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# Rational or Emotional? Unraveling the Motivations Behind Online Impulsive Buying

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**Abstract**
The increasing prevalence of e-commerce and the emergence of live shopping have contributed to the growing consumerist and hedonistic lifestyle among Indonesians. Several factors, such as free shipping, vouchers, promotions, and cashback, drive unplanned purchases. This study aims to investigate how Indonesian consumers engage in impulsive buying from the perspective of hedonic shopping motivation. Additionally, it examines how situational characteristics and hedonic shopping motivations influence impulsive buying behavior. The research focuses on online purchases through e-marketplaces, as online shopping remains highly popular among younger consumers. Data was collected using an electronic questionnaire distributed via Google Forms, with a sample size of 110 respondents selected through purposive sampling. The study employed a quantitative research approach, and data analysis was performed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique with SmartPLS version 3 to assess the measurement model and the structural model. The findings reveal that hedonic shopping motivations comprising dimensions of value shopping, relaxation shopping, adventure shopping, and idea shopping have a positive and significant effect on online impulsive buying. However, time availability does not have a moderating effect on the relationship between hedonic shopping motivations and online impulsive buying.

**Keywords**: Hedonic shopping motivations; online impulsive buying; time availability.

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## Introduction

Online shopping has emerged as an innovation in the economic system and has become a lifestyle trend in society in recent years (Verawati, 2023). According to data from Hootsuite (We Are Social) 2024, Indonesia ranks 9th as the country with the highest online shopping frequency at 59.3%, dominated by women aged 25-44 years (Riyanto, 2024). The Populix report (2023) reveals that online shopping activities are mainly dominated by millennials and Gen Z, aged 18-35. Product categories frequently purchased include food, beverages, clothing, body care, skincare, and cosmetics. E-wallets are the preferred payment method, while Shopee and TikTok Shop are popular online shopping platforms. Indonesian society tends to engage in unplanned, spontaneous purchases, commonly called impulsive buying. This impulsivity often arises

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from factors such as the long-desired opportunity to acquire certain products finally becoming accessible, the desire for self-reward, and promotions offered by online platforms, including special seller discounts or discounts during shopping festivals, such as double-date sales and payday sales. (Populix, 2023). The frequency of online shopping varies, with individuals shopping daily, every 2-3 days, weekly, 2-3 times a month, once a month, or every few months. Based on these findings, Indonesia ranks among countries with a highly consumer-driven society.

Investigating impulsive behavior among younger generations is crucial, as they currently represent a large and expanding target market segment (Mangleburg et al., 2004). Younger consumers typically display high-risk decision-making behaviors. This is demonstrated by their rapid adoption of new products and brands entering the market (Dayan et al., 2010) and their tendency for impulsive purchases driven by hedonic motives (E. J. Park et al., 2006). However, studies on impulsive buying behavior have primarily been conducted in Western developed countries. Therefore, there is a need for research on impulsive buying behavior in developing Eastern countries to contribute to the empirical literature (Dey & Srivastava, 2017). The large youth population and the emergence of various e-commerce and live-streaming platforms have transformed the lifestyle of Indonesian society into a more hedonistic one due to frequent online shopping. Consequently, research on hedonic shopping among the younger generation in Indonesia is crucial. Moreover, empirical studies incorporating time availability as a moderating variable are still limited. Therefore, this study employs time availability as a moderator to further contribute to the literature.

## Literature Review

### Shopping Motivation Dimensions

Shopping motivation can be conceptualized along two dimensions: utilitarian and hedonic (Babin et al., 1994). Utilitarian shopping motivation is characterized by a focus on the functional benefits of a product (Utami, 2017). Thus, this motivation is based on objective and rational thinking. In contrast, hedonic shopping motivation refers to an individual's motivation to shop not for the practical benefits of the product but for the pleasure it provides (Utami, 2017). Here, individuals shop to experience enjoyment and pursue elements that are interesting to them. This motivation is based on subjective and emotional thinking, encompassing emotional responses, sensory pleasure, dreams, and aesthetic considerations (Utami, 2017). In other words, hedonic motivation is related to an individual's emotions, so when shopping, they truly experience emotions such as happiness, sadness, anger, hatred, or feel that shopping is an adventure.

