

# **The Impact of Hedonic Shopping Motivation, Live Streaming, and Flash Sales on Impulse Buying Behavior: A Study of Shopee E-Commerce Users in Semarang**

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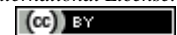
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## **Abstract**

Hedonic shopping motivation, live streaming e-commerce, and flash sales together can lead to impulsive purchasing. This research focuses on the impacts of hedonic shopping and live stream flash sales on impulse buying on the Shopee e-commerce platform of the millennial population. This is primarily quantitative research, which exploits associative methodology based on primary data. The primary sample includes about 50 respondents, ranging from 18 to 35 years, and currently located in Semarang Regency, Indonesia. The 50 'target' respondents were collected using purposive sampling techniques. The data were collected via online questionnaires based on a 5-Likert scale. Data were analysed using multiple linear regression and SmartPLS 4.1.1.2, from which the final thesis was confirmed. According to the outcomes of the study, the 4 hypotheses were accepted and confirmed. The data shows that the 3 chosen independent variables do, in fact, promote impulse buying on the Shopee platform. Then simultaneously, it was found that the hedonic shopping motivation, live streaming, and flash sale variables had an effect on impulse buying.

**Keywords:** Hedonic Shopping Motivation, Live Streaming, Flash Sale, Impulse Buying, Shopee.

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## **1. Introduction**

In recent years, emerging e-commerce has gained momentum, making Shopee one of the pioneers of e-commerce in Indonesia. This is attributed to its ease of access, increased product adoption, and effective marketing strategies. One marketing strategy that has caught the attention of many is the addition of live video streaming to digital shopping, which, combined with flash sales promotions, has created a significant impact on shopping, and even more so on impulse purchases by users [1]. This impulsive behavior refers to the tendency to purchase unplanned goods, and is driven by emotions and hedonic shopping motivations [2]. Under certain conditions, hedonic shopping motivations that drive consumer spending play a crucial role, where consumers carry out shopping activities to obtain pleasure and emotional satisfaction, and where impulsive payments occur when positive feelings increase [3].

Related to e-commerce platforms the same as Shopee, shoppers' enjoyment and overall experience in interacting with the platform can be influenced by engaging and interactive experiences like live shopping, which enhance the overall shopping experience [1]. Other than shopping just for fun, aspects like the services provided by online shopping sites like Shopee affect impulsive buying the most. Take Shopee Paylater as an example; it enhances convenience during payment and deeply motivates users to make snap judgments and purchases, irrespective of the payment's future consequences [4].

Flash sales are another effective marketing strategy in increasing impulse buying interest, with limited time and attractive offers that often create a sense of urgency among buyers, triggering them to make a purchase even if they do not need the product [5]. Hedonic shopping motivations, flash sales, and live broadcasting shopping assist in cultivating shopping impulsively. These three elements complement each other, creating a shopping experience that is not only enjoyable but also encourages consumers to take action more quickly [2].

The challenge faced by Shopee is balancing improving the user experience with reducing perceived risk, which can hinder consumers from making impulse purchases. This way, the platform can more optimally utilize hedonic elements and interactive features to increase sales driven by impulsive behavior [6]. Further research in this area is expected to provide more information regarding the influence and interaction of these factors on user decisions in e-commerce shopping. Research by Kredivo and Katadata Insight Center shows that the increasing average e-commerce transaction value is primarily driven by Gen Z and Millennials, who account for 85% of total e-commerce transactions. 85% of these transactions come from consumers aged 18 to 35, with the following breakdown: 36% are aged 18-25, and 49% are aged 26-35.

Based on SEMRUSH data, the decline in monthly visits to most e-commerce sites shows a steady negative trend in Indonesia, especially Shopee. In April 2025, Shopee Indonesia recorded a total of 132

million visits, indicating a 10.6% decrease compared to 147.7 million visits in the previous month. Monthly visits in April 2025 contributed 10.6% to Shopee's revenue, indicating a decline. Tokopedia also recorded a similar decline, changing from 71.3 million visits in March 2025 to 64.9 million visits in April 2025, indicating a decline of 8.9%. Next number of E-Commerce site visits on Figure 1.



Figure 1. Number of E-commerce Site Visits

This phenomenon was the primary reason Shopee was chosen as the research object. As an e-commerce platform with a broad user base and a complex ecosystem, analyzing the causes of this decline in visits can provide deeper insights into consumer behavior, which tends to shift in the competitive dynamics of the e-commerce industry in Indonesia. This research aims to understand changes in consumer behavior, the dynamics of e-commerce competition, and the effectiveness of marketing strategies for millennial users. The results are expected to provide stakeholders with insights into formulating adaptive and innovative strategies to maintain a competitive advantage.

