

THE INFLUENCE OF HEDONIC CONSUMPTION TENDENCY AND SCARCITY MESSAGE ON IMPULSIVE BUYING MEDIATED BY POSITIVE EMOTIONS

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Abstract:

Background: Populix stated the number of impulsive buying increases along with the development of e-commerce, which provides many stimuli for ease in shopping.

Purpose: The aims of the research are to measure and analyze the influence of Hedonic Consumption Tendency on Impulsive Buying, Scarcity Message on Impulsive Buying, Hedonic Consumption Tendency on Positive Emotions, Scarcity Message on Positive Emotions, Positive Emotions on Impulsive Buying, and Hedonic Consumption Tendency and Scarcity Message on Impulsive Buying through Positive Emotions.

Design/Methodology/Approach: Seven hypotheses were made based on the relationships between the variables. We then tested these hypotheses using PLS-SEM on SmartPLS 4.0. The sample size is set for the minimum of 190 respondents, and the research sample can represent the research population, namely the customers of Shopee Live videos in Surabaya City. We collected primary data from the responses of 195 respondents using Google Forms, surpassing the minimum requirement. The primary data was processed and evaluated to provide research findings that can be used as implications for the company and supporting data for further research.

Finding/Result: The findings of this research show that 1) hedonic consumption tendency has a positive and significant effect on positive emotions and impulsive buying, 2) scarcity message has a positive but not significant effect on impulsive buying, 3) scarcity message has a positive & significant effect on positive emotions, 4) positive emotions have a positive & significant effect on impulsive buying, and 5) hedonic consumption tendency and scarcity message have a positive and significant effect on impulsive buying through positive emotions.

Conclusion: Impulsive Buying is purchasing decision as a response to external stimulus in the form of marketing strategies such as Scarcity Messages and internal stimulus in the form of shopping behavior such as Hedonic Consumption Tendency which is influenced directly or indirectly by the Organism process in the form of Positive Emotion that created.

Originality/Value (State of The Art): The novelty of this research is the research results provide a new perspective on the SOR Theory, that Stimulus can directly create Response without going through the Organism process if the Stimulus is Internal or stimulus comes from the Individual.

Keywords: hedonic consumption tendency; scarcity message; positive emotions; impulsive buying; e-commerce

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INTRODUCTION

The number of internet users will keep increasing as society becomes more conscious of the benefits. As more people in Indonesia use and connect to the Internet, their dependence on it will increase and encourage others to use it (Hanafizadeh & Marjaie, 2021). The application of technological innovation in the industry that combines all lines of online shopping based on machines via the internet is evidence of the Industrial Revolution 4.0 (Popkova et al. 2019). The presence of e-commerce in Indonesia is such as evidence of the industrial revolution 4.0, which supports the implementation of business digitalization, especially in sales, marketing, and distribution (Ghobakhloo, 2020). As we know, e-commerce itself allows people to shop online very easily. The ease of online shopping with the presence of e-commerce, along with the recovery of the Indonesian economy after the Covid-19 pandemic, has strengthened the purchasing power of the Indonesian people. According to Badan Pusat Statistik (2023), the economy of Indonesia is estimated to grow in the second quarter of 2023 with a Gross Domestic Product (GDP) value of IDR 5,226.7 trillion, an increase compared to the second quarter of 2022 of 5.17 percent. The increasing economic welfare of the population, accompanied by the ease of online shopping, makes people more consumptive (Pahasing et al. 2022). The trend of online shopping has now become a habit for the millennial generation, Generation Z, and even the generations after, because this generation grew up along with the growth of the digital era.

The phenomenon of digital business advancement has changed people's consumption behavior to be more consumptive; in addition to convenience, consumers seek pleasant experiences and emotional satisfaction through shopping activities, namely hedonic consumption tendency (Satria & Kaihatu, 2022). E-commerce algorithmic systems further support this trend by designing highly personalized shopping experiences by intelligently identifying each user's preferences, wants, and needs, thereby creating an internal stimulus that continuously drives individuals to consume products and services according to their hedonistic (Setiawan & Sahetapy, 2022).

E-commerce is predicted to have a promising future since live-streaming shopping boosts sales considerably over a particular period of time. Live streaming shopping can be used as a real-time marketing and

sales channel because sellers can use live streaming as a forum to introduce their brand and provide product value to potential buyers (Suarna, 2022). Shopee Live is a pioneer in selling through live streaming platforms. Shopee Live is top of mind in the live streaming platform category by dominating 60% of the market, proven by the award as the most frequently accessed live streaming platform by Indonesians, surpassing TikTok Live in June 2023 (Populix, 2023). Shopee Live is one of the live streaming shopping platforms that has been declared safe by regulation because it has complied with *Peraturan Menteri Perdagangan Nomor 31 Tahun 2023*.

