

POSITIVE EMOTION AS A MEDIATOR OF HEDONIC MOTIVATION AND ONLINE PROMOTION EFFECTS ON IMPULSE BUYING

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Abstract

This study examines the effects of hedonic shopping motivation and online promotion on impulse buying, with positive emotion as a mediating variable among online consumers of PT Essential Luxury Odoriferous perfume. The study addresses the managerial issue of increasing promotional expenditure that has not generated proportional sales growth and seeks to explain the emotional mechanism underlying online purchasing behavior. A quantitative, associative, and cross-sectional design was employed using data from 250 respondents selected through purposive and accidental sampling. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4. The results show that hedonic shopping motivation and online promotion significantly affect positive emotion and impulse buying, while positive emotion also significantly influences impulse buying. Positive emotion significantly mediates both the relationship between hedonic shopping motivation and impulse buying and the relationship between online promotion and impulse buying. The model explains 45.9% of the variance in positive emotion and 52.8% of the variance in impulse buying. These findings highlight the importance of designing promotional strategies that strengthen emotional engagement rather than merely increasing promotional frequency.

Keywords: Hedonic Shopping Motivation; Impulse Buying; Online Promotion; Perfume Consumers; Positive Emotion

1. INTRODUCTION

Digital commerce has substantially transformed the way consumers discover, evaluate, and purchase products by reducing temporal and geographical barriers and intensifying continuous exposure to marketing stimuli. This transformation is particularly relevant to fragrance products because perfume is an experience product whose evaluation traditionally depends on direct sensory exposure. In online environments, consumers cannot physically smell a fragrance before purchasing it and must instead rely on product descriptions, visual imagery, reviews, videos, social-media content, and other digital cues to imagine the sensory experience associated with the product (Mahdavi et al., 2020). Such characteristics make online perfume purchasing particularly susceptible to emotional and experiential processes. At the same time, digital platforms facilitate rapid browsing, personalized recommendations,

promotional notifications, short-form videos, live commerce, limited-time discounts, and scarcity messages, all of which can shorten consumer deliberation and encourage spontaneous purchasing decisions.

Impulse buying has consequently become an increasingly important issue in digital consumer behavior. Contemporary evidence demonstrates that impulse buying is influenced simultaneously by internal psychological factors and external market-related stimuli, with affective states playing an important role in translating these antecedents into purchasing behavior (Iyer et al., 2020). A systematic review by Redine et al. (2023) further shows that impulse-buying research has become increasingly complex as consumption moves from traditional stores to e-commerce, mobile commerce, social commerce, and live-streaming environments. Online shopping experiences can increase impulsive purchasing because digital interfaces combine functional convenience with psychological and experiential stimulation (Gulfraz et al., 2022). Furthermore, internal and external stimuli can affect online impulse buying both directly and indirectly through consumers' cognitive and affective responses (Kimiagari & Malafe, 2021). Therefore, understanding impulse buying in contemporary e-commerce requires attention not only to what consumers encounter online but also to how those encounters affect their emotional states.

One important internal antecedent is hedonic shopping motivation, which reflects consumers' desire to obtain enjoyment, excitement, gratification, novelty, and experiential value from shopping rather than merely fulfilling functional needs. Recent research indicates that hedonic motivations are strongly associated with impulsive purchasing because consumers motivated by pleasure and experiential rewards are more receptive to spontaneous consumption opportunities (Coelho et al., 2023). Hedonic motives are particularly relevant to perfume because fragrance consumption is closely associated with self-expression, mood enhancement, novelty seeking, gifting, attractiveness, and imagined sensory pleasure. Consequently, consumers who browse perfume products for enjoyment may develop stronger positive affective reactions and become more willing to purchase without extensive prior planning.

In addition to consumer-level motivation, online promotion represents an important firm-controlled stimulus. Online promotions can take the form of discounts, vouchers, limited-time offers, free-shipping incentives, bundled offers, advertising content, social-media campaigns, live-stream promotions, and interactive marketing messages. Recent evidence indicates that promotional stimuli and hedonic motives interact with consumers' impulsive purchasing processes in digital environments (Madhu et al., 2023). Advertising stimuli can also activate hedonic motives and contribute to impulse-buying behavior when promotional messages generate emotionally compelling consumption experiences (Juanim et al., 2024). Nevertheless, increased promotional intensity does not necessarily guarantee proportional financial returns. Promotional effectiveness ultimately depends on whether marketing exposure produces a sufficiently strong psychological and emotional response to move consumers from browsing to purchasing.

