

Buy Now, Pay Later: Does Paylater Influence Impulsive Buying Among Generation Z?

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Abstract

This study aims to determine the effect of paylater features on impulsive buying behavior among Generation Z. Using an influence analysis method, this study will measure the extent to which paylater affects the impulsive buying behavior of Generation Z in the context of e-commerce. This study adopts a quantitative approach with a survey research design, utilizing an online Google Form. The data analysis technique employed in this study is quantitative analysis, with the analytical tool being the variance-based structural equation model (PLS-SEM). The results of the study indicate that shopping lifestyle, hedonic motivation, and sales promotions have a significant influence on positive emotions and impulsive buying. Additionally, positive emotions were found to act as a mediating variable in the relationship between shopping lifestyle, hedonic motivation, and sales promotions on impulsive buying.

Keywords: *Paylater, Impulsive Buying, Generation Z*

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INTRODUCTION

The shopping lifestyle among Generation Z often focuses on seeking enjoyable and unique experiences, which can encourage impulsive purchasing behavior (Aprilia & Mahfudzi, 2020). Hedonic motivation also plays a significant role in impulsive purchasing behavior, particularly among Generation Z. Hedonic motivation refers to the drive to shop for pleasure, entertainment, and personal enjoyment (Barona et al., 2023). For Generation Z, the shopping experience is not just about acquiring products but also about enjoying the process and the emotions involved.

PayLater reinforces this hedonic motivation by allowing consumers to experience immediate satisfaction without having to think about the immediate financial burden (Amelia et al., 2023). The combination of hedonic motivation and an easy payment system creates a shopping experience that focuses on instant gratification, which increases the risk of impulsive purchases. Research conducted by Azkiya & Pradana (2023) and Patrisia (2024) shows that hedonic motivation can influence impulsive buying. However, this is not relevant to the research conducted by Arija & Sanjaya (2023), which reveals that hedonic motivation does not influence impulsive buying.

Sales promotions are a highly effective marketing strategy for influencing impulsive purchasing behavior (Lamis et al., 2022). Paylater service providers often use various forms of promotions to attract new users and encourage more frequent transactions among existing users (Waluyo et al., 2022). The sales promotions offered by Paylater services can include

special discounts, cashback, interest-free periods for a certain duration, reward points, and other exclusive offers that are only accessible through the Paylater payment method.

According to Rompas (2020), discounts offered by Paylater providers can trigger the desire to make purchases using the 'buy now, pay later' or Paylater system. In addition, this promotion also takes advantage of Generation Z's tendency towards impulsiveness and desire to get the best deal, where they feel like they are getting more value or a unique opportunity when using the service.

Research conducted by Adziquia & Adialita (2024) explains that sales promotions can influence impulsive buying. The results of this study are consistent with the research conducted by Setiasih et al. (2023), which states that sales promotions can influence impulsive buying. However, this is inconsistent with the findings of the study conducted by Sungkono & Maskur (2023), which reveals that sales promotions do not influence impulsive buying.

Positive emotions generated from the shopping experience are also a key factor that can mediate the relationship between shopping lifestyle, hedonic motivation, and sales promotion with impulsive buying behavior (Nurlinda & Christina, 2020). Positive emotions, such as joy, satisfaction, and contentment, are often experienced by consumers during or after the shopping process (Permatasari et al., 2017). These emotions can strengthen the impulse to buy, especially when driven by enjoyable shopping experiences that do not require immediate financial consideration.

PayLater, by giving consumers the opportunity to defer payment, allows them to focus more on the emotional aspects of shopping, which in turn can increase the frequency and intensity of impulsive purchases. In many cases, these positive emotions become the primary driver behind impulsive purchasing decisions, as consumers feel compelled to maintain or repeat those pleasant feelings through further consumption (Azkiya & Pradana, 2023).

Research conducted by Purnomo & Tantra (2024) revealed that positive emotions can influence impulsive buying and also mediate shopping lifestyle and hedonic motivation towards impulsive buying. In addition, research conducted by Adziquia & Adialita (2024) revealed that positive emotions can influence impulsive buying and also mediate sales promotion towards impulsive buying. However, research conducted by Nurlinda & Christina (2020) shows that positive emotions cannot mediate the relationship between shopping lifestyle and impulsive buying. Research conducted by Sudyasjayanti & Lie (2022) reveals that positive emotions cannot mediate the relationship between sales promotions and impulsive buying.

