

Multi-Level Moderation of Hedonic Motives and Online Promotions In Strengthening The Connection Between E-Impulsive Purchase Tendency, Purchase Decisions and Consumer Satisfaction- Proposed Framework

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Abstract.

This study aims to propose a multi-level moderation framework for the role of hedonic motive (HM) variables and online promotion (OP) the connection between e-Impulsive Purchase Tendency (e-IPT) and Consumer Satisfaction (CS) mediated by e-Impulsive Purchase Decision (e-IPD). Some previous studies were mostly conducted to identify the initial condition of impulsive Purchase. While there is a lot of research on e-impulsive Purchase (e-IP), few have focused on the consequences of e-IPT, e-IPD and CS. Additionally, there is still little research on how HM and OP interact to affect how e-IP and CS are connected. Thus, e-IPD as a mediator in the connection between e-IPT and CS is still understudied. This study bridges this gap by examining the e-IPT as a mediator as well as HM and OP as a moderator with a multi-level moderation study. The purpose of this research is to aid shops who want to keep customers by offering more information about online purchases. To the best of our knowledge, not many studies have looked at how HM might moderate the connection between e-IPT, e-IPD, and CS. The investigation of tiered moderation in the interaction between HM and OP that will impact CS is the innovative aspect of this work. The pertinent data regarding e-IP will be supplemented by the moderated mediation model that has been created and tested here.

Keywords: Impulsive Purchase Tendency, Impulsive Purchase Decisions, Customer Satisfaction, Hedonic Motives, Online Promotions.

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1. Introduction

The use of the internet and digital platforms has significantly changed consumer behavior in recent years in Indonesia. The advancement of digital technology has given companies fantastic chances to advertise their goods and services online in a market that is expanding. In this context, online promotion has become one of the most dominant and effective marketing tools in reaching a wider audience amid the rapid growth of internet penetration in the country.

Indonesia, with its large population and growing internet connectivity, has a huge potential for online consumers. The equitable use of the internet across different levels of society has created a wide stage for businesses to run effective online promotional campaigns. With over 204 million internet users at the start of 2022, One of the world's biggest online marketplaces is Indonesia (databoks.katadata.co.id, 2022)

Moreover, the concept of HM, which refers to the search for pleasure and pleasure in the process of purchasing and using products, also has an important role in consumer decision-making in Indonesia. Indonesian consumers increasingly appreciate positive experiences and sensations in online shopping, such as getting attractive discounts, feeling satisfied with an easy Purchase process, or enjoying responsive customer service (Sahetapy et al., 2020).

The influence of hedonic motives in the context of online consumers reflects the cultural and behavioral changes that are taking place. Indonesians who are increasingly connected to the digital world have incorporated elements of enjoyment, freedom, and convenience in their online shopping experience. They seek convenience, convenience, and fun in transacting through e-commerce platforms and social media (Asnawati & Wahyuni, 2018).

The results of the NielsenIQ survey recorded that 32 million Indonesians used e-commerce in 2021, making them the country's largest online shoppers. More than 74 percent of consumers in Indonesia choose to shop online and caused e-commerce trade transactions in 2021 to reach Rp 401 trillion (ekonomi.bisnis.com, 2022). The figures increased by 88% from 2020, when there were just 17 million people. (cnnindonesia.com, 2021) and as many as 34.7% buy more fashion products and accessories in e-commerce and as many as 17.1% buy body care and beauty products (dataindonesia.id, 2022).

As a result, businesses in Indonesia must consider this hedonic motive in their online marketing strategies. The combination of effective online promotion and the use of hedonic motives can create a more satisfying shopping experience for online consumers in Indonesia. This can help build stronger connections with customers, increase loyalty, and ultimately improve overall customer satisfaction.

The use of online promotion in marketing includes a variety of strategies and techniques used by companies to promote their products or services over the internet. This includes the use of social media, online advertising, email campaigns, digital content, and various other forms of online promotion. Thanks to its ability to reach a larger and more diverse audience, online promotion has become a key element in modern marketing. The question that arises is to what extent online promotions can affect consumers' tendency to buy Impulsive e-Purchases.

