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Modeling the Impact of Hedonic Motivation, Consumer Lifestyle, and Promotions on Impulsive Buying: The Mediating Role of Positive Emotions

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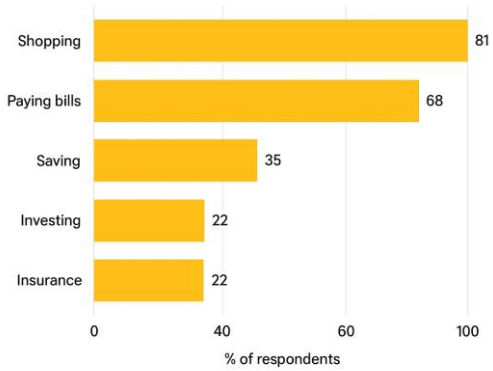
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Abstract: This study focuses on analyzing the role of positive emotions as a mediator in the relationship between hedonic shopping motivation, consumer lifestyle, and promotion with impulsive buying at OH!SOME Malang Town Square. The method used is explanatory research with purposive sampling of 135 respondents aged at least 17 years who have shopped at the location. Data were obtained using an online questionnaire and subsequently analyzed using SEM-PLS. The validity and reliability of the data were tested using CFA and Cronbach's Alpha. It was determined that impulsive purchasing was not influenced by hedonistic shopping motivation or lifestyle, but rather by positive emotions and promotions. The relationship between hedonistic purchasing motivation, lifestyle, and promotions with impulsive buying was discovered to be mediated by positive emotions. These findings are expected to assist OH!SOME management in designing more effective marketing strategies and better understanding consumer behavior.

Keywords: Impulsive Buying, Hedonic Shopping Motivation, Consumer Lifestyle, Promotion, Positive Emotions, Consumer Behavior.

INTRODUCTION

The era of globalization has brought major changes to all segments of society, especially for businesses. Current technological developments require businesses to continuously develop innovations in the product manufacturing process. Products that are in line with current trends will be very attractive to consumers. Consumers compete to have a trendy appearance so as not to be left behind by the dynamics of the new culture. This is a great opportunity for businesses to take advantage of the situation by fulfilling consumer desires and needs. On average, consumers in this era of globalization have high purchasing power, prioritizing shopping activities over other primary needs. Based on consumer financial activity data from databoks.katadata.id (2025), the following explains consumer financial priorities:



Source: databoks.katadata.id (2025)

Figure 1. Consumer Purchasing Power Data 2025

Based on the data above, it is known that consumers tend to spend or use their finances for shopping. Shopping has become a trend that must be followed, even though it can have a negative impact on consumers' financial management. Consumers are often easily influenced by various marketing strategies created by businesses. Shopping can bring joy to consumers, but there are far more important things that should be the main focus of consumers. This shopping phenomenon is very profitable for businesses, who compete to create products that appeal to consumers, so that consumers unconsciously feel that they must immediately own every new product. Therefore, this phenomenon causes consumers to make impulsive purchases.

Impulsive buying behavior has now become a very important phenomenon in the modern retail industry. Consumers often make unplanned purchases in response to internal and external stimuli. In an increasingly intense retail competition, mastering the factors that influence impulsive buying is the key to a successful marketing strategy. OH!SOME Malang Town Square, as one of the popular shopping centers in Malang, faces the challenge of attracting and retaining customers, as well as increasing sales. Impulsive buying can be a significant source of revenue, but it can also cause problems for consumers who tend to shop beyond their financial means. Consequently, the purpose of this research is to determine what makes people purchase things on the spur of the moment at OH!SOME Malang Town Square, with a focus on how pleasant emotions play a mediating role.

Impulsive buying contributes to economic growth through increased consumption. Knowing the factors that influence this situation can make it easier for entrepreneurs to design more optimal marketing approaches to increase sales. Impulsive buying is often associated with emotions and momentary satisfaction. As a result, the emotional state of customers often triggers the desire to buy even though it was not planned beforehand. According to Nurlinda (2020), this is the root reason of impulsive buying. Consumers are more prone to make hasty purchases when they are in a good mood, according to research by Hidiani & Rahayu (2021). This is because a good emotional state evokes feelings of pleasure and desire, which ultimately can encourage impulsive buying behavior. Impulsive shoppers do not make decisions about the products they want to buy in advance. They buy quickly because they are influenced by the appeal of the product or service. Impulsive buying occurs when customers purchase goods without a strategy.

