



IMPACT OF PRICE PROMOTION ON ONLINE IMPULSE PURCHASE INTENTION WITH MEDIATION OF HEDONIC MOTIVES

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Abstract

The research aims to find the effect of price promotion with the mediating role of hedonic motives on online impulse purchase intention of the consumers whose ages are 45 and above. The study grounded in the SOR, a model based on stimulus-organism-response. The study employed a structured questionnaire by administering 300 samples and analyzed through PLS-SEM (Partial Least Square-Structured Equation Modelling) for examining inner and outer models. The study finds that price promotion has a significant direct impact on impulse purchase intentions and along with that it also significantly affect hedonic motives. Nonetheless, hedonic motive has no significant effect on impulse purchase intention; hence no mediating effect of hedonic motives between price promotion and online impulse purchase intention. The findings of the study have practical implications for the online and physical both marketers who want to target aged consumers by focusing on value-oriented strategies based on promotional campaigns by using emotionally charged messages.

Keywords: Price Promotion, SOR, PLS-SEM, Hedonic Motive, Online Impulse Purchase Intention.

1. Introduction

The fast-paced world of e-commerce has turned the behavior of the customers in terms of impulsive purchasing. The marketers are frequently using price promotions to change behaviors of the customers. For this purpose, they trust on using psychological triggers so that unpanned buying could be encouraged. Normally, impulsively purchasing something is attached with the younger generation, yet the demographics are changing due to better health facilities and overall global digital literacy, which impact older age people and now they also need to grow their impulsive behaviors in terms of purchasing. That is why, the study has targeted the people of 45 years and above to understand the impact of price promotion on their impulsive purchasing behavior. Though the significance is gradually growing for this segment but still the research lacks to quote how price promotion affects their digital purchasing behavior based on impulses, like is there any internal psychological mechanism e.g., hedonic motive may mediate to this relationship



(Yawar et al., 2024). The studies available in this domain rely on utilitarian value system along with economic rationality for aged buyers but the current trends indicate that emotional satisfaction can also work for them.

The study adopts SOR model to find whether the stimulus (price promotion) attract organism (hedonic motive) for driving their response (impulse purchase intention). By focusing on this older cohort, the study aims to uncover age-specific behavioral insights.

2. Literature Review

2.1 Price Promotion

Price promotion is a common method used to augment immediate retails, which is used by online marketers by proffering savings. Blattberg and Neslin (1990) stated that it is a tool to enhance short-term sales and evoke those customers who are price-sensitive. Chandon et al. (2000) develops it further by saying that it can serve economic purpose vis-à-vis provide psychological benefits like the customer feels a satisfaction to have smart shopping.

2.2 Hedonic Motives

Hedonic motives for buying denote the happiness and emotional gratification which is the result of shopping experience (Arnold & Reynolds, 2003). It includes escapism, enjoyment, and excitement. Hausman (2000) describes that these motives are significantly effective for impulsive purchases, though the strength of this effect may be different for different age brackets and type of the consumer.

2.3 Online Impulse Purchase Intention

Impulse purchase intention in online markets is often activated by the design of the website, easy purchasing method, and any promotional cues. Rook (1987), states that impulsive buying is a prompt and powerful desire to purchase immediately. In an online setting like on a website or through an app, this is mostly provided through a limited time available discount offer and easy check-out system for processing the purchases (Parboteeah et al., 2009).

2.4 The S-O-R Framework

The SOR (Stimulus-Organism-Response) model was presented by Mehrabian and Russell (1974) states that an external stimuli affect internal emotional states, which results in affecting behavioral responses. This is a widely used model in consumer behavior studies to underscore decision-making process.

2.5 Research Objectives

1. To investigate the effect of Price Promotion on hedonic motives among the customers above the age of 45 years.
2. To examine the effect of hedonic motives on online impulse purchase intention among the customers above the age of 45 years.
3. To examine the mediating effect of hedonic motives on the relationship between Price promotion and online impulse purchase intention among the customers above the age of 45 years.
4. To investigate the effect of Price Promotion on online impulse purchase intention among the customers above the age of 45 years.



2.6 Research Questions

1. Do the Price Promotion effect the hedonic motives of the customers above the age of 45 years.
2. Do the hedonic motives effect on online impulse purchase intention among the customers above the age of 45 years.
3. Do the hedonic motives mediates the relationship between Price promotion and online impulse purchase intention among the customers above the age of 45 years.
4. Do the Price Promotion effect on online impulse purchase intention among the customers above the age of 45 years.

2.8. Hypotheses Development

2.8.1. Connection between Price Promotion and Online Impulse Purchase Intention

Promotional campaigns are very strong factor in arousing impulsive buying intentions because these are linked with discounts, having free samples, buy-one-get-one-offer, and coupons, which has the ability of manipulating the human minds and they started intending about purchasing impulsively. Besides that, it is also a fact that surprises capture human mind and creates feeling of sudden purchase. Marketing professionals use promotion as a tool to create a competitive edge which help them in augmenting sales and attracting the consumers' attention. Kotler (2000) considers it a short-term policy to increase sale through number of purchasing items but Banerjee (2009) states it is a strategy for the same short-term goal of increasing profit. Ndubisi and Moi (2006) argue that the strategy of promotion can create a strong link between buyer and seller. It shows that promotional offers as a tool is used by the marketers to develop a strong desire in the consumers' mind about buying the product impulsively. It helps in boosting the sale and augmenting margins of profit along with creating a strong link between the customer and the shop keeper.

Some research studies (like Brassington & Pettitt, 2006) considered that it helps in motivating sales staff to play fair to sell the product. Dolak (2010), basically, it is an addition of three methods: push, pull and push & pull. First strategy of 'push' means pushing the product to the consumer by using different promotional campaigns. The second strategy of 'pull' means the process of buying is completed because of attractive outlook of offering as it is valued by the customers in different ways. Multiple studies (e.g., Nochai & Nochai, 2011; Neha & Manoj, 2013) stated that price promotion has an important role in creating intention to buy a product. Price promotion is a blend of three methods, which starts from pushing the product towards customer, pulling the profit, and continue that process to increase buying.

2.8.2. Connection between Price Promotion and Hedonic Motives

Tjiptono (2008) stated that price promotion is a way to persuade the customer through offering multiple perks and privileges to augment purchases for the long-term shopping and to stimulate sudden sales. It means it is a program of retailing promotion to increase sales by maintaining the interests of the consumers resulting recurring purchasing process (Ma'arif, 2006). Owing to this reason, Kotler and Keller (2012) added price promotion as a prime factor influencing process of designing marketing campaigns by offering multiple types of incentives to stimulate greater faster purchases. The incentives include vouchers, prizes, discounts, coupons, availability of various



TORs for smoothing the process for those who wants to return the product, and offering reduced prices of the product. These offers are normally for short span of time. This strategy is normally used by various companies to capture new markets by affecting consumers' mind so that they should try new products or purchasing more products. Moreover, this is also used to diminish the products of other competitors. The research (Sholihah et al., 2017; Amanah & Pelawi, 2015) has already established a link between price promotions and its direct and positive effect on impulse purchasing by motivating them through hedonic motives.

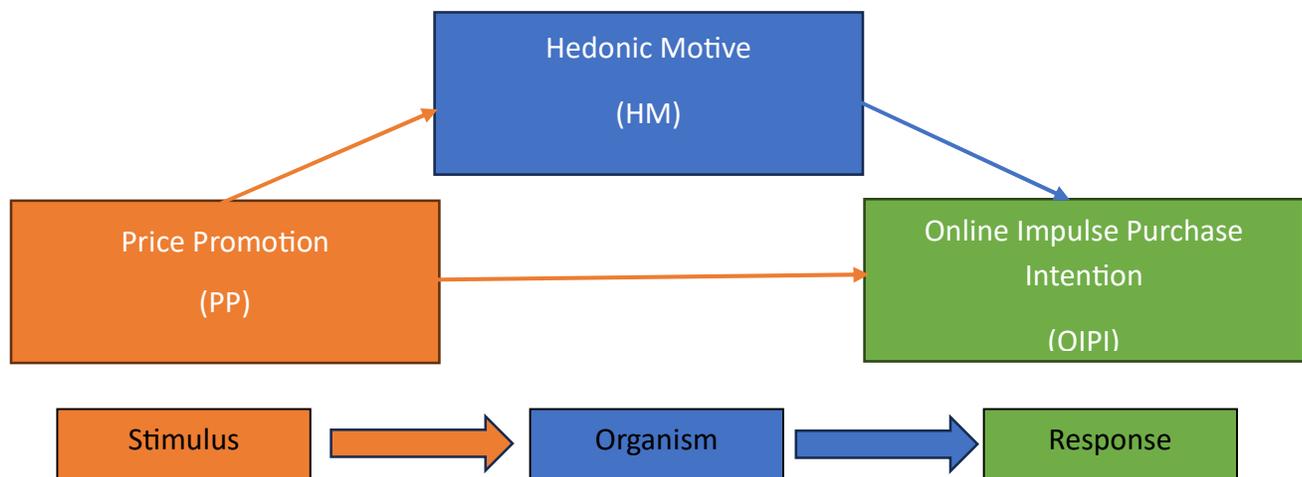
Hedonic motivation for purchasing is an intention to gratify some psychological and emotional needs which are subjective in nature. These needs are required against some aesthetic demands that is why called motives to satisfy human emotions (Setiadi, 2013). Utami (2010) stated that shopping becomes an enjoyable experience under hedonic motives because it is to satisfy emotions. Price promotions are offered on some online / offline platform, activate some social motives (a form of hedonic motive) to purchase, which results in multiple visits of that platform by the buyer. Moreover, they also advise their family and friends to shop from that store. This gives them a feeling of joy and help reducing tension with relation to shopping that is like offering a gift to oneself.

It means that different kinds of promotional campaigns from reduction in prices to offering loyalty cards/rebates affect customers through the activation of their senses related to hedonic motives. Multiple research studies (e.g.,Haws & Poynor, 2008; Kivetz & Simonson, 2002a; Kivetz & Keinan, 2006) talked about hedonic consumption or purchases based on hedonic motives under the influence of promotion. They use the term hyperopia, means looking only at the immediate benefit and evading the long-term effect of the purchase. Some other studies (e.g., Kivetz & Simonson 2002b; Dhar & Wertenbroch, 2012; Okada, 2005) stated that it becomes easier to justify their purchases based on any type of price promotion. The above argument proves that promotions related to prices of the product can stimulate the hedonic motives (Kivetz & Zheng, 2017). It shows the strong relation between hedonic motive and price promotion. Based on the above discussion, following hypotheses are developed:

- H1: Price Promotion positively influences the hedonic motives of consumers above the age of 45.
- H2: Hedonic motives have a positive impact on online impulse purchase intention of consumers above the age of 45.
- H3: Hedonic motives positively mediate the relationship between price promotion and online impulse purchase intention.
- H4: Price Promotion has a positive impact on online impulse purchase intention.



2.7 Research Frame Work and under-pinning theory:



3. Methodology

This is quantitative research following deductive approach by using a structured questionnaire with 5-point Likert scale where 1=strongly agree and 5= strongly disagree. The target population for this research consists of individuals in the age bracket of 45 years and above who have prior experience of online shopping. For sampling purpose, the study has used a non-probability convenient sampling for collecting response from 300 participants with the ages more than 45 years. The study has used SmartPLS 4.0 to perform PLS-SEM including validity, and reliability testing along with assessing hypotheses. Following are the scales used in the quantitative questionnaire

3.1 Measures

- Price Promotion: Adapted from Chandon et al. (2000)
- Hedonic Motives: Adapted from Arnold & Reynolds (2003)
- Online Impulse Purchase Intention: Adapted from Parboteeah et al. (2009)



4. Analysis and Results

Table 1

Respondent Profile

S/No	Variable	Sample	%age
1.	Gender		
	Male	108	36
	Female	192	64
2.	Age		
	More than 45 years	300	100
3.	Education		
	No Formal Education	12	4
	HSSC	42	14
	Bachelors	144	48
	MA	81	27
	MPhil or PhD	21	7
4.	Financial Status		
	0 – 25K per month	33	11
	25 – 50K per month	33	11
	50 – 75K per month	84	28
	75 – 100K per month	48	16
	100 – 125K per month	60	20
	More than 125K per month	42	14

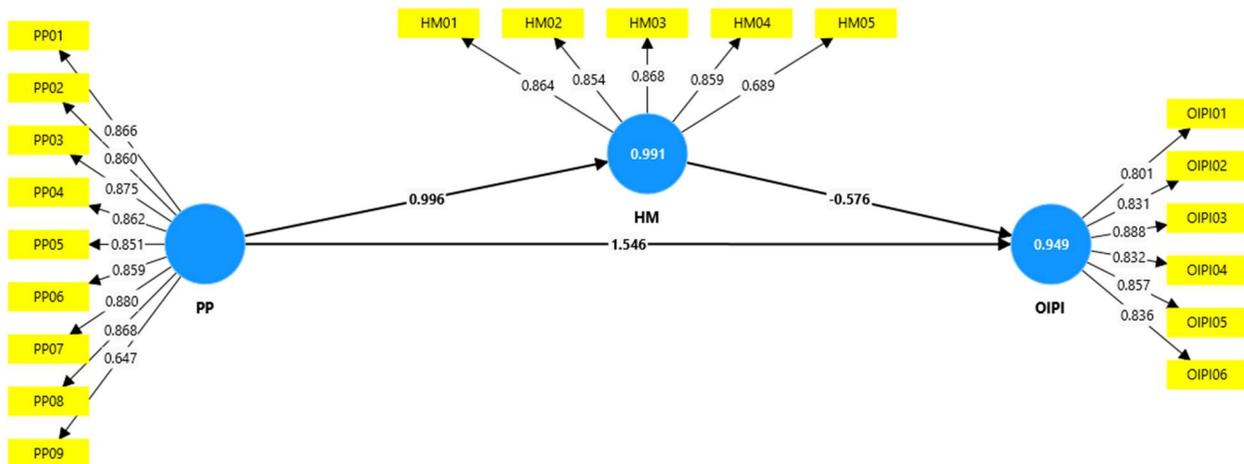
As per the data presented in the table female respondents are more than male, it may be due to shopping concerns as female are more shopping oriented so female responses are more than the male ones. In the age bracket all the participants are above the age of 45 years. Moreover, we have the greatest number of respondents having bachelor degree, as they are mostly engaged in jobs and officials are mostly engaged in getting education and less than this qualification bracket people are mostly busy in manual jobs hence unable to respond. In the category of financial status, we have the biggest number in 50-75k monthly income that shows they are settled in this age.

This study has used path modelling to analyze the connections between variables. The model is used vis Smart PLS as this software can calculate inner and outer both models. The outer model is also called measurement model, which is about noting unobserved and observed variables considered for the study; whereas, the inner model is named as structure model. Its use is for determining the link between latent variables. It is confirmed that the variables used in this study



are reflective in nature; hence can be used for regression that means PLS method is good to apply onto them. It is applied to augment the difference of criterion variables which are explained with the help of predictors. The outcomes are shared in the relevant sections.

Measurement Model



To interpret measurement model, it is important to look at the loading values, as these can indicate the power of explanation. In this case, low values represent weak power of explanation and high values are equal to the strength of illustration. Now the loading values are shown in the following table.

Table 2
Factor Loadings

Items	HM	OIPI	PP
HM01	0.864		
HM02	0.854		
HM03	0.868		
HM04	0.859		
HM05	0.689		
OIPI01		0.801	
OIPI02		0.831	
OIPI03		0.888	
OIPI04		0.832	
OIPI05		0.857	
OIPI06		0.836	
PP01			0.866
PP02			0.860



PP03			0.875
PP04			0.862
PP05			0.851
PP06			0.859
PP07			0.880
PP08			0.868
PP09			0.647

As per the factor loading table, which represent the power of explanation for the measurement model, it is clear that all the factors are showing higher values that is above then .80 except the PP09 which is less than .8 but still it is more than 50%, which means they can be used to explain the power of variables in terms of their strength. The table clearly exhibits that the loadings are on highest level while representing same construct than to the other constructs. The literature in statistics have clear categories for different loading like less than 0.3 is poor (chan, 2003; Krause et al, 2008); the range between 0.31 to 0.5 is considered fair (Krause et al., 2010), factors between 0.51 to 0.60 are called moderate and till 0.80 are moderately strong, whereas above than 0.81 are considered very strong. Now as per the table the scores are very strong except one variable for which it is moderate.

Table 3
Convergent validity

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
HM	0.885	0.897	0.917	0.689
OIPI	0.917	0.920	0.936	0.708
PP	0.948	0.952	0.957	0.712

Hair et al., (2011) stated that composite reliability can be the way to accept items' relevancy with the latent construct; for which hair et al., (2010) suggest the ideal value is 0.70, which is mentioned in the table 3 in which the values are between 0.917-0.957. along with that the second method is the Average Variance Extracted (AVE) for measuring convergent validity and the accepted values of AVE are again suggested by Hair et al., (2010) are more than 0.50 and it can be observed that table 3 is showing the AVE values more than 0.50 i.e., 0.689-0.712, which means the values shown in the table are at the accepted level for the model ensuring convergent validity.

Table 4
Discriminant Validity

	HM	OIPI	PP
HM	0.830		
OIPI	0.964	0.841	
PP	0.996	0.973	0.844

As per the criterion of Fornell and Larker (1981) the value should be more than 0.50 after drawing square root of AVE, because it shows the variance of each indicator on percentage level. The above



table clearly shows that the diagonal values (square root of AVE) for each construct are above the level of other constructs in each column, which confirms the construct validity. The study established construct validity by calculating convergent, content, and discriminant validities. As has been mentioned above that another criterion which is recently offered is Heterotrait-Monotrait ratio of correlation is also used to determine discriminant validity. Mostly this technique is used in PLS methods (Partial Least Square) used in SEM (Structure Equation Modelling) techniques. It is necessary to establish because it is related to the results of hypothesis testing process. Nunally (1978) and later Netemeyer et al., (2003) mentioned that this technique is used by estimating the correlation among constructs. The ideal score for HTMT is less than 0.5, and the following table shows all the values less than 0.5, which means discriminant validity is established through this method as well.

Structural Model

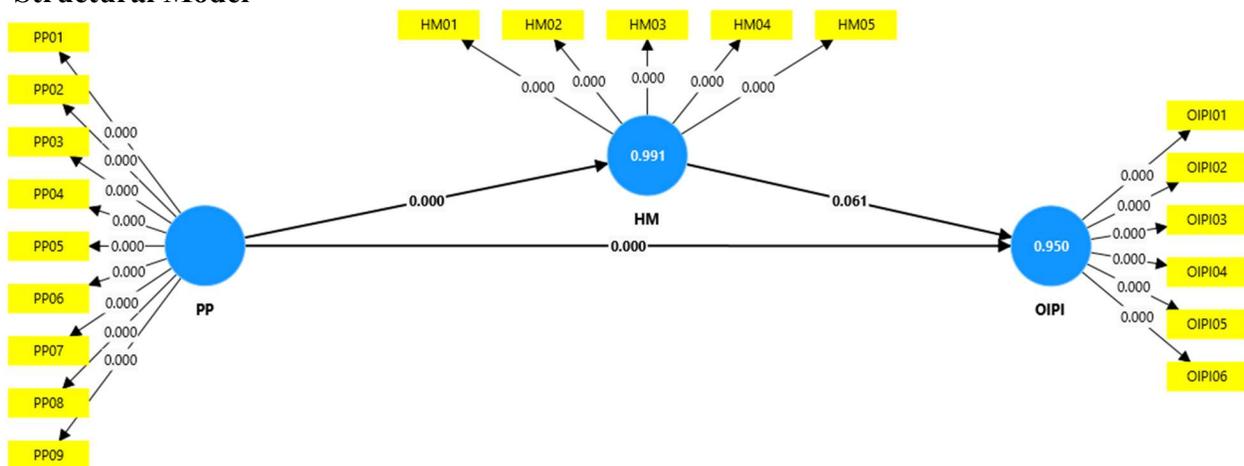


Table 5
 Path coefficients and significance level (Direct Effect)

	Original sample (O)	T statistics (O/STDEV)	P values
HM -> OIPI	-0.577	1.878	0.061
PP -> HM	0.996	860.384	0.000
PP -> OIPI	1.548	5.114	0.000

The above table show the hypothesis direct in nature The following are the detail of hypothesized relationships, which were evaluated in the study plan. The hypotheses are about the significant relationship between hedonic motive and impulse purchase intention; price promotion and hedonic motives; and price promotion and impulse purchase intention:

H1: The hypothesis was about the significant relationship between hedonic motive and online impulse purchase intention which is not proved as p value is greater than .05. the second hypothesis



was about the significant relation between Price Promotion and Hedonic motives, which is approved from the results ($\beta = 0.996$, $t = 860.384$, $p = 0.000$) that means a statistically significant relation between price promotion and hedonic motive existed. The last hypothesis was about the significant relationship between Price Promotion and Online Impulse Purchase Intention, which is again proved from the results ($\beta = 1.548$, $t = 5.114$, $p = 0.000$) that means a statistically significant relation between price promotion and online impulse purchase intention exists.

Table 6

Path coefficients and significance level (In-Direct Effect)

	Original sample (O)	T statistics (O/STDEV)	P values
PP -> HM -> OIPI	-0.575	1.875	0.061

Mediator has a role that is to illustrate the connection of independent and dependent variables. It is pertinent to note that without direct effect, mediator effect cannot be measured. Baron and Kenny (1986) stated that there are some condition to apply mediation effect i.e., variation in IV results in MV, and variation in MV results in outcome variable, whereas the last condition is to control other two, which can give you the result of insignificant connection between IV and DV. To generate indirect effect, the MV is inserted in PLS as a variable in a way to determine the connection between IV and DV. A causal approach is being applied in the domain of mediation analysis, which is grounded on outcome framework (Imai et al., 2010; Robins & Greenland, 1992; Albert, 2008) but Baron and Kenny (1986) conducted it in a classical way known as ad hoc, which include fit of multiple regression. This research has used causal approach in which HM is used as a mediator for hypothesized connection. The indirect construct has been developed in the causal approach and a total of one indirect path coefficient is developed for the study that is $PP \rightarrow HM \rightarrow OIPI$. The above table shows the hypothesis of indirect path, which is not approved as p value is greater than .05.

Table 7

R Square

	R-square	R-square adjusted
OIPI	0.949	0.949

The R2 value represents that power of price promotion, and hedonic motive in illustrating online impulse purchase intention accounts for. The PLS method clarifies that endogenous variable accounts for 90.4% of the total variation illustrated that is fine practical value. The table above show the results of R2 and adjusted R2 values.

Table 8

Summary of Hypotheses Testing

No	Effect	Hypothesis	Results
H1	PP \rightarrow HM	Price Promotion positively influence the hedonic motives of consumers above the age of 45.	Accepted
H2	HM \rightarrow OIPI	Hedonic motives have positive impact on online impulse purchase intention of consumers above the age of 45.	Not Accepted



H3	PP→HM→OIPI	Hedonic motives positively mediate the relationship between price promotion and online impulse purchase intention of consumers above the age of 45.	Not Accepted (No Mediation)
H4	PP → OIPI	Price promotion has positive impact on online impulse purchase intention of consumers above the age of 45.	Accepted

As per the above table, it shows that there was a total of four hypothesis, in which one is about indirect effect but the other three are about direct effect. The indirect effect is actually about mediation effect. H1, and H4, which are about direct effect are accepted by the results of bootstrapping. The other two hypotheses H2 and H3 are not accepted as there is no mediation effect and there is not direct effect of HM on the OIPI.

5. Discussion

The findings assure that price promotion significantly stimulate both impulsive purchasing and hedonic motives for the older generation customers, but hedonic motives do not have any significant effect for online impulse purchases for this generational group, indicating a more pragmatic approach they used for online buying. The failure of hedonic motives in its mediating role imply that this group of respondents are less sensitive for emotions and their purchases are not driven by their emotion that means they are value-conscious. It also aligns with previous findings about maturity of the consumers and their cognitive control on their behaviors (Liao et al., 2009).

There were four objectives of this study regarding the effect of price promotion on hedonic motive, then the effect of hedonic moive on online impulse purchase intention, then the last two were about mediating effect of hedonic motives for price promotion and online impulse purchase intention and the direct effect without any mediator. A total of four hypotheses were developed for this purpose then the first and fourth hypotheses are accepted but second and third are not accepted. For this purpose SmartPLS4 was used through bootstrapping technique to analyse acceptance and rejection of the hypotheses. As per the results, there was no mediation meanthere is direct relation between price promotion and online impulse purchase intention but with the mediation the effect either ended or very weak hence the relative hypotheses are rejected.

H1 was defined that price promotion has a positive and significant effect on hedonic motive for the consumer of above 45 years of age. This hypothesis is accepted having positively significant relationship that means price price promotion have a significant relationship with hedonic motive. It can be attributed to the Pakistani online consumers, who are above 45 years of their age, attach price promotion with hedonic motives; hence this proves the findings of the study Kivetz and Zheng, (2017) who stated that price promotion has an impact on consumer emotions that means hedonic motives are activated through price promotion, which is the statement of our hypothesis.

The second objective designed for the study was about relationship between hedonic motive and online impulse purchase intention for which the hypothesis was designed to know the effect of MV and DV. The second hypothesis (H₂) of the study was rejected. The next objective was about



the mediating role of hedonic motive on the relationship between price promotion and online impulse purchase intention (DV). To meet that objective, there was one hypothesis developed, proposing that hedonic motive mediate the relationship between price promotion and online impulse purchase intention (OIFI) was rejected that means if the mediator (HM) is entered between PP and OIFI, there is no direct path found having insignificant relations. The last hypothesis was about the direct path between price promotion and online impulse purchase intention without mediation of hedonic motives. The hypothesis was accepted that means the direct relation between PP and OIFI are existing. In this way, the results also support the findings of the studies (Li, Wang, & Huang, 2023; Zhao et al., 2023), which stated that price promotion can enhance impulsive buying behavior.

6. Conclusion and Implications

The current study contributed in the literature on aged consumers which is already limited in scope regarding their online purchasing. The study based on the price promotion advertised for them in the view of using them as an effective tool for driving them towards online impulse purchases. However, emotional satisfaction through hedonic motives provides no influence for them that they moved towards online purchases.

Managerial Implications: Retailers should create messages regarding promotions underscoring practical benefits like economic savings and discounts rather than only focusing on emotional appeals. Marketing which is age-based can be beneficial for the older age group in terms of response, because this may be relevant for them.

Limitations and Future Research: The study has a limitation to cater only Pakistani customers whose ages are 45 and above. Future research in this domain can explore cross-cultural variations or also add other age groups for evaluating generational differences in impulse buying.

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