

Research Article

From Discounts to Impulse Buys: How Shopping Lifestyles and Positive Emotions Influence Consumer Behavior

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Abstract

This study investigates how discounts and shopping lifestyle influence impulsive purchases among Shopee users in Central Jakarta, with positive emotions as an intervening variable and viewed from an Islamic perspective. A total of 144 respondents were selected using purposive sampling. Data was collected through a questionnaire-based survey and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) and SPSS. The findings revealed that discounts do not directly affect impulsive purchases but do have a significant positive impact on positive emotions. In contrast, shopping lifestyle significantly influences both impulsive purchases and positive emotions. Furthermore, positive emotions significantly impact impulsive buying behavior and mediate the relationship between discounts and impulsive purchases, as well as between shopping lifestyle and impulsive purchases. From a managerial standpoint, businesses can strategically offer discounts during holidays or weekends to trigger positive emotions and boost sales. Enhancing the overall shopping experience through appealing app interfaces, engaging content, and responsive customer service can foster positive emotions that drive impulsive purchases. From an Islamic perspective, ethical marketing practices that avoid deception and encourage moderation in consumption should be upheld, ensuring that promotional efforts align with Islamic principles of fairness, honesty, and responsible consumer behavior.

Keywords: Discounts, Shopping Lifestyle, Positive Emotions, Impulsive Buying

JEL Classification: D12, M31, L81

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1. Introduction

The passage of time makes technology increasingly sophisticated, with Because of this technology, apps have been developed to facilitate online shopping, and this phenomena is inextricably linked to the significance of the internet in this advanced age. Online transactions, or online purchasing, have been increasingly popular among Indonesians from a variety of backgrounds. Their popularity stems from the fact that there are several benefits for its users such as discounts and so on. In addition, this online shopping activity is mostly carried out to fulfill the shopping lifestyle of various circles.

According to information from Bank Indonesia (BI), throughout 2022 the value of national e-commerce transactions did not reach the target, which was only IDR 476.3 trillion, the initial target from BI was IDR 489 trillion. According to the Deputy Governor of BI, the transaction value missed the target due to the relaxation of activity restrictions during the Covid-19 pandemic, so that there was encouragement from the public to return to shopping at offline stores (BI, 2022). Because the return of people's shopping patterns to offline shopping and the escalating rivalry from other platforms, Shopee needs to keep coming up with new ideas to keep its market share. Increasing consumer discounts and promotions is one way to get around this, as well as improving user experience.

Lestari (2018), looking at marketing activities that occur in general, this purchase occurs on the basis of two types, the first is a planned purchase and the second is a purchase that was not previously planned. A planned purchase is something that is indeed needed by the customer, while for unplanned or impulsive purchases, it is behavior that was not previously planned by the customer. Impulse buying is an unplanned purchase, this is often characterized by decisions taken quickly and an urgent desire to obtain the item directly. This type of purchase is also triggered by a strong emotional drive, so that consumers feel a deep desire to make a purchase as soon as possible, feel satisfied, and ignore the negative consequences (Lestari, 2018). Impulse buying occurs suddenly and urgently, so that the speed of decision making inhibits rational consideration and the search for other alternatives (Lestari, 2018). The decision to make an impulsive purchase is taken quickly, because the process from seeing the product to making a purchase takes place in a short time. Currently, impulsive purchases on e-commerce applications are rampant, impulsive purchases are behavior that was previously unplanned and then there is a very fast decision-making process, besides that, the desire or wish to immediately have a product is very high.

There are many factors that trigger impulsive purchases, one of which is the discount given. Generally, discounts are given at certain times and in unusual situations such as making payments in advance, buying in large volumes, and buying in different seasons. In essence, discounts are the process of reducing prices from the normal nominal (Salim & Fermayani, 2021). With this discount, it can be a factor in impulsive purchases, this is supported by the results of research from (Noor, 2020), which has found that impulsive purchases at Borma Department Store are significantly and favorably impacted by discounts. According to the findings of Salim and Fermayani's (2021) study, which is consistent with earlier research, the discount variable significantly and favorably influences impulsive buying decisions. Choosing to spend time shopping is a decision that each individual must make or money, or even both. With the availability of time, consumers will spend that opportunity to fulfill their shopping desires, coupled with the availability of money, making purchasing power high (Sopiyan & Kusumadewi, 2020). Seeing someone when expressing an opinion about a certain object, it can be judged that person's lifestyle. A person's characteristics and nature can also be judged from how that person uses the money he has (Gunawan & Sitinjak, 2018).