According to Cuandra & Kelvin (2021), the simplest definition of impulsive buying is unplanned and unexpected activity. This discovery takes into account four features of impulsive buying, which were previously simply defined as a sudden purchase: First, impulsive buying happens in response to an external stimulus, like an overwhelming desire to buy something; second, it's a battle between the forces of desire and control; third, impulsive

purchases happen more rapidly than planned purchases; and fourth, people don't react to the consequences of their impulsive buying behavior (Yi & Jai, 2020).

The study sheds light on the role of pleasant emotions as mediators between the influence of both internal (hedonic motivation) and external (promotions) variables on consumer behavior. External factors such as promotions are often the main topic that attracts consumers' attention because promotions carried out by OH!SOME can play a role in conveying important information about products, instilling brand image, and building positive value perceptions in consumers' minds. Moreover, promotions also have other benefits, namely creating a shopping experience that can bring satisfaction and evoke positive emotions in consumers.

Meanwhile, internal factors include hedonistic shopping motivation and shopping lifestyle attached to consumers. Hedonistic shopping motivation encourages consumers to seek pleasure and emotional satisfaction in shopping activities. On the other hand, consumer lifestyles reflect patterns of activity and values that influence consumer preferences for certain products. These two internal factors show that purchasing decisions are not only based on functional needs, but also on psychological and social aspects.

Hedonistic shopping motivation explains that experiential value encompasses sensory aspects, fantasy, pleasure, stimulation, curiosity, and the imagination of joy (Scarpi, 2020). The results of the analysis from Ahmed et al. (2020) show that hedonistic shopping values play a significant role in influencing consumers' impulsive purchasing tendencies. This is because in this situation, hedonistic shopping can increase consumers' desire to shop more regularly, not solely because of necessity, but also because of the urge to buy spontaneously. At the same time, going shopping for hedonistic purposes might make people feel good about themselves, even if they don't really need or want the things they acquire (Tarka et al., 2022). Furthermore, according to research Mardhiyah & Sulistyawati (2021), hedonic purchase motivation influences feelings of happiness, where positive emotions can affect impulsive buying. This finding reflects that hedonistic shopping motivation is an action taken by customers who spend more than their means to satisfy their own pleasure. The pleasure felt by consumers will bring them comfort if the quality of the product is proven to match the benefits obtained from hedonistic shopping activities. This is in line with the analysis according to Afif & Purwanto (2020), which states that a person's hedonistic nature arises because various previous needs have not been met, and once they are met, higher needs arise. One of the primary causes of impulsive buying behavior can, therefore, be seen as hedonistic shopping drive.

An additional factor contributing to impulsive buying is the lifestyle of consumers. This lifestyle reflects a pattern of living through the activities, interests, and views of consumers that influence their choices and shopping behavior (Kotler & Armstrong, 2018). The lifestyle of consumers shows habits in the use of money and time that reflect a person's lifestyle (Peter & Olson, 2014). Consumer lifestyles are described through activities, interests, and ideas. Lifestyle also becomes a symbol or characteristic of a person in interacting with their environment (Lee & Kotler, 2019). Lifestyle reflects how a person spends their time. Shopping has become a lifestyle that is inherent in a person to fill their free time, so there is a high possibility that a person is willing to spend money on shopping to fulfill their desires, which can lead to impulsive buying (Apupianti et al., 2019). The fulfillment of each person's needs varies. Someone with a high standard of living will feel positive and happy if they succeed in fulfilling their needs.

In addition to hedonistic motivation and consumer lifestyle, promotions can also influence impulsive buying. Promotions are marketing tactics designed to encourage purchases, such as discounts, special offers, and gifts (Belch & Belch, 2018). Promotions are efforts to spread the benefits of a product and persuade target customers to buy. Promotion is a medium for communicating the brand to consumers, spreading broader brand awareness, and

fulfilling market share. Impulsive purchases can occur because of promotions, especially when consumers find products at lower prices; consumers tend to buy them without prior planning (Kurniawan & Sundari, 2024). Attractive promotions can spark curiosity in consumers, making them interested in seeing the promoted product. Then, without any prior plan, if the product suits the consumer's mood, they will immediately make a purchase. This can lead to excessive consumption behavior, where consumers shop without considering the needs and functions of the product, resulting in impulsive buying.

