

# The impact of Promotional Stimuli and Hedonic Value on Impulse Buying Driven by Positive Emotions Among Tokopedia Users

Intan Dwi Nuraeni <sup>1\*</sup>, Wala Erpurini <sup>2</sup>

<sup>1\*,2</sup> Management Study Program, Faculty of Economics and Business, Universitas Jenderal Achmad Yani, Cimahi City, West Java Province, Indonesia

Email: [intandwinuraeni432@gmail.com](mailto:intandwinuraeni432@gmail.com) <sup>1\*</sup>, [walaerpurini@mn.unjani.ac.id](mailto:walaerpurini@mn.unjani.ac.id) <sup>2</sup>

Article history:  
Received April 24, 2026  
Revised June 3, 2026  
Accepted June 15, 2026

## Abstract

The rapid growth of e-commerce in Indonesia has influenced consumer purchasing behavior, particularly impulse buying. This study examines the effect of promotion stimuli and hedonic shopping value on impulse buying, with positive emotion as a mediating variable among Tokopedia users in Cimahi City. Using a quantitative approach, data were collected from 125 respondents through purposive sampling and analyzed using SEM-PLS. The results show that promotion stimuli and hedonic shopping value significantly affect positive emotion. However, promotion stimuli and positive emotion do not significantly affect impulse buying. In contrast, hedonic shopping value has a significant effect on impulse buying. The findings indicate that impulse buying is primarily driven by hedonic shopping experiences rather than promotional strategies or emotional responses, highlighting the importance of enhancing user experience in e-commerce platforms.

## Keywords:

Promotional stimuli hedonic value; Impulse buying; Positive emotions.

## 1. INTRODUCTION

The development of digital technology has transformed Indonesian consumer behavior, marked by increased internet penetration and online shopping activity. APJII (2024) data shows internet penetration reaching 79,5% while e-commerce transaction value reached IDR 487.01 trillion in 2024 (GoodStats, 2024). Indonesia is recognized as one of the fastest-growing digital economies in Southeast Asia. This growth is driven by widespread smartphone usage, improved digital infrastructure, and enhanced platform services. At the regional level, Cimahi City demonstrates a high level of internet usage and e-commerce adoption, making it a relevant context for examining online consumer behavior. Tokopedia, one of Indonesia's major e-commerce platforms, has shown a declining trend in several performance indicators, including Top Brand Index, Gross Merchandise Value (GMV), and website traffic.

In this context, impulse buying has become an important phenomenon to examine. Impulse buying refers to spontaneous purchasing behavior without prior planning, often driven by emotional and situational factors (Bhakat, 2025) (Kathuria & Bakshi, 2024). In online environments, promotion stimuli such as discount, cashback, and limited-time offers can create a sense of urgency that encourages unplanned purchases (Virk, 2025; Rizaldi, Majid, & Purwanto, 2026). In addition, hedonic shopping value, which reflects enjoyment and emotional experiences during shopping, has been shown to significantly influence consumer behavior (Redda, 2020; Huang, Huang, & Chang, 2022) (Vieira, Santini, & Araujo, 2018).

Moreover, emotional responses, particularly positive emotion, play a crucial role as an internal mechanism linking external stimuli to behavioral outcomes (Schreuder, Van Erp, Toet, & Kallen, 2016). According to the Stimulus-Organism-Response (SOR) framework, external stimuli influence internal states (organism), which subsequently shape behavioral responses (Tinne, 2010). Positive emotions such as pleasure, satisfaction, and excitement can reduce cognitive control and increase the likelihood of impulse buying (Iyer, Blut, Xiao, & Grewal, 2020).

Nevertheless, previous studies have reported inconsistent findings regarding the mediating role of positive emotion in the relationship between promotion stimuli, hedonic shopping value, and impulse buying

(Adzqia & Adialita, 2024). Furthermore, empirical studies integrating these variables within the SOR framework in the context of Indonesia e-commerce users, particularly at the local level such as Cimahi City, remain limited.

Therefore, this study aims to analyze the effect of promotion stimuli and hedonic shopping value on impulse buying behavior, with positive emotion as a mediating variable, among Tokopedia user in Cimahi City. This research is expected to contribute to the development of consumer behavior literature and provide practical insights for e-commerce platform in designing more effective marketing strategies.

