



The Influence of Scarcity Message and Hedonic Shopping Motivation on Impulse Buying Through Perceived Enjoyment and its Impact on Post-Purchase Dissonance at Shopee Live

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ABSTRACT

Based on sales data during live streaming, Shopee Live in Indonesia experienced an increase of nearly six times compared to when live streaming was not conducted. This shows a positive correlation between the organization of Shopee Live and the increase in order volume. This phenomenon creates irrational consumer behavior, known as impulse buying, which refers to purchases made spontaneously without prior planning. This study aims to examine how scarcity message and hedonic shopping motivation influence impulse buying through perceived enjoyment, as well as their impact on post-purchase dissonance at Shopee Live. The research uses quantitative methods with Structural Equation Modeling (SEM) analysis using SmartPLS 4, involving 300 valid respondents. The results showed that scarcity message and hedonic shopping motivation have a positive and significant effect on impulse buying through perceived enjoyment, which in turn affects post-purchase dissonance. This research is expected to provide insights for e-commerce businesses to design marketing strategies that not only increase sales and reduce the negative impact of impulse buying but also encourage repeat purchases and foster long-term customer loyalty

INTRODUCTION

The development of the internet has changed consumer behavior, leading them to switch to digital platforms for shopping activities (Saputra, 2024). This is evidenced by the significant increase in the number of online shopping users in Indonesia, which has experienced a sharp rise year after year and is expected to continue growing until 2029, (Statista, 2020). This online shopping phenomenon has made business competition fiercer, requiring business owners to become more creative in promoting their products (Dave, 2012). One of the key strategies used by online sellers to promote their products is live streaming shopping. This strategy allows buyers to see, hear, and even inquire about products during the live stream (Hu & Chaudhry, 2020). Through the live streaming shopping feature, sellers can directly provide product reviews and share detailed information about the products they are selling (Widodo, 2024). In Indonesia, several live streaming shopping platforms are listed in the following figure.

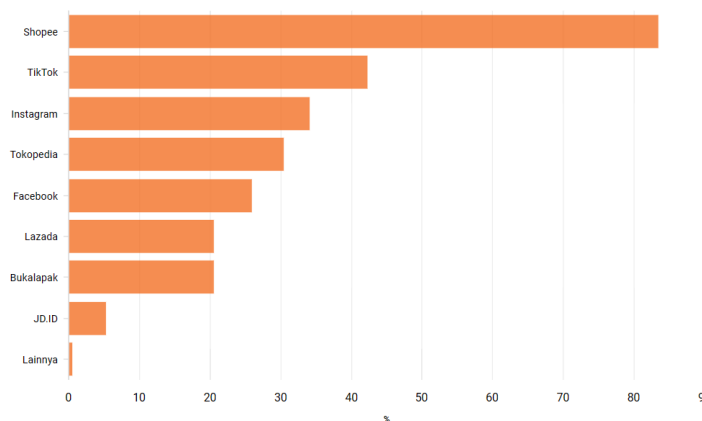


Figure 1. Graph of Most Frequently Used Live Shopping Platforms

Figure 1 shows that Shopee Live is the most popular live shopping platform in Indonesia (Databoks, 2022). Shopee Live stands out as the preferred platform among many consumers because it offers the widest and most varied range of products compared to its competitors (Medan Tribun News, 2023). Based on sales data during live streaming, Shopee Live saw an increase of almost six times compared to when it is not live streaming (Databoks, 2022). This indicates a positive correlation between hosting Shopee Live and the increase in order volume, which aligns with the research conducted by (Yuliani, 2024). The study also mentions that this significant increase in sales points to irrational consumer behavior, also referred to as impulse buying.

Impulse buying is the act of purchasing goods without prior consideration, carried out spontaneously by consumers, and is beneficial for the seller (Rook in Ernestivita et al., 2023). (C. Li et al., 2021) explains that impulse buying can occur when consumers are tempted by limited-time offers, which trigger emotional responses that drive impulse buying behavior. This aligns with the SOR Model Theory, where an attractive offer serves as a stimulus that affects the consumer emotionally, ultimately resulting in impulse buying. The phenomenon of impulse buying has been increasing alongside the growing use of Shopee Live in Indonesia (L. Li et al., 2023). Jang et al., (2015) in their research

found that scarcity is one of the key factors that significantly and efficiently influence impulse buying behavior. Consistent with these findings, (Zaidan & Sukresna, 2021) discovered that scarcity messages can trigger impulse purchases. Scarcity messages not only create a sense of exclusivity but also trigger emotional responses in consumers, such as fear of missing out and a desire to possess the product (Siregar & Firdausy, 2024). Furthermore, scarcity messages also enhance perceived enjoyment during the live broadcast (Guo, 2017).

