

Impact of Social Media Marketing on Impulsive Buying Behavior: The Mediating Role of Hedonic Motivation

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ABSTRACT

The rapid development of social media platforms, such as TikTok, has transformed the way companies market their products and interact with consumers. Social media has evolved beyond a promotional tool into a space capable of evoking emotions and stimulating spontaneous purchasing behaviours in consumers. This study aims to analyse the effect of Social Media Marketing (SMM) on Impulsive Buying (IB), with Hedonic Shopping Motivation (HSM) serving as a mediating variable. A quantitative approach was employed using a survey method involving 150 active social media users from Palu City, Indonesia. Data were analysed using Partial Least Squares structural equation modelling (PLS-SEM) through the SmartPLS application. The results reveal that social media marketing has a positive and significant effect on both hedonic shopping motivation and impulsive buying. Moreover, hedonic shopping motivation exerts a positive influence on impulsive buying and serves as a partial mediator in the relationship between social media marketing and impulsive buying. These findings emphasise that the more effective social media marketing strategies are in creating enjoyable shopping experiences, the higher the consumers' tendency to engage in impulsive purchasing behaviour. This study contributes to a deeper understanding of the role of hedonic motivation in consumer purchasing behaviour in the digital era and provides practical implications for marketers to design social media content that stimulates emotional experiences and enhances spontaneous buying impulses.

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INTRODUCTION

The rapid advancement of communication technology and social networking has drastically transformed the marketing landscape, particularly through platforms such as

TikTok, which has become highly prominent among younger generations. For example, in Indonesia, TikTok usage has surged significantly, reaching approximately 106.51 million users as of October 2023, making Indonesia the second-largest TikTok user base in the world (Annur, 2023). TikTok is widely recognised among Millennials and Generation Z not only as an entertainment medium but also as an effective marketing channel (Dewa & Safitri, 2021). Marketing content on TikTok generally consists of short, creative videos that often involve influencers, enabling brands to reach a large audience. Various studies have shown that TikTok functions not only as a platform for entertainment but also as a powerful marketing tool; its interactivity and content authenticity significantly enhance young consumers' purchase intentions (Hamidah et al., 2025). Within the fashion and F&B industries, TikTok's presence has opened opportunities for more aggressive promotional strategies through visually engaging content, fostering new shopping patterns among Gen Z and Millennials.

The phenomenon of marketing through TikTok has become an urgent topic of study due to the distinct characteristics of Gen Z and Millennial consumers, which differ greatly from previous generations. These young consumers tend to perceive shopping as an enjoyable experience rather than a purely rational need-fulfilment activity (Agustinna & Sudarusman, 2024). The psychological drive to seek pleasure, entertainment, or stress relief through shopping activities, known as hedonic motivation, makes consumers more susceptible to spontaneous purchase. Moreover, TikTok's massive penetration provides strong external stimuli, such as appealing advertisements, viral content, and influencer recommendations, which further intensify unplanned purchasing behaviour. In this context, it is essential to understand how the combination of TikTok marketing strategies and hedonic shopping motivation can jointly trigger impulsive buying behaviour for fashion and F&B products.

Although TikTok offers vast potential as a marketing medium, a major challenge lies in how companies can design effective strategies without being trapped by fast-changing trends (Erwin et al., 2023). TikTok's dynamic algorithm causes promotional content to easily get lost among streams of entertainment videos, requiring marketers to continuously innovate to remain relevant and capture consumer attention. Additionally, the fast and impulsive nature of content consumption on this platform makes it difficult for brands to foster long-term loyalty (Febriandika et al., 2023). Therefore, it is crucial for businesses to align their social media marketing strategies with TikTok users' characteristics while also understanding the role of shopping motivation in shaping consumer purchase behaviour.

Today, Social Media Marketing (SMM) has become increasingly important because utilising social media platforms helps businesses build brand awareness, influence perceptions, and encourage consumer actions (Taan et al., 2021). In practice, SMM involves creating shareable marketing content, such as images, text, or videos, targeted at specific audiences. For example, product marketing through TikTok leverages engaging short videos and interactive features such as likes, shares, and influencer endorsements to expand consumer reach (Hamidah et al., 2025). Both organic and sponsored TikTok content that is creative and interactive often proves effective in increasing audience engagement, especially among young users. Research indicates that TikTok serves as an effective marketing tool due to its large active user base, ease of use, and popularity among Millennials (Taan et al., 2021). Through TikTok-based social media marketing, companies in the fashion and F&B industries can harness the power of short videos to

attract the attention of Gen Z and Millennials, thereby directly influencing their purchase decisions.

Beyond SMM, hedonic shopping motivation also plays a vital role today, as consumers—particularly younger ones—increasingly view shopping as a means of self-expression and emotional gratification (Costa Pacheco et al., 2025). Hedonic shopping motivation refers to consumers' psychological drive to obtain pleasure and emotional satisfaction through shopping. In this context, shopping is perceived as an enjoyable and captivating activity; consumers are driven to make purchases to experience joy, relieve stress, or follow social trends that provide personal satisfaction (Agustinna and Sudarusman, 2024). For instance, adventure shopping and gratification shopping are dimensions of hedonic motivation that are often associated with impulsive buying behaviour. Consumers with high hedonic motivation tend to make purchase decisions more spontaneously, focusing on instant gratification rather than rational considerations. Therefore, hedonic motivation is often regarded as a key psychological factor that increases the likelihood of impulsive buying, particularly when triggered by emotional and visually appealing marketing stimuli (Utama et al., 2025). Accordingly, hedonic shopping motivation serves as a major driver of impulsive purchasing behaviour, especially when consumers encounter emotionally engaging marketing stimuli on digital platforms such as TikTok.