In winning the competition and successfully gaining the largest market share, Shopee Live actively helps sellers by providing a marketing mix and always updating existing features so that sellers can interact better with their potential buyers. One of the marketing mixes that is the main weapon on Shopee Live that can help sellers increase sales opportunities is the scarcity message, a marketing strategy that acts as an external stimulus in influencing an individual's psychology in shopping by providing a message of scarcity in terms of time to get the product and a message of scarcity related to the quantity of the product being sold (Chen et al. 2020). In live stream trading, such as Shopee Live, scarcity messaging is a marketing strategy that creates urgency among customers to make purchases within a certain time or quantity limit.

The interaction between sellers and buyers on Shopee Live is driven by internal stimulus in the form of hedonic consumption tendency and external stimulus in the form of scarcity message, which together increase positive emotions (Pramestya & Widagda, 2020). Hedonism brings joy, while Scarcity Message provides its own satisfaction when consumers succeed in getting a product with time or quantity limitation. Positive emotions that arise encourage a tendency for high shopping behavior, characterized by emotions that are not limited by the situation, efforts to maintain self-esteem, and high energy levels. In live-streaming sales, sellers can take advantage of the psychology of potential consumers with marketing strategies that encourage spontaneous purchases.

When selling via live streaming, sellers can take advantage of the potential consumer's psychology with marketing strategies that will make them unable to resist and end up buying products without planning,

which is called impulsive buying. According to Populix (2023), 55% of Indonesian people have online shopping behavior in the form of impulsive buying, which is a spontaneous purchasing decision without planning. In the retail industry, more than 60% of purchases are related to impulse buying behavior (Styowati & Dwiridotjahjono, 2023).

This study uses the Grand Theory “Stimulus-Organism-Response (S-O-R) Theory” proposed by Hovland et al. (1953) to analyze the phenomenon of Impulsive Buying (Armawan et al. 2022). The theory consists of three things, namely: Message (Stimulus, S), Communicant (Organism, O), and Effect (Response, R), where Impulsive Buying is a dependent variable that arises due to various stimulus (Tan et al. 2017 in Pereira et al. 2023). Stimulus can be internal and external, and under certain conditions can directly influence the response without going through the organism process (Hasanah et al. 2021). In this case, the S-O-R theory proposed by Hovland (1953) is not always linear, but under certain conditions it can allow “S” to influence “R” directly without going through “O” (Tan et al. 2017 in Pereira et al. 2023). Organisms in this theory include Neo-Behaviorism, including complex individual attitudes as intermediaries between stimulus and response (Lin et al. 2023). The final response is the behavior that arises after the stimulus has successfully influenced the individual’s affection and cognition in determining attitudes before behaving (Zhang et al. 2022).

Based on the research background, grand theory, and previous research, in this study the author uses Hedonic Consumption Tendency as an independent variable representing Internal Stimulus, Scarcity Message as an independent variable representing External Stimulus, Positive Emotions as a mediating variable describing Organism, and Impulsive Buying as a dependent variable describing Response. Populix (2023) released data entitled “Reasons of Impulsive Buying” the majority of customers make impulsive purchases because “I wanted to buy it, but I can only buy it now” (reflecting Scarcity Message) and “Self-satisfaction” (reflecting Hedonic Consumption Tendency). Positive Emotions defined affective conditions that have the potential to influence the purchasing decision-making process (Pramestya & Widagda, 2020). Impulsive Buying is unplanned purchases triggered by external or internal stimuli at a certain time (Lin et al. 2023).

The purpose of this study is to measure and analyze the direct influence of Hedonic Consumption Tendency, Scarcity Message, and Positive Emotions on Impulsive Buying on Shopee Live customers in Surabaya City, measure and analyze the direct influence of Hedonic Consumption Tendency and Scarcity Message on Positive Emotions on Shopee Live customers in Surabaya City, measure and analyze the indirect influence of Hedonic Consumption Tendency and Scarcity Message on Impulsive Buying through the mediation role of Positive Emotions on Shopee Live customers in Surabaya City. In perfecting the research objectives, this researcher provides theoretical and practical implications to several parties, especially for Shopee Management in conducting business evaluations and innovations on Shopee Live and for educational institutions or researchers can then be used as a source of information and as a literature review for further research.

METHODS

The research period is November 2023 to May 2024 and was conducted in Surabaya City. The population in this study were Shopee Live customers in Surabaya City who were included in the infinite population category because the number of Shopee Live customers is fluctuating, and there is no data on the number of Shopee Live customers or visitors to the live session so that the population is undefined or cannot be calculated. Primary and secondary data sources are combined to produce valid and credible research data. The primary data source in this study is a collection of data obtained directly by the author through the distribution of questionnaires using Google Form to respondents who are Shopee Live customers in Surabaya City aged 17 and over. In supporting the primary data sources that have been obtained, this study utilizes secondary data sources in the form of news from trusted journalist institutions, statistical data processed by trusted agencies or institutions, academic books, research articles published in national and international indexed journals, and proceedings articles.