This study attempts to integrate hedonic shopping motivation, live streaming, and flash sales as factors driving impulsive buying behavior on the e-commerce platform Shopee. Hedonic motivation makes shopping enjoyable, live streaming increases interactivity and urgency, while flash sales create time pressure, resulting in unexpected purchases. This research's focus on millennial Shopee users in Semarang Regency provides a local perspective that helps practitioners in the field understand consumption patterns and formulate strategies. This study aims to show how the variables of hedonic shopping motivation, live broadcasts, flash sales, and impulse buying are interrelated, as shown in Figure 2.

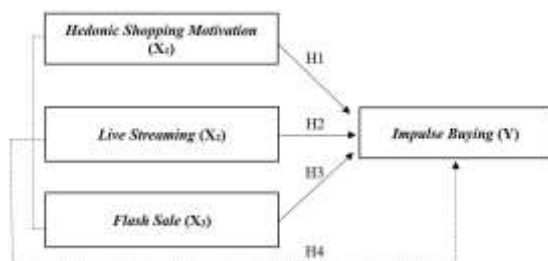


Figure 2. Conceptual Model

Hypothesis development in this research includes Hedonic Shopping Motivation on Impulse Buying. Hedonic Shopping Motivation is the need a person has to shop for fulfilling emotional needs and enjoyment, regardless of the usefulness of the item purchased.

Udiyana and Panasea [7], state that hedonic motivation contributes to the overall shopping experience and increases the desire for impulse purchases. Moreover, Cahyani and Marcelino [8] highlight that positive feelings serve as a vital moderating factor between hedonic motivation and impulse purchases. H1: Hedonic Shopping Motivation has a positive and significant impact on Impulse Buying.

Live Streaming on Impulse Buying. The live streaming feature in e-commerce creates real-time interactions between consumers and sellers, which influences consumer emotions and trust in products. Sapa et al. [9] explained that the live streaming factor has a significant impact and can increase impulse buying behavior. H2: Live Streaming has a positive and significant impact on Impulse Buying. Flash Sale on Impulse Buying. Flash sales, as a marketing strategy that offers large discounts for a limited time, have proven effective in creating a sense of urgency in consumers. Research by Andriyana et al. [10] states that time constraints in flash sales trigger emotional stress and the urge to make purchases without careful consideration. H3: Flash Sale has a positive and significant impact on Impulse Buying.

Hedonic Shopping Motivation, Live Streaming, and Flash Sales on Impulse Buying. These three variables collectively create a pleasurable shopping experience while encouraging impulse buying behavior. According to research by Elida et al. [11], the interaction between hedonic motivation, visual experience through live streaming, and the urgency of flash sales can reduce consumer self-control and increase impulse buying. H4: Hedonic Shopping Motivation, Live Streaming, and Flash Sale have a positive and significant impact on Impulse Buying.

## 2. Research Methods

This research is quantitative and is a causal associative research that has the goal in the process of identifying the relationship between two or more variables [12]. The instrument in this research uses a questionnaire with a Likert scale. The main focus in this research is used to analyze the impact of live streaming variables, hedonic shopping motivation and flash sales on impulse buying behavior among the millennial generation with the criteria of respondents aged 28-35 years who use the Shopee e-commerce application domiciled in Semarang Regency. The population is the entire unit of analysis that the researcher wants to study [13]. The population consists of all millennial generation Shopee e-commerce users in Semarang Regency. This research follows a stratified method of sampling for data collection whereby analysis employs the Multiple Regression method. A theoretical model consisting of independent and dependent variables is processed using Smart PLS application version 4.1.1.2.

### 3. Results and Discussion

Table 1. Respondent Description

Category	Frequency	Percentage
Gender		
Male	11	22%
Female	39	78%
Age		
28-31	33	66%
32-35	17	34%
Transactions in 1 month		
1-3 times	37	74%
4-5 times	4	8%
> 5 times	9	18%

Respondents in this research were predominantly female (39 people) and male (11 people) (22%). Meanwhile, based on age data, respondents aged 28-31 years (66%) compared to respondents aged 32-35 years (34%). Then the description of the number of transactions using the Shopee application in one month is the majority of 1-3 transactions as many as 37 people (74%), followed by the number of transactions >5 times as many as 9 people (18%) and finally 4-5 transactions on the Shopee e-commerce as many as 4 people (8%). Convergent validity is part of the measurement model called the outer model in SEM-PLS. A variable is considered reliable if the Cronbach's alpha value is above 0.7, with a maximum value of  $\leq 0.95$  [14]. The research results in Table 2 show that all indicators meet the AVE standard. Next convergent validity on Table 2.

