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Article

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Exploring advertising stimulus, hedonic motives, and impulse buying behavior in Indonesia's digital context: demographics implications

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ABSTRACT

This research explores the mediating role of hedonic motives in the relationship between online advertising stimulus and impulse buying behavior among online shoppers in West Java, Indonesia. Using a quantitative survey method, data were collected from 330 respondents. Conditional process analysis with SPSS and the PROCESS macro were used to analyze the data. The results show that advertising can influence impulse purchases by stimulating emotional and hedonic motives, challenging traditional persuasive theory. Additionally, the moderating effects of gender and age indicate the need to consider demographic factors in understanding and designing effective digital marketing strategies. The findings provide practical guidance for marketers and e-commerce platforms to encourage impulse purchases through targeted, emotionally compelling advertising that taps into consumers' hedonic motivations, while accounting for individual differences.

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SUBJECTS


Consumer Behavior;
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1. Introduction

In the current digital era, technological advancements have significantly influenced various aspects of life, including how businesses operate. One of the most impactful developments is the widespread use of the internet. According to data from we are social, Indonesia had approximately 212.9 million internet users in early 2023, marking a 41.9% growth over the past 5 years. This surge in internet usage presents a considerable opportunity for marketers, as it has given rise to a new business paradigm known as e-commerce. The growing prevalence of e-commerce has not only transformed traditional business practices but also reshaped consumer behavior, leading to more convenient and often more impulsive purchasing patterns (Kidane & Sharma, 2016; Srivastava & Bag, 2022; Zhao et al., 2024).

The proliferation of e-commerce has transformed consumer lifestyles, fostering more impulsive purchasing behaviors (Fook & McNeill, 2020; Lee et al., 2021). Online shopping platforms offer a convenient shopping experience, often leading consumers to prefer browsing and purchasing through marketplaces over traditional retail stores (Hayu et al., 2020). This shift has intensified the occurrence of impulse buying, as consumers are frequently exposed to various stimuli in digital environments. Internal stimuli, such as emotional states and personal preferences, interact with external stimuli like advertising and promotions, triggering cognitive and affective responses that can lead to unplanned purchases (Joo Park et al., 2006; Kathiravan et al., 2019). Cognitive responses involve the processing of information and evaluation of the advertising content, while affective responses pertain to emotional reactions and feelings (Dholakia, 2000; Jung Chang et al., 2014; Kimiagari & Asadi Malafe, 2021). These cognitive and affective mechanisms play a crucial role in the decision-making process, influencing how consumers react to online advertisements and ultimately leading to impulse buying behavior.

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One of the promotional strategies that marketplace players can do to attract their consumers is through massive and continuous advertising (Ernawati, 2021). On the other hand, this source of advertising creates an urge to buy products impulsively. Consumers who usually want to make these transactions are called impulsive buyers (Chauhan et al., 2020). Additionally, it is critical to comprehend how the value of advertising influences Indonesians' inclination to make impulsive purchases as well as their ultimate purchase decisions, given the rise in advertising on online platforms like social media (Munawaroh et al., 2022). Nonetheless, there has been a global upsurge in impulsive purchasing studies in recent years, including in Indonesia. Many studies show that sentiment and emotion play a very significant role in the buying process, triggered by the view of promotion or access to warm advertising messages (Park & Kim, 2006). Studies focusing on Instagram found that the affective and cognitive value of advertising affects impulsive buying, with customer anxiety playing a role in compulsive buying (Sharifi Asadi Malafe et al., 2023). Research on Impulse buying behavior in e-marketplaces using the SOR model reveals that situational factors, advertising promotions, and internal factors influence impulsive buying (Halim et al., 2022). However, some studies have shown that advertising does not affect impulsive buying (Ittaqullah et al., 2017; Trimulyani & Herlina, 2022). Based on this, this study tries to fill the gap in previous research by adding the hedonic motive mediation variable.

The understanding that advertising stimulus does not directly affect impulsive shopping, but through or mediated by hedonic motives, highlights the complexity of the factors involved in the consumer decision-making process. Hedonic motives refer to the consumer's urge to seek pleasure, enjoyment, or emotional satisfaction when making a purchase (Aruldoss et al., 2024; Gawior et al., 2022). Advertising stimuli that successfully highlight these aspects, such as visual beauty, imagination, or an attractive lifestyle, can trigger a strong emotional response in consumers, encouraging them to make impulsive purchases in an effort to satisfy their hedonic desires. In addition, another novelty in this research is to fill a significant gap in the literature is the use of consumer characteristics to understand why some individuals are more likely to buy impulsively than others, based on this, new dimensions are added through the demographic variables of gender and age as moderators of the indirect effect of hedonic motives on impulsive shopping.

Persuasion Theory provides a framework for understanding how advertising stimuli influence impulsive buying behavior by appealing to consumers' emotions and desires. According to this theory, persuasive communication, such as advertising, aims to shape individuals' beliefs and behaviors through emotional appeals, rational arguments, or ethical considerations (Hovland et al., 1953). In the context of impulsive buying, advertisements often use emotional triggers to evoke hedonic motives, bypassing rational decision-making processes and leading to immediate gratification. The Elaboration Likelihood Model (ELM) further explains this process, suggesting that consumers are more likely to be influenced through the peripheral route, where they respond to superficial cues rather than the product's actual merits (Petty & Cacioppo, 1986). This highlights the complexity of how advertising can mediate impulsive buying, particularly by leveraging emotions and desires to prompt unplanned purchases.

This research, conducted in Indonesia, aims to expand the generalizability of findings related to impulsive buying behavior and offer valuable insights into how these factors operate within a unique cultural and social context. By doing so, it is expected to make a significant contribution to understanding impulsive buying behavior and formulating appropriate marketing strategies in Indonesia. Impulsive buying behavior has attracted considerable attention in consumer behavior research due to its complex and multifaceted nature. While previous studies have highlighted various factors influencing this behavior such as advertising stimulus, hedonic motives, and situational influences there remains a gap in understanding how these elements interact. This study aims to delve deeper into the intricate relationship between advertising stimulus and impulsive buying behavior, with a specific focus on the mediating role of hedonic motives. Additionally, it will explore how demographic factors, including gender and age, moderate this relationship.