This study uses the Non Probability Sampling method with the Convenience Sampling technique in taking research samples. In conducting data analysis using PLS-SEM, the ideal sample size is 1:10 indicators with a minimum of 100 samples (Hair & Alamer, 2022). The technique for determining the number of samples

can be done by using 5-10x the number of parameters (indicators) in the study, the greater the multiplication value used, the greater the number of samples produced so that it is considered more representative of the population (Hair & Alamer, 2022). This research uses the calculation x10 the number of research indicators, so that the minimum research sample is determined to be 190 respondents. The type of quantitative data used is interval data obtained from a Likert scale of 1-5. The Likert scale of 1-5 indicates the levels of “strongly disagree”, “disagree”, “quite agree”, “agree”, and “strongly agree”.

This study measured and analyzed the positively and significantly influence independent variables on mediating variables, independent variables on dependent variables, and intervening variables on dependent variables. Hedonic Consumption Tendency as an independent variable has 6 indicators, namely Adventure Shopping, Social Shopping, Gratification Shopping, Idea Shopping, Role Shopping, and Value Shopping (Satria & Kaihatu, 2022). Scarcity Message as an independent variable has 7 indicators which are divided into two dimensions, namely the Limited Quantity Scarcity (LQS) dimension consisting of the indicators Signaling High Status and Wealth, Signaling Scarcity, Signaling Conformity to Exclusive Social Groups, and Visibility, the Limited Time Scarcity (LTS) dimension consisting of the indicators Time Pressure, Primary Sources and Freshness, and Specific Period Restriction (Chen et al. 2020). Positive Emotions as an intervening variable has 3 indicators, namely Pleasure,

Arousal, and Dominance (Pramestya & Widagda, 2020). Impulsive Buying as an dependent variable has 3 indicators, namely Spontaneity of Buying, Emotional of Buying, and Consideration of Buying (Lin et al. 2023). This study uses the Partial Least Square Structural Equation Modeling (PLS-SEM) data analysis technique applied to SmartPLS 4.0 software. In PLS-SEM, the test of the influence of the relationship between indicators and their latent variables is carried out on the Outer Model (Measurement Model) by applying the Convergent Validity Test, Discriminant Validity Test, and Reliability Test. While the test of the influence of the relationship between latent variables or constructs is carried out on the Inner Model (Structural Model) by applying the R-Square Test, f-Square Test, and Hypothesis Test. Referring to the background, previous research, and research design, seven hypotheses are proposed which are described in the Research Model (Figure 1).

Hypothesis

- H1: Hedonic Consumption Tendency has a positive and significant influence on Impulsive Buying
- H2: Scarcity Message has a positive and significant influence on Impulsive Buying
- H3: Hedonic Consumption Tendency has a positive and significant influence on Positive Emotions
- H4: Scarcity Message has a positive and significant influence on Positive Emotions
- H5: Positive Emotions has a positive and significant influence on Impulsive Buying
- H6: Hedonic Consumption Tendency has a positive and significant influence on Positive Emotions
- H7: Scarcity Message has a positive and significant influence on Positive Emotions

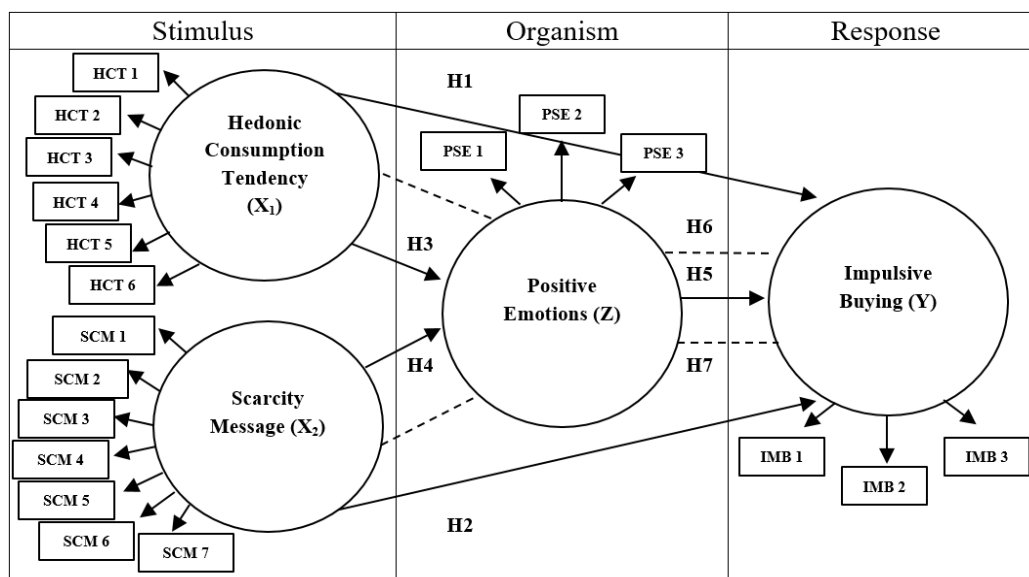


Figure 1. Research Model

- H6: Hedonic Consumption Tendency mediated by Positive Emotions has a positive and significant influence on Impulsive Buying
- H7: Scarcity Message mediated by Positive Emotions has a positive and significant influence on Impulsive Buying