Apart from scarcity messages, hedonic shopping motivation is also a factor influencing impulse buying behavior on Shopee Live. Unlike utilitarian or necessity shopping, hedonic shopping motivation focuses more on emotional aspects and pleasure (Mamuaya, 2018). In the context of Shopee Live, sellers or streamers often make the live streaming experience more interactive. In doing so, sellers not only promote products but also create a more personalized relationship with consumers. As a result, consumers feel entertained and are encouraged to make impulse purchases, even if they do not actually need the product (Indrawati et al., 2022). During Shopee Live broadcast sessions, perceived enjoyment is a key factor that links scarcity messages and hedonic shopping motivation to impulse buying, making this study highlight the role of perceived enjoyment as a mediator (Darmaningrum & Sukaatmadja, 2019; Zaidan & Sukresna, 2021). When consumers feel entertained and enjoy live broadcasts, they are more likely to make spontaneous purchases.

Although the scarcity message strategy and hedonic shopping motivation successfully encourage impulse buying, there is a risk of post-purchase dissonance after the purchase is made (Chetioui & El Bouzidi, 2023). Consumers feel post-purchase dissonance when they enter the product evaluation stage and find defects in the product they purchased (Utari, 2023). According to (Gusrini & Pohan, 2019), the main causes of dissonance are consumer dissatisfaction with the product purchased and the mismatch between the product expected and the product received. For sellers on Shopee Live, understanding this dynamic is crucial because it can affect the sustainability of their business. (Akbar et al., 2020) in their research have highlighted the importance of understanding consumer buying behavior in today's competitive environment. Sellers must design promotional activities that reduce post-purchase consumer anxiety and discomfort.

Through this research, it is expected to provide sellers on Shopee Live with deeper insights on how to effectively increase sales without causing consumer regret. By understanding the relationships between these variables, sellers can develop more sustainable and ethical strategies to attract consumers, thereby not only increasing sales volume but also maintaining consumer loyalty in the long term. Additionally, this research will not only provide practical benefits for sellers on Shopee Live but can also serve as a foundation for future studies related to consumer behavior, digital marketing, and impulse buying.

The Objectives of this Study are:

1. To examine the influence of scarcity messages on perceived enjoyment.
2. To examine the influence of hedonic shopping motivation on perceived enjoyment.
3. To examine the influence of scarcity messages on impulse buying.
4. To examine the influence of hedonic shopping motivation on impulse buying.
5. To examine the influence of perceived enjoyment on impulse buying.
6. To examine the influence of scarcity messages on impulse buying through perceived enjoyment.
7. To examine the influence of hedonic shopping motivation on impulse buying through perceived enjoyment.
8. To examine the influence of impulse buying on post-purchase dissonance.

LITERATURE REVIEW

Impulse Buying

Impulse buying, according to Daulay, (2020), is an unplanned purchase made by consumers to buy a product that is not actually needed. Impulse buying refers to the act of making a sudden transaction without prior planning, driven by strong emotions that are difficult to control. However, unfortunately, the products they see are often not needed, and these items were not previously intended to be purchased (Made and Purnama, 2019). According to Engel et al. (in Effendi, 2020), the dimensions of impulse buying are as follows:

1. Spontaneity
2. Compulsion, strength, and intensity
3. Excitement and stimulation
4. Indifference to consequences

Post-Purchase Dissonance

According to (Kotler & Keller, 2021), post-purchase dissonance is a feeling of dissatisfaction or doubt experienced by consumers after making a purchase, especially when they are confronted with a discrepancy between their expectations and the reality of the product purchased. According to Barta, S et al. (2022), post-purchase dissonance occurs when consumers experience regret or discomfort after a purchase, particularly when they feel that their purchase decision does not align with their expectations or personal values. The dimensions of post-purchase dissonance, according to Sweeney et al., in Rahmalia, (2017)), are as follows:

1. Emotional
2. Wisdom of purchase
3. Concern over the deal

Perceived Enjoyment

According to Ulaan et al., (2016), perceived enjoyment is the level of satisfaction experienced by consumers when shopping online. Perceived enjoyment is subjective because each individual has different feelings, even when they are in the same environment (Shiau and Luo, in Lin et al., 2022). Perceived enjoyment can be understood as an individual's subjective interpretation of the

overall experience of participating in an activity (Basuki et al., 2022). The dimensions of perceived enjoyment according to Y. Li (2016) are:

1. Pleasure
2. Enjoyment
3. Fun

Scarcity Message

Previous research, particularly within the framework of commodity theory (Brock, 1968; Lynn, 1991), has outlined the fundamental principle of scarcity. Commodity theory posits that the more limited the availability of a product, the higher the perceived value by consumers. Furthermore, Broeder & Wentink (2022) suggest that a limited-time scarcity message enhances perceptions of scarcity and competition among consumers, ultimately increasing purchase urgency. The dimensions of the scarcity message, as proposed by Wu et al. (2021), are:

1. Limited Time Scarcity (LTS)
2. Limited Quantity Scarcity (LQS)

Hedonic Shopping Motivation

According to Mamuaya (2018), hedonic shopping motivation is the urge of consumers to make purchases driven by emotional experiences and the pleasure obtained from the shopping process itself, not just to fulfill functional needs. Hedonic motivation is a buying activity triggered by behavior related to the five senses, fantasy, and emotions, making pleasure and material enjoyment the main goals in life (Miller, 2021). The dimensions of hedonic shopping motivation according to Ozen & Engizek (2014) are:

1. Adventure Shopping
2. Social Shopping
3. Gratification Shopping
4. Idea Shopping
5. Role Shopping
6. Value Shopping

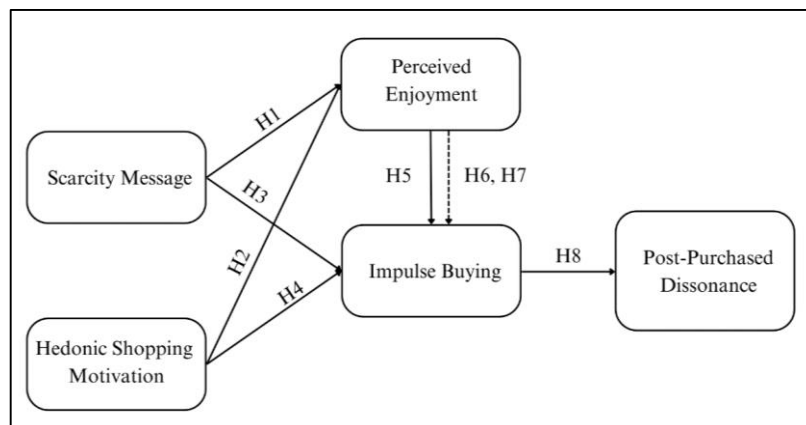


Figure 2. Conceptual Framework

METHODOLOGI

This research uses quantitative methods with a deductive approach and descriptive analysis. The research design used is cross-sectional, where data is collected within a single time period to test the relationships between the variables being studied. The research sample was selected using a non-probability sampling technique with the purposive sampling method. The criteria for selecting respondents were:

- Indonesian citizens
- Active Shopee users
- Have made purchases on Shopee Live more than once

Data collection was carried out by distributing questionnaires via Google Form over a period of three months, resulting in 300 valid respondents. The collected data was then analyzed using SmartPLS and Structural Equation Modeling (SEM) to test the relationships between variables, including Scarcity message, Hedonic shopping motivation, Perceived enjoyment, Impulse buying, and Post-purchase dissonance.

RESULT AND DISCUSSION

R-Square

Table 1. R-Square Test Results

Variable	R-Square
Impulse buying	0.464
Perceived enjoyment	0.421
Post-purchase dissonance	0.217

Based on the Results of the R-Square Test, it can be Explained as Follows:

1. Impulse buying is explained by 46.4% by Scarcity message, Hedonic shopping motivation, and Perceived enjoyment, while the remaining 53.6% is influenced by other factors.
2. Perceived enjoyment is explained by 42.1% by Scarcity message and Hedonic shopping motivation, while the remaining 57.9% is influenced by other factors.
3. Post-purchase dissonance is explained by 21.7% by Impulse buying, with 78.3% influenced by other external factors.

