

Examining the Impact of Self-Direction and Hedonic Shopping Values on Impulse Buying Through Positive Emotion

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Abstract

The rapid growth of the digital economy in Indonesia has transformed consumer behavior patterns, including the rising phenomenon of impulse buying on e-commerce platforms such as Tokopedia. This study aims to examine the influence of hedonic shopping values (HSV) and self-direction (SD) on impulse buying (IB), with positive emotion (PE) serving as a mediating variable among Gen Z consumers. A quantitative approach employing an explanatory research design was adopted, involving 155 respondents selected through purposive sampling, all within the age range of 18 to 26 years. Data were collected through a validated online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that both HSV and SD have a significant positive effect on IB, both directly and indirectly through PE. These results reinforce the Stimulus–Organism–Response (SOR) framework by emphasizing the critical role of PE as a mediator linking psychological factors and impulsive buying behavior. This study contributes theoretical insights for the development of consumer behavior models and offers practical recommendations for e-commerce practitioners in designing marketing strategies that evoke positive emotions and enhance personal relevance. Future research is encouraged to expand the respondent base and employ a longitudinal design to improve the validity of generalizations

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INTRODUCTION

The rapid transformation of Indonesia's digital economy has significantly altered consumer behavior patterns. According to the *We Are Social report* (2025), as many as 178.7 million Indonesians actively engage in online shopping, with the total value of e-commerce transactions in 2024 reaching IDR 526 trillion, marking an 18.6% increase from the previous year (Badan Pusat Statistik, 2025). Tokopedia, one of the leading players in the industry, reported a substantial surge in flash sale and live shopping transactions, largely driven by impulse buying behavior, wherein purchases are made without prior planning. This phenomenon carries considerable economic implications—not only does it have the potential to boost sales revenue, but it also shapes consumers' long-term purchasing patterns.

In consumer behavior research, impulse buying is considered the result of complex interactions between internal psychological factors and external stimuli. Two key factors often associated with this phenomenon are self-direction and hedonic shopping values. Self-direction reflects individual orientations, goals, and values that guide decision-making during the purchasing process (Scholz et al., 2023). Meanwhile, hedonic shopping values pertains to pleasure, entertainment, and emotional satisfaction experienced during shopping, which often triggers spontaneous purchase actions (Kaur & Sharma, 2024; Ngo et al., 2024).

Hedonic shopping values represents a range of positive emotions experienced by consumers while shopping and is perceived as providing emotional benefits. Babin et al., (1994) describe HSV as emphasizing pleasure and emotional gratification, rather than utilitarian benefits. It encompasses entertainment, sensory stimulation, novelty-seeking, and aesthetic appreciation, which collectively enrich the consumer's emotional shopping experience (Hirschman & Holbrook, 1982; Kaltcheva & Weitz, 2006). Studies by Irani & Hanzae (2011) and Aggarwal et al., (2025) suggest that the greater the pleasure experienced, the stronger the perceived hedonic value. Consequently, HSV is regarded as a primary driver of impulse buying behavior.

Impulse buying itself refers to unplanned and spontaneous purchasing decisions (Mowen & Minor, 2002). Such behavior often emerges due to situational or emotional triggers such as promotions, advertisements, or attractive product displays (Aggarwal et al., 2025; Pandowo & Pandowo, 2025). Cognitive factors like disregarding price or utility intersect with emotional drivers such as sudden desire or gratification, leading consumers to act spontaneously (Verplanken & Herabadi, 2001). Hedonic shopping values here acts as an emotional channel that strengthens impulsive tendencies.

Positive emotion is a critical component that mediates the relationship between HSV and impulse buying. Fredrickson (2001) asserts that positive emotions—such as joy, excitement, and satisfaction—increase consumer participation in pleasurable activities, including shopping. Rachmawati (2009) and Yang et al., (2025) further note that positive emotions may arise from pleasant environmental stimuli, such as store design, engaging promotions, or interactive features on e-commerce platforms, which in turn heighten the likelihood of impulsive shopping behavior.