## 2. RESEARCH METHOD

This research into quantifiable indicators through a 1–5 Likert scale questionnaire. The variables examined encompassed promotional stimuli and hedonic shopping value as independent variables, positive emotion as an intervening variable, and impulse buying as a dependent variable. The instruments underwent testing for validity and reliability to guarantee measurement precision and consistency. The study population consisted of Tokopedia users in Cimahi City, with a sample of 120 respondents chosen via a purposive sampling technique. The data utilized were quantitative, comprising primary data (questionnaires) and secondary data (literature and official reports). Data collection was performed cross-sectionally using Google Forms and a literature review. Data processing involved editing, coding, inputting data into SPSS and SmartPLS, tabulation, and descriptive statistical analysis. Subsequently, the data analysis employed the SEM-PLS method to investigate the relationships between variables, including validity and reliability tests, as well as the evaluation of the measurement and structural models. Hypothesis testing was carried out using bootstrapping, complemented by multicollinearity (VIF), effect size ( $f^2$ ), and predictive relevance ( $Q^2$ ) tests. Additionally, the mediating role of positive emotions in the relationship between variables was assessed.

### 2.1. Measurement

We pulled the main questions for this study straight from established research. For Promotion Stimuli we operationalized through indicators reflecting consumer's perception of discount, cashback offers, time-limited promotions, and free shipping, as these elements represent common promotional strategies in e-commerce platform. To measure hedonic shopping value was measured by capturing the experiential aspects of online shopping, including its role as a source of entertainment, the tendency to seek new trends, satisfaction with product aesthetics, and the exploration of product during the shopping process. When it came to positive emotion was conceptualized as consumers' affective responses during online shopping, encompassing feelings of pleasure, enthusiasm, comfort, and interest while interacting with the platform. And for impulse buying, behavior characterized by a strong urge to buy, minimal cognitive deliberation, and a tendency to disregard potential consequences.

Everyone answered these questions using a 5-point Likers scale, from "strongly disagree". It's simple and keeps the responses consistent. By sticking with questions that have already worked well in other studies, we made sure our measures were solid. This set us up to really dig into how deals, positive feelings, and the joy of shopping all mix together to trigger impulse buys online. In the end, it gave us clear and reliable results we could trust.

### 2.2. Questionnaire and Measurement Item

Here's how we measured everything for this study. The table lists all the items we used under each category—promotional stimuli, hedonic shopping value, positive emotion, and impulse buying behavior—centered on e-commerce. We took these items from earlier research, then tweaked them so they'd work for what we needed. Each one is clearly explained, so there's no confusion about what it asks, and they all connect closely to real experiences on Tokopedia. This setup lets us capture how people actually think and feel, so our analysis stays grounded in reality. Since we use standardized items throughout, our research stays consistent, and we cover each factor throughly.

Table 1: Measurement instruments and Items

Construct	Item Code	Item
Promotional Stimuli	PS.1	Tokopedia frequently offers attractive discounts.
Promotional Stimuli	PS.2	Limited-time promotions encourage me to make purchases.
Promotional Stimuli	PS.3	Cashback and vouchers influence my buying decisions.
Promotional Stimuli	PS.4	Free shipping promotions motivate me to shop more.
Hedonic Shopping Value	HSV.1	I feel excited when browsing products on Tokopedia.
Hedonic Shopping Value	HSV.2	Shopping on Tokopedia gives me pleasure.
Hedonic Shopping Value	HSV.3	I shop on Tokopedia for entertainment.
Hedonic Shopping Value	HSV.4	I feel happy when exploring products on Tokopedia.
Positive Emotion	PE.1	I feel happy when shopping on Tokopedia.
Positive Emotion	PE.2	I feel satisfied after making purchases.

Positive Emotion	PE.3	I feel enthusiastic when I find interesting products.
Positive Emotion	PE.4	Promotions make me feel excited to shop.
Impulse Buying	IB.1	I buy products spontaneously on Tokopedia.
Impulse Buying	IB.2	I purchase items immediately when I see them.
Impulse Buying	IB.3	I find it difficult to resist buying attractive products.
Impulse Buying	IB.4	I often buy things that I did not intend to purchase.

### 2.3. Procedures for Data Collection

We ran an online survey targeting Tokopedia users in Cimahi City who fit our criteria. Everyone who took part filled out a structured questionnaire covering their experiences with Tokopedia's promotions, hedonic shopping value, positive emotions and impulse buying behavior. With this survey, we wanted to know how promotional strategies and shopping experiences shape people's emotions and buying decisions on e-commerce platforms.

After collecting responses, we screened and processed the data for analysis. To study the links between these variables, we used Structural Equation Modelling (SEM), so we could look at both direct and indirect effects. We also explored how positive emotion mediates the relationships between promotional stimuli, hedonic shopping value and impulse buying.

We hope these findings shed some light on how promotions and shopping enjoyment drive consumer behavior—and what that means for financial choices and developing healthier shopping habits online.