RESULTS

Profile of Respondents

Based on the results of data collection, 221 respondents were obtained. Respondents who were declared ineligible were 26 people so that the answers from these respondents could not be used as a source of primary data in this study. Respondents who had met the criteria to be used as research samples were 195 people so that the answers from these respondents could be used as a source of primary data which were then entered and processed in SmartPLS 4.0. The number of research samples obtained was 195 respondents or exceeded the previously set sample calculation target of 190

respondents. The research results will be better because the number of research samples used is greater so that it is more representative of the research population. The research respondents were dominated by female gender, which was 54.4 percent. Based on age, the majority of respondents, namely 29.2 percent, were Shopee Live customers in Surabaya City with an age range of 17-25 years (Millennial Generation and Generation Z). The city of Surabaya is divided into North Surabaya, East Surabaya, Central Surabaya, West Surabaya, South Surabaya. Respondents domiciled in East Surabaya dominate with 26.7 percent. These results are in line with population data stating that East Surabaya has the largest population among other areas in Surabaya City (Disdukcapil Surabaya, 2024). Private employees are the majority of respondents' professions, namely 42.1 percent. The average monthly income is dominated by 36.9 percent in the range of IDR 10,000,000-14,999,999 with average monthly expenditure dominated by 43.1 percent in the range of IDR 5,000,000-9,999,999. Respondent demographic data is listed in full in Table 1.

Table 1. Respondent demographic

Demographic Category	Classification	Total	Percentage
Gender	Male	89	54.4%
	Female	106	45.6%
Age	17-25 years old	57	29.2%
	26-35 years old	49	25.1%
	36-45 years old	52	26.7%
	>45 years old	37	19%
Domicile	East Surabaya	52	26.7%
	West Surabaya	33	16.9%
	South Surabaya Selatan	48	24.6%
	North Surabaya	39	20%
	Central Surabaya	23	11.8%
Profession	Students	47	24.1%
	State Apparatus (PNS, PPPK, TNI, and Polri) or BUMN Employees	26	13.3%
	Private Employees	82	42.1%
	Entrepreneurs or Businessmen	40	20.5%
Monthly Income	<IDR4,999,999	26	13.3%
	IDR5,000,000-9,999,999	61	31.3%
	IDR10,000,000-14,999,999	72	36.9%
	>IDR14,999,999	36	18.5%
Monthly Expenses	<IDR4,999,999	46	23.6%
	IDR5,000,000-9,999,999	84	43.1%
	IDR10,000,000-14,999,999	44	22.5%
	>IDR14,999,999	21	10.8%

PLS-SEM Testing and Analysis Results

Outer Model (Measurement Model)

Measurement Model (Outer Model) is an evaluation of data measurement by applying Convergent Validity Test, Discriminant Validity Test, and Reliability Test (Sarstedt et al. 2021). All indicators in a study can be valid by convergent validity test if the Outer Loadings value > 0.70 and the AVE value > 0.50 (Rasoolimanesh, 2022). All Outer Loadings values obtained in testing data > 0.70 and the AVE value > 0.50. Thus, all indicators can be declared valid and means the questionnaire items can be used in further analyses. The results of discriminant validity are stated as good through the Fornell-Larcker Criteria if the AVE root value of the correlation between variables is greater than the AVE root value between variables and the HTMT value is not more than 0.90 (Purwanto & Sudargini, 2021). Based on that, it can be concluded that the constructs

in the proposed research model meet the discriminant validity criteria, because the AVE (Average Variance Extracted) square root value of each construct is greater than the correlation between another construct in the model and all Heterotrait-Monotrait Ratio (HTMT) values are not more than 0.90. In PLS-SEM (Partial Least Square Structural Equation Modeling) reliability testing can be accepted by looking at the Cronbach's Alpha value > 0.70 and reinforced by the Composite Reliability value > 0.70 (Dzin & Lay, 2021). The results of the Composite Reliability and Cronbach's Alpha tests in this study declared that all statements in the questionnaire used as a research tool have been reliable or consistent in explaining a construct because the Composite Reliability and Cronbach's Alpha values > 0.70. Figure 2 shows the results of testing the algorithm in the form of Outer Loadings and Table 2 shows the results of measurement the AVE, Fornell Larcker Criterion, HTMT, Cronbach's Alpha and Composite Reliability in SmartPLS 4.0.

