

# The Influence of Online Promotion, Trust, and Website Quality on Online Impulsive Purchases as well as Emotional Responses to Online Impulsive

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## Abstract

**Objective;** This study aims to determine the impact of online promotions, trust, and website quality on online impulsive purchases, as well as to examine consumers' emotional responses after making online impulsive purchases.

**Methods;** This study specifically investigates the influence of online impulsive buying on both positive and negative emotions. It adopts an explanatory method with a quantitative approach to examine the causal relationships among variables. The research sample consists of 100 consumers of the Shopee Marketplace residing in Lampung Province, Indonesia. Data were collected through an online questionnaire containing structured statements derived from validated indicators used in previous studies. The collected data were analyzed using descriptive statistics to portray respondent characteristics and Partial Least Squares–Structural Equation Modeling (PLS-SEM) to assess the relationships among latent variables in the research model. The PLS analysis was conducted using SmartPLS version 3.0, a software application that facilitates predictive modeling and structural path estimation, even when the data do not follow a normal distribution. This technique was selected due to its ability to handle small sample sizes and complex variable relationships, while also producing robust estimates in the presence of multicollinearity.

**Originality/Value;** The originality of this study lies in its focus on integrating emotional dimensions both positive and negative as responses to online impulsive buying, a perspective that remains underexplored in the context of marketplace consumers in Indonesia, particularly in the Lampung region.

**Findings;** The results showed online promotions and website quality had a significant influence on online impulsive purchases, while trust had no significant influence. Also, online impulsive purchases were found to have a significant influence on positive emotions, but no significant influence on negative emotions.

**Practical/Policy implication:** Research shows that engaging online promotions and a high-quality website can encourage impulse buying, which is driven by emotions and situations, not beliefs. Impulse buying also increases positive emotions, so marketing strategies that stimulate it have the potential to increase customer satisfaction and loyalty.

**Keywords:** Online Promotion, Trust, Website Quality, Purchase Impulsive and Emotional.

JEL Classification: M42, M48 [author should add 1-3 JEL classification number, information guide for the Journal of Economics Literature (JEL) can be found at <https://www.aeaweb.org/jel/guide/jel.php>]

Received: Juli 21, 20205; Received in revised form: Juli 24, 2025; Accepted: August 31, 2025

## **Introduction**

According to Irawan Handi (2007) in (Wulan et al., 2019), Indonesian consumers have ten unique characteristics, including short-term thinking, unplanned, context-oriented, and a preference for foreign brands. Based on the existing characteristics, they tend to make unplanned purchases. Also, impulse purchase can be interpreted as part of a condition called "unplanned purchase" (Fataron, 2020).

Widjaja et al. (2021) found that promotions can influence online impulse purchases for several people and online promotion strategies aim to incentivize purchases. Therefore, the execution of the promotion should increase sales by creating engaging activities that encourage online impulse purchases.

From a psychological perspective, trust indicates the customer's confidence in the marketplace platform that the company will deliver the promised value (Gulfraz, Sufyan, Mustak, Salminen et al., 2022). It can reduce the uncertainty that is commonly associated with online purchases. Trust in the online environment is very crucial for the purchase process as it does not only provide hedonic value when the customer experience is positive, but also influences impulse purchase behavior (Gulfraz, Sufyan, Mustak, Salminen et al., 2022). According to Gulfraz, Sufyan, Mustak, Salminen, et al. (2022), customers who trust a company are more likely to spend more time exploring their product range, resulting in increased spontaneous spending.

In terms of the quality of services provided by the marketplace, namely website quality, Widagdo & Roz (Andriani & Harti, 2021) stated that website quality is an instrument used for measuring and accessing the usability, functionality, as well as benefits of the interactive process between users and service providers. The quality of the website in carrying out an online sale which has value for consumers is also a very important factor (Andriani & Harti, 2021).