Q-Square

Table 2. Q-Square Test Results

Variable	SSO	SSE	$Q^2 (= 1 - r = \frac{SSE}{SSO})$
Impulse buying	2400.000	1581.474	0.341
Perceived enjoyment	1500.000	1124.101	0.251
Post-purchase dissonance	1800.000	1522.345	0.154

Based on the Results of the Q-Square test, it can be Explained as Follows :

1. Impulse buying ($Q^2 = 0.341$) shows good predictive relevance, indicating that the independent variables can predict impulse buying behavior with fairly good accuracy.
2. Perceived enjoyment ($Q^2 = 0.251$) also shows good relevance, meaning that Scarcity message and Hedonic shopping motivation have a significant influence on increasing Perceived enjoyment.
3. Post-purchase dissonance ($Q^2 = 0.154$) has lower predictive relevance, indicating that other external factors are more dominant in influencing post-purchase dissonance.

Overall, the Q-Square test results show that this research model has good predictive relevance, especially in explaining Impulse buying and Perceived enjoyment, but Post-purchase dissonance is influenced by other more dominant external factor

F-Square

Table 3. F-Square Test Results

Connection	R-Square
Scarcity message -> Perceived enjoyment	0.089
Hedonic shopping motivation -> Perceived enjoyment	0.327
Scarcity message -> Impulse buying	0.083
Hedonic shopping motivation -> Impulse buying	0.048
Perceived enjoyment -> Impulse buying	0.143
Impulse buying -> Post-purchase dissonance	0.276
Scarcity message -> Perceived enjoyment	0.089

Based on the Results of the F-Square test, it can be Explained as Follows:

1. The relationship between Scarcity message and Perceived enjoyment has an F-Square value of 0.089, indicating a moderate effect.
2. The relationship between Hedonic shopping motivation and Perceived enjoyment has an F-Square value of 0.327, indicating a moderate effect, which is the largest effect among all tested relationships.
3. The relationship between Scarcity message and Impulse buying has an F-Square value of 0.083, indicating a moderate effect.
4. The relationship between Hedonic shopping motivation and Impulse buying has an F-Square value of 0.048, indicating a moderate effect.
5. The relationship between Perceived enjoyment and Impulse buying has an F-Square value of 0.143, indicating a moderate effect.
6. The relationship between Impulse buying and Post-purchase dissonance has an F-Square value of 0.276, indicating a moderate effect.

Overall, the F-Square analysis shows that all relationships between variables in this study exhibit a moderate effect, as none of them reached an F-Square value ≥ 0.35 .

Model Fit

Table 4. Model Fit Test Results

Model Fit	
SRMR	0.050
NFI	0.865

The model fit results in Table 4 show that the Standardized Root Mean Residual (SRMR) is 0.050, which is categorized as good because the value is < 0.1. This indicates that the research model fits well with the analyzed data. Additionally, the Normed Fit Index (NFI) in this study is 0.865, which is also considered good as it falls within the range of 0.00 - 1.00. Thus, these results indicate that the research model used can be considered appropriate and suitable for analyzing the relationships between the variables studied.

Hypothesis and Significance

Table 5. Hypothesis and Significance

Hypothesis	Connection	Path Coefficient	T-Statistics	P-Value
H1	Scarcity message -> Perceived enjoyment	0.256	4.575	0.000
H2	Hedonic shopping motivation -> Perceived enjoyment	0.490	8.482	0.000
H3	Scarcity message -> Impulse buying	0.248	3.520	0.000
H4	Hedonic shopping motivation -> Impulse buying	0.208	2.484	0.007
H5	Perceived enjoyment -> Impulse buying	0.364	5.443	0.000
H6	Scarcity message -> Impulse buying melalui Perceived enjoyment	0.298	6.820	0.000
H7	Hedonic shopping motivation -> Impulse buying melalui Perceived enjoyment	0.157	4.096	0.000
H8	Impulse buying -> Post-purchase dissonance	0.465	8.173	0.000

Based on the Results of the Hypothesis and Significance test, it can be Explained as Follows:

1. **Hypothesis 1:** Scarcity message has a positive and significant influence on Perceived enjoyment.
2. **Hypothesis 2:** Hedonic shopping motivation has a positive and significant influence on Perceived enjoyment.
3. **Hypothesis 3:** Scarcity message has a positive and significant influence on Impulse buying.
4. **Hypothesis 4:** Hedonic shopping motivation has a positive and significant influence on Impulse buying.
5. **Hypothesis 5:** Perceived enjoyment has a positive and significant influence on Impulse buying.
6. **Hypothesis 6:** Scarcity message has a positive and significant influence on Impulse buying through Perceived enjoyment.
7. **Hypothesis 7:** Hedonic shopping motivation has a positive and significant influence on Impulse buying through Perceived enjoyment.
8. **Hypothesis 8:** Impulse buying has a positive and significant influence on Post-purchase dissonance

Scarcity Messages have a Positive and Significant Influence on Perceived Enjoyment

Based on the statistical test results, it can be concluded that the influence of scarcity messages on perceived enjoyment is significant. Thus, Hypothesis 1 is accepted, which states that scarcity messages have a positive and significant influence on perceived enjoyment. Akram et al., (2018) found that scarcity messages can increase positive emotions, which, in turn, enhance consumer satisfaction and enjoyment during the purchase process. Wu et al., (2021) also found that in live shopping, a high level of interactivity can strengthen the influence of scarcity messages, which in turn increases consumers' perceived enjoyment. In addition, Chen et al., (2017) showed that perceived scarcity increases the value of the product, which also contributes to an increase in the enjoyment perceived by consumers. In the context of live shopping, this finding is supported by Wu et al., (2021), who showed that high interactivity in live shopping reinforces the influence of scarcity messages, so that consumers feel more enjoyment during the purchase process. Research by Chen et al., (2017) also emphasized that perceived scarcity increases product value, which is more pronounced in dynamic platforms such as live shopping, enriching the shopping experience. Overall, these results suggest that scarcity messaging strategies are effective for enhancing consumers' shopping experience on Shopee Live.

Hedonic Shopping Motivation has a Positive And Significant Influence On Perceived Enjoyment

Based on the results of statistical tests, it can be concluded that the influence of hedonic shopping motivation on perceived enjoyment is significant. This means that Hypothesis 2 is accepted, which states that hedonic shopping motivation has a positive and significant influence on perceived enjoyment. (Indrawati et al., 2022) show that consumers with high hedonic motivation tend to seek out fun and interesting shopping experiences, which increase the level of

enjoyment they feel. Darmaningrum & Sukaatamdja (2019) also emphasize that a pleasant shopping experience is strongly influenced by hedonic motivation, which encourages consumers to be more involved and active in the shopping process. Huang et al., (2021) add that hedonic motivation also plays a role in increasing social interaction and enriching positive experiences in shopping, which ultimately enhances consumer enjoyment. These results suggest that hedonic motivation is crucial for enhancing the shopping experience on Shopee Live. Sellers can leverage hedonic motivation by creating an enjoyable experience, such as adding entertainment elements or more personalized interactions during live streaming.

Scarcity Message has a Positive and Significant Influence on Impulse Buying

Based on the results of statistical tests, it can be concluded that the influence of scarcity messages on impulse buying is significant. This means that Hypothesis 3 is accepted, which states that scarcity messages have a positive and significant influence on impulse buying. Song et al., (2015) in their research found that scarcity is an important factor that significantly influences impulse buying. This is because scarcity creates a sense of urgency that encourages consumers to act quickly. Research by Zaidan & Sukresna (2021) shows that time restrictions or the number of products available during live streaming can create urgency that encourages consumers to buy products immediately. Findings from Akram et al., (2018) also show that limited product restrictions, such as “limited stock” or “limited time,” can create a sense of urgency that encourages consumers to buy products without much consideration. Scarcity messages trigger emotional responses, such as fear of loss and the desire to possess, which directly increase the likelihood of impulse purchases (Siregar & Firdausy, 2024). These results show that the scarcity message strategy is very effective in encouraging impulse purchases on live shopping platforms such as Shopee Live. By using this technique, sellers can increase urgency and motivate consumers to make purchases immediately.

Hedonic Shopping Motivation has a Positive and Significant Influence on Impulse Buying

Based on the results of statistical tests, it can be concluded that the influence of hedonic shopping motivation on impulse buying is significant. This means that Hypothesis 4 is accepted, which states that hedonic shopping motivation has a positive and significant influence on impulse buying. Research by Indrawati et al., (2022) adds that the greater the pleasure felt by consumers, the higher the likelihood of them making impulse purchases. This is supported by Sari & Pidada (2019), who found that hedonic motivation can increase impulsive behavior, especially when combined with an active shopping lifestyle. On platforms like Shopee Live, hedonic shopping motivation plays an important role in influencing consumer impulsive behavior. The application of hedonic shopping motivation on Shopee Live has proven to be effective because sellers or streamers often create an interactive and engaging atmosphere during live streaming sessions. This is not only about promoting products but also about creating a more personalized relationship with consumers (Indrawati et al., 2022). These results show that hedonic motivation is effective in driving impulse

purchases on Shopee Live. Sellers can capitalize on this strategy by making live shopping sessions more interactive and fun.

Perceived Enjoyment has a Positive and Significant Influence on Impulse Buying

Based on the results of statistical tests, it can be concluded that the influence of perceived enjoyment on impulse buying is significant. This means that Hypothesis 5 is accepted, which states that perceived enjoyment has a positive and significant influence on impulse buying. Lin et al., (2022) show that consumers who experience high pleasure when shopping are more likely to make impulse purchases, as the enjoyable experience makes consumers feel more engaged and motivated to buy without deep consideration. Lee & Chen (2021) emphasize that the positive emotions that arise from the shopping experience increase consumers' tendency to buy items they had not planned on purchasing. Research by Primadewi et al., (2022) shows that an attractive shopping atmosphere and appealing promotions can increase perceived enjoyment, which in turn influences impulse buying. Research also shows that interactive elements on online shopping platforms, such as Shopee Live, can enhance consumers' perceived enjoyment. On Shopee Live, sellers who create an interactive, fun, and entertaining atmosphere can make consumers feel more engaged, thus increasing the likelihood of impulse purchases.

Scarcity Message has a Positive and Significant Influence on Impulse Buying Through Perceived Enjoyment

Based on the results of statistical tests, it can be concluded that the influence of scarcity message on impulse buying through perceived enjoyment is significant. This means that Hypothesis 6 is accepted, which states that scarcity message has a positive and significant influence on impulse buying through perceived enjoyment. Zaidan & Sukresna (2024) explain that when consumers are confronted with a scarcity message, they experience a sense of urgency that drives them to act quickly. This sense of urgency not only creates uncertainty but also enhances anticipation and excitement, contributing to a more enjoyable shopping experience. This is in line with the findings of Guo et al., (2017), who show that scarcity messages can increase the perceived value of a product, making it seem more exclusive and enhancing consumer satisfaction during the shopping process. Research by Zaidan & Sukresna (2021) also indicates that time or quantity restrictions in scarcity messages can increase product appeal, which in turn triggers positive emotions and increases the likelihood of impulse buying. In the context of live shopping on platforms such as Shopee Live, scarcity messages have been proven effective in enhancing perceived enjoyment and triggering impulse purchases. By displaying scarcity messages, such as limited product quantities or time constraints, sellers can increase product exclusivity and enhance consumer satisfaction during the shopping process. This enriches their shopping experience, creating feelings of excitement and urgency that motivate consumers to make impulse purchases, especially among millennials who are accustomed to online shopping situations.

Hedonic Shopping Motivation has a Positive and Significant Influence on Impulse Buying Through Perceived Enjoyment

Based on the statistical test results, it can be concluded that the influence of hedonic shopping motivation on impulse buying through perceived enjoyment is significant. This means that Hypothesis 7 is accepted, which states that hedonic shopping motivation has a positive and significant influence on impulse buying through perceived enjoyment. Amel et al., (2014) explain that when consumers experience pleasure while shopping, they are more likely to purchase products that were not on their shopping list. Hedonic shopping motivation focuses on the pursuit of pleasure and positive experiences during shopping, which directly influences impulse buying. Research by Udiiana & Panasea (2023) shows that a pleasurable shopping experience increases the likelihood of consumers making unplanned purchases. The greater the pleasure experienced, the more likely they are to engage in impulsive behavior. Darmaningrum & Sukaatamdja (2019) also confirm that perceived enjoyment serves as a bridge between hedonic shopping motivation and impulse buying, with hedonic motivation enhancing the enjoyable shopping experience that ultimately drives impulse purchases.

Impulse Buying has a Positive and Significant Influence on Post-Purchase Dissonance

Based on the statistical test results, it can be concluded that the influence of impulse buying on post-purchase dissonance is significant. This means that Hypothesis 8 is accepted, which states that impulse buying has a positive and significant influence on post-purchase dissonance. Panjaitan and Pohan (2019) explain that the main cause of post-purchase dissonance is consumer dissatisfaction with the purchased product and the mismatch between expectations and the reality of the received product. This aligns with the findings of Utari (2023), which shows that consumers who engage in impulse buying often experience regret and disappointment with the product quality, which does not meet their expectations. On platforms like Shopee Live, where purchases are often made without careful consideration, product mismatch can trigger post-purchase dissonance, causing consumers to feel anxious and regretful after making the purchase.

In the context of Shopee Live, product mismatch often arises as a result of impulse purchases made by consumers during live streaming sessions. As Lazim et al., (2020) indicate, post-purchase regret can emerge as a response to impulse buying, where consumers feel anxious and question the decision they made. Research by Chen et al., (2020) also supports this finding, showing that consumers involved in impulse buying tend to have higher levels of cognitive dissonance. This is due to the conflict between the desire to own a product and doubts about its compatibility with initial expectations. These results suggest that impulse buying increases the risk of greater post-purchase dissonance, especially if the purchased product does not meet consumer expectations. Sellers on Shopee Live should understand this dynamic to reduce post-purchase dissatisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis and discussion presented, the following key findings can be concluded:

1. Scarcity message has a positive influence on perceived enjoyment on Shopee Live.
2. Hedonic shopping motivation has a positive influence on perceived enjoyment on Shopee Live.
3. Scarcity message has a positive influence on impulse buying on Shopee Live.
4. Hedonic shopping motivation has a positive influence on impulse buying on Shopee Live.
5. Perceived enjoyment has a positive influence on impulse buying on Shopee Live.
6. Scarcity message has a positive influence on impulse buying through perceived enjoyment on Shopee Live.
7. Hedonic shopping motivation has a positive influence on impulse buying through perceived enjoyment on Shopee Live.
8. Impulse buying has a positive influence on post-purchase dissonance on Shopee Live.

Therefore, sellers can use these strategies in live shopping by displaying limited stock in real-time, using countdown timers for exclusive promotions, or offering additional rewards for quick purchases. However, it should be noted that one of the main factors causing post-purchase dissonance is the mismatch between expectations and the reality of the product. Therefore, sellers must ensure that the product descriptions provided on Shopee Live are clear, transparent, and not exaggerated. In order to make sales not only short-term but also impact repeat purchases, sellers can offer incentives such as discounts for subsequent purchases, loyalty point systems, or exclusive access to special promotions for frequent buyers. This strategy can increase customer loyalty and strengthen long-term relationships with consumers, ensuring that customers do not stop at just one impulsive purchase but have a reason to continue returning and buying again.

FURTHER STUDY

For future research, several areas can be explored to deepen the understanding of impulse buying behavior in a live shopping environment. Although this study found a positive and significant effect of scarcity message, hedonic shopping motivation, and perceived enjoyment on impulse buying, the amount of influence found was still in the moderate category. Future research can consider other variables such as trust in brand or perceived value to strengthen the relationship with impulse buying. Furthermore, future research can focus on the importance of paying attention to the impact of post-purchase dissonance, which will affect repeat purchases and brand image. This research was conducted on Shopee Live, therefore, future research can expand the scope by comparing results on other e-commerce platforms such as TikTok Shop or Instagram Shopping to see if similar behavior patterns occur on various online

shopping sites. The approach used in this research is quantitative; therefore, future research can combine it with qualitative methods, such as in-depth interviews or case studies, to gain greater insight into consumers' decision-making process towards scarcity messages.

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