - a. Coefficient of Determination ( $R^2$ ) Test: The  $R^2$  value is used to measure how much the independent variables are able to explain the dependent variable. A higher  $R^2$  indicates a better predictive ability of the model (Chin, 1998).
  - b. Path Coefficient Test: Path coefficients indicate the strength and direction of the relationship between latent variables. A statistically significant path coefficient value indicates a strong relationship between the variables.
  - c. Statistical Significance Test: Significance testing is carried out through bootstrapping to calculate the t-statistic value. A t-statistic value greater than 1.96 (for a significance level of 5%) indicates a significant relationship (Henseler et al., 2009).



**Figure 1.** Research Model

## 4. Result

**Table 1.** Outer Loadings dan AVE

	Outer loadings	Average variance extracted (AVE)
<b>x1.1 &lt;- X1 Price Discounts</b>	0.794	0.694
<b>x1.2 &lt;- X1 Price Discounts</b>	0.889	
<b>x1.3 &lt;- X1 Price Discounts</b>	0.873	
<b>x1.4 &lt;- X1 Price Discounts</b>	0.833	
<b>x1.5 &lt;- X1 Price Discounts</b>	0.769	
<b>x2.1 &lt;- X2 Hedonic Motivation</b>	0.866	0.697
<b>x2.2 &lt;- X2 Hedonic Motivation</b>	0.856	
<b>x2.3 &lt;- X2 Hedonic Motivation</b>	0.828	
<b>x2.4 &lt;- X2 Hedonic Motivation</b>	0.843	
<b>x2.5 &lt;- X2 Hedonic Motivation</b>	0.776	
<b>y1.1 &lt;- Y1 Positive Emotion</b>	0.809	0.734
<b>y1.2 &lt;- Y1 Positive Emotion</b>	0.890	
<b>y1.3 &lt;- Y1 Positive Emotion</b>	0.900	
<b>y1.4 &lt;- Y1 Positive Emotion</b>	0.889	
<b>y1.5 &lt;- Y1 Positive Emotion</b>	0.788	
<b>y2.1 &lt;- Y2 Impulse Buying</b>	0.815	0.641
<b>y2.2 &lt;- Y2 Impulse Buying</b>	0.789	
<b>y2.3 &lt;- Y2 Impulse Buying</b>	0.776	
<b>y2.4 &lt;- Y2 Impulse Buying</b>	0.790	

Convergent validity test is conducted to ensure that each indicator can represent the construct or latent variable being measured. In SEM-PLS analysis, convergent validity is tested through outer loadings and Average Variance Extracted (AVE) values. In Table 1., Outer loading on construct X1 Price Discounts ranges from 0.769 to 0.889, construct X2 Hedonic Motivation between 0.776 to 0.866, construct Y1 Positive Emotion between 0.788 to 0.900, and construct Y2 Impulse Buying between 0.776 to 0.832. All of these values are above the minimum limit of 0.70, indicating that these indicators are significantly able to represent their constructs. According to Hair et al. (2017), outer loading values above 0.70 indicate a strong contribution from the indicator to the latent variable. In addition, the AVE value for each construct also meets the convergent validity criteria, with the AVE value of X1 Price Discounts of 0.694, X2 Hedonic Motivation of 0.697, Y1 Positive Emotion of 0.734, and Y2 Impulse Buying of 0.641. These values are greater than the minimum limit of 0.50, indicating that the latent variables are able to explain the variance of their indicators well. Thus, all constructs in this study have met the convergent validity requirements, so it can be said that the measurement model in this study has a good ability to represent the variables being measured.

**Table 2.** Fornell & Larcker Criterion

	<b>X1 Price Discounts</b>	<b>X2 Hedonic Motivation</b>	<b>Y1 Positive Emotion</b>	<b>Y2 Impulse Buying</b>
<b>X1 Price Discounts</b>	0.833			
<b>X2 Hedonic Motivation</b>	0.624	0.835		
<b>Y1 Positive Emotion</b>	0.693	0.804	0.857	
<b>Y2 Impulse Buying</b>	0.801	0.721	0.798	0.871

Fornell-Larcker Criterion is a method used to evaluate discriminant validity by comparing the square root of the Average Variance Extracted (AVE) value with the correlation between constructs. Discriminant validity is met if the square root of the AVE (diagonal value) is greater than the correlation between constructs (off-diagonal values) in the table. These results indicate that each construct has good discriminant validity, because the construct is able to distinguish itself from other constructs based on its indicators.

**Table 3. Cross Loading**

	<b>X1 Price Discounts</b>	<b>X2 Hedonic Motivation</b>	<b>Y1 Positive Emotion</b>	<b>Y2 Impulse Buying</b>
<b>x1.1</b>	0.794	0.377	0.502	0.599
<b>x1.2</b>	0.889	0.424	0.574	0.776
<b>x1.3</b>	0.873	0.437	0.527	0.790
<b>x1.4</b>	0.833	0.476	0.511	0.781
<b>x1.5</b>	0.769	0.782	0.709	0.673
<b>x2.1</b>	0.678	0.866	0.703	0.700
<b>x2.2</b>	0.496	0.856	0.675	0.608
<b>x2.3</b>	0.482	0.828	0.598	0.572
<b>x2.4</b>	0.465	0.843	0.593	0.577
<b>x2.5</b>	0.466	0.776	0.750	0.542
<b>y1.1</b>	0.520	0.735	0.809	0.587
<b>y1.2</b>	0.636	0.671	0.890	0.661
<b>y1.3</b>	0.591	0.674	0.900	0.655
<b>y1.4</b>	0.629	0.670	0.889	0.711
<b>y1.5</b>	0.585	0.686	0.788	0.783
<b>y2.1</b>	0.512	0.690	0.701	0.815
<b>y2.2</b>	0.470	0.750	0.748	0.789
<b>y2.3</b>	0.776	0.424	0.574	0.889
<b>y2.4</b>	0.790	0.437	0.527	0.873
<b>y2.5</b>	0.832	0.498	0.589	0.862

Cross loading measures discriminant validity by comparing the indicator loading value against its construct with the loading against other constructs. Discriminant validity is met if the indicator has the highest loading on the measured construct compared to other constructs.

With this result, discriminant validity based on cross loading has been met, because each indicator measures its own construct more strongly than other constructs.

**Table 4. Cronbach's Alpha dan Composite Reliability**

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>
<b>X1 Price Discounts</b>	0.890	0.898	0.919
<b>X2 Hedonic Motivation</b>	0.891	0.894	0.920
<b>Y1 Positive Emotion</b>	0.908	0.909	0.932
<b>Y2 Impulse Buying</b>	0.862	0.868	0.899

Construct reliability measures the internal consistency of indicators in a latent variable. Construct reliability evaluation uses several criteria, namely Cronbach's Alpha and Composite Reliability (rho\_a and rho\_c). Cronbach's Alpha measures the internal consistency of indicators in a construct. A value of  $\geq 0.70$  is considered good to indicate adequate construct reliability. Based on the Cronbach's Alpha and Composite Reliability (rho\_a and rho\_c) values in table 4, it shows that the indicators in this construct meet the reliability criteria. Composite Reliability (rho\_c) is considered superior to Cronbach's Alpha because it considers the contribution of different indicators. A value of  $\geq 0.70$  indicates good reliability, while a value of  $\geq 0.90$  is considered very good. Based on the data in Table 4, the indicators in the construct have good internal consistency and reliability.

**Table 5. R Square**

	<b>R-square</b>	<b>R-square adjusted</b>
<b>Y1 Positive Emotion</b>	0.706	0.700
<b>Y2 Impulse Buying</b>	0.637	0.633

The coefficient of determination (R-square) is used to measure how much the independent variables in the model can explain the variance of the dependent variable. In SEM-PLS analysis, R-square is also used to evaluate the quality of the structural model. According to Chin (1998), the R-square value in SEM-PLS can be categorized as follows: 0.67 or more means Strong, a value of 0.33–0.66 means Moderate, and a value of 0.19–0.32 means Weak. Based on this category, the R-square Y1 Positive Emotion is categorized as strong, while the R-square Y2 Impulse Buying is categorized as moderate. This shows that this model is quite good at explaining the variance of the dependent variable, especially in the Positive Emotion variable.

**Table 6. T Statistics**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
<b>X1 Price Discounts -&gt; Y1 Positive Emotion</b>	0.314	0.321	0.062	5.037	0.000
<b>X2 Hedonic Motivation -&gt; Y1 Positive Emotion</b>	0.607	0.603	0.065	9.374	0.000
<b>Y1 Positive Emotion -&gt; Y2 Impulse Buying</b>	0.798	0.801	0.03	26.448	0.000

The path coefficient test is used to measure the strength and direction of the direct relationship between the independent and dependent variables in the SEM-PLS model. Statistical significance tests are conducted to determine whether the measured relationship is statistically significant. In SEM-PLS, significance values are usually tested using:

1. t-statistic: A t-statistic value greater than the critical value (e.g., 1.96 for a 5% significance level) indicates that the relationship is significant (Hair et al., 2014).
2. p-value: A p-value smaller than 0.05 (for a 5% significance level) indicates that the relationship is significant.

Based on the data in Table 6, here are the results of the path coefficient test and statistical significance:

1. Relationship of X1 (Price Discount) to Y1 (Positive Emotion)

The path coefficient from price discount (X1) to positive emotion (Y1) shows a value of 0.314, with a t-statistic of 5.037 ( $>1.96$ ) and a p-value of 0.000 ( $<0.05$ ). These results indicate a positive and significant relationship. This indicates that providing price discounts can increase consumers' positive emotions. According to research by Chen et al. (2018), price discounts can provide a sense of pleasure to consumers because they feel they are getting more value from the products or services they purchase. Thus, price discount is an effective strategy to influence positive consumer emotions

2. Relationship of X2 (Hedonic Motivation) to Y1 (Positive Emotion)

The path coefficient from hedonic motivation (X2) to positive emotion (Y1) has a value of 0.607, with a t-statistic of 9.374 and a p-value of 0.000. This relationship is also statistically significant, indicating that hedonic motivation plays an important role in creating positive emotions. Hedonically motivated consumers usually seek a pleasant experience during the purchasing process (Babin et al., 1994). Therefore, hedonic motivation not only influences purchasing behavior but also increases the level of consumer emotional satisfaction.

3. Relationship of Y1 (Positive Emotion) to Y2 (Impulse Buying)

The path coefficient from positive emotion (Y1) to impulse buying (Y2) shows a very high value, which is 0.798, with a t-statistic of 26.448 and a p-value of 0.000. These results show a very significant and strong influence of positive emotions on impulsive buying behavior. Previous studies (Lerner et al., 2015) explained that positive emotions can influence spontaneous consumer decision making. Positive

emotions such as happiness or joy often make consumers more likely to make purchases without planning.

## **5. Discussion**

### **1. Price Discounts Have a Positive and Significant Influence on Positive Emotions.**

These findings indicate that providing price discounts can effectively increase consumers' positive emotions during the shopping process. This is because price discounts provide consumers with more perceived value, such as saving money or getting a "good deal."

### **2. Hedonic Motivation Has a Positive and Significant Influence on Positive Emotions.**

The results of this study indicate that consumers who are driven by hedonic motivation, namely the desire to feel pleasure or a pleasant shopping experience, tend to experience stronger positive emotions. Factors such as an attractive platform interface, exciting promotions, or entertainment elements in shopping festivals can increase consumer pleasure, as well as make shopping an emotionally satisfying experience.

### **3. Positive Emotions Have a Positive and Significant Influence on Impulse Buying.**

These findings indicate that consumers' positive emotions play an important role in driving impulsive buying behavior. When consumers feel happy, satisfied, or excited during the shopping process, they are more likely to buy products spontaneously without long rational consideration. The lively atmosphere of shopping festivals and full of attractive offers on Shopee e-commerce can strengthen consumers' positive emotions, thereby encouraging an increase in impulsive buying.

## **6. Conclusion, Implication, and Recommendation**

Both price discounts and hedonic motivation have a significant effect on impulse buying, with positive emotion acting as an intervening variable that strengthens this relationship. Shopee can continue to utilize price discounts as a primary strategy to increase positive consumer emotions and enhance entertainment elements on the platform, such as adding interactive features, games with discount prizes, or gamification elements during shopping festivals. Shopee is advised to create an attractive shopping atmosphere during shopping festivals, such as colorful interface designs and special themes that are relevant to certain moments. In addition, providing promotional notifications with words that arouse emotions can increase consumer engagement. These findings are expected to provide insights for shopee in designing promotional strategies to increase sales through impulse buying behavior during shopping festivals.

## **7. Acknowledge (if any)**

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### **9. Appendix (if any)**

This section should be placed at the end of the manuscript after the reference list.