A practical challenge associated with impulsive buying is the incomplete cost-benefit analysis that often accompanies such behavior. Consumers frequently make impulsive purchases without fully considering the financial consequences, leading to negative outcomes such as overspending, accumulating debt, or experiencing buyer's remorse. This lack of thorough evaluation before making a purchase can result in financial strain, especially when consumers repeatedly engage in impulsive buying, affecting their long-term financial stability. From a corporate perspective, companies must balance effective advertising strategies with ethical considerations. While persuasive advertising can effectively stimulate

impulsive purchases and boost sales, it may also raise ethical concerns if it exploits consumers' emotional vulnerabilities or promotes unnecessary consumption. Companies must navigate the challenge of striking a balance between driving sales and maintaining ethical advertising practices to build sustainable relationships with consumers and avoid potential backlash.

Given the importance of understanding these dynamics and addressing the practical challenges involved, this study is guided by the following research question: "How does advertising stimulus influence impulsive buying behavior, and what role do hedonic motives play in this process?" This question seeks to uncover the underlying mechanisms through which advertising influences consumer decisions and the extent to which hedonic motives contribute to impulsive buying. Furthermore, the study will investigate how gender and age act as moderators in this process. By exploring these aspects, the research aims to provide insights that can help both consumers and companies make more informed decisions, contributing to a more balanced understanding of impulsive buying behavior.

To clarify the interaction between cognitive biases and consumer attributes in impulse buying behavior, it is essential to examine how these factors work together to influence consumer decisions. Cognitive biases, such as availability bias and anchoring, affect how consumers perceive and evaluate information, which can amplify the impact of hedonic motives driven by pleasure and emotional gratification. For example, emotionally compelling advertisements may exploit these biases to intensify hedonic responses, leading to increased impulsive purchases (Gupta et al., 2023; Tversky & Kahneman, 1974). Demographic factors, including gender and age, also play a significant role in this dynamic. Women and younger consumers, in particular, may be more vulnerable to these biases and motivated by hedonic desires (Lopes et al., 2023; Park et al., 2022). Incorporating these theoretical perspectives and supporting them with empirical evidence (Barr & Gilg, 2007; Šostar & Ristanović, 2023; Tsal, 1985) provides a comprehensive understanding of how biases and attributes collectively influence impulse buying behavior.

2. Theoretical

2.1. Impulsive buying behavior

The Hawkins–Stern impulse buying tendency theory, introduced in 1962 (as cited in Chen et al., 2023), provides a different perspective on consumer buying behavior from most contemporary consumer behavior theories. Stern stated that customers' Impulse buying behavior is caused by external influences. According to this theory, marketers can persuade customers to buy more products than they expected. His theory has been widely used by researchers in studying consumer behavior (Ali et al., 2022; Oran, 2019; Sajeetha-Madhavan & Tay, 2023; Zaki & Hamid, 2021). Although this theory was introduced in 1962, it remains prominent to this day, with the view that sudden or impulsive purchases are primarily driven by external events occurring around the consumer.

2.2. Hedonic motives

Hedonic motives refer to an individual's drive to seek pleasure, enjoyment, or emotional satisfaction in consumer decision-making (Williams, 2018; Yim et al., 2014). This encompasses efforts to obtain satisfying experiences, positive sensations, or instant gratification from shopping or consumption activities. Consumers influenced by hedonic motives tend to prioritize the emotional and sensory aspects of products or services (Sun et al., 2023; Zeng & Chen, 2020), as well as the subjective satisfaction generated by the purchase, even if it involves long-term sacrifice or less rational consideration (Bailey & Ivory, 2018; Taquet et al., 2016). Therefore, hedonic motives play a significant role in shaping consumer behavior, particularly in the context of impulsive buying and emotionally driven shopping decision-making (Ortner et al., 2018; Tamilmani et al., 2019).

2.3. Advertising stimulus

Advertising stimulus refers to the stimuli conveyed through various communication channels, such as television, radio, social media, and print, with the aim of influencing consumer perception, attitude, and

behavior. Advertisements can be visual, audio, or audiovisual messages designed to capture the target market's attention, convey product or service information, generate interest, and encourage purchasing actions. Through the use of creative strategies, engaging narratives, and emphasis on product benefits, advertising stimulus aims to create an emotional bond between the brand and the consumer, influence purchasing preferences, and establish sustained awareness about the marketed product or service (Arora & Agarwal, 2019; Chen et al., 2023).

2.4. Persuasion theory

Persuasion Theory is a conceptual framework used to understand the process of persuasive communication and how persuasive messages influence individuals' attitudes, beliefs, and behaviors (Hovland et al., 1953). This theory explores various factors that affect the effectiveness of persuasive messages, including the source of the message, audience characteristics, the message itself, and the communication context. The primary objective of Persuasion Theory is to explain the mechanisms and strategies involved in influencing someone's behavior through persuasive communication. Persuasion Theory provides a foundation for designing effective persuasive messages and understanding how these messages can influence their audience (Briñol et al., 2019).

Persuasion Theory is relevant to understanding the relationship between advertising stimulus and consumer behavior, including impulsive purchasing mediated by hedonic motives. This theory explores how persuasive messages, such as advertisements, can influence individuals' attitudes, beliefs, and behaviors. Through concepts like the persuasive route, which explains how persuasive messages are constructed to influence the receiver, and elements such as credibility, appeal, and argument strength, Persuasion Theory provides insights into how advertisements can influence consumers to act impulsively. By understanding the persuasive mechanisms involved, companies can design more effective advertisements to influence consumer behavior, while consumers can become more aware of the ways in which advertising messages affect them.

2.5. Factors affecting impulsive buying behavior

Situational influences, such as store environment and social influence, have been found to impact impulsive buying behavior. A study on situational factors and impulsive buying behavior revealed that promotional activities, friendliness and skill of the sales staff, store location, and attractive aroma of food can stimulate impulsive buying (Tanveer et al., 2022). These situational factors can interact with advertising stimulus and persuasion theory by influencing consumers' urge to buy impulsively, as seen in a study that found the urge to buy impulsively mediated the influence of popularity and scarcity claims on impulsive buying decisions (Badgaiyan & Verma, 2015).

