
The Effect of Shopping Lifestyle and Sales Promotion on Impulse Buying with Positive Emotion as a Mediating Variable Among Generation Z Shopee Users in the City of Pekanbaru

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Abstract:

Purpose: This study aims to analyze the effect of Shopping Lifestyle and Sales Promotion on Impulse Buying with Positive Emotion as a mediating variable among Generation Z Shopee users in Pekanbaru City.

Design/methodology approach: This study uses a quantitative approach with the Theory of Planned Behavior (TPB) framework. Data were obtained by distributing questionnaires to 170 Generation Z Shopee users in Pekanbaru City. Data analysis was performed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method using SmartPLS software.

Findings: The results showed that Shopping Lifestyle and Sales Promotion had a positive and significant effect on Impulse Buying. In addition, Positive Emotion was also found to have a significant positive effect on Impulse Buying and was able to mediate the relationship between Shopping Lifestyle and Sales Promotion on Impulse Buying.

Practical implications: These findings indicate that Generation Z's shopping behavior on Shopee is not only influenced by Shopping Lifestyle and Sales Promotion, but also by the Positive Emotion felt while shopping.

Originality value: E-commerce players such as Shopee are advised to design more attractive promotional strategies while creating a pleasant shopping experience to increase Impulse Buying among Generation Z.

Keywords: Shopping lifestyle, sales promotion, positive emotion, impulse buying, theory of planned behavior.

JEL Classification: M31, D91, D12, L81, M37.

Paper Type: Research paper.

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1. Introduction

The rapid development of digital technology has brought about major changes in various aspects of people's lives. One of the most notable changes is the shift in shopping activities from conventional to digital-based through e-commerce platforms.

This transformation has not only made it easier for consumers to make transactions, but has also changed the behavior patterns and lifestyles of modern society (Bahtiar, 2020). Easy internet access and the increasing penetration of digital users in Indonesia have encouraged people to become more accustomed to online shopping because it is considered more practical and efficient (Rivani, 2023).

Data from the Indonesian Internet Service Providers Association (APJII, 2024) shows that internet penetration in Indonesia has reached 79.5%. This increase in the number of internet users has contributed to significant growth in e-commerce. Based on a report by SimilarWeb (2024), Shopee ranks first as the e-commerce platform with the highest number of visitors in Indonesia, reaching an average of 235.9 million visits per month.

The results of a survey by Mariska (2024) also show that 65.6% of e-commerce users in Pekanbaru City choose Shopee over other platforms such as Tokopedia, Lazada, and Bukalapak. This fact shows that Shopee has become the most dominant and preferred shopping platform, especially among Generation Z. Generation Z is known as a generation that is very tech-savvy and tends to have consumptive behavior towards trending products.

Based on research by UMN Consulting (2022), as many as 66.09% of Generation Z in Indonesia prefer to shop through e-commerce rather than physical stores. Shopping activities are not only done to fulfill needs but also as a form of entertainment and self-expression. This situation has led to the emergence of impulse buying, which is the behavior of making spontaneous purchases without prior planning (Handoko *et al.*, 2022).

The phenomenon of impulse buying is often influenced by two main factors, namely shopping lifestyle and sales promotion. Shopping lifestyle reflects consumers' habits and preferences in shopping, which are not only oriented towards functional needs, but also towards pleasure and self-image. Meanwhile, sales promotion is an important strategy used by companies to trigger unplanned purchases through various incentives such as discounts, cashback, free shipping, and flash sales (Kotler and Keller, 2016).