Table 2. Convergent Validity

	Average Variance Extracted (AVE)
FS	0.708
HSM	0.674
IB	0.716
LS	0.764

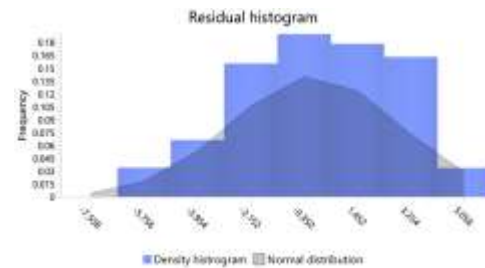
Construct feasibility refers to a measuring instrument recognized as being able to consistently measure the same construct. To measure feasibility, two events must be carried out, namely, Cronbach's alpha and composite reliability. A construct is said to be reliable if the Cronbach's alpha is greater than 0.70, and in such a case, the reliability can be deemed as acceptable [15]. In this case, the values of Cronbach's alpha and composite reliability as illustrated in Table 3 are all above 0.70.

Table 3. Composite Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
FS	0.826	0.889	0.906
HSM	0.903	0.912	0.925
IB	0.868	0.875	0.910
LS	0.896	0.904	0.928

The normality test uses a residual histogram in PLS, a graph that shows the distribution of standardized residuals across all observations and includes all data. Normally distributed residuals occur when the histogram is bell-shaped and evenly distributed around zero, meaning the assumption of normality is likely met [16]. Next Residual Histogram on Figure 3.

Figure 3. Residual Histogram



Based on the results of the test shown in Figure 3, the residual histogram can be described as forming a bell shape. This means the data set can be classified as approximately normal. Using the SmartPLS software version 4.1.12, the presence of multicollinearity was assessed and measured by the VIF approach. As discussed, multicollinearity is the linear interrelationship among the independent variables of a regression model [17]. In VIF analysis, it is mandatory that the VIF value is under 5. A value that exceeds 5 shows the presence of collinearity among the constructs [16]. As presented in Table 4, the VIF value is less than or equal to 5, showing that this study did not have a multicollinearity issue.

Table 4. VIF Values

	VIF
Flash Sale	2.406
Hedonic Shopping Motivation	1.747
Live Streaming	2.233

In regression analysis, the Breusch-Pagan test has been shown to carry more accuracy when determining covariate relationships within regression analysis and confirms the existence of relative dependence [18]. Test results shown in Table 5, secured by Hair et al. [16], denote a P-value of 0.800, and relative independence, as hypothesised, displays no disparity that exists, as the P-value remains above 0.05.

Table 5. Breusch-Pagan Test

	Test-Statistic	df	P value
Breusch-Pagan Test	1.004	3	0.800

Predicting multi-variate outcomes based on multiple dependent variables is what multiple linear regression techniques specialise in [19]. It is multiple linear regression that estimates how the independent variables behave relative to the dependent variable. SmartPLS 4 data processing results, depicted in Table 6 and Figure 3, are presented in Table 6 and Figure 3. Figure 3 and Table 6 provide the data to develop the regression function:  $Y = 0.000 + 0.257 X_1 + 0.276 X_2 + 0.304 X_3$ .



Figure 3. Graphical Output

Table 6. Summary Coefficients

	Standardized	SE	T value	P value
Flash Sale	0.304	0.128	2.825	0.006
Hedonic Shopping Motivation	0.257	0.072	2.802	0.006
Live Streaming	0.276	0.104	2.658	0.009
Intercept	0.000	1.317	0.565	0.573

The t-test aims to compare whether the mean of a population or two populations differs significantly [20]. In the regression coefficient, it is considered significant if the P-value is  $\leq 0.05$ . The Influence of Hedonic Shopping Motivation on Impulse Buying. According to table 6, the test result of hedonic shopping motivation and impulse buying is considered accepted because the P-value of hedonic shopping motivation was less than 0.05, which is 0.006. Thus, hedonic shopping motivation was positively correlated with impulse buying and more than likely accepted. The Influence of Live Streaming on Impulse Buying. In Table 6, the output results can be visualized where the P-value of live streaming is  $0.009 \leq 0.05$ , which shows that live streaming has a significant positive impact on the impulse buying factor (accepting hypothesis 2).

