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The Effect Of Promotions And Discounts On Impulse Buying Of Nivea Products In Instagram Advertising With Positive Emotion As An Intervening Variable (Case Study of Nivea Product Purchasing Decisions in the Madiun Community)

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Abstract

Impulse buying refers to unplanned consumer purchases triggered by emotional or situational stimuli. This study investigates the effect of promotions and discounts on impulse buying behavior, with positive emotion as a mediating variable. Using a purposive sampling method, the study surveyed 385 respondents from Madiun City who had purchased Nivea body lotion at least twice. A quantitative approach was employed, with data collected through questionnaires and analyzed using SPSS version 16. The findings reveal that promotions and discounts significantly influence positive emotions, which in turn significantly affects impulse buying. Moreover, positive emotion mediates the relationship between promotions, discounts, and impulse buying behavior.

Keywords: Promotion, Discount, Impulse Buying, Positive Emotion

INTRODUCTION

Impulse buying, defined as unplanned, emotionally driven consumer behavior, has emerged as a major phenomenon in the digital marketing era. Platforms like Instagram now serve as a key space where consumers encounter targeted advertisements that stimulate spontaneous purchases. Particularly in the beauty and skincare industry, emotional engagement through promotional visuals and time-sensitive offers drives purchasing decisions. This study examines how promotional and discount strategies impact impulsive

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buying behavior, mediated by positive emotional responses, using a case study of Nivea body lotion consumers in Madiun City, Indonesia.

As previous research has shown, emotional stimuli, when combined with marketing incentives, can drive spontaneous purchasing decisions. According toPrincess & Andani (2023)Sales promotions and positive emotions significantly influence impulse buying. Similarly,Marcelino & Sukawati (2023)found that positive emotions mediate the relationship between promotional strategies and impulse buying in an e-commerce setting.Mentari & Ratna Pamikatsih (2022), also emphasizes the impact of price discounts and positive emotions on impulsive buying behavior among Gen Z consumers.

The novelty of this study lies in the integration of positive emotions as a mediating variable and its contextual focus on local markets. Guided by the Stimulus-Organism-Response (SOR) framework, this study suggests that promotions and discounts (incentives) influence consumers' impulsive buying behavior.

THEORETICAL STUDY AND HYPOTHESIS DEVELOPMENT

Promotion

According to Kotler & Keller (2016), promotion is an activity used by companies to communicate customer value and convince target customers to buy. In agreement withMelvyn Ketcy Vannesse et al.(2024)Promotions stimulate purchases, especially impulsive ones, through offers such as discounts off the original price of a product or service. In line withApriyanti et al. (2023)defines that promotion is one of the marketing mix elements that is very important for companies to implement in marketing service products. Agree withFauzi et al. (2023)Promotion can encourage consumers to try new products, thereby increasing sales. Researchers can conclude that promotion is a structured marketing communication instrument, aimed at conveying marketing messages persuasively to influence consumer attitudes, preferences, and behavior towards a product or service. The indicators indicated by Kotler & Keller (2016) are as follows: promotional reach, promotional quality, promotional quantity, and promotional timing.

Discount

According to Sutisna (2002), a discount is a price reduction from the original price of a product that is valid for a certain period of time. In line withLiantifa et al. (2022)It is stated that offering products at discounted prices is very common in Indonesia, as discounts are considered one of the promotional strategies most frequently used by business actors. Discounts can be a factor in increasing sales.(Apriyanti & Sidanti, 2022)Researchers can conclude that discounts are a form of tactical sales promotion, offering discounts within a

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specific period to encourage consumers to make purchases quickly. According to Sutisna (2002), discount indicators are as follows: the size of the discount, the discount period, and the type of product receiving the discount.

Impulse Buying

Wahyuni & Setyawati (2020) state that unplanned purchases are often triggered by certain stimuli that arise when consumers are in a physical store or while browsing online shopping platforms. Impulsivity in buying is a consumer's tendency to make purchases spontaneously, without immediate consideration and with a strong urge.(Rook & Fisher, 1995). In line withIrawati & Santoso (2021)Impulse buying is the decision to make a sudden or spontaneous purchase without prior planning. Researchers can conclude that impulse buying is spontaneous buying behavior, without prior planning, and tends to be triggered by external stimuli such as discounts, product displays, or emotional impulses. According to Wahyuni & Setyawati (2020), the indicators are as follows: spontaneous purchases, purchases made in a hurry, purchases influenced by emotions, and purchases made without considering the consequences.