### 2.4. Data Analysis

E-commerce is everywhere these days—it's just a part of life now, and it shows no sign of slowing down. In Indonesia, Tokopedia and other big platforms have made it almost effortless to find and buy pretty much anything. People are shopping online a lot more, mostly because it's so convenient, and let's face it, all the promos -discounts, cashback, free shipping -make it tough to say no. But there's more going on than just convenience. E-commerce sites are working hard to make shopping feel fun, almost like you're playing a game instead of just ticking things off a list. It's no wonder so many people look forward to shopping online—not only to get what they want, but for that little rush of excitement or happiness when they find a great deal. The thing is, e-commerce's real pull isn't just about how easy it is. How people actually feel while shopping makes a huge difference. Scoring a bargain or just browsing can spark positive emotions, and that's when impulse buying take over. Young people, especially, who are always online, get drawn in by clever promos and interactive features. Whether those strategies actually work depends on how well the platform creates real value while giving that emotional kick people crave.

## 3. RESULTS AND DISCUSSION

### 3.1. Results

This study looked at data from 125 people who fit the criteria, basically Tokopedia users in Cimahi City who'd shopped online and seen promotional programs. Most of them were between 17 and 25 years old (70.4%), with some in the 25 – 30 age group (21.6%) and > 35 years old (8%). Women made up a bigger part of the sample, at 77%, while men were 48%. In term of occupation, most were students (62.4%), some were employees (21.6%), a small number were entrepreneur (8%), civil servant (8%), and other (4%). When it came to Tokopedia experience, nearly half (45%) had used the platform for over two years. A good portion (35%) had been using it for one to two years, and the rest (20%) for less than a year. In terms of habits, most people (48%) shopped online two to four times a month, which shows they're fairly active e-commerce users. More details are in Table 2.

Table 2 Respondent Characteristics

Variable	Frequency	Percentage
Male	48	38.4%
Female	77	61.6%
17 – 25 years	14	12%
25 – 35 years	50	42%
> 35 years	34	28%
Student	78	62.4%
Employee	27	21.6%
Entrepreneur	8	6.4%
Bureaucrat	8	6.4%
Other	4	3.2%

Source: Data processed by Author

Table 2 shows data from 125 people. Most are women -about 61.6% with men making up the rest. Age wise, the biggest chunk is in their twenties right between 17 and 25, at 42%. Another 28% are in their thirties and 18% are over 40. For education, 40% have a bachelor's, 27% hold a diploma, and 25% finished senior high school. Only 8% went for a master. So, you're looking at a mostly young, well-educated crowd who clearly spend time online. In other words, they're just the right group to study impulse buying in online shopping.

### 3.1.1. Validity and Reliability

Here's how the study checks validity and reliability. First, they looked at construct validity by testing whether each item really belongs to the concept it's supposed to measure. They checked factor loadings for every item—if the loading is at least 0.708, the item counts as valid. And based on Table 3, all the items clear that bar. So, each item pretty much fits its intended construct.

For reliability, they used Cronbach's Alpha and Composite Reliability (CR). Both should hit above 0.7, and all the constructs here do. That means the items work well together; it's consistent. They also looked at Average Variance Extracted (AVE)—as long as AVE is higher than 0.5, the construct covers more than half the variance in its indicators. Every construct here passes that test.

In short, the measurement model holds up as both valid and reliable. That gives the study a solid foundation to analyze the links between promotional stimuli, hedonic shopping value, positive emotion, and impulse buying.

Table 3. Measurement Model Evaluation

Construct	Item Code	Item	Loading	Cronbach's Alpha	CR	AVE
Promotional Stimuli	PS1	Tokopedia frequently offers attractive discounts.	0.906	0.917	0.942	0.801
Promotional Stimuli	PS2	Limited-time promotions encourage me to make purchases.	0.937			
Promotional Stimuli	PS3	Cashback and vouchers influence my buying decisions.	0.858			
Promotional Stimuli	PS4	Free shipping promotions motivate me to shop more.	0.878			
Hedonic Shopping Value	HSV1	I feel excited when browsing products on Tokopedia.	0.863	0.901	0.931	0.772
Hedonic Shopping Value	HSV2	Shopping on Tokopedia gives me pleasure.	0.896			
Hedonic Shopping Value	HSV3	I shop on Tokopedia for entertainment.	0.893			
Hedonic Shopping Value	HSV4	I feel happy when exploring products on Tokopedia.	0.862			
Positive Emotion	PE1	I feel happy when shopping on Tokopedia.	0.921	0.943	0.959	0.854
Positive Emotion	PE2	I feel satisfied after making purchases.	0.904			
Positive Emotion	PE3	I feel enthusiastic when I find interesting products.	0.947			
Positive Emotion	PE4	Promotions make me feel excited to shop.	0.924			
Impulse Buying	IB1	I buy products spontaneously on Tokopedia.	0.912	0.934	0.953	0.835
Impulse Buying	IB2	I purchase items immediately when I see them.	0.917			
Impulse Buying	IB3	I find it difficult to resist buying attractive products.	0.946			
Impulse Buying	IB4	I often buy things that I did not intend to purchase.	0.878			