Prior research consistently indicates a link between hedonic value and impulse buying behavior across various e-commerce platforms (Bhardwaj & Sharma, 2025; Sivakumaran et al., 2025). However, several research gaps remain: (1) Most studies examine only the direct influence of HSV on impulse buying without considering the mediating role of positive emotion, (2) The impact of personal direction on online shopping behavior in Indonesia—especially on Tokopedia—has not been widely studied alongside hedonic shopping values, and (3) There are inconsistent findings on whether personal orientation strengthens or weakens the influence of hedonic values on impulsive behavior (Aggarwal et al., 2025; Nanda et al., 2023; Păuceanu et al., 2023).

Conceptually, self-direction in this study is defined as an individual's orientation in determining purchase goals and preferences aligned with personal values (Scholz et al., 2023). Hedonic shopping values are understood as the perceived enjoyment, entertainment, and pleasant experiences during the shopping process (Babin et al., 1994). Positive emotion refers to the positive feelings that arise during or after shopping (Fredrickson, 2001), while impulse buying denotes spontaneous and unplanned purchase decisions (Mowen & Minor, 2002). This study adopts the Stimulus–Organism–Response (SOR) model (Mehrabian & Russell, 1974), where personal direction and hedonic shopping values serve as stimuli that affect the organism (positive emotion), ultimately producing a response in the form of impulse buying.

Based on this framework, the present study aims to examine the effects of self-direction and hedonic shopping values on impulse buying, with positive emotion acting as a mediating variable among Tokopedia consumers. The results are expected to enrich theoretical discourse on consumer behavior

in the e-commerce domain and offer practical recommendations for designing more effective marketing strategies.

METHOD

Research Design

This study employed a quantitative approach with an explanatory research design to examine the influence of self-direction and hedonic shopping values on impulse buying, with positive emotion acting as a mediating variable among Generation Z consumers in Klaten Regency, Indonesia. Data were collected through an online questionnaire, which was adapted from standardized instruments and validated through expert content review to ensure clarity and relevance. The sample was selected using purposive sampling, targeting individuals aged 18 to 26 years who are active users of the Tokopedia platform. A total of 155 respondents participated, meeting the minimum sample size requirements based on recommendations by Hair et al., (2019) for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis.

The respondents in this study exhibited diverse demographic characteristics. The majority of participants (100 respondents or 65%) were aged 21 to 23, while 27 respondents (18%) were aged 18 to 20, and 28 respondents (17%) were aged 24 to 26. In terms of gender, the sample was dominated by female respondents (98 individuals or 63%), while male respondents accounted for 57 individuals or 37%. Regarding how respondents became familiar with Tokopedia through TikTok features, 64 respondents (41%) mentioned video content, 70 respondents (45%) cited live streaming, and 21 respondents (14%) learned about it through profile showcases.

Data Analysis Technique

Data analysis was performed using Smart PLS 4.0, involving both measurement and structural model evaluations. The measurement model assessment focused on construct validity and reliability, specifically testing convergent validity (Average Variance Extracted ≥ 0.5), indicator reliability (factor loadings ≥ 0.7), and construct reliability (Cronbach's Alpha and Composite Reliability ≥ 0.7). Subsequently, the structural model was evaluated by examining path coefficients, t-statistics, and p-values using the bootstrapping method, to assess both direct and mediating effects between variables. To ensure conceptual clarity and consistency in measurement, operational definitions were developed for each variable included in the study. These definitions served as a guiding framework for interpreting the independent variables (self-direction and hedonic shopping values), the dependent variable (impulse buying), and the mediating variable (positive emotion), facilitating a more structured and theoretically grounded analysis.

Operational Definitions

The operational definitions of the variables in this study were established to ensure conceptual clarity and consistency in measurement.

Self-Direction (PD) refers to an individual's orientation in setting goals, values, and purchasing preferences that align with personal principles and guide decision-making during shopping. This construct is measured through four indicators: (1) clarity of purchasing goals, (2) consistency of decisions with personal values, (3) ability to maintain preferences despite external influences, and (4) confidence in purchase decisions (Scholz et al., 2023).

Hedonic Shopping Values (HSV) represent consumers' perceptions of pleasure, entertainment, and emotional experiences gained during shopping, beyond purely functional benefits. This variable is measured using five indicators: (1) enjoyment during shopping, (2) sense of entertainment and excitement, (3) pursuit of new experiences, (4) aesthetic satisfaction, and (5) sensory stimulation (Babin et al., 1994; Hirschman & Holbrook, 1982).