Action after purchase is an evaluation of what a person feels. There are several possibilities after consumers/buyers use a product which include being satisfied, very satisfied, or even surprised (when the product exceeds expectations, leading to positive word of mouth). On the other hand, consumers can be disappointed (when the product works below their expectations, resulting in negative word of mouth) (Djohan, Agustinus J, 2017). Therefore, this study will discuss the evaluation of an individual's emotions after making a purchase.

From the background explanation above, this study is entitled "The influence of Online Promotion, Trust and Website Quality on Online Impulse Purchases, as well as Emotional Response After Online Impulse".

## **Literature Review and Hypotheses Development**

### **Online Promotion**

E-marketing is a company's effort to convey information, communicate, promote, and sell Internet products and services (Kotler, P & Keller, K.L, 2018). Also, promotion is an effort made by sellers to inform, influence and establish relationships with consumers. Sellers should be able to communicate products to potential consumers in order to know about the existence of these products. A product will fail to generate sales in the market when the seller has a good, high-quality, and cheap product, but is not recognized by the consumer (Elida, Tety & Raharjo Ari, 2019).

E-commerce platforms use targeted promotions and algorithm-based recommendations that stimulate unplanned purchases, especially when personalized offers align with consumer interest (Chen, Y et.al., 2021)

### **Trust**

Trust refers to the belief and knowledge of consumers regarding the various attributes and benefits associated with a product. Attributes are characteristics or features that an object may or may not have. Meanwhile, benefits are positive results provided to consumers. Belief is a descriptive thought that a person holds about something. It can arise from repeated perceptions and learning, as well as experience. Trust is key in developing a strong desire to maintain a long-term relationship. In order to maintain customer loyalty, the company does not solely rely on trust (Putranto, Agung Tri, 2022).

### **Website Quality**

According to Widagdo & Roz (2021) (Andriani & Harti, 2021), website quality is an instrument used to measure and access the usability, functionality, as well as benefits of the interactive process between users and their service providers. The quality of the website in carrying out an online sale with its value for consumers is also a critical factor (Satrio et al., 2020) (Andriani & Harti, 2021).

### Impulse Purchase

According to Mowen and Milor (2002), impulse purchase is carried out without choosing a problem or forming a purchase intention before entering the store. Meanwhile, Rook and Fisher stated that it is the tendency of consumers to buy spontaneously, reflexively, suddenly and automatically.

### Positive Emotions

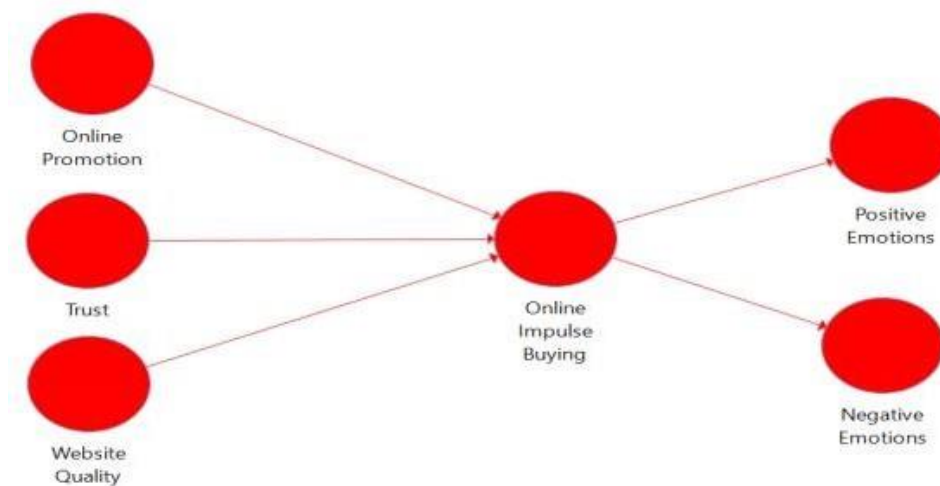
Fazri et al. (2020) (Andriani & Harti, 2021) stated that positive emotions include peace, love, joy, excitement and happiness. These emotions describe how people feel enthusiasm, drive, and excitement, which are characterized by high energy and full concentration.