Shopping One factor influencing impulsive purchases is lifestyle. The findings of a study by Wardah and Harti (2021) confirmed this view, finding that the shopping lifestyle variable significantly affects impulsive purchases of Avoskin goods on Shopee. Then, according to Cantikasari and Basiya's (2022) research, which is consistent with earlier findings, the purchasing lifestyle of Shopee marketplace users influences their impulsive purchases. According to this study, discounts and shopping habits are not the only factors that impact impulsive purchases; happy emotions also play a moderating role variable. Positive emotions also provide an illustration that a person has drive, enthusiasm, and also feels happy. This condition accompanies high energy and full concentration.

A person tends to have an affective nature and there is an emergence of reactions in the environment such as a feeling of interest in an item or product, for example, promotions carried out from a sale will create interest in the product so that it influences the decision to buy from someone. Positive emotions play a role in mediating price cuts and shopping lifestyles on impulsive

purchases. This is supported by research from Saputro. (2019), which explains that price discounts have a positive effect on impulse buying through positive emotions as a mediating variable. In contrast, which states that shopping lifestyle has no effect on impulse buying through positive emotions. This means that positive emotions do not succeed in becoming an intervening variable for shopping lifestyles on impulse buying, and it can be interpreted that consumers with a high shopping lifestyle do not need to feel happy first to shop.

This article addresses the issue of Indonesia's declining e-commerce transaction value, especially in 2022 when a return to offline shopping following the pandemic caused real transaction values to fall short of the target. The competitive nature of the online marketplace exacerbates this problem, therefore in order for platforms like Shopee to keep their market share, they must innovate, particularly by providing additional discounts and promotions. This article is interesting since it examines how price reductions and shopping habits affect impulsive purchases, using happy emotions as a mediating factor. The impact of discounts and shopping habits on impulsive purchases has been extensively studied, but little is known about how happy emotions function as a mediator.

This study advances our knowledge of how emotional triggers, together with discounts and lifestyle characteristics, can influence impulsive purchases. This knowledge will help online merchants improve customer engagement and increase sales.

2. Literature Review and Hypothesis

Consumer Behavior Theory

The study of consumer behavior examines how people, communities, and organizations choose, pay for, use, and make use of goods, services, and concepts to meet their requirements (Zusrony, 2021). Many businesses invest a lot of money and make a concerted effort to persuade customers to purchase products or services that they don't really need. Consumers often want products or services that they can't afford, which if followed up will have negative financial consequences such as getting into debt and so on.

Impulse Buying

Salim & Fermayani (2021), impulsive buying is a purchasing activity that can occur in a store without any planning from the consumer before visiting the store. This purchase occurs suddenly, made by consumers without any prior planning regarding the quality of the product or their needs. This impulsive purchase is dependent on the image of the product or retail company where the company already has a good image so that it can guarantee the quality of the products sold (Salim & Fermayani, 2021). The impact of impulsive buying is that consumers buy goods without prior planning, which results in spending more than they should, and then causes feelings of guilt and regret. This is considered the result of an unreasonable or irrational decision. Consumers do not look for product information first, only considering immediate satisfaction.

Discounts

A price cut or discount is an incentive given to a product to reduce the price from its regular value for a specified period of time. Meanwhile, according to Wulandari et al. (2021), a discount or price reduction is a promotional and marketing strategy that aims to lower the price of a product from its normal price. A price cut is the result of reducing the original or listed price, which can be in the form of a direct discount or other incentives such as free goods. Discounts also refer to a price reduction from the price listed on the product label, where the actual price paid by the consumer is lower than that listed on the product label due to the discount given to the consumer (Salim & Fermayani, 2021). Price cut is a marketing strategy that involves reducing the price of certain products.