Psychological factors, including emotional state and self-control, play a significant role in impulsive buying behavior. Research has shown that the urge to buy a product and interest towards shopping are major psychological factors influencing impulsive buying behavior (Mihic & Kursan, 2010; Raghuvaran, 2017). Additionally, a study on the impact of intrinsic attributes on impulsive buying behavior found that personality traits, such as expressive propensity, pleasure-seeking propensity, and emotional stability, significantly shape impulsive buying predispositions (Lopes et al., 2023).

The relationship between psychological factors and demographic influences, such as gender and age, in impulsive buying behavior has been explored. A study found that women are more impulsive when shopping alone than when accompanied by a friend, while for men, the presence of friends has no significant effect on impulsivity (Husnain et al., 2019). Furthermore, the study on the role of situational variables in impacting impulsive buying behavior revealed that gender did not impact impulsive buying behavior, while age was found to have a significant negative association with impulsive buying behavior (Sukma, 2019; Yun-Lai & Yan, 2006).

In the context of impulsive buying behavior, advertising stimulus, hedonic motives, and persuasion theory have been widely studied. However, it is important to note that situational influences, psychological factors, and demographic factors also significantly impact impulsive buying behavior. While advertising stimulus, hedonic motives, and persuasion theory are important, they should be

considered alongside situational influences, psychological factors, and demographic factors to gain a comprehensive understanding of impulsive buying behavior (Badgaiyan & Verma, 2014; Kurtulus et al., 2016).

2.6. Hypotheses development

2.6.1. Influence of advertising stimulus on hedonic motives

Advertising stimulus generates consumer expectations, thereby influencing attitudes. Attitude, on the other hand, is a feeling, which is a learned predisposition of an individual to perform a certain behavior or have a positive or negative thought (Arif et al., 2020). It is a critical factor in predicting intentions in consumer behavior. Consumer behavior in one's purchasing choices is influenced by major psychological factors, one of which is motivation (Kotler et al., 2021). Tauber (1972) first explored the motivations behind consumer shopping behavior, where a shopper may be motivated solely to find the product they need, but Hirschman and Holbrook (1982) further expanded Tauber's (1972) idea by incorporating factors such as pleasure, feelings, aesthetics, emotions, and enjoyment as additional shopping motivations. Consumers are most likely to form hedonic motives based on advertising stimulus, as it is known that functional advertising and emotional advertising can enhance the hedonic motives of shoppers (Krey et al., 2019).

H1: Advertising stimulus has a positive influence on hedonic motives.

2.6.2. Influence of advertising stimulus on impulse buying behavior

Advertising is a way to attract consumer attention to the goods or services offered by the company (Natalia & Mulyana, 2014). Advertising has long been used for marketing goods and services. Currently, online advertising is a powerful and effective way to communicate product information, thus requiring a lot of emphasis for better communication (Chauhan et al., 2020). Good advertising has a positive effect on consumers' minds (Fatima & Lodhi, 2015). Advertisements should be packaged as attractively as possible so that they have a high appeal for consumers to buy (Putu et al., 2021), this stimulus can also encourage consumers to shop without a plan. Consumers tend to make impulsive purchases when they feel the advertisement is attractive and useful, which ultimately drives consumers to buy products or pay for services deemed valuable when the advertisement is shown (Lina & Ahluwalia, 2021).

H2: Advertising stimulus has a positive influence on Impulse buying behavior.

2.6.3. Influence of hedonic motives on impulse buying behavior

Hedonic motives have a significant impact on Impulse buying behavior. The drive to satisfy immediate desires or needs becomes strong when hedonic motives are triggered in consumers (Ali et al., 2022). They tend to be tempted to make impulsive purchases without considering the long-term consequences. Strong emotional reactions also play a role in driving impulsive purchases. Consumers influenced by hedonic motives can experience joy, satisfaction, or euphoria, which prompts them to make impulsive purchases to feel those positive sensations (Kholis et al., 2023). Additionally, the importance of experience and sensation in purchases also becomes a factor that influences. Consumers tend to be more interested in products or services that promise satisfying experiences or pleasant sensations, even though this can result in impulsive purchases (H. B. A. Hashmi et al., 2020). Finally, the perception that impulsive purchases will provide instant gratification becomes the basis for consumers influenced by hedonic motives. They see impulsive purchases as an effective way to obtain pleasure or satisfaction immediately without having to wait or consider long-term consequences (Yim et al., 2014). Therefore, hedonic motives play a crucial role in driving Impulse buying behavior in consumers.

H3: Hedonic motives has a positive influence on Impulse buying behavior.

2.6.4. The role of hedonic motives as a mediator between ad stimulus and impulse buying behavior

In the context of consumer behavior, hedonic motives play a crucial role as a mediator in the relationship between ad stimulus and Impulse buying behavior. When consumers are exposed to advertisements that emphasize aspects of pleasure, enjoyment, or emotional satisfaction, hedonic motives are triggered (Bailey & Ivory, 2018). Hedonic motives then become the bridge that connects the influence of ad stimulus with Impulse buying behavior. Consumers influenced by hedonic motives tend to be more susceptible to the urge to buy products or services without careful consideration (Kholis et al., 2023). They may be tempted to make impulsive purchases in response to the stimulation of advertisements that evoke desires for immediate pleasure or enjoyment. Therefore, understanding the role of hedonic motives as a mediator in this process is essential for designing more effective marketing strategies and helping consumers make better purchasing decisions.

Advertisements conducted consistently and massively can foster positive emotions in consumers (Verhagen & Dolen, 2011), which is one of the components of hedonic shopping motives. Hedonic shopping motives refer to the acceptance of consumer happiness through shopping. The term hedonic shopping motives in terms of consumer attitudes is more complex because each consumer derives different happiness; they seek love, happiness, hate, worry, sadness, and anger (Yiğit, 2020). In the decision-making process, consumers can make purchases based on the fulfillment of these hedonic motives (Vazifehdoost et al., 2014). Hedonic shopping motives grow due to the presence of ad stimuli and drive consumers to make sudden and unplanned decisions. Hedonic motives have been shown to mediate the influence of ad stimulus on Impulse buying behavior (Ernawati, 2021).

H4: Hedonic motives mediate the influence of ad stimulus on Impulse buying behavior.

2.6.5. Gender and age as moderators of the indirect effect of hedonic motives on impulse buying behavior

Researchers have found that demographic variables such as gender, income, age, and educational qualifications influence customer purchasing behavior. The variables selected to find the moderating effect are gender and age, which are believed to have a positive or negative impact on customer purchasing behavior.

Gender differences in shopping behavior are well-documented in the literature. Research indicates that women are generally more influenced by hedonic motives, such as pleasure and emotional satisfaction, compared to men (Oktem et al., 2017). Women often derive more pleasure from shopping experiences and are more likely to engage in impulse buying as a result of emotional responses to advertisements (Karim et al., 2021). Men, on the other hand, may engage in impulse buying less frequently as they might prioritize functional aspects over emotional gratification. The moderation hypothesis regarding gender is therefore based on these well-established behavioral differences. The inclusion of gender as a moderator is intended to examine how these differences influence the strength and direction of the relationship between hedonic motives and impulse buying.

Age is another critical variable in consumer behavior, as it reflects different stages of cognitive and emotional development. Younger consumers, particularly millennials and Gen Z, are more exposed to digital marketing and are generally more susceptible to hedonic consumption due to their higher engagement with online platforms (Fang et al., 2016). In contrast, older adults may have more established purchasing habits and are less influenced by impulsive emotional responses (Sharma et al., 2012). This age-related difference can create a curvilinear relationship where younger consumers exhibit a stronger impact of hedonic motives on impulse buying compared to older adults.

H5: Gender moderates the indirect effect of hedonic motives on Impulse buying behavior.

H6: Age moderates the indirect effect of hedonic motives on Impulse buying behavior.

Based on the relationships between these variables, the conceptual framework can be seen in Figure 1. These relationships can also be depicted based on Hayes' (2018) model 16.

X represents advertising stimulus; M stands for hedonic motives; W stands for Gender; Z stands for age; Y stands for Impulse buying behavior.

3. Methods

3.1. Data analysis

The present study employed a survey research design using a quantitative approach to measure the causal relationships among the variables. The research population comprised online shoppers in the West Java region of Indonesia. To identify the sample, purposive sampling was used, targeting respondents who had made online purchases within the last six months, were at least 18 years old, and resided in West Java. This approach ensured that the sample was representative of the population under study.

Determining the sample size involved multiplying the number of indicators by five or ten, following Hair et al. (2019). With 33 indicators in this study, the sample size was set to 330 (10×33 indicators). Data were collected through an online survey distributed via social media and e-commerce platforms. The survey included a structured questionnaire designed to capture responses on the variables of interest. Prior to participation, respondents were informed about the study's purpose, and informed consent was obtained, ensuring compliance with ethical research standards, including confidentiality and voluntary participation. A total of 360 surveys were distributed. Out of these, 330 completed surveys were returned, resulting in a response rate of approximately 91.7%.

The data analysis technique employed was conditional process analysis using SPSS and the PROCESS macro. This method was selected because it is particularly suited for understanding and describing the conditional nature of mechanisms where one variable transmits its influence to another, and it allows for testing hypotheses about the contingency of an effect (Hayes, 2018). The use of the PROCESS macro is justified given its capability to efficiently handle mediation-moderation models, which are central to this study's aims. This approach has been validated in prior research, such as studies conducted by Alghifari et al. (2022), Waheed et al. (2022), Ahuja et al. (2023), and Amoako-Gyampah et al. (2019). Instrument testing included validity tests (convergent validity and discriminant validity) and reliability tests to ensure that the measurement tools were both accurate and consistent. Subsequently, hypothesis testing was conducted to examine the relationships among the study variables.

3.2. Measures

The measurement of the variables is developed based on previous research, with the following measurements (Table 1).

3.3. Ethical approval statement

The ethics committee of the Faculty of Economics and Business Universitas Pasundan approved this work on September 1, 2023. After the committee reviewed the research proposal and the questionnaire items, approval was received.

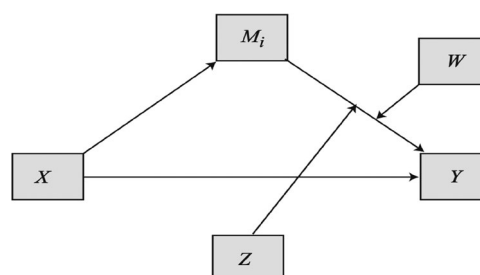


Figure 1. Conceptual framework. Source: Authors' work.

3.4. Human participants a statement

All human subjects gave informed consent before taking part in this research. Participants' rights and obligations were thoroughly addressed, along with the nature and goal of the study. Before any data collection processes were started, written informed consent was obtained from each participant. Participants were given assurances of privacy and confidentiality, and they were informed that they could withdraw from the study at any time without facing any consequences.

4. Results

4.1. Sample characteristics

Based on the findings from the relevant research regarding demographic distribution, we have identified that the respondents were predominantly female (52%), within the age group of 26–35 years old (57%). The more detailed breakdown can be seen in Table 2 as follows:

4.2. Convergent validity

The results of the research instrument test for convergent validity can be seen in Table 3. The ideal value for the factor loading should be 0.7, with a minimum of 0.5 (Hair et al., 2019). Additionally, the measurement of convergent validity can be done using the average variance extracted (AVE) parameter, which is expected to be greater than 0.5. Most of the indicators for each variable have factor loadings and AVE values greater than 0.5, thus meeting the convergent validity requirements.

4.3. Discriminant validity

The model has good discriminant validity if the square root of the Average Variance Extracted for each construct is greater than the respective constructs in the model. The results are shown in Table 4. Based on this, the square root of the AVE values (0.852, 0.833, 0.854) are larger than the values of each construct, or the square root of the AVE is greater than 0.5. This suggests that the discriminant validity of the measurement model is good.

Table 1. Variable measurement.

Variables	Dimensions	Sources
<i>Advertising stimulus</i>	1. Communication and Engagement 2. Consumer Experience and Satisfaction 3. Effectiveness and Motivation	(Arora & Agarwal, 2019; Efendioğlu & Durmaz, 2022; Feng et al., 2023; Karamchandani et al., 2024)
Hedonic motives	1. Exploratory and Experiential Engagemen 2. Social and Emotional Satisfaction 3. Emotional and Aesthetic Reward	(Arnold & Reynolds, 2003; Aruldoss et al., 2024; Bailey & Ivory, 2018; Kim & Eastin, 2011; Zeng & Chen, 2020)
Impulse buying behavior	1. Spontaneity and Urgency 2. Emotional Reward 3. Situational and Contextual Factors 4. Internal Conflict and Consequences 5. Observation and Interaction	(Darmawan & Gatheru, 2021; Halim et al., 2022; Olsen et al., 2016; Sharifi Asadi Malafe et al., 2023)
Demographics	1. Age 2. Gender	(Evangelin et al., 2021; Lopes et al., 2023)

Table 2. Demographic profile of respondents.

Characteristics	Frequency	Percentage
Gender		
Male	157	48%
Female	173	52%
Age		
18–25 years	67	20%
26–35 years	188	57%
36–45 years	44	13%
46–55 years	31	10%

Source: Processed, 2024.

Table 3. Convergent validity.

Variable	Item	Component			AVE	The square root of AVE
		1	2	3		
Impulse buying behavior	IB1.1	0.669			0.729	0.854
	IB1.2	0.761				
	IB1.3	0.742				
	IB1.4	0.702				
	IB1.5	0.721				
	IB1.6	0.776				
	IB1.7	0.799				
	IB1.8	0.748				
	IB1.9	0.728				
	IB1.10	0.765				
	IB1.11	0.724				
	IB1.12	0.743				
	IB1.13	0.768				
	IB1.14	0.745				
	IB1.15	0.541				
Hedonic motives	HM1.1		0.623		0.694	0.833
	HM1.2		0.593			
	HM1.3		0.753			
	HM1.4		0.767			
	HM1.5		0.772			
	HM1.6		0.735			
	HM1.7		0.585			
	HM1.8		0.617			
	HM1.9		0.803			
Advertising stimulus	AS.1			0.699	0.726	0.852
	AS.2			0.730		
	AS.3			0.754		
	AS.4			0.710		
	AS.5			0.728		
	AS.6			0.705		
	AS.7			0.728		
	AS.8			0.803		
	AS.9			0.674		

Source: Processed, 2024.

Table 4. Square root of AVE values.

	Advertising stimulus	Hedonic motives	Impulse buying behavior
Advertising stimulus	0.852		
Hedonic motives	0.763	0.833	
Impulse buying behavior	0.757	0.759	0.854

Source: Processed, 2024.

Table 5. Cronbach's alpha, composite reliability, and AVE values.

	Cronbach's Alpha	Composite Reliability	AVE
Advertising stimulus	0.940	0.915	0.726
Hedonic motives	0.947	0.932	0.694
Impulse buying behavior	0.968	0.924	0.729

Source: Processed, 2024.

4.4. Reliability and average variance extracted (AVE)

The reliability testing is based on the values of Cronbach's Alpha, Composite Reliability, and AVE. A construct is considered reliable if the AVE value is > 0.50 , the composite reliability is > 0.70 , and the Cronbach's alpha is > 0.60 . From Table 5, it can be seen that all the constructs have AVE values > 0.50 , composite reliability > 0.70 , and Cronbach's alpha > 0.60 . Therefore, it can be concluded that the constructs have good reliability.

The findings indicate that the research instrument demonstrates strong validity and reliability. The convergent validity is confirmed as most of the factor loadings and AVE values exceed the acceptable threshold of 0.5, showing that the items are well-correlated with their respective constructs. Discriminant validity is also established, with the square root of the AVE for each construct being greater than the

inter-construct correlations, ensuring distinctiveness among the constructs. Furthermore, the high values of Cronbach's Alpha, Composite Reliability, and AVE confirm the internal consistency and reliability of the constructs. Overall, these results validate the measurement model, affirming the significance and reliability of the data collected in this study.

4.5. Hypotheses testing results

To test hypotheses 1, 2, 3, and 4, we used the PROCESS macro model 4 (Hayes, 2018), which employs the bootstrap method (resample = 5000) for the testing. The results of the testing are as follows (Table 6).

Hypothesis 1 predicted that advertising stimulus would influence hedonic motives. The results shown in Table 6 indicate that advertising stimulus has a significant effect on hedonic motives ($b=0.7589$; $SE = 0.0355$; $p<0.001$), thus supporting H1. The significant effect observed indicates that advertising strategies, possibly through elements such as vivid imagery, appealing slogans, or emotional triggers, effectively engage consumers' desires for pleasure and enjoyment. This aligns with persuasion theory, which suggests that advertising can stimulate emotional responses, leading to heightened hedonic motives. This aligns with the UTAUT framework, where external stimuli like advertising can impact effort expectancy and performance expectancy, making the technology seem more enjoyable or useful.

Hypothesis 2 predicted that advertising stimulus would influence impulsive buying. The results in Table 6 show that advertising stimulus has a significant effect on impulsive buying ($b=0.6410$; $SE = 0.0760$; $p<0.001$), thus supporting H2. The results show a significant effect, suggesting that effective advertising can provoke spontaneous purchasing decisions. This could be due to the immediate gratification offered by advertised products or the creation of a sense of urgency or scarcity, compelling consumers to act on impulse. The advertising stimulus likely creates an environment where the consumers' self-control is lowered, thus increasing impulsive buying behavior.

Advertising stimuli and website characteristics play a crucial role in shaping hedonic motives and impulsive buying behavior. An engaging website not only enhances user enjoyment but also encourages spontaneous decisions, emphasizing the importance of creating compelling digital environments that appeal to both emotions and logic. These findings align with the UTAUT model, highlighting that effort expectancy, performance expectancy, and social influence are essential for understanding technology acceptance in e-commerce and internet banking (Kimiagari et al., 2022). Creating emotionally satisfying and engaging experiences can positively impact outcomes (Kimiagari & Keivanpour, 2015).

Hypothesis 3 predicted that hedonic motives would influence Impulse buying behavior. The results in Table 6 indicate that hedonic motives have a significant effect on Impulse buying behavior ($b=0.6558$; $SE = 0.0765$; $p<0.001$), thus supporting H3. The significant effect indicates that consumers driven by the pursuit of pleasure and excitement are more likely to make impulsive purchases. This finding is consistent with existing literature, which suggests that individuals with strong hedonic motives are more prone to engage in shopping as a form of recreation or mood enhancement, making them more susceptible

Table 6. Mediation effect.

Outcome variable: Hedonic motives						
Variable	<i>b</i>	<i>SE</i>	<i>t</i>	<i>p</i>	Bootstrap 95% CI	
					LLCI	ULCI
Constant	7.5149	1.1424	6.5779	<0.001	5.2675	9.7623
Advertising stimulus	0.7589	0.0355	21.4005	<0.001	0.6892	0.8287
$R^2 = 0.5827$; $F=457.9805$; $p<0.001$						
Outcome variable: Impulse buying behavior						
Constant	12.9126	1.6834	7.6708	<0.001	9.6011	16.2242
Advertising stimulus	0.6410	0.0760	8.4314	<0.001	0.4915	0.7906
Hedonic motives	0.6558	0.0765	8.5762	<0.001	0.5054	0.8063
$R^2 = 0.6514$; $F=305.5651$; $p<0.001$						
Indirect effect of advertising stimulus on impulse buying behavior						
Mediator	<i>b</i>	<i>SE</i>	Bootstrap 95% CI			
			LLCI	ULCI		
Hedonic motives	0.4977	0.0704	0.3499	0.6327		

Source: Processed, 2024.

to impulse buys. The attributes of the technology or service play a crucial role in influencing user behavior (Kimiagari & Baei, 2022), and both internal and external factors can significantly impact user behavior (Kimiagari & Baei, 2024).

Hypothesis 4 predicted that hedonic motives would mediate the relationship between advertising stimulus and Impulse buying behavior. Further mediation analysis using the bootstrap method shows that the indirect effect of advertising stimulus on Impulse buying behavior through hedonic motives is positive and significant, as presented in Table 6. The 95% bootstrap confidence interval for the indirect effect of advertising stimulus on Impulse buying behavior through hedonic motives does not contain zero ($b=0.4977$; Standard Error = 0.0704; Bootstrap Confidence Interval = [0.3499–0.6327]), thus supporting H4. This suggests that advertising not only directly encourages impulsive purchases but also indirectly does so by enhancing consumers' desire for pleasurable experiences. By leveraging emotional engagement through targeted advertising or community interactions, businesses can significantly boost customer responses. These stimuli not only capture attention but also foster deeper emotional connections, driving more impulsive buying decisions and strengthening brand loyalty. Thus, creating compelling, emotion-driven experiences is crucial for influencing consumer attitudes and behaviors, ultimately enhancing brand performance and customer satisfaction (Malafe et al., 2022).

Next, to test hypotheses 5 and 6 (the moderated mediation model), we used the PROCESS macro model 16 (Hayes, 2018), which employs the bootstrap method (resample = 5,000) for the testing. The following Table 7 shows the results of the testing:

Hypothesis 5 proposed that gender moderates the indirect effect of hedonic motives on Impulse buying behavior. Based on Table 7, the results show that the interaction effect of gender and hedonic motives is positive and significant ($b=0.7216$, $p<0.001$) in predicting Impulse buying behavior, strengthening the role of gender. Furthermore, the reported 95% bootstrap confidence interval for the conditional indirect effect does not contain zero; therefore, the results obtained are significant and suggest that Impulse buying behavior can be interpreted as a function of the interaction between gender and hedonic motives among consumers. Finally, our findings reveal that the moderated mediation index is significant and positive (Index = 0.5477; SE = 0.1253; [CI = 0.3110–0.8084]) when considering the moderating role of gender, thus supporting hypothesis 4. This indicates that the influence of hedonic motives on impulsive buying is stronger for certain genders. This result could be interpreted in the context of

Table 7. Moderated mediation effects.

Outcome variable: Impulse buying behavior						
Variable	<i>B</i>	<i>SE</i>	<i>t</i>	<i>p</i>	Bootstrap 95% CI	
					LLCI	ULCI
Constant	47.4781	2.7928	17.0003	< 0.001	41.9837	52.9724
Advertising stimulus	0.3041	0.0686	4.4345	< 0.001	0.1692	0.4390
Hedonic motives	−0.7718	0.2314	−3.3360	0.0009	−1.2270	−0.3167
Gender	−1.3517	0.8479	−1.5941	0.1119	−3.0199	0.3165
Age	−1.7142	0.5319	−3.2227	0.0014	−2.7606	−0.6677
Hedonic motives × gender	0.7216	0.1529	4.7183	< 0.001	0.4207	1.0225
Hedonic motives × age	0.7208	0.0631	11.4308	< 0.001	0.5968	0.8449
$R^2 = 0.7789$; $F = 189.6785$; $p < 0.001$						
Conditional indirect effect from gender and age						
Mediator	Gender	Age	Effect	SE	Bootstrap 95% CI	
					LLCI	ULCI
Hedonic motives	1	−0.8368	−0.4959	0.1293	−0.7700	−0.2604
	1	0.0000	−0.0381	0.0954	−0.2389	0.1369
	1	0.8368	0.4197	0.0758	0.2668	0.5665
	2	−0.8368	0.0518	0.0747	−0.1043	0.1912
	2	0.0000	0.5096	0.0782	0.3532	0.6606
	2	0.8368	0.9674	0.1044	0.7601	1.1760
Indices of partial moderated mediation						
Moderators	Index	SE			Bootstrap 95% CI	
					LLCI	ULCI
Gender	0.5477	0.1253			0.3110	0.8084
Age	0.5471	0.0550			0.4431	0.6586

Source: Processed, 2024.

gender differences in shopping behavior, where, for instance, one gender might derive more pleasure from shopping and hence be more influenced by hedonic motives.

Hypothesis 6 proposed that age moderates the indirect effect of hedonic motives on Impulse buying behavior. The research results show that the interaction effect between age and hedonic motives is significant and positive ($b=0.7208$, $p<0.001$). The significant interaction effect shows that age influences how hedonic motives impact impulsive buying. Younger consumers might be more susceptible to hedonic motives, possibly due to their desire for novelty and immediate gratification, while older consumers might exhibit more self-control, moderating their impulsive buying tendencies. Additionally, we analyzed the conditional indirect effect of advertising stimulus on Impulse buying behavior through hedonic motives at different levels of the moderator age, and the results indicate that the moderated mediation index is significant and positive (Index = 0.5471; SE = 0.0550; [CI = 0.4431–0.6586]), indicating that the indirect effect of advertising stimulus on impulsive buying behavior through hedonic motives varies with age. This suggests that younger consumers are more influenced by advertising that enhances hedonic motives, leading to a higher likelihood of impulsive purchases. In contrast, older consumers may be less susceptible to this effect due to greater self-control or established purchasing habits. These findings support Hypothesis 5, emphasizing that the relationship between advertising, hedonic motives, and impulsive buying is not uniform across age groups, highlighting the need to consider age in marketing strategies.

The analysis reveals that the conditional indirect effect of Hedonic Motives on Impulse Buying Behavior varies depending on gender and age group. For older men, the results show a significant positive effect with a coefficient of 0.4197 and a 95% bootstrap confidence interval between 0.2668 and 0.5665. This indicates that older men are more likely to experience increased impulsive buying behavior in response to hedonic motives, such as pleasure and emotional gratification. In this case, older men are more influenced by emotional factors in their purchasing decisions.

For women in the middle age group, the positive effect of Hedonic Motives on Impulse Buying Behavior is also significant, with a coefficient of 0.9674 and a 95% bootstrap confidence interval between 0.3532 and 0.6606. Women in this age group exhibit a significant tendency to engage in impulsive buying as a reaction to emotional stimuli. This suggests that women in the middle age group are strongly influenced by advertisements or stimuli that evoke personal satisfaction and pleasure, leading to increased impulsive purchasing behavior.

For older women, the indirect effect of Hedonic Motives on Impulse Buying Behavior is even stronger, with a coefficient of 0.9674 and a 95% bootstrap confidence interval between 0.7601 and 1.1760. This indicates that older women are highly influenced by hedonic motives in impulsive buying behavior, showing the most significant impact compared to other demographic groups. Older women show a very high tendency to make impulsive purchases in response to emotional and pleasurable motives.

5. Discussion

The data analysis shows that advertising stimulus has a positive effect on hedonic motives, in other words, if the advertising stimulus is high, then the hedonic motive will also be high. Advertising can be a driving force that can influence the emotional situation of consumers and later urge them to behave. The online environment plays a very important role in influencing consumer purchasing attention, interactive online advertising that includes videos, images, music, animations, and all other interactive multimedia aspects provides a deep stimulus on hedonic motivation (Fernandes et al., 2020). This environment can cause consumers to find pleasure, and then make a purchase, consumers with hedonic motivation are more likely to be driven by advertising stimulus on a website (Kim & Eastin, 2011) where if the e-commerce site is able to create a pleasant experience and the site is of high quality, consumers will linger on the site and help in the development of hedonic shopping motivation (Widagdo & Roz, 2021).

Other results show that advertising stimulus has a positive effect on Impulse buying behavior. Based on the type of reminder impulsive purchase, this impulsive purchase is stimulated by advertising or the proximity of a product, this stimulus can arouse the emotions of consumers, known as the organism, which then triggers the main action, reaction, or response of the individual (Hashmi, 2019; Chang et al., 2011). Online advertising has evolved as another attractive destination that consistently attracts many

customers (Kathiravan et al., 2019). Online advertising is an effective and also the most powerful way to communicate product information (Chauhan et al., 2020). Advertisements with attractive and non-boring visualizations; adequate information related to price, product, and other information; and supported by interaction with consumers are very likely to lead to Impulse buying behavior.

According to the results of the data analysis, it was also found that hedonic motives mediate the effect of advertising stimulus on Impulse buying behavior significantly. Attitude towards Advertising is the basic theory for advertising, this theory affects consumers' feelings towards the brand with a change in attitude, thus leading to Impulse buying behavior, the assumption that consumers intend to make a purchase decision is placed on their shopping behavior mereka (Kazi et al., 2019; Lamis et al., 2022; Melati et al., 2024). The important purpose of an advertisement is revenue excitement as it affects consumers' feelings towards a particular brand and for the development of emotional responses, it is not wrong to view that advertising is done to promote purchasing actions and create brand awareness (Alnahhal et al., 2024; Lamis et al., 2022; Sean et al., 2011).

In the moderated mediation model, the demographic factor of gender moderates the indirect effect of hedonic motives on Impulse buying behavior, with a significant positive result. The role of gender, in this case, for both men and women, strengthens the influence of hedonic motives on Impulse buying behavior. Men and women may have different motivations when shopping, as well as varying emotional responses to hedonic motives (Lopes et al., 2023). Women tend to be more influenced by the emotional aspect of shopping, such as seeking pleasure, satisfaction, or escape from stress. Therefore, hedonic motives, such as the desire to feel better or indulge oneself, can more strongly influence women to engage in impulsive shopping. Men, on the other hand, although they may be less influenced by emotional motives compared to women, can still exhibit Impulse buying behavior when hedonic motives, such as the desire to own new things or enhance social status, are triggered (Ali et al., 2022).

The second demographic factor is age, based on the results obtained that age moderates the indirect effect of hedonic motives on Impulse buying behavior, with a significant positive result. This suggests that age strengthens the influence of hedonic motives on Impulse buying behavior. Each age group experiences different stages of psychological development, which influences how they respond to hedonic motives. Adolescents and young adults, for example, are in a life stage where the exploration of identity and the pursuit of new experiences are highly important (Evangelin et al., 2021). Hedonic motives, such as seeking pleasure, adventure, and new experiences, tend to be stronger at this age, thus strengthening Impulse buying behavior. The ability to self-regulate and make rational decisions tends to develop with age. Adolescents and young adults often have not fully developed these self-control skills, making them more vulnerable to impulsive urges triggered by hedonic motives. In contrast, older adults may have better self-control abilities, although they can also engage in impulsive shopping when certain hedonic motives (such as nostalgia or self-gratification) are triggered.

