

## The Impact of Hedonic Shopping Motivation, Discounts, and Urge to Buy Impulsively on Impulse Buying: S-O-R Perspective

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### ABSTRACT

Online transactions make things easier for both buyers and sellers. Impulse buying behavior can occur because of easy access to the goods one likes at the right price. Impulse buying can occur due to discounts given by sellers or hedonic buying motivation that grows within the buyer. The temptation to make rash purchases can often lead to more impulsive purchases. This research focuses on the relationship between discounts and hedonistic purchasing motivation in relation to impulsive purchasing and the function of the impulse to buy as a mediator in these connections. The sample for this research was 105 consumers who purchased goods using Shop Tokopedia. PLS-SEM is used in this study for data analysis. The study's findings demonstrate that discounts have no direct impact on impulsive purchases. The desire to make impulsive purchases is significantly and favorably impacted by discounts. Impulsive buying and the desire to make an impulsive purchase are strongly impacted by hedonic buying motivation. The association between discounts and hedonic shopping motivation and impulse buying is mediated by the desire to make an impulsive purchase. The research implications show that stimulus in the form of discounts or hedonic buying motivation will influence consumers' emotions which will have an impact on their purchasing behavior.

**Keywords:** Discounts; Hedonic Buying Motivation; Impulse Buying; Online Shopping; Urge to Buy Impulsively

## **INTRODUCTION**

Developments in information and communications technology have changed the way companies operate. Social media has become a crucial component of business people's marketing and product sales strategy. For example, currently, social media has been utilized as a tool for commercial sales. With a very large number of users and the ability to reach a specific target market, these developments have made social media an effective tool to help businesses carry out promotions and sales. In recent years, social networking has become a crucial part of every business strategy.

Nowadays, social media has grown into one of the largest and most extensively utilized platforms globally. Social media can increase sales and brand awareness. Many studies also discovered that using social media could make small companies more competitive in the market. To stay up-to-date on products and services, 68% of consumers follow brands on social media (Trainor et al., 2014). This demonstrates how social media has developed into a potent tool for small businesses looking to boost sales and brand recognition. Based on the most recent data, 47% of consumers make purchases on social media (Mintel, 2023). Additionally, social media also influences consumer behavior, with 48% of social media users making impulse purchases (Gillespie, 2023). In a small business context, social media may enhance company visibility, drive revenue, and foster consumer relationships. Social media serves as an essential platform for companies, especially Small and Medium Enterprises (SMEs), to engage with their intended customers and boost their sales. Social media marketing influences the purchasing decisions made by consumers (Kraus et al., 2020).

Social commerce is currently starting to develop. Social commerce allows social media users to make purchases online. TikTok, among the most widely used social media networks, has succeeded in increasing brand awareness and sales (Tan et al., 2024). TikTok has become the most popular platform in recent years, according to an eMarketer article. Every year, the number of TikTok users keeps growing, from 35.7 million in 2019 to around 112.4 million in 2024, indicating that the platform is critical for small businesses to increase brand awareness and sales (Lebow, 2024).

TikTok, which is a social media giant with a huge user base across the world, is one such platform that is attracting increasing attention. The rapid development of online transactions means that TikTok is no longer just a social media platform but has also penetrated e-commerce. The extraordinary combination of TikTok and e-commerce produces an interesting phenomenon because TikTok Shop is an e-commerce platform based on engaging and informative content. E-commerce has currently driven the growth of online shopping transactions (Brigitta et al., 2023). Unlike other forms of e-commerce, TikTok Shop is not only a platform for selling products but also an effective marketing tool. TikTok Shop is currently collaborating with Tokopedia to carry out e-commerce-based activities so that it can continue to operate because TikTok Shop does not comply with Indonesian government regulations regarding electronic commerce. Through this collaboration, TikTok can reopen its e-commerce services. After this collaboration, TikTok Shop changed its name to Shop Tokopedia.

TikTok offers various promotions, such as discounts that are much cheaper than other e-commerce websites, and customers often shop because of their hedonic need for unique, emotionally motivated satisfaction, which drives them to make impulse purchases. Imbayani and Novarini (2018) stated that consumer behavior in making unplanned purchases often occurs and even dominates purchases. Impulse buying contributes to a significant amount of many stores' sales revenue (Liang et al., 2021).