**Impulsive Buying Behavior and Hedonic Shopping Motivations**

Hedonic shopping motivations relate to the emotions and sensations encountered during impulsive buying (Baumgartner, 2002). Previous studies have indicated that impulsive buying is closely linked to an individual's hedonic motivation. (Tifferet & Herstein, 2012). Compared to utilitarian motives, hedonic shopping motivations are considered more personal and subjective, often resulting in feelings of pleasure and joy that accompany impulsive purchases (Babin et al., 1994). This motivation drives individuals to make purchases for the sake of enjoyment and/or entertainment (Gültekin & Özer, 2012). Herabadi et al (2009) for impulsive consumers, online impulsive buying serves as a way to manage arousal and satisfy their temperamental needs.

H1: Hedonic shopping motivations have a positive and significant effect on online impulsive buying

**Dimensions of Hedonic Shopping Motivations**

**Value Shopping.**

Value shopping is the enjoyment derived when shoppers seek discounts, promotions, and bargains. (Maqhfiroh & Prihandono, 2019). Shoppers motivated by value shopping focus on in-store promotions, such as discounts and special vouchers, gaining hedonic benefits from these discounts through pleasure and satisfaction (Gültekin & Özer, 2012). Purchasing products at a discount can provide a sense of personal achievement, contributing to enjoyment. (Chandon et al, 2000). Value shopping is a significant factor as it can lead to shopper happiness when discounts and vouchers are applied to purchases. (Akram et al., 2018). Many online stores offer discounts and special vouchers that encourage impulsive buying behavior (Ozen & Engizek, 2014). Previous research has demonstrated the influence of value shopping on online impulsive buying. (Gültekin & Özer, 2012; Maqhfiroh & Prihandono, 2019; Ozen & Engizek, 2014).

H1a: Value shopping positively and significantly affects online impulsive buying.

**Relaxation Shopping.**

Relaxation shopping refers to activities undertaken to relieve stress and improve mood. This activity can have a substantial impact on an individual's emotional state (Arnold & Reynolds, 2003). Many shoppers express that shopping serves as a way to alleviate stress or to divert their minds from troubling thoughts (Ozen & Engizek, 2014). Yu & Bastin (2010) indicate that relaxation shopping tends to have a positive impact on impulsive buying. Ozen & Engizek (2014) provide evidence that relaxation shopping can positively influence impulsive buying behavior.

H1b: Relaxation shopping positively and significantly affects online impulsive buying.

**Adventure Shopping.**

Most individuals shop to boost their enthusiasm for the activity itself, perceiving shopping as an experience with its unique world (Maqhfiroh & Prihandono, 2019). Adventure shopping refers to the phenomenon where individuals discover new products and feel a sense of excitement while exploring a shopping venue or website, which leads to enjoyment in their shopping experience (Akram et al., 2018). Adventure shopping effectively drives impulse online buying. (Cinjarevic et al., 2011). It is one of the most influential factors in online impulsive purchasing (Akram et al., 2018). Individuals often feel intrigued when engaging with computers or smartphones, and this curiosity drives adventurous behavior, which in turn leads to impulsive buying tendencies (Ozen & Engizek, 2014).

H1c: Adventure shopping positively and significantly affects online impulsive buying.

**Idea Shopping.**

Idea shopping refers to the act of individuals collecting information about the newest trends or fashions to explore innovations and designs (Prawira & Sihombing, 2021). Idea shopping is a form of hedonic shopping value, where individuals shop to keep up with new fashions, trends, and innovations (Luo & Ye, 2019). People shop with the urge to follow new trends and styles (Arnold & Reynolds, 2003), which can lead them to make impulsive purchases (Kim & Eastin, 2011). Individuals are inclined toward online shopping as it allows them to discover and learn about new products and brand launches (Parsons, 2002), thereby promoting impulsive buying (Kim & Eastin, 2011). Previous studies have demonstrated the influence of idea shopping on online impulsive buying. (Gültekin Özer, 2012; Maqhfiroh & Prihandono, 2019; Ozen & Engizek, 2014).

H1d: Idea shopping positively and significantly affects online impulsive buying.