Based on this phenomenon, this study is based on concerns about the increase in uncontrolled consumptive behavior among Generation Z, especially those who use PayLater services. This study focuses on Generation Z in Bali Province, where fast internet access facilitates the use of digital services such as PayLater. Thus, this study is expected to make a significant contribution to marketers in designing promotions that can trigger positive emotions in Generation Z, thereby encouraging impulsive shopping behavior.

METHODOLOGY

This study uses a quantitative approach with a survey research design. Quantitative research is a systematic investigation of a phenomenon by collecting various data that can be measured using statistical, mathematical, or computational techniques. Quantitative survey research is a type of research conducted to obtain facts or data in the field. The survey method was chosen as the primary data source. Data collection was carried out using a questionnaire instrument. A questionnaire is a data collection technique that involves providing respondents with a set of written questions or statements to answer. A questionnaire is an efficient data collection technique if the researcher knows exactly which variables to measure and what to expect from the respondents.

The questionnaire was distributed online via Google Forms by researchers to each Generation Z respondent in Bali Province. The questionnaire consisted of two parts, with the first part containing the respondent's identity and the second part containing points regarding impulsive buying, shopping lifestyle, hedonic motivation, sales promotion, and positive emotion. This study was measured using a Likert scale. The Likert scale consisted of five points, namely:

1. Strongly Disagree
2. Disagree
3. Undecided
4. Agree
5. Strongly Agree

The sampling technique used was purposive sampling, which is sampling limited to participants with specific characteristics who will provide information and meet the researcher's requirements. The sample in this study had the following criteria:

1. Generation Z born between 1997 and 2012.
2. Residing in Bali.
3. Have made at least one transaction using Shopee Paylater.

The data analysis technique used in this study is quantitative analysis. After the data obtained in the field is collected, quantitative analysis is performed using statistical analysis tools to analyze numerical data, or quantitative data. The analysis tool used in this study is a variance-based structural equation model, or component-based structural equation model, known as Partial Least Square (PLS).

The analysis stages using Partial Least Square (PLS) consist of two tests or analyses, namely: the outer model, which tests and analyzes the relationship between the observed variable (indicator or question item) and its construct (unobserved variable), and the inner model, which tests and analyzes the relationship between one construct and another (Suriana et al., 2022).

RESULTS AND DISCUSSION

The data analysis technique used in this study is Partial Least Squares (PLS), which is a multivariate analysis technique that compares dependent variables with multiple independent variables. PLS is a variance-based SEM statistical model designed to solve multiple regression when there are specific problems in the data, such as a small research sample size, missing data, and multicollinearity. Two testing stages were used in this study, namely:

Outer Model Evaluation (Measurement Model)

The outer model, outer relation, or measurement model explains how each indicator block is related to other latent variables. This analysis is conducted to ensure that the measurements taken are appropriate for measurement purposes in terms of reliability and validity.

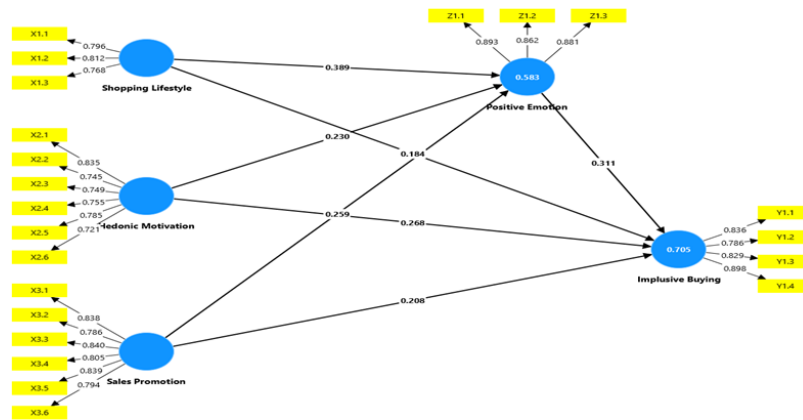


Figure 1 Outer Model

Primary Data Source Processed, 2024

a. Convergen Validity

Convergent validity testing for each construct indicator was calculated using PLS (Partial Least Square). Referring to the statement made by Ghozali (2018), it explains that an indicator can be considered valid if its value is higher than 0.7, while a loading factor value between 0.50 and 0.60 is considered sufficient.