The e-IPT reflects the behavior of consumers who buy products or services

spontaneously and without careful planning, especially when they are exposed to attractive offers or promotions online. This phenomenon has become the focus of attention of researchers and business practitioners because it can have a significant impact on increasing sales, but it can also affect customer satisfaction if the Impulsive Purchase does not meet their expectations.

Meanwhile, Since they have the ability to control the relationship between OP and e-IPT, HM are significant in this situation. These motives include the positive experiences and feelings that consumers are looking for when shopping and using a product or service. When hedonic motives predominate in purchasing decisions, customers who are influenced by OP are more prone to make impulsive purchases.

Online Impulsive Purchase, also called e-impulsive *Purchase* (e-IP), has captured the attention of academics studying marketing over the past 20 years (Santini et al., 2019; Verma & Singh, 2019). Scholars have long examined offline Impulsive Purchase (IP), but more lately they have focused on e-IP (Akram et al., 2018; Lin & Chuan, 2013).

A complicated and varied phenomenon, impulsive purchases make up between 40 and 80 percent of all purchases (Ahmadova & Nabyeva, 2023). According to recent estimates, 84% of all buyers have made impulsive purchases, which accounts for almost 40% of all e-commerce revenue. Current study indicates that personality factors influence impulsive purchases (Verma & Singh, 2019), emotions, and the mood of consumers (Foroughi et al., 2013) in addition to environmental or contextual factors (items and retailers) (Sahetapy et al., 2020).

Some previous studies were mostly conducted to identify the initial condition of *impulsive Purchase* (Abdelsalam et al., 2020; Verma & Singh, 2019). Although e-IP has been the subject of much research, few research have looked at how e-IP, e-IPD, and CS work. (Akram et al., 2018; Santini et al., 2019).

Research on the interaction of HM and OP in influencing the connection between e-IP and CS is also still rare, except for the latest research conducted by Goel et al., (2022). Because of this, research on e-IPD's role as a mediator in the link between e-IPT and CS is currently lacking. Additionally, no research was done on the multiplicative effects of HM, OP, and e-IP habits on CS. By looking at the Impulsive Purchase Tendency as a mediator, hedonic reasons, and online promotion as a moderator, this study closes this gap.

The purpose of this research is to aid shops who want to keep customers by offering more information about online purchases. As far as research is concerned, very few studies have looked at the role that MH play as a moderator in the connection between e-IPT, e-IPD, and CS. The novelty of this study focuses on the study of stratified moderation in the interaction between HM and OP that will affect CS. Along with the pertinent data regarding e-IP, this study will test and develop a moderated mediation model.

The significant shifts in Indonesian consumer behavior and digital technology use make this research crucial. The increasing use of digital platforms and the internet has changed how consumers interact with products and services.. Additionally, the study will offer insightful information to businesses that operate online, assisting them in creating more successful marketing plans and raising customer satisfaction levels in the expanding online consumer market.

1.1. **e-Impulsive Purchase**

E-impulsive purchase is a development of the traditional concept of Impulsive Purchase, which is generally related to offline Purchases. When a consumer decides to buy an item that is not on his shopping list, It exemplifies e-IP behavior. Stern (1962) This demonstrates an e-IP behavior.presents the phrase "Impulsive Purchase," which can be considered synonymous with "unplanned Purchase," and names four categories of impulsive purchases: (1) Pure Impulsive Purchase. This kind of impulsive purchase that is a radical step away from normal Purchase behavior. (2) Impulsive Purchase Reminder. It occurs while in a store, where consumers buy items without considering whether they are on their original grocery list, (3) Impulsive Purchase Advice. In this case, the buyer decides to buy a product without judging its quality or usability beforehand. And (4) Planned Impulsive Purchase. For example, Consumers enter a store with the intention of Purchase a new product that they know is on sale.