This issue is evident in the focal perfume company examined in this study. Internal company records show that online promotion expenditure increased from IDR 51 million in 2021 to IDR 90 million in 2025, representing an increase of approximately 76%. However, average sales growth during the same period was only approximately 4%. Return on advertising spend decreased from 10.00 to 6.67, while the company's profit margin declined from 20% to 13%. These figures reveal an important managerial discrepancy: greater promotional expenditure and market exposure have not generated proportionate improvements in commercial performance. Therefore, the managerial problem is not simply whether the company should increase promotional activity, but rather how online promotions and consumers' intrinsic shopping motives can be converted more effectively into purchasing behavior. This condition creates an urgent need to identify the psychological mechanism through which promotional exposure and hedonic motivation influence consumers' impulse-buying decisions.

The Stimulus-Organism-Response (S-O-R) framework provides an appropriate theoretical explanation for this process. Recent applications of S-O-R in digital commerce demonstrate that environmental stimuli influence internal psychological states, which subsequently generate behavioral responses. For example, social and digital-commerce stimuli have been shown to influence trust, flow, pleasure, arousal, and other internal states that subsequently stimulate impulsive buying (Ming et al., 2021). Similarly, pleasure and arousal have been identified as important psychological mechanisms through which digital-commerce stimuli encourage impulse purchases (Li et al., 2022). Consistent with this logic, the present study conceptualizes online promotion as an external marketing stimulus, while hedonic shopping motivation represents an internal motivational antecedent that shapes consumers' receptiveness to pleasurable shopping experiences. Positive emotion represents the organismic affective state, and impulse buying represents the behavioral response.

Positive emotion is particularly important because exposure to a promotional stimulus does not automatically result in purchasing behavior. Consumers must interpret and emotionally respond to the stimulus before behavioral action occurs. Positive emotional states characterized by pleasure, excitement, enthusiasm, and enjoyment can increase consumers' approach tendencies and reduce resistance to spontaneous purchasing. Recent empirical evidence demonstrates that hedonic shopping motivation increases positive emotion and that positive emotion, in turn, contributes to impulse purchases (Liang & Yu, 2024). Meta-analytic evidence also indicates that positive mood constitutes a meaningful psychological mechanism connecting hedonic motives and marketing stimuli with impulse buying (Iyer et al., 2020). Accordingly, positive emotion may explain why consumers with similar promotional exposure exhibit different purchasing responses.

Despite growing scholarly attention, several gaps remain. First, the impulse-buying literature remains fragmented across offline retail, general e-commerce, mobile shopping, social commerce, and live-streaming environments, and recent systematic evidence

highlights the need for greater integration of antecedents and psychological mediators (Redine et al., 2023). Second, studies frequently emphasize either consumer-driven antecedents, such as hedonic motives, or firm-controlled stimuli, such as advertising and promotions, rather than examining their relative effects within the same structural model. Third, although affective reactions have increasingly been examined as mediating mechanisms, their role in simultaneously transmitting the effects of hedonic shopping motivation and online promotion to impulse buying remains insufficiently established in the context of online fragrance consumption. This limitation is particularly important because perfume is a sensory and symbolic product for which consumers must construct an imagined experience through digital cues before purchase (Mahdavi et al., 2020). Thus, findings from general product categories cannot automatically be assumed to explain impulse buying among online perfume consumers.

To address these gaps, this study develops and tests an integrated model in which positive emotion mediates the relationships between hedonic shopping motivation, online promotion, and impulse buying among online perfume consumers. The study examines the direct effects of hedonic shopping motivation and online promotion on positive emotion and impulse buying, the direct effect of positive emotion on impulse buying, and the indirect effects of hedonic shopping motivation and online promotion through positive emotion. Theoretically, the study extends the S-O-R perspective by integrating an internal motivational antecedent and a firm-controlled external stimulus within a single emotion-based explanation of online impulse buying. Empirically, it extends impulse-buying research into the relatively underexplored context of fragrance products. Managerially, the study proposes an emotion-based promotional efficiency perspective, suggesting that firms should evaluate digital promotions not merely by campaign frequency, reach, or advertising expenditure but by their capacity to generate positive emotional responses that translate consumer hedonic motives into actual purchases.

Based on the theoretical arguments and empirical evidence, the following hypotheses are proposed:

H1: Hedonic shopping motivation has a positive effect on positive emotion.

H2: Online promotion has a positive effect on positive emotion.

H3: Hedonic shopping motivation has a positive effect on impulse buying.

H4: Online promotion has a positive effect on impulse buying.

H5: Positive emotion has a positive effect on impulse buying.

H6: Positive emotion mediates the relationship between hedonic shopping motivation and impulse buying.