In impulsive buying, consumers make quick and unplanned decisions after encountering a product or offer, often accompanied by feelings of excitement and instant pleasure. Such purchases are not based on careful consideration of needs or long-term benefits; rather, they are driven by sudden desires and momentary moods (Spiteri Cornish, 2020). Characteristics of impulsive buying include purchasing non-essential products simply because of their attractive appearance or limited-time discounts. External factors, such as appealing packaging, time-limited promotions, or friends' testimonials, can further enhance this urge. Ultimately, impulsive purchases may lead to post-purchase regret once emotional satisfaction fades; however, this phenomenon remains crucial to study, especially in the digital era, where persuasive marketing strategies strongly influence consumer behaviour.

Several previous studies have examined the effects of hedonic shopping motivation and social media marketing on impulsive buying, although most have focused on each factor separately. For instance, Gimbo (2023) found that hedonic shopping motivation significantly and positively affects impulsive buying behaviour in TikTok Shop features. Meanwhile, other studies have emphasised TikTok's role as an effective promotional medium for young consumers, asserting that the platform's interactive approach enhances consumer engagement and purchase decisions (Dewa & Safitri, 2021). However, few studies have explored these two factors simultaneously within the context of TikTok, particularly in the fashion and F&B industries. Most studies have yet to explicitly examine how the combination of TikTok-based social media marketing and hedonic shopping motivation jointly influences impulsive buying behaviours among Gen Z and Millennials. This study aims to fill this gap by analysing the simultaneous effects of both variables in the fashion and F&B sectors.

This study aims to analyse the influence of social media marketing (specifically through the TikTok platform) and hedonic shopping motivation on impulsive buying behaviour among Gen Z and Millennial consumers in the fashion and F&B industries. Specifically, the objectives are to examine (1) the effect of social media marketing (TikTok) on

impulsive buying behaviour, (2) the effect of hedonic shopping motivation on impulsive buying, and (3) the combined influence of both independent variables on the impulsive buying behaviour of Gen Z and Millennial consumers. Thus, this study is expected to contribute to the understanding of effective digital marketing strategies and the psychological factors underlying spontaneous purchasing behaviour among young consumers.

LITERATURE REVIEW

Social Media Marketing

Social media marketing is a communication tool that facilitates interaction with consumers for various business and organisational purposes (Moslehpour et al., 2021). In terms of SMM communication strategies, companies present differentiated content to satisfy consumer needs, provide value, and stimulate engagement on social media (Khan, 2017). Kulikovskaja et al. (2023) identified three types of social media content: infotainment content, which, in some approaches, is treated as a separate construct of informational and entertainment content, remunerative content, and relational content. Each type corresponds to the motivations for using social media platforms and engaging with brands on them (Zeqiri et al., 2025). For example, infotainment content refers to materials that provide information and entertainment to users through new, factual, useful, educational, and engaging content (Gavilanes et al., 2018). This type of content can be associated with entertainment motivation (escaping routine, relaxation, fun, play, etc.) and informational motivation (seeking news and updates about brands) (Buzeta et al., 2020). In contrast, social content refers to the extent to which social media content fulfils consumers' needs for social interaction and integration (Dolan et al., 2016). This is related to social integration and interaction, such as community building, peer support, and a sense of belonging.

Hedonic Shopping Motivation

As stated by Arnold and Reynolds (2003), hedonic shopping motivation refers to an individual's drive to seek multisensory and emotional experiences associated with luxury, satisfaction, and pleasure in shopping activities. This motivation consists of six dimensions: value shopping, idea shopping, adventure shopping, gratification shopping, social shopping, and role shopping. In other words, consumers with a high level of hedonic shopping motivation tend to seek shopping experiences that evoke a sense of adventure, emotional release, and satisfaction from owning new and prestigious products (Ahmad et al., 2019). This motivation not only influences product preferences but also affects how consumers interact with their shopping environment both offline and online. In the context of digital marketing, hedonic shopping motivation is increasingly relevant because various visual, interactive, and personalised content features can trigger positive emotions that encourage spontaneous purchasing behaviour.

Impulsive Buying

Impulsive buying represents consumer behaviour that occurs quickly and in a complex manner, characterised by hedonistic tendencies, where the urge to buy arises without a thorough evaluation of alternative consequences or future impacts (Sharma et al., 2010). Thus, impulsive buying can be categorised as a form of behaviour that tends to be irrational from the consumer's perspective (Chung et al., 2017). Specifically, a purchase decision can be classified as impulsive if it meets three main criteria: first, the decision is

made spontaneously and without prior planning; second, the consumer pays little attention to the consequences of the purchase decision; and third, the decision is triggered by dispositional, situational, or sociodemographic temptations that are difficult to control. These temptations drive consumers to seek instant gratification or develop a strong emotional attachment to the desired product, leading to an intense, sudden, persistent, and hard-to-resist urge to buy (Park et al., 2012; Spiteri Cornish, 2020).

HYPOTHESIS DEVELOPMENT

Social Media Marketing and Hedonic Motivation

The use of social media in marketing activities is known as Social Media Marketing (SMM) (Shareef et al., 2018). A business is likely to adopt SMM when it perceives its convenience and effectiveness in enhancing business performance. According to motivation theory, this represents an extrinsic factor driven by perceived utility and practicality (Chatterjee et al., 2024). On the other hand, business actors may also be intrinsically motivated to use SMM due to its appeal, enjoyment, and the positive experiences felt during interaction. In the consumer context, attractive online advertisements can influence moods and evoke hedonic experiences that drive online impulsive buying. This occurs because interactive website designs incorporating visual and multimedia elements such as images, videos, colours, music, humour, and animations can create strong hedonic motivation, encouraging consumers to seek pleasure and ultimately make a purchase (Fernandes et al., 2020). Thus, SMM has great potential to evoke hedonic shopping motivation by creating enjoyable and emotionally engaging interactive experiences for consumers. Based on this reasoning, the following hypothesis is proposed:

H₁: Social Media Marketing has a positive and significant effect on Hedonic Shopping Motivation.

Social Media Marketing and Impulsive Buying

The rapid growth of social media usage and increased access to digital devices have enabled billions of users to share shopping experiences, significantly transforming impulsive buying patterns in the digital world (Islam et al., 2021; Prentice et al., 2020). Social media marketing has now evolved into a key element of modern marketing strategies due to its ability to capture consumers' attention and foster spontaneous purchasing tendencies (Wegmann et al., 2023; Xiang et al., 2022). Through various content formats such as images, short videos, audio, and memes, SMM delivers persuasive messages and appealing offers, prompting users to make unplanned purchases (Hazari et al., 2023; Lou & Yuan, 2019). Moreover, interactive social media features such as comments, reviews, and user feedback reinforce emotional influence on impulsive buying behaviour (Chawla, 2020; Yang et al., 2021). Therefore, SMM serves as a catalyst that not only extends promotional reach but also shapes spontaneous purchasing decisions through engaging, interactive, and emotionally charged digital experiences (Lavuri & Thaichon, 2023; Pahlevan Sharif et al., 2022). Hence, the following hypothesis is proposed:

H₂: Social Media Marketing has a positive and significant effect on Impulsive Buying.

Hedonic Motivation and Impulsive Buying

Hedonic shopping motivation represents an emotional drive that leads consumers to seek pleasure, satisfaction, and enjoyable experiences during shopping, whether online or offline. According to Arnold and Reynolds (2003), this motivation encompasses several dimensions, such as value shopping, role shopping, social shopping, adventure shopping, idea shopping, and gratification shopping, all of which are associated with shopping experiences that provide positive sensations. Consumers with high levels of hedonic shopping motivation tend to feel joy, entertainment, and emotional fulfilment when interacting with appealing products or shopping platforms (Ahmad et al., 2019). For them, shopping is not merely about acquiring goods but also serves as a means of self-expression, mood enhancement, and confidence building. In this context, hedonic motivation can trigger impulsive buying behaviour because consumers are driven by temporary emotional impulses to achieve immediate satisfaction without deep rational consideration (Akram et al., 2018). Therefore, the higher an individual's level of hedonic shopping motivation, the greater their likelihood of engaging in impulsive purchases, particularly when a platform's visual appeal, features, or atmosphere stimulates pleasure and positive emotions (Mallari et al., 2023). Accordingly, the following hypothesis is proposed:

H₃: Hedonic Shopping Motivation has a positive and significant effect on Impulsive Buying.

Social Media Marketing and Impulsive Buying Mediated by Hedonic Shopping Motivation

Social Media Marketing (SMM) has become a strategic element in modern marketing due to its ability to create interactive, emotional, and engaging digital experiences for consumers (Wegmann et al., 2023; Xiang et al., 2022). Through various persuasive content forms such as short videos, images, and user reviews, SMM can stimulate positive emotions that play a crucial role in encouraging impulsive buying behaviour (Hazari et al., 2023; Lou & Yuan, 2019). In this context, hedonic shopping motivation serves as a psychological mechanism that mediates the relationship between SMM and impulsive buying, as consumers are driven to seek pleasure, entertainment, and emotional satisfaction during their interaction with digital content (Arnold & Reynolds, 2003; Ahmad et al., 2019). Enjoyable and visually stimulating shopping experiences on social media can enhance consumers' hedonic drive to gain instant gratification without rational planning (Akram et al., 2018). Consequently, the more effective SMM strategies are in evoking hedonic experiences, the stronger the consumers' tendency toward impulsive purchasing behaviour (Mallari et al., 2023; Pahlevan Sharif et al., 2022). Hence, the following hypothesis is proposed:

H₄: Hedonic Shopping Motivation mediates the relationship between Social Media Marketing and Impulsive Buying.

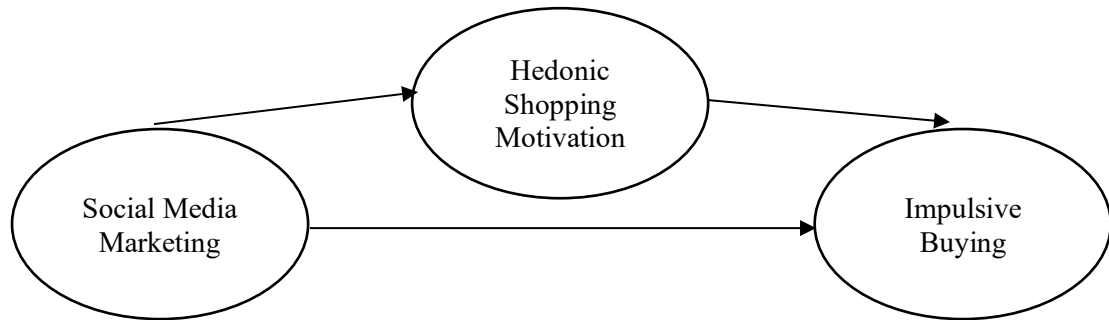


Figure 1. Research Model

RESEARCH METHODS

Research Design

This study employs a quantitative approach with an explanatory research design, aiming to test the causal relationships among the variables Social Media Marketing (SMM), Hedonic Shopping Motivation (HSM), and Impulsive Buying (IB). The explanatory design was chosen because this study focuses on analysing both direct and indirect effects among variables formulated in the conceptual model. Data were collected cross-sectionally, meaning they were obtained at a single point in time, through the distribution of questionnaires to respondents who met the research criteria. By adopting this approach, the study seeks to provide empirical insights into how social media marketing activities influence consumers' impulsive buying behaviour through emotional stimuli in the form of hedonic shopping motivation.

Sampling and Data Collection

This study focuses on consumers aged 18–40 years to understand their perceptions. Residents of Palu City within this age range were selected as respondents, primarily due to their high internet usage (Banerji & Singh, 2022). The questionnaire was distributed both directly and online. Furthermore, the sampling method used in this study was purposive sampling, in which respondents were selected based on specific characteristics relevant to the research objectives (Sugiyono, 2019). This technique was deemed most appropriate because the study targeted individuals with direct experience related to the phenomenon under investigation: impulsive buying through social media. Therefore, the researcher applied the following criteria: (1) respondents must be active social media users and use social media daily, and (2) respondents must have made at least one unplanned purchase through social media. According to Bagozzi and Yi (2012), a study should ideally involve more than 100 respondents and, if possible, more than 200 to ensure representativeness. Based on these recommendations, this study determined a sample size of 150 respondents, which is considered sufficient to yield accurate and reliable analytical results.

Data collection was carried out within a specific time frame, ensuring that each respondent fully understood the context of the questions presented in the questionnaire. To enhance data validity, screening questions were included to ensure that only respondents who met the criteria could proceed with the survey. All collected responses were then screened to eliminate incomplete or inconsistent answers before further analysis. Thus, the data obtained are expected to accurately represent the behaviour and

motivations of young consumers in Palu City who engage in impulsive buying influenced by social media marketing activities.

Based on the data collected from 150 respondents, the demographic characteristics are as follows: the majority of respondents were female (87 respondents or 58%), while 63 respondents (42%) were male. In terms of age distribution, most respondents were 21–25 years old (72 respondents or 48%), followed by 26–30 years (39 respondents or 26%), 31–35 years (21 respondents or 14%), and the remaining 18 respondents (12%) were aged 35–40. Regarding education, respondents with a bachelor’s degree (S1) dominated the sample (96 respondents or 64%), followed by high school graduates (41 respondents or 27%) and those with a master’s degree (S2) (13 respondents or 9%). Based on social media usage frequency, the majority (101 respondents or 67%) used social media for more than 3 hours per day, while 49 respondents (33%) used it for less than 3 hours per day. These findings indicate that most respondents are young, highly educated, and active social media users, making them relevant subjects for studying impulsive buying behaviour on digital platforms such as TikTok.

Measures

This study utilised measurement scales established within the research model. The SMM construct was measured using seven indicators, Hedonic Shopping Motivation using five indicators, and Impulsive Buying also using five indicators. Table 1 illustrates the measurement items employed in this study.

Table 1. Measurement Item

Variables	Indicators	Source
Social Media Marketing	Sharing information about brands on social media is interesting.	Zeqiri et al. (2025)
	Social media provides the brand information needed.	
	Using social media to share brand information with friends.	
	Advertisements on social media look attractive.	
	Sharing information through social media is currently trending.	
	Social media marketing provides opportunities to share brand information.	
	Sharing brand-related content using social media.	
Hedonic Shopping Motivation	Shopping on social media is enjoyable.	Hussain et al. (2024)
	Shopping on social media is exciting.	
	Shopping on social media is delightful.	
	Shopping on social media is entertaining.	
	Shopping on social media is sensational.	
Impulsive Buying	It is hard to resist attractive items seen on social media.	Gulfraz et al. (2022)
	Sometimes I cannot resist the urge to buy something online.	
	It is difficult to refuse product offers on social media.	
	When I see something new on the internet, I immediately want to buy it.	
	I tend to be somewhat careless when shopping online.	
	Sometimes I buy online because I like the product, not because I need it.	

Data Analysis Techniques

Data analysis was conducted using the Structural Equation Modelling (SEM) method based on Partial Least Squares (PLS) with the SmartPLS software. PLS-SEM was chosen because it can analyse complex relationships among latent variables with a relatively

moderate sample size and does not require the data to be normally distributed. The analysis process involved two main stages: the outer model and the inner model. The outer model was used to test construct validity and reliability using factor loading, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha values. Meanwhile, the inner model was employed to evaluate the structural relationships among variables by examining path coefficients, R-squared values, and t-statistics to test hypothesis significance.

During the hypothesis testing phase, both direct and indirect effects among SMM, HSM, and IB were analysed to identify the mediating role of hedonic shopping motivation. The significance of the results was tested using the bootstrapping method with 5,000 resamples at a 5% significance level ($p < 0.05$). The analytical results are expected to demonstrate the extent to which social media marketing activities can drive impulsive buying behaviour either directly or indirectly through the emotional influence generated by hedonic shopping motivation.

RESULTS AND DISCUSSION

Results

SEM with SmartPLS

Structural Equation Modelling (SEM) using SmartPLS is a multivariate analysis method used to test causal relationships among complex latent variables simultaneously. SmartPLS falls under the category of variance-based Partial Least Squares-SEM, making it more suitable for studies with relatively small sample sizes and exploratory models. This method allows researchers to analyse both direct and indirect relationships among variables, including the testing of mediation and moderation effects. Furthermore, SmartPLS does not require strict data normality assumptions as in covariance-based SEM (CB-SEM). Therefore, the use of SEM with SmartPLS enables researchers to produce a more flexible and efficient research model that provides a comprehensive understanding of the interrelationships among latent variables.

Outer Model

Convergent Validity

The convergent validity test was conducted to ensure that each indicator accurately represents the construct it measures. Convergent validity can be evaluated through the *outer loading* values, which indicate the strength of the relationship between an indicator and its latent variable. Generally, a loading factor value of ≥ 0.70 indicates that the indicator is valid and can be used for further analysis. However, at the exploratory stage, values ranging from 0.65 to 0.85 are still acceptable (Hair et al., 2019). The following presents the results of the convergent validity test based on the loading factor values of each indicator used in this study.

Table 2. Validity Test

Variable	Indicator	Loading Factor Value	Conclusion	Variable	Indicator	Loading Factor Value	Conclusion
Social Media Marketing	SMM1	0.697	Valid	Impulsive Buying	IB1	0.822	Valid
	SMM2	0.747	Valid		IB2	0.836	Valid
	SMM3	0.747	Valid		IB3	0.864	Valid
	SMM4	0.776	Valid		IB4	0.845	Valid
	SMM5	0.766	Valid		IB5	0.748	Valid
	SMM6	0.720	Valid		IB6	0.825	Valid
	SMM7	0.682	Valid				
Hedonic Motivation	HSM1	0.774	Valid				
	HSM2	0.868	Valid				
	HSM3	0.829	Valid				
	HSM4	0.680	Valid				
	HSM5	0.723	Valid				

Based on the test results, all indicators have loading factor values above 0.65, indicating that all indicators meet the criteria for convergent validity. This demonstrates that each indicator effectively and consistently reflects its respective construct. Therefore, all indicators used in this study are deemed appropriate for further analysis.

Construct Reliability

The construct reliability test was conducted to measure the internal consistency of each latent construct within the research model. Two primary measures used are Composite Reliability (CR) and Cronbach's Alpha (CA). The recommended minimum values for both CR and CA are 0.70, which indicate that the construct has a good level of reliability (Hair et al., 2019). The following presents the reliability test results for each construct used in this study.

Table 3. Reliability Test with Cronbach Alpha & Composite Reliability

Variable	Cronbach Alpha	Composite Reliability
Social Media Management	0.858	0.891
Hedonic Motivation	0.835	0.884
Impulsive Buying	0.905	0.927

Based on the test results, all constructs in this study have Composite Reliability and Cronbach's Alpha values above 0.70. This indicates that each construct possesses high internal consistency and is reliable in representing the latent variable it measures. Therefore, all constructs in the model have met the reliability requirements and can be used for further testing of relationships among variables.

Inner Model

R-Square

The R-Square (R^2) test is used to determine the extent to which the variance of the dependent variable can be explained by the independent variables in the research model. The R^2 value indicates the model's predictive power, with general classification levels being: 0.67 (strong), 0.33 (moderate), and 0.19 (weak) (Hair et al., 2019). Accordingly, the higher the R^2 value, the greater the proportion of variance in the dependent variable explained by the independent variables. The following table presents the R^2 values for each endogenous construct in this study.

Table 4. R-Square Value

	R Square	Adjusted R Square
Hedonic Motivation	0.181	0.175
Impulsive Buying	0.452	0.444

The results of the R-Square (R^2) test indicate that the variable Hedonic Motivation has an R^2 value of 0.181, which means that approximately 18.1% of the variance in hedonic shopping motivation can be explained by the Social Media Marketing variable. Meanwhile, the remaining 81.9% is influenced by other factors not included in this research model, such as personality traits, mood, or shopping environment conditions. This value falls within the weak to moderate category (Hair et al., 2019), but it still indicates that social media marketing strategies contribute significantly to the formation of consumers' hedonic motivation.