### Negative Emotions

Negative emotions refer to the extent an individual experiences distress, irritation, and annoyance. Positive and negative are two independent factors affecting basic emotions. They are universally experienced across gender and age groups as well as can be found in all cultures where human groups or positions do not limit emotions (Smith, J., & Johnson, M. 2022). Meanwhile, negative emotions, according to Saleh, Achiruddin. A (2018) include hatred, sadness, denial, duplicity, and others.

### Conceptual Framework

Based on a review of the theoretical basis and previous studies, a conceptual framework for this study can be prepared as shown in the following figure:



Source: Processed Data, 2024

Figure 1. Conceptual Framework

### Hypothesis

Based on the study's background, theoretical foundations, models, and frameworks, the hypotheses can be formulated as follows:

- H<sub>1</sub>: Online promotion has a significant influence on online impulse purchases
- H<sub>2</sub>: Trust has a significant influence on online impulse purchases
- H<sub>3</sub>: Store/website quality has a significant influence on online impulse purchases
- H<sub>4</sub>: Online impulse purchase has a significant influence on positive emotions
- H<sub>5</sub>: Online impulse purchase has a significant influence on negative emotions.

### Method

An explanatory method was adopted with a quantitative approach. According to Sugiyono (2018), an explanative study intends to explain the position of the variables studied and the relationship between one variable and another. An accidental sampling technique was used for sample collection. This is a sampling based on chance, where anyone encountered can be used as a sample, provided they are deemed suitable as a data source (Sugiyono, 2018).

### Population and Sample

This study will conduct multivariate analysis (correlation or multiple regression), hence, the number of sample members is at least ten times the variables being studied. A total of 15×6 variables were

studied, resulting in a sample size of 90 people rounded up to 100, drawn from all regions of Lampung Province. This sampling guideline aligns with recommendations from Memon et al. (2020), who suggest a minimum ratio of 10 respondents per variable to ensure reliable results in multivariate analysis.

### Data Analysis Technique

The data were analyzed using SmartPLS software, which is run by computer media. PLS (Partial Least Square) is a variant-based Structural Equation Analysis (SEM) that can simultaneously test both measurement and structural models (Abdillah & Jogiyanto, 2021). This study conducted two tests using two analytical tools, namely hypothesis testing for online promotion, trust, and website quality (SmartPLS) as well as impulse purchase testing (SmartPLS).

## Result and Discussion

### Model Measurement Analysis (Outer Model)

The measurement model (outer model) tests the construct validity and reliability of the convergent validity instrument as well as the measurement model. This is demonstrated by the correlation between the indicator and the variable scores (Abdillah & Jogiyanto, 2021). Indicators are valid when they have an AVE value >0.5, Cross Loading >0.5 and Composite Reliability >0.7. Meanwhile, when they are above this value, it can be concluded that the measurement meets the criteria.

### SEM (Inner Model)

In line with the objectives and specifications of the study, testing was carried out with iterations (stages) using the SmartPLS software to obtain accurate results. The variable model was tested by examining the percentage of clear variance. This was carried out by calculating the R-square of the latent dependent variable and using the Stone-Geissess Q square test measure for predictive relevance.

According to Vincenzo (2010) in (Subhaktiyasa, P. G, 2024) the test on the structural model is carried out to test the relationship between latent constructs. R Square on endogenous constructs is one of the several tests for structural models. The R-Square value is the coefficient of determination on endogenous constructs. According to Chin (1998) in (Subhaktiyasa, P. G, 2024) a value of 0.67 indicates a strong relationship, 0.33 indicates moderate, and 0.19 indicates weak.