Source: Data processed by Author

### 3.1.2. Structural Model Analysis

To see how well the model worked, we looked at the R-square values for each main outcome variable. R-square shows how much of the change in these variables comes from the factors we're testing. In short, the higher the R-square the better the model explains what's going on. Here, we focused on whether things like promotional stimuli and hedonic shopping value can predict positive emotions and impulse buying behavior.

Checking these numbers matters because it helps us figure out how strong the relationships really are and whether the model actually makes sense for predicting what people do when they shop online.

Table 4. R-Square Results and Structural Model Fit Evaluation

Variable	R-Square	Adjusted R-Square	Description
Positive Emotion (PE)	0.757	0.753	The model explains 75.7% of the variation in positive emotion.
Impulse Buying (IB)	0.532	0.521	The model explains 53.2% of the variation in impulse buying behavior.

Source: Data Processed by Author

Table 4 tells a clear story: the structural model explains a lot. Positive emotion has an R-Square of 0.757, meaning promotion stimuli and hedonic shopping value explain 75.7% of consumers' feelings. This indicates a strong model in explaining emotional response during online shopping. For impulse buying, the R-Square is 0.532, which means 53.2% of the behaviour is explained by promotion stimuli and hedonic shopping value. This is categorized as a moderate model. Overall, the result suggests that while the model strongly explains positive emotions, it only moderately explains impulse buying, indicating that other factors may also influence consumers' impulsive purchasing decisions.

### 3.1.3. Hypothesis Testing

We used SmartPLS 4 to run bootstrapping and check the research hypotheses. The path coefficient results show that promotional cues, hedonic value, and positive emotions really do influence impulse buying. To see how strong these connections are, we looked at T-statistics and P-values from bootstrapping. The data makes it clear: emotional responses actually help explain why Tokopedia users end up making impulse purchases.

Table 5. Path Coefficients and Hypothesis Testing

Hypothesis	Relationship	Original Sample	P-Value	T-Statistic	Description
H1	PS → PE	0.425	0.012	2.515	Supported
H2	HV → PE	0.491	0.003	2.980	Supported
H3	PS → IB	0.013	0.926	0.093	Not Supported
H4	HV → IB	0.631	0.000	4.187	Supported
H5	PE → IB	0.102	0.527	0.663	Not Supported
H6	PS → PE → IB	0.043	0.591	0.537	Not Supported
H7	HV → PE → IB	0.050	0.528	0.632	Not Supported

Source: Data Processed by Author

Table 5 presents the path coefficients and hypothesis testing result. What stands out here is that not all relationships are significant, and the findings show a more nuanced pattern compared to initial expectations. First, both promotion stimuli (H1) and hedonic shopping value (H2) are found to have a positive and significant effect on positive emotion. This indicates that when consumers encounter attractive promotions or experience enjoyment during online shopping, they tend to develop positive emotional responses. In other words, promotion stimuli and hedonic value successfully trigger feelings such as excitement and pleasure. However, when it comes to impulse buying, the result differs. Promotion Stimuli (H3) does not have a significant effect on impulse buying, suggesting that promotional offer alone is not strong enough to directly encourage spontaneous purchase. Similarly, positive emotion (H5) is also found to have no significant effect on impulse buying. This implies that even though consumers enter into impulse purchasing behavior. On the other hand, hedonic shopping value (H4) shows a positive and significant influence on impulse buying. This highlights that the enjoyment and experiential aspect of shopping play a more critical role in driving impulse buying purchase compared to promotional factor or emotional responses alone. Consumers who perceive shopping as fun and entertaining are more likely to buy impulsively. The mediation analysis further reinforces these findings. Both (H6) and (H7) are not supported, indicating that positive emotion does not mediate the relationship between either promotion stimuli or hedonic shopping value and impulse buying. This means that positive emotions do not act as a connecting mechanism that strengthens the impact of these variables on impulsive purchasing behaviour. In simple terms, while promotions and enjoyable shopping experiences can make consumers feel good, only the hedonic value directly drives impulse buying. Emotional responses, in this case, do not significantly amplify the effectiveness of marketing strategies. For users of e-commerce platform such as Tokopedia, it is the fun and engaging shopping experience—not merely promotions or positive feelings—that plays the most important role in triggering impulse purchases.

