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Shopping Lifestyle and Sales Promotion Effects on Impulsive Buying Through Positive Emotion Among Shopee Users in Balikpapan

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ABSTRACT

This study examined associations among shopping lifestyle, sales promotion, positive emotion, and impulsive buying among Shopee users in Balikpapan, Indonesia. A cross-sectional explanatory survey collected responses from 140 purposively selected users. The questionnaire assessed four reflective constructs using 28 five-point Likert items, and the reported data were analyzed with partial least squares structural equation modeling in SmartPLS 4. The hypothesis-testing table reported positive associations between shopping lifestyle and impulsive buying (β = 0.611, p < 0.001), sales promotion and impulsive buying (β = 0.265, p = 0.021), shopping lifestyle and positive emotion (β = 0.387, p < 0.001), sales promotion and positive emotion (β = 0.475, p < 0.001), and positive emotion and impulsive buying (β = 0.286, p = 0.001). Indirect relationships through positive emotion were also reported for shopping lifestyle (β = 0.111, p = 0.015) and sales promotion (β = 0.136, p = 0.003). The model accounted for 71.7% of variance in impulsive buying and 65.4% in positive emotion. These associations suggest that shopping orientation, promotional incentives, and affective experience jointly characterize spontaneous purchasing in the surveyed group, although the cross-sectional design precludes causal conclusions.

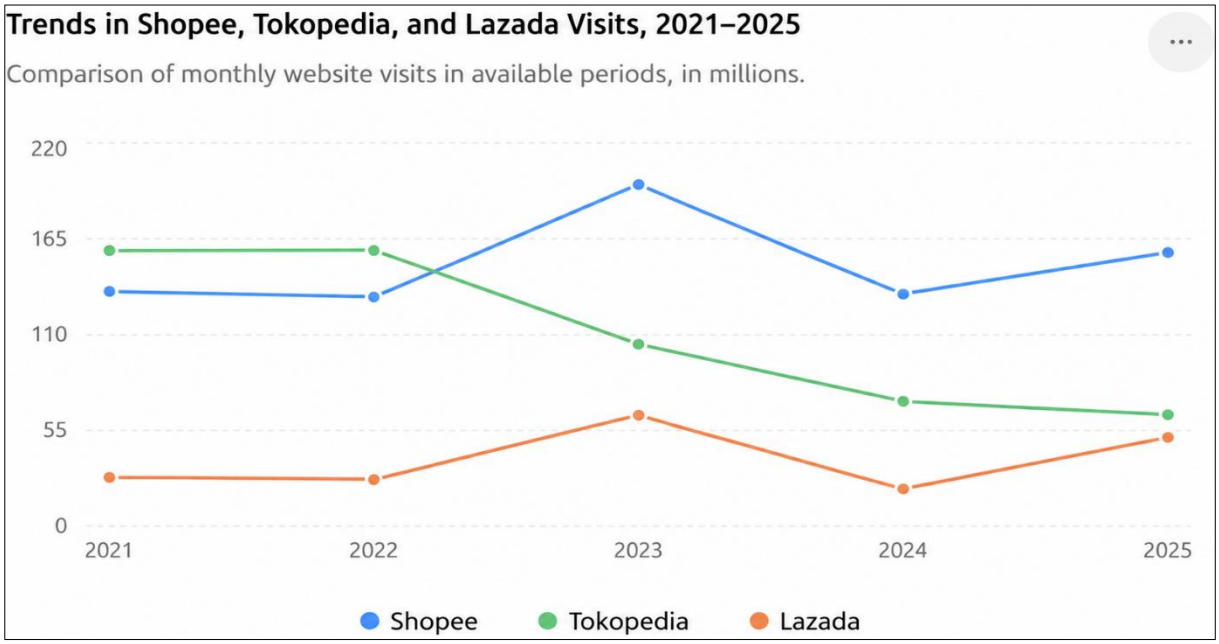
Keywords: Impulsive Buying; Positive Emotion; Sales Promotion; Shopee; Shopping Lifestyle.

1. INTRODUCTION

Indonesian consumers encounter product recommendations, vouchers, free-shipping offers, and limited-time promotions within the same mobile shopping session. National reports indicate extensive internet use and a competitive e-commerce environment (Asosiasi Penyelenggara Jasa Internet Indonesia, 2025; Kemp, 2024; Ahdiat, 2024). Shopee's promotional features provide a setting in which consumers can move quickly from browsing to checkout (Shopee, n.d.). This convenience raises a behavioral question: why do some users make unplanned purchases while others continue to deliberate? International evidence indicates that platform design, individual dispositions, and situational cues can contribute differently to online impulse buying (Redine et al., 2023; Kaur & Sharma, 2024; Anoop & Rahman, 2025). Examining those mechanisms in Balikpapan may clarify the relationships observed in a city-specific group of Shopee users.

Impulse buying is commonly understood as a spontaneous purchasing response that is not fully planned before exposure to a shopping opportunity (Stern, 1962; Rook & Fisher, 1995; Beatty & Ferrell, 1998). Digital shopping can intensify such responses because consumers encounter content and transaction options without leaving the interface. Studies of social commerce have associated impulsive behavior with platform experience, individual tendencies, and social exposure (Ampadu et al., 2022; Anindito & Handarkho, 2022; Gulfraz et al., 2022). Research among young consumers additionally identifies the relevance of fashion interests and social-media content, although such settings are not identical to conventional marketplace browsing (Djafarova & Bowes, 2021; Nyrhinen et al., 2024). Emotion may accompany these decisions, but its role should be distinguished from unplanned purchase behavior itself (Arruda Filho & Oliveira, 2023; Mandolfo & Lamberti, 2021). This distinction is essential for identifying the contribution of positive emotion within the present model. To situate the study in the broader

Indonesian marketplace, Figure 1 reproduces the original manuscript's comparative visitor chart for major platforms.