Discounts and special promotions are often the main draw for impulse buyers. Previous research shows that discounts can significantly influence buyers' behavior, encouraging them to purchase goods without sufficient consideration. There have been mixed findings from studies on how discounts affect impulsive purchases. Research indicates a strong positive correlation between impulsive purchasing and discounts. When consumers see a product at a discounted price, they are more prone to buy things on impulse (Anggarwati et al., 2023).

However, other research shows different results, recent research shows that discounts do not always have a significant or even detrimental impact on impulsive purchases. This implies that a number of factors may have an impact on the association between discounts and impulsive purchases (Jauhari, 2017). Several other studies have also found that discounts that are too small or too big can influence impulse buying decisions, but those that are too big or too small can lead to wiser buying decisions. Additionally, consumers may not make a purchase even at a discount if the product is not relevant to their needs or if the discount period is inappropriate (Ittaqullah et al., 2020). Hedonic values can also contribute to impulse buying behavior, to which people are more susceptible due to their focus on instant pleasure and gratification. Maqhfiroh and Prihandono (2019) found that consumers with hedonistic motivations use shopping to soothe bad emotions and seek quick gratification. Most people often experience hedonic shopping without realizing it. They go shopping to relieve their stress. When people go shopping, their satisfaction levels are at their highest. They believe that following trends is very important (Kukar-Kinney et al., 2016). Hedonic shopping motivation has been found to have a favorable and noteworthy impact on impulsive purchasing behavior. This implies that impulsive purchases are more common among customers motivated by hedonic factors (Meidiaswati et al., 2023). Hedonic shopping motivation is created by a person who enjoys shopping and is readily swayed by the newest styles. Hedonic shopping motivation refers to the pleasure derived from the act of shopping, which serves as an enjoyable and engaging activity. According to a number of earlier studies, hedonic purchasing incentive significantly influences impulsive purchases (Yastuti & Irawati, 2023). On the other hand, a hedonistic purchasing motive has been shown to have no effect on impulsive purchases (Mardhiyah, 2021).

In this study, inconsistencies in research results regarding discounts and hedonistic shopping drives have been found to have an impact on impulsive purchases. To address this research gap, the variable urge to make impulsive purchases is included in this study. Earlier research has demonstrated that the desire to make impulsive purchases has a positive effect on such purchases (Bao & Yang, 2022).

This research focuses on the influence of the environment on consumer behavior, utilizing the S-O-R framework as its overarching theory. Mehrabian and Russell (1974) first put forth the S-O-R model in environmental psychology to describe how environmental influences affect human behavior. In online consumer behavior research, the S-O-R paradigm has become more prominent. Zheng et al. (2019) used the S-O-R paradigm to investigate impulsive buying in mobile commerce based on situational and reaction aspects. Zhang and Benyoucef (2016) examined the ways in which interactions between humans and computers affect behavioral intentions. This concept is particularly suitable for online commerce. The Internet environment allows for more efficient human-computer interaction, with indications and signals from online stores reducing spatial and temporal distances (Hu et al., 2016).

Given the business trends and existing gaps in empirical research, it is essential to explore how the urge to purchase acts as a mediator between discounts, hedonic

shopping motivation, and impulse buying in Denpasar, Bali. This research aims to offer valuable insights into the emotional factors that drive online impulse buying behaviors by focusing on these specific dynamics. This method provides a conceptual model that is more comprehensive and can contribute to the development of the S-O-R theory. Practically, it provides information for shopping application service providers, such as TikTok, regarding online purchasing behavior and the motivations influencing it, which can serve as a basis for strategic decision-making.

This research has several objectives. First, it seeks to understand the factors that motivate individuals to purchase goods online. Hedonism often drives people to shop, encouraging them to buy items regardless of necessity. To find out if these characteristics also affect online shopping, it is crucial to look at hedonic shopping motivation. Second, the study aims to identify effective promotional strategies for sellers to increase their sales. Discounts, as a form of online sales strategy, are thought to motivate customers to make purchases. Consumers are likely to be interested in buying goods if they perceive the price to be cheaper than expected. Third, understanding impulsive buying requires an examination of intention. The urge to buy impulsively represents an individual's intention that leads to impulsive buying. Any strategy or incentive aimed at encouraging impulse buying will be effective only if the individual buyer has the urge to make the impulse purchase.