### 3.2. Discussion

The findings of this study provide important insight into the relationships between promotion stimuli, hedonic shopping value, positive emotion, and impulse buying behavior. First, the result indicates that

promotion stimuli have a positive and significant effect on positive emotion. This suggests that promotional strategies such as discount, cashback, free shipping, and limited-time offers are effective in generating favorable emotional response among consumers. These findings are consistent with prior research indicating that time-limited promotions and perceived economic benefits can trigger excitement and emotional arousal in online shopping context (Antón, Camarero, & Rodríguez, 2017). Therefore, promotional stimuli can be considered an effective trigger for emotional engagement in online shopping.

Furthermore, hedonic shopping value is found to have a positive and significant effect on positive emotion. This implies that consumers who perceive online shopping as enjoyable, entertaining, and emotionally engaging tend to experience stronger positive emotions. This result is in line with (Diah, Pristanti, & Aspianti, 2019), who reported that hedonic shopping value significantly affects positive emotion. Thus, the experiential and emotional aspect of online shopping plays a crucial role in shaping consumer's affective responses.

However, the result reveals that promotion stimuli do not have a significant effect on impulse buying. This indicates that promotional strategies alone are insufficient to directly encourage impulsive purchasing behavior. This finding contradicts previous studies by (Adzqia & Adialita, 2024) and (Renaldi & Nurlinda, 2023), which found a significant relationship between promotion and impulse buying. A possible explanation for this difference is that consumers are becoming more rational and selective, meaning that promotional offers alone are no longer strong enough to trigger spontaneous purchases.

In addition, positive emotion is found to have no significant effect on impulse buying. This suggests that although consumers may experience pleasure, excitement, and satisfaction during the shopping process, these emotional states do not necessarily translate into impulse purchasing behavior. This result is consistent with (Zafar et al., 2021), who found that emotions significantly influence impulse buying. This discrepancy indicates that emotional responses may not always lead to behavioral outcomes, particularly in the context of increasingly informed and experienced online consumers.

On the other hand, hedonic shopping value shows a positive and significant effect on impulse buying. This finding indicates that the enjoyment and experiential aspect of shopping play a more dominant role in driving impulsive purchases compared to promotional or emotional factors. This result is consistent with (Shahpasandi, Zarei, & Nikabadi, 2020) and (Coelho, Aniceto, Bairrada, & Silva, 2023), who found that hedonic shopping value significantly influences impulse buying behavior. Therefore, consumers are more likely to engage in impulse buying when they perceived the shopping experience as enjoyable and engaging.

Moreover, the mediation analysis reveals that positive emotion does not mediate the relationship between promotion stimuli and hedonic shopping value on impulse buying. This finding contradicts previous studies by (Shahpasandi et al., 2020; Renaldi & Nurlinda, 2023), which found that positive emotion act as a mediating variable. This suggests that in this study, emotional responses do not function as a key mechanism linking marketing stimuli to impulse purchasing behavior.

Overall, these findings indicate that impulse buying behavior is more strongly driven by hedonic shopping experiences rather than promotional strategies or emotional responses alone. This implies that e-commerce platform, such as Tokopedia, should focus on enhancing user experience, including interactive features, engaging interfaces, and enjoyable browsing experiences, rather than relying solely on promotional tactics to stimulate impulse buying.

#### 4. CONCLUSION

Impulse buying on Tokopedia isn't simply driven by discounts or "free shipping" banners. Promotions do catch attention and even create positive feelings, but they don't directly push people to make impulsive purchases. So, while deals may spark interest, they're not enough to turn that interest into action on their own. There's something else at play. People often shop because they enjoy the experience itself—the browsing, the discovery, the overall feel of it. That sense of enjoyment is what really makes them add items to their cart without much planning. In other words, it's not just about what shoppers see, but how they experience the process. Interestingly, even though promotions and shopping enjoyment can make people feel good, those positive emotions don't necessarily lead to impulse buying. Feeling happy while shopping doesn't automatically mean someone will buy on a whim. What truly stands out is this: the enjoyment of shopping (Hedonic Shopping Value) is the key driver of impulse buying. When people find the experience fun and engaging, they are far more likely to make spontaneous purchases. So, if selling on Tokopedia, relying only on promotions isn't enough. Focus on creating an enjoyable and engaging shopping experience—something that keeps people interested as they browse. The more fun and immersive the experience, the more likely impulse purchases will happen.

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