Positive Emotion

Positive emotions can be interpreted as pleasant feelings or moods, such as happiness, love, liking, satisfaction, and alertness, which influence and determine the extent of a person's intensity in making decisions.(Anggraini & Anisa 2020). Positive emotions contribute to psychological well-being and can improve a person's quality of life.(Baumgardner & Crothers, 2014). In line withDevi & Jatra (2021)When consumers are in a positive mood, the tendency to make spontaneous or unplanned purchases increases. Researchers can conclude that positive emotion is an emotional state that reflects pleasant feelings such as happiness, joy, and satisfaction, which arise in response to shopping experiences or environmental stimuli. Positive emotion is measured by four indicators, namely: feeling happy, feeling excited, feeling satisfied, and feeling enthusiastic.

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Conceptual Framework

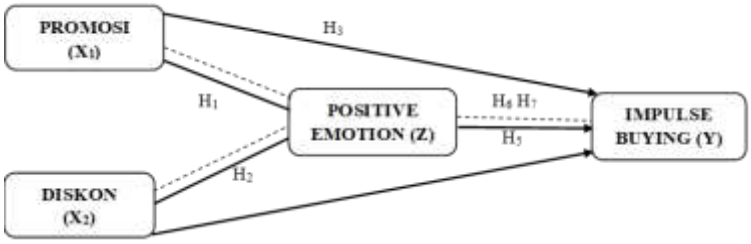


Figure 1. Conceptual Framework

Source: ModificationPrincess & Andani (2023)AndMentari & Ratna Pamikatsih (2022)

RESEARCH METHODS

This study uses a quantitative approach. This quantitative analysis aims to prove the influence of promotions and discounts on impulse buying through positive emotions as an intervening variable. The sample in this study was obtained using a non-probability sampling method with a purposive sampling approach of 385 respondents. The population in this study was all consumers of Nivea body lotion products in Madiun City with the number of consumers meeting certain criteria. Data collection used a questionnaire distributed through Google Forms and using a Likert scale with 5 levels of response preferences.

The data analysis in this study used multiple linear regression with the help of SPSS version 16. Furthermore, hypotheses were formulated using t-tests, path analysis, and coefficients of determination. This type of research is used to explain the relationship between hypothesis testing and the characteristics of the phenomenon of interest to the researcher.

RESULTS AND DISCUSSION

Normality Test

The normality test aims to determine whether the confounding variables or residuals in a regression model have a normal distribution. Data are considered normally distributed if the significance level is greater than 0.05. Normality testing using SPSS can be achieved using the Kolmogorov-Smirnov test as follows:

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Table 1.Normality Test Results for Model 1 (X1 and X2 => Z)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		**385**
Normal Parameters	Mean	**.0000000**
	Standard Deviation	**2.02019207**
Most Extreme Differences	Absolute	**.054**
	Positive	**.023**
	Negative	**-.054**
Kolmogorov-Smirnov Z		**1,064**
Asymp. Sig. (2-tailed)		**.208**
a. Test distribution is Normal.		

Source: Processed Primary Data (2025)

Based on the normality analysis in table 1, it was found that model 1 (X1 and X2 against Z) was 0.208 indicating that the Asymp.Sig (2-Failed) value was > 0.05. This indicates that the results of the normality test are normally distributed.

Table 2.Normality Test Results for Model 2 (X1, X2 and Z => Y)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized *Residual*
N		**385**
Normal Parameters	Mean	**.0000000**
	Standard Deviation	**2.09772037**
Most Extreme Differences	Absolute	**.049**
	Positive	**.037**
	Negative	**-.049**
Kolmogorov-Smirnov Z		**.960**
Asymp. Sig. (2-tailed)		**.315**
a. Test distribution is Normal.		

Source: Processed Primary Data (2025)

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Based on the normality analysis in table 2, it was found that model 2 (X1, X2 and Z against Y) was 0.315 indicating that the Asymp Sig (2-Failed) value was > 0.05. This indicates that the results of the normality test are normally distributed.

Multiple Linear Regression Test

a. First Regression Equation

Table 3.Regression Equation Model 1

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	7,532	.936		8,051	**.000**
	Promotion	.265	.055	.230	4,819	**.000**
	Discount	.351	.059	.282	5,921	**.000**
a. Dependent Variable: Positive Emotion						

Source: Processed Primary Data (2025)

So from the regression results, a linear equation can be made as follows:

$$Y = 7,532 + 0,265 + 0,351$$

1) The constant (α) is 7.532, meaning that if Promotion (X1), Discount (X2) and Positive Emotion (Z) do not exist or have a value of zero (0), then the Positive Emotion variable has a value of 7.532.
2) The Promotion coefficient (X1) is 0.265 with a significance value of 0.000 < 0.05, which is positive. This means that the Promotion variable (X1) has an influence on Positive Emotion (Z).
3) The Discount coefficient (X2) is 0.351 with a significance value of 0.000 < 0.05, indicating a positive sign. This indicates that the Discount variable (X2) has an effect on Positive Emotion (Z).

b. Second Regression Equation

Table 4. Regression Equation Model 2

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	6,984	1,052		6,639	**.000**

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	Promotion	.203	.059	.172	3,450	**.001**
	Discount	.198	.064	.155	3,067	**.002**
	Positive Emotion	.184	.053	.180	3,462	**.001**
a. Dependent Variable: Impulse Buying						

Source: Processed Primary Data (2025)

So from the regression results, a linear equation can be made as follows:

$$Y = 6,984 + 0,203 + 0,198 + 0,184$$

1) The constant (α) is 6.984, meaning that if Promotion (X1), Discount (X2) and Positive Emotion (Z) do not exist or have a value of zero (0), then the Impulse Buying variable has a value of 6.984.
2) The Promotion coefficient (X1) is 0.203 with a significance value of 0.001 < 0.05, which is positive. This means that the Promotion variable (X1) has an influence on Impulse Buying (Y).
3) The Discount coefficient (X2) is 0.198 with a significance value of 0.002 < 0.05, which is positive. This means that the Discount variable (X2) has an effect on Impulse Buying (Y).
4) The Positive Emotion (Z) coefficient is 0.184 with a significance value of 0.001 < 0.05, indicating a positive sign. This indicates that the Positive Emotion (Z) variable influences Impulse Buying (Y).

Hypothesis Testing

a. Persian Test (T-Test)

Table 5.Results of the Percentage Test (t-Test) Model 1

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	7,532	.936		8,051	**.000**
	Promotion	.265	.055	.230	4,819	**.000**
	Discount	.351	.059	.282	5,921	**.000**
a. Dependent Variable: Positive Emotion						

Source: Processed Primary Data (2025)

Based on the results of data analysis, the following conclusions can be drawn:

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1) In the Promotion variable (X1), t count > t table, namely 4.819 > 1.966 with a significance of 0.000 < 0.05. This means that H1 is accepted, which means that partially Promotion (X1) has a positive and significant influence on Positive Emotion (Z). Thus, hypothesis 1 (one) in the study is accepted.
2) In the Discount variable (X2) the calculated t > t table is 5.921 > 1.966 with a significance of 0.000 < 0.05, meaning that partially the Discount Variable (X2) has a positive and significant influence on Positive Emotion (Z). Thus, hypothesis 2 (two) in the study is accepted.

Table 6. Results of the Perennial Test (t-Test) of Model 2

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	6,984	1,052		6,639	**.000**
	Promotion	.203	.059	.172	3,450	**.001**
	Discount	.198	.064	.155	3,067	**.002**
	Positive Emotion	.184	.053	.180	3,462	**.001**
a. Dependent Variable: Impulse Buying						

Source: Processed Primary Data (2025)

Based on the results of data analysis, the following conclusions can be drawn:

1) In the Promotion variable (X1), t count > t table, namely 3.450 > 1.966 with a significance of 0.000 < 0.05, meaning that partially Promotion (X1) has a positive and significant influence on Impulse Buying (Y). Thus, hypothesis 3 (three) is accepted.
2) In the Discount variable (X2), the calculated t > t table is 3.067 > 1.966 with a significance of 0.000 < 0.05, meaning that partially Discount (X2) has a positive and significant influence on Impulse Buying (Y). Thus, hypothesis 4 (four) is accepted.
3) In the Positive Emotion (Z) variable, the calculated t > t table is 3.462 > 1.966 with a significance of 0.000 < 0.05, meaning that partially Positive Emotion (Z) has a positive and significant influence on Impulse Buying (Y). Thus, hypothesis 5 (five) is accepted.

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b. Path Analysis (Part Analysis)

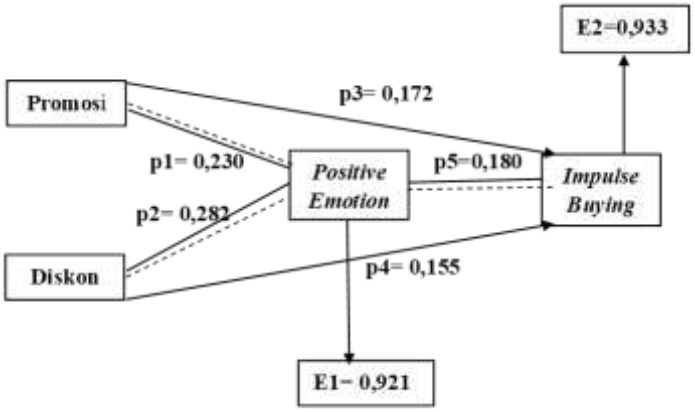


Figure 2. Path Analysis Calculation
Source: Processed Primary Data (202)

1) Direct Influence

A direct effect is the effect of an independent variable on a dependent variable without any moderator by another variable. The following is an analysis of the direct effect:

a) The effect of promotion on positive emotions, P1 = 0.230
b) The effect of discounts on positive emotions, P2 = 0.282
c) The effect of promotion on impulse buying, P3 = 0.172
d) The effect of discounts on impulse buying, P4 = 0.155
e) The influence of positive emotions on impulse buying, P5 = 0.180

2) Indirect Influence

a) The influence of promotional variables on impulse buying through positive emotions, P1 x P5 = 0.230 x 0.180 = 0.041
b) The effect of discount variables on impulse buying through positive emotions, P2 x P5 = 0.282 x 0.180 = 0.050

3) Total Influence

a) Direct influence + indirect influence
P3 + 0.041 = 0.172 + 0.041 = 0.213
b) Direct influence + indirect influence
P4 + 0.050 = 0.155 + 0.050 = 0.205

Once the calculated value is known, to determine whether the mediation effect is significant or not, compare the calculated t value with the t table. If the calculated t value is greater than the t table, the mediation coefficient can be said to be significant, meaning there is a mediation effect.

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1) To determine the effect of Promotion (X1) on Impulse Buying (Y) with Positive Emotion (Z) as an intervening variable, it is shown by multiplying the coefficient P1 0.230 x P5 0.180 = 0.041 with P3 + indirect P = 0.172 + 0.041 = 0.231. In order to determine the significance of the results, the standard error figure of the indirect effect coefficient is as follows:

$$Sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

$$Sab = \sqrt{(0,184^2.0,055^2 + 0,265^2.\ 0,053^2 + 0,055^2.0,053^2}$$

$$Sab = 0,017$$

Based on the calculation results above, the statistical t value of the mediation effect can be determined using the following formula:

$$t = \frac{ab}{sab}$$

$$t = \frac{0,265\ x\ 0,184}{0,017} = 2,868$$

From the calculation results above, the calculated t value = 2.868 is greater than the t table with a significance level of 0.05, which is 1.966. So it can be concluded that Promotion (X1) has a positive and significant effect on Impulse Buying (Y) through Positive Emotion (Z), thus hypothesis 6 (six) is accepted.

2) To determine the effect of Discount (X2) on Impulse Buying (Y) with Positive Emotion (Z) as an intervening variable, it is shown by multiplying the coefficient P2 0.282 x P5 0.180 = 0.050 with P4 + indirect P = 0.155 + 0.050 = 0.205. In order to determine whether the results are significant or not, a Sobel test is carried out by entering the standard error number of the indirect effect coefficient as follows:

$$Sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

$$Sab = \sqrt{(0,184^2.0,059^2 + 0,351^2.\ 0,053^2 + 0,059^2.0,053^2}$$

$$Sab = 0,021$$

Based on the calculation above, the t-statistic value of the mediation effect can be determined using the following formula:

$$t = \frac{ab}{sab}$$

$$t = \frac{0,351\ x\ 0,184}{0,021} = 3,075$$

From the calculation results above, the calculated t value = 3.075 is greater than the t table with a significance level of 0.05, which is 1.966. So it can be concluded that

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Discount (X2) has a positive and significant effect on Impulse Buying (Y) through Positive Emotion (Z), thus hypothesis 7 (seven) is accepted.

c. Coefficient of Determination (R^2)

Table 7. Test Results (R^2) Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	**Standard Error of the Estimate**
1	.389a	.151	.147	**2,025**
a. Predictors: (Constant), Discount, Promotion				

Source: Processed Primary Data (2025)

Based on the results of the determination test in Table 7, the R Square value is 0.151. This means that the Promotion (X1) and Discount (X2) variables can explain Positive Emotion (Z) by 15.1%, and the remaining 84.9% is explained by other variables not included in this research model.

Table 8. Test Results (R^2) Model 2

Model Summary				
Model	R	R Square	Adjusted R Square	**Standard Error of the Estimate**
1	.358a	.128	.121	**2.106**
a. Predictors: (Constant), Positive Emotion, Promotion, Discount				

Source: Processed Primary Data (2025)

Based on the results of the determination test in Table 8, the R-square value is 0.128. This means that the Promotion (X1), Dikson (X2), and Positive Emotion (Z) variables can explain Impulse Buying (Y) by 12.8%. The remaining 87.2% is explained by other variables not included in this research model.

DISCUSSION

The Influence of Promotion on Positive Emotions

Promotion has a positive and significant effect on positive emotions, with a calculated t value > t table value of 4.819 > 1.966 and a significance level of 0.000 < 0.05. The highest score is found in long promotion durations, while the lowest score is found in the frequency of advertising appearances. According to Kotler & Keller (2016), promotion is a way for companies to communicate value and encourage consumers to buy. In line withFauzi et al.

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(2023)Promotions can encourage consumers to try new products, thereby increasing sales.Marcelino & Sukawati (2023)found that promotions packaged in creative visuals and persuasive short messages had a positive impact on evoking positive emotions. Based on SOR theory, promotions as a stimulus can evoke positive emotions before influencing behavior. Previous findings also indicate that engaging visual promotions can foster feelings of satisfaction, pleasure, and enthusiasm, ultimately driving impulse buying.Marcelino & Sukawati (2023);Princess & Andani (2023)revealed that promotion has a significant positive effect on positive emotions.

The Effect of Discounts on Positive Emotions

Discounts have a positive and significant effect on positive emotions, as evidenced by the calculated t value > t table, namely 5.921 > 1.966 and a significance of 0.000 < 0.05. This indicates that the discounts offered by Nivea are able to evoke positive emotions in consumers. The highest score is found in the discount indicator for frequently used products, while the lowest score is in the perception of price affordability. According to Sutisna (2002), a discount is a price reduction within a certain period that can increase consumer purchasing interest.Apriyanti & Sidanti (2022)discounts can be a factor in increasing sales. Mentari & Ratna Pamikatsih (2022)also argue that discount strategies can create a positive mood and shopping enthusiasm. Based on SOR theory, discounts, as a stimulus, can influence the psychological state of consumers (organisms) before producing a response in the form of a purchase decision. Previous findings also indicate that attractive discounts can foster feelings of satisfaction, pleasure, and enthusiasm, thus encouraging impulse buying.Mentari & Ratna Pamikatsih (2022);Isnaini & Rahmidani (2021)shows that discounts have a positive and significant effect on positive emotions.

The Influence of Promotion on Impulse Buying

Promotion has a positive and significant effect on impulse buying, as evidenced by the calculated t value > t table, which is 3.450 > 1.966 and a significance level of 0.001 < 0.05. This indicates that Nivea's Instagram promotions can encourage spontaneous buying behavior. The highest scores are found in the long duration of the promotion, while for the impulse buying variable, the highest scores indicate a tendency to buy without consideration. According toRook & Fisher (1995), impulse buying is the tendency to buy spontaneously and emotionally.Apriyanti et al. (2023)Promotion is one of the marketing mix elements that is very important for companies to implement in marketing service products.Irawati & Santoso (2021)Studies show that promotions increase the likelihood of unplanned purchases, especially when consumers perceive they are receiving a special offer.

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Based on SOR theory, promotions as a stimulus can influence consumers' emotions and perceptions before producing a response in the form of an impulsive purchase. This finding is supported by researchIrawati & Santoso (2021);Alfani (2020), which states that attractive and urgent visual promotions can trigger impulse buying.

The Influence of Dikson on Impulse Buying

Discounts have a positive and significant effect on impulse buying, as evidenced by the calculated t value > t table, which is 3.067 > 1.966 and a significance level of 0.002 < 0.05. This indicates that Nivea's discounts can encourage impulsive buying behavior among consumers. The highest score is found in the discount indicator for frequently used products, while the lowest score is found in perceived affordability. According toRook & Fisher (1995)Impulse buying is the tendency to buy spontaneously and emotionally without planning.Apriyanti & Sidanti (2022)discounts can be a factor in increasing sales.Liantifa et al. (2022)states that large discounts create a strong perception of savings, which often triggers impulse buying. Based on SOR theory, discounts as a stimulus can elicit positive emotions such as enthusiasm and satisfaction, which encourage impulsive buying. This finding is supported by researchAprilia et al. (2023)AndWarnerin & Dwijayanti (2020)which shows that discounts with attractive visual displays can create a sudden urge to buy. However, research fromSuryana & Sari (2021),Ittaqullah et al. (2020), AndEstu Prayoga & Purwanto (2023)shows that discounts do not have a significant effect on impulse buying, which may be due to differences in consumer characteristics and the types of products studied.

The Influence of Positive Emotions on Impulse Buying

*Positive emotion*has a positive and significant effect on impulse buying, with t count > t table, namely 3.462 > t table 1.966 and a significance of 0.001 < 0.05. This shows that the higher the positive emotions felt by consumers, the greater their tendency to make impulsive purchases. According toBaumgardner & Crothers (2014), positive emotions include feelings of happiness, joy, and satisfaction that can influence behavior.Princess & Andani (2023)also found that positive emotions, such as feelings of enthusiasm and excitement, can reduce cognitive control and give rise to sudden buying desires.Averina & Widagda (2021)which explains that when consumers experience positive emotions such as happiness and satisfaction when seeing a product, they tend to make spontaneous purchases without rational consideration.Devi & Jatra (2021)states that a good mood can increase consumers' tendency to make impulsive purchases, especially when consumers feel joy or satisfaction in shopping. According to SOR theory, positive emotions as an internal response can drive

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impulsive decisions. This finding is supported byAverina & Widagda (2021);Denia et al. (2023), which states that positive emotions such as joy and satisfaction can reduce cognitive control and increase impulse buying. In the context of Nivea's Instagram promotion, the emotions of joy and enthusiasm evoked by visually appealing advertisements are important factors in driving impulse buying.

The Influence of Promotion on Impulse Buying Through Positive Emotion

Promotion has been shown to have a positive and significant effect on impulse buying through positive emotions, with a calculated t-value of 2.868 > t-table of 1.966 and a significance level of 0.004 < 0.05. This means that positive emotions act as a mediating variable that bridges the influence of promotion on impulse buying in the purchase of Nivea body lotion products. According toPrincess & Andani (2023)Positive emotions such as happiness and satisfaction can strengthen the urge to buy spontaneously. SOR theory supports this, stating that promotions (stimulus) generate positive emotions (organism), which ultimately trigger impulse buying (response). In this context, Nivea's visual promotions on Instagram create feelings of happiness and enthusiasm that then encourage unplanned purchases. This finding aligns with research.Marcelino & Sukawati (2023);Melvyn Ketcy Vannesse et al. (2024)which states that positive emotions can mediate the relationship between promotions and impulse buying.

The Influence of Discounts on Impulse Buying Through Positive Emotion

Discounts have been shown to have a positive and significant effect on impulse buying through positive emotions, with a calculated t-value of 3.075 > t-table 1.966 and a significance level of 0.002 < 0.05. This means that positive emotions mediate the effect of discounts on impulse buying in purchasing Nivea body lotion products in the Madiun community. Based on the SOR theory, discounts (stimulus) trigger emotions of happiness and satisfaction (organism), which then encourage impulse buying (response). According toIsnaini & Rahmidani (2021), discounts create feelings of satisfaction and excitement which increase the tendency for spontaneous purchases.Averina & Widagda (2021)also confirmed that positive emotions resulting from discounts act as a psychological bridge to unplanned buying behavior. The results of this study are supported byJamjuri et al. (2022)and Saputro (2019), who stated that positive emotions significantly mediate the relationship between discounts and impulse buying. However,Mentari & Ratna Pamikatsih (2022)showed different results, that positive emotions were not able to mediate this influence, presumably due to differences in consumer characteristics.

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CONCLUSION AND SUGGESTIONS

Based on the research results, it can be concluded that promotions and discounts have a positive and significant effect on impulse buying of Nivea body lotion in Madiun City. Meanwhile, positive emotions can mediate the relationship between promotions and discounts and impulse buying of Nivea body lotion among the Madiun community.

SuggestionFor further researchers, it is hoped that this research can be used as additional knowledge and information and can be used as a basis that has a theme that is in accordance with promotions and discounts on impulse buying with positive emotions as an intervening variable.

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