The analysis indicates that older men, middle-aged women, and older women all respond differently to hedonic motives when it comes to impulsive buying behavior. For older men, their purchasing decisions are notably influenced by emotional and pleasurable factors. This suggests that as men age, they become more susceptible to making impulsive purchases driven by the emotional appeal of products or advertisements. Middle-aged women also show a significant response to hedonic motives. This demographic is particularly responsive to emotional stimuli, leading to increased impulsive buying behavior. Advertisements or other forms of marketing that evoke personal satisfaction and pleasure have a considerable impact on this group, prompting them to engage in more spontaneous purchasing.

The most striking effect is observed among older women, who exhibit a particularly strong reaction to hedonic motives. This group shows the highest tendency to make impulsive purchases in response to emotional and pleasurable stimuli. Their buying behavior is significantly shaped by advertisements or other emotional triggers, making them the most responsive demographic group in terms of impulsivity driven by hedonic factors. These findings highlight the importance of understanding demographic differences in consumer behavior. The varying responses to hedonic motives among different age and gender groups underscore the need for tailored marketing strategies that address these specific emotional and psychological influences to effectively target and engage consumers.

These findings support persuasive theory in the context of online shopping behavior, where advertisements are designed to stimulate emotional responses and create hedonic motives such as pleasure

and satisfaction. Online advertisements often use visually appealing elements, enjoyable music, and emotional messages as peripheral cues to influence the audience without deep cognitive processing. Through this peripheral route, advertisements can effectively stimulate hedonic motives, which then enhance the tendency for impulsive shopping. When advertisements succeed in arousing hedonic motives, these motives function as a mediator that strengthens the influence of the advertisement on Impulse buying behavior, making consumers more likely to make impulsive purchases without much rational thought. Additionally, the roles of gender and age moderate this influence; women are more affected by emotional and hedonic advertisements because they are more responsive to emotional stimuli, while younger generations are more susceptible to the influence of hedonic advertisements due to their high exposure to technology and social media, as well as their lack of strong experience and self-control.

6. Conclusion: theoretical and practical implications

The research findings confirm that advertising plays a central role in influencing shopping motivations and consumer behavior in the online context. The findings show that advertising stimuli significantly increase hedonic motives, which then become the primary trigger for Impulse buying behavior. The interactive online environment with various multimedia media provides an effective platform to stimulate deeper hedonic motives in consumers, increasing the likelihood of impulsive purchases. Furthermore, the findings state that hedonic motives significantly mediate the relationship between advertising stimuli and Impulse buying behavior, strengthening the theory that the influence of advertising can stimulate emotional responses and hedonic motives, which in turn drive impulsive shopping actions.

The theoretical implications of these findings strengthen the understanding of how persuasive theory applies in the context of online shopping behavior. This research shows that online advertising can influence Impulse buying behavior through the stimulation of hedonic motives, bypassing the peripheral route in persuasive theory. Furthermore, the moderating roles of gender and age in influencing responses to emotional advertising and hedonic motives add to the complexity of persuasive theory, indicating the need to consider demographic variables in understanding and designing effective marketing strategies. These findings expand the application of persuasive theory into the digital and e-commerce context, providing deeper insights into the mechanisms of persuasion in the increasingly dominant online environment of modern marketing.

The practical implications of these findings provide practical guidance for marketers and e-commerce platform developers. Marketers can enhance the effectiveness of online advertising by focusing on visually and emotionally appealing elements that stimulate hedonic motives, particularly targeting women and younger generations who are more responsive to such content. Additionally, e-commerce platforms can improve the user experience by creating an interactive and enjoyable environment through multimedia features such as videos, high-quality images, music, and animations, which can extend visit duration and increase the opportunities for impulsive purchases. By understanding these dynamics, marketers and developers can design more effective strategies to drive impulsive purchases and improve sales conversions.

7. Limitations and future research directions

While these findings provide valuable insights into the relationship between advertising stimuli, hedonic motives, and impulse buying behavior in the online context, the research has several limitations that warrant consideration. Firstly, the study is correlational in nature, and therefore cannot establish definitive causal relationships between the variables examined. Although hedonic motives mediate the influence of advertising on impulse buying behavior, there is a possibility that other factors not measured in this study may also affect this relationship.

Secondly, the research sample may not be fully representative of the general population, as it included a disproportionate number of respondents from a specific age cohort. With 57% of the sample being from the 26–35 age range, this age skew could influence the generalizability of the findings and limit the ability to draw broad conclusions about age-related impacts on impulse buying behavior. Additionally, the study may have involved respondents from a specific geographical region or socio-economic background, further constraining the generalizability of the results.

Thirdly, the study may have been subject to social desirability bias or recall bias, where respondents tend to provide socially desirable responses or inaccurately recall their shopping experiences. The high Cronbach's alpha values observed in the study (e.g. 0.940 for Advertising Stimulus) suggest strong internal consistency, but also raise concerns about potential item redundancy. Future research should conduct a more in-depth item analysis to ensure each item contributes unique information to the construct.

Finally, since the research was conducted in an online context, factors such as the quality of internet connection, the devices used, and user experience may have also influenced responses to advertising and impulse buying behavior. These variables may not have been thoroughly considered in the study. Additionally, the construct of 'Advertising Stimulus' represents a broad range of cues rather than a single, isolated stimulus, which may affect the precision of the conclusions. Future research could break down this construct into more specific categories to better understand the distinct impacts of different types of advertising cues.

To address these limitations, future research could employ more diverse and representative samples, including various age groups and geographical locations. Incorporating experimental or longitudinal designs could help establish causal relationships. Further, future studies should consider the impact of internet quality, device types, and explore other potential factors influencing impulse buying behavior to gain a more comprehensive understanding of this phenomenon.

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Authors contributions

Juanim Juanim: conceptualization, introduction, writing – original draft, writing – review & editing. Erik Syawal Alghifari: methodology, validation, formal analysis, writing – review & editing. Bayu Indra Setia: methodology, supervision, writing – review & editing. All authors agree to be accountable for all aspects of the work.

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Data availability statement

Data were obtained from the results of distributing questionnaires and were processed using SPSS. For more information about data access, please contact the second author via email: eriksyawalalghifari@unpas.ac.id

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