

## The Interplay of Individual Factors, Mood, and Promotions in Shaping E-Impulsive Buying Behavior

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### Abstract

*This study aims to investigate the effect of individual factors, mood, and promotion on e-impulse buying behavior; or simply spontaneous and unreflective online purchases. Quantitative - A survey of 196 online consumers was deployed. Smart PLS software will be used to analyze the obtained data of partial least squares (PLS) based Structural Equation Model (SEM). The emotion factor also has a significant impact on individual factors, and promotion realized e-impulsive buying. Positive moods are inclined to proactivity and optimism - also in shopping, whereby attractive, appropriate promotions could even be responsible of a spurious purchase. The remaining four hypotheses did not demonstrate any relationship significantly. The personal factors of an individual have no direct effect on decisions to engage in online impulse purchasing and mood while affecting the personal factors, does not significantly affect e-impulsive buying. Also, the individual aspects do not reveal a clear signal as to whether marketing promotions have enough muscle on their own in changing consumer characteristics. Besides, the five indirect relationship hypotheses were not well supported so that each mediating variable had no significant influence on impulse shopping behavior online. In other words, because most online shoppers think before they buy and will need a clear reason to act in the moment. More investigation should be done, looking at other variables that in conjunction with the predictors of this research can improve our understanding about what influences click bait behavior so as to create more effective marketing strategies when it comes sharing content on e-commerce platforms.*

**Keywords:** Individual Factors, Mood Factors, Promotions, E-Impulsive Buying.

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## **INTRODUCTION**

Recently, the popularity of e-commerce has shown an increase so that it is followed by a significant change in consumer behavior in making purchases (Aldira et al., 2014; Mittal et al., 2015; Wang et al., 2022; E. L. Zhao, 2022). In the digital era, the tendency to make spontaneous purchases is increasing in frequency (Bhakat & Muruganantham, 2013; Iyer et al., 2020; Putra et al., 2022). Impulsive buying, also known as unplanned and spontaneous online purchases (Cuandra, 2022), is a more common phenomenon among contemporary consumers (Chih et al., 2012; Dewi et al., 2017; Parsad et al., 2019). This trend is further increasing with the growth of e-commerce, which allows customers to make impulse purchases with just a few clicks (Antariksa & Respati, 2021; Lerrick et al., 2023). This behavior occurs due to the complex relationship between personal variables, mood, and external promotional stimuli (Lerrick et al., 2023; Mesatania, 2022; Putra et al., 2022; Verma & Singh, 2019). A person's tendency to buy impulsively is greatly influenced by the indicators of each of those variables, including age, gender, income, and previous online shopping experience (Dewi et al., 2017). Previous research has shown the impact of demographic and psychographic characteristics on the frequency and state of impulse purchases, with younger generations who are more often associated with technology more susceptible to these behaviors when compared to older groups to engage in impulse e-purchases (Chih et al., 2012; Parsad et al., 2019).

Another important component of impulse buying behavior is mood factors (Wang et al., 2022). The emotional mood of consumers can have a huge influence on their purchasing decisions. According to (Y. Zhao et al., 2022). A person in a positive emotional state can increase the tendency to make impulse purchases as a way to appreciate oneself and keep a good mood, but a negative emotional state can also encourage impulse buying as an attempt to improve an unpleasant mood. The moderating effect of mood in the link between individual factors and impulsive online shopping will be examined in this study.

According to (Dewi et al., 2017), compelling commercials, special offers, discounts, and other external promotional cues are significant contributors to impulsive buying behavior. E-commerce sites frequently use a range of promotional techniques to draw customers in and promote impulsive purchases (Dewi et al., 2017). To better understand how individual variables, mood, and promotional impacts interact to determine e-impulsive buying behavior, a substantial study gap still exists (Wang et al., 2022).



Research on system users' perspectives on mobile impulse purchases during COVID-19 - Personal and Ubiquitous Computing, 2020)

This study attempts to provide a more thorough knowledge of the elements that lead to e-impulsive purchase by examining the intricate interactions between these aspects. This information can then be used to inform consumer education programs and marketing strategies (Dawson & Kim, 2009; Dewi et al., 2017; Wang et al., 2022). The results will clarify the complex dynamics that this popular and digital-era consumer behavior is based on (Gong & Jiang, 2023; Y. Zhao et al., 2022; Zheng et al., 2019). This study aims to provide a thorough knowledge of the phenomena that underlie e-impulse buying by integrating these essential components. This understanding will inform future academic research as well as practical strategies for e-commerce companies (Mesatania, 2022; Verma & Singh, 2019; Zheng et al., 2019).