Shopping Lifestyle

Shopping lifestyle reflects an individual's decisions about how they use their time and money in terms of consumption. In an economic context, shopping style includes a person's decisions in allocating funds to various products and services, as well as certain preferences in choosing between

similar categories. (Anggreani & Suciarto, 2020). Meanwhile, according to Gunawan and Sitinjak (2018), simply put, shopping lifestyle is an expression of how we choose to shop which reflects differences in social status. Shopping Lifestyle reflects a person's choices in allocating their income, including the allocation of funds to various products and services, as well as certain preferences in choosing between similar categories (Gunawan & Sitinjak, 2018).

Positive Emotions

Emotions are responses to experiences or events seen or felt by someone. This response can be directed at a particular person, object, or situation. Emotions are then divided into two categories, namely positive emotions and negative emotions. Positive emotions include feelings of joy, excitement, love, enthusiasm, calmness, and satisfaction, which may encourage someone to make a purchase or own a product spontaneously. (Fauziyah & Julaeha, 2022). Expressions of joy, happiness, satisfaction, and alertness are characteristics of a person's positive emotions. Customers who have become regulars at a store because they like the product and feel comfortable with the store's environment tend to spend more money because of the positive emotions that are triggered.

Research Concept Framework

The conceptual framework of this research describes the relationship between Price Discounts, Shopping Lifestyle, and Impulsive Behavior, with Emotional Positive acting as a mediating variable. Price discount shopping and lifestyle can influence impulsive buying, both tacitly and through positive emotions. Positive emotions such as joy and satisfaction strengthen the tendency of impulsive buying influenced by discounts and shopping. This model suggests that emotions play an important role in preventing unwanted purchases.

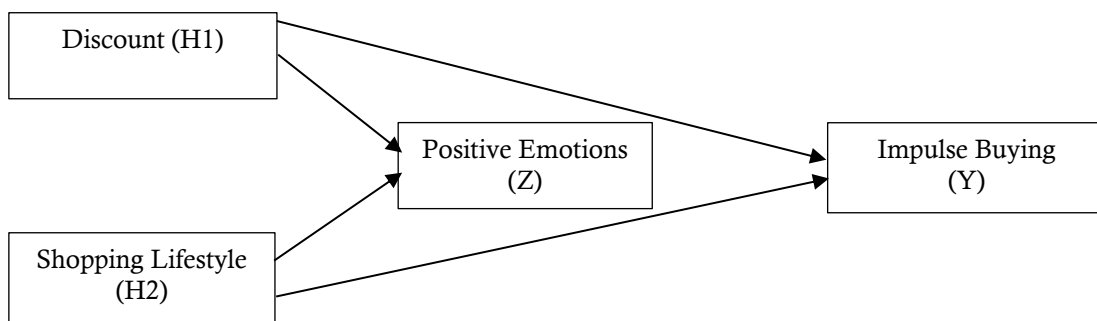


Figure 1. Research Concept Framework

Research Hypothesis

The Effect of Price Discounts on Impulsive Buying

Zusrony (2021), consumer behavior consists of two categories: irrational and rational customer behavior. When buying purchases, reasonable consumers put needs ahead of wants. In the meanwhile, irrational buyers frequently buy products or services without considering their benefits; this can occur as a result of promotions like discounts and other incentives. Partial price reductions have a favorable impact on impulsive purchases, according to research by Wulandari et al. (2021). Asserts that the price reduction variable significantly influences the variable of impulse purchases. In Kusnanto et al.'s (2020) research findings, based on the findings of the descriptive analysis that has been carried out, it can be stated that price cuts have a positive and significant effect on impulsive purchases. Research conducted by Noor (2020) and Salsafira & Trianasari (2022) stated that price cuts have a positive and significant effect on impulsive purchases. Based on the description above, the hypothesis proposed in this study is:

H1: Discounts have a positive and significant effect on Impulse Buying.

The Influence of Shopping Lifestyle on Impulse Buying

Gunawan and Sitinjak (2018) define simply, shopping lifestyle is an expression of how a person chooses to shop which reflects differences in social status. How a person shops reflects status, dignity, and habits. Shopping lifestyle also includes purchasing behavior that is reflected in personal responses and views on the products purchased. Research conducted by Anggreani and Suciarto. (2020) concluded that shopping lifestyle has a positive and significant effect on impulsive buying. In line with research by Wardah and Harti (2021), the results of this study explain that the shopping lifestyle variable has a significant effect on impulsive buying. Research conducted by Gunawan and Sitinjak (2018), Cantikasari and Basiya (2022), Hasim and Lestari (2022) and Ittaqullah et al. (2020) stated that shopping lifestyle has a positive and significant effect on impulsive buying. Based on the description above, the hypothesis proposed in this study is:

H2: Shopping Lifestyle has a positive and significant effect on Impulse Buying.

The Effect of Discounts on Positive Emotions

There are two forms of motivational methods according to Zusrony (2021), namely the direct method which is given directly to each consumer to meet their needs and satisfaction. Then the next is the indirect method, namely the motivation given in the form of supporting facilities that support consumer enthusiasm to make purchases, in the form of positive motivation, the facilities provided are discounts or price cuts, giving gifts, and optimal service. The results of Suryana and Sari's research (2021) concluded that price discounts have a positive effect on positive emotions. Research conducted by Detanatasya and Maridjo (2022) and Larasati and Yasa (2021) stated that price discounts have a positive and significant effect on positive emotions. Based on the description above, the hypothesis proposed in this study is:

H3: Discounts have a positive and significant effect on Positive Emotions.

The Influence of Shopping Lifestyle on Positive Emotions

Someone who has a high shopping lifestyle tends to feel happy when shopping, this is because for that person, shopping has turned into a joyful pastime that makes them feel happy and satisfied (Gunawan & Sitinjak, 2018). This study can demonstrate a favorable and substantial relationship. Shopping has a favorable and large impact on positive feelings, according to research by Anggraini and Anisa (2020). In light of the aforementioned description, the study's hypothesis is:

H4: Shopping Lifestyle has a positive and significant effect on Positive Emotions.

The Influence of Positive Emotions on Impulsive Buying

One hedonic activity that is motivated by pleasure is impulsive purchasing. Customers' happiness and comfort are what lead to impulsive purchasing when they shop (Firmansyah, 2018). According to the findings of Andani and Wahyono's (2018) study, pleasant emotions have a direct positive effect on impulsive buying. The higher the positive emotions of consumers, the more impulsive buying will increase. Likewise, when positive emotions decrease, impulsive buying will also decrease. There is also research from Fauziyah and Julacha (2022), which states that the results of their research are that impulsive purchasing is directly impacted by good feelings. According to the findings of a study by Wulandari and Prihatini (2022), Shopee customers' impulsive purchases are positively impacted by good emotions. Then, study by Saputra et al. (2021) indicates that impulsive buying is influenced by pleasant shopping emotions, hence confirming the premise that impulsive buying increases with positive shopping emotions. In light of the aforementioned description, the study's hypothesis is:

H5: Positive emotions have a positive and significant effect on impulsive buying.

Discounts on Impulse Purchases through Positive Emotions

Firmansyah (2018) explained that price cuts are one of the marketing stimuli carried out to attract consumers. In this case, basic psychological processes play an important role in understanding how consumers make the right decisions. With the existence of price cuts, it will affect the basic psychology which increases a person's positive emotions so that they feel happy and can make impulsive purchases. In line with previous research, according to research by Isnaini and

Rahmidani (2021), it was concluded that price discounts have a significant and positive effect on impulse buying through positive emotions. Based on the description above, the hypothesis proposed in this study is:

H6: Positive emotions can mediate the effect of discounts on impulse buying.

Shopping Lifestyle on Impulse Buying through Positive Emotions

Park and Sullivan in Gunawan and Sitinjak (2018), shopping lifestyle can be influenced by several factors such as a sense of enjoyment when shopping and shopping is a fun activity for some people. By feeling happy when shopping, it can be seen that people who have a shopping lifestyle habit will feel positive emotions when shopping, so the relationship between shopping lifestyle and positive emotions is related and can influence impulsive buying. Concluded that using positive mood as an intervening variable, a shopping lifestyle has a favorable and significant impact on impulsive purchases. Shopping lifestyle influences impulse buying in a good way when positive emotions are present. In light of the aforementioned description, the study's hypothesis is:

H7: Positive Emotions can mediate the influence of Shopping Lifestyle on Impulsive Buying.