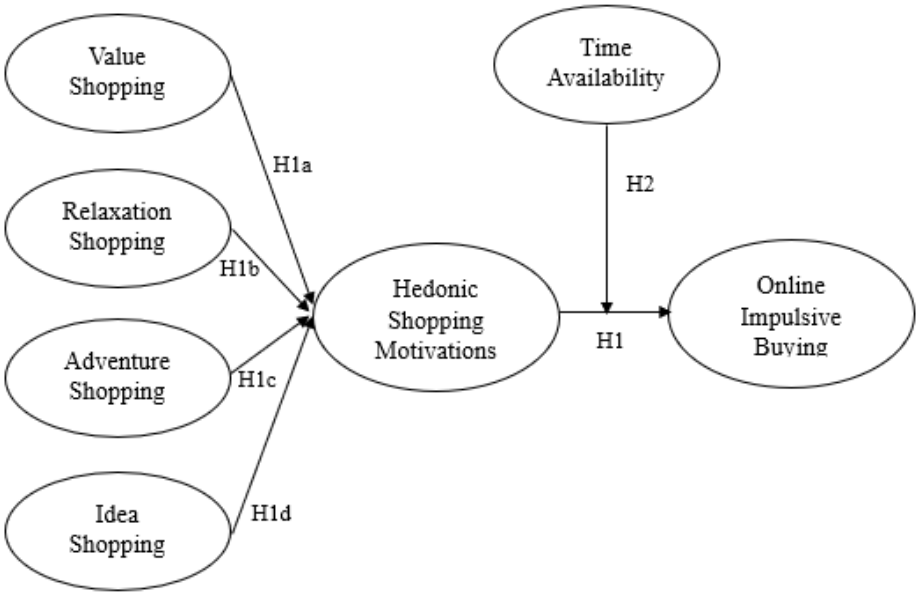
**Time Availability.**

Time availability for shopping is the subjective assessment of time by consumers during their shopping process. Time pressure can alter one’s mood and hinder their search activities while shopping. Limited time for shopping can lead to frustration and negative attitudes toward the shopping environment, resulting in negative emotions (Huang & Hsieh, 2011). Time availability can influence consumers' purchasing power and is thus considered a primary factor in impulsive buying processes (Foroughi et al., 2012). As a situational factor, time availability has an impact on impulsive buying behavior (Beatty & Ferrell,

1998), and can moderate the correlation between hedonic shopping motivations and impulsive purchasing behavior (Dey & Srivastava, 2017).
H2: Time availability positively moderates the relationship between hedonic shopping motivation and online impulsive buying.

This model comprises six variables, including four independent determinants of online impulsive buying: value shopping, relaxation shopping, adventure shopping, and idea shopping. This study uses time availability as a moderating variable (Figure 1).

**Figure 1.**
Research Model




## Research Method

This study uses a quantitative approach, focusing on numerical data. (Neuman, 2014). The quantitative approach also focuses on accurately measuring variables and testing research hypotheses. (Neuman, 2014). To gather the necessary data for this research, a survey method was employed. Purposive sampling is used, targeting individuals with online shopping experience. Data collection is conducted through an electronic questionnaire distributed via Google Forms. Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 3 is the analytical technique used in this study. PLS-SEM was employed to assess both the measurement model and the structural model. SEM is utilized to validate the causal relationships between variables within the research model. This study conducted two assessments: the measurement model and the structural model using SmartPLS 3.3.

1. The measurement model was employed to evaluate the construct validity and reliability. Convergent validity was assessed using factor loadings (≥0.7) and AVE (≥0.5). Composite reliability was employed to evaluate

reliability, with values greater than 0.7. The structural model was used to assess the hypothesized relationships and the overall model fit.

## Data Analysis and Results

### Convergent Validity and Reliability

The structural model is used to assess convergent validity and reliability. Convergent validity is evaluated using factor loadings with values >0.7 and AVE with values >0.5 (Hair et al., 2014). Meanwhile, reliability is assessed using Cronbach's alpha (CA) and composite reliability (CR), both of which should have values >0.7 (Hair et al., 2014). As shown in Table 1, all factor loading and AVE values are acceptable as they exceed the specified measurement criteria. These results indicate this study demonstrates good convergent validity. Similarly, all CA and CR values are acceptable. This study demonstrates good reliability.

**Table 1.**
Convergent Validity and Reliability

| Construct | Item | Factor Loading | AVE | CR | CA | Decision |
|---|---|---|---|---|---|---|
| Value Shopping | VS1 | 0.880 | 0.800 | 0.923 | 0.875 | Valid & Reliable |
| | VS2 | 0.909 | | | | |
| | VS3 | 0.894 | | | | |
| Relaxation Shopping | RS1 | 0.910 | 0.820 | 0.932 | 0.889 | Valid & Reliable |
| | RS2 | 0.935 | | | | |
| | RS3 | 0.870 | | | | |
| Adventure Shopping | AS1 | 0.862 | 0.734 | 0.917 | 0.879 | Valid & Reliable |
| | AS2 | 0.855 | | | | |
| | AS3 | 0.882 | | | | |
| | AS4 | 0.827 | | | | |
| Idea Shopping | IS1 | 0.872 | 0.800 | 0.941 | 0.916 | Valid & Reliable |
| | IS2 | 0.915 | | | | |
| | IS3 | 0.878 | | | | |
| | IS4 | 0.911 | | | | |
| Time Availability | TA1 | 0.918 | 0.806 | 0.926 | 0.879 | Valid & Reliable |
| | TA2 | 0.939 | | | | |
| | TA3 | 0.832 | | | | |
| Online Impulsive Buying | OIB1 | 0.793 | 0.705 | 0.905 | 0.861 | Valid & Reliable |
| | OIB2 | 0.879 | | | | |
| | OIB3 | 0.876 | | | | |
| | OIB4 | 0.807 | | | | |

Source: Data processed by researchers in 2024.