## **Objectives**

This article intends

1. To determine the effect of promotion on individual factors
2. To determine the effect of promotion on e-impulsive buying
3. To determine the effect of promotion on mood factors
4. To determine the effect of mood factors on individual factors
5. To determine the effect of mood factors on e-impulsive buying
6. To determine the effect of individual factors on e-impulsive buying
7. To determine the effect of promotion on e-impulsive buying through mood factors
8. To determine the effect of promotion on e-impulsive buying through individual factors
9. To determine the effect of promotion on individual factors through mood factors
10. To determine the effect of promotion on impulsive buying through mood factors and individual factors
11. To determine the effect of mood factors on e-impulsive buying through individual factors.

## **THEORETICAL FOUNDATION**

### **Theory of Planned Behavior - TPB**

Ajzen (1991) developed the Theory of Planned Behavior, this theory explains how attitudes towards behavior, subjective norms, and perception of behavior control can affect an individual's intention to perform an activity (Ajzen, 1991). The inclination to buy impulsively can be influenced by a variety of individual factors in the setting of e-impulsive

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buying, including attitudes toward impulsive shopping, subjective norms (social influence), and feeling of control (easy of making online purchases) ((Ajzen, 1991, 2005; Asare & Sharma, 2010).

### **Theory of Motivation and Emotion**

This theory focuses on how a person's behavior is influenced by emotions and motivations. A person's strong desire to make impulse purchases is a way to improve or change their emotional state that is influenced by mood (Ajzen, 1991; Morgan, 1987; Sarwono, 2018). The idea of this thinking relates to an explanation of how mood functions as a moderator between e-impulse purchases and individual factors.

### **Stimulus-Organism-Response Theory (S-O-R)**

The S-O-R theory was first introduced by (Mehrabian & Russell, 1974). This theory states that controlling environmental influences, including advertising and promotion, has an impact on a person, or a customer, and that this impact causes consumers to respond by making a purchase. Online promotions are a type of stimulus that can be used in the context of e-impulsive buying. These promotions have an impact on the customer's emotions and cognitive processes, which in turn encourages consumers to impulse buying behavior (Hochreiter et al., 2023; Mehrabian & Russell, 1974).

### **Emotional Influence Theory**

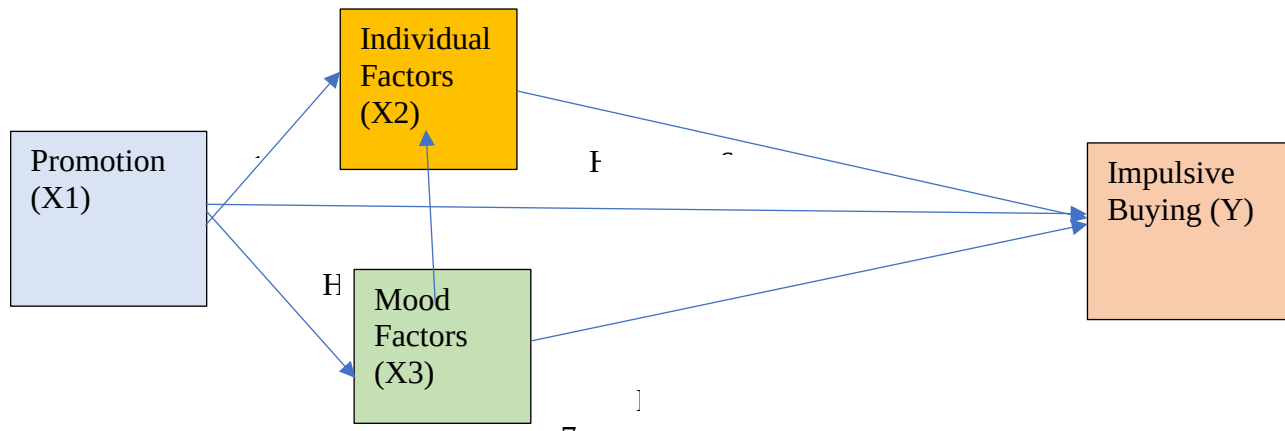
According to this theory, consumers' decisions to make purchases are significantly influenced by emotions. The mood of the customer, whether favorable or unprofitable, in influencing the things they decide to buy a product (Goleman & Hermaya, 1996; Mehrabian & Russell, 1974; Schiffman & Kanuk, 2007). This theory explains how consumers' tendency to make impulse purchases can be influenced by their mood (Sastradiharja & Sari, 2019)

### **Theoretical Integration**

To provide a thorough theoretical framework, this study combines several components of these theories. This research will offer comprehensive insights into the dynamics of impulse buying behavior in the digital age by explaining how individual variables, moods, and promotions affect e-impulse purchases. Utilizing the above theories to improve the theoretical foundation of research and help in the development of



hypotheses that can be tested quantitatively. These theories will serve as a framework to guide data analysis and interpretation.