3. Data and Method

Types of research

The type of research used in this study is explanatory research using quantitative methods that aim to explain the position of the variables studied and also the relationship between one variable and another (Sugiyono, 2019). The purpose of this study is to determine and analyze the role of discount variables (H1) and shopping lifestyle (H2) on impulsive purchases (Y) through positive emotions (Z) as a mediating variable.

Data collection technique

Data collection in this study used a survey method using a questionnaire distribution technique, Sugiyono (2019) stated that a questionnaire is a data collection technique carried out by providing a set of written questions and statements to respondents to be answered. The questionnaire containing several statements to be answered in this study using Google Form will be given to users of the Shopee e-commerce application in Central Jakarta.

Population and Sample

Users of the Shopee e-commerce app in the Central Jakarta region who had made impulsive purchases while using the app made up the study's population; the exact number of participants was unknown. The Hair formula was utilized in this study to calculate the number of samples because the population size was unknown. There were thirteen markers in this study, and the sample size required was 10.

The minimum sample size is 130 which meets the minimum sample limit, so it is considered sufficient to represent the population to be studied. However, because this study obtained a total of 174 respondents, and valid data for analysis was 144 respondents and this has met the calculation of the number of samples calculated. For sample selection in this study, the non-probability sampling method was used with purposive sampling and quota sampling techniques. Purposive sampling is a sampling technique used in this study. In this study because the research target is respondents who have made purchases on the Shopee e-commerce application in Central Jakarta which consists of 8 sub-districts.

Data Analysis Methods

Data analysis is the process of determining whether a hypothesis is true or not once information from all respondents or other data sources has been gathered (Sugiyono, 2019). The Partial Least Square Structural Equation Modeling (PLS-SEM) approach was used to conduct the analysis, and the WarpPLS program.

4. Results

Evaluation of Measurement Model (Outer Model)

Table 1. Results of Measurement Model Evaluation

Discounts
Composite Reliability 0.860 > 0.7
Average Variance Extracted (AVE) 0.507 > 0.5
Shopping Lifestyle
Composite Reliability 0.856 > 0.7
Average Variance Extracted (AVE) 0.500 > 0.5
Positive Emotions
Composite Reliability 0.883 > 0.7
Average Variance Extracted (AVE) 0.561 > 0.5
Impulse Buying
Composite Reliability 0.920 > 0.7
Average Variance Extracted (AVE) 0.592 > 0.5

Source: Processed data (2024)

Based on table 1 on the discount variable, the highest factor loading value is in item PH.5, which is 0.760, which means that it is sufficient to meet convergent validity and has a large role in the formation of the discount variable. This also states that users of the Shopee e-commerce application feel that the discounts given in the Shopee application have a significant impact on the quantity and intensity of user purchases.

Based on table 1 on the shopping lifestyle variable, the highest factor loading value is found in item SL.4 with a value of 0.758. This means that it has met the convergent validity test and has a role in the formation of the shopping lifestyle variable. In addition, it states that users of the Shopee e-commerce application have a shopping lifestyle that can potentially make frequent purchases.

Based on table 1 on the positive emotion variable, where the highest factor loading value is found in item EP.3 with a value of 0.815, which means that it can be said to be sufficient to meet convergent validity and has a role in the formation of positive emotion variables. Then, based on these data, it can be said that shopping on the Shopee e-commerce application can affect positive emotions for its users.

Based on table 1 on the impulsive buying variable, where the largest factor loading value is in item PI.8 with a value of 0.862 which means that it is sufficient to meet the convergent validity standard and has a role in the formation of impulsive buying variables. Based on these data, it can be said that users of the Shopee e-commerce application do not think about the consequences of making impulsive purchases.