Source: iPrice, Similarweb, Semrush, and Statista, as identified in the original manuscript; observation periods differ across years.

Figure 1. E-commerce visitor trends in Indonesia from 2021 to 2025

Figure 1 displays the reported visitor patterns for Shopee, Tokopedia, and Lazada between 2021 and 2025. The graphical comparison offers a market backdrop rather than a variable in the hypothesis model. Visits are expressed in millions, according to the original figure. Because the cited sources and observation periods differ by year, the trajectories should not be interpreted as a harmonized longitudinal series. The chart consequently provides descriptive context but does not establish changes in the behavior of the Balikpapan respondents.

Shopping lifestyle refers to the importance of shopping within consumers' interests, routines, and product choices. Previous Indonesian studies have connected shopping orientation with impulse purchasing in Shopee and related markets (Alfiyah & Prabowo, 2021; Pertiwi & Wibowo, 2022; Lestari et al., 2023). International research also suggests that consumers' characteristics, social identification, and enjoyment-related experiences can shape unplanned buying (Chen, Min, & Xu, 2021; Bao & Yang, 2022; Cavazos-Arroyo & Máynez-Guaderrama, 2022). Yet shopping interest should not be equated with a purchase mechanism, because consumers may browse extensively without buying. Findings on individual differences and contextual shopping cues reinforce the need to distinguish predisposition from an immediate response (Deng et al., 2023; Tan et al., 2023). Accordingly, the present study treats shopping lifestyle as an explanatory construct related to both positive emotion and impulsive buying.

Sales promotion introduces incentives into that consumer decision process, including coupons, discounted prices, and free shipping (Kotler & Keller, 2016; Belch & Belch, 2021; Kotler et al., 2022). Research on online promotions suggests that promotional messages can coincide with buying urgency and affective reactions rather than operate through price alone (Luo, Cheng, et al., 2021; Marjerison et al., 2022). Time pressure and anticipated feelings have also been examined in live-commerce promotions (Sun et al., 2023; Qu et al., 2023). However, findings from livestreaming, online flash shopping, and standard marketplace interfaces should not be treated as interchangeable. Studies on marketing cues and social-shopping experiences underscore this contextual variation (Chen, Wang, et al., 2022; Luo, Cheah, et al., 2024). The present model

therefore estimates the distinct association of sales promotion with impulsive buying and the association operating through positive emotion.

The stimulus–organism–response perspective provides a framework for considering how external stimuli relate to internal states and behavioral responses (Mehrabian & Russell, 1974). In this study, promotional cues are treated as potential stimuli, positive emotion as an internal affective state, and impulsive buying as a behavioral response, while shopping lifestyle represents an individual shopping orientation. Empirical research has connected digital commerce cues with pleasure, arousal, flow, and impulse-buying outcomes (Lee & Chen, 2021; Gao et al., 2022; Dong et al., 2023). Emotional processes have also been studied in online beauty purchases and more general e-commerce experiences (Golalizadeh et al., 2023; Herzallah et al., 2022). Studies of social-media use caution that emotional effects may depend on engagement patterns and consumer characteristics (Chen, Zhi, & Chen, 2022; Hu et al., 2023). Positive emotion is therefore examined as a statistical mediator rather than assumed to be a proven causal mechanism.

Existing work does not suggest one uniform route to impulse buying across platforms and populations. Among Shopee customers, previous Indonesian investigations have assessed shopping lifestyle, sales promotion, and positive emotion within related models (Sudyasjayanti & Lie, 2022; Wijayanto et al., 2023; Sandra et al., 2024). International analyses similarly identify multiple routes through shopping experience, social presence, and emotion, sometimes with differing effect magnitudes (Fu & Hsu, 2023; Liu et al., 2023; Xu et al., 2024). Reviews describe substantial variation in conceptual definitions, measures, and research settings (Bashar et al., 2022; Redine et al., 2023; Das et al., 2024). Balikpapan remains a relevant context because findings reported for other locations cannot automatically be transferred to its surveyed marketplace users (Pemerintah Kota Balikpapan, n.d.). The gap addressed here is thus contextual and comparative, not a claim that the constructs or their proposed relationships have never been studied.

This study examined seven hypothesized paths among shopping lifestyle, sales promotion, positive emotion, and impulsive buying among Shopee users residing in Balikpapan. Specifically, it evaluated five direct associations and two indirect associations through positive emotion using the reported PLS-SEM model. The study contributes a local comparison of the relative associations of consumer shopping orientation and promotional exposure within one marketplace sample. From a theoretical standpoint, the mediation specification offers a context-bound test of an affective pathway consistent with the stimulus–organism–response interpretation. From a practical standpoint, the results may help merchants consider how promotional experiences coexist with consumers' shopping dispositions. Because data were collected at one point in time using nonprobability sampling, the findings describe statistical associations and cannot establish temporal causality or population-wide effects.

2. METHOD

2.1. Research Design and Participants

This cross-sectional, quantitative explanatory survey examined associations among shopping lifestyle, sales promotion, positive emotion, and impulsive buying among Shopee users in Balikpapan, Indonesia. The analytic sample included 140 respondents selected using purposive, nonprobability sampling. Eligibility criteria were residence in Balikpapan, age 17–45 years, and at least one Shopee purchase during the preceding three months. The original data description covered gender, age, length of platform use, purchase frequency, and exposure to promotions. These criteria identify the sampled users, but the sampling method does not support probabilistic inference to all Shopee customers in Balikpapan (Sugiyono, 2019). The analysis accordingly describes associations within the purposively selected respondents rather than estimates for all local consumers.