Overall, *Impulsive Purchase* is unplanned Purchases, with a consensus among researchers that these behaviors are related to Impulsives, irrational behaviors, and consumer emotions. Some scholars even associate it with "urgent Purchases." An impulsive purchase is one that is made on the spur of the moment and without any prior plans to buy a certain item or complete a specific task related to purchases. This frequently impulsive behavior follows a buying impulse (Stern, 1962).

However, in the context of e-Impulsive *Purchase*, Purchase decisions don't always have to be taken instantly as happens when shopping in a physical store. Online consumers have more time to examine and consider stimulus cues from websites, as well as verify the quality and characteristics of the products they are interested in. This leads to two main characteristics of Impulsive Purchase in an online context: sudden decision-making and immediate ownership (Ijaz & Rhee, 2018).

Results from experimental studies show that consumers who plan and make a grocery list in advance tend to spend less money compared to those who don't have a grocery list in advance. As such, it is important to understand that E-Impulsive *Purchase* has unique dynamics in the online shopping environment (Abdelsalam et al., 2020).

1.2. **Impulsive Purchase Tendency**

e-IPT is a type of impulsive purchase where buyers typically make quick, kinetically, unplanned purchases without giving them much thought. (Rook & Fisher, 1995). Fowler et al. (2012) states that impulsive buyers may not always follow through on their impulses because a number of variables influence how impulsive behavior and impulses interact. However, other investigations have discovered that the type of goods, cashback incentives, and impulsiveness are crucial for e-IPT (Ahmadova & Nabiyeva, 2023; Fowler et al., 2012; Lin & Chuan, 2013).

1.3. **Impulsive Purchase Decision**

Regarding Impulsive Purchase offline, Rook & Fisher (1995) think of e-IP behavior as a consistent feature that is impacted by the product's HM. E-shoppers can also benefit from the same idea. Certain experts contend that e-Impulsive Purchase is unhealthy due to the potential for monetary losses and symbolizes uncontrolled self-control behavior. (Ahmadova & Nabiyeva, 2023; Fowler et al., 2012). However, the individual's defense mechanism is

Impulsive Purchase to satisfy his emotions (Lin & Chuan, 2013; Wang & Wu, 2016).

Customers are impacted by online discounts provided by e-retailers in addition to HM. Weekend discounts, free buy-one-get-one-free deals, and eye-catching displays encourage customers to make last-minute purchases (Indrawati et al., 2022). A limited number of studies have examined intricate relationships, despite the fact that current research is primarily concerned with creating different models that explain the circumstances leading up to impulsive purchases, as shown by (Chein et al., 2020; Verma & Singh, 2019).

1.4. Hedonic motives, and Online Promotion

The utilitarian and hedonistic reasons drive consumer purchasing behavior. While utilitarian motivations are generally defined as rational, needs-based, and product-oriented, HM are dependent on personal feelings, dreams, and aesthetic considerations (Sahetapy et al., 2020). People who have HM produce e-IP since the act of buying itself stimulates them. To satisfy their HM, people follow the newest trends in the industry and clothing (Asnawati & Wahyuni, 2018).

Consumers who are driven by hedonic motives tend to enjoy the benefits of excitement, adventure, and socialization in Purchase and consuming products (Kiymalioglu & Samsa, 2022). HM are pleasure-seeking tendencies, or personality traits; Instead than being driven by a desire to consume products, consumers are driven by non-economic motives of satisfaction (Sahetapy et al., 2020).

On the other hand, utilitarian motivations are driven by logical, product-focused, and economically driven factors. The purchase of needs like food, clothing, hygiene, and groceries falls under the utilitarian motif, whereas the purchase of luxury and non-essential items falls under the hedonistic motif. (Indrawati et al., 2022). Marketing stimuli in promotional activities, such as buy one get one free, free delivery if the item is purchased more than the set amount, etc., are another significant component that promotes buyers to engage in e-Impulsive Purchase (Kempa et al., 2020).

Price-based sales promotion strategies have been discovered by researchers to be positively connected with e-Impulsive Purchase (Luo et al., 2021). Unplanned purchases are influenced by both external and internal causes. Examples of external influences are sales, displays, and promotions (Xu & Huang, 2014).