In addition to these two factors, positive emotions also play an important role in encouraging impulse buying behavior. Consumers who feel happy, satisfied, and comfortable while shopping tend to be driven to make unplanned purchases (Wijana

and Panasea, 2023). To strengthen the foundation of this research, the researchers conducted a pre-survey of 30 Generation Z respondents who are Shopee users in the city of Pekanbaru. The pre-survey results showed that:

Table 1. *Pre-survey Results Data*

No	Questions	Answer		Amount
		Yes	No	
1	Shopping lifestyle : Do you often shop on Shopee as part of your routine?	23 (76,7%)	7 (23,3%)	30 (100%)
2	Sales promotion : Do you often find yourself influenced to shop because of promotions such as cashback, free shipping, or vouchers on Shopee?	21 (70%)	9 (30%)	30 (100%)
3	Impulse buying : Have you ever made an impulse purchase without planning to when you opened Shopee?	23 (76,7%)	7 (23,3%)	30 (100%)
4	Positive emotion : Are you satisfied and happy when shopping on Shopee?	22 (73,3%)	8 (26,7%)	30 (100%)

Source: *Processed Researcher, 2025.*

The pre-survey results show that the majority of Generation Z in Pekanbaru have high shopping habits and are easily influenced by sales promotions, as well as experiencing positive emotions when shopping on Shopee. This condition reinforces the indication that shopping lifestyle and sales promotion have great potential to trigger impulse buying with positive emotion as an intermediary factor.

However, research that simultaneously examines the relationship between shopping lifestyle, sales promotion, and impulse buying with positive emotion as a mediating variable is still limited, especially in the context of Generation Z Shopee users in the city of Pekanbaru. Therefore, this study was conducted to fill this gap.

Based on the above description, this study aims to analyze the influence of shopping lifestyle and sales promotion on impulse buying with positive emotion as a mediating variable among Generation Z Shopee users in Pekanbaru City. Practically, the results of this study are expected to provide input for business actors and e-commerce managers in designing more effective promotional strategies and creating a pleasant shopping experience for consumers. Academically, this study is expected to enrich the study of consumer behavior in the digital era, particularly regarding the factors that influence impulse buying among the younger generation.

2. Literature Review

2.1 Theory of Planned Behavior (TPB)

This study uses the Theory of Planned Behavior (TPB) approach developed by

Ajzen (2005). This theory explains that a person's behavior is influenced by intention, which is formed from three main components, namely:

- (1) Attitude toward the behavior,
- (2) Subjective norm, and
- (3) Perceived behavioral control.

Attitude toward the behavior reflects the extent to which individuals assess an action as positive or negative. Subjective norm relates to social influence or pressure from the environment that encourages individuals to perform an action. Meanwhile, perceived behavioral control describes the extent to which a person feels they have the ability or control to perform the action.

Shopping lifestyle represents the attitude toward behavior component, sales promotion reflects the subjective norm that influences purchasing decisions, while positive emotion describes the behavioral control perceived by consumers. These three components together form the intention to make impulse purchases on e-commerce platforms such as Shopee.

This theory is relevant in explaining impulsive purchasing behavior among Generation Z because this group tends to have shopping intentions driven by emotions, promotions, and a strong consumptive lifestyle (Purwanto *et al.*, 2022).

Impulse Buying:

Impulse buying is a purchasing behavior that occurs spontaneously without prior planning (Aulia and Zaini, 2023). Consumers who engage in impulse buying tend to be influenced by external stimuli such as promotions, product displays, or an attractive environment (Riska *et al.*, 2024).

According to Aprilia and Mahfudzi (2020), this behavior arises from a momentary emotional urge to obtain instant gratification, rather than rational consideration. Thus, impulse buying is influenced by psychological and situational factors such as mood, discounts, and product promotions.

Shopping Lifestyle:

Shopping lifestyle is a consumer lifestyle in shopping activities that reflects personal values, attitudes, and preferences (Cobb *et al.*, 1986; Aulia and Zaini, 2023). This lifestyle shows that shopping activities are no longer just to fulfill needs, but also as a means of entertainment, relaxation, and self-expression (Levy *et al.*, 2023).