Table 2.
Fornell-Larcker Criterion

| | VS | RS | AS | IS | TA | OIB |
|---|---|---|---|---|---|---|
| VS | **0.894** | | | | | |
| RS | 0.748 | **0.905** | | | | |
| AS | 0.586 | 0.614 | **0.857** | | | |
| IS | 0.535 | 0.547 | 0.737 | **0.894** | | |
| TA | 0.477 | 0.609 | 0.434 | 0.443 | **0.898** | |
| OIB | 0.573 | 0.694 | 0.440 | 0.454 | 0.680 | **0.839** |

Note: VS: Value Shopping, RS: Relaxation Shopping, AS: Adventure Shopping, IS: Idea Shopping, TA: Time Availability, OIB: Online Impulsive Buying.

Discriminant validity testing is performed to ensure that each construct in the research model is truly distinct and unique from other constructs. Discriminant validity is assessed using the Fornell and Larcker criterion, which evaluates whether the square root of the AVE for a construct is greater than the correlations between that construct and other constructs. As presented in Table 2, all constructs exhibit square root AVE values that are greater than the correlations with other constructs.

**Table 3.**
**Path Coefficient**

| | Standardized estimate (β) | t-value | p-value |
|---|---|---|---|
| VS → OIB | 0.824 | 18.311 | 0.000 |
| RS → OIB | 0.842 | 26.943 | 0.000 |
| AS → OIB | 0.877 | 32.729 | 0.000 |
| IS → OIB | 0.850 | 21.869 | 0.000 |
| TA → OIB | 0.467 | 5.861 | 0.000 |
| HSM*TA → OIB | -0.020 | 0.316 | 0.752 |

Note: VS: Value Shopping, RS: Relaxation Shopping, AS: Adventure Shopping, IS: Idea Shopping, TA: Time Availability, HSM: Hedonic Shopping Motivation, OIB: Online Impulsive Buying.

To test the proposed hypotheses, regarding hedonic shopping motivations, four different hedonic shopping motivation factors were entered into the regression model as independent variables and online impulsive buying was used as the dependent variable. Based on the results of the analysis, hypothesis 1a, which investigated the effect of value shopping on online impulsive buying, was supported. Value shopping and online impulse buying were found to have a significant positive relationship (β = 0.824, p 0.000). As a result, hypothesis 1a was supported. Hypothesis 1b, which evaluated the effect of relaxation shopping on online impulse buying, was supported. Relaxation shopping was found to have a significant positive relationship with online impulsive buying (β = 0.842, p = 0.000).

As a result, hypothesis 1b was supported. Hypothesis 1c found a positive and significant relationship between adventure shopping and online impulsive

buying (β= 0.877, p = 0.000). As a result, hypothesis 1c is supported. Hypothesis 1d found a positive and significant relationship between idea shopping and online impulsive buying (β= 0.850, p = 0.000). As a result, hypothesis 1d is supported. Hypothesis 2, which examines the moderating effect of time availability on the relationship between hedonic shopping motivations and online impulsive buying, is rejected. The results showed that moderation has no effect (β= -0.020, p = 0.752). As a result, hypothesis 2 is rejected.

**Discussion**

This study aims to examine the influence of online impulsive buying. Additionally, moderating factors representing dimensions of hedonic shopping motivations are analyzed to explore their role in the relationship between time availability and online impulsive buying. This research provides empirical evidence that supports the online impulsive buying behavior of Chinese consumers. The statistical results indicate that the proposed model is an excellent fit for the data. Subsequently, the conclusions for each hypothesis are discussed individually in the following sections. H1a, value shopping positively and significantly influences online impulsive buying. The findings suggest that frequent offers of lower prices, or discounts by sellers stimulate higher purchasing behavior among e-commerce consumers. Currently, many e-commerce sites attract consumers with various promotions, such as flash sales, special date promotions, vouchers, store-follow vouchers, bundled offers, and other incentives aimed at capturing the interest of potential consumers. Consequently, Indonesian consumers tend to make spontaneous online purchases beyond their shopping lists, exhibiting impulsive buying behavior.