H7: Positive emotion mediates the relationship between online promotion and impulse buying.

2. RESEARCH METHOD

This study employed a quantitative, associative, and cross-sectional research design to examine the relationships among hedonic shopping motivation, online promotion, positive emotion, and impulse buying. A quantitative approach was considered appropriate because the study aimed to empirically test a theoretically specified model involving direct and mediating relationships among latent constructs. The cross-sectional design enabled data to be collected from respondents at a single period of observation, while the associative design was used to estimate the magnitude and statistical significance of the hypothesized relationships.

The unit of analysis was the individual consumer of PT Essential Luxury Odoriferous perfume who had previously purchased the product through an online channel. The target respondents were selected using a non-probability sampling procedure. Purposive screening was initially applied to ensure that respondents met the predetermined eligibility criteria, followed by accidental or convenience recruitment among eligible consumers who were accessible during the data-collection period. Purposive sampling is appropriate when participant selection is deliberately aligned with the objectives and characteristics required by a study (Campbell et al., 2020). Respondents were eligible if they were at least 17 years old, resided in Indonesia, and had previously purchased PT Essential Luxury Odoriferous perfume online through a marketplace, social-media channel, or company website. A total of 250 valid respondents were included in the final analysis. Because the sample was obtained through non-probability procedures and focused on customers of a single perfume company, the external generalizability of the findings should be interpreted cautiously.

Primary data were collected using a structured questionnaire. All construct indicators were measured using a five-point Likert scale, allowing respondents to indicate the degree to which each statement represented their perceptions, motivations, emotions, and purchasing behavior. The questionnaire contained 68 indicators representing four latent constructs: hedonic shopping motivation, online promotion, positive emotion, and impulse buying. The operationalization of the constructs was retained from the research instrument and aligned with recent empirical research on hedonic motivation, emotional responses, and impulsive consumer behavior (Coelho et al., 2023; Liang & Yu, 2024).

Hedonic shopping motivation captured consumers' experiential and pleasure-oriented reasons for engaging in shopping and consisted of six dimensions: adventure shopping, gratification shopping, role shopping, social shopping, idea shopping, and value shopping. Online promotion represented consumers' perceptions of the company's digitally delivered promotional activities and was operationalized through attraction, frequency, timing, format variation, and interactivity. Positive emotion represented the affective state experienced by consumers during the online shopping encounter and comprised pleasure, arousal, and dominance. Impulse buying reflected consumers' tendency to make immediate and relatively

unplanned purchasing decisions and was represented by spontaneity, strong emotional urge, lack of prior planning, and immediate purchase behavior. The operationalization of all constructs is summarized in Table 1.

Table 1. Construct Operationalization

Construct	Dimensions
Hedonic shopping motivation	Adventure shopping; gratification shopping; role shopping; social shopping; idea shopping; value shopping
Online promotion	Attraction; frequency; timing; format variation; interactivity
Positive emotion	Pleasure; arousal; dominance
Impulse buying	Spontaneity; strong emotional urge; lack of planning; immediate purchase

Source: Proceed Data, 2026

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. PLS-SEM was selected because the study simultaneously estimated relationships among multiple latent constructs and examined a mediation mechanism within one structural model. Recent methodological literature emphasizes that the use of PLS-SEM should be based on the characteristics and objectives of the research model and should follow systematic measurement- and structural-model assessment procedures rather than relying only on its perceived suitability for relatively small samples (Hair et al., 2019; Sarstedt et al., 2022; Guenther et al., 2023).

The analysis was conducted in two principal stages. First, the measurement model was assessed to establish indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Indicator reliability was evaluated using the outer loadings. Internal consistency reliability was assessed using Cronbach's alpha, rho_A, and composite reliability, while convergent validity was examined using the average variance extracted (AVE). In accordance with current PLS-SEM recommendations, satisfactory reflective measurement models generally require adequate indicator loadings, reliability coefficients of approximately .70 or higher without excessive redundancy, and AVE values of at least .50 (Hair et al., 2019; Guenther et al., 2023). Discriminant validity was evaluated primarily using the heterotrait-monotrait ratio of correlations (HTMT), which has become a recommended criterion for assessing whether empirically measured constructs are sufficiently distinct.

Second, the structural model was assessed after satisfactory measurement quality had been established. The assessment included collinearity diagnostics using the variance inflation factor (VIF), coefficients of determination (R^2), effect sizes (f^2), path coefficients, indirect effects, and total effects. The standardized root mean square residual (SRMR) was reported as a supplementary approximate model-fit indicator rather than as the sole criterion for judging model quality. Contemporary PLS-SEM guidelines emphasize that structural-

model interpretation should focus on the size, direction, statistical significance, explanatory power, and, where relevant, predictive implications of the estimated relationships (Sarstedt et al., 2022; Guenther et al., 2023).