Structural Model Evaluation (Inner Model)

Table 2. Structural Model Evaluation Results

Evaluation Size	Criteria Rules	Model Test Results
R ² or adjusted R ²	Weak ≤ 0.25	R ² (Positive Emotions / Z) = 0.512 / 51.2% (Strong)
	Moderate 0.26- 0.45	
	Strong 0.46 – 0.70	R ² (Impulsive Buying / Y) = 0.620 / 62% (Strong)
Q ² predictive relevance	Q ² > 0 = the model has predictive relevance	Q ² (Positive Emotions / Z) = 0.514 / 51.4% (predictive relevance)

	$Q^2 < 0$ = model lacks predictive relevance	Q^2 (Impulse Purchase / Y) = 0.625 / 62.5% (predictive relevance)
Tenenhaus Goodness of Fit (GoF)	Small if ≥ 0.1 , Medium ≥ 0.25 , Large ≥ 0.36	GoF = 0.553 (Large)

Source: Processed data (2024)

Based on table 2, it can be seen that the R^2 value of positive emotions as an intervening variable is 0.512 and the R^2 value of impulsive purchases as a dependent variable is 0.620. From the values in the path diagram between variables, it can also mean that variable X1 or discounts and variable X2 or shopping lifestyle can influence variable Z or positive emotions by 0.512 or 51.2%, the remaining 48.8% is influenced by other factors not discussed in this study. In addition, from the values in the path diagram between variables, it can also mean that variable X1 or discounts and variable X2 or shopping lifestyle can influence variable Y or impulsive purchases through variable Z or positive emotions by 0.620 or 62%, the remaining 38% is influenced by other factors not discussed in this study. The R^2 value in this study shows a strong model because its value is included in the strong criteria, namely 0.46 - 0.70.

Table 2 demonstrates that the research model fits well since the Tenenhaus Goodness of FIT (GoF) value generated is 0.553, indicating that the model's appropriateness is fairly high at ≥ 0.36 . This study's structural model test findings were obtained using Warp PLS 8.0 software. The outcomes of the pattern of relationships between the variables shown in Figure 2 are as follows.

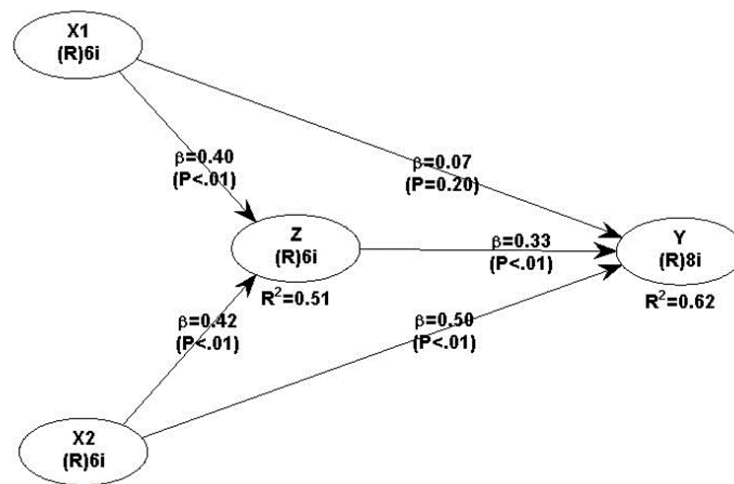


Figure 2. Path Diagram Between Variables

According to the results of the structural model test in Figure 2, it can be seen the influence of a variable on other variables. The first is the direct influence between discounts on positive emotions with a p-value < 0.001 . Then there is also a shopping lifestyle on positive emotions with a direct influence with a p-value of < 0.001 . In addition, it can be seen that positive emotions on impulsive purchases have a direct influence with a p-value of < 0.001 . There is also a direct influence between discounts and impulsive purchases, namely with a p-value of 0.20. After that, there is between shopping lifestyle and impulsive purchases with a p-value of < 0.001 . There is also an indirect influence between discounts and impulsive purchases through positive emotions with a p-value of 0.012. And the last is between shopping lifestyle and impulsive purchases through positive emotions with an indirect influence and with a p-value of 0.008.