Table 2. Measurement model (outer model)

AVE (Average Variance Extracted)					Result
Hedonic Consumption Tendency		0.743			Valid
Impulsive Buying		0.732			Valid
Positive Emotions		0.648			Valid
Scarcity Message		0.770			Valid
Fornell Larcker Criterion					
	Hedonic Consumption Tendency	Impulsive Buying	Positive Emotions	Scarcity Message	
Hedonic Consumption Tendency	0.862				
Impulsive Buying	0.337	0.856			
Positive Emotions	0.414	0.330	0.805		
Scarcity Message	0.345	0.192	0.384	0.878	
HTMT (Heterotrait-Monotrait Ratio)					Result
Impulsive Buying <-> Hedonic Consumption Tendency		0.375			Valid
Positive Emotions <-> Hedonic Consumption Tendency		0.493			Valid
Positive Emotions <-> Impulsive Buying		0.416			Valid
Scarcity Message <-> Hedonic Consumption Tendency		0.364			Valid
Scarcity Message <-> Impulsive Buying		0.211			Valid
Scarcity Message <-> Positive Emotions		0.453			Valid
Cronbach's Alpha and Composite Reliability					
	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Result	
Hedonic Consumption Tendency	0.931	0.933	0.945	Reliabel	
Impulsive Buying	0.819	0.839	0.891	Reliabel	
Positive Emotions	0.730	0.737	0.847	Reliabel	
Scarcity Message	0.951	0.959	0.959	Reliabel	

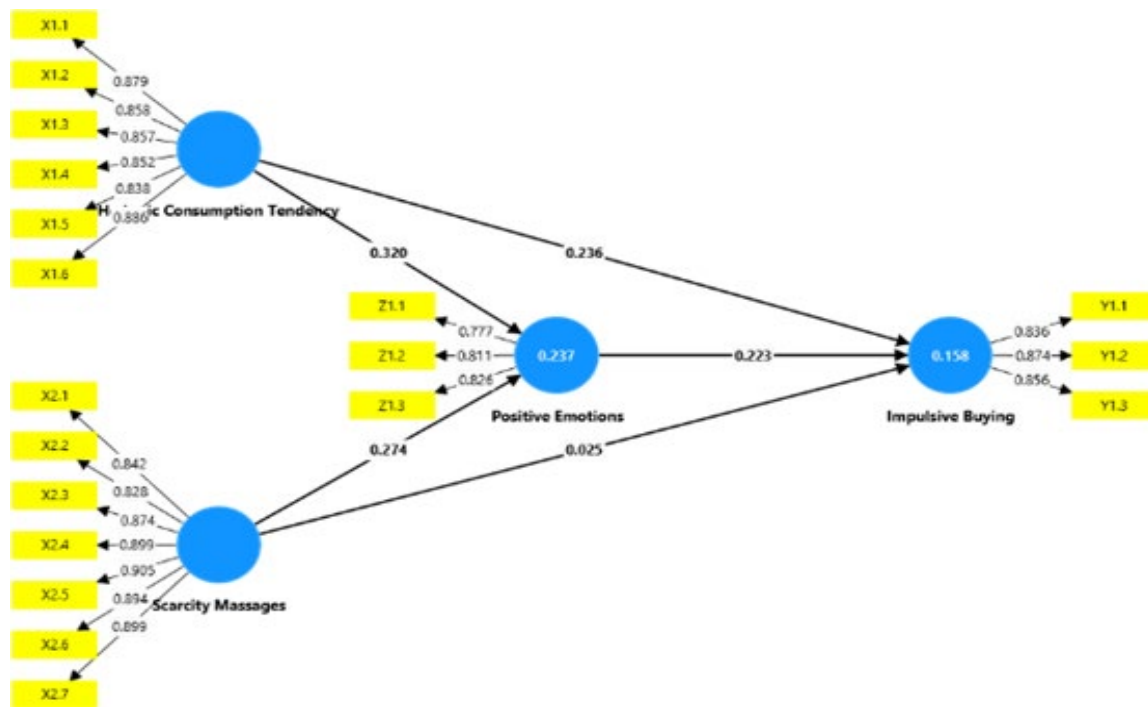


Figure 2. Algorithm SmartPLS 4.0

Inner Model (Structural Model)