Positive Emotion (PE) is defined as positive feelings such as joy, pleasure, and satisfaction experienced by consumers during or after shopping, either as a response to the shopping environment or through interactions with products or services. This construct includes five indicators: (1) feelings of joy, (2) feelings of happiness, (3) emotional satisfaction, (4) comfort experienced during shopping, and (5) satisfaction with the shopping experience (Fredrickson, 2001; Rachmawati, 2009).

Impulse Buying (IB) refers to spontaneous purchasing behavior without prior planning, typically triggered by situational or emotional stimuli. It is measured by five indicators: (1) unplanned product purchases, (2) purchases triggered by attractive promotions, (3) decision-making without careful

consideration, (4) sudden urge to buy, and (5) immediate satisfaction after purchasing (Mowen & Minor, 2002; Rook & Fisher, 1995).

RESULTS AND DISCUSSION

Research Results

Convergent Validity

Convergent validity refers to the degree to which indicators of a latent variable are correlated with the construct they are intended to measure. It is assessed through the factor loading values and Average Variance Extracted (AVE), where both should be ≥ 0.50 to indicate satisfactory convergent validity (Ghozali & Latan, 2015). The results of this study show that all indicator items had factor loadings greater than 0.50, and the corresponding AVE values also exceeded 0.50. Therefore, it can be concluded that all measurement items are valid indicators of their respective constructs. The details of these results are presented in Table 1, which outlines the convergent validity analysis for each construct.

Table 1. Convergent Validity Results

Variable	Indicator	Factor Loading	AVE	Remarks
<i>Self-Direction</i>	SD1	0,848	0,713	Valid
	SD2	0,842		Valid
	SD3	0,829		Valid
	SD4	0,824		Valid
	SD5	0,877		Valid
<i>Hedonic Shopping Values</i>	HSV1	0,903	0,797	Valid
	HSV2	0,889		Valid
	HSV3	0,886		Valid
	HSV4	0,887		Valid
	HSV5	0,898		Valid
<i>Positive Emotion</i>	PE1	0,862	0,756	Valid
	PE2	0,863		Valid
	PE3	0,859		Valid
	PE4	0,893		Valid
<i>Impulse Buying</i>	IB1	0,831	0,702	Valid
	IB2	0,829		Valid
	IB3	0,852		Valid
	IB4	0,834		Valid
	IB5	0,844		Valid

Source: Primary Data Processed, 2025

Discriminant Validity

Discriminant validity testing is conducted to determine the extent to which a measurement instrument for a given construct is distinct from other constructs within the model. Discriminant validity can be assessed using the Fornell-Larcker Criterion, which involves comparing the square root of the Average Variance Extracted (AVE) of each construct with the correlations between that construct and all other constructs in the model. A construct is considered to have good discriminant validity if the square root of the AVE is greater than the inter-construct correlations. Additionally, discriminant validity can also be evaluated through cross-loading values, which reflect the degree of correlation between an indicator and its associated construct relative to its correlation with other constructs. For an indicator to meet the discriminant validity requirement, the loading on its own construct should

exceed 0.50, and should be higher than its loadings on other constructs. The Fornell-Larcker Criterion values and cross-loading values for each indicator in this study are presented in Table 2 below:

Table 2. Fornell–Larcker Criterion Values

Variable	Hedonic Shopping Values	Impulse Buying	Positive Emotion	Self-Direction
Hedonic Shopping Values	0,893			
Impulse Buying	0,658	0,838		
Positive Emotion	0,621	0,834	0,870	
Self-Direction	0,485	0,681	0,628	0,844

Source: Primary Data Processed, 2025

Table 3. Cross Loading Values

	Hedonic Shopping Values	Impulse Buying	Positive Emotion	Self-Direction
HSV1	0,903	0,620	0,586	0,468
HSV2	0,889	0,583	0,537	0,413
HSV3	0,886	0,559	0,539	0,385
HSV4	0,887	0,607	0,564	0,483
HSV5	0,898	0,565	0,544	0,412
IB1	0,539	0,831	0,774	0,592
IB2	0,567	0,829	0,664	0,542
IB3	0,590	0,852	0,690	0,616
IB4	0,505	0,834	0,634	0,571
IB5	0,554	0,844	0,717	0,532
PE1	0,562	0,734	0,862	0,523
PE2	0,535	0,753	0,863	0,630
PE3	0,556	0,683	0,859	0,508
PE4	0,508	0,727	0,893	0,517
SD1	0,514	0,603	0,573	0,848
SD2	0,358	0,546	0,529	0,842
SD3	0,326	0,562	0,511	0,829
SD4	0,470	0,624	0,522	0,824
SD5	0,368	0,538	0,512	0,877