Sales Promotion:

According to Kotler and Keller (2016), sales promotion is a form of direct persuasion that uses short-term incentives to encourage consumers to make purchases. This strategy aims to create strong appeal through programs such as discounts, cashback, vouchers, gifts, and free shipping promotions. Sales promotion

has been proven effective in generating interest and creating urgency to buy, thereby increasing the potential for impulse buying (Afif and Purwanto, 2020).

Positive Emotion:

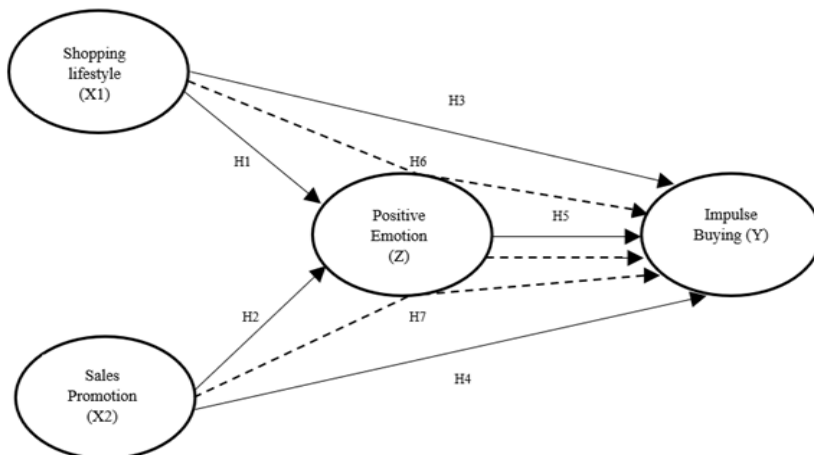
Positive emotion is defined as feelings of pleasure, satisfaction, or happiness experienced by individuals when performing certain activities (Setiawan and Ardani, 2022). In the context of online shopping, positive emotion arises when consumers feel comfortable with the transaction process, product display, and service provided. This emotional state can increase the likelihood of impulse buying (Wijana and Panasea, 2023).

2.2 Research Framework and Hypothesis

Based on previous theories and research results, the conceptual framework in this study describes the relationship between shopping lifestyle (X₁) and sales promotion (X₂) on impulse buying (Y) with positive emotion (Z) as a mediating variable.

- H1: Shopping lifestyle has a significant positive effect on positive emotion.
- H2: Sales promotion has a significant positive effect on positive emotion.
- H3: Shopping lifestyle has a significant positive effect on impulse buying.
- H4: Sales promotion has a significant positive effect on impulse buying.
- H5: Positive emotion has a significant positive effect on impulse buying.
- H6: Shopping lifestyle affects impulse buying through positive emotion.
- H7: Sales promotion affects impulse buying through positive emotion.

Figure 1. Conceptual Framework



Source: Mei et al., 2024; Anggita et al., 2023; Putri dan Andani, 2023.

3. Research Methods

This study uses a quantitative approach with the aim of analyzing the influence of shopping lifestyle and sales promotion on impulse buying with positive emotion as a mediating variable among Generation Z Shopee users in Pekanbaru City. The study was conducted in Pekanbaru City from January to October 2025 with a population of all Generation Z who had ever shopped on Shopee.

The sampling technique used was non-probability sampling with the purposive sampling method, which is selecting respondents based on certain criteria, namely aged 17-28 years and having made transactions on Shopee in the last six months. The sample size was determined using the Hair *et al.* (2017) formula with 17 indicators, resulting in 170 respondents ($17 \times 10 = 170$). The types of data used consisted of primary data, obtained through the distribution of a closed questionnaire based on a five-point Likert scale, and secondary data from various relevant literature, journals, and scientific publications.

The research instruments were tested for validity and reliability to ensure the accuracy of the results. Data analysis was performed using Structural Equation Modeling – Partial Least Square (SEM-PLS) using SmartPLS software, with stages of measurement model evaluation (outer model) to test validity and reliability, as well as structural model evaluation (inner model) to analyze the relationship between variables through R-square values, path coefficients, and p-values, including testing the mediating effect through indirect effect analysis.