**Figure 1: Research Conceptual Framework**

### Research Hypothesis

Research on impulse e-buying has grown rapidly in recent years. Here are some of the relationships taken in this study based on the above theories:

#### Influence of Promotions and Individual Factors:

"The Effect of Sales Promotion and Individual Differences on Impulse Online Purchase Behavior" (Mandolfo et al., 2022): The study states that promotions such as discounts and limited-time offers increase impulse e-purchases, especially for individuals who are open to new experiences and have a high impulsivity propensity. "Exploring the Impact of Individual Characteristics and Promotion Strategies on E-Impulse Buying Behavior" (Ren, 2024): The results of the study identified several individual characteristics associated with impulse e-buying behavior, such as thrill searching, engagement with the internet, and low self-control. The study also found that promotions that can elicit emotional engagement are more effective in encouraging impulse purchases of electronics.

#### Influence of Mood Factors and Promotion Factors:

"The Role of Emotion and Promotion in Driving Impulsive E-Buying Behavior" (Sundström et al., 2013): The study states that promotions that trigger positive emotions such as excitement and then excitement increase the likelihood of impulse e-purchases.

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Promotions that trigger negative emotions such as anxiety can actually suppress e-impulsive buying. "Mood and Online Impulsive Buying: The Mediating Role of Emotional Salience of Promotions" (Zafar et al., 2021): This study shows that promotions that are relevant to the current mood are more effective in encouraging e-impulsive buying. For example, happy individuals are more easily tempted by the promotion of products that please them such as new clothes.

### **The Complex Influence of Individual Factors, Mood, and Promotion:**

"Understanding the Interaction of Individual Factors, Mood Factors, and Promotions in Shaping E-Impulsive Buying Behavior" (Ren, 2024): This study integrates various theories to explain how individual factors, mood, and promotions interact with each other in influencing e-impulsive buying. The results of this study found that promotion can strengthen or weaken the influence of individual factors and mood, depending on the more specific context (Bhakat & Muruganantham, 2013).

Several studies provide evidence that e-impulse buying is a complex phenomenon that is influenced by various factors. Understanding the relationship between promotions, individual factors, and mood factors can help stakeholders to develop more effective strategies in targeting consumers who are prone to impulse purchases online.

H1: Promotion has a significant effect on individual factors

H2: Promotion has a significant effect on e-impulsive buying

H3: Promotion has a significant effect on the mood factor

H4: Mood factors have a significant effect on individual factors

H5: Mood factors have a significant effect on e-impulsive buying

H6: Individual factors have a significant effect on e-impulsive buying

H7: Promotion has a significant effect on e-impulsive buying through mood factors

H8: Promotion has a significant effect on e-impulsive buying through individual factors

H9: Promotion has a significant effect on individual factors through mood factors

H10: Promotion has a significant effect on e-impulsive buying through mood factors and individual factors

H11: Mood factors have a significant effect on e-impulsive buying through individual factors



## **RESEARCH METHODS**

This study will use a quantitative approach with a survey design to collect data from respondents with different cultural backgrounds. The population of the study is online consumers, with samples taken using purposive sampling techniques to ensure sufficient demographic variation and cross-cultural representation. The minimum sample size targeted in this study is 155 respondents to increase the validity and reliability of the research results, and the number of samples that respond to the questionnaire to be analyzed in this study is 196 samples.

The main instrument used in this study is a questionnaire, which consists of several parts, namely: individual factors (attitudes towards impulse shopping, subjective norms, and control perceptions), mood factors (mood when shopping online), the influence of promotions, and e-impulsive buying behavior (frequency and tendency to impulse purchases online). The questionnaire will be distributed through an online survey using various digital platforms to reach the target population, and respondents will be invited to fill out the questionnaire voluntarily. The data collected will be analyzed using Smart PLS software with a structural equation (SEM) model based on partial least squares (PLS). This technique was chosen because of its ability to handle complex models and data with abnormal distributions. The PLS-SEM analysis will be used to test the direct relationship between individual factors, mood, promotion, and e-impulse purchases, as well as to explore the role of mood moderation in the relationship between individual factors and e-impulse purchases.