Figure 3 shows the Bootstrapping results which contain R-Square Test result, F-Square Test result, and Hypothesis Test result. The proposed research model will be better if the R^2 value obtained is greater and ranges from 0 to 1, with R^2 value of 0.25 indicating a weak substantive influence, R^2 value of 0.50 indicating a moderate substantive influence, and R^2 value of 0.75 indicating a strong substantive influence (Sarstedt et al. 2021). The results of the R^2 Test are that the Positive Emotions (Z) variable has R^2 value of 0.237 or smaller than 0.25 indicates a weak substantive influence, which means that the Positive Emotions (Z) variable can be explained by all independent variables of 23.7% and the remaining 76.3% is explained by variables outside this research model. The Impulsive Buying variable (Y) has R^2 value of 0.158 or smaller than 0.25 indicates a weak substantive influence, which means that the Impulsive Buying variable (Y) can be explained by all of its independent variables of 15.8% and the remaining 84.2% is explained by variables outside this research model. The f^2 Test is used to measure the magnitude of the influence between variables variables (Sarstedt et al. 2021). Strong influence is indicated by an f^2 value ≥ 0.35 , moderate influence by a value of $0.15 \leq f^2 < 0.35$, weak influence by a value of $0.02 \leq f^2 < 0.15$, and no influence by a value of $f^2 < 0.02$ (Ringle et al. 2020). The f^2 value for the Hedonic Consumption Tendency variable (X_1) is relatively weak against

the Positive Emotions (Z) and Impulsive Buying (Y) variables, respectively, at 0.118 and 0.052, the f^2 value for the Positive Emotions (Z) variable is relatively weak against the Impulsive Buying (Y) variable at 0.045, the f^2 value for the Scarcity Message variable (X_2) against the Positive Emotions (Z) variable and the Impulsive Buying (Y) variable at 0.087 and 0.001, respectively, this can be interpreted that the Scarcity Message variable (X_2) is relatively weak in influencing the Positive Emotions (Z) variable and has no influence on the Impulsive Buying (Y) variable. The final test is a hypothesis test to evaluate the relationship between variables using PLS-SEM to obtain the value of the direction of the relationship and significance between variables which is carried out by bootstrapping on SmartPLS 4.0. Table 3 shows the results of the Hypothesis Test between variables with the direct and indirect relationships due to the presence of mediating variables.

The results of Bootstrapping measurements on PLS-SEM shows that the First Hypothesis in this study can be accepted, there is positive influence between Hedonic Consumption Tendency on Impulsive Buying as seen from the positive Original Sample value of 0.236 and significant statistical evidence (T Statistics = 3.050, P Value = 0.002). The development of the S-O-R theory provides a new theoretical concept stating that stimulus allows to directly cause a response if the stimulus is specific and comes from within the

individual. The S-O-R theory is not always linear, the concept can allow internal “S” to influence “R” directly without going through “O”. Theoretical literature can strengthen the results of this study which states that Hedonic Consumption Tendency which is considered a special stimulus has a positive and significant influence on Impulsive Buying with a relatively small effect size or has a weak influence. The higher the level of hedonic motivation in consumer purchases, the higher the level of spontaneous purchasing decisions, especially on social media or e-commerce (Andrini et al. 2024). The result of this study are also in accordance with the results of researchs from Diah et al. (2019), Ikanubun & Setyawati (2019), Ramadania dkk. (2022), and Satria & Kaihatu (2022).

The Second Hypothesis in this study which states that Scarcity Message has a positive and significant influence on Impulsive Buying is rejected. There

is positive influence between Scarcity Message on Impulsive Buying as seen from the positive Original Sample value of 0.025, but there is no significant statistical evidence (T Statistics = 0.284, P Value = 0.777) to support the relationship between Scarcity Message and Impulsive Buying. The S-O-R theory by Hovland (1953) stated that there will be no direct influence between the relationship between Scarcity Message as a external stimulus and Impulsive Buying as a response. Theoretical concept which states that when the stimulus comes from an external individual, the stimulus requires process of reception in the form of an organism in an individual first in order to produce a response. The direction of the relationship created is Scarcity Message towards Impulsive Buying, but an organism process is needed in customers in the form of receiving a stimulus to produce a response. This is in accordance with the results of the research from Fathia & Vania (2023).