Customers who are susceptible to these attractions are drawn in by these internet promotions. The availability of more options in e-stores was shown to be a major influencing factor in e-store purchases, according to an Indian study including 243 online customers (Nagar 2016). Additionally, based on meteorological conditions, consumer electronics purchasing preferences vary across different items, according to a study done on 335 millennials in emerging economies in South Asia (Al Mutanafisa & Retnaningsih, 2021). Online promotion are likely to entice consumers who indulge in e-IP, as they tend to rely more on their emotions than on reasoning (Sarah et al., 2021).

2. Research Method

This study is used a critical review method to study the existing literature. According to Jesson & Lacey (2006), Critical review is a method to improve understanding of a knowledge by synthesizing knowledge sources, and seeing the suitability of the study to be carried out. The main source of this study uses articles that have been published and registered in the Scopus database. The results obtained from these databases represent the literature that can be accessed within a particular search criteria. A combination of keywords such as "Impulsive Purchase," "impulsive Purchase," "Impulsive behavior," "Impulsive behavior," "Hedonic Motives", and "Online Promotion" are used to conduct searches. These

terms are considered by the author to be sufficient to cover and characterize the related articles of this study. The author uses the year of publication as a criterion for searching and evaluating articles published in the period 2018 to 2024.

In the evaluation stage, a number of questions are used as criteria, such as "Does the article have topics about "Impulsive Purchase," "impulsive Purchase," "Impulsive behavior," "Impulsive behavior," "Hedonic Motives" and "Online Promotion"? In this case, "Does this article provide information about the connection between "Impulsive Purchase," "impulsive Purchase," "Impulsive behavior," "Impulsive behavior," "Hedonic Motives" and "Online Promotion"? If so, "What kind of connection (i.e., significant, insignificant, positive, negative) exists?" By using these criteria, it is possible to determine whether there are research gaps and whether there is information available regarding studies that link all of the variables that will be used in the study. Next is to develop a model or framework that will be able to meet the objectives of the study to be carried out.

3. Results and Discussion

Based on the results of the literature search, a critical review of the literature obtained was carried out using the structure: author/year, country of origin, context, method, variable connection and findings.

Table 1. Critical Review Result

No	Researchers	Title	Method/ Analysis Techniques	Sample	Findings
1	Cai, Z., Gui, Y., Wang, D., Yang, H., Mao, P., & Wang, Z. (2021).	Body Image Dissatisfaction and Impulsive Purchase: A Moderated Mediation Model	Quantitative/ SEM-PLS	374 undergraduate and postgraduate students aged 16 to 31	There is a direct effect between Impulsive Purchase Impulsive and Purchase Decision
2	Chen, C. Der, & Ku, E. C. S. (2021).	Diversified Online Review Websites as Accelerators for Online Impulsive Purchase: The Moderating Effect of Price Dispersion.	Quantitative/ SEM-AMOS	463 shoppers who have more than three online shopping transactions	A few things that affect online buying decisions are product presentation clarity, reputation of reviewers, and online reviews.
3	Asnawati, & Wahyuni, S. (2018).	The Influence Of Hedonic Shopping Motivation To The Impulsive Purchase Of Online-Shopping Consumer On Instagram.	Quantitative/ Multiple Regression Analysis-SPSS	109 respondents who made a purchase through Instagram	Shoppers are motivated by hedonic factors, and they derive greater pleasure from the process of shopping than from the actual consumption of goods.