Source: Primary Data Processed, 2025

Based on the results presented in Table 2 and Table 3, both the Fornell–Larcker Criterion and the cross-loading values for each indicator are above the minimum threshold of 0.50. Furthermore, each indicator demonstrates a higher loading on its respective latent variable compared to its loadings on other constructs. These findings confirm that all manifest variables appropriately represent their corresponding latent constructs, thus supporting the discriminant validity of all measurement items used in this study.

Full Collinearity Assessment

The Full Collinearity Assessment method, developed by Kock (2015), is employed to simultaneously detect potential multicollinearity issues and common method bias (CMB) in PLS-SEM

models. This assessment involves evaluating the Variance Inflation Factor (VIF) values for both indicators (outer model) and latent constructs (inner model). A VIF value less than 5 indicates the absence of serious multicollinearity, while a VIF below 3.3 suggests a low risk of common method bias. This method is particularly advantageous as it can be implemented directly within SmartPLS without requiring additional testing, thereby enhancing the validity of the model and the reliability of relationships among the studied variables.

Table 4. Outer VIF

Variable	Indicator	VIF
<i>Self-Direction</i>	SD1	2,311
	SD2	2,402
	SD3	2,162
	SD4	2,091
	SD5	2,899
<i>Hedonic Shopping Values</i>	HSV1	3,773
	HSV2	3,449
	HSV3	3,131
	HSV4	3,211
	HSV5	3,684
<i>Positive Emotion</i>	PE1	2,296
	PE2	2,272
	PE3	2,332
	PE4	2,858
<i>Impulse Buying</i>	IB1	2,080
	IB2	2,219
	IB3	2,426
	IB4	2,279
	IB5	2,277

Source: Primary Data Processed, 2025

The results of the Full Collinearity Assessment indicate that the VIF values for indicators HSV1, HSV2, HSV4, and HSV5 are all greater than 3.3 but less than 5. This suggests that although there is a relatively high correlation among these items, the values remain within acceptable limits and do not pose a threat to the model's validity. Importantly, none of the indicators exceed the critical threshold of 5, which would indicate serious multicollinearity issues. Therefore, it can be concluded that there are no significant multicollinearity problems in the measurement model.

Table 5. Inner VIF

Variable	Hedonic Shopping Values	Impulse Buying	Positive Emotion	Self-Direction
Hedonic Shopping Values			1,308	
Impulse Buying				
Positive Emotion		1,000		
Self-Direction			1,308	

Source: Primary Data Processed, 2025

The results show that all inner VIF values are well below 3.3, indicating no signs of collinearity among latent constructs. According to the criteria proposed by Kock (2015), this also suggests that the model

is free from serious Common Method Bias (CMB). Furthermore, the outcomes of both Outer VIF and Inner VIF assessments meet the standards required for the Full Collinearity Assessment. Therefore, it can be interpreted that the structural and measurement models are not affected by multicollinearity or common method bias, and there is no distortion in the estimated relationships between constructs. These results provide additional evidence supporting the validity and robustness of the proposed model.

Composite Reliability

Composite reliability measurement is employed to assess the reliability of a construct. This can be measured using the internal consistency indicators of the construct's formative indicators, which reflect the degree of common latent (unobserved) variance. The reliability test is conducted to demonstrate the accuracy, consistency, and precision of an instrument in measuring a construct. The reliability of a construct can be evaluated using two approaches: Cronbach's Alpha and Composite Reliability. The results of the reliability testing are presented in Table 6 below:

Table 6. Reliability Test

Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Remarks
Hedonic Shopping Values	0,936	0,951	Reliable
Impulse Buying	0,894	0,922	Reliable
Positive Emotion	0,892	0,925	Reliable
Self-Direction	0,899	0,925	Reliable

Source: Primary Data Processed, 2025

Reliability Test Results

The reliability test results indicate that all variables in the model meet the reliability criteria. The Cronbach's Alpha and Composite Reliability (CR) values for all three constructs exceed the minimum threshold of 0.70, demonstrating that the indicator items for each variable are consistent in measuring their respective constructs. Furthermore, these values are above 0.90, indicating an exceptionally high level of reliability. Therefore, the construct Self-Direction, Hedonic Shopping Values, Impulse Buying and Positive Emotion are deemed reliable and can be validly utilized for further analysis.