Table 1. Outer Loading Values

	Hedonic Motivation	Impulsive Buying	Positive Emotion	Sales Promotion	Shopping Lifestyle
X1.1					0.796
X1.2					0.812
X1.3					0.768
X2.1	0.835				
X2.2	0.745				
X2.3	0.749				
X2.4	0.755				
X2.5	0.785				
X2.6	0.721				
X3.1				0.838	
X3.2				0.786	
X3.3				0.840	
X3.4				0.805	
X3.5				0.839	
X3.6				0.794	
Y1.1		0.836			
Y1.2		0.786			
Y1.3		0.829			
Y1.4		0.898			
Z1.1			0.893		
Z1.2			0.862		
Z1.3			0.881		

Source: Primary Data Processed, 2025

Based on the data presented in the table above, it is known that each research variable indicator has an outer loading value >0.7 . This means that the correlation between the research item/indicator scores and the construct has a high reflective measure. Thus, the indicators in this study can be declared valid as measures of the latent variables.

b. Discriminant Validity

The discriminant validity of a model is considered good if each loading value of each indicator of a latent variable has the largest loading value with other loading values for other latent variables. The results of the discriminant validity test are as follows:

Table 2. Cross Loading Values

	Hedonic Motivation	Impulsive Buying	Positive Emotion	Sales Promotion	Shopping Lifestyle
X1.1	0.489	0.546	0.555	0.441	0.796
X1.2	0.553	0.576	0.573	0.471	0.812
X1.3	0.432	0.480	0.471	0.399	0.768
X2.1	0.835	0.598	0.556	0.609	0.587
X2.2	0.745	0.597	0.544	0.450	0.558
X2.3	0.749	0.555	0.513	0.526	0.451
X2.4	0.755	0.577	0.400	0.515	0.390
X2.5	0.785	0.584	0.532	0.664	0.430
X2.6	0.721	0.507	0.501	0.662	0.431
X3.1	0.509	0.566	0.517	0.838	0.428
X3.2	0.578	0.568	0.515	0.786	0.431
X3.3	0.635	0.579	0.576	0.840	0.462
X3.4	0.668	0.565	0.531	0.805	0.499
X3.5	0.617	0.538	0.530	0.839	0.416
X3.6	0.637	0.659	0.495	0.794	0.474
Y1.1	0.597	0.836	0.630	0.607	0.585
Y1.2	0.629	0.786	0.571	0.454	0.600
Y1.3	0.644	0.829	0.655	0.722	0.545
Y1.4	0.627	0.898	0.646	0.582	0.542
Z1.1	0.556	0.662	0.893	0.514	0.604
Z1.2	0.603	0.640	0.862	0.616	0.604
Z1.3	0.595	0.670	0.881	0.571	0.574

Source: Primary Data Processed, 2025

Based on Table 2 above, it can be seen that each indicator has a cross loading greater than 0.7 compared to the cross loading value in other latent variables. Thus, it can be concluded that the indicators in each construct

c. Test Average Variance Extracted

Next, convergent validity testing was conducted by looking at the AVE (Average Variance Extracted) value. An AVE value is considered good if it is greater than 0.50 (Ghozali, 2018). The following are the values from the AVE table:

Table 3. AVE (Average Variance Extraction)

	Average variance extracted (AVE)
Hedonic Motivation	0.587
Implusive Buying	0.703
Positive Emotion	0.772
Sales Promotion	0.668
Shopping Lifestyle	0.628

Source: Primary Data Processed, 2025

The table above 3. shows that the Average Variance Extracted (Ave) value is above 0.5 for all constructs in the research model. Thus, it can be concluded that the three variables used in the study are valid.

d. Composite Reliability dan Cronbach's Alpha

Composite reliability is used to test the reliability value between indicators of the variables that comprise it. The composite reliability test result is considered good if the value is above 0.7. This study uses composite reliability and Cronbach's alpha above 0.7. The reliability test results can be seen in the following table:

Table 4. Composite Reliability Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Hedonic Motivation	0.858	0.861	0.895
Implusive Buying	0.858	0.860	0.904
Positive Emotion	0.852	0.852	0.910
Sales Promotion	0.900	0.901	0.923
Shopping Lifestyle	0.705	0.710	0.835

Source: Primary Data Processed, 2025

Table 4. Composite Reliability above shows that the Composite Reliability value for all constructs is above 0.7, indicating that all constructs in the estimated model meet the criteria for discriminant validity. Based on the Composite Reliability value in Table 4.16 above, it can be concluded that all variables used in this study are reliable. The recommended value for Cronbach's Alpha is above 0.7 (Lydia & Budi, 2022), and in Table 4, Cronbach's Alpha above shows that the Cronbach's Alpha value for all constructs is above 0.7. Based on the Cronbach's Alpha value above, it can be concluded that all variables used in this study are reliable.

Structural Model Testing (Inner Model)

Inner model analysis is also known as structural model analysis, which aims to predict the relationship between latent variables (Ghozali, 2018). Inner model evaluation can be seen from several indicators, including: Inner model analysis is known as structural analysis. Inner model analysis aims to predict the relationship between latent variables (Ghozali, 2018).

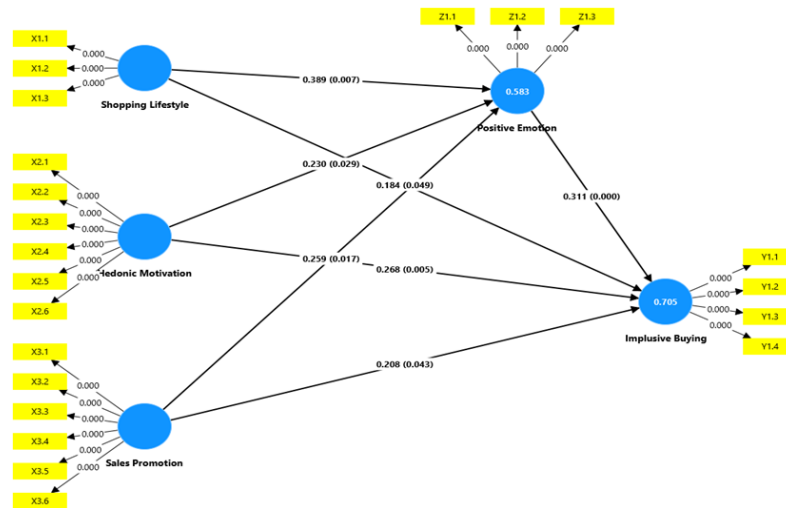


Figure 2. PLS Inner Model

Source: Processed Primary Data, 2025

a. Evaluation of Inner Model through R-Square (R²)

R-square (R²) indicates the strength of the influence exerted by exogenous variables on endogenous variables and can indicate the strength of a research model. It is used to determine the extent of the influence of exogenous variables on endogenous variables. An R² value of 0.75 is considered good, 0.50 is considered moderate, and 0.25 is considered weak. The R² results can be seen in the table below:

Table 5. R Square Values

	R-square	R-square adjusted
Impulsive Buying	0.705	0.699
Positive Emotion	0.583	0.578

Source: Processed Primary Data, 2024

Based on Table 5, the R Square value of the impulsive buying variable is 0.705. This value indicates that 70.5% of the impulsive buying variable can be explained by the shopping lifestyle, hedonic motivation, sales promotion, and positive emotion variables. The remaining 29.5% is influenced by other variables outside the scope of this study. The R-Square value for the positive emotion variable is 0.583. This value indicates that 58.3% of the positive emotion variable can be explained by the shopping lifestyle, hedonic motivation, and sales promotion variables. The remaining 42.7% is influenced by other variables outside the scope of this study.

b. Evaluation of Inner Model through Q-Square (Q²)