4	Santini, F. D. O., Ladeira, W. J., Vieira, V. A., Araujo, C. F., & Sampaio, C. H. (2019).	Antecedents and consequences of Impulsive Purchase: a meta-analytic study.	Qualitative/Meta Analysis	100 related articles on calm impulsive Purchase	Hedonic value, materialistic consumption, and consumer impulsivity are a few important variables that influence e-impulsive purchases.
5	Kim, H., & Kim, M. (2019).	Analysis Of Online Food Purchase Behavior And Factors Determining Online Purchases By Adult Consumers.	Qualitative/SEM-AMOS	384 respondents aged 16 to 31	Online promotion factors have a favorable impact on customer satisfaction.
6	Kempa, S., Vebrian, K., & Bendjeroua, H. (2020).	Sales Promotion, Hedonic Shopping Value, and Impulsive Purchase on Online Consumer Websites.	Quantitative/SEM-PLS	99 respondents who are online buyers of fashion products in Surabaya	OP and HM value have a significant positive influence on e-IP
7	Kiyimalioğlu, A., & Samsa, Ç. (2022).	Segmenting and profiling online shopping consumers: how do they differ in hedonic shopping motivations?	Quantitative/Generalized Ordered Logit (GOLOGIT) Regression	226 adult respondents who made purchases online	Hedonistic consumers purchase goods and services for amusement, enjoyment, diversity, and surprise.
8	Laura Sahetapy, W., Yunnni Kurnia, E., & Anne, O. (2020).	The Influence of Hedonic Motives on Online Impulsive Purchase through Shopping Lifestyle for Career Women.	Quantitative/SEM-PLS	130 respondents	HM has a favorable impact on e-IP.

Based on the results of the critical review listed in the appendix, the studies analyzed provide valuable insights into online Impulsive Purchase behavior and the factors that influence it. Research by Cai et al. (2021) found that there is a direct effect between impulsive

purchase Impulsive and impulsive purchase decisions among college students. Chen et al. (2021) highlighted the importance of online reviews, reviewer reputation, and clarity of product presentation as factors that accelerate Impulsive purchases, with varying prices as moderators.

Asnawati and Wahyuni (2018) show that consumers who shop on Instagram are driven by hedonic motives, seeking satisfaction more from the shopping experience than from the consumption of the product itself. Santini et al. (2019) through their meta-analysis found that consumer impulsivity, hedonic values, and materialistic consumption are significant factors that affect Impulsive purchases online. Furthermore, Kim and Kim (2019) stated that online promotions have a positive effect on consumer satisfaction in purchasing food online. Kempa et al. (2020) found that online promotions and hedonic shopping values significantly influenced Impulsive purchases among fashion consumers in Surabaya. Kiyimalioğlu and Samsa (2022) identified that consumers driven by hedonic motives tend to buy products or services for entertainment, fun, variety, and surprise.

Research by Laura Sahetapy et al. (2020) shows that online Impulsive purchases among career women are positively influenced by hedonic motives through a shopping lifestyle. The overall findings demonstrate the importance of hedonic factors and online promotions in influencing Impulsive Purchase behavior, providing a clear direction for marketers to design more effective marketing strategies.

3.1. Grounded Theory

The Stimulus-Organism-Response (SOR) model serves as the theoretical foundation for this investigation. The fundamental idea behind the SOR model is that an individual's behavior is shaped by the external stimulus (S) in their environment, which in turn affects the individual inwardly (O) and causes behavioral reactions. An elemental stimulus determines an individual's reaction or response since the "organism" is the internal state of perception, experience, and thought (Easterby, 1976).

For many reasons, we believe that the SOR model is suitable for our investigation. First, in accordance with the components of the SOR model, the study's stimulus is connected to emotive reactions brought on by the online setting (Easterby, 1976). The organism is linked to the person's internal appraisal of environmental stimuli, and the response is connected to the person's impulsive buying behavior as a response to the stimulus after conducting an internal assessment (Chan et al., 2017). Therefore, by using a cognitive assessment of an individual's internal state, the SOR model can explain how environmental stimuli affect an individual's emotional response (Easterby, 1976).

Because e-IP is defined as an impulsive purchase that is made after being exposed to a stimulus and is determined on the spot, SOR theory is relevant (Chan et al., 2017). Second, prior academics have employed the SOR model to examine how customers respond to aspects of online stores (Chang et al., 2014; Li & Yuan, 2018).