Structural Model Analysis (Inner Model)

The evaluation of the structural model, or inner model, aims to predict the relationships among latent variables. The structural model is assessed by examining the percentage of variance explained, which involves analyzing the R-Square (R^2) values, F-Square (F^2) values, and conducting hypothesis testing.

The model fit evaluation indicates that the tested structural model demonstrates a good level of fit. The SRMR (Standardized Root Mean Square Residual) value of 0.054 is below the threshold of 0.08, suggesting that the difference between the observed covariance and the model-predicted covariance is low, thereby indicating that the model fits the data well. Furthermore, the NFI (Normed Fit Index) value of 0.894 further confirms that the model has an adequate fit, as it approaches the commonly used minimum threshold of 0.90 for good fit indicators. Although the Chi-Square value of 253.456 cannot be fully interpreted without knowledge of the degrees of freedom and significance level, it still provides a preliminary indication of model consistency. In addition, the d_{ULS} (Unweighted Least Squares Discrepancy) value of 0.547 and the d_G (Geodesic Discrepancy) value of 0.293 serve as supplementary measures in the context of PLS-SEM, reflecting the deviation of the model from the data. In this case, both values are relatively low and stable between the saturated model and the estimated model. Overall, these results indicate that the constructed model possesses a stable and consistent structure, making it suitable for further interpretation.

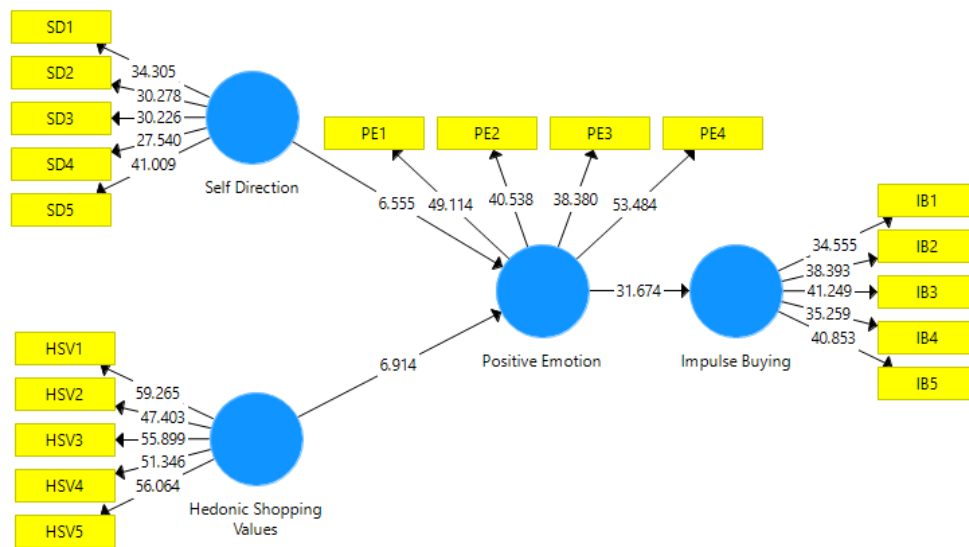


Figure 1. Evaluation of the Structural Model (Inner Model)

Table 7. Fit Test

	Saturated Model	Estimated Model
SRMR	0,054	0,077
d_ULS	0,547	1,116
d_G	0,293	0,336
Chi-Square	253,456	280,106
NFI	0,894	0,882

Source: Primary Data Processed, 2025

Hypothesis Testing

Hypothesis testing was conducted to determine the effect of each exogenous variable on the endogenous variables, using the bootstrapping method. The decision to accept or reject a hypothesis was based on the significance value (P-Value) and the t-statistic value. The acceptance or rejection criteria are as follows: if the t-statistic > 1.96 and the p-value < 0.05 (5%), the hypothesis is accepted; conversely, if the t-statistic < 1.96 and/or the p-value > 0.05 (5%), the hypothesis is rejected. The results of the hypothesis testing are presented in Table 9 below.