The Effect of Flash Sales on Impulse Buying. Also with respect to Table 6, the P-value for flash sales showed an output of 0.006 which is  $\leq 0.005$  which means that indeed, the flash sale variable has a statistically significant positive impact on the impulse buying variable (accepting hypothesis 3). The main goal of the F test is to determine if the two dependent variables that the F test is focusing on are used simultaneously and to what extent they are important to the independent variable [21]. Based on the results of Table 7, the P value is 0.000, and the significance value is set to 0.05; therefore,  $H_0$  is rejected, meaning there is a substantial effect.

Table 7. F test

	Sum square	df	Mean square	F	P value
Total	1171.710	99	0.000	0.000	0.000
Eroe	542.341	96	5.649	0.000	0.000
Regression	629.369	3	209.790	37.135	0.000

Measuring how much a model explains the changes in the outcome variable is referred to as the coefficient of determination in regression analysis. There are three categories for values of R-square. A value of 0.75 indicates a strong model, 0.50 represents a moderate model, and 0.25 signifies a weak model [22].

Examining the results presented in Table 8, which is repeated for ease of reference below, the adjusted R-square value of 0.523 is indeed consistent with a moderate model. From Table 8, we observe that the adjusted R-square result for the impulse buying variable is 0.523, which means the impulse buying variable is explained by 52.3% through the other variables of hedonic shopping motivation, live streaming, and flash sales.

Table 8. R-Square Value

	Impulse Buying
R-square	0.537
R-square adjusted	0.523
Durbin-Watson test	1.628

The Effect of Hedonic Shopping Motivation on Impulse Buying. The results of the hypothesis testing conducted in this research have confirmed that the Hedonic Shopping Motivation variable has a positive and significant influence on Impulse Buying. The research results found a P-value of 0.006, which falls within the significance level of 0.05. This confirmation also supports the findings of Ifitah et al. [23], which indicated that the influence of hedonic shopping motivation is partial and significant on impulsive buying among Shopee consumers in Semarang City. Natalie et al. [24] also corroborated this finding, as they discovered that hedonic shopping motivation significantly affected the e-impulse buying variable on Shopee. Hence, it can be concluded that the first hypothesis has been proven. The Effect of Live Streaming on Impulse Buying. Based on the analysis conducted in this study, the hypothesis testing results show a high positive correlation between the Live Streaming and Impulse Buying variables. The analysis in this study yielded a P-value of 0.006, which is less than the 0.05 threshold. According to Septiyani and Hadi [25], live streaming positively impacts impulse purchases on the Shopee platform. Thus, it is safe to say that the second hypothesis is true.

The Effect of Flash Sale on Impulse Buying. The outcome of this research suggests that there is a considerable positive influence of the Flash Sale variable on Impulse Buying. This is evident with a P-value of 0.009 which is still under the threshold of 0.05. These findings coincide with Syauqi et al. [26] who concluded that the Flash Sale variable has a considerable, partial positive influence on impulse buying behaviour. Similarly, a study by Septiyani and Hadi [25], substantiates this with a considerable positive influence on impulse buying. This leads to the conclusion that the third hypothesis is indeed confirmed. The Influence of Hedonic Shopping Motivation, Live Streaming, and Flash Sales on Impulse Buying. Analysing the results from the fourth hypothesis showed that the variables Hedonic Shopping Motivation, Live Streaming, and Flash Sale all greatly affect the Impulse Buying factor as one [27]. The simultaneous testing results indicate an influence, as backed with a significance value  $\leq 0.05$ , thus showing that  $H_0$  is rejected, which suggests that



influence is present. This means that the fourth hypothesis can be confirmed.

#### 4. Conclusion

Considering the metrics from the hypothesis test, proof was found supporting the idea that the variables hedonic shopping motivation, live streaming, and flash sales contribute positively to the levels of impulse buying by millennials e-commerce users in the Semarang Regency. We can conclude from our research that hedonic shopping motivation positively affects impulse buying which means hedonic shopping motivation can stimulate more impulse buying. The live streaming factor can increase impulse buying among Shopee users because the direct interaction between streamers and Shopee e-commerce users can create impulse buying. Flash sales influence the millennial generation of Shopee users, which can increase impulse buying because they take advantage of the momentum of time and limited products. Further research should explore other emotional and perceived enjoyment variables, as well as other digital literacy moderating variables. The research can be extended to other e-commerce platforms such as Tokopedia or TikTok Shop to analyse the effect of different features on impulse buying. Flash sales and live streaming videos can be evaluated to determine the direct effect on customer buying behaviour using experimental or longitudinal methods. Most importantly, we need to understand how local SMEs can use these digital methods to enhance competitive advantage and sales.

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