4. Research Results and Discussion

4.1 General Description of Respondents

This study involved 170 respondents who are Generation Z Shopee users in the city of Pekanbaru. Respondent characteristics were obtained based on gender, age, and shopping frequency.

Table 2. Characteristics of Respondents Based on Gender

No	Gender	frequency	Percentage (%)
1	Man	59	34,7%
2	Women	111	65,3%
Total		170	100%

Source: Processed Researcher, 2025.

Table 3. Characteristics of Respondents Based on Age

No	Age	frequency	Percentage (%)
1	17-19 years old	29	17,1%
2	20-22 years old	62	36,5%
3	23-25 years old	52	30,6%

4	26-28 years old	27	15,9%
Total		170	100%

Source: Processed Researcher, 2025.

Table 4. Respondent Characteristics Based on Shopping Frequency on Shopee

No	Shopping Frequency	Frequency	Percentage (%)
1	2-3 times	19	11,2%
2	4-5 times	54	31,8%
3	>5 times	97	57,1%
Total		170	100%

Source: Processed Researcher, 2025.

4.2 Descriptive Analysis of Variables

Descriptive analysis was conducted to determine respondents' responses to research variables consisting of shopping lifestyle, sales promotion, positive emotion, and impulse buying.

Table 5. Descriptive Analysis of Research Variables

Variabel	Mean	Kategori
Shopping Lifestyle	3,640	High
Sales Promotion	3,654	High
Positive Emotion	3,678	High
Impulse Buying	3,806	High

Source: Processed Researcher, 2025

Based on Table 5, all variables have an average value above 3.60, indicating that respondents tend to agree with the statements in the questionnaire. This indicates that the shopping lifestyle and sales promotion on Shopee are relatively high, thereby increasing positive emotions that lead to impulse buying.

4.3 Measurement Model Evaluation (Outer Model)

Outer model evaluation was conducted to test construct validity and reliability. The convergent validity test shows that all indicators have a factor loading value > 0.7, while the Average Variance Extracted (AVE) value is > 0.5. The results of the discriminant validity test using the Fornell–Larcker criteria also show that the AVE root value of each construct is greater than the correlation between other constructs, so the model is declared valid.

Table 6. Validity and Reliability Test Results

Variabel	AVE	Composite Reliability	Cronbach's Alpha
Shopping Lifestyle	0,851	0,944	0,942
Sales Promotion	0,850	0,957	0,956
Positive Emotion	0,854	0,944	0,943

Impulse Buying	0,813	0,924	0,923
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Source: Processed Researcher, 2025.

All Composite Reliability and Cronbach's Alpha values are above 0.7, which means that this research instrument is reliable and has good internal consistency.

4.4 Evaluation Model Structural (Inner Model)

The inner model test was conducted to determine the strength of the relationship between variables in the research model. The analysis results show that the R² value for Positive Emotion is 0.623, which means that 62.3% of the variation in positive emotions is explained by shopping lifestyle and sales promotion.

Meanwhile, the R² for Impulse Buying is 0.737, which means that 73.7% of the variation in impulse buying is explained by the three previous variables. In addition, the SRMR value of 0.038 indicates that the model has a good fit because it is below the threshold of 0.10.

5. Hypothesis Testing Results

Hypothesis testing was conducted by examining the path coefficient and p-value. The results of the analysis show that all hypotheses in this study have a positive and significant effect.