Table 9. Hypothesis Testing

Hypothesis	Original Sample	T-Statistics	P-Values	Description
Hedonic Shopping Values -> Impulse Buying	0,345	6,669	0,000	Significant
Hedonic Shopping Values -> Positive Emotion	0,414	6,914	0,000	Significant
Positive Emotion -> Impulse Buying	0,834	31,674	0,000	Significant
Self-Direction -> Impulse Buying	0,357	6,009	0,000	Significant
Self-Direction -> Positive Emotion	0,427	6,555	0,000	Significant

Hedonic Shopping Values -> Positive Emotion -> Impulse Buying	0,345	6,669	0,000	Significant
Self-Direction -> Positive Emotion -> Impulse Buying	0,357	6,009	0,000	Significant

Source: Primary Data Processed, 2025

Discussion

The analysis of the research data reveals that all four proposed hypotheses are statistically significant and exhibit positive directional relationships. This indicates that all causal pathways in the research model—both direct and mediated—play a crucial role in explaining the influence of self-direction and hedonic shopping values on impulse buying through positive emotion among Generation Z users of the Tokopedia e-commerce platform.

1. The findings show that *hedonic shopping values* (HSV) have a significant positive effect on *impulse buying* (IB), with a path coefficient of 0.345, a t-value of 6.669, and a p-value of 0.000. This means that the higher the levels of enjoyment, entertainment, and emotional satisfaction consumers experience while shopping on Tokopedia, the greater their tendency to make unplanned spontaneous purchases. This result aligns with the definition of HSV proposed by Babin et al., (1994), which emphasizes shopping experiences rooted in positive emotions, and supports studies by Kaur & Sharma (2024), Ngo et al., (2024), and Aggarwal et al., (2025), which confirm the strong association between HSV and impulsive buying behavior in e-commerce. In the context of Generation Z in Klaten Regency, the magnitude of HSV's effect on IB can be explained by their preference for interactive and enjoyable shopping experiences rather than purely functional ones. Features such as flash sales, live streaming, and visually appealing promotions create a sense of urgency and increase emotional appeal, thus triggering impulsive buying behavior. This finding is consistent with the affective impulse buying concept, which emphasizes the role of positive emotional impulses in shortening the purchase decision process.
2. HSV also has a significant positive impact on positive emotion (PE), with a path coefficient of 0.414, a t-value of 6.914, and a p-value of 0.000. This finding indicates that the higher the hedonic value derived from shopping activities, the greater the level of positive emotions experienced by consumers. This reinforces the Stimulus–Organism–Response (SOR) framework (Mehrabian & Russell, 1974), in which HSV acts as a stimulus influencing individuals' internal states in the form of positive emotions. The result is consistent with studies by Irani & Hanzaee (2011) and Aggarwal et al., (2025), which find that shopping enjoyment enhances positive mood. In the Tokopedia ecosystem, entertainment elements, direct interaction via live streaming, and attractive visual design are important factors in shaping PE. Thus, HSV plays a dual role: directly influencing purchasing behavior and indirectly creating an emotional predisposition that drives consumerism.
3. Positive Emotion has a very strong influence on IB, as reflected in the path coefficient of 0.834, a t-value of 31.674, and a p-value of 0.000—making it the strongest relationship in the research model. Feelings of joy, satisfaction, and pleasure that arise during or after the shopping process prove to be major drivers of spontaneous purchasing decisions. This finding supports Fredrickson's (2001) broaden-and-build theory, which states that positive emotions broaden exploratory behavior tendencies and increase the impulse to act spontaneously. Consistent with studies by Sun et al., (2023), Anoop & Rahman (2024), and Yang et al., (2025), PE emerges as a dominant trigger of impulse buying in e-commerce platforms. For Generation Z, high emotional sensitivity toward online shopping experiences makes PE the primary determinant accelerating purchase decisions without deep rational consideration.
4. Interestingly, self-direction also has a significant positive effect on IB, with a path coefficient of 0.357, a t-value of 6.009, and a p-value of 0.000. Conceptually, self-direction reflects individuals' orientation toward setting personal goals and values that guide their behavior, which is generally associated with rational purchase decisions. However, this result suggests that for Generation Z, personal orientation can actually encourage impulsive purchases if shopping opportunities align with their personal preferences or goals. This contrasts with some previous studies, such as Păuceanu et al., (2023), which view self-direction as a controlling factor for consumption behavior. In this context, self-direction can transform into a driver of IB when shopping stimuli are relevant to personal identity or aspirations—such as lifestyle-reflective products or interest-aligned promotions.