Q-square (Q^2) is used to measure how well the model produces observation values, as well as to analyze the diversity values of the research data. A Q^2 value or predictive relevance value of 0.02 can be categorized as weak, 0.15 as moderate, and 0.35 as strong (Ghozali, 2018). The Q^2 results can be seen in the calculation below:

$$Q^2 = 1 - (1 - R12) (1 - R22)$$

$$Q^2 = 1 - (1 - 0.705) (1 - 0.583)$$

$$Q^2 = 1 - (0.295) (0.427)$$

$$Q^2 = 1 - 0.125$$

$$Q^2 = 0.875$$

$$Q^2 = 87.5\%$$

The Q^2 calculation results show that the predictive relevance value obtained in the research model is 0.875 or 87.5%. The results confirm that the research model can be considered feasible because it has data diversity that can be explained by the model by 87.5%, which falls into the strong category because it exceeds 0.35. Furthermore, the Q^2 calculation results demonstrate that the variation in impulsive buying can be explained by the variables of shopping lifestyle, hedonic motivation, sales promotion, and positive emotion by 87.5%, while 12.5% can be explained by other factors.

c. Hypothesis Testing

A hypothesis is a tentative answer to a research question, which has been formulated in the form of a question. Thus, a hypothesis can also be described as a theoretical answer to a research question (Sugiyono, 2022). The results of the direct and indirect effect tests are presented in Table 6.

Table 6. Path coefficient (mean, STDEV, T- Values, p values) > 1,960 p value < 0,050

Descripti on	Relationsh ip	Origin al sample (O)	Sampl e mean (M)	Standard deviatio n (STDEV)	T statistics (O/STDE V)	P value s
Direct Relations hip	Hedonic Motivatio n -> Implusive Buying	0.268	0.294	0.095	2.829	0.005
	Hedonic Motivatio n -> Positive Emotion	0.230	0.252	0.105	2.196	0.029
	Positive Emotion - > Implusive Buying	0.311	0.293	0.078	3.998	0.000

	Sales Promotion -> Implusive Buying	0.208	0.200	0.102	2.037	0.043
	Sales Promotion -> Positive Emotion	0.259	0.256	0.108	2.407	0.017
	Shopping Lifestyle -> Implusive Buying	0.184	0.176	0.093	1.983	0.049
	Shopping Lifestyle -> Positive Emotion	0.389	0.366	0.142	2.735	0.007
Indirect Relationship	Sales Promotion -> Positive Emotion -> Implusive Buying	0.081	0.076	0.041	1.978	0.049
	Shopping Lifestyle -> Positive Emotion -> Implusive Buying	0.121	0.110	0.055	2.193	0.029
	Hedonic Motivation -> Positive Emotion -> Implusive Buying	0.071	0.072	0.034	2.074	0.039

Source: Primary Data Processed, 2024

The results of testing each hypothesis based on the t-statistics and path coefficients in Table 6 are explained as follows:

1. The relationship between shopping lifestyle and impulsive buying

Based on Table 6, it shows that the influence of Shopping Lifestyle on Impulsive Buying has an original sample value of 0.184 with a significant T-statistic of 1.983 greater than 1.96 with a p-value of $0.049 < 0.050$. Thus, it can be concluded that the Shopping Lifestyle variable influences Impulsive Buying, which means that **H₁ is accepted**.

2. The Relationship Between Shopping Lifestyle and Positive Emotions

Based on Table 6, it shows that the effect of Shopping Lifestyle on Positive Emotion has an original sample value of 0.389, which is significant with a T-statistic of 2.735 greater than 1.96 with a p-value of $0.007 < 0.050$. Therefore, it can be concluded that the Shopping Lifestyle variable affects Positive Emotion, which means that **H₂ is accepted**.

3. The Relationship Between Hedonic Motivation and Impulsive Buying

Based on Table 6, it shows that the effect of Hedonic Motivation on Impulsive Buying has an original sample value of 0.268, which is significant with a T-statistic of 2.829 greater than 1.96 with a p-value of $0.005 < 0.050$. Therefore, it can be concluded that the Hedonic Motivation variable affects Impulsive Buying, which means that **H₃ is accepted**.

4. The Relationship Between Hedonic Motivation and Positive Emotion

Based on Table 6, it shows that the effect of Hedonic Motivation on Positive Emotion has an original sample value of 0.230, which is significant with a T-statistic of 2.196 greater than 1.96 and a p-value of $0.029 < 0.050$. Therefore, it can be concluded that the variable Hedonic Motivation affects Positive Emotion, which means that **H₄ is accepted**.