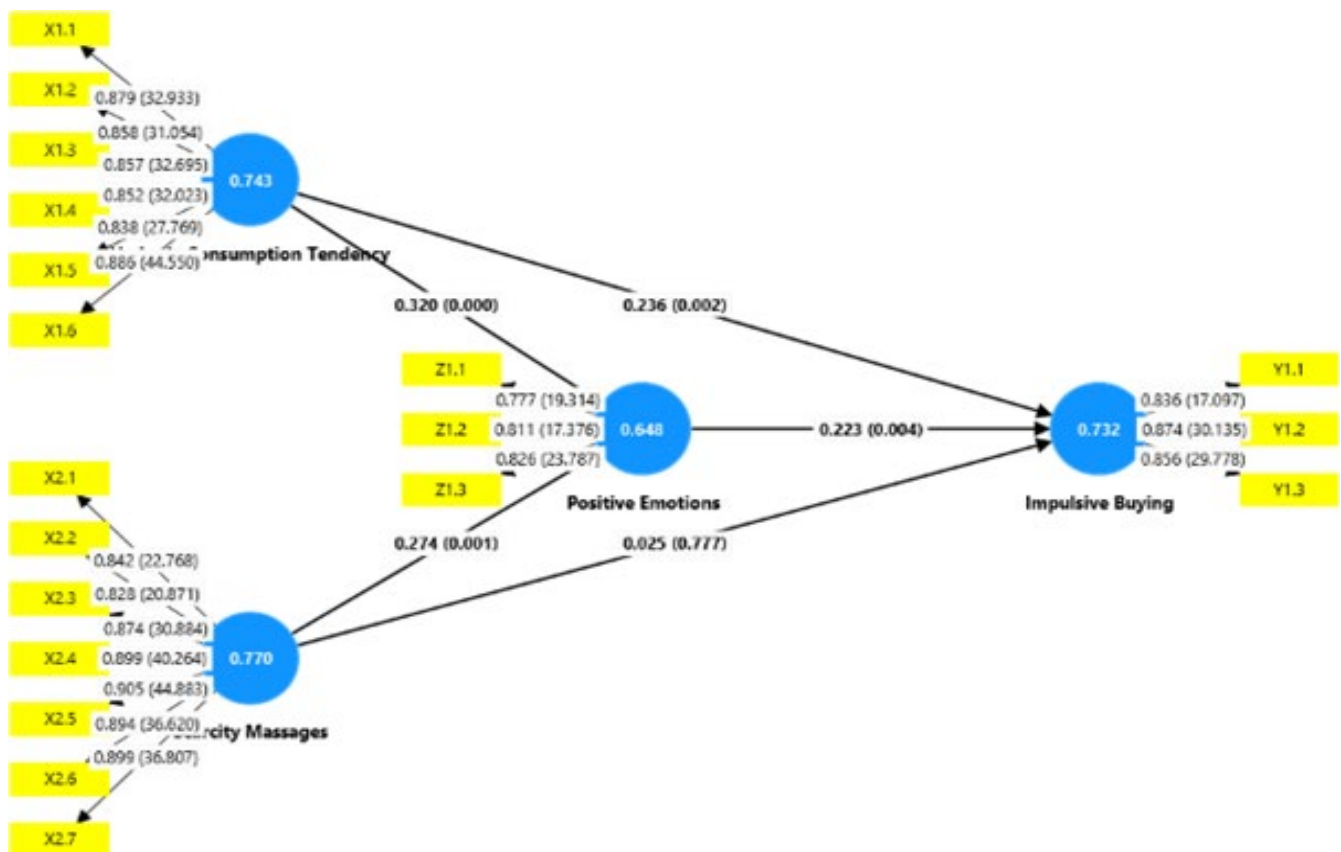


Figure 3 Bootstrapping SmartPLS 4.0

Table 3. Path coefficients & indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values
Hedonic Consumption Tendency → Impulsive Buying	0.236	0.238	0.077	3.050	0.002
Scarcity Message → Impulsive Buying	0.025	0.033	0.089	0.284	0.777
Hedonic Consumption Tendency → Positive Emotions	0.320	0.319	0.082	3.913	0.000
Scarcity Message → Positive Emotions	0.274	0.276	0.080	3.414	0.001
Positive Emotions → Impulsive Buying	0.223	0.224	0.078	2.872	0.004
Hedonic Consumption Tendency → Positive Emotions → Impulsive Buying	0.071	0.071	0.031	2.288	0.022
Scarcity Messages → Positive Emotions → Impulsive Buying	0.061	0.062	0.029	2.087	0.037

The Third Hypothesis in this study which states that Hedonic Consumption Tendency has a positive and significant influence on Positive Emotions, can be accepted. There is positive influence between Hedonic Consumption Tendency on Positive Emotions as seen from the positive Original Sample value of 0.320 and statistically significant evidence (T Statistics = 3.913, P Value = 0.000). Hedonic Consumption Tendency that is inherent in customers significantly causes Positive Emotions, such as the more hedonism in customers, the more positive emotions are felt when shopping. Materialism reflects the value of luxury that provides certain satisfaction for an individual (Andrini et al. 2024). The result of this study are also in accordance with the results of researchs from Ikanubun & Setyawati (2019), Hidayah & Marlana (2021), and Cahyani & Marcelino (2023).

The Fourth Hypothesis in this study which states that Scarcity Message has a positive and significant influence on Positive Emotions can be accepted. There is positive influence between Scarcity Message on Positive Emotions as seen from the positive Original Sample value of 0.274 and statistically significant evidence (T Statistics = 3.414, P Value = 0.001). The more effective the application of Scarcity Message as a stimulus in influencing customer psychology, the organism process within the customer will produce positive affective and cognitive conditions in shopping. The result of this study are also in accordance with the results of researchs from Fathia & Vania (2023) and Qu et al. (2023).