Additionally, factors such as self-reward and the opportunity to purchase long-desired products that have recently become affordable also drive individuals to engage in online impulsive buying. These findings align with the studies of Akram et al. (2018) and Ozen & Engizek (2014), which indicate that online consumers often cannot resist impulsive online shopping when discounts are offered. This phenomenon occurs because impulsive buyers are flexible in making unplanned purchasing decisions. When online consumers see special offers or discounts, they find it challenging to resist buying the product (Park & Lennon, 2006). Price competition in e-commerce remains a crucial factor for online consumers in Turkey (Ozen & Engizek, 2014). Consumers experience satisfaction when they receive discounts, perceiving themselves as savvy shoppers (Akram et al., 2018). Discounts increase consumer interest in purchasing because discounts can trigger spontaneous buying desires. The larger the discount, the harder it becomes for consumers to resist the temptation to buy, even if the item is not particularly needed.

H1b, relaxation shopping positively and significantly influences online impulsive buying. The results indicate that individuals with higher levels of relaxation shopping are more likely to engage in online impulsive buying behavior. This effect occurs because online consumers shop to improve their mood, transform a negative emotional state into a positive one, and reduce stress. Consequently, this can lead to an increase in online impulsive buying behavior. This result is supported by Akram et al. (2018) dan Ozen & Engizek (2014), which found that consumers engage in online shopping as a way to relieve stress and improve their mood. Consumers shop to shift their mood from negative to positive and to manage stress, which can influence online impulsive buying behavior. (Maqhfiroh & Prihandono, 2019). Relaxation shopping is a significant factor influencing online impulsive buying. (Ozen & Engizek, 2014).

H1c, adventure shopping positively and significantly influences online impulsive buying. The results indicate that online consumers who engage in online shopping for fun or excitement are more likely to make impulsive online purchases. This result is supported by Ozen & Engizek (2014), who stated that consumers who consider online shopping to be enjoyable and relaxing are more likely to make impulsive purchases on the internet. H1d, idea shopping adventure shopping positively and significantly influences online impulsive buying. Findings from this study reveal that most online consumers are motivated to shop to follow trends or discover new items. This finding aligns with Prawira & Sihombing (2021), who stated that when consumers follow new trends and fashions, they tend to make impulsive purchases. Idea shopping is the main factor that contributes to online impulsive buying in the Chinese retail market. (Akram et al., 2018).

H2, time availability does not moderate the relationship between hedonic shopping motivation and online impulsive buying. This study's findings suggest that the presence or absence of time does not impact consumers' hedonic shopping motivations in spontaneous purchases. This occurs because most consumers do not necessarily engage in hedonic shopping only during their free time; they believe they can still shop online even with limited time available. Our findings are consistent with Maqhfiroh & Prihandono (2019), who concluded that time availability does not moderate the link between hedonic shopping motivations and online impulsive buying. In contrast to our findings, Dey & Srivastava (2017) reported that time availability moderates the relationship between hedonic shopping value and impulsive buying.

## Conclusion

This study highlights the role of hedonic shopping motivations in online impulsive buying among Indonesian consumers, particularly young individuals who frequently shop via e-commerce and live shopping. Based on the analysis

results, it was found that hedonic shopping motivations including value shopping, relaxation shopping, adventure shopping, and idea shopping have a positive and significant effect on online impulsive buying. This indicates that consumers motivated by discounts, mood enhancement, the enjoyment of exploration, and interest in trends are more likely to make unplanned purchases. However, contrary to the initial hypothesis, time availability was not found to moderate the relationship between hedonic shopping motivations and online impulsive buying. This means that consumers continue to exhibit impulsive shopping tendencies regardless of their available free time. These findings provide valuable insights for e-commerce practitioners to understand online impulsive shopping behavior driven by consumers' emotional factors and the relevance of time in purchase decisions.

This research encounters a few limitations. First, this study only considers time availability as a moderating variable to assess the impact of hedonic shopping motivation on impulsive buying. However, other situational factors (e.g., shopping trends on social media), may also influence consumers' impulsive buying behavior but were not included as variables in this study. Second, consumer culture within a specific country can impact hedonic shopping motivations and online impulsive buying behavior. This study does not include cultural aspects in its analysis, so its findings may be less generalizable to other cultural contexts within Indonesia, which vary across regions and have different consumption norms.

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