2.2. Research Instrument

The questionnaire comprised 28 statements representing four reflective constructs: shopping lifestyle (eight items), sales promotion (six items), positive emotion (six items), and impulsive buying (eight items). Each statement was answered on a five-point Likert scale from strongly disagree (1) to strongly agree (5). Shopping lifestyle encompassed interest in products and brands, whereas sales promotion covered coupon, special-price, and shipping incentives. Positive emotion was operationalized using pleasure, arousal, and dominance, and impulsive buying covered purchase urge, available time, available money, and impulsive buying tendency. The operational framing drew on prior consumer and marketing research (Cobb & Hoyer, 1986; Beatty & Ferrell, 1998; Mehrabian & Russell, 1974; Kotler & Keller, 2016). Because dominance may reflect perceived control rather than positive valence, the emotional construct should be interpreted in light of its stated indicators.

2.3. Measurement and Statistical Analysis

The analysis began with reported item-correlation screening using a critical r value of 0.361 and a preliminary internal-consistency assessment. SmartPLS 4 was then used for partial least squares structural equation modeling of the four reflective constructs. The measurement model was assessed with outer loadings, cross-loadings, average variance extracted (AVE), Cronbach's alpha, composite reliability, and heterotrait–monotrait ratios (HTMT). The structural model was evaluated through path coefficients, t statistics, p values, R^2, adjusted R^2, and f^2 effect sizes. Hypotheses were judged using the reported bootstrapping output and a 0.05 significance threshold, following the general PLS-SEM framework described by Hair et al. (2022). The reported path estimates and significance statistics are presented as published, without introducing additional inferential tests. The sequence of analytical stages reported in the manuscript is summarized in the following flowchart.

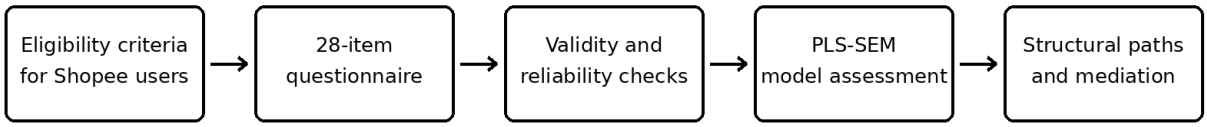


Figure 2. Analytical workflow reconstructed from the procedures reported in the manuscript

Figure 2 organizes the reported study steps from inclusion criteria to model testing. The respondents' eligibility rules define the population represented by the survey. The questionnaire supplies observed indicators for the four specified constructs. Initial instrument checks precede the PLS-SEM measurement and structural assessments. The flowchart summarizes reported stages only and does not imply additional data collection or analysis procedures. Figure 3 summarizes the proposed directions of the direct and mediated paths evaluated in the study.

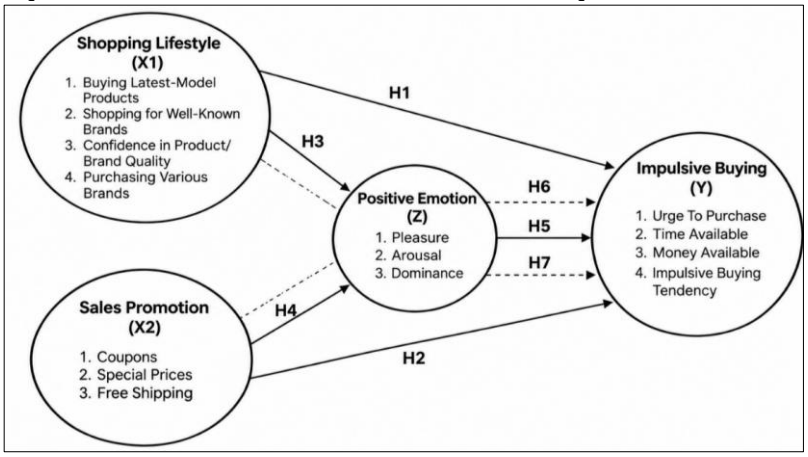


Figure 3. Research framework and proposed direct and indirect relationships

Figure 3 places shopping lifestyle and sales promotion as explanatory variables and impulsive buying as the primary response. Positive emotion is located between both explanatory variables and impulsive buying. The hypothesized direct links are shown separately from the routes passing through the mediator. The diagram specifies relationships to be tested rather than empirical results. This representation is consistent with the seven reported hypotheses but does not establish causal ordering.

3. RESULTS AND DISCUSSION

The results are organized into respondent profiles, preliminary instrument assessments, measurement-model diagnostics, and structural-model estimates. The data describe 140 Shopee users from Balikpapan who met the reported selection criteria. Demographic and behavioral summaries clarify which consumers are represented in the estimates. Psychometric results are then presented before the hypothesis tests because interpretation of latent-variable paths depends on the adequacy of their measurements. All statistics below reproduce the values reported in the original manuscript.

Table 1 presents the sample's gender distribution before the measurement results are considered. Of the 140 respondents, 85 were female and 55 were male. This balance describes only the surveyed group and does not demonstrate gender-specific differences in impulsive purchasing.

Table 1. Respondent Characteristics by Gender

Gender	Frequency	Percentage
Male	55	39%
Female	85	61%
Total	140	100%

Table 1 includes all 140 respondents in two recorded gender categories. Female participants account for 85 cases, while male participants account for 55. The corresponding proportions are shown as 61% and 39%. The figures establish the composition of the survey sample rather than a representative population distribution. Gender was described but was not included as a tested predictor in the reported structural model.