Impulsive buying can occur due to the influence of emotions within consumers. Positive emotions, such as feelings of joy and happiness experienced by consumers, influence their shopping decisions. These emotions are considered an important phenomenon that creates profitable business opportunities (Ariyanti & Purba, 2023). A state of positive emotions is one in which prospective buyers are eager to buy things on impulse because they want to feel good about themselves (Yi & Jai, 2020). A person's propensity to make impulsive purchases is influenced by the level of positive emotions, which include eagerness and enthusiasm (Putra et al., 2020). Purchasing decisions can be influenced by consumers' emotions, which play an important role in controlling mood while shopping. An uptick in impulsive buys may result from intense sales promotions that make customers feel good (Devi & Jatra, 2020). Consumers tend to spend their time shopping. Shopping becomes a form of refreshment so that consumers can buy many products even though they are already on their shopping list. However, the tendency to shop without looking at the shopping list causes excessive shopping behavior or unplanned purchases, so it can be concluded that positive consumer emotions can influence impulsive buying (Kinasih & Jatra, 2018).

The impact of these characteristics on impulsive buying behavior and how emotions mediate that impact has been the subject of multiple studies. But there is a lack of studies that look at OH!SOME Malang Town Square and other contemporary Indonesian retail complexes to determine the mediating function of good emotions. A literature study has revealed numerous unanswered questions that require further investigation, including: (1) Studies investigating the moderating effect of pleasant emotions have been few and far between. While looking at what triggers impulsive purchases, the majority of prior research has concentrated on negative emotions. This study aims to address that knowledge gap by investigating the function of pleasant emotions as mediators. (2) The regional context is inadequate. In particular, there is a lack of studies examining impulsive purchases in Malang and the rest of Indonesia. The results of this survey will shed light on local buying habits. (3) One difficulty that has not been well addressed is the lack of research that connects hedonistic shopping motivation, consumer lifestyle, and promotion all at once. For a more complete picture of what drives people to make impulsive purchases, this study aims to integrate these three variables into a single research model. (4) There has been insufficient study of contemporary retail malls. This study will focus on OH!SOME Malang Town Square as a case study to provide more relevant insights for modern retail managers.

The overarching goal of this research is to look at what makes people buy things on the spur of the moment at contemporary malls like OH!SOME Malang Town Square. More specifically, we want to see how positive emotions mediate the connection between hedonistic shopping motivation, consumer lifestyle, and promotions. When shopping, consumers often focus not only on product quality but also on shopping purely for their own pleasure, without considering the benefits of the product. Impulsive buying is influenced by hedonic shopping drive, which leads to overspending on products without a clear goal. Consumers are more likely to make impulsive purchases when their shopping motivation is high. This finding aligns with the study by Pramesti & Dwiridotjahjono (2022) . However, in the research (Hanisah & Sefnedi, 2021), hedonistic shopping motivation did not influence impulsive purchases. Therefore, further research is needed to address this discrepancy in results.

Consumer lifestyle is defined as a person's way of life as seen from their activities, interests, and views (Kotler, 2015). Lifestyle reflects how a person behaves and interacts with their surroundings. The surge in fashion trends across all segments of society has led to changes in lifestyle access, causing people to compete to create new and current things to be presented, produced, and marketed. People with high incomes usually have high consumptive tendencies, which can lead to impulsive purchases. Entrepreneurs will also achieve high profitability. In the lifestyle of elite and trendsetting consumers, business entities are required to provide a spectrum of products that meet consumer tastes; with an increase in product variety, the potential for impulsive purchases also increases proportionally (Priyatna et al., 2023). According to the research of (Marbun, E. & Meutia, 2025), this is corroborated. However, in the study Anggraeni et al. (2020) states that lifestyle does not influence impulsive buying. The gap in this research necessitates further study.