Testing and Discussion of Research Hypotheses

Table 3. Results of Research Hypothesis Testing

Variable Relationship	Coefficient	P-Value	Information
Price Discounts \square Impulse Buying	0.070	0.198	Not Significant
<i>Shopping Lifestyle</i> \square Impulse Buying	0.501	<0.001	Significant
Discount \square Positive Emotions	0.400	<0.001	Significant
<i>Shopping Lifestyle</i> \square Positive Emotions	0.422	<0.001	Significant
Positive Emotions \square Impulse Buying	0.327	<0.001	Significant
Discounts \square Positive Emotions \square Impulse Buying	0.131	0.012	Significant
<i>Shopping Lifestyle</i> \square Positive Emotions \square Impulse Buying	0.138	0.008	Significant

Source: Processed data (2024)

Based on the results of the hypothesis test in Table 3, the direct effect of discounts on impulsive purchases shows insignificant results with a p-value of 0.198 above the predetermined criteria value of <0.05.

The direct influence of shopping lifestyle on impulsive buying obtained significant results with a p-value of <0.001 which is in accordance with the specified criteria, namely <0.05 and with a coefficient value of 0.5011.

The direct effect of discounts on positive emotions obtained significant results, namely with a coefficient value of 0.400 and a p-value of <0.001, which is in accordance with the criteria in this study, namely <0.05.

The influence of shopping lifestyle on positive emotions has significant results, namely with a p-value of <0.001 which is in accordance with the criteria in this study, namely <0.05, then with a coefficient value of 0.422.

The direct influence of positive emotions on impulsive buying obtained significant results, because it showed a coefficient value of 0.327 and a p-value of <0.001, which means it is in accordance with the criteria in this study, namely <0.05.

The indirect effect of the discount variable on impulsive purchases through positive emotions as a mediating variable obtained significant results with a p-value of 0.012 and also a coefficient value of 0.131.

The indirect effect of the shopping lifestyle variable on impulsive buying through positive emotions as an intervening variable obtained significant results with a p-value of 0.008 and a coefficient value of 0.138.

5. Discussion

The Effect of Price Discounts on Impulsive Buying

Based on table 3, the direct effect of discounts on impulsive purchases shows insignificant results. This means that any discount given by Shopee will not affect the number of impulsive purchases made by Shopee application users. The results of this study are in accordance with previous research conducted by Barona et al. (2023) which stated that discounts do not have a positive and significant effect on impulsive purchases. Then, it is also supported by the results of research conducted by Noviasih et al. (2021) which stated that discounts do not have a positive and significant effect on impulsive purchases. This means that changes in discounts have no effect on impulsive purchases.

The Influence of Shopping Lifestyle on Impulse Buying

Based on table 3, the direct effect of shopping lifestyle on impulsive purchases obtained significant results. This can be interpreted that the more a person's lifestyle increases, the more impulsive purchases that occur on the Shopee application will also increase. Likewise, if a person's lifestyle decreases, the number of impulsive purchases that occur on the Shopee application will also decrease. The results of this study are in accordance with those conducted by Anggreani and Suciarto (2020) which stated that shopping lifestyle has a positive and significant effect on impulsive purchases. The results of other studies by Wardah and Harti (2021) and Ittaquillah et al. (2020) also show that shopping lifestyle has a positive and significant effect on impulsive purchases. This means that changes in shopping lifestyle have an effect on impulsive purchases.

The Effect of Discounts on Positive Emotions

Based on table 3, the direct effect of discounts on positive emotions obtained significant results. With these results, it can be used as a reference that the higher the discount given by Shopee, the positive emotions of Shopee users will also increase. Likewise, if the discount given decreases, it will also decrease positive emotions. The results of this study are in accordance with the results of research conducted by Suryana and Sari (2021) and Detanatasya and Maridjo (2022) which showed that discounts have a positive and significant effect on positive emotions. Then, the results of research from Larasati and Yasa (2021) are also in line with previous research, namely stating that discounts have a positive and significant effect on positive emotions. This means that changes in discounts have an effect on positive emotions.

The Influence of Shopping Lifestyle on Positive Emotions

Based on table 3, for the direct influence of shopping lifestyle on positive emotions there are significant results. This can be used as a reference that increasing a person's shopping lifestyle will also affect the increase in positive emotions of Shopee application users. Conversely, if someone has a decreasing shopping lifestyle, then the level of positive emotions will also decrease. It can be concluded that this study is able to show a positive and significant relationship. Research conducted by Anggraini and Anisa (2020) stated that shopping lifestyle has a positive and significant effect on positive emotions.