Therefore, the following are the results of the calculation using R-Square ( $R^2$ ) to test the predictive relevance obtained by Q-Square ( $Q^2$ ):

$$Q^2 = 1 - (1 - R_{PI}^2) (1 - R_{EP}^2) (1 - R_{EN}^2)$$

$$Q^2 = 1 - (1 - 0.883) (0.500) (0.023)$$

$$= 1 - (0.117) (0.500) (0.977)$$

$$= 1 - 0.0571$$

$$= 0.9429$$

The result (0.9429) indicates that the model can explain 94.29% of the phenomenon using the existing variables, while the remaining 5.71% is explained by other variables not included in the model. The closer the  $Q^2$  approaches the value of 1, the better and relevant the value built. The results of the R-square value are shown in table 4.18:

Table 1. SEM

| Inner models |        |       | Criteria      | Evaluation |
|--------------|--------|-------|---------------|------------|
| R-Square     | OIB    | 0.883 | >0.70         | Strong     |
|              | PE     | 0.500 | >0.33         | Moderate   |
|              | NE     | 0.023 | <0.023        | Weak       |
| Q-Square     | 0.9429 |       | $0 < Q^2 < 1$ | Well       |

Source: Data Processed, 2024

The test results showed the R-square ( $R^2$ ) value produced an outer loading score that met the critical value of 0.9429 or  $0 < Q^2 < 1$  with an R-square value of 0.883 (PI), 0.500 (EP) and 0.023 (EN). These values indicate the status of the three variables, namely online impulse purchase which had 0.883 in the strong category, Positive Emotions with 0.500 in the moderate category and negative emotions with 0.023 in the weak category.

## Hypothesis Testing Results

The analysis results on the test of the influence between the variables studied have been revealed in the previous section. By showing the path diagram of the SmartPLS analysis results, the relationship between these variables is presented in Figure 2. Hypothesis testing is carried out with a significant P-Value  $<0.05$  and one-way (one tailed). Furthermore, the hypothesis can be accepted when the T-Statistic value is  $>1.64$ . The description of the results is as follows:

H<sub>1</sub>: There is a significant relationship between online promotion and online impulse purchases. The results of hypothesis testing on the online promotion variable showed that the T-Statistic value was  $6.421 < 1.64$ , and the P-Value was  $0.000 < 0.05$ . Therefore, H<sub>1</sub> was accepted, meaning the online promotion variable significantly influenced the online impulse purchase variable.

H<sub>2</sub>: There is an insignificant relationship between trust and online impulse purchases. The results of hypothesis testing on the trust variable showed that the T-Statistic value was  $0.230 > 1.64$  and the P-Value was  $0.818 > 0.05$ . Therefore, H<sub>2</sub> was rejected, which means the trust variable had no significant influence on the online impulse purchase variable.

H<sub>3</sub>: There is a significant relationship between website quality and online impulse purchases.

The results of hypothesis testing on the website quality variable showed that the T-Statistic value was  $3.471 < 1.64$ , and the P-Value was  $0.001 < 0.05$ . Therefore, H<sub>3</sub> was accepted, meaning the website quality variable significantly influenced the online impulse purchase variable.

H<sub>4</sub>: There is a significant relationship between online impulsive purchases and positive emotions.

The results of hypothesis testing on the online impulsive purchasing variable showed that the T-Statistic value was  $11.871 < 1.64$ , and the P-Value was  $0.000 < 0.05$ . Therefore, H<sub>4</sub> was accepted, meaning the online impulsive purchasing variable significantly influenced the positive emotions variable.

H<sub>5</sub>: There is a significant relationship between online impulse purchases and negative emotions.

The results of hypothesis testing on the online impulsive purchasing variable showed that the T-Statistic value was  $1.158 > 1.64$  and the P-Value was  $0.247 > 0.05$ . Therefore, H<sub>5</sub> was rejected, which means the online impulsive purchasing variable had no significant influence on the online impulsive purchasing variable.