To ensure the validity and reliability of the instrument, construct validity tests and content validity will be performed, while the internal consistency of the questionnaire will be measured using the Alpha Cronbach coefficient and Composite Reliability. The research will also adhere to the principles of research ethics while maintaining the confidentiality and anonymity of the respondents. All respondents will be provided with complete information about the purpose of the research and their right to withdraw at any time.

## **DISCUSSION**

There are three measurement criteria, namely Convergent Validity, Validity of Discrimination and Composite Validity, the measure of individual reflection is said to be high if it correlates more than 0.7 with the constructed being measured. However, according to Chin as quoted by (Ghozali & Latan, 2015), an outer loading value between 0.5 – 0.6 is considered sufficient to meet the convergent validity requirements.

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**Table 1. Outer loading**

| Promotion (X1) |       | Individual Factors (X2) |       | Mood Factors (X3) |       | E-Impulsive Buying (Y) |       |
|----------------|-------|-------------------------|-------|-------------------|-------|------------------------|-------|
| X1.1           | 0.752 | X2.1                    | 0.668 | X3.1              | 0.748 | Y1.1                   | 0.741 |
| X1.2           | 0.730 | X2.2                    | 0.689 | X3.2              | 0.706 | Y1.2                   | 0.772 |
| X1.3           | 0.641 | X2.3                    | 0.705 | X3.3              | 0.723 | Y1.3                   | 0.753 |
| X1.4           | 0.768 | X2.4                    | 0.699 | X3.4              | 0.746 | Y1.4                   | 0.787 |
| X1.5           | 0.688 | X2.5                    | 0.724 | X3.5              | 0.800 | Y1.5                   | 0.720 |
| X1.6           | 0.752 | X2.6                    | 0.738 | X3.6              | 0.782 | Y1.6                   | 0.700 |
| X1.7           | 0.711 | X2.7                    | 0.720 | X3.7              | 0.779 | Y1.7                   | 0.697 |
|                |       | X2.8                    | 0.718 | X3.8              | 0.721 | Y1.8                   | 0.685 |
|                |       | X2.9                    | 0.747 | X3.9              | 0.801 | Y1.9                   | 0.690 |
|                |       | X2.10                   | 0.807 | X3.10             | 0.718 | Y1.10                  | 0.747 |
|                |       | X2.11                   | 0.803 | X3.11             | 0.709 | Y1.11                  |       |
|                |       | X2.12                   | 0.754 | X3.12             | 0.733 | Y1.12                  |       |
|                |       | X2.13                   | 0.767 | X3.13             | 0.698 | Y1.13                  |       |
|                |       | X2.14                   | 0.761 | X3.14             | 0.760 | Y1.14                  |       |
|                |       | X2.15                   | 0.681 | X3.15             | 0.710 | Y1.15                  |       |
|                |       | X2.16                   | 0.718 | X3.16             | 0.690 | Y1.16                  |       |
|                |       | X2.17                   | 0.694 | X3.17             | 0.696 | Y1.17                  |       |
|                |       | X2.18                   | 0.701 | X3.18             | 0.720 | Y1.18                  |       |
|                |       |                         |       | X3.19             | 0.710 | Y1.19                  |       |

Source: Primary Data processed 2024

Based on table 1 above, it can be seen that the indicators of these variables have a Loading Factor > 0.6, which means that all indicators can be declared valid to measure their construction because they have met the research assumptions.

**Table 2. Construct Reliability and Validity**

|                    | <b>Cronbach's Alpha</b> | <b>rho_A</b> | <b>Composite Reliability</b> | <b>Average Variance Extracted (AVE)</b> |
|--------------------|-------------------------|--------------|------------------------------|-----------------------------------------|
| E-Impulsive Buying | 0.903                   | 0.908        | 0.919                        | 0.533                                   |
| Internal Factors   | 0.948                   | 0.949        | 0.953                        | 0.531                                   |
| Mood Factors       | 0.953                   | 0.953        | 0.957                        | 0.540                                   |
| Promotion          | 0.847                   | 0.857        | 0.883                        | 0.520                                   |

Source: Smart PLS Output 3.0 2024

The validity of convergence can also be determined by the magnitude of the Average Variance Extracted (AVE) value, an instrument is said to meet the test if it has

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an average AVE value of more than 0.5. Calculations to test the reliability of variable forming indicators can be stated that the variable is realistic if the composite reliability value is greater than 0.7 and the cronbach alpha is greater than 0.6 (Ghozali & Latan, 2015). Meanwhile, the discriminatory validity of the measurement model with reflection indicators is assessed based on Cross Loading measurements. Based on Table 2, it shows that all research variables have composite reliability values and Cronbach's alpha above 0.70. Therefore, the indicators used in this study are said to be reliable. To test validity, use an extracted mean variance value (AVE) with a cut-off value greater than 0.5.