Sales promotion is a company's effort to add value to a product through various intensive methods or discounts, so that consumers are encouraged to buy immediately (Hanaysha, 2018). The goal of sales promotion is to accelerate sales through visual design and attractive activities that can encourage consumers to make impulse purchases (Sukmawati, 2024). The abundance of product offers can certainly make consumers more interested in shopping, whether it is planned or unplanned purchases. Attractive promotions can make consumers feel happy to shop, making them want to buy the product even if it was not planned beforehand. The desire to own the product grows because of the attractive promotion, which can lead to impulsive buying (Prihatiningrum et al., 2019). Promotions have a strong relationship with impulsive buying. Promotions in the form of discounts or other special offers can encourage consumers to immediately purchase the product. Thus, impulsive purchases are unavoidable because consumers feel they must have the product and do not want to miss out on the attractive offer. This aligns with the study Putri et al. (2024). However, the study Melati et al. (2023) shows that sales promotions do not influence impulsive purchases. Consequently, this void needs to be filled through additional research.

This study is novel because it examines the factors that influence impulsive buying in modern shopping centers, specifically OH!SOME Malang Town Square, with anemphasis on the mediating role of positive emotions. The first novelty lies in the simultaneous integration of the variables of hedonistic shopping motivation, consumer lifestyle, and promotion to test their influence on impulsive buying, compared to previous studies that often examined these variables partially. Secondly, this study discusses how consumer pleasure and satisfaction might amplify the connection between impulsive buying behavior, shopping motivation, lifestyle, and promotion. It does this by focusing on positive emotions as a mediator. This matters since prior research on the effects of hedonic motivation, lifestyle, and advertising on impulse purchases has shown contradictory findings. With this approach, the study provides new insights into the psychological mechanisms behind impulsive buying behavior, as well as practical implications for OH!SOME management in designing more effective marketing strategies that focus on the emotional experience of consumers.

METHODS

This study employs quantitative methodologies that are commonly used in explanatory research. The goal of this approach is to explore the mediating function of happy emotions and to provide an explanation for the direct and indirect effects between factors. By using numbers, we may examine hypotheses in a methodical and impartial way. In this study, customers who had shopped at OH!SOME Malang Town Square made up the population. Hair et al. (2020) states that a sample size of 100–200 respondents, in accordance with the norm of 5–10 times the number of indicators used, is considered ideal. One hundred and twenty-seven indicators were utilized in this research. Therefore, this study uses Hair's formula:

$$N = (5 - 10 \times number\ of\ indicators)$$
$$N = (5 \times 27)$$
$$N = 135$$

Based on the above calculation, this study involved 135 respondents. Purposive sampling was employed, and the following responder traits were recorded:

1. Respondents are at least 17 years old. This is because they are considered capable of understanding the questionnaire objectively.
2. They have made a purchase at OH!SOME Malang Town Square.

This study adopts a quantitative method, which is an approach that assesses theory objectively through the relationship between variables. Based on its objectives, this study is classified as explanatory research. The purpose of explanatory research is to describe the position and impact of the variables being studied. This approach is used to test the hypothesis regarding the influence of hedonistic shopping motivation, lifestyle, and promotion on impulsive buying behavior through positive emotions.

Primary data, which the researcher gets straight from the source, is what this study is using for its data. Direct distribution of questionnaires to respondents at OH!SOME Malang Town Square provided the primary data for this study.

The research instrument used was a questionnaire, which is a method of collecting data by presenting written questions or statements to respondents to fill out. This questionnaire included respondent profiles and measurements of variables including hedonistic shopping motivation, lifestyle, promotion, positive emotions, and impulsive buying. The questionnaire used a structured 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The questionnaire was compiled based on variable indicators from previous relevant studies and modified according to the research context. Data analysis was carried out using the following steps:

Instrument Testing

The study instrument test consisted of validity and reliability (Hair et al., 2020). Validity tested the instrument's ability to measure the correct elements, while reliability ensured that the measurement results remained consistent over different periods.