Table 2. Hypothesis Testing Results

| No | hypothesis |   |     | Q. Statistics | P-Value | Information     |
|----|------------|---|-----|---------------|---------|-----------------|
| 1  | OP         | ⇒ | OIB | 6.421         | 0.000   | Significant     |
| 2  | TRS        | ⇒ | OIB | 0.230         | 0.818   | Not significant |
| 3  | WQ         | ⇒ | OIB | 3.471         | 0.001   | Significant     |
| 4  | OIB        | ⇒ | PE  | 11.871        | 0.000   | Significant     |
| 5  | OIB        | ⇒ | NE  | 1.158         | 0.247   | Not significant |

Source: Processed Data, 2024

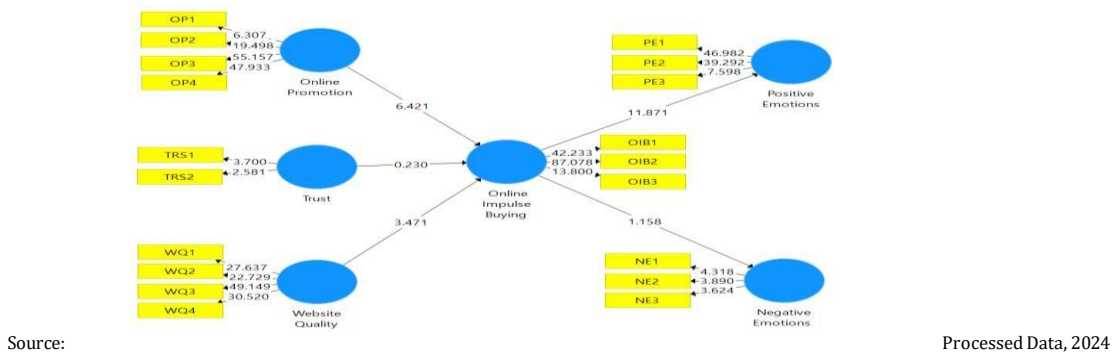


Figure 2. Hypothesis test

This section discusses each of the hypotheses previously presented.

### Online Promotion has Significant Influence on Online Impulsive Purchase

Considering the hypothesis test presented in Table 2 and Figure 2, there is a significant relationship between online promotion and online impulsive purchases". Online promotion had a T-Statistic value of 6.421 < 1.64 and a P-Value 0.000 < 0.05. Therefore, H<sub>1</sub> was accepted, meaning online promotion had a significant influence on online impulsive purchases.

(Widjaja et al., 2021) confirmed promotions can influence several individuals' online impulse purchases. The study also found that the purpose of online promotional strategies is to provide purchasing incentives. Therefore, the implementation of the promotion should increase sales by creating engaging activities that drive online impulsive purchases.

### Trust has no Significant Influence on Online Impulsive Purchases.

The hypothesis test found that there is no significant relationship between trust and online impulsive purchases". The trust variable had a T-Statistic value of 0.230 > 1.64, and a P-Value of 0.818 > 0.05. Therefore, H<sub>2</sub> was rejected, meaning trust had no significant effect on online impulsive purchases.

Trust in online stores is no longer a consumer consideration when making online transactions. This study explains that consumer trust is not crucial, as online purchases have become a habit or new purchasing style. Almost all purchasing activities are now performed online. Jesica Elis Febriani and Sidemen I Gede (2022) explained that when trusting a conventional store, the product quality to be purchased can be directly checked, hence, the seller can still be trusted even though the price is high. Otherwise, in online purchases, an online store can be trusted by relying on the product description, ratings, and reviews from previous buyers.

Adityo (2011) (Jesica Elis Febriani and Sidemen I Gede, 2022) mentioned that the buyer's trust in online stores depends on the website's popularity. The more popular a website, the more secure and trustworthy it becomes. The reliability of the seller also influences trust to guarantee transaction safety. In this study, the website popularity, as indicated by customer reviews and transaction security guarantees, is clearly explained in the quality variable.

In contrast, (Gulfray, Sufyan, Mustak, Salminen, et al., 2022) found that trust reduces the uncertainty commonly associated with online purchases. Trust in the online environment is very important in the purchasing process as it does not only provide hedonic value when customers have positive experiences, but also influence impulsive purchases (Gulfray, Sufyan, Mustak, Salminen et al., 2022). According to (Gulfray, Sufyan, Mustak, Salminen et al., 2022), customers who trust a company are more likely to spend more time exploring the various products, resulting in increased impulsive purchases.