## **LITERATURE REVIEW**

### **S-O-R Theory**

S-O-R is an abbreviation for Stimulus-Organism-Response. The influence of psychological viewpoints on the advancement of communication science contributed to the early development of the S-O-R theory. This theory was first developed by [Hovland et al. \(1953\)](#). The foundation of the S-O-R theory is the idea that the quality of the stimulus interacting with the organism determines whether or not behavior changes.

The stimulus (S) refers to a message found in the shopping environment that provides stimulation, which can include incentives such as discounts and hedonic shopping motivation. The organism (O) represents the customer who reacts to the stimulus, often leading to emotional shopping behavior. The response (R) refers to the customer's reaction, such as engaging in impulse buying. In the S-O-R perspective, if a given stimulus captures the organism's attention (is received), it will progress to the next process. The organism then processes the stimulus cognitively and emotionally ([Xu et al., 2020](#)). This processing ultimately results in the organism taking action based on the received stimulus.

The S-O-R model has been widely used in e-commerce and m-commerce studies as well as to assess the quality of websites, with additional cues tailored to the unique characteristics of business models. The "stimulus," "organism," and "response" form the structure of the S-O-R model. Stimuli can include individuals, events, goods, or digital channels like social media. Users process these stimuli (content) in accordance with their internal states. The organism component examines an individual's emotional and cognitive response to the stimuli.

### **Impulse Buying**

Impulse buying occurs when consumers shop online without forethought, resulting in purchases that do not align with their initial intentions ([Nguyen et al., 2023](#)). From a practical standpoint, In the fast-paced world of e-commerce, where transactions happen instantaneously, controlling impulsive purchases online is essential ([Kumar et al., 2021](#)).

Impulsive online purchases can significantly reduce the time it takes to make a purchase. The spontaneous aspect of impulse buying, which is fueled by sudden emotional reactions and unforeseen demands, is what defines it (Iyer et al., 2020). It represents making unplanned purchasing decisions and engaging in thoughtless purchasing actions. When it comes to decision-making, impulse buying symbolizes a swift action that supports urgent consuming, in which customers make purchases abruptly, without thought, right away, and rapidly. One definition of impulse buying is an unforeseen purchase, where individuals buy products spontaneously without prior intention.

### **Discount**

A price discount is an offer from a seller to a buyer, providing savings from the normal price or the cost listed on a product's label or packaging. Many businesses currently offer promotions that encourage customers to buy at discounted prices. Discounts are a strategy used by sellers to increase product sales and consumer participation. Offering discounts is essential for maintaining sustainable business operations (Lv et al., 2020). Discounts can prompt consumers to purchase products immediately and unexpectedly, influencing impulse buying (Wei et al., 2023).

A mental reaction to outside stimuli in online media is known as online impulse buying, without any prior intention to make a purchase (Yue et al., 2023). Stimuli such as online discounts and contextual interactions positively influence the desire to make rash purchases. This urge is categorized as an emotional factor affecting consumers' impulsive buying decisions.

- H1: Discounts have a positive and significant effect on the urge to buy impulsively.  
H2: Discounts have a positive and significant effect on impulse buying.

### **Hedonic Shopping Motivation**

Hedonic buying motivation refers to the actions of those who make excessive purchases to fulfill their personal desires (Kosyu et al., 2014). Hedonic motivation is a concept suggesting that humans are willing to pursue actions that enhance positive experiences and reduce negative ones (Zeigler-Hill & Shackelford, 2020). The lack of fulfillment of a need can lead to the emergence of hedonic tendencies in an individual, and once that need is satisfied, new and potentially higher-level needs may arise (Rahmi et al., 2020).

The desire to shop just for pleasure, without taking into account the usefulness of the acquired item, is known as hedonic shopping motivation. This motivation may stem from the pursuit of pleasure and can cause the impulse to make impulsive purchases to arise (Chung et al., 2017). Such desires can prompt individuals to make unexpected purchases. When individuals exhibit high levels of hedonic shopping motivation, they are more prone to act impulsively when making purchases. This form of motivation drives individuals to purchase items they find appealing, often without prior planning.