The Influence of Positive Emotions on Impulsive Buying

Based on table 3, the direct influence of positive emotions on impulsive purchases obtained significant results. These results can be used as a reference that the increasing positive emotions felt by Shopee users, the impulsive purchases that occur will also increase. Likewise, the decreasing positive emotions felt, the impulsive purchases that occur will also decrease. The results of a study conducted by Andani and Wahyono (2018) concluded that positive emotions have a direct positive effect on impulsive purchases. The higher the positive emotions of consumers, the more impulsive purchases will increase. Likewise, when positive emotions decrease, impulsive purchases will also decrease. There is also research from Fauziyah and Julaeha (2022), which states that the results of their research are that positive emotions have a direct effect on impulsive purchases. The results of a study conducted by Wulandari and Prihatini. (2022), the results are that positive emotions have a positive effect on impulsive purchases in Shopee consumers. Then, according to the research

results of Saputra et al. (2021) showed that positive emotions in shopping have an effect on impulsive purchases, thus supporting the hypothesis that the higher the positive emotions in shopping, the higher the impulsive purchases.

Positive Emotions in Mediating Discounts Against Impulse Buying

Based on table 3, it can be seen that the indirect effect of the discount variable on impulsive purchases through positive emotions as a mediating variable obtained significant results. With this, it shows that the positive emotions felt by someone that arise when seeing discounts on the Shopee application will increase the occurrence of impulsive purchases on the Shopee application. The results of this study are in accordance with previous research conducted by Isnaini and Rahmidani (2021) which obtained the results that discounts have a significant effect on impulsive purchases through positive emotions as an intervening variable. Which means positive emotions can mediate the effect of discounts on impulsive purchases.

Positive Emotions in Mediating Shopping Lifestyle Against Impulsive Buying

Based on table 3, it can be seen that the indirect effect of the shopping lifestyle variable on impulsive purchases through positive emotions as an intervening variable obtained significant results. With this, it shows that positive emotions felt by a person are needed so that a person's shopping lifestyle can increase impulsive purchases on the Shopee application. The results of this study are in line with the results of previous studies conducted, which showed that shopping lifestyle had a significant effect on impulsive purchases through positive emotions as an intervening variable. This means that positive emotions can mediate the effect of shopping lifestyle on impulsive purchases.

6. Conclusion

The following are some conclusions drawn from this study based on the findings and the researcher's discussion: Impulsive purchases are not impacted by discounts. Impulsive purchases are positively and significantly impacted by a shopping lifestyle, while good emotions are positively and significantly impacted by discounts. Positive emotions have a positive and large impact on impulsive purchases, while shopping lifestyles have a positive and significant impact on positive feelings. Additionally, positive emotions can moderate the impact of discounts on impulsive purchases. Impulsive purchases are influenced by positive emotions, which might act as a mediation factor between the effects of shopping lifestyle choices on impulsive purchases. Positive emotions act as a mediating variable that creates the emergence of impulsive purchases.

Managerial implications are Management can hold discount promotions more often at certain times such as holiday seasons or weekends to increase sales, Positive emotions that arise during the shopping process can be strengthened by creating an attractive shopping experience, such as a comfortable store layout, friendly customer service, and a supportive store atmosphere, Different shopping lifestyles between consumers can be utilized to personalize offers. Consumers with higher impulsive tendencies can be given special offers through product recommendations tailored to their shopping history.

Recommendation

Based on the results of the study, businesses are advised to increase their promotional strategies by offering a variety of discounts, such as freebies, cashback coupons, and promotions for one free item that can satisfy customers' desire to make impulsive purchases. In addition, businesses should increase user experience on Shopee by making the app user-friendly and easy to use so that the checkout process is quicker and easier. Providing attractive product discounts, such as exclusive deals and promotions, can also increase sales. It is crucial to use positive emotions with features that increase consumer satisfaction, such as personalized product recommendations or pricing systems that can discourage unintended purchases.

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