Validity Test

The purpose of the validity test was to ascertain if the variables under examination were indeed valid (Hair et al., 2020). Validity indicates the accuracy of the research in measuring. According to Hair et al. (2020), the validity test uses Confirmatory Factor Analysis (CFA) with a variable construct value criterion > 0.50 as a sign of validity.

Reliability Test

Reliability testing produces a scale that shows the level of consistency of results when measurements are repeated. The internal consistency of each variable is tested using Cronbach's Alpha and Composite Reliability in this test. Good reliability is defined as a Cronbach's Alpha value > 0.7, according to (Hair et al., 2020).

Research Conceptual Model

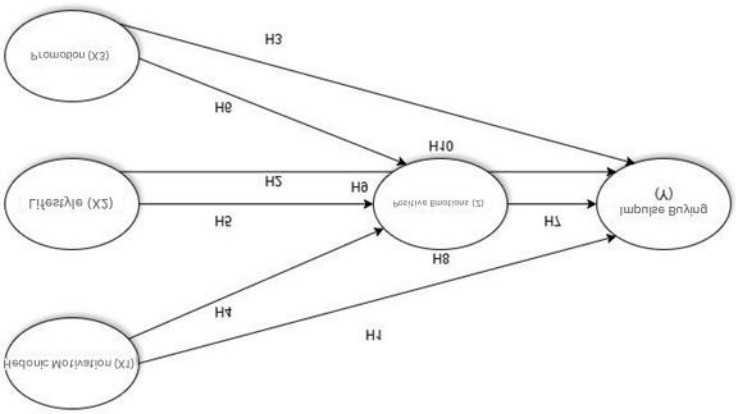


Figure 2. Research Conceptual Model

Based on the background, literature review, and theoretical framework, the following hypotheses are proposed in this study:

H1: Hedonic shopping motivation has a significant effect on impulsive buying at OH!SOME Malang Town Square.

H2: Consumer lifestyle significantly influences impulsive buying at OH!SOME Malang Town Square.

H3: Promotions have a significant effect on impulsive purchases at OH!SOME Malang Town Square.

H4: Hedonic shopping motivation has a significant effect on positive emotions at OH!SOME Malang Town Square.

H5: Consumer lifestyle significantly influences positive emotions at OH!SOME Malang Town Square.

H6: Promotion has a significant effect on positive emotions at OH!SOME Malang Town Square.

H7: Positive emotions significantly influence impulsive purchasing at OH!SOME Malang Town Square.

H8: Positive emotions mediate the relationship between hedonic shopping motivation and impulsive purchasing behavior at OH!SOME Malang Town Square.

H9: Positive emotions mediate the relationship between lifestyle and impulsive purchasing behavior at OH!SOME Malang Town Square.

H10: Positive emotions mediate the relationship between promotions and impulsive purchasing behavior at OH!SOME Malang Town Square.

RESULTS AND DISCUSSION

Validity Test Convergent Validity

Convergent validity indicates that an indicator is considered valid when its factor loading exceeds 0.70. The results show that all indicators for Positive Emotion recorded loading values between 0.764 and 0.890, which demonstrates strong consistency in measuring the construct. The Lifestyle indicators also met the requirement, with values ranging from 0.766 to 0.874, showing that each item contributes well to the variable. The Shopping Motivation indicators produced loading values from 0.768 to 0.865, which reflects good measurement reliability. The Impulse Buying indicators met the criterion with values between 0.725 and 0.857, indicating that every item aligns with the underlying construct. The Promotion indicators exceeded the threshold as well, with values from 0.875 to 0.888, showing high indicator strength. All indicators achieved loading values above 0.70 based on the SmartPLS output version 4.1.1.4.

These findings confirm that each indicator in the study is valid and functions effectively in measuring its corresponding variable.

Discriminant Validity

Discriminant validity evaluates whether each construct can be clearly distinguished from other constructs in the model. This assessment uses the AVE value compared to the squared correlations between constructs. A construct is considered valid when the square root of its AVE is higher than 0.70 and also higher than its correlations with other constructs. The Fornell-Larcker results in Table 2 show that each construct meets this requirement, which indicates that every construct is more strongly related to its own indicators than to indicators from other constructs.