The Consumption Impulsive Enactment Formation (CIFE), which is characterized by situational or environmental circumstances, marketing stimuli, and individual Impulsive Purchases, is likewise explained by the SOR framework. A person assesses these variables intellectually and identifies the barriers. After that, they assess whether impulses are favorable or negative. Positive assessments lead to impulsive buying behavior, while

negative assessments contribute to the development of resistance strategies (Easterby, 1976).

Impulsive purchases are defined as unintentional, direct purchases made by customers who are motivated by the eye-catching products that marketers advertise and the ease of use of websites; as a result, the SOR model and the CIFE model application can help to further explain the online behavior of electronic shoppers. Because of their capacity to explain e-IB, the SOR and CIFE models were employed in this study; scholars have also employed these two frameworks in investigations of online consumer behavior (Chang et al., 2014; Li & Yuan, 2018).

3.2. The Role of Impulsive Purchase Decision Mediation

A number of previous studies have reported a direct link between Impulsive Purchase (E-IPT) and Impulsive Purchase Decision (E-IPD) (Cai et al., 2021). Research already conducted indicates that e-IPT is a trait and personality, and that situational conditions also affect individual e-IPDs. (Sahetapy et al., 2020).

Although some studies have found that online shoppers tend to be more impulsive than traditional shoppers (Lavuri et al., 2022), According to certain research, consumers who buy online behave in the same way as those who shop offline, particularly when it comes to how much money and time they spend. (Indrawati et al., 2022). Over the past ten years, there has been a significant increase in the number of online consumers due to the growth of social commerce (S-commerce) and e-commerce. Marketers are also aware of how well social media works to sway the decisions made by internet customers. Some of the most important elements influencing judgments made while making purchases online, for instance, are product presentation clarity, reviewer reputation, and online reviews (Chen & Ku, 2021).

E-IPT can provide intrinsic satisfaction to consumers, but extrinsic satisfaction only comes after the Purchase and consumption of the product. In other words, intrinsic satisfaction can be referred to as ex-ante (planned or expected), while consumer satisfaction (CS) is always ex-post (i.e., realized). Results Moon et al. (2021) find that CS depends on staff hospitality, shopping economy, and shopping atmosphere in retail stores.

Sellers also need to understand that customers are looking for a friendly environment in e-shopping. Perceptions of the online environment affect consumer purchasing decisions related to clothing, digital devices, and recreational air travel (Frick et al., 2021). Low prices and the web atmosphere are critical factors that drive online shoppers in making purchasing decisions. Therefore, E-IPT can produce CS through E-IPD and has a direct influence on CS.

Frick et al., (2021) reports that E-IPT generates Impulsive Purchase behavior mediated by "a perceived urge to buy impulsively." However, to the best of our knowledge, research examining the role of E-IPDs as mediators in the connection between E-IPTs and CSs is still rare.

Based on intuitive logic and previous research, our hypothesis is as follows:

Hypothesis 1: e-IPT affects e-IPD

Hypothesis 2: e-IPD affect CS

Hypothesis 3: e-IPT affects CS

Hypothesis 4: e-IPD mediate the connection between e-IPT and CS

3.3. The Role of Moderation of Hedonic Motives in the First Stage

Prior studies on consumer behavior have distinguished between two categories of motivations: hedonistic and utilitarian. Both can entice customers to make purchases.

Customers that acquire goods and services with utilitarian motivations do so for purposeful, task-related, and logical reasons (Indrawati et al., 2022). Conversely, hedonistic consumers purchase goods and services for amusement, enjoyment, diversity, and surprise (Kiyimalioğlu & Samsa, 2022).

Shoppers are motivated by hedonic factors, and they derive greater pleasure from the process of shopping than from the actual consumption of goods (Asnawati & Wahyuni, 2018). According to an Indonesian study, HM has a good impact on e-IP (Sahetapy et al., 2020).

It is evident how hedonistic impulses directly affect e-IPT. Here, we contend that E-IPT modifies the strength of the relationship between e-IPT and e-IPD and interacts with hedonic advantages. Significant characteristics influencing e-IP were consumer impulsivity, hedonic values, and materialistic consumption, according to a meta-analysis of 12 databases and 100 research papers (Santini et al., