Exploring the Drivers of Impulsive Buying Behavior: A Study on Paylater User in Jakarta with Positive Emotions as Mediator

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Abstract. Paylater is a fintech service feature that allows consumers to make purchases now and pay in installments later. While it offers flexibility in financial management, the use of paylater can lead to problems, such as encouraging impulsive, unplanned purchases and causing the accumulation of unpaid debts. This can be detrimental to companies, as unpaid debts can impact the financial health and sustainability of the paylater service providers. This study examines the influence of hedonism, sales promotions, and materialism on the impulsive buying behavior of paylater users in Jakarta, with positive emotions serving as a mediating variable. A total of 202 paylater users residing in Jakarta participated in this study, using a non-probability method with purposive sampling and a cross-sectional survey through the Google Forms platform. Data analysis was conducted using Partial Least Squares - Structural Equation Modeling (PLS-SEM) with the SmartPLS 4 software. The results of the study show that hedonism, sales promotions, and materialism have a positive influence on impulsive buying, with positive emotions playing a significant mediating role. The findings also indicate that, although sales promotions do not have a direct impact on impulsive buying, they influence impulsive buying indirectly through the mediation of positive emotions. This research highlights the importance of cultivating wise purchasing habits and managing impulsive behavior to prevent negative consequences, such as debt accumulation. The findings of this study can be applied by emphasizing the importance of implementing financial education strategies, strict credit selection, and the use of technology to address the issue of high non-performing loans (NPL) in paylater services.

Keywords: Hedonism, Sales Promotion, Materialism, Positive Emotion, Impulsive Buying, Paylater

1 Introduction

E-commerce has transformed the way consumers shop by offering convenience in the buying and selling process anytime and anywhere. One of the significant innovations enabling this convenience is the rise of technology-based financial services (fintech), which provide consumers with greater flexibility in choosing payment methods. Among various fintech features, the paylater option has emerged as an

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attractive solution for consumers who wish to make purchases without immediate payment. Paylater is a short-term financing facility that allows consumers to make payments in installments [1]. The growth of paylater usage has surged in Indonesia due to its flexibility and appeal as a temporary financial management alternative. This growth is reflected in data from the Financial Services Authority (OJK), which reported a significant increase in paylater financing receivables in January 2024, amounting to IDR 5.54 trillion—a 21.66% rise compared to the previous year's IDR 4.56 trillion [2]. Furthermore, the use of paylater features has amplified impulsive purchasing behavior, particularly on e-commerce platforms.

Ideally, such features should help prevent individuals from resorting to loans for impulsive purchases. However, in practice, consumers use paylater services for impulsive buying, struggle to repay, and subsequently seek loans to settle their paylater obligations. This phenomenon is reflected in June 2024 data, where the Pefindo Credit Bureau (IdScore) reported non-performing paylater loans reaching IDR 1.42 trillion. Additionally, OJK noted that outstanding paylater receivables as of March 2024 had reached IDR 6.13 trillion, marking a 23.9% increase compared to the previous year [3]. The increasing debt burden among consumers due to paylater services, coupled with profitability challenges faced by fintech service providers, highlights the negative impacts of paylater features on both consumers and service providers [4]. This issue is particularly pronounced when paylater is used impulsively, often without considering purchasing power or repayment capabilities.

Impulsive buying refers to a consumer's sudden decision to purchase a product without fully considering the post-purchase consequences. Such behavior is often driven by emotional or external factors, including environmental cues, promotions, and visual stimuli, significantly influences impulsive buying behavior [5]. Hedonistic attitudes such as an irrational desire for pleasure and self-gratification through shopping affects impulsive buying. This influence occurs when customers feel joy upon encountering attractive products or compelling promotional offers, leading to immediate purchases driven by emotion [6].

Additionally, sales promotions, designed to quickly boost sales volumes, play a pivotal role in triggering impulsive buying [7]. Price discounts, one of the most effective forms of promotion, entice consumers to purchase more products, often under the perception of saving money. However, this perceived savings often leads to unplanned spending and wastage. Materialism, which emphasizes material wealth as the cornerstone of life, happiness, and success, also correlates strongly with impulsive buying [8]. Highly materialistic individuals tend to shop impulsively to satisfy their ego and project social status. In this context, impulsive purchases serve as a means of enhancing social standing.

Positive emotions, such as happiness, satisfaction, and enthusiasm, further drive impulsive buying behavior. Such emotions make consumers more likely to make quick decisions without fully evaluating the risks. Positive emotions mediate the influence of sales promotions and hedonism on impulsive buying. When promotions evoke feelings of joy, these emotions can lead directly to impulsive purchases [9]. Similarly, consumers motivated by shopping-oriented lifestyles, such as hedonism, tend to experience positive emotions during shopping, which in turn trigger impulsive actions [10].

This study addresses these research gaps and expands upon previous work by examining additional factors, such as lifestyle, hedonism, and materialism, which have been underexplored in prior studies. By providing a more comprehensive understanding of the factors driving impulsive purchasing behavior, this research builds upon the recommendations of previous research to investigate the role of hedonistic values in impulsive buying across e-commerce platforms. Specifically, this study examines how hedonism influences impulsive buying within the context of paylater usage in e-commerce.

2 Literature Review

2.1 Variable Definition

Hedonism

Hedonism refers to a shopping motivation that reflects a consumer's desire to escape from problems by enjoying the shopping process as a form of distraction [11]. Additionally, hedonism involves the act of purchasing products or engaging in activities that are not rational, such as seeking enjoyment or other activities that make an individual feel better [12]. Hedonism occurs when consumers shop to experience pleasure and relieve fatigue from daily activities. Hedonistic shopping values are related to multisensory, fantasy, and social behaviors that provide entertainment and escape from reality [13]. Based on these definitions, hedonism is conceptualized as a shopping motivation that individuals pursue in order to experience pleasure, particularly to reduce the fatigue from daily activities. Often, such shopping is not done to purchase necessary goods or services, but primarily to experience entertainment.

Sales Promotion

Sales promotion as a short-term marketing strategy designed to encourage consumers to make more purchases [14]. Sales promotions include discounts, cashback, or free products offered to customers with the goal of motivating them to buy. Sales promotions are direct forms of persuasion by companies aimed at attracting consumer interest, including promotions such as discounts and cashback [15]. This study concludes that sales promotion is a short-term marketing strategy involving the provision of discounts, cashback, or free products to customers to motivate them to make purchases or to purchase more.

Materialism

Materialism as an individual's perspective that places material possessions at the center of their life, viewing them as essential for happiness and life satisfaction [16]. Materialism is an interest in owning material objects to achieve life's main goals or desired conditions. In other words, materialism as a personality trait emphasizes the idea that ownership of goods signifies social status and provides individuals with a sense of well-being [17]. Based on these definitions, materialism is conceptualized as an individual's perspective that places material possessions at the center of their life to experience happiness, life satisfaction, and social status. Materialism can be explained through three main dimensions.

Centrality reflects the importance of goods and ownership in an individual's life. Individuals with high centrality values place significant importance on material possessions and let them influence their everyday life. Success refers to how individuals assess their own and others' success based on the quantity and quality of possessions owned. For materialistic individuals, ownership becomes the main indicator of achievement and social status. Happiness indicates the importance of physical possessions for achieving satisfaction. Individuals who value happiness through ownership tend to believe that possessing certain goods will lead to greater happiness and satisfaction [18].

Positive Emotion

Positive emotions are emotional states (satisfaction and happiness) that can influence thinking, decision-making, feelings, and consumer experiences [19]. Positive emotions are characterized by feelings of joy and happiness during shopping that can trigger a sudden desire to purchase. This pleasant mood tends to simplify the decision-making process [20]. This study concludes that positive emotions reflect pleasant feelings such as satisfaction, happiness, and enthusiasm, which can influence thinking processes. These thinking processes involve the shopping experience of the customer, where positive emotions can simplify the shopping process.

Impulsive Buying

Impulsive buying is a spontaneous and unplanned purchase motivated by the strong desire to buy immediately [21]. On a similar view, impulsive buying is understood as a consumer decision to buy a product without prior intention or consideration of the consequences of that purchase [22]. Based on these views, impulsive buying is conceptualized as an unplanned, sudden purchase where consumers buy products without prior intent or consideration of the consequences. Impulsive buying often occurs when customers face situations that trigger emotions and require quick decision-making.

2.2 Hypothesis Development

The Relationship Between Hedonism and Impulsive Buying

Previous studiy show that hedonism has a positive and significant effect on impulsive buying [23]. Individuals who engage in hedonistic shopping are more likely to make impulsive purchases because these purchases are aimed at achieving pleasure and relieving the fatigue experienced from daily activities. This behavior can also occur when individuals desire a product that does not necessarily offer concrete benefits to them.

H1: There is a positive effect of hedonism on impulsive buying behavior.

The Relationship Between Sales Promotion and Impulsive Buying

Attractive promotions on social media act as a driving factor for impulsive buying [24]. Consumers tend to view sales promotions, such as coupons, discounts, free shipping, or cashback, as beneficial offers that can stimulate unplanned purchases, often resulting in the purchase of multiple products [25]. Furthermore, customers may perceive these promotions as designed to motivate impulsive buying, thus justifying the impulse to buy.

However, a study shows that sales promotions do not have a significant effect on impulsive buying behavior [26]. This could be due to consumers' skeptical attitudes and considerations regarding factors like product quality and interest in the item being offered. If there are doubts about the product's quality or if consumers are not interested in the product, they are less likely to make a purchase, even with attractive promotions.

H2: There is a positive effect of sales promotions on impulsive buying behavior.

The Relationship Between Materialism and Impulsive Buying

Materialistic individuals often feel dissatisfied and seek happiness through the acquisition of new items [27]. They are prone to make impulsive online purchases because they view shopping as a form of entertainment. Therefore, materialistic individuals are more likely to spend recklessly to enhance their social status through material possessions [28]. The feeling of dissatisfaction with the items they own often leads them into a cycle of impulsive buying, driven by emotional needs or the desire to feel recognized and valued by others.

H3: There is a positive effect of materialism on impulsive buying behavior.

The Relationship Between Hedonism and Positive Emotion

Hedonism positively and significantly influences positive emotional responses. Individuals with high hedonistic shopping motivation are more likely to experience positive emotions when visiting online stores [29]. These emotions can occur when exploring an online store and discovering products that seem appealing, even if they do not necessarily need the product. Hedonistic consumers tend to rely on these products to fulfill their need for joy and self-confidence.

H4: There is a positive effect of hedonism on positive emotions.

The Relationship Between Sales Promotion and Positive Emotion

Price discounts have a positive and significant impact on consumers' positive emotions [30]. The more promotions offered, the more likely it is that consumers will experience positive emotions toward the products on offer. Sales promotional activities, such as discounts, product samples, vouchers, or cashback, can generate high enthusiasm among consumers when they encounter attractive deals.

H5: There is a positive effect of sales promotions on positive emotions.

The Relationship Between Positive Emotion and Impulsive Buying

Positive emotions, such as happiness, can influence consumer decision-making. When individuals visit a store with a positive mood, they are more likely to spend more on shopping. This behavior occurs because customers feel that these purchases will complement their happiness, even though the purchases are impulsive [31].

H6: There is a positive effect of positive emotions on impulsive buying behavior.

The Relationship Between Hedonism and Impulsive Buying with Positive Emotions as a Mediator

Positive moods encourage impulsive buying from a hedonistic perspective. Hedonistic consumers tend to seek pleasure through shopping [32]. This behavior is intensified when consumers find an appealing product and experience positive emotions, ultimately leading them to make the purchase, even if it is unnecessary.

H7: There is a positive effect of hedonism mediated by positive emotions on impulsive buying behavior.

The Relationship Between Sales Promotions and Impulsive Buying with Positive Emotions as a Mediator

Positive emotions significantly mediate the effect of sales promotions on impulsive buying [33]. Customers who experience positive emotions from a sales promotion are more likely to make an immediate purchase. This pleasure may be directly linked to the promotion itself or to the customer's interest in the product [34].

However, these findings are inconsistent with a study that shows positive emotions do not significantly influence impulsive buying, making mediation analysis unfeasible [35]. Therefore, further research is needed to demonstrate the mediating role of positive emotions in the effect of sales promotions on impulsive buying.

H8: There is a positive effect of sales promotion mediated by positive emotions on impulsive buying behavior.

2.3 Research Model

The conceptual framework presented in this study builds upon prior research and proposes the model outlined in Figure 1.

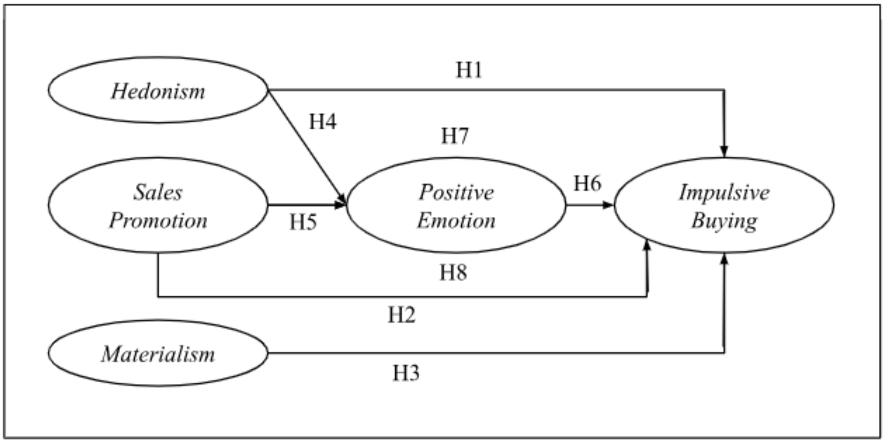

Fig. 1. Research Model.

3 Measurement

The design used in this research is a descriptive research design to examine the effects of sales promotions, hedonism, and materialism on impulsive buying behavior, with the mediating role of positive emotions. A cross-sectional approach is used, collecting data at a specific point in time through a primary, empirical data source from customers. The population consists of users of a digital payment platform in Jakarta, and a purposive sampling technique is applied to select 202 respondents who meet the criteria of being platform users in Jakarta. Data is gathered using a 6-point Likert scale (1 = Strongly Disagree to 6 = Strongly Agree) via an online questionnaire via Google Form. The data is analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4, involving both outer and inner model analyses. The measurement of this study's variables is presented in Table 1.

Table 1. Research Variables.

Variable	Code	Indicator	References
Hedonism	HE1	Shopping with this feature is an enjoyable activity for me.	Kshatriya and Shah (2023), Wandira et al. (2019)
	HE2	I feel happy when buying something interesting with this feature.	
	HE3	I enjoy the compliments when showing the items I bought.	
	HE4	Shopping grabs my attention.	
	HE5	Shopping feels like an escape from my routine.	
Sales Promotion	PP1	This feature often provides offers in the form of discounts.	Buana et al. (2023), Setiawan and Ardani (2022)
	PP2	This feature often provides offers in the form of promo codes.	
	PP3	This feature often provides offers in the form of cashback.	
	PP4	This feature regularly offers attractive discounts.	
	PP5	This feature regularly offers high-value discounts.	
Materialisme (Success)	MS1	The most important achievements in my life include acquiring material goods.	Lucic et al. (2021), Ningtyas and Vania (2022)
	MS2	The items I own reflect my success in life.	
	MS3	I admire people who own expensive things.	
	MS4	I like owning things that impress others.	
	MS5	The most important achievement in my life is obtaining material goods.	

Materialisme (Centrality)	MC1	My life would be better if I owned certain items that I do not yet have.	Lucic et al. (2021), Ningtyas and Vania (2022).
	MC2	I would be happier if I could buy more things.	
	MC3	Sometimes, I feel frustrated because I can't buy everything I like.	
Materialisme (Happiness)	MH1	I like owning many luxury branded clothes.	Lucic et al. (2021), Ningtyas and Vania (2022).
	MH2	I try to keep my life classy, especially when it comes to ownership.	
	MH3	I enjoy spending money on impractical items.	
	MH4	Buying things gives me satisfaction.	
	MH5	Shopping makes me happy.	
Positive Emotion	EP1	I feel excited when shopping with this feature.	Choirul and Artanti (2019), Yi and Jai (2019)
	EP2	I feel happy when shopping with this feature.	
	EP3	I feel satisfied when shopping with this feature.	
	EP4	I feel enthusiastic when shopping with this feature.	
	EP5	I am motivated to buy more things when shopping with this feature.	
Impulsive Buying	IB1	I often buy items spontaneously.	Kshatriya and Shah (2023)
	IB2	I often buy things without thinking.	
	IB3	"I see it, I buy it" describes my shopping behavior.	
	IB4	"Just do it" describes the way I shop.	
	IB5	Sometimes, I am careless when shopping.	

4 Results and Discussion

4.1 Results

In this study, the majority of respondents were female, aged 17–25 years, with the last level of education being high school or equivalent, and earning between IDR 2,000,000 and IDR 4,999,999 per month. They typically used the paylater feature 1–3 times per month, mostly for purchasing clothing products or services, driven by the convenience of payment. Additionally, respondents indicated that they occasionally engaged in impulsive buying behavior using this feature, feeling satisfied afterward, and were motivated to do so by discounts or similar promotions.

The results also showed that most respondents considered shopping with this feature a pleasurable activity, as it captured their attention and served as an escape from daily routines. Moreover, respondents acknowledged that the feature often offered attractive promotions such as discounts, promo codes, and high-value cashback offers. Respondents further agreed that material possessions were important for them, reflecting achievements, success, happiness, and satisfaction. They also reported feeling excited, happy, satisfied, and enthusiastic about buying more products when using this feature. Additionally, many admitted to engaging in spontaneous and sometimes careless, unplanned purchases.

Table 2. Convergent Validity and Reliability.

Variable	Indicator	Loading Factor	AVE	CA	CR
Hedonism	HE1	0.919	0.811	0.883	0.928
	HE2	0.913			
	HE5	0.869			
Sales Promotion	PP1	0.902	0.796	0.936	0.951
	PP2	0.888			
	PP3	0.888			
	PP4	0.881			
	PP5	0.903			
Materialisme (Success)	MS1	0.882	0.810	0.941	0.955
	MS2	0.857			
	MS3	0.835			
	MS4	0.867			
	MS5	0.872			
Materialisme (Centrality)	MC1	0.855	0.812	0.885	0.929
	MC2	0.773			
	MC3	0.836			
Materialisme (Happiness)	MH1	0.846	0.791	0.934	0.950
	MH2	0.856			
	MH3	0.842			
	MH4	0.871			
	MH5	0.851			
Positive Emotion	EP1	0.887	0.777	0.928	0.946
	EP2	0.888			
	EP3	0.868			
	EP4	0.887			
	EP5	0.877			

Impulsive Buying	IB1	0.909	0.794	0.935	0.951
	IB2	0.894			
	IB3	0.874			
	IB4	0.902			
	IB5	0.877			

Table 3. Heterotrait-Monotrait Ratio Analysis.

Variable	EP	HE	IB	MC	MH	MS	PP
Positive Emotion							
Hedonism	0,717						
Impulsive Buying	0,730	0,760					
Materialisme (Centrality)	0,639	0,721	0,740				
Materialisme (Happiness)	0,677	0,698	0,753	0,905			
Materialisme (Success)	0,606	0,747	0,670	0,903	0,928		
Sales Promotion	0,702	0,741	0,701	0,713	0,649	0,756	

For the analysis, the study employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) method using SmartPLS4 software. The analysis involved two types of models: outer model and inner model. The outer model was used to test the validity and reliability of the data, which are shown in Table 2 and Table 3. Validity testing included convergent validity, measured through loading factors and Average Variance Extracted (AVE), as well as discriminant validity, assessed using the Heterotrait-Monotrait ratio (HTMT). Reliability was evaluated using Cronbach's alpha and composite reliability. The variables were measured using 33 indicators adapted from previous research, but only 3 indicators for hedonism, 5 for sales promotions, 13 for materialism, 5 for positive emotions, and 5 for impulsive buying met the criteria for validity and reliability. Two hedonism indicators (HE3 and HE4) were excluded due to poor validity.

Table 4. R-Square (R^2) Analysis.

Variable	R-Square (R^2)
Positive Emotion	0,510
Impulsive Buying	0,631

The inner model analysis aimed to assess the relationships between the variables. This included R-Square (R^2), effect size (f^2), Goodness-of-Fit (GoF), path coefficients, and hypothesis testing, as well as mediation effects. Based on Table 4, the R-Square value for positive emotions was 0.510, meaning that hedonism, sales promotions, and materialism explained 51% of the variance in positive emotions. The R-Square value for impulsive buying was 0.631, indicating that hedonism, sales promotions, materialism, and positive emotions accounted for 63.1% of the variance in impulsive buying.

Table 5. Effect Size (f^2) Analysis.

Variable	Effect Size (f^2)	Effects
Hedonism → Impulsive Buying	0,062	Small
Sales Promotion → Impulsive Buying	0,016	No Effects
Materialism → Impulsive Buying	0,095	Small
Hedonism → Positive Emotions	0,161	Moderate
Sales Promotion → Positive Emotions	0,177	Moderate
Positive Emotions → Impulsive Buying	0,091	Small

Based on Table 5, the effect size analysis revealed that hedonism, materialism, and positive emotions had small effects on impulsive buying, with effect size values between 0.02 and 0.15. However, hedonism and sales promotions had a moderate effect on positive emotions, with effect size values between 0.15 and 0.35. Sales promotions showed no effect on impulsive buying, with an effect size value lower than 0.02. The Goodness-of-Fit analysis resulted in a GoF value of 0.6755, which is considered large, indicating a good fit for the structural model.

Table 6. Path Coefficient and Hypotheses Testing Results.

	Variable	Path Coefficient	*t-statistics*	*p-values*	Conclusion
H1	Hedonism → Impulsive Buying	0.235	1.972	0.024	Accepted
H2	Sales Promotion → Impulsive Buying	0.122	1.087	0.139	Rejected
H3	Materialism → Impulsive Buying	0.291	2.481	0.007	Accepted
H4	Hedonism → Positive Emotions	0.381	4.087	0.000	Accepted
H5	Sales Promotion → Positive Emotions	0.399	4.156	0.000	Accepted
H6	Positive Emotions → Impulsive Buying	0.268	2.658	0.004	Accepted
H7	Hedonism → Positive Emotions → Impulsive Buying	0.102	2.285	0.011	Accepted

H8	Sales Promotion → Positive Emotions → Impulsive Buying	0.107	2.091	0.018	Accepted

The path coefficient analysis revealed positive relationships between hedonism, sales promotions, materialism, and positive emotions with impulsive buying. Specifically, hedonism (0.235), sales promotions (0.122), materialism (0.291), and positive emotions (0.268) all had significant positive effects on impulsive buying. Furthermore, hedonism (0.381) and sales promotions (0.399) positively influenced positive emotions. Positive emotions were found to mediate the effects of both hedonism (0.102) and sales promotions (0.107) on impulsive buying.

Based on Table 6, the first hypothesis has t-statistics and p-value values of 1.972 and 0.024, respectively, meaning that H1 is not rejected. This indicates that hedonism can positively and significantly influence impulsive buying behavior among PayLater users. According to Table 6, the second hypothesis has t-statistics and p-value values of 1.087 and 0.139, respectively. Thus, H2 is rejected, meaning that sales promotions do not significantly influence impulsive buying behavior among paylater users. Based on Table 6, the third hypothesis has t-statistics and p-value values of 2.481 and 0.007, respectively, meaning that H3 is not rejected. This shows that materialism can positively and significantly influence impulsive buying behavior among paylater users. According to Table 6, the fourth hypothesis has t-statistics and p-value values of 4.087 and 0.000, respectively, meaning that H4 is not rejected. This indicates that hedonism can positively and significantly influence positive emotions among paylater users.

Based on Table 6, the fifth hypothesis has t-statistics and p-value values of 4.156 and 0.000, respectively, meaning that H5 is not rejected. This shows that sales promotions can positively and significantly influence positive emotions among paylater users. According to Table 6, the sixth hypothesis has t-statistics and p-value values of 2.658 and 0.004, respectively, meaning that H6 is not rejected. This indicates that positive emotions can positively and significantly influence impulsive buying behavior among paylater users. Based on Table 6, the seventh hypothesis has t-statistics and p-value values of 2.285 and 0.011, respectively, meaning that H7 is not rejected. This shows that positive emotions significantly mediate the influence of hedonism on impulsive buying behavior among paylater users. The mediation role is partial, as hedonism influences impulsive buying both directly and through positive emotions. According to Table 6, the eighth hypothesis has t-statistics and p-value values of 2.091 and 0.018, respectively, meaning that H8 is not rejected. This indicates that positive emotions significantly mediate the influence of sales promotions on impulsive buying behavior among paylater users. The mediation role is full mediation, as sales promotions do not directly affect impulsive buying behavior but have an indirect effect through positive emotions.

4.2 Discussion

Hypotheses testing indicated that hedonism had a positive and significant impact on impulsive buying (H1). Consumers with hedonistic tendencies tend to prioritize emotional experiences in impulsive buying, seeking instant pleasure. The convenience offered by paylater further reinforces this pleasure by allowing consumers to purchase without worrying about purchasing power, needs, or other important factors.

Sales promotions, however, did not have a significant impact on impulsive buying (H2), where sales promotions did not significantly influence impulsive buying behavior. This could be due to consumers' skepticism and consideration of product quality and interest. Even though promotions attract attention, users are more likely to refrain from impulsive purchases if they are unsure about the product's quality or interest in it. Additionally, consumers are aware that paylater promotions are part of the company's strategy to increase usage frequency, which could lead to additional costs for future payments.

Materialism, on the other hand, had a positive and significant effect on impulsive buying (H3), Materialistic individuals often feel dissatisfied with what they have and may fall into the cycle of impulsive buying, driven by the need to enhance their lifestyle, social status, or gain recognition from others.

The study also found that hedonism (H4) and sales promotions (H5) positively influenced positive emotions. Hedonistic motivations and attractive promotions stimulate positive emotions, such as joy, satisfaction, and excitement, encouraging consumers to consider making purchases.

Positive emotions (H6) were found to have a significant positive effect on impulsive buying, as emotional responses can boost mood and urge consumers to act impulsively when in a positive emotional state. Positive emotions increase the likelihood that consumers will make impulsive purchases as they seek to enhance their feelings of happiness.

Finally, positive emotions were found to mediate the relationship between both hedonism (H7) and sales promotions (H8) and impulsive buying, confirming a partial mediation role for hedonism and a full mediation role for sales promotions. This indicates that while promotions themselves do not directly influence impulsive buying, they do so indirectly through their ability to generate positive emotions, which in turn drive impulsive purchases.

5 Conclusion

This study explores the factors influencing impulsive buying behavior among users of paylater feature, with a focus on the roles of hedonism, sales promotions, materialism, and positive emotions. The findings reveal that hedonism and materialism significantly contribute to impulsive buying, with hedonism also influencing positive emotions, which in turn drive impulsive purchases. However, sales promotions did not directly affect impulsive buying, but their impact was mediated by positive emotions, highlighting the importance of emotional responses in consumer behavior.

Hedonistic tendencies, which prioritize emotional pleasure from shopping, were found to significantly increase the likelihood of impulsive buying, particularly when paired with the convenience of paylater. Materialistic values, which link material possessions to success and happiness, also encouraged impulsive purchases, as consumers sought to fulfill their desires for status or recognition. While sales promotions did not have a direct effect, they were found to generate positive emotions, further amplifying the likelihood of making spontaneous purchases.

The study underscores the critical role of positive emotions in shaping consumer behavior. These emotions act as a mediator between both hedonism and sales promotions and impulsive buying, suggesting that creating positive emotional experiences through shopping can increase the chances of impulsive purchases. Retailers and service providers should recognize the influence of emotional factors and tailor their promotional strategies accordingly, focusing not only on financial incentives but also on enhancing the emotional satisfaction that consumers derive from their shopping experiences.

6 Limitations and Suggestions

The findings of this research are limited to the impulsive buying behavior of paylater users in Jakarta, which restricts the ability to generalize the results to other regions in Indonesia. Further research could explore how impulsive buying behaviors may vary across different locations, offering a more comprehensive view of consumer behavior. Additionally, this study only examined three independent variables—hedonism, sales promotions, and materialism—and one mediating variable, positive emotions, in relation to impulsive buying behavior. Other potential influencing factors, such as psychological, technological, or environmental influences, were not explored, limiting the depth of understanding regarding the complexities of impulsive buying. Moreover, the sample size of 202 respondents limits the ability to fully represent the characteristics of the broader population. A larger sample would enhance the reliability and generalizability of the study's findings.

Based on the limitations, future studies should consider increasing the sample size and expanding the geographic scope of the research to other regions in Indonesia, which would pro-vide a more comprehensive understanding of consumer behavior across diverse areas. Longitudinal or experimental approaches should also be used to explore the long-term effects of positive emotions on impulsive buying, along with examining additional factors like technological influences, social environments, and external triggers such as flash sales and live streaming. From a practical perspective, paylater platforms can enhance customer engagement by launching promotions that tap into hedonistic motivations, like time-limited flash sales and exclusive discounts. Collaborations with influencers to promote these offers could also boost participation. To address materialistic tendencies, platforms should emphasize experiences and emotional satisfaction in promotions, and offer campaigns focused on responsible spending. Designing user-friendly interfaces and personalized shopping experiences could foster positive emotions. Furthermore, balancing credit expansion with strong user education and smarter credit assessments—using big data and AI—could reduce non-performing loans (NPLs) and mitigate risks. Proactive debt collection strategies, such as monitoring consumer payment behavior in real-time, would help detect payment issues early. These strategies could ultimately improve financial literacy, reduce NPL rates, and support the sustainable growth of paylater platforms in the fintech market.

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