Table 2 presents the respondents' reported age categories. The largest category was 23–28 years (50 respondents), followed by 17–22 years (40 respondents). Reported percentages are retained as in the source table; individual percentages should be read as rounded descriptions of the underlying counts.

Table 2. Respondent Characteristics by Age

Age	Frequency	Percentage
17–22 years	40	29%
23–28 years	50	36%
29–35 years	32	23%
36–45 years	18	12%
> 45 years	0	0%
Total	140	100%

Table 2 identifies 23–28 years as the most common age range in the sample. The adjacent group aged 17–22 years comprises 40 participants. Respondents aged 29–35 and 36–45 years account for 32 and 18 participants, respectively. The category above 45 years contains no respondents, consistent with the reported inclusion criteria. The displayed 12% for ages 36–45 is the percentage printed in the source, although 18 of 140 is approximately 12.9%.

Table 3 describes the length of respondents' Shopee use. One hundred participants reported using Shopee for more than one year, compared with 28 who reported six months to one year and 12 who reported less than six months.

Table 3. Duration of Shopee Use

Duration of use	Frequency	Percentage
Less than 6 months	12	9%
6 months to 1 year	28	20%
More than 1 year	100	71%
Total	140	100%

Table 3 shows that most respondents were established Shopee users rather than very recent adopters. Specifically, 100 reported more than one year of use. Another 28 fell into the middle duration category. The shortest duration category included 12 respondents. Duration was a sample descriptor and was not modeled as a control variable in the reported hypotheses.

Table 4 reports the frequency of Shopee purchases within the preceding three months. The distribution differentiates consumers who made one to five purchases, six to ten purchases, or more than ten purchases.

Table 4. Shopping Frequency During the Preceding Three Months

Purchase frequency	Frequency	Percentage
Never	0	0%
1–5 times	55	39%
6–10 times	52	37%
More than 10 times	33	24%
Total	140	100%

Table 4 shows that the largest group made one to five purchases in the previous three months. The six-to-ten-purchase category contains almost as many respondents. Thirty-three respondents reported more than ten purchases. No participant reported zero purchases, as expected from the eligibility criterion. Purchase frequency describes recent activity and cannot alone distinguish planned purchases from impulsive ones.

Table 5 summarizes reported exposure to and use of Shopee promotions. Ninety-five respondents indicated that they had both seen and used promotional offers, while 45 had seen offers without using them.

Table 5. Exposure to and Use of Shopee Promotions

Response	Frequency	Percentage
Saw and used a promotion	95	68%
Saw but did not use a promotion	45	32%
Never saw a promotion	0	0%
Total	140	100%

Table 5 indicates that promotional content was familiar to the entire surveyed group. Ninety-five respondents had seen and used a promotion. Forty-five reported exposure without use. None selected the category indicating no promotional exposure. This split provides context for the sales-promotion construct but does not itself measure promotion-induced purchasing.

Table 6 presents preliminary item-correlation screening for all 28 questionnaire statements. The original assessment compared each item with a critical correlation of 0.361, which is reproduced without re-estimating the underlying correlations.

Table 6. Item Validity Screening

Construct	Item	Observed r	Critical r	Assessment
Shopping Lifestyle (X1)	SL1	.916**	0.361	Valid
Shopping Lifestyle (X1)	SL2	.947**	0.361	Valid
Shopping Lifestyle (X1)	SL3	.874**	0.361	Valid
Shopping Lifestyle (X1)	SL4	.831**	0.361	Valid
Shopping Lifestyle (X1)	SL5	.932**	0.361	Valid
Shopping Lifestyle (X1)	SL6	.969**	0.361	Valid
Shopping Lifestyle (X1)	SL7	.938**	0.361	Valid
Shopping Lifestyle (X1)	SL8	.784**	0.361	Valid
Sales Promotion (X2)	SP1	.914**	0.361	Valid

Construct	Item	Observed r	Critical r	Assessment
Sales Promotion (X2)	SP2	.832**	0.361	Valid
Sales Promotion (X2)	SP3	.853**	0.361	Valid
Sales Promotion (X2)	SP4	.873**	0.361	Valid
Sales Promotion (X2)	SP5	.721**	0.361	Valid
Sales Promotion (X2)	SP6	.874**	0.361	Valid
Positive Emotion (Z)	PE1	.743**	0.361	Valid
Positive Emotion (Z)	PE2	.852**	0.361	Valid
Positive Emotion (Z)	PE3	.772**	0.361	Valid
Positive Emotion (Z)	PE4	.906**	0.361	Valid
Positive Emotion (Z)	PE5	.919**	0.361	Valid
Positive Emotion (Z)	PE6	.945**	0.361	Valid
Impulsive Buying (Y)	IB1	.965**	0.361	Valid
Impulsive Buying (Y)	IB2	.903**	0.361	Valid
Impulsive Buying (Y)	IB3	.823**	0.361	Valid
Impulsive Buying (Y)	IB4	.944**	0.361	Valid
Impulsive Buying (Y)	IB5	.940**	0.361	Valid
Impulsive Buying (Y)	IB6	.951**	0.361	Valid
Impulsive Buying (Y)	IB7	.938**	0.361	Valid
Impulsive Buying (Y)	IB8	.908**	0.361	Valid

Table 6 lists item-correlation values for eight shopping-lifestyle indicators, six sales-promotion indicators, six positive-emotion indicators, and eight impulsive-buying indicators. Each value is greater than the stated critical r of 0.361. The smallest reported correlation among these entries is 0.721 for SP5. The table therefore supports the preliminary screening decision under the study's stated rule. It does not replace the subsequent construct-level validity tests in the PLS-SEM model.