### Website Quality has a Significant Influence on Online Impulsive Purchases.

Table 2 and Figure 2 show there is a significant influence between website quality and online impulsive purchases". Website quality had a T-Statistic value of 3.471 < 1.64 and a P-Value 0.001 < 0.05. Therefore, H<sub>3</sub> was accepted, meaning website quality had a significant effect on online impulsive purchases.

In the same line, (Gulfray, Sufyan, Mustak, Salminen, et al., 2022) explained that website quality significantly influences online impulsive purchases. Conversely, (Febrilia & Warokka, 2021) showed it does not have significant effect. Even though the website quality is good, it does not necessarily lead to online impulsive purchases.

### Online Impulsive Purchases have a Significant Influence on Positive Emotions.

There is a significant influence between online impulsive purchases and positive emotions. Online impulsive purchases had a T-Statistic value of  $11.871 < 1.64$ , and a P-Value of  $0.000 < 0.05$ . Therefore,  $H_5$  was accepted, meaning online impulsive purchases significantly influence positive emotions.

This result is supported by (Santini et al., 2019). Therefore, impulsive or spontaneous purchase behavior forms positive emotions in the consumer.

#### **Online Impulsive Purchases do not have a Significant Influence on Negative Emotions.**

The results showed there was no significant relationship between online impulsive purchases and negative emotions. Online impulsive purchases had a T-Statistic value of  $1.158 > 1.64$ , and a P-Value of  $0.247 > 0.05$ . Consequently,  $H_5$  was rejected, meaning online impulsive purchases did not significantly influence negative emotions. This result is in line with the prior expectation that there is a significant influence between online impulsive purchases as well as negative emotions, and both have a positive value.

Similarly, (Santini et al., 2019) stated that post-online impulsive purchases do not influence negative emotions. Therefore, impulsive, spontaneous, or sudden purchases do not form negative emotions in consumers.

#### **Conclusion and future direction**

Based on the results and discussion, it can be concluded that online promotion has a significant influence on online impulsive buying behavior. In contrast, consumer trust does not exhibit a significant impact on such behavior. Website quality is found to significantly affect impulsive purchases. Furthermore, online impulsive buying contributes to the emergence of positive emotions in consumers, while it does not have a significant influence on negative emotions.

In light of these findings, it is recommended that future research consider incorporating additional variables beyond impulsive buying behavior, particularly those that capture broader consumer responses rather than focusing solely on emotional aspects. Moreover, future studies may include other marketplace platforms as research objects to enhance the generalizability and applicability of the results within the wider context of e-commerce.

#### **Implication**

Based on the results of the study, several important implications emerge for both business practitioners and academics. First, the finding that online promotion significantly influences impulsive buying behavior suggests that e-commerce businesses should focus on crafting promotional strategies that are attractive, time-limited, and easily accessible. Such campaigns have the potential to trigger spontaneous purchasing decisions among consumers.

In addition, the quality of a website particularly in terms of design, loading speed, and ease of navigation—plays a crucial role in increasing the likelihood of impulsive purchases. This highlights the importance of continuous investment in improving the user interface (UI) and user experience (UX) as a strategic priority for online platforms.

Interestingly, the study also reveals that trust does not significantly impact impulsive buying behavior. This indicates that impulsive purchases are likely to be driven more by emotional and situational factors than by rational deliberation. As a result, marketing strategies may benefit from placing greater emphasis on emotional appeal rather than relying solely on credibility and trust-building measures.

Finally, the research shows that impulsive purchases tend to generate positive emotional responses without triggering negative emotions. This insight suggests that marketing approaches aimed at encouraging impulse buying may not only increase short-term sales but also enhance customer satisfaction and potentially foster long-term loyalty.

#### **Acknowledgment**

We thank all respondents who have agreed to participate in filling out our research questionnaire.

#### **Conflict of Interest**

No conflict of interests.

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