5. Self-direction is also found to have a positive impact on PE, with a path coefficient of 0.427, a t-value of 6.555, and a p-value of 0.000. This suggests that a goal-oriented personal shopping orientation can generate positive feelings during the consumption process. The theoretical explanation is that achieving personal goals—including obtaining products that match personal preferences—produces feelings of satisfaction and joy (Nanda et al., 2023). In Tokopedia's context, personalized offers and easy access to interest-relevant products strengthen this relationship. The more aligned the shopping experience is with personal orientation, the greater the likelihood of generating PE, which in turn encourages impulsive buying behavior.
6. Mediation analysis shows that PE significantly mediates the relationship between HSV and IB, with a path coefficient of 0.345, a t-value of 6.669, and a p-value of 0.000. This finding indicates that a pleasurable, entertaining, and emotionally satisfying shopping experience triggers PE, which subsequently drives impulsive purchases. Theoretically, this aligns with the SOR model (Mehrabian & Russell, 1974), where HSV acts as the stimulus affecting the organism (PE), which in turn triggers the response (IB). Studies by Fredrickson (2001), Sun et al., (2023), and Yang et al., (2025) support the notion that positive online shopping experiences enhance the tendency to make unplanned purchases. Among Generation Z in Klaten Regency, this effect is amplified by visual interactions and real-time promotions such as live streaming and flash sales, which effectively create positive emotional stimuli before purchase decisions are made.
7. Mediation testing also demonstrates that PE significantly mediates the relationship between SD and IB, with a path coefficient of 0.357, a t-value of 6.009, and a p-value of 0.000. This implies that a clear personal orientation toward purchasing goals and preferences can evoke PE, which subsequently triggers impulsive buying. Theoretically, this supports the SOR model, in which SD serves as the stimulus affecting the organism (PE) and producing the behavioral response (IB). Interestingly, although SD is generally associated with rational consumption behavior, for Generation Z it can become a driver of IB when shopping opportunities—such as exclusive promotions or relevant products—align with personal goals. This finding is consistent with Nanda et al., (2023), who state that personal values can stimulate specific consumption behaviors when the context is relevant and emotionally appealing. On Tokopedia, personalized offers and ease of access to interest-related products can transform SD into a trigger for PE, thereby increasing the likelihood of IB.

CONCLUSION

The findings of this study confirm that hedonic shopping values and self-direction exert significant positive effects on impulse buying, both directly and indirectly through positive emotion as a mediating variable. All proposed hypotheses are supported, thereby reinforcing the Stimulus–Organism–Response framework, in which HSV and SD function as stimuli that elicit PE, which in turn drives IB. These results highlight that shopping experiences that provide enjoyment, align with personal preferences, and evoke positive emotions are key determinants of impulsive buying behavior among Generation Z Tokopedia users. Nevertheless, the study is limited by its sample scope, which only includes Gen Z respondents in Klaten Regency, and by the potential bias associated with the use of online questionnaires. Therefore, future research is recommended to broaden the respondent pool, include moderating variables, and adopt a mixed-methods approach to gain deeper insights into this phenomenon.

For e-commerce practitioners, the utilization of interactive features such as live streaming, flash sales, and personalized product offerings is recommended to enhance hedonic value and personal relevance, thereby fostering PE. From an academic perspective, the SOR model can be further developed by incorporating variables such as shopping enjoyment or digital trust to enrich consumer behavior analysis. Future studies should consider employing longitudinal or experimental designs and expanding the research population to achieve greater validity and generalizability of findings.

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