Table 7 reproduces the preliminary internal-consistency statistics reported for each construct. Because the table displays one corrected item–total correlation and one alpha-if-deleted value per construct, its labels should not be mistaken for a conventional item-level diagnostic output.

Table 7. Preliminary Internal Consistency Statistics

Construct	Corrected item–total correlation	Cronbach's alpha if item deleted	Assessment
Shopping Lifestyle	0.955	0.941	Reliable
Sales Promotion	0.872	0.965	Reliable
Positive Emotion	0.945	0.954	Reliable
Impulsive Buying	0.952	0.946	Reliable

Table 7 reports one numerical pair for each of the four constructs. Its reported coefficients range from 0.872 to 0.955 in the item–total column. The alpha-if-deleted column ranges from 0.941 to 0.965. These figures were labeled reliable in the original manuscript. Because corrected item–total correlations and alpha-if-deleted statistics ordinarily refer to individual items, the summary should not be interpreted as a detailed item-level reliability audit.

Figure 4 shows the reported SmartPLS model, including the outer loading estimates and latent-variable paths. The diagram provides a visual summary of the estimation reported in the source manuscript.

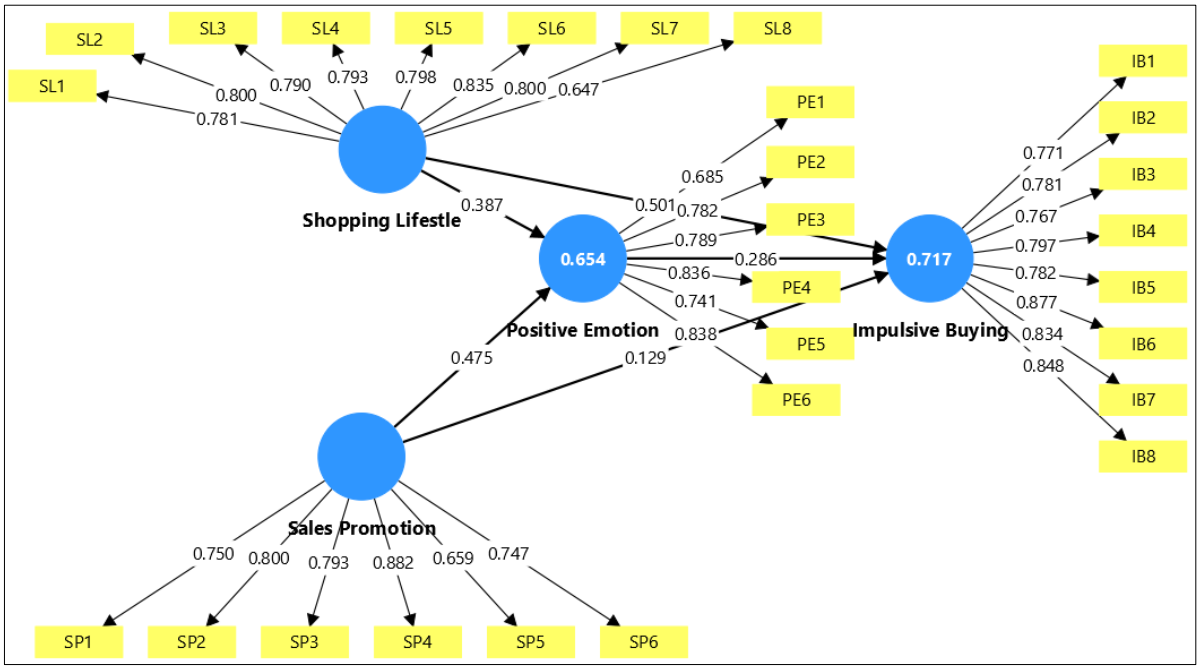


Figure 4. SmartPLS Measurement and Structural Path Diagram

Figure 4 depicts the reflective indicators surrounding four latent constructs in the SmartPLS model. The plot reproduces the source manuscript's outer loadings and path labels. The estimates for shopping lifestyle and sales promotion toward positive emotion agree with the corresponding values in Table 15. The two direct predictor-to-impulsive-buying labels differ from Table 15's reported coefficients. This difference is retained as a reporting limitation, and no substitute coefficient has been inferred.

Table 8 presents outer loadings for the 28 indicators of the reflective measurement model. Their reported magnitudes range from 0.647 to 0.882, so several items merit closer consideration even though the original table labels every item 'Valid.'

Table 8. Outer Loadings of the Measurement Model

Construct	Indicator	Outer loading	Assessment
Shopping Lifestyle	SL1	0.781	Valid
Shopping Lifestyle	SL2	0.800	Valid
Shopping Lifestyle	SL3	0.790	Valid
Shopping Lifestyle	SL4	0.793	Valid
Shopping Lifestyle	SL5	0.798	Valid
Shopping Lifestyle	SL6	0.835	Valid
Shopping Lifestyle	SL7	0.800	Valid
Shopping Lifestyle	SL8	0.647	Valid
Sales Promotion	SP1	0.750	Valid
Sales Promotion	SP2	0.800	Valid
Sales Promotion	SP3	0.793	Valid
Sales Promotion	SP4	0.882	Valid
Sales Promotion	SP5	0.659	Valid
Sales Promotion	SP6	0.747	Valid
Positive Emotion	PE1	0.685	Valid
Positive Emotion	PE2	0.782	Valid
Positive Emotion	PE3	0.789	Valid
Positive Emotion	PE4	0.836	Valid
Positive Emotion	PE5	0.741	Valid
Positive Emotion	PE6	0.838	Valid
Impulsive Buying	IB1	0.771	Valid

Construct	Indicator	Outer loading	Assessment
Impulsive Buying	IB2	0.781	Valid
Impulsive Buying	IB3	0.767	Valid
Impulsive Buying	IB4	0.797	Valid
Impulsive Buying	IB5	0.782	Valid
Impulsive Buying	IB6	0.877	Valid
Impulsive Buying	IB7	0.834	Valid
Impulsive Buying	IB8	0.848	Valid

Table 8 shows that most outer loadings fall around or above 0.70. The lowest estimates are SL8 at 0.647, SP5 at 0.659, and PE1 at 0.685. IB6 has the highest loading within the impulsive-buying block at 0.877. Indicators with lower values are not automatically invalid when reliability and convergent validity of the construct are otherwise adequate. Their retention nevertheless requires a conceptual assessment rather than reliance on the word 'Valid' alone.

Table 9 reports cross-loadings to assess whether each item relates more strongly to its intended latent construct than to other constructs. The original output presents a marginal exception for SL8, which loads 0.647 on shopping lifestyle and 0.650 on sales promotion.

Table 9. Indicator Cross-Loadings

Construct	Indicator	Shopping Lifestyle	Sales Promotion	Positive Emotion	Impulsive Buying
Shopping Lifestyle	SL1	0.781	0.613	0.531	0.762
Shopping Lifestyle	SL2	0.800	0.621	0.602	0.605
Shopping Lifestyle	SL3	0.790	0.537	0.510	0.548
Shopping Lifestyle	SL4	0.793	0.534	0.589	0.506
Shopping Lifestyle	SL5	0.798	0.603	0.642	0.656
Shopping Lifestyle	SL6	0.835	0.600	0.629	0.688
Shopping Lifestyle	SL7	0.800	0.576	0.620	0.741
Shopping Lifestyle	SL8	0.647	0.650	0.529	0.509
Sales Promotion	SP1	0.610	0.750	0.612	0.585
Sales Promotion	SP2	0.595	0.800	0.540	0.556
Sales Promotion	SP3	0.573	0.793	0.533	0.507
Sales Promotion	SP4	0.618	0.882	0.667	0.638
Sales Promotion	SP5	0.483	0.659	0.494	0.364
Sales Promotion	SP6	0.613	0.747	0.679	0.661
Positive Emotion	PE1	0.426	0.654	0.685	0.414
Positive Emotion	PE2	0.589	0.666	0.782	0.574
Positive Emotion	PE3	0.539	0.501	0.789	0.561
Positive Emotion	PE4	0.629	0.593	0.836	0.683
Positive Emotion	PE5	0.588	0.568	0.741	0.519
Positive Emotion	PE6	0.686	0.623	0.838	0.743
Impulsive Buying	IB1	0.674	0.560	0.675	0.771
Impulsive Buying	IB2	0.724	0.616	0.653	0.781
Impulsive Buying	IB3	0.588	0.549	0.645	0.767
Impulsive Buying	IB4	0.676	0.591	0.549	0.797
Impulsive Buying	IB5	0.643	0.551	0.557	0.782
Impulsive Buying	IB6	0.693	0.596	0.603	0.877
Impulsive Buying	IB7	0.598	0.612	0.602	0.834
Impulsive Buying	IB8	0.630	0.618	0.607	0.848

Table 9 enables a comparison of each indicator's own loading with its correlations to the remaining constructs. Most indicators attain their highest reported value for the intended construct. SL8 is the exception because its value for sales promotion is marginally higher than its shopping-lifestyle loading. This comparison raises an item-level discriminant-validity concern that is not eliminated by acceptable AVE values. Interpretation of shopping lifestyle's distinctiveness should therefore be appropriately qualified.

Table 10 presents HTMT ratios for the six pairs of latent constructs. The reported ratios lie between 0.797 and 0.880 and can be interpreted against the chosen discriminant-validity threshold.

Table 10. Heterotrait–Monotrait Ratios

	Impulsive Buying	Positive Emotion	Sales Promotion
Positive Emotion	0.833		
Sales Promotion	0.797	0.880	
Shopping Lifestyle	0.874	0.830	0.851

Table 10 reports six HTMT estimates across the model's four constructs. The maximum ratio is 0.880 for sales promotion and positive emotion. All six ratios are below 0.90. Three ratios exceed the more conservative reference point of 0.85, including 0.880, 0.874, and 0.851. Construct separation is therefore plausible under the 0.90 criterion but less clear under a stricter benchmark. Table 11 presents the average variance extracted (AVE) for each construct. All four reported values exceed 0.50, supporting convergent validity under this conventional benchmark.

Table 11. Average Variance Extracted

Construct	AVE
Sales Promotion	0.601
Shopping Lifestyle	0.612
Positive Emotion	0.609
Impulsive Buying	0.653

Table 11 records AVE values of 0.601, 0.612, 0.609, and 0.653. All four exceed the commonly used value of 0.50. This pattern indicates that, on average, the assigned indicators explain more than half of their own variance through the corresponding construct. Impulsive buying has the highest reported AVE. The evidence pertains to convergent validity and does not by itself establish discriminant validity.

Table 12 reports Cronbach's alpha and composite reliability values for the four constructs. The reported alpha coefficients range from 0.866 to 0.924, while composite reliability ranges from 0.900 to 0.938.