Table 7. Hypothesis Test Results

	Hubungan Antar Variabel	Path Coefficient	t-Statistic	p-Value	Keterangan
H1	Shopping Lifestyle → Positive Emotion	0,344	5,475	0,000	Significant
H2	Sales Promotion → Positive Emotion	0,300	5,021	0,000	Significant
H3	Shopping Lifestyle → Impulse Buying	0,571	9,759	0,000	Significant
H4	Sales Promotion → Impulse Buying	0,552	9,535	0,000	Significant
H5	Positive Emotion → Impulse Buying	0,247	4,070	0,000	Significant
H6	Shopping Lifestyle → Positive Emotion → Impulse Buying	0,074	2,743	0,006	Significant
H7	Sales Promotion → Positive Emotion → Impulse Buying	0,136	4,187	0,000	Significant

Source: Processed Researcher, 2025.

6. Discussion

The results of the study indicate that all hypotheses proposed can be accepted. The

shopping lifestyle and sales promotion variables were proven to have a significant positive effect on positive emotion and impulse buying, and positive emotion acted as a mediating variable in the relationship between the two and impulse buying. This indicates that impulsive buying behavior among Generation Z Shopee users in Pekanbaru City is not only influenced by rational factors such as needs and price, but also by psychological factors such as lifestyle, promotions, and emotional feelings while shopping.

a. The Influence of Shopping Lifestyle on Positive Emotion:

The results show that shopping lifestyle has a significant positive effect on positive emotion. This means that the higher a person's shopping lifestyle, the greater the likelihood that they will experience positive emotions while shopping. Generation Z, who consider shopping as part of their lifestyle, tend to enjoy the shopping process itself, not merely to fulfill their needs (Levy *et al.*, 2023). They consider shopping as a leisure activity, a place to seek pleasure, and a means of self-expression.

This finding is in line with the research by Yulianti and Putri (2022), Mariyana *et al.* (2023), Sudyasjayanti and Lie (2022), Aulia and Thamrin (2025), and Risnandini (2024), who state that a high shopping lifestyle will increase consumers' positive emotions when interacting with products, services, or promotions on online shopping platforms. In the context of Shopee, attractive features such as flash sales, interactive interface designs, and ease of navigation are factors that trigger feelings of pleasure and comfort while shopping.

b. The Effect of Sales Promotion on Positive Emotion:

Sales promotions have also been proven to have a significant positive effect on positive emotion. These results show that various forms of promotions offered by Shopee, such as price discounts, cashback, free shipping, and flash sales, can create feelings of happiness, satisfaction, and enthusiasm among consumers. Generation Z, who tend to seek profitable shopping experiences, will feel motivated and enthusiastic when they receive attractive promotions.

The results of this study support the findings of Aprilia *et al.* (2022), Sudyasjayanti and Lie (2025), and Andani and Wahyono (2018), which explain that promotional strategies play an important role in creating emotional satisfaction and encouraging spontaneous purchasing behavior.

Promotions not only provide economic value but also emotional value, as consumers feel they are getting more benefits when shopping. In the Planned Behavior theory (Ajzen, 2005), promotions can be considered as subjective norms that influence purchase intentions through social pressure and external stimuli that trigger positive emotional reactions.

c. The Influence of Shopping Lifestyle on Impulse Buying:

The test results show that shopping lifestyle has a significant positive effect on impulse buying. This means that individuals who have a tendency toward a consumptive lifestyle and often engage in shopping activities will be more easily triggered to make spontaneous purchases. Generation Z, who like to follow trends and have an emotional attachment to shopping activities, tend to buy products without careful consideration.

This finding reinforces the results of studies by Sudyasjayanti and Lie (2022), Aulia and Thamrin (2025), Nurlinda and Christina (2020), and Risnandini (2024), which state that the higher the shopping lifestyle, the greater the tendency for individuals to engage in impulse buying. In the context of Shopee, features that provide a “fast and easy” sensation, such as flash sales and price drop notifications, create conditions that are highly conducive to impulsive buying.

d. The Effect of Sales Promotion on Impulse Buying:

The analysis results show that sales promotion has a significant positive effect on impulse buying. Psychologically appealing sales promotions create a fear of missing out among consumers, prompting them to make immediate purchases. This study is in line with Putri and Andani (2023), Sudyasjayanti and Lie (2022), Aprilia *et al.* (2022), who found that short-term promotional strategies such as discounts and price reductions are effective in triggering impulsive buying behavior, especially on digital platforms.

Generation Z, who frequently explore shopping apps, tend to be more sensitive to promotional stimuli and easily influenced by visual displays and persuasive promotional messages.

e. The Effect of Positive Emotion on Impulse Buying:

The test results show that positive emotion has a significant positive effect on impulse buying. Positive emotions that arise during the online shopping process, such as feelings of joy, satisfaction, or happiness, encourage consumers to make unplanned purchases.

This finding supports the opinions of Putri and Andani (2023), Mariyana *et al.* (2023), Sudyasjayanti and Lie (2022), Ajizah and Nugroho (2023), Aprilia *et al.* (2022), Oskar *et al.* (2024), and Mei *et al.* (2024), who state that positive emotions increase the intensity of impulsive buying because consumers tend to act based on momentary feelings rather than rational considerations.

A comfortable shopping experience, attractive app display, and easy payment system create an emotional atmosphere that supports impulsive behavior. In other words,

the greater the level of emotional satisfaction felt by consumers, the higher the likelihood of spontaneous purchases.

f. The Influence of Shopping Lifestyle on Impulse Buying Through Positive Emotion:

The results of the study show that positive emotion can significantly mediate the relationship between shopping lifestyle and impulse buying. Shopping lifestyle influences impulse buying behavior through an increase in positive emotion. This means that the more someone tends to make shopping a part of their lifestyle, the greater the chance of feelings of happiness, satisfaction, and enthusiasm arising, which encourage them to make unplanned purchases.

These results are in line with the research by Mei *et al.* (2024), Aulia and Thamrin (2025), and Resta *et al.* (2023), which states that shopping lifestyle influences impulse buying through positive emotions that arise while shopping. Consumers with a high shopping orientation tend to feel emotional satisfaction when exploring platforms such as Shopee, especially when they find new products or attractive promotions.

g. The Effect of Sales Promotion on Impulse Buying Through Positive Emotion:

The findings also show that positive emotion significantly mediates the relationship between sales promotion and impulse buying. These results indicate that attractive sales promotions can evoke positive feelings such as happiness, satisfaction, and excitement, which then encourage impulsive purchases. Generation Z tends to be easily influenced by visual stimuli and aggressive promotional messages on e-commerce platforms. Programs such as flash sales, discounts, cashback vouchers, and free shipping not only provide economic benefits but also evoke pleasant emotional sensations.

Consumers feel they are getting a rare opportunity and are encouraged to buy immediately before the promotion ends. These results provide support for the research of Aprilia *et al.* (2022), Putri and Andani (2023), and Andani and Wahyono (2018), which explains that sales promotions have a strong psychological influence on spontaneous purchasing behavior. The positive emotions that arise from satisfaction with favorable promotions reinforce the intention to purchase without deep rational consideration.

7. Conclusions

Based on the results of the analysis and discussion, it can be concluded that all hypotheses in this study are accepted. The shopping lifestyle and sales promotion variables have a positive and significant effect on positive emotion and impulse

buying, while positive emotion is proven to mediate the relationship between the two on impulse buying among Generation Z Shopee users in Pekanbaru City.

These findings indicate that the higher a person's shopping lifestyle and the more attractive the sales promotion offered, the greater the likelihood that consumers will experience positive emotions that encourage them to make spontaneous purchases.

Positive emotions have been proven to play an important role as a psychological bridge between external stimuli (lifestyle and promotion) and impulsive purchasing behavior.

Overall, impulse buying behavior among Generation Z in the digital era is more influenced by emotional and lifestyle factors than rational considerations. E-commerce platforms such as Shopee are able to create psychological conditions conducive to spontaneous purchasing behavior through various promotional strategies, attractive interface designs, and enjoyable shopping experiences

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