Meanwhile, the R-Square value of 0.452 for the Impulsive Buying variable indicates that 45.2% of the variation in impulsive buying behaviour can be explained by the combination of Social Media Marketing and Hedonic Motivation. This value falls into the moderate-to-strong explanatory power category, suggesting that the model has a fairly good ability to predict consumer impulsive buying behaviour. These findings reinforce the argument that effective exposure to social media marketing can generate hedonic shopping motivation, which ultimately stimulates spontaneous purchasing behaviour.

Path Coefficient Estimation

Path Coefficient analysis is used to test the direct effects among latent variables within the structural model. The path coefficient value indicates both the direction and strength of relationships between variables, while the level of significance is tested using the t-statistics and p-value. Generally, a relationship is considered significant if the t-statistics value is greater than 1.96 and the p-value is less than 0.05 (Hair et al., 2019). The results of this test serve as the basis for determining whether the research hypotheses are accepted or rejected. The following presents the results of the Path Coefficient analysis from the research model.

Table 5. Path Coefficients

Variable	Original sample (O)	T Statistics ((O/STDEV))	P Values
Social Media Marketing → Hedonic Motivation	0.425	6.076	0000
Social Media Marketing → Impulsive Buying	0.336	4.181	0.000
Hedonic Motivation → Impulsive Buying	0.457	6.286	0.000
Social Media Marketing → Hedonic Motivation → Impulsive Buying	0.194	3.743	0.000

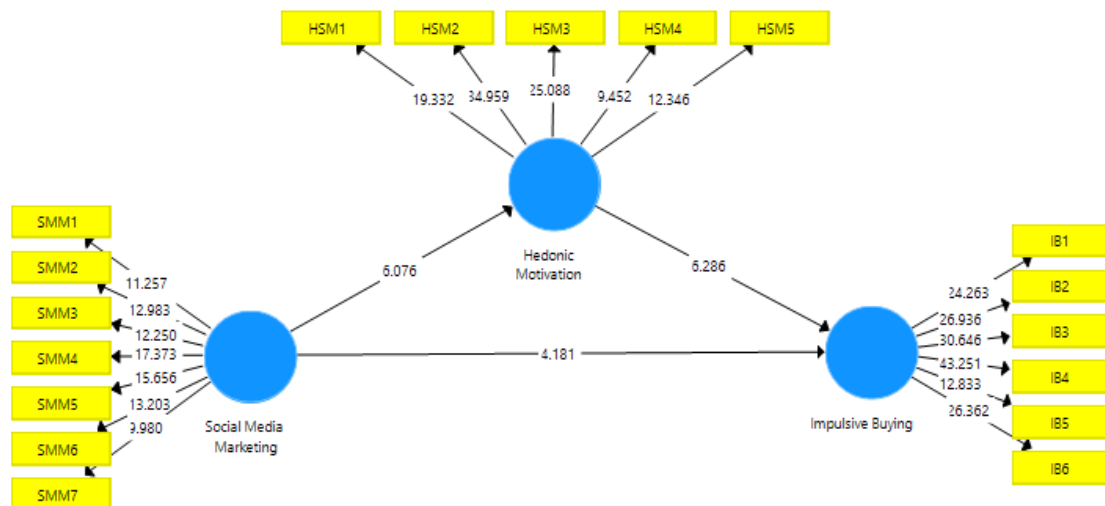


Figure 2. Path Coefficient

Based on the results of the first hypothesis test, the relationship between Social Media Marketing and Hedonic Motivation shows a coefficient value of 0.425, with a t-statistic value of 6.076 and a p-value of 0.000. Since the t-statistics value is greater than 1.96 and the p-value is less than 0.05, this hypothesis is accepted. This means that social media marketing has a positive and significant effect on hedonic shopping motivation. The more attractive, informative, and interactive the content presented on social media, the stronger consumers' hedonic motivation to seek pleasure and emotional satisfaction while shopping. Furthermore, the relationship between Social Media Marketing and Impulsive Buying also shows significant results, with a coefficient value of 0.336, t-statistics of 4.181, and a p-value of 0.000; thus, the second hypothesis is also accepted. This result indicates that social media marketing activities have a direct influence on impulsive buying behaviour. The more frequently consumers are exposed to engaging promotional content, the greater their tendency to make spontaneous, unplanned purchases.

Meanwhile, the relationship between Hedonic Motivation and Impulsive Buying shows a coefficient value of 0.457, t-statistics of 6.286, and a p-value of 0.000, meaning that the third hypothesis is also accepted. This finding suggests that hedonic shopping motivation exerts a strong positive influence on impulsive buying behaviours; consumers who feel joy, entertainment, and emotional satisfaction from their shopping experiences tend to make spontaneous purchases more easily. Furthermore, the test results for the mediating effect of Social Media Marketing on Impulsive Buying through Hedonic Motivation also show a significant relationship with a coefficient value of 0.194, t-statistics of 3.743, and a p-value of 0.000, confirming that the fourth hypothesis is accepted. This indicates that hedonic shopping motivation acts as a partial mediator that strengthens the relationship between social media marketing activities and impulsive buying behaviour. In other words, social media marketing can enhance impulsive buying both directly and indirectly through the increase in consumers' hedonic motivation.