Table 12. Construct Reliability

Construct	Cronbach's alpha	Composite Reliability	Assessment
Sales Promotion	0.866	0.900	Reliable
Shopping Lifestyle	0.909	0.926	Reliable
Positive Emotion	0.870	0.903	Reliable
Impulsive Buying	0.924	0.938	Reliable

Table 12 shows that all four Cronbach's alpha estimates exceed 0.86. Composite reliability also exceeds 0.90 for every construct. Impulsive buying has the highest reported alpha and composite reliability. The proximity of the reported values supports acceptable internal consistency within the four item sets. Internal consistency alone does not demonstrate that all four constructs are empirically distinct. Table 13 presents coefficients of determination for the two endogenous constructs. Impulsive buying has reported $R^2 = 0.717$, and positive emotion has reported $R^2 = 0.654$.

Table 13. Explained Variance of Endogenous Constructs

Construct	R^2	Adjusted R^2
Impulsive Buying	0.717	0.711
Positive Emotion	0.654	0.649

Table 13 indicates that the estimated predictors jointly account for 71.7% of observed variance in impulsive buying. The predictors of positive emotion account for 65.4% of its variance. The adjusted R^2 values are 0.711 and 0.649, respectively. These estimates reflect model fit within

the available sample rather than out-of-sample prediction performance. The figures do not imply that the measured associations are causal.

Table 14 summarizes f^2 values for the structural relationships. These values indicate the incremental explanatory contribution of each construct in the estimated model rather than a causal effect.

Table 14. Structural Effect Sizes

	Impulsive Buying	Positive Emotion
Positive Emotion	0.100	
Sales Promotion	0.020	0.280
Shopping Lifestyle	0.320	0.185

Table 14 reports $f^2 = 0.320$ for shopping lifestyle in the impulsive-buying equation. Sales promotion has a smaller reported incremental contribution there at $f^2 = 0.020$. Positive emotion contributes $f^2 = 0.100$ to that equation. In the positive-emotion equation, sales promotion has $f^2 = 0.280$ and shopping lifestyle has $f^2 = 0.185$. This ranking is useful for comparing the constructs' reported explanatory relevance without making causal claims.

Table 15 reports the original bootstrapping hypothesis tests for five direct paths and two indirect paths. All seven entries meet the manuscript's $p < 0.05$ threshold, although the two paths from shopping lifestyle and sales promotion to impulsive buying are displayed with different coefficients in the SmartPLS figure.

Table 15. Direct and Indirect Hypothesis Tests

Construct	Original sample (β)	t statistic	p value	Assessment
Shopping Lifestyle → Impulsive Buying	0.611	5.402	<0.001	Positive and significant
Sales Promotion → Impulsive Buying	0.265	2.313	0.021	Positive and significant
Shopping Lifestyle → Positive Emotion	0.387	4.028	<0.001	Positive and significant
Sales Promotion → Positive Emotion	0.475	5.587	<0.001	Positive and significant
Positive Emotion → Impulsive Buying	0.286	3.220	0.001	Positive and significant
Shopping Lifestyle → Positive Emotion → Impulsive Buying	0.111	2.422	0.015	Positive and significant
Sales Promotion → Positive Emotion → Impulsive Buying	0.136	2.926	0.003	Positive and significant

Table 15 reports positive coefficients and p values below 0.05 for five direct relationships. Both reported indirect coefficients through positive emotion are also statistically significant. The indirect estimates are 0.111 for shopping lifestyle and 0.136 for sales promotion. Significant direct paths alongside significant indirect paths are consistent with partial statistical mediation in the stated model. The two coefficients linking the predictors directly to impulsive buying differ from those printed in Figure 4, limiting precise comparative interpretation until a single reported set is established.

Discussion

The positive association between shopping lifestyle and impulsive buying suggests that consumers who place greater importance on shopping also report more spontaneous purchase behavior. In the hypothesis table, shopping lifestyle has the larger reported direct coefficient of the two predictors, and its f^2 contribution to impulsive buying is 0.320. One interpretation is that repeated product exploration increases consumers' opportunities to encounter items beyond their initial shopping goals. Similar patterns have been examined among marketplace users in Indonesia (Lestari et al., 2023; Pertiwi & Wibowo, 2022) and in international investigations of shopping experiences and social commerce (Gulfraz et al., 2022; Chen, Min, & Xu, 2021). At the same time, the shopping-lifestyle construct includes interest in brands, which may not always translate into purchase behavior (Bao & Yang, 2022; Deng et al., 2023; Rodrigues et al., 2021). The

association should therefore be read as evidence of co-occurring orientations and behaviors rather than proof that a shopping lifestyle creates an impulse purchase.

Sales promotion was also positively associated with impulsive buying in the reported hypothesis table, but its incremental explanatory value was relatively small (f^2 = 0.020). The contrast between statistical significance and effect size matters because discounts and vouchers may increase the attractiveness of purchases without being the dominant source of variation once shopping lifestyle and emotion are considered. Indonesian investigations of vouchers, discounts, and flash sales report related associations (Azizah & Indrawati, 2022; Joshua & Sembiring, 2023; Setyarini & Sulistyorini, 2024). International studies have shown that time-limited promotions, anticipated regret, and perceptions of promotional value can be relevant to unplanned decisions (Luo, Cheng, et al., 2021; Marjerison et al., 2022; Qu et al., 2023; Sun et al., 2023). These studies examine different online settings, so their estimates should not be interpreted as direct replications. For the Balikpapan respondents, the reported results support viewing promotion as one component of a broader purchasing experience rather than as a stand-alone causal trigger.