Hypothesis testing was performed through the bootstrapping procedure in SmartPLS 4. Statistical decisions were based on bootstrapped t statistics, p values, and confidence intervals at a significance level of $\alpha = .05$. A relationship was considered statistically supported when the estimated coefficient was in the hypothesized direction and the corresponding bootstrapping results indicated statistical significance.

The mediating role of positive emotion was examined by estimating the specific indirect effects of hedonic shopping motivation and online promotion on impulse buying through positive emotion. Contemporary mediation analysis in PLS-SEM recommends evaluating mediation primarily through the magnitude and statistical significance of the bootstrapped indirect effect and its confidence interval rather than relying solely on sequential significance tests (Sarstedt et al., 2020; Sarstedt & Moisesescu, 2024). Accordingly, the direct, indirect, and total effects were jointly examined to determine the nature of the mediation. Variance accounted for (VAF) was treated only as supplementary information for describing the relative contribution of the indirect effect and not as the sole criterion for establishing mediation.

Because all constructs were measured using self-reported responses collected from the same respondents through a single questionnaire, common method variance (CMV) was recognized as a potential methodological concern. Recent marketing-methodology literature emphasizes that common method effects can distort observed relationships when predictor and criterion variables share the same measurement source and procedure (Baumgartner & Weijters, 2021). Therefore, the potential influence of common method variance should be considered when interpreting the estimated structural relationships.

No mathematical equation was required for the estimation procedure because the structural relationships were estimated directly through the PLS-SEM algorithm in SmartPLS 4. Consequently, the template requirement concerning equation numbering and mathematical notation is not applicable to this study.

3. RESULTS AND DISCUSSION

Results

The descriptive analysis indicates that respondents generally expressed favorable perceptions across hedonic shopping motivation, online promotion, positive emotion, and impulse buying. Nevertheless, variation among dimensions provides important information regarding which aspects of the online perfume-shopping experience are already strong and which require further managerial improvement.

Within hedonic shopping motivation, value shopping recorded the highest mean score (3.91), whereas social shopping recorded the lowest mean (3.74). This finding suggests that consumers derive considerable enjoyment from obtaining attractive price-quality combinations, promotional value, and perceived economic advantages when purchasing perfume online. Hedonic consumption in this setting therefore does not exclusively represent indulgence or entertainment. Consumers may simultaneously experience pleasure from obtaining what they perceive as a favorable deal. This interpretation is consistent with evidence that hedonic and value-related shopping orientations can coexist and collectively facilitate spontaneous purchasing behavior in digital environments (Bandyopadhyay et al., 2021; Parsad et al., 2021; Yang et al., 2021). The relatively lower social-shopping score, however, suggests that interaction with other consumers, communities, or peers has not yet become a dominant source of enjoyment in the focal company's digital ecosystem.

For online promotion, promotion frequency showed the highest mean (3.95), followed by attraction (3.89), format variation (3.86), timing (3.81), and interactivity (3.72). Consumers therefore appear to encounter promotional messages frequently and perceive them as reasonably attractive and varied. However, the lowest score for interactivity indicates that promotional communication may remain predominantly one-directional. This distinction is important because contemporary digital commerce increasingly derives value from responsiveness, personalization, social presence, and real-time interaction rather than exposure alone. Interactive characteristics in live and social commerce have been found to strengthen engagement, emotional responses, and impulse-purchase tendencies (Li et al., 2022; Lin et al., 2023; Wongkitrungrueng & Assarut, 2020). Thus, the focal company's promotional system appears comparatively stronger at creating frequency of contact than at creating depth of consumer interaction.

Positive emotion also produced relatively favorable scores. Pleasure was the strongest dimension (3.88), followed by dominance (3.84) and arousal (3.79). Consumers therefore generally perceive the shopping experience as pleasant and manageable, although it produces comparatively less emotional activation. This pattern is managerially important. Pleasure can make product exploration enjoyable, but spontaneous purchasing generally requires sufficient activation to transform enjoyment into immediate behavioral action. Research in digital and live-stream commerce demonstrates that affective intensity, flow, enjoyment, and emotional activation can constitute important mechanisms through which

environmental stimuli lead to impulsive purchasing responses (Dong et al., 2023; Lo et al., 2022; Zhang et al., 2023). The relatively lower arousal score may therefore represent an unrealized conversion opportunity.

Regarding impulse buying, strong emotional urge recorded the highest mean (3.84), followed by immediate purchase (3.78), spontaneity (3.71), and lack of planning (3.68). The results indicate that impulse buying among the respondents should not be understood merely as complete absence of planning. Instead, an emotionally compelling urge appears to be the most prominent characteristic. This is consistent with contemporary research showing that online impulse purchasing frequently emerges from a combination of digital stimuli and affective reactions rather than from simple irrationality or absence of cognition (Lo et al., 2022; Zhao et al., 2022). Overall, the descriptive results reveal a coherent pattern: consumers experience high promotional exposure and perceive considerable shopping value, yet social interaction, promotional interactivity, and emotional arousal remain comparatively weaker.

Measurement Model

The measurement-model assessment demonstrated satisfactory indicator reliability and convergent validity. All standardized outer loadings exceeded .70. Hedonic shopping motivation indicators ranged from .732 to .869, online promotion from .731 to .875, positive emotion from .726 to .836, and impulse buying from .714 to .858. These results indicate that the observed indicators adequately represented their respective latent constructs.

The average variance extracted (AVE) ranged from .608 to .638, indicating that each construct captured a substantial proportion of the variance in its indicators. Discriminant validity was also supported, as the heterotrait-monotrait ratio (HTMT) ranged from .462 to .712, remaining below the established threshold used in the study. Thus, hedonic shopping motivation, online promotion, positive emotion, and impulse buying were empirically distinguishable despite their theoretical relationships.

Table 2. Measurement Model Summary

Construct	Loading Range	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Hedonic shopping motivation	.732-.869	.962	.963	.966	.638
Online promotion	.731-.875	.957	.958	.961	.619
Positive emotion	.726-.836	.939	.940	.948	.608
Impulse buying	.714-.858	.951	.952	.957	.631

Source: Proceed Data, 2026

The reliability coefficients were consistently high. Cronbach's alpha ranged from .939 to .962, rho_A ranged from .940 to .963, and composite reliability ranged from .948 to .966. These values establish strong internal consistency. Nevertheless, the coefficients above .95

for hedonic shopping motivation, online promotion, and impulse buying warrant careful interpretation. Very high reliability may indicate that several indicators contain similar semantic content. Therefore, future instrument refinement could examine whether some items can be removed without reducing conceptual coverage. Such refinement may produce a more parsimonious scale while maintaining adequate reliability and construct validity.

Structural Model

The structural model showed no problematic collinearity, with VIF values ranging from 1.067 to 1.384. The model explained 45.9% of the variance in positive emotion ($R^2 = .459$; adjusted $R^2 = .455$). Hedonic shopping motivation and online promotion therefore jointly possess meaningful explanatory capacity for consumers' positive emotional responses.

For impulse buying, R^2 reached .528 and adjusted R^2 reached .522, indicating that hedonic shopping motivation, online promotion, and positive emotion jointly explained 52.8% of the variance in impulse buying. More than half of the observed variation in impulse buying could therefore be accounted for by the proposed model. The SRMR of .058 additionally provided supporting evidence that the estimated model was reasonably consistent with the observed covariance structure.

Table 3. Structural Model Summary

Endogenous Construct	R^2	Adjusted R^2	Interpretation
Positive emotion	.459	.455	Moderate
Impulse buying	.528	.522	Moderate-substantial

Source: Proceed Data, 2026

The effect-size analysis further differentiates the relative contributions of the predictors. Hedonic shopping motivation had an effect size of $f^2 = .286$ on positive emotion, while online promotion had $f^2 = .268$. These were the two strongest effect sizes in the structural model and were relatively similar in magnitude. This result indicates that positive emotion is jointly shaped by what consumers bring into the shopping experience through their hedonic motives and what the firm provides through promotional stimuli.

For impulse buying, the effect size of hedonic shopping motivation was .168, positive emotion was .129, and online promotion was .115. Although smaller than the effects on positive emotion, all three constructs contributed to explaining impulse buying. The pattern reinforces the proposition that impulsive purchasing is neither purely consumer-driven nor purely promotion-driven; rather, it emerges from the interaction of motivational, environmental, and emotional factors.

Hypothesis Testing

All seven hypotheses were supported at $p < .001$, as presented in Table 4.