Table 2. Fornell-Larcker Criterion Results

Variable	Positive Emotions	Lifestyle	Shopping Motivation	Impulsive Purchasing	Promotions
Positive Emotions	**0.838**				
Lifestyle	0.453	**0.847**			
Shopping Motivation	0.376	0.142	**0.813**		
Impulsive Purchases	0.756	0.407	0.361	**0.796**	
Promotion	0.688	0.240	0.212	0.643	**0.880**

Source: Output processed by SmartPLS (v.4.1.1.4)

The cross loading assessment further supports the discriminant validity results. Each indicator shows a higher loading on its own construct compared to other constructs. Indicators of Positive Emotions consistently demonstrate stronger loadings on that construct than on Lifestyle, Shopping Motivation, Impulsive Purchasing, or Promotions. Lifestyle indicators also load highest on Lifestyle. Indicators that measure Shopping Motivation show dominant loadings on their construct, and the Impulsive Purchasing items display the same pattern, with each item being more strongly associated with Impulsive Purchasing than with other constructs. The Promotion indicators also show the strongest association with their construct. All indicators demonstrate cross loadings above the accepted threshold and load higher on their own construct than on other constructs. These results confirm that every construct in the model fulfills the discriminant validity requirements based on SmartPLS version 4.1.1.4.

Reliability Test

Reliability in this study was measured using Cronbach's Alpha and composite reliability with a standard value of > 0.70 for both. The findings of the composite reliability test and Cronbach's Alpha are presented below:

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Positive Emotions	0.967	0.970	0.702
Lifestyle	0.921	0.938	0.717
Shopping Motivation	0.954	0.959	0.660
Impulsive Purchasing	0.966	0.969	0.634

Promotion	0.903	0.932	0.775

Source: Output results processed by SmartPLS (v.4.1.1.4)

According to the data in the table, hedonic shopping motivation, lifestyle, promotion, good emotions, and impulsive purchase all have Composite Reliability values higher than 0.70. The AVE and Cronbach's Alpha values are both more than 0.70. Thus, all research variables meet the Composite Reliability and Cronbach's Alpha criteria, indicating adequate reliability and internal consistency.

Discussion

The Influence of Hedonistic Shopping Motivation on Impulsive Buying

The influence of hedonic shopping motivation on impulsive purchase has a coefficient of 0.107 and a p-value of 0.059 > 0.05, according to the results of the first hypothesis test (H1). This finding means that hedonistic shopping motivation does not affect impulsive buying . In other words, if consumers' shopping motivation is low, they will not be driven to buy excessively. Hedonistic shopping motivation does not arise in consumers' minds even though there are the latest product models at OH!SOME Malang Town Square. Even though consumers have high hedonistic shopping motivation, they still consider other factors when purchasing products at OH!SOME. Consumers are only interested in looking at a product but are not interested in buying it because they do not need the product. Therefore, it can be interpreted that although impulsive buying can reduce stress and increase consumer pleasure, it does not influence consumers to shop excessively at OH!SOME Malang Town Square. The study's findings that hedonistic shopping motive had no effect on impulsive buying are consistent with this.

The Influence of Lifestyle on Impulsive Buying

According to the results of testing the second hypothesis (H2), the lifestyle variable is statistically significant (p = 0.136) with a coefficient of 0.108. According to these results, there is no correlation between lifestyle and impulsive purchases. Thus, changes in consumer lifestyle, whether an increase or decrease, do not affect their tendency to shop impulsively. In order to discourage customers from making hasty purchases, OH!SOME Malang Town Square takes into account a variety of other lifestyle aspects. This factor can occur because there are similar competitors that provide products with other brands, so consumers are more interested in competing products. Even though consumers have a high lifestyle in terms of shopping activities, their interest in a product and their views on certain products will still not influence impulsive buying because consumers' lifestyles do not tend to lead them to make excessive purchases. Studies have shown that lifestyle does not impact impulsive purchasing (Anggraeni et al., 2020; Hidayati & Nuvriasari, 2023).