5. The Relationship Between Sales Promotion and Impulsive Buying

Based on Table 6, it shows that the effect of Sales Promotion on Impulsive Buying has an original sample value of 0.208, which is significant with a T-statistic of 2.037 greater than 1.96 with a p-value of $0.043 < 0.050$. Therefore, it can be concluded that the Sales Promotion variable affects Impulsive Buying, which means that **H₅ is accepted**.

6. The Relationship Between Sales Promotion and Positive Emotion

Based on Table 6, it shows that the effect of Sales Promotion on Positive Emotion has an original sample value of 0.259, which is significant with a T-statistic of 2.407 greater than 1.96 with a p-value of $0.017 < 0.050$. Therefore, it can be concluded that the Sales Promotion variable affects Positive Emotion, which means that **H₆ is accepted**.

7. The Relationship Between Positive Emotions and Impulsive Buying

Based on Table 6, it shows that the effect of Positive Emotion on Impulsive Buying has an original sample value of 0.311, which is significant with a T-statistic of 3.998 greater than 1.96 and a p-value of $0.000 < 0.050$. Therefore, it can be concluded that the Positive Emotion variable affects Impulsive Buying, meaning that **H₇ is accepted**.

8. The relationship between positive emotions that mediate shopping lifestyle and impulsive buying

Based on Table 6, it shows that the influence of shopping lifestyle on impulsive buying through positive emotion has an original sample value of 0.121, which is significant with a T-statistic of 2.193 greater than 1.96 with a p-value of $0.029 < 0.050$. Therefore, it can be concluded that the positive emotion variable can mediate shopping lifestyle on impulsive buying, meaning that **H₈ is accepted**.

9. The relationship between positive emotions that mediate hedonic motivation and impulsive buying

Based on Table 6, it shows that the effect of Hedonic Motivation on Impulsive Buying through positive emotion has an original sample value of 0.071, which is significant with a T-statistic of 2.074 greater than 1.96 and a p-value of $0.039 < 0.050$. Therefore, it can be concluded that the positive emotion variable can mediate Hedonic Motivation on Impulsive Buying, meaning that **H₉ is accepted**.

10. The relationship between positive emotions that mediate sales promotion and impulsive buying

Based on Table 6, it shows that the effect of sales promotion on impulsive buying through positive emotion has an original sample value of 0.081, which is significant with a T-statistic of 1.978 greater than 1.96 and a p-value of $0.049 < 0.050$. Therefore, it can be concluded that the positive emotion variable can mediate Sales Promotion on Impulsive Buying, meaning that **H₁₀ is accepted**.

Discussion

The Relationship Between Shopping Lifestyle and Impulsive Buying

Based on the results of the study, it can be concluded that Shopping Lifestyle has a positive and significant influence on Impulsive Buying, so hypothesis (H₁) is accepted. This means that the higher a person's shopping lifestyle, the greater their tendency to make impulsive purchases.

This finding is in line with the opinion of Wale & Situmorang (2023), who state that individuals with a high shopping lifestyle are more prone to spontaneous purchases without careful consideration. Based on the Stimulus-Organism-Response (S-O-R) theoretical framework, this relationship can be explained through three stages. First, Shopping Lifestyle serves as a stimulus that shapes individuals' perceptions of shopping activities as a form of entertainment or lifestyle (Prasetyo et al., 2021).

The Relationship Between Shopping Lifestyle and Positive Emotions

Based on the influence of Shopping Lifestyle on Positive Emotion, it can be concluded that the Shopping Lifestyle variable influences Positive Emotion, which means that H₂ is accepted. This finding indicates that the higher a person's shopping lifestyle, the greater its influence on the emergence of positive emotions while shopping.

Within the Stimulus-Organism-Response (S-O-R) framework, Shopping Lifestyle acts as a stimulus that shapes individuals' perceptions and emotional experiences while shopping (Afif & Purwanto, 2020). Individuals with a high shopping lifestyle tend to view this activity as a form of entertainment that provides pleasure and satisfaction (Hafidz & Tamzil, 2021). Furthermore, at the organism stage, emotional and cognitive processes occur that evoke feelings of joy, satisfaction, and happiness during shopping (Aulia & Thamrin, 2025). Factors such as discounts, store atmosphere, and social interaction further enhance these emotional experiences.

These results are supported by previous studies, such as Dian & Sari (2024) and Yulinda et al., (2022), which state that Shopping Lifestyle correlates with increased emotional satisfaction. Ngo et al. (2024) also add that in e-commerce, shopping lifestyle reinforces positive emotions through ease of access and a more interactive shopping experience.

The Relationship Between Hedonic Motivation and Impulsive Buying

Based on the influence of Hedonic Motivation on Impulsive Buying, it can be concluded that the variable Hedonic Motivation influences Impulsive Buying, which means that H₃ is accepted. This finding shows that the higher a person's hedonistic motivation in shopping, the more likely they are to make impulsive purchases.

This finding is reinforced by Ngo et al., (2024), who confirm that in the context of e-commerce, hedonistic motivation further reinforces impulsive behavior due to easier access and a more interactive shopping experience.

The Relationship Between Hedonic Motivation and Positive Emotion

Based on the influence of Hedonic Motivation on Positive Emotion, it can be concluded that the variable Hedonic Motivation influences Positive Emotion, which means that H₄ is accepted. This shows that the higher a person's hedonistic motivation in shopping, the greater their tendency to feel positive emotions during the shopping process.

At the response stage, these positive emotions increase satisfaction and engagement in shopping activities, and may even encourage repeat shopping habits in the future (Harinie et al., 2023). These findings are supported by research from Barona et al. (2023) and Ngo et al. (2024), which indicate that hedonistic motivation plays a significant role in shaping enjoyable shopping experiences, both directly and within the context of e-commerce.

Relationship Between Sales Promotion and Impulsive Buying

Based on the influence of sales promotion on impulsive buying, it can be concluded that the sales promotion variable influences impulsive buying, which means that H₅ is accepted. This indicates that the more attractive the promotion offered, the higher the tendency for consumers to make impulsive purchases.

According to the Stimulus-Organism-Response (S-O-R) theory, sales promotions act as stimuli that trigger consumer attention and interest through discounts, cashback, product bundling, and exclusive offers (Azzahra et al., 2025). At the organism stage,

consumers process these stimuli emotionally and cognitively, which can evoke feelings of joy, euphoria, and even FOMO. Perceptions of added value and instant benefits also reduce self-control and encourage unplanned purchasing decisions (Darmawan, 2023).

At the response stage, these emotional impulses result in spontaneous purchasing actions, such as in the case of flash sales or limited offers (Daulay et al., 2020). This finding is supported by Adzqia & Adialita (2024) and Ngo et al. (2024), who show that promotional strategies are effective in increasing impulsive purchases, especially on e-commerce platforms with algorithm-based and time-limited offers.

The Relationship Between Sales Promotion and Positive Emotion

Based on the influence of Sales Promotion on Positive Emotion, it can be concluded that the Sales Promotion variable influences Positive Emotion, which means that H_6 is accepted. These results show that the more attractive the promotion, the more likely consumers are to feel positive emotions while shopping.

Within the Stimulus-Organism-Response (S-O-R) framework, sales promotion acts as an external stimulus that attracts attention and creates an enjoyable shopping experience (Yuliaty & Rismawati, 2025). At the organism stage, consumers process this stimulus emotionally and cognitively, evoking positive emotions such as joy, satisfaction, and happiness because they feel they are getting more value (Daulay et al., 2020). Furthermore, at the response stage, these positive emotions increase consumer satisfaction, encourage loyalty, and strengthen the intention to return to shop (Harinie et al., 2023).

These results are reinforced by research conducted by Adzqia & Adialita (2024) and Ngo et al., (2024), which shows that effective promotional strategies can create a more positive shopping experience, both offline and in e-commerce.

The Relationship Between Positive Emotions and Impulsive Buying

Based on the influence of Positive Emotion on Impulsive Buying, it can be concluded that the Positive Emotion variable influences Impulsive Buying, which means that H_7 is accepted. This finding shows that the higher the level of positive emotions a person feels while shopping, the more likely they are to make impulsive purchases.