DISCUSSION

Social Media Marketing and Hedonic Motivation

The findings reveal that the use of social media as a marketing strategy tool significantly influences consumers' hedonic shopping motivation. The use of social media increases consumers' hedonic motivation to make product purchases on platforms such as TikTok. The more engaging and interactive the content presented on social media, the stronger consumers' emotional drive to shop for personal pleasure. This study identifies that social media marketing plays a crucial role in creating engaging experiences that emotionally motivate consumers. When consumers perceive brand information as easily accessible, content as visually appealing, and information-sharing activities as trendy, they experience feelings of joy, interest, and social involvement. This emotional engagement then strengthens the desire to enjoy the process of browsing and purchasing products purely for personal satisfaction and pleasure. Therefore, the elements of social media marketing have been proven to evoke consumers' hedonic motivation to interact and make purchases through social media platforms.

Deborah et al. (2022) also emphasise that the presence of social media with its various supporting features, including shopping functions, can encourage consumers to discover and obtain desired products. These features create enjoyable and engaging shopping experiences, where consumers focus more on pleasure than on transactional convenience, allowing them to quickly and easily acquire desired products. The findings of this study are consistent with Chatterjee et al. (2024), who state that social media marketing positively influences both utilitarian and hedonic consumer values. Through social media marketing activities, consumers not only seek functional benefits but also derive pleasure and enjoyment from interacting with content and brands. Additionally, Deborah et al. (2022) reinforce that social media marketing can foster hedonic shopping motivation by providing emotionally enjoyable experiences. Thus, social media serves not only as a promotional tool but also as a digital recreational space that cultivates emotional impulses to shop for personal satisfaction.

Social Media Marketing and Impulsive Buying

The results indicate that using social media as a marketing strategy significantly affects consumers' impulsive buying behaviour. Social media platforms that display promotional content in engaging and interactive ways can trigger consumers' emotional impulses to purchase without rational consideration. Moreover, the ease of accessing product information and social influence from friends or influencers further strengthens consumers' tendency to make spontaneous purchases. Based on the findings, it can be concluded that social media marketing plays a crucial role in creating stimuli that drive impulsive buying. When consumers encounter appealing brand content, trending information-sharing activities, and persuasively designed advertisements on social media, they are more likely to make unplanned purchases immediately. This impulse becomes even stronger when social media provides intense emotional and social experiences, such as the desire for recognition or the need to follow trends. In addition, consumer characteristics such as difficulty in resisting the urge to buy, susceptibility to new products, and the tendency to purchase based on liking rather than necessity further clarify the connection between exposure to social media marketing and impulsive buying behaviour. Therefore, the active interaction between marketing content and consumers' emotional responses on social media serves as a key driver of impulsive buying behaviour.

Yang et al. (2024) found that social media users are often driven to make impulsive purchases due to inspiration derived from interactions with digital content. Their study highlights three primary factors that trigger consumer inspiration: social media source credibility, social presence, and customer innovation. These factors were shown to influence spontaneous purchase decisions, with source credibility such as attractiveness, expertise, and trustworthiness playing a vital role in stimulating impulsive buying urges. Similarly, Singh et al. (2023) found that social media marketing has a positive effect on impulsive buying behaviour, particularly among female consumers, making it an effective strategy for attracting buyers' attention. Furthermore, their study identified a growing tendency among consumers to make unplanned purchases as a result of increased exposure to social media marketing content. These findings affirm that social media-based marketing strategies can accelerate the decision-making process, bypass rational consideration stages and leading to unplanned purchases.

Hedonic Motivation and Impulsive Buying

The results of the study show that hedonic shopping motivation significantly influences consumers' impulsive buying behaviour. When consumers feel happy, entertained, and derive pleasure from shopping activities on social media, their impulse to purchase products spontaneously tends to increase. The joy and emotional excitement experienced during the shopping process led consumers to overlook rational considerations and focus instead on the instant gratification gained from the purchase. Based on the findings, it can be concluded that hedonic motivation plays a major role in driving impulsive buying behaviour. When social media shopping activities are perceived as enjoyable, entertaining, and emotionally stimulating, consumers are encouraged to make purchases in order to maintain that pleasant feeling. The enthusiasm and pleasure derived from the shopping experience create a strong emotional urge to immediately possess products that capture their attention. Ultimately, this pleasure- and emotion-orientated shopping experience becomes the primary trigger for impulsive buying behaviour, where purchase decisions are driven more by emotional impulses than by rational needs. Thus, the higher consumers perceived hedonic motivation, the greater their tendency to engage in impulsive buying on social media platforms.

Utama et al. (2025) explain that hedonic motivation is a key factor driving impulsive purchases. This suggests that the desire to obtain pleasure and enjoyment lies at the core of unplanned purchasing decisions. For Indonesian consumers, shopping is no longer merely about fulfilling needs but also serves as a form of entertainment and an enjoyable social experience. When the shopping environment or situation generates feelings of joy, curiosity, and emotional satisfaction, the impulse to make spontaneous purchases increases. Such purchases provide instant gratification and happiness, allowing consumers to enjoy the process rather than merely the outcome. These findings align with previous studies. Gawior et al. (2022) found that hedonic motivations such as gratification shopping, value shopping, idea shopping, and adventure shopping are all linked to impulsive buying behaviour. Similarly, Pranata et al. (2024) found that hedonic motivation has a positive and significant effect on the urge to buy impulsively. According to their findings, the presence of hedonic motivation within consumers is necessary to trigger impulsive buying tendencies. Consequently, when consumers feel comfortable spending extended periods on TikTok, they become exposed to more content and

appealing product offers as they scroll through the platform, further amplifying their impulse to purchase.