Table 4. Direct and Indirect Effects

Hypothesis and Path	β	t	p	Decision
H1: Hedonic shopping motivation $\rightarrow$ Positive emotion	.443	10.861	$< .001$	Supported
H2: Online promotion $\rightarrow$ Positive emotion	.429	9.841	$< .001$	Supported
H3: Hedonic shopping motivation $\rightarrow$ Impulse buying	.353	6.717	$< .001$	Supported
H4: Online promotion $\rightarrow$ Impulse buying	.291	6.342	$< .001$	Supported
H5: Positive emotion $\rightarrow$ Impulse buying	.326	5.927	$< .001$	Supported
H6: Hedonic shopping motivation $\rightarrow$ Positive emotion $\rightarrow$ Impulse buying	.144	4.914	$< .001$	Supported
H7: Online promotion $\rightarrow$ Positive emotion $\rightarrow$ Impulse buying	.140	5.424	$< .001$	Supported

Source: Proceed Data, 2026

Hedonic shopping motivation had the strongest direct effect on positive emotion ($\beta = .443$), followed closely by online promotion ($\beta = .429$). Hedonic shopping motivation also had the strongest direct effect on impulse buying ($\beta = .353$), followed by positive emotion ($\beta = .326$) and online promotion ($\beta = .291$). Both indirect effects were significant: hedonic shopping motivation influenced impulse buying through positive emotion by $\beta = .144$, and online promotion influenced impulse buying through positive emotion by $\beta = .140$.

The total effect of hedonic shopping motivation on impulse buying was therefore $.497 (.353 + .144)$, whereas the total effect of online promotion was $.431 (.291 + .140)$. Positive emotion accounted for approximately 29.0% of the total effect of hedonic shopping motivation and 32.5% of the total effect of online promotion. Because the direct and indirect paths were simultaneously positive and significant, positive emotion represents a complementary partial mediating mechanism in both relationships.

Discussion

Hedonic Shopping Motivation and Positive Emotion

The significant effect of hedonic shopping motivation on positive emotion ($\beta = .443$; $p < .001$) supports H1 and demonstrates that consumers' experiential motives are the strongest antecedent of positive emotion in the model. Consumers who approach online perfume shopping as an opportunity for enjoyment, discovery, gratification, value seeking, gifting, social expression, or new ideas are more likely to experience positive affect during the purchasing process.

This result corresponds with research showing that hedonic browsing produces stronger impulse-related responses in mobile commerce than purely utilitarian browsing (Zheng et al., 2019). Similarly, hedonic and mood-related shopping values have been linked to impulsiveness because consumers who perceive shopping as pleasurable are more receptive to emotionally rewarding opportunities (Parsad et al., 2021). Evidence from mobile

commerce further demonstrates that perceived value can reinforce impulse buying under social influence (Yang et al., 2021).

The dominance of value shopping (mean = 3.91) adds an important contextual insight. Hedonic motivation among the focal perfume consumers does not necessarily mean conspicuous indulgence. Consumers can derive pleasure precisely from feeling that they have obtained an attractive fragrance at a favorable price. Bandyopadhyay et al. (2021) similarly demonstrate that value-shopping motivations interact with promotional conditions and positive affect in generating impulse-buying responses.

For PT Essential Luxury Odoriferous, this means that campaigns should not position hedonic consumption only through luxury, excitement, or aspirational imagery. Promotional narratives can combine emotional gratification with perceived smart value. Discovery packages, sample bundles, gift packages, limited collections, and transparent comparative savings may enable consumers to experience both pleasure and value achievement.

Online Promotion and Positive Emotion

Online promotion had a positive and statistically significant effect on positive emotion ($\beta = .429$; $p < .001$), supporting H2. Its coefficient was only slightly lower than that of hedonic shopping motivation, demonstrating that a firm-controlled stimulus can shape consumer emotion almost as strongly as consumers' internal shopping motives.

This result is consistent with research showing that promotional mechanisms can generate affective reactions rather than merely communicate economic benefits. Immediate monetary and non-monetary promotions have been shown to influence positive affect and impulse-buying processes (Bandyopadhyay et al., 2021). Scarcity promotions can similarly increase perceived arousal and subsequently stimulate impulse purchases (Wu et al., 2021). In livestream environments, promotion-related cues, interaction, playfulness, and convenience can enhance perceived enjoyment and facilitate impulsive purchasing (Lin et al., 2023; Qu et al., 2023).

The descriptive findings nevertheless identify a critical gap. Promotion frequency was the strongest dimension (3.95), whereas interactivity was the weakest (3.72). Thus, consumers frequently encounter the company's promotional communication, but opportunities to respond, participate, personalize, or interact remain less developed.

This imbalance offers a plausible explanation for the managerial phenomenon reported in the introduction. Increasing promotional expenditure from IDR 51 million to IDR 90 million expanded communication intensity, but higher intensity alone may not have produced proportional emotional engagement. Digital communication that repeatedly exposes consumers to similar offers may eventually reach diminishing returns. By contrast, live-stream studies show that interaction quality, responsiveness, personalization, and social presence can increase emotional involvement and engagement (Li et al., 2022; Wongkitrungrueng & Assarut, 2020).

Therefore, promotional optimization should prioritize interaction quality per exposure, rather than exposure volume alone. Examples include live fragrance consultation, interactive scent quizzes, personalized perfume recommendations, polls, real-time Q&A, creator demonstrations, and occasion-based scent matching.

Hedonic Shopping Motivation and Impulse Buying

Hedonic shopping motivation significantly influenced impulse buying ($\beta = .353$; $p < .001$), supporting H3. Moreover, its total effect of .497 was the largest total effect in the model. This indicates that consumer motivation is particularly important in explaining spontaneous perfume purchases.

The result aligns with mobile-commerce research showing that hedonic browsing directly enhances consumers' urge to buy impulsively (Zheng et al., 2019). Similar evidence suggests that gamified digital environments can stimulate enjoyment and social interaction that subsequently encourage impulse buying (Zhang et al., 2021). Zhao et al.'s (2022) meta-analysis further identifies affective and marketing-related stimuli as important antecedents of online impulsive purchasing across studies.

The result is particularly meaningful for perfume because digital fragrance shopping requires consumers to construct an imagined consumption experience. Unlike standardized functional products, perfumes can represent self-image, mood, social occasions, memory, attractiveness, or gifting. In this context, content that stimulates imagination can activate hedonic motives even before a consumer has developed a concrete purchase plan.

The company should consequently segment promotional content according to hedonic motive rather than relying on a single generic campaign. Adventure-oriented consumers can be targeted with new-fragrance discovery and limited editions; gratification-oriented consumers with self-reward narratives; role-shopping consumers with gifting bundles; idea shoppers with trend and fragrance-education content; social shoppers with community and creator content; and value shoppers with transparent bundles and meaningful savings.

Online Promotion and Impulse Buying

Online promotion significantly affected impulse buying ($\beta = .291$; $p < .001$), supporting H4. The relationship confirms that promotional stimuli can provide an immediate behavioral reason for consumers to move from browsing to transaction.

Previous evidence shows that product recommendations can increase impulse-buying urges when recommendation signals create trust and affection toward the recommended product (Chen et al., 2019). Scarcity-based promotions also generate impulsive purchasing through arousal, particularly where limited time or quantity creates perceived urgency (Wu et al., 2021). Social-commerce environments further demonstrate that influencer credibility and trustworthy branded posts can strengthen consumers' urge to purchase impulsively (Shamim et al., 2024). More recent evidence suggests that observational and reinforcement

learning within social commerce can also facilitate impulsive purchasing behavior (Xu et al., 2024).

However, the finding should not be interpreted as evidence that continually increasing promotional frequency will continuously increase purchase response. The company's declining return on advertising expenditure suggests that marginal promotional productivity is an important managerial concern. Promotional performance should therefore be evaluated beyond impressions, clicks, and exposure frequency.

Campaign-level evaluation should include incremental conversion rate, contribution margin, customer acquisition cost, customer acquisition payback, repeat purchase rate, and the percentage of promotional purchases that generate subsequent non-discounted purchases. This approach would enable management to distinguish campaigns that generate profitable incremental demand from those that merely subsidize consumers who would have purchased anyway.

Positive Emotion and Impulse Buying

Positive emotion significantly influenced impulse buying ($\beta = .326$; $p < .001$), supporting H5. This coefficient exceeded the direct effect of online promotion, highlighting emotion as an important proximal mechanism of spontaneous purchasing behavior.

Evidence from social media demonstrates that digital content and environmental stimuli can evoke positive emotional reactions that subsequently encourage impulse buying (Djafarova & Bowes, 2021). Livestreaming studies similarly show that affective intensity can have a stronger role in impulsive purchasing than cognitive risk evaluation (Zhang et al., 2023). Lo et al. (2022) found that cognitive and affective responses form important pathways from livestream stimuli to impulsive buying urges, while Dong et al. (2023) demonstrate that information-source characteristics and social presence can generate flow states that subsequently increase impulsive consumption intentions.

The descriptive pattern provides additional insight: pleasure (3.88) exceeded arousal (3.79). The focal company's consumers therefore appear to enjoy the shopping experience but experience comparatively weaker activation toward immediate action. The distinction is important because pleasantness alone can encourage browsing without necessarily accelerating purchase.

Promotion design can therefore be developed to increase relevant activation without introducing manipulation. Product reveals, fragrance storytelling, interactive recommendations, authentic limited releases, contextual bundles, and clear calls to action can increase momentum. However, activation should not depend on fabricated scarcity, deceptive countdown timers, hidden charges, or coercive interface structures. Experimental evidence demonstrates that dark patterns can increase impulsive purchasing, but such practices raise clear consumer-welfare and governance concerns (Sin et al., 2025).

Mediating Role of Positive Emotion

The indirect effect of hedonic shopping motivation through positive emotion was significant ($\beta = .144$; $p < .001$), supporting H6. Positive emotion accounted for approximately 29.0% of the total hedonic-motivation effect. The result indicates that hedonic motivation influences impulse buying through two routes. First, consumers with strong hedonic motives can become directly more susceptible to spontaneous buying. Second, those motives increase positive emotional states, which subsequently increase impulse buying.

Similarly, the indirect effect of online promotion through positive emotion was significant ($\beta = .140$; $p < .001$), supporting H7. Approximately 32.5% of the total promotional effect operated through positive emotion. The proportion is slightly higher than that observed for hedonic shopping motivation, suggesting that emotion is particularly important in translating firm-controlled promotional stimuli into purchase behavior.

This mediated structure is supported by emerging research in interactive commerce. Personalization and vividness can influence impulsive buying through internal psychological states such as consumption vision and telepresence (Khoi et al., 2023). Interaction quality can influence impulsive purchase intentions through consumer emotion (Li et al., 2022), while affective reactions mediate several livestreaming stimuli and impulse responses (Lo et al., 2022). These findings reinforce the view that digital marketing effectiveness should not be assessed solely in terms of stimulus exposure but also according to the organismic reaction generated by that exposure.

The coexistence of significant direct and indirect effects means that positive emotion is a partial rather than complete mediator. This is theoretically meaningful. Consumers do not require a strong emotional transformation for every spontaneous purchase. Price advantages, convenience, recommendations, habitual responsiveness, or an immediately attractive offer can directly stimulate purchasing. Nevertheless, the emotional route remains substantial and systematically explains why certain motives and promotions produce stronger purchasing responses.

4. CONCLUSION

This study examined the effects of hedonic shopping motivation and online promotion on impulse buying, with positive emotion positioned as a mediating variable among online consumers of PT Essential Luxury Odoriferous perfume. The findings confirm that hedonic shopping motivation and online promotion significantly increase positive emotion and impulse buying, while positive emotion itself also has a significant positive effect on impulse buying. Among the antecedents of positive emotion, hedonic shopping motivation produced the strongest direct effect, indicating that consumers' internal motives for enjoyment, value seeking, discovery, gratification, and experiential shopping are particularly important in shaping favorable emotional responses during online perfume purchasing.

The results also demonstrate that positive emotion significantly mediates the effects of both hedonic shopping motivation and online promotion on impulse buying. The indirect effect of hedonic shopping motivation through positive emotion was .144, while the indirect effect of online promotion was .140. Because the corresponding direct effects remained significant, positive emotion functions as a complementary partial mediator. The total effect of hedonic shopping motivation on impulse buying (.497) was greater than that of online promotion (.431), confirming that impulse buying is influenced not only by company-controlled promotional stimuli but also by consumers' pre-existing experiential motives. Overall, the model explained 45.9% of the variance in positive emotion and 52.8% of the variance in impulse buying, demonstrating meaningful explanatory power.

From a managerial perspective, the findings suggest that PT Essential Luxury Odoriferous should not rely primarily on increasing promotional frequency or advertising expenditure. Instead, promotional strategies should be redesigned to improve emotional conversion by combining attractive offers with interactive, personalized, and experience-oriented content. The relatively high score for promotion frequency but lower score for interactivity indicates that future campaigns should emphasize live interaction, personalized fragrance recommendations, scent-personality matching, storytelling, customer reviews, interactive quizzes, and other digital experiences capable of strengthening pleasure and arousal. Promotional performance should also be evaluated using conversion rates, contribution margins, repeat purchases, customer acquisition costs, and campaign profitability rather than exposure volume alone.

Future research should expand the model by incorporating additional determinants of impulse buying, such as perceived scarcity, trust, price fairness, social influence, product involvement, perceived risk, platform usability, payment convenience, and consumer impulsiveness. Future studies may also examine moderating variables such as age, gender, deal proneness, purchasing experience, or digital engagement. Replication across different perfume brands, product categories, marketplaces, and geographic areas is recommended to improve the external validity of the findings. Longitudinal or experimental designs could further clarify causal relationships and evaluate how different promotional formats influence consumer emotions and purchasing decisions over time. These developments would strengthen understanding of how digital marketing strategies can generate sustainable commercial performance while maintaining transparent and responsible consumer engagement.

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