Within the Stimulus-Organism-Response (S-O-R) framework, positive emotion is at the organism stage, where individuals process stimuli from the shopping environment, such as promotions, store atmosphere, or product displays, which generate feelings of joy, satisfaction, and happiness (Andriani, 2017). These positive emotions reduce self-control and increase the urge to make spontaneous purchases as a form of response (Putro et al., 2023).

These results are reinforced by Barona et al., (2023) and Adzqia & Adialita, (2024), who show that a pleasant shopping experience, both in physical stores and e-commerce, can trigger impulsive purchases due to the influence of positive emotions.

The Relationship Between Positive Emotions Mediating Shopping Lifestyle and Impulsive Buying

Based on the influence of shopping lifestyle on impulsive buying through positive emotion, it can be concluded that the variable of positive emotion can mediate shopping lifestyle on impulsive buying, which means that H₈ is accepted. This value shows that positive emotion has a significant influence in mediating the relationship between shopping lifestyle and impulsive buying.

Within the Stimulus-Organism-Response (S-O-R) framework, shopping lifestyle acts as a stimulus that triggers positive emotion (organism), which then results in impulsive buying as a form of response. Individuals with a high shopping lifestyle view shopping as entertainment, which evokes feelings of joy and satisfaction (Rahmawati, 2018). These emotions reduce self-control and increase the urge to make spontaneous purchases (Putro et al., 2023).

These findings are reinforced by Fauzi et al. (2019) and Ngo et al. (2024), who state that a consumptive lifestyle and positive emotions from shopping experiences encourage impulsive buying, particularly in the context of e-commerce.

The Relationship Between Hedonic Motivation and Impulsive Buying Mediated by Positive Emotions

Based on the influence of Hedonic Motivation on Impulsive Buying through positive emotion, it can be concluded that the variable of positive emotion can mediate Hedonic Motivation on Impulsive Buying, which means that H₉ is accepted. These results show that Positive Emotion significantly mediates the relationship between Hedonic Motivation and Impulsive Buying.

Referring to the Stimulus-Organism-Response (S-O-R) model, hedonic motivation acts as a stimulus that triggers positive emotions in the organism stage, which then results in impulsive buying as a response. Consumers with hedonic motivation enjoy the shopping process because of its aspects of pleasure, entertainment, and personal satisfaction (Risnandini, 2024). The positive emotions that arise, such as happiness and enthusiasm, can reduce self-control and encourage spontaneous purchasing decisions (Putro et al., 2023).

This finding is reinforced by research conducted by Renaldi & Nurlinda (2023) and Risnandini (2024), which shows that hedonistic motivation increases positive emotions and encourages impulsive purchasing, especially in the context of e-commerce.

The Relationship Between Positive Emotions Mediating Sales Promotion and Impulsive Buying

Based on the influence of sales promotion on impulsive buying through positive emotion, it can be concluded that the variable of positive emotion can mediate sales promotion on impulsive buying, which means that H₁₀ is accepted. These results show that positive emotion significantly mediates the relationship between sales promotion and impulsive buying.

Based on the Stimulus-Organism-Response (S-O-R) theory, sales promotions act as stimuli that trigger positive emotions in the organism stage, which then result in impulsive buying as a response. Promotions such as discounts, cashback, and limited offers create feelings of joy, satisfaction, and enthusiasm that reinforce the urge to shop spontaneously (Kwan, 2016). These positive emotions can reduce self-control and increase consumers' tendency to buy without rational consideration (Putro et al., 2023).

These results are reinforced by research conducted by Renaldi & Nurlinda (2023) and Adzizia & Adialita (2024), which shows that positive emotions generated by sales promotion strategies have a significant impact on impulsive behavior, especially in the context of e-commerce and time-limited promotions.

CONCLUSION

Based on the results of the research and analysis conducted, it can be concluded that the hypotheses proposed in this study are largely accepted. The results of the study indicate that shopping lifestyle, hedonic motivation, and sales promotion have a significant influence on positive emotion and impulsive buying. Furthermore, positive emotion has been proven to act as a mediating variable in the relationship between shopping lifestyle, hedonic motivation, and sales promotion on impulsive buying. Thus, it can be concluded that emotional factors play a crucial role in driving impulsive buying behavior, which is influenced by shopping lifestyle, hedonic motivation, and attractive sales promotions.

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