Social Media Marketing and Impulsive Buying Mediated by Hedonic Shopping Motivation

The study's results reveal that hedonic shopping motivation plays a significant mediating role in the relationship between social media marketing and impulsive buying. Social media marketing activities, particularly on platforms like TikTok, function not only as brand communication tools but also as digital recreational spaces that evoke pleasure, entertainment, and emotional engagement among users. When consumers are exposed to promotional content that is attractive, informative, and aligned with their personal interests, emotional impulses emerge that foster hedonic shopping motivation. This emotional state encourages consumers to make spontaneous purchases as a means of seeking satisfaction and instant gratification. These findings reinforce earlier studies by Chatterjee et al. (2024) and Deborah et al. (2022), which found that social media marketing can enhance consumers' hedonic value through enjoyable emotional experiences. They also align with Utama et al. (2025), who assert that hedonic motivation is a primary factor driving impulsive buying. Thus, exposure to marketing content on social media can generate positive emotional impulses that bridge the influence of social media marketing on impulsive buying behaviour.

In addition to external factors such as discounts, customer reviews, and realistic product representations (Moser et al., 2019), consumer purchasing and impulsive buying behaviour are also heavily influenced by hedonic variables like pleasure and happiness (Hashmi et al., 2019; Karoui & Khemakhem, 2019). In this context, social media provides interactive and visually stimulating features that create enjoyable sensations during the shopping process, making consumers focus more on emotional pleasure rather than rational considerations. This is further supported by Yang et al. (2024) and Singh et al. (2023), who found that social media marketing can generate emotional stimuli that encourage unplanned purchases. Meanwhile, hedonic motivation mediates this relationship by providing psychological meaning in the form of satisfaction and instant gratification derived from the shopping experience. Thus, hedonic shopping motivation functions as a crucial psychological mechanism that explains how social media marketing indirectly increases consumers' tendency to make impulsive purchases through enjoyable emotional experiences.

CONCLUSION

The results of this study indicate that Social Media Marketing (SMM) has a significant effect on impulsive buying, both directly and indirectly through hedonic shopping motivation. Social media marketing activities on platforms such as TikTok have been proven to create enjoyable emotional experiences that stimulate spontaneous purchasing impulses among young consumers. Interactive, informative, and engaging content enhances consumers' hedonic motivation, which in turn triggers unplanned buying behaviour. Hedonic shopping motivation serves as a psychological mechanism that bridges the relationship between exposure to marketing content and impulsive purchase decisions. Thus, SMM not only functions as a medium for delivering promotional messages but also as a tool for shaping consumers' emotional experiences that lead to purchasing actions. Overall, this study reaffirms that the success of digital marketing

strategies depends not only on functional factors but also on their ability to evoke consumers' emotional responses.

Implications

This study makes an important contribution to expanding the understanding of the mediating mechanism of hedonic shopping motivation in the relationship between social media marketing and impulsive buying. The findings strengthen consumer motivation and behaviour theories that emphasise the role of emotion and pleasure in the decision-making process. Furthermore, this research enriches the digital marketing literature by demonstrating that interactivity, visual appeal, and content credibility on social media can evoke hedonic experiences that influence consumer consumption behaviour. These findings provide empirical validation for conceptual models that position psychological factors as intermediaries between digital marketing stimuli and consumer behavioural responses.

The results of this study offer practical guidance for business practitioners and marketers in designing more effective social media marketing strategies focused on enhancing consumers' emotional experiences. Companies should utilise TikTok's creative features, such as short videos, live shopping sessions, and influencer collaborations, to produce content that is not only informative but also entertaining and enjoyable. By stimulating hedonic shopping motivation, brands can increase the likelihood of positive impulsive purchases without causing post-purchase regret. Moreover, marketers are encouraged to maintain a balance between emotional appeal and product functionality to remain aligned with consumer needs.

Limitations and Future Research

This study has several limitations that should be considered when interpreting the results. First, data were collected using a cross-sectional design, which limits the ability to capture changes in consumer behaviour over time. Second, the research focused on consumers in Palu City aged 18–40 years, meaning the findings may not be fully generalisable to a broader population. Third, variable measurements relied on self-reported questionnaires, which may be influenced by social desirability bias or individual preferences.

For future research, it is recommended that scholars adopt a longitudinal design to assess changes in impulsive buying behaviour over time and expand the sample to include respondents from diverse regions and demographics. Additionally, future studies could incorporate other variables such as brand engagement, self-control, or perceived enjoyment as mediating or moderating factors to deepen the understanding of impulsive buying mechanisms. Experimental research could also be conducted to directly test the impact of social media content design on consumers' emotional responses and purchasing behaviour. Through such efforts, future studies are expected to provide more comprehensive insights into the development of digital marketing theory and practice in the era of the experience-based economy.

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