The Fifth Hypothesis in this study which states that Positive Emotions have a positive and significant influence on Impulsive Buying can be accepted. There is positive influence between Positive Emotions on Impulsive Buying as seen from the positive Original Sample value of 0.223 and statistically significant evidence (T Statistics = 2.872, P Value = 0.004). Positive Emotions in customers increase spontaneous buying without going through a mature consideration process because customers are already influenced by Positive Emotions such as comfort, joy, and enthusiasm. The result of this study are also in accordance with the results of researchs from Diah et al. (2019), Febria & Oktavio (2020), Hidayah & Marlana (2021), Ramadania et al. (2022), and Fathia & Vania (2023).

The Sixth Hypothesis in this study which states that Hedonic Consumption Tendency mediated by Positive Emotions has a positive and significant influence on Impulsive Buying, can be accepted. The positive influence can be seen from the positive Original Sample value of 0.071 and significant statistical evidence (T Statistics = 2.288, P Value = 0.022). The S-O-R by Hovland (1953) described a sequel relationship that starts from the Stimulus influencing the Organism, then the Organism will influence the Response. Based on that theory, it is shows that the success of Hedonic Consumption Tendency as an internal stimulus is determined by the process of acceptance by customers or called organisms in the form of Positive Emotions so that it can end with a response in the form of Impulsive Buying. The result of this study are also in accordance with the result of researchs from Setiawan & Sahetapy (2022).

The Seventh Hypothesis in this study which states that Scarcity Message mediated by Positive Emotions has a positive and significant influence on Impulsive Buying, can be accepted. The positive influence can be seen from the positive Original Sample value of 0.061 and statistical evidence (T Statistics = 2.153, P Value = 0.037). So it can be concluded that most of the research respondents, namely Shopee Live customers in Surabaya City, considered that the pressure of limited time in buying a product would trigger positive emotions in the form of happiness if they succeeded in buying the product. The effectiveness of implementing the Scarcity Message strategy in creating Positive Emotions can be increased by providing a Gamification concept such as when customers try to complete challenges in a game that triggers customers to compete more to get products that are sold for a limited time or limited quantities. The result of this study are also in accordance with the result of researchs from Fathia & Vania (2023).

Managerial Implication

The managerial implications in this study are expected to provide insight for researchers and Shopee Management in implementing strategies according to the measurable test results. Based on the phenomenon of increasing impulsive buying in customers when shopping via live streaming shopping, the development of the Shopee Live feature is very necessary so that it can catch the opportunity for a customer's impulsive buying. Shopee can increase the level of customer consumption that tends towards hedonism by always being adaptive to the development of business trends because customers who tend to be hedonistic will always follow the development of trends in finding new products that better suit their needs. Shopee can set the algorithm by increasing product advertisements or live streaming activities of a product that is currently being hotly discussed by customers. That way, Shopee will find it easier to generate sales because it has succeeded in capturing a target market that always follows the development of product trends. Shopee can increase product value by providing an impression of exclusivity that can be formed from the production stage to sales. Shopee should be able to apply the level of exclusivity of live streaming carried out by sellers so that customers can be more challenged and feel important to make purchases quickly on live streaming with a high level of exclusivity. Shopee can apply the gamification concept with interesting promotions, one

of which is through scarcity messages. Gamification can increase customer engagement in shopping through live streaming because customers feel that shopping online is like playing a game with a full of interesting challenges because of the warning notifications regarding time limits in purchasing products or product quantity limitations.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results of the study indicate that 6 of the 7 hypotheses proposed in this study can be accepted and 1 hypothesis is rejected. Hedonic consumption tendency and positive emotions positively and significantly influence impulsive buying on Shopee Live customers in Surabaya City; scarcity messages positively but not significantly influence impulsive buying on Shopee Live customers in Surabaya City; hedonic consumption tendency and scarcity messages positively and significantly influence positive emotions on Shopee Live customers in Surabaya City; and hedonic consumption tendency and scarcity messages positively and significantly influence impulsive buying through the mediation role of positive emotions on Shopee Live customers in Surabaya City.

Recommendations

Suggestions in this study will be addressed to further researchers and Shopee management. The researcher hopes that the suggestions given can be used as a new perspective that is useful for the intended parties. Suggestions that can be conveyed by researchers to further researchers are that further researchers in strengthening the theoretical basis of the research to be carried out should be able to quote from the results of this study, enrich the writing, and strengthen the theoretical basis, especially regarding the influence of Scarcity Message on Positive Emotion and Impulsive Buying and the influence of Scarcity Message on Impulsive Buying mediated by Positive Emotions. The suggestions conveyed by researchers to Shopee management, especially those in Surabaya City, are to continue to maintain comfort and convenience in order to increase impulsive buying that occurs through the Shopee Live feature, strengthen the algorithm for each new seller who first does live streaming by recommending to potential customers, and apply

the gamification concept to the Shopee Live feature, especially in terms of implementing scarcity messages, so that customers will be more motivated to buy products spontaneously.

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