The Influence of Promotions on Impulsive Buying

Third hypothesis testing (H3) reveals that the promotion variable is statistically significant (p=0.022) with a coefficient of 0.256, which is less than the 0.05 level of significance. These findings provide more evidence that sales have a major impact on consumers' propensity to make impulsive purchases. That is to say, customers are more likely to make impulsive purchases when the promotion is of high quality and attractive. The existence of attractive sales promotions at OH!SOME Malang Town Square will increase impulsive purchasing behavior. The sales promotion program at OH!SOME Malang Town Square is in the form of free shopping vouchers with applicable terms and conditions. OH!SOME Malang Town Square also utilizes social media for promotion, and of course, uses influencers to attract consumers to make purchases. In addition, OH!SOME also collaborates

with certain characters such as Disney on several products sold to attract consumers to make impulsive purchases. 's sales promotion is a strategy used to accelerate product sales to consumers through specific promotional methods implemented by the company. Therefore, the greater the sales promotion carried out at OH!SOME Malang Town Square, the higher the chance of consumers making impulsive purchases. Promotions significantly impact impulsive purchases, as demonstrated by research conducted by (Putri et al., 2024).

The Influence of Hedonistic Shopping Motivation on Positive Emotions

The fourth hypothesis test (H4) confirmed that hedonic shopping motivation does have an effect. The test results show a coefficient value of 0.214 with a p-value of 0.000 < 0.05, indicating that hedonistic shopping motivation has an effect on positive emotions. The greater the consumer's motivation to shop at , the greater the effect on positive emotions , making consumers feel happy and proud of the products they own when shopping. Shopping is a way for consumers to obtain pleasure and satisfaction that evokes positive emotions. Positive emotions are a form of consumer emotion that arises from the pleasure of shopping at OH!SOME Malang Town Square. Consumers feel happy and satisfied after purchasing products at OH!SOME and feel proud to be able to buy products at OH!SOME. This aligns with the study by Peranginangin & Romadlon (2023), which explains that hedonistic shopping motivation significantly influences positive emotions.

The Influence of Lifestyle on Positive Emotions

A coefficient value of 0.285, with a p-value of 0.000 < 0.05, is known to be produced by the influence of lifestyle on happy emotions, according to the results of the fifth hypothesis test (H5). Lifestyle has a major impact on happy feelings, according to these findings. Happiness, contentment, excitement, and pride are just some of the pleasant emotions that shoppers report experiencing as a result of adopting a certain lifestyle. When people are able to purchase a product that satisfies their wants and requirements, it brings them joy. Because customer attitudes, pride in the OH!SOME brand, and interest in OH!SOME items are all aspects that can impact a person's lifestyle, lifestyle encourages consumers to produce pleasant feelings. Consumers believe that all products sold at OH!SOME Malang Town Square are in line with the current lifestyle trends, so they tend to feel more confident in front of others when using branded products such as OH!SOME. Consistent with this finding is the fact that one's way of life significantly impacts their level of happy emotions (Aulia & Thamrin, 2025; Handayani, 2019).

The Influence of Promotions on Positive Emotions

Based on the results of the sixth hypothesis test (H6), it was found that the effect of promotion on positive emotions produced a coefficient value of 0.575 with a p-value of 0.000 < 0.05. These results indicate that promotion has a significant influence on positive emotions. This finding proves that the attractiveness of a company’s sales promotions is directly proportional to the increase in consumers’ positive emotions. Consumer interest in promotional activities can trigger curiosity and encourage them to explore the promoted products, whether through price discounts, sales, shopping vouchers, or similar offers. Attractive promotions can generate enthusiasm among consumers, making them more interested in learning about the product and eventually prompting them to purchase it. For instance, OH!SOME’s promotional strategy involves collaborations with unique characters such as Disney, resulting in cute and visually appealing product designs that capture consumers’ attention and stimulate purchase intentions. This finding is consistent with the studies of Isnaini & Rahmidani (2021) and Vannesse et al. (2024), which state that promotion has a significant effect on positive emotions.

The Influence of Positive Emotions on Impulsive Buying

A p-value of 0.003 < 0.05 and a coefficient value of 0.491 indicate that happy emotions have an impact on impulsive buying, according to the results of the seventh hypothesis test (H7). It is clear from these results that pleasant feelings greatly contribute to the promotion of impulsive purchases. Consumers are more likely to make impulsive purchases when they are feeling highly pleasant emotions. Emotions are related to spontaneous and limited problem-solving processes, where consumers who are in a positive emotional state will immediately make a purchase without prior preparation. OH!SOME Malang Town Square has a unique and attractive store design, and the comfortable shopping atmosphere creates positive emotions in consumers' minds. The products offered at OH!SOME are very attractive, with products arranged according to category and an emphasis on neatness, so that consumers feel happy and comfortable when shopping at OH!SOME. Utama et al. (2025) and Nurlinda (2020) both found that pleasant emotions greatly impact impulsive buying, thus this makes sense.

The Influence of Positive Emotions Mediates the Relationship Between Hedonistic Shopping Motivation and Impulsive Purchasing Behavior

With a coefficient value of 0.371 and a p-value of 0.033 < 0.05, the results of the eighth hypothesis test (H8) indicate that pleasant emotions influence the connection between hedonistic shopping motive and impulsive purchase. This finding indicates that hedonistic shopping motivation has a significant influence on impulsive buying, mediated by positive emotions. When consumers' hedonistic shopping motivation increases, positive emotions arise and encourage impulsive buying behavior. Consumers shop because they want to reduce stress and seek pleasure after going through various activities that make them feel tired. By shopping, consumers feel happy and forget about their past activities. The atmosphere while shopping can evoke consumers' emotions, namely feelings of happiness and enthusiasm for a product. Therefore, emotional feelings while shopping can lead to impulsive buying. OH!SOME prioritizes bright store and product designs, so consumers feel comfortable while shopping, their enthusiasm for buying products is very high, and the diversity of products offered is very attractive, making consumers want to buy these products. Sindi et al. (2024) found that when people feel healthy, their hedonic and impulse buying incentives are much stronger.

The Influence of Positive Emotions in Mediating the Relationship Between Lifestyle and Impulsive Purchasing Behavior

According to the findings of the ninth hypothesis test (H9), as indicated by a coefficient value of 0.140 and a p-value of 0.018 < 0.05, emotions mediate the association between lifestyle and impulsive buying. According to this research, happy feelings mediate the connection between one's way of life and impulsive purchases. Consumers with a lifestyle that suits their interests and who experience positive emotional satisfaction from shopping activities tend to make impulsive purchases more often. The impact of lifestyle on impulsive buying becomes stronger thanks to the emergence of positive emotions during the shopping process. Research by Setiadi & Nurbasari (2025) supports this finding by stating that positive emotions strengthen this relationship.

The Influence of Positive Emotions in Mediating the Relationship Between Promotion and Impulsive Purchasing Behavior

The tenth hypothesis test resulted in the knowledge that emotions mediate the association between promotion and impulsive purchase (H10), with a coefficient value of 0.282 and a p-value of 0.006 < 0.05. The results show that pleasant feelings mediate the relationship between advertisements and impulse purchases. Promotions can evoke feelings of happiness, interest, satisfaction, and pride in consumers, which then encourage them to make impulsive purchases.

Promotions can create positive emotions such as pleasure and satisfaction, which then trigger spontaneous purchasing behavior. Positive emotions act as an intermediary that can evoke feelings of happiness and satisfaction in consumers, making them more likely to immediately purchase the products offered without prior planning. Leba & Suhermin (2015) and Marcelino & Sukawati (2023) found that when people are feeling good, the correlation between promotions and impulsive purchases is stronger.

CONCLUSION

The results and discussion of the study indicate that impulsive buying at OH!SOME Malang Town Square is unaffected by hedonistic shopping incentive and lifestyle. In fact, sales significantly influence people's propensity to make hasty purchases. Furthermore, it has been demonstrated that hedonistic shopping motive, lifestyle, and promotions impact pleasant emotions. Trendy lifestyles and appealing advertising can lead to customers experiencing sentiments of enjoyment and contentment. Positive emotions play a role as a mediating variable between hedonistic shopping motivation , lifestyle , and promotions in determining impulsive buying . The higher the level of positive emotions felt by consumers, the greater their potential to make impulsive purchases. Therefore, positive emotions are a key factor in strengthening the relationship between these variables and impulsive purchasing behavior at OH!SOME Malang Town Square.

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