Shoppers motivated by hedonic factors derive pleasure from their purchases, often making impulsive decisions without much forethought. These unplanned purchases arise when they perceive products as attractive or desirable. Buyers may feel unsatisfied until they own the product. Hedonic shopping motivation is recognized as a factor influencing impulse buying (Baladini et al., 2021).

- H3: Hedonic shopping motivation has a significant effect on the urge to buy impulsively.  
H4: Hedonic shopping motivation has a significant effect on impulse buying.



### Urge to Buy Impulsively

According to [Hu et al. \(2016\)](#), when individuals encounter an item in their environment, they could experience a strong yearning that compels them to purchase it on impulse. Another description characterizes the impulse to purchase at a store as a customer's unexpected and impulsive impulse to buy something after seeing specific things. Impulsive buying patterns, particularly when consumers purchase specific goods to satisfy their needs, effectively illustrate shopping behavior.

Although the urge to buy something on impulse is frequently powerful and uncontrolled, it does not always translate into action. Customers who frequently experience the urge to shop impulsively are more likely to act on those impulses. According to studies, consumers are more likely to make rash purchases when they are exposed to various external triggers during their shopping experience, such as price promotions or discounts ([Foroughi et al., 2013](#)). External stimuli, including online bundle marketing and contextual interactions, favorably impact the development of the impulse to buy, which eventually results in rash purchasing choices ([Zafar et al., 2021](#)).

[Bao and Yang \(2022\)](#) determine the emotional element driving impulsive purchasing decisions as the desire to make a purchase and also suggest that individuals in a cheerful mood during shopping are more likely to feel a greater impulse to make impulsive purchases. Previous research suggests that the impulse to buy serves as a mediator between impulsive purchasing decisions and outside stimuli.

In online shopping, visual elements frequently influence consumers' buying choices. This study examines how discounts and the enjoyment of shopping act as triggers for impulsive purchases. Earlier research has also shown that the urge to buy impulsively is strongly driven by the immediate desire to make a purchase ([Bao & Yang, 2022](#)).

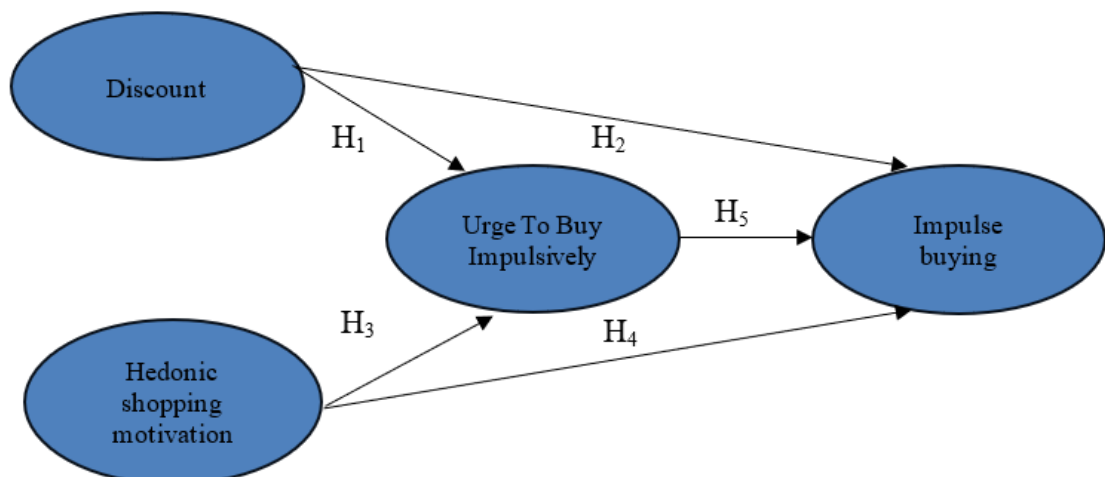
H5: The urge to buy impulsively has a significant positive effect on impulse buying.

H6: The urge to buy impulsively mediates the influence of discounts on impulse buying.

H7: The urge to buy impulsively mediates the influence of hedonic shopping motivation on impulse buying.

[Figure 1](#) here is an example of the research model. Three factors influence impulsive buying: the desire to make an impulsive purchase, discounts, and hedonic shopping motivation. In this research approach, the impulse to buy also acts as a mediating variable.

**Figure 1.** Research Model



## RESEARCH METHOD

In this study, all consumers in Denpasar were used as the population in this research especially those who use Shop Tokopedia. Therefore, this population is an unlimited population because it is not known with certainty from time to time. The quantity of samples used in this investigation relates to the viewpoint of [Hair et al. \(2021\)](#) depending on how many varied indicators there are, with the minimum size being multiplied by 5 and the maximum being multiplied by 10. The total number of indicators in this study is 15 indicators, so the amount of respondents that will be used as samples is  $15 \times 7 = 105$ . Purposive sampling, a non-probability sampling technique, is used in sampling. Purposive sampling is a method of sampling based on the researcher's intended criteria. Non-probability sampling combined with purposive sampling was employed to choose the sample, and the age requirement was set at 17 years old, using and having shopped at Shop Tokopedia, and being domiciled in Denpasar. Questionnaires were distributed in accordance with the preset sample size and criteria in order to gather data. The variables and indicators are detailed in [Table 1](#). SEM-PLS was used to analyze the data.

**Table 1.** Variables and Indicator

Variable	Indicator		Source
Discount	X1.1	Periodic discount	<a href="#">Putri (2024)</a>
	X1.2	Early Purchase Discount	
	X1.3	Late Purchase Discount	
Hedonic shopping motivation	X2.1	Adventure Shopping	<a href="#">Nurtanio et al. (2022)</a>
	X2.2	Social Shopping	
	X2.3	Idea Shopping	
	X2.4	Value Shopping	
	X2.5	Relaxation Shopping	
Urge to buy impulsively	Y1.1	Often feel excited when I see the targeted online grocery item	<a href="#">Melati et al. (2024)</a>
	Y1.2	Often see good online grocery items and feel happy when I visit online grocery platforms	
	Y1.3	Often feel interested in buying when there are new items in online grocery	
Impulse buying	Y2.1	Spontaneous Purchase	<a href="#">Imbayani &amp; Novarini (2018)</a>
	Y2.2	Hasty Purchase Decisions	
	Y2.3	Purchases are influenced by my emotional state	
	Y2.4	Purchasing without thinking about the consequences that I will get	

## RESULTS

### Evaluation of the Measurement Model

To evaluate validity, both convergent and discriminant validity were applied, while reliability was assessed using Cronbach's Alpha and Composite Reliability. The findings indicate that the proposed model meets the required standards, as detailed in [Table 2](#).

**Table 2.** Validity and Reliability Test

Variable	Indicator	Outer Loading	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Discount	X1.1	0.938	0.845	0.916	0.909
	X1.2	0.920			
	X1.3	0.899			
	X2.1	0.732	0.567	0.748	0.746

Hedonic shopping motivation	X2.2	0.638			
	X2.3	0.713			
	X2.4	0.761			
	X2.5	0.714			
Urge to buy impulsively	Y1.1	0.811	0.628	0.706	0.704
	Y1.2	0.812			
	Y1.3	0.754			
Impulse buying	Y2.1	0.873	0.840	0.939	0.936
	Y2.2	0.917			
	Y2.3	0.908			
	Y2.4	0.966			

Source: Primary data, processed (2024)

**Table 2** presents the validity and reliability test results for the variables: Discount, Hedonic Shopping Motivation, Urge to Buy Impulsively, and Impulse Buying. The Discount variable shows strong validity with outer loadings ranging from 0.899 to 0.938 and a high Average Variance Extracted (AVE) of 0.845, indicating that the indicators effectively capture the construct. Its Composite Reliability (0.916) and Cronbach's Alpha (0.909) values confirm the internal consistency and reliability of the measurement.

For Hedonic Shopping Motivation, the outer loadings range from 0.638 to 0.761, and the AVE is 0.567, slightly lower than the discount variable but still acceptable. The Composite Reliability (0.748) and Cronbach's Alpha (0.746) suggest moderate reliability and internal consistency. This indicates that while the indicators are valid, there may be room for enhancing the measurement precision for this variable.

The Urge to Buy Impulsively variable demonstrates acceptable validity, with outer loadings between 0.754 and 0.812, and an AVE of 0.628. Its Composite Reliability and Cronbach's Alpha values, both around 0.704, confirm that this variable maintains sufficient reliability, though slightly lower compared to the Discount variable.

Impulse Buying shows strong validity and reliability, with outer loadings ranging from 0.873 to 0.966 and a high AVE of 0.840. The Composite Reliability (0.939) and Cronbach's Alpha (0.936) further indicate excellent internal consistency. Overall, the table highlights that all variables meet acceptable standards for validity and reliability, ensuring the robustness of the measurement model used in this study.

## Evaluation of the Structural Model

**Figure 2.** Path Analysis

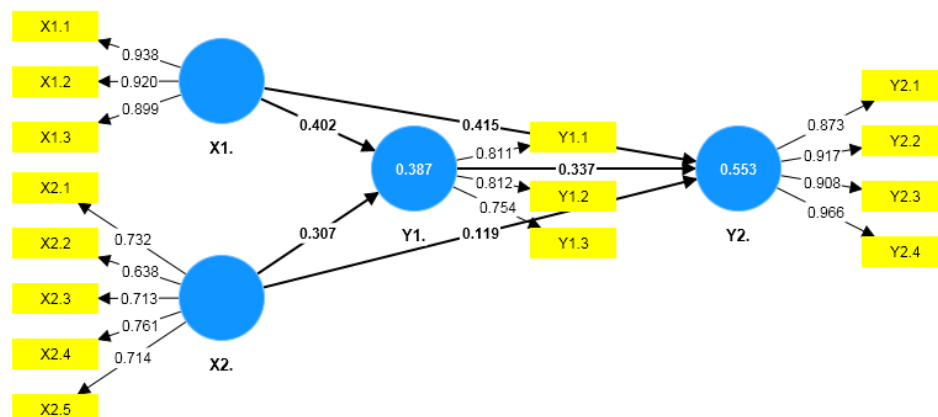




Figure 2 displays the findings from the structural equation test of the research model using SEM-PLS. In this figure, the magnitude of the effect and the loading value for each construct used in this research are displayed. The research consists of several constructs, namely hedonic shopping motivation, discount, impulsive purchase impulse, and impulsive purchasing.

Using variables, the structural model, also known as the inner model, is examined to see if an effective model forms. Determining R square ( $R^2$ ), Q-Square predictive relevance ( $Q^2$ ), the hypothesis, and mediation are among the testing requirements.

**Table 3.** R-Square ( $R^2$ )

Variable	R Square
Urge To Buy Impulsively (Y1)	0.378
Impulse Buying (Y2)	0.550

Source: Primary data, processed (2024)

Based on data in Table 3, the impulse to buy impulsively has R Square value of 0.378, meaning that hedonic buying incentives and discounts account for 37.8% of the variance or change in the urge to buy impulsively, with other factors accounting for the remaining 62.2%. Therefore, it can be concluded that the urge to buy impulsively has a moderate R Square. Discounts and hedonic purchasing motivation account for 55% of the swings or changes in impulse buying, with the remaining 45% being ascribed to other factors, according to the impulse buying variable's R Square value of 0.550. Therefore, it can be said that the R Square significantly affects the variable of impulse purchase.

#### **Q-Square Predictive Relevance ( $Q^2$ )**

Additionally, the  $Q^2$  was determined to be 0.7201, and since the number is higher than zero, demonstrating its predictive importance.

$$\begin{aligned}
 \text{Q-Square predictive relevance } (Q^2) &= 1 - (1-R_1^2) (1-R_2^2) \\
 &= 1-(1-0.378) (1-0.550) \\
 &= 1- 0.2799 \\
 &= 0.7201
 \end{aligned}$$

With a score of 0.7201, the model exhibits extremely good observations, according to the findings of the  $Q^2$  calculation. This indicates that the model explains 72.01% of the correlation between the variables, while the remaining 27.99% is attributed to errors or other factors not considered in the study model.

A summary of hypothesis testing is shown in Table 4 below. According to the study model shown in Figure 1, the test results are consistent with the routes of relationships between the variables. Discounts, the desire to make impulsive purchases, and hedonic shopping incentives were the variables examined in direct influence testing in order to determine their impact on impulsive buying. Exogenous variables included discounts and hedonic buying motivation, whereas mediating variables included the urge to buy impulsively. This method of investigating indirect influence was used. Indirect testing uses impulse to buy to determine how discounts and hedonic shopping motivation affect impulsive purchasing.

**Table 4.** Path Analysis

Path	B	t-statistic	p-value	Decision
X1→Y1	0.422	3.488	0.000	H1 accepted

X1→Y2	0.101	0.876	0.381	H2 rejected
X2→Y1	0.280	2.659	0.008	H3 accepted
X2→Y2	0.422	3.081	0.002	H4 accepted
Y1→Y2	0.345	2.975	0.003	H5 accepted
X1→Y1→Y2	0.145	2.273	0.023	H6 accepted
X2→Y1→Y2	0.097	1.987	0.047	H7 accepted

Source: Primary data, processed (2024)

Based on the data shown in Table 4, H1 is acceptable since the summary of the path data demonstrates that the discount directly and significantly increases the desire to make impulsive purchases ( $\beta = 0.422$ ,  $p < 0.000$ ). H2 is rejected because the direct effect of the discount on impulsive purchases is not significant ( $\beta = 0.101$ ,  $p < 0.381$ ). H3 and H4 are approved since the testing for the direct relationship between hedonic shopping motivation and the impulse to buy impulsively reveals that it has a positive and substantial influence ( $\beta = 0.280$ ,  $p < 0.008$ ) as well as a direct and positive effect on impulse buying ( $\beta = 0.422$ ,  $p < 0.002$ ). H5 is approved since the impulse to buy has a direct, positive, and significant impact on impulse buying ( $\beta = 0.345$ ,  $p < 0.003$ ). H6 and H7 are approved because of the considerable indirect influence of the discount and hedonic shopping motivation on the urge to make impulsive purchases (each  $\beta = 0.145$ ,  $p < 0.023$  and  $\beta = 0.097$ ,  $p < 0.047$ ). The findings demonstrate that hedonic shopping motivation and the impact of discounts on impulsive buying can be mediated by the desire to make a purchase.

## DISCUSSION

The first hypothesis (H1) asserts that the desire to make impulsive purchases is significantly and favorably impacted by discounts. The findings of this study demonstrate that discounts can influence the desire to make impulsive purchases. A discount is an incentive that can motivate someone to buy something on impulse. The existence of a discount makes the product price cheaper than before, which attracts buyers to buy the product. Buyers will purchase products that are cheaper than before and will not want to lose the opportunity to get goods at low prices.

However, other findings in the study show that discounts do not directly impact impulse buying. Discounts do not cause people to suddenly buy the product. These findings indicate that the second hypothesis (H2) which claims that discounts significantly and favorably influence impulsive purchases is unproven. This can be explained by the fact that discounts must be able to encourage buyers to make purchases. Research findings support this, proving that discounts have an indirect impact on impulsive purchasing by increasing the desire to make impulsive purchases. Discounts that are not attractive will not encourage people to make purchases, so impulse buying will not occur. However, an attractive discount will encourage people to take advantage of the discount period to buy a product, whether a discount is attractive or not can be seen from how large the discount is. The range of discounts given for reputable and non-reputable platforms will differ. Buyers will be attracted to discounts of more than 60% on non-reputable platform offerings, but for reputable platforms, buyers will receive discounts in the range of 45-60% (Lv et al., 2020). Providing discounts will be more useful if the product is useful and expensive; for hedonic and cheap products, the discount will not be as meaningful (Xu & Huang, 2014).

The third hypothesis (H3) in this research is proven, this result indicates that the desire to make impulsive purchases is positively impacted by hedonic shopping incentives. Consumers who have the desire to shop because it is pleasurable in itself, disregarding

the advantages of the goods that were bought, will be urged to make impulsive purchases (Chung et al., 2017). Consumers with high hedonic shopping motivation tend to view shopping as something enjoyable. Buyers will buy what they see and like without looking at the advantages of the item (Evangelin et al., 2021).

The motivation for hedonic shopping influences impulse buying in a positive way, indicating that the fourth hypothesis (H4) of this study is supported. Impulsive purchasing is associated with hedonic shopping motivation because shopping is a means to seek stimulation and adventure and to give special treatment to oneself to get the best market offers or follow market innovations when shopping on digital platforms (Cinjarevic et al., 2011). This hedonic shopping motivation can give rise to feelings of impulsive buying. Hedonism itself is a view of life that seeks pleasure. Consumers frequently base their purchases on their hedonistic tendencies rather than considering the product's personal utility.

The fifth hypothesis (H5) in this research can be accepted, which means that impulsive purchase is significantly positively impacted by the urge to buy. The urge to buy impulsively is a person's emotional condition which will increasingly encourage individuals to impulse buy. This impulse is a motivational factor that suddenly appears in consumers, resulting in their intention to make purchases spontaneously, or what is often called impulse buying.

The urge to buy impulsively mediates the influence of discounts on impulse buying, supporting the sixth hypothesis (H6) of this study. This finding indicates that discounts trigger an emotional response in consumers, creating a strong urge to make immediate purchases. Consumers are motivated by the fear of missing out on a price reduction, leading to spontaneous buying decisions. Discounts attract attention because they offer the opportunity to purchase products at a lower price than usual. When this urge is stimulated, consumers are more likely to engage in impulsive buying. Therefore, discounts indirectly influence impulse purchases by first generating an emotional impulse, which then drives the decision to buy on the spot.

Finally, the seventh hypothesis (H7) in this study was declared acceptable. According to this research, the influence of hedonic shopping incentives on impulse buying can be mediated by the desire to make an impulsive purchase. Hedonistic purchasing Impulsive purchases can be influenced by motivation either directly or indirectly. The indirect effect in this study is brought on by a hedonic nature, which places a higher value on the enjoyment of shopping and pays less attention to other options, which may lead to an impulse to buy. This impulse will immediately lead to impulsive purchasing when it manifests.

## **CONCLUSION**

This research confirms that discounts significantly increase the desire to make impulsive purchases but do not directly impact actual impulsive buying. The data indicates that discounts influence impulsive buying indirectly by first stimulating an urge to make impulsive purchases. Therefore, for discounts to be effective, they must offer attractive incentives that generate this initial desire. Sellers need to carefully design promotional strategies, including setting the right discount amount and duration, to maximize their appeal in the consumer's mind and trigger impulsive buying behaviors.

Additionally, the study shows that hedonic shopping motivation positively affects both the urge to buy impulsively and actual impulsive purchases. Consumers with high hedonic

motivation view shopping as a pleasurable activity and are more likely to make spontaneous decisions. They are driven by the enjoyment of shopping rather than the practical benefits of products. For e-commerce platforms, this underscores the importance of creating engaging online shopping experiences that cater to these pleasure-driven consumers.

The results also highlight that consumers' desire to make impulsive purchases is a critical factor preceding impulsive buying. When consumers feel a strong impulse to buy immediately—often driven by enjoyment or fear of missing out—they are more likely to make spontaneous purchases. Companies should focus on enhancing product presentation, using attractive and interactive online promotions, and ensuring that promotional personnel are engaging and approachable. This approach can effectively stimulate the emotional triggers that lead to impulsive buying.

This research can explain the stimulus factors that cause impulsive buying to occur (response). This research explains how consumer behavior is seen from the perspective of the S-O-R Theory. The practical implication is that online sellers, in setting discounts, must consider the right strategy for their target buyers. The right discount can encourage purchases. Sellers also need to study consumer desires for trending products because this will encourage hedonic purchases.

#### **LIMITATION**

Research limitations, this research only examines consumer purchasing behavior on one e-commerce. In this research, the research was only carried out on Tokopedia shop users. It is also necessary to carry out research on other e-commerce sites so that comparisons can be made and can also provide broader information on online purchasing behavior. In addition, this research only focuses on discounts and hedonic purchase motivation. The form of incentives that sellers can provide for purchases is certainly not just discounts. Other forms of online purchasing incentives also need to be explored in further research, in the marketing field there will be many types of strategies that can be applied to increase online purchases. The form of purchase motivation is not always hedonic. The types of buyers are certainly very diverse, so it is also necessary to understand that there are other types of motivations that make a consumer buy a product online. Other research can examine other forms of incentives and motivation to attract buyers

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#### **DECLARATION OF CONFLICTING INTERESTS**

The authors declare no potential conflicts of interest.

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