Both shopping lifestyle and sales promotion were associated with positive emotion, and sales promotion had the larger reported coefficient (0.475 versus 0.387). This pattern suggests that offers may be especially salient to shoppers' immediate feelings even when their direct incremental association with buying is modest. The stimulus–organism–response perspective anticipates that external marketing cues can accompany internal affective reactions (Mehrabian & Russell, 1974; Lee & Chen, 2021). Empirical studies of digital promotion, shopping experiences, and online interaction similarly link consumer stimuli to enjoyment or related emotional states (Gao et al., 2022; Fu & Hsu, 2023; Golalizadeh et al., 2023; Kang & Namkung, 2024). However, some comparison studies involve livestreaming, which adds real-time social cues beyond those captured by the Shopee instrument (Liu et al., 2023; Luo, Cheah, et al., 2024). The result is consequently consistent with an affective interpretation but does not show that exposure to promotion necessarily precedes or produces emotion.

Positive emotion exhibited a positive relationship with impulsive buying in the reported model (β = 0.286, p = 0.001). Consumers who report pleasurable or exciting shopping experiences may be more open to immediate purchases that they had not planned. This account is consistent with the role of affective processes in impulse-buying theory and with the stimulus–organism–response framework (Beatty & Ferrell, 1998; Mehrabian & Russell, 1974). Studies of online mood, emotional responses to social media, and perceived shopping value offer related explanations (Arruda Filho & Oliveira, 2023; Chen, Zhi, & Chen, 2022; Herzallah et al., 2022). Yet the study measures positive emotion partly through dominance, which is conceptually closer to perceived control than simply feeling good. This operational choice should temper any claim that pleasure alone explains the observed relationship.

The two indirect associations through positive emotion were statistically significant in Table 15: 0.111 for shopping lifestyle and 0.136 for sales promotion. Because the same table also reports significant direct relationships with impulsive buying, the pattern is consistent with partial statistical mediation rather than complete mediation. Comparable models among Indonesian marketplace customers have addressed positive emotion as an intervening construct (Wijayanto et al., 2023; Putri et al., 2024; Sandra et al., 2024). Research on flow, marketing cues, and consumers' experiences points to several plausible psychological routes rather than a single universal pathway (Dong et al., 2023; Tan et al., 2023; Xu et al., 2024). The two indirect coefficients are relatively close and should not be used to assert a meaningful difference without an explicit comparative test. More importantly, a cross-sectional mediation estimate does not identify the temporal order of emotion and purchase behavior.

The measurement results qualify the strength of the substantive interpretation. Convergent validity and internal consistency are generally supported by the reported AVE and reliability coefficients, yet cross-loadings show that SL8 is marginally more strongly related to sales promotion than to its designated shopping-lifestyle construct. HTMT values below 0.90

provide some support for construct separation, while several values above 0.85 imply a narrower margin under a conservative criterion. Related reviews have emphasized that impulse-buying research differs considerably in the operational definitions of consumer traits, cues, and behavioral responses (Mandolfo & Lamberti, 2021; Redine et al., 2023; Kaur & Sharma, 2024). The distinction matters because overlap among constructs could influence the apparent direct and mediated associations. Accordingly, the model is informative as reported, but its estimates should be interpreted with the measurement qualifications in view.

The reported variance explained by the model is substantial within the surveyed group: 71.7% for impulsive buying and 65.4% for positive emotion. These R^2 values summarize in-sample explanatory capacity rather than forecast accuracy in new consumer groups. International research on online impulse buying indicates that shopping outcomes also vary with social environment, age-related experience, self-regulation, and platform affordances (Anindito & Handarkho, 2022; Cavazos-Arroyo & Máynez-Guaderrama, 2022; Lim & Kim, 2022; Nyrhinen et al., 2024). Those factors were not included as additional explanatory constructs in this model, and the research does not compare platforms or cities. Moreover, the original SmartPLS diagram differs from Table 15 for the two direct paths into impulsive buying. The reported R^2 values should therefore be presented as properties of the stated fitted model, not as independent validation of every displayed coefficient.

The findings have practical relevance for Shopee merchants, although they should not be converted directly into prescriptions to stimulate unplanned consumption. Clear pricing, accessible promotion terms, relevant product presentation, and opportunities for deliberate comparison could make the shopping experience more transparent. Research has considered how product recommendation quality, social commerce exposure, and advertising value intersect with impulsive behavior (Ampadu et al., 2022; Hu et al., 2023; Feng et al., 2023). Consumers may also experience regret after emotionally motivated purchases, which warrants attention alongside commercial outcomes (Barta et al., 2022, 2023; Li et al., 2021). Because the study used nonprobability sampling, self-reported measures, and one city, such recommendations are provisional for similar settings. Future work could compare multiple platforms and collect longitudinal or experimental evidence to distinguish situational emotion from enduring shopping tendencies.

4. CONCLUSION AND IMPLICATIONS

This study reported positive associations among shopping lifestyle, sales promotion, positive emotion, and impulsive buying in a survey of 140 Shopee users in Balikpapan. In the hypothesis-testing table, all five direct relationships and both indirect relationships through positive emotion met the reported significance criterion. The model explained 71.7% of variation in impulsive buying and 65.4% in positive emotion within the sample. Shopping lifestyle had the largest reported incremental association with impulsive buying, while sales promotion had the larger reported coefficient for positive emotion. These findings position emotional experience as a possible statistical pathway linking shopping orientation and promotions with unplanned purchases, without establishing causal effects.

For practice, merchants should prioritize transparent offers and product information while recognizing that shopping interest and emotional reactions may coexist with impulse buying. The main limitations are the cross-sectional survey design, purposive sample confined to Balikpapan, self-report measurements, item-level discriminant-validity concern for SL8, and differences between the path diagram and hypothesis table. Additional research with broader samples and temporally ordered measures could examine whether these associations persist beyond the surveyed setting. Comparisons of alternative construct specifications may also clarify the operational separation of shopping lifestyle, positive emotion, and impulsive buying. The reported statistics and original measurement data should remain unchanged unless reanalysis of the underlying dataset supports a documented correction.

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