**Table 3. Fit Summary**

|            | <b>Saturated Model</b> | <b>Estimated Model</b> |
|------------|------------------------|------------------------|
| SRMR       | 0.060                  | 0.060                  |
| d_ULS      | 5.276                  | 5.276                  |
| d_G        | 3.104                  | 3.104                  |
| Chi-Square | 2819.758               | 2819.758               |
| NFI        | 0.661                  | 0.661                  |

Source: Smart PLS Output 3.0 2024

The results of the Goodness of Fit test of the PLS model in table 3 above show that the NFI value is 0.661 so that the existing variables have met the Goodness of Fit test. Thus, from these results, it can be concluded that the model in this study has a high goodness of fit and is suitable for use for research hypotheses.

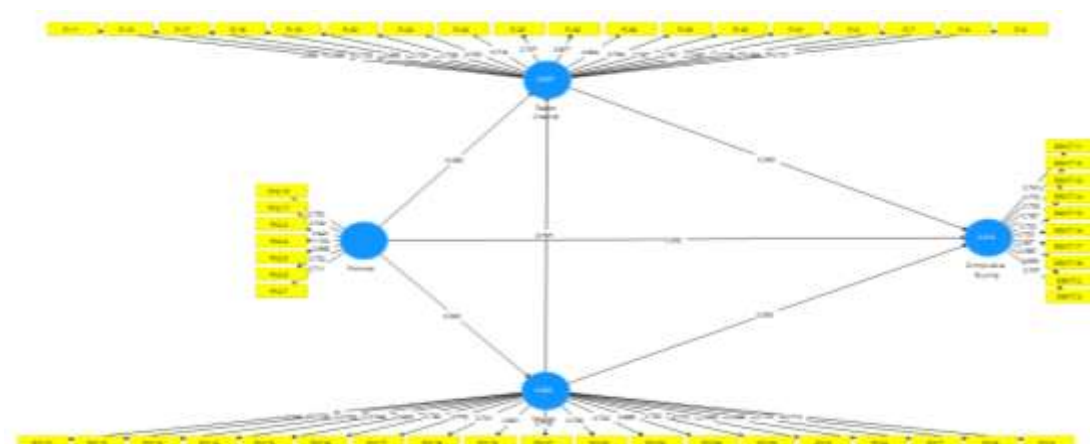


Figure 2. Model Path Diagram Final

**Table 4. Direct Effect**

|                                          | Original Sample (O) | T Statistics ( O/STDEV ) | P Values     | Result          |
|------------------------------------------|---------------------|--------------------------|--------------|-----------------|
| Individual Factors -> E-Impulsive Buying | -0.043              | 0.399                    | <b>0.690</b> | <b>Rejected</b> |
| Mood Factors -> E-Impulsive Buying       | 0.093               | 0.904                    | <b>0.367</b> | <b>Rejected</b> |
| Mood Factors -> Individual Factors       | 0.797               | 23.651                   | <b>0.000</b> | <b>Accepted</b> |
| Promotion -> E-Impulsive Buying          | 0.552               | 10.470                   | <b>0.000</b> | <b>Accepted</b> |
| Promotion -> Individual Factors          | -0.060              | 1.357                    | <b>0.175</b> | <b>Rejected</b> |
| Promotion -> Mood Factors                | 0.020               | 0.291                    | <b>0.771</b> | <b>Rejected</b> |

Source: Smart PLS Output 3.0 2024

The study tested six hypotheses to understand the factors that influence impulse shopping behavior on e-commerce platforms. Of the six hypotheses, only two showed significant influence. First, it was found that mood factors have a significant influence on individual factors. This means that a person's mood can affect their personal characteristics, such as behavior and preferences when it comes to shopping. A positive mood tends to encourage more proactive and optimistic behavior, including in the context of shopping. Second, promotions have been shown to have a significant influence on online impulsive buying behavior. This suggests that effective promotions, such as discounts and special offers, can encourage consumers to make unplanned online purchases. An attractive and timely promotional strategy can increase the likelihood of impulse purchases on e-commerce platforms.

Meanwhile, the other four hypotheses did not show a significant relationship. Individual factors do not directly influence online impulse shopping decisions, and although mood factors do influence individual factors, their effect on e-impulsive buying is not significant. In addition, promotions did not show a significant influence on individual factors, which suggests that promotional offers may not be strong enough to change consumers' personal characteristics. No significant influence was found between individual factors and responses to promotions, which means that personal characteristics may not play a major role in how consumers respond to promotions.

**Table 5. Indirect Effect**

|                                                                                       | Original Sample (O) | T Statistics ( O/STDEV ) | P Values | Result   |
|---------------------------------------------------------------------------------------|---------------------|--------------------------|----------|----------|
| <b>Mood Factors-&gt; Individual Factors -&gt; E-Impulsive Buying</b>                  | -0.034              | 0.391                    | 0.696    | Rejected |
| <b>Promotion -&gt; Mood Factors -&gt; Individual Factors -&gt; E-Impulsive Buying</b> | -0.001              | 0.091                    | 0.928    | Rejected |
| <b>Promotion -&gt; Individual Factors -&gt; E-Impulsive Buying</b>                    | 0.003               | 0.306                    | 0.759    | Rejected |
| <b>Promotion -&gt; Mood Factors -&gt; E-Impulsive Buying</b>                          | 0.002               | 0.171                    | 0.864    | Rejected |
| <b>Promotion -&gt; Mood Factors -&gt; Individual Factors</b>                          | 0.016               | 0.287                    | 0.774    | Rejected |

Source: Smart PLS Output 3.0 2024

The study also tested five hypotheses regarding indirect relationships to understand the factors that influence impulse shopping behavior on e-commerce platforms. However, the results of the analysis showed that the five indirect relationships were not significant. This means that the variables mediated or intervened by other variables in this research model did not have a significant effect on online impulse shopping behavior.

## DISCUSSION

### Promotion has a insignificant effect on individual factors

The results of statistical analysis showed that the direct influence of promotion on individual factors was rejected, with a pathway coefficient of -0.060, a t-test score of 1.357, and a p-value of 0.175. This discovery opens up a space for deeper discussion and interpretation. Possibly, other factors act as moderators in this relationship,



strengthening or weakening the influence of promotion. Research by (Abdelkhair et al., 2023; Bhakat & Muruganantham, 2013) showed that the influence of promotion on openness to new experiences and impulsivity is stronger when individuals have high engagement with the product or are confident in their ability to make good decisions. It is important to consider the type of promotion used in the research. Possibly, the type of promotion used is not attractive or relevant enough to affect individual factors. Other research may need to use more attractive types of promotions, such as personalized promotions or promotions that offer big discounts. It is important to consider how individual factors are measured in research. Possibly, the measurement method used is not sensitive enough to capture the influence of promotion on individual factors. Other research may need to use more comprehensive measurement methods, such as self-report measurements or behavioral measurements.

#### **Promotion has a significant effect on e-impulsive buying**

Statistical analysis shows that the direct influence of promotion on e-impulsive buying is accepted, with a channel coefficient of 0.552, a t-test value of 10.470, and a p-value of 0.000. These findings show that promotions have a positive and significant influence on electronic impulse purchases. This means that the more attractive and relevant the promotions offered, the more likely individuals are to make impulse purchases online. These findings are in line with previous research, such as (Salim et al., 2021), which suggest that promotions such as discounts, coupons, and free gifts can increase impulse purchases online. Some of the reasons underlying the positive influence of promotions on e-impulsive buying: Increased attractiveness: Promotion can increase the attractiveness of a product, making individuals more interested in buying it. Value perception: Promotion can make individuals feel that they are getting better value for the product, thus encouraging impulse purchases. Urgency: Time-limited promotions can create a sense of urgency, encouraging individuals to purchase the product immediately before the offer ends. Lack of consideration: When it comes to impulse purchases, individuals tend to consider rational aspects, such as needs and budgets, so they are more susceptible to promotion.

#### **Promotion has a non-significant effect on the mood factor**

The results of statistical analysis showed the rejection of the direct influence of promotion on mood factors, with a path coefficient of 0.020, a t-test value of 0.291, and a p-value of 0.771. This finding opens up a space for deeper discussion and interpretation.

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Possibly, other factors act as moderators in this relationship, strengthening or weakening the influence of promotion. Research by (Marjerison et al., 2022) shows that the influence of promotion on positive mood is stronger when individuals have high expectations for the product or are confident in their ability to get the product. It is important to consider the type of promotion used in the research. Possibly, the type of promotion used is not interesting or relevant enough to affect mood factors. Other research may need to use more attractive types of promotions, such as personalized promotions or promotions that offer rewards. It is important to consider how mood factors are measured in research. Possibly, the measurement method used is not sensitive enough to capture the influence of promotion on mood. Other research may need to use more comprehensive measurement methods, such as self-report measurements or physiological measurements.

#### **Mood factors have a significant effect on individual factors**

Statistical analysis showed that the direct influence of mood factors on internal factors was accepted, with a path coefficient of 0.797, a t-test value of 23.651, and a p-value of 0.000. These findings show that mood factors have a positive and significant influence on internal factors. This means that the more positive a person's mood factors are, the higher their internal factors, such as openness to new experiences, impulsive tendencies, and confidence in decision-making. These findings are in line with previous research (Chen et al., 2022), as it has been shown that individuals with positive moods are more likely to be open to new experiences, act impulsively, and be confident in making decisions. Some of the reasons underlying the positive influence of mood factors on internal factors: Increased focus: In times of positive mood, individuals focus more on positive and optimistic aspects, so they are more open to new experiences and easier to make decisions. Reduces anxiety: A positive mood can help individuals to feel calmer and more relaxed, thereby reducing anxiety and doubt in decision-making. Increased motivation: A positive mood can increase an individual's motivation to try new things and take risks, which is associated with impulsive tendencies.

#### **Mood factors have a insignificant effect on e-impulsive buying**

Statistical analysis showed the rejection of the direct influence of mood factors on e-impulsive buying, with a path coefficient of 0.093, a t-test value of 0.904, and a p-value of 0.367. This discovery opens up a space for deeper discussion and interpretation. Possibly, other factors act as moderators in this relationship, amplifying or weakening the

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influence of mood factors. Research by (Putra et al., 2022) shows that the influence of positive mood on e-impulsive buying is stronger when individuals are exposed to attractive promotions or have high engagement with the product. It is important to consider how mood factors are measured in research. Possibly, the measurement method used is not sensitive enough to capture the influence of mood on impulse buying behavior. Other research may need to use more comprehensive measurement methods, such as experiential sampling or physiological assessments.

### **Individual factors have an insignificant effect on e-impulsive buying**

The results of statistical analysis showed that the direct influence of individual factors on e-impulsive buying was rejected, with a path coefficient of -0.043, a t-test value of 0.399, and a p-value of 0.690. This discovery opens up a space for deeper discussion and interpretation. Possibly, other factors act as moderators in this relationship, strengthening or weakening the influence of individual factors. Research by (Abdelsalam et al., 2020; Fasyni et al., 2021; Yolcu & Meyer, 2023) showed that openness to new experiences and impulsive tendencies are stronger in predicting e-impulsive buying when individuals are in a positive mood and exposed to attractive promotions. It is important to examine which individual factors are measured in the study. The factors studied are not directly related to e-impulsive buying. Other research may need to consider other factors, such as self-control, thrill search, or internet engagement.

### **Promotion has a non-significant effect on e-impulsive buying through mood factors**

Statistical analysis showed that the rejection of the indirect influence of promotion on e-impulsive buying through mood factors mediator, with a path coefficient of 0.002, a t-test value of 0.171, and a p-value of 0.864. These findings suggest that promotion does not significantly affect impulse e-impulse purchases through mood factor mediators. This means that while promotions have a positive influence on mood factors, this influence is not directly transmitted to impulse e-purchases. Some interpretations of this rejection: The role of other factors: the presence of factors other than mood factors, such as individual characteristics, purchase context, and product type, play a greater role in influencing e-impulse purchases. Influence power: the influence of promotion on mood factors is not strong enough to produce a significant influence on impulse e-purchases. Interaction: there is an interaction between promotions, mood factors, and other factors that affect e-impulsive buying.



Although the indirect influence of promotion on impulse purchases through mediators is denied, this study still makes an important contribution in understanding the relationship between these variables. More research is needed for further research on other factors influencing e-impulse purchases and the interaction between the various variables involved (Asrinta, 2018).

Statistical analysis shows that the rejection of the indirect influence of promotion on e-impulsive buying through individual factors, with a path coefficient of 0.003, a t-test value of 0.306, and a p-value of 0.759. These findings suggest that promotion does not significantly influence e-impulse purchases through individual factor mediators. This means that although promotion has a positive influence on individual factors, this influence is not directly transmitted to e-impulse purchases. Some interpretations of this rejection: The role of other factors: other factors besides individual factors, such as individual characteristics, purchase context, and product type, play a greater role in influencing e-impulse purchases. Influence power: the influence of promotion on individual factors is not strong enough to produce a significant influence on impulse e-purchases. Interaction: there is an interaction between promotions, individual factors, and other factors that influence electronic impulse purchases.

### **Promotion has an insignificant influence on individual factors through mood factors**

Statistical analysis showed that the rejection of the indirect influence of promotion on individual factors through the mood factor of the mediator, with a pathway coefficient of 0.016, a t-test value of 0.287, and a p-value of 0.774. These findings suggest that promotion does not significantly affect individual factors through mood factors. This means that although promotion has a positive influence on mood factors, this influence is not directly transmitted to individual factors (Marjerison et al., 2022) Some interpretations of this rejection: The role of other factors: other factors besides mood factors, such as individual characteristics, purchase context, and product type, play a greater role in influencing individual factors. Influence power: the influence of promotion on mood factors is not strong enough to produce a significant influence on individual factors. Interaction: there is an interaction between promotions, mood factors, and other factors that affect individual factors. Although the indirect influence of promotion on individual factors through mediators is rejected, this study still makes an important contribution in understanding the relationship between these variables (Marjerison et al., 2022)



**Promotion has a non-significant effect on e-impulsive buying through mood factors and individual factors**

Analysis of Rejection of the Influence of Promotion on E-Impulsive Buying through Mood Factors and Individual Factors. Statistical analysis shows that the rejection of the indirect influence of promotion on e-impulsive buying through mood factors and individual factors, with a path coefficient of -0.001, a t-test value of 0.091, and a p-value of 0.928. These findings show that promotion does not significantly influence impulse e-purchases through mood factors and individual factors. This means that while promotion has a positive influence on mood factors and individual factors, this influence is not directly transmitted to e-impulse purchases (Abdelkhair et al., 2023) Some interpretations of this rejection: The role of other factors: other factors besides mood factors and individual factors, such as individual characteristics, purchase context, and product type, play a greater role in influencing e-impulse purchases. Influence power: the influence of promotion on mood factors and individual factors is not strong enough to produce a significant influence on impulse e-purchases. Interaction: there is an interaction between promotions, mood factors, individual factors, and other factors that influence impulse e-impulse purchases.

**Mood factors have an insignificant effect on e-impulsive buying through individual factors**

Statistical analysis showed that the indirect influence of mood factors on e-impulsive buying through individual factors was rejected, with a path coefficient of -0.034, a t-test value of 0.391, and a p-value of 0.696. These findings show that mood factors do not significantly affect e-impulsive buying through individual factors. This means that although mood factors have a positive influence on individual factors, these influences are not directly transmitted to e-impulsive buying (Bhakat & Muruganantham, 2013) Some interpretations of this rejection: The role of other factors: Likely, other factors besides individual factors, such as individual characteristics, purchase context, and product type, play a greater role in influencing e-impulse purchases. Interaction: Perhaps, there is an interaction between mood factors, individual factors, and other factors that influence impulse e-impulse purchases. Although the indirect influence of mood factors on e-impulsive buying through individual factors is rejected, this study still makes an important contribution in understanding the relationship between these variables.



## CONCLUSION

This study reveals interesting findings about the factors that influence e-impulsive buying. First, promotions (discounts, coupons, etc.) have a positive and significant influence on electronic impulse purchases. This means that the more attractive the promotions offered, the more likely a person is to make an impulse purchase online. Second, mood factors have a positive and significant effect on individual factors. Individuals with a positive mood tend to be more open to new experiences, have a higher impulsive propensity, and are more confident in making decisions. However, the study also found some unexpected things: There was no direct effect of promotion on mood factors or individual factors. Mood factors do not directly affect e-impulsive buying. Individual factors do not directly affect e-impulsive buying. These findings suggest that the relationship between these variables may be more complex than previously thought.

Possibly, other factors such as individual characteristics, purchase context, and product type play a greater role in influencing e-impulsive buying. In addition, this study shows the importance of researching the interaction between various factors. For example, it is possible that attractive promotions have a greater impact on individuals with positive moods compared to negative moods. Further research is needed to understand more deeply about other factors that affect e-impulsive buying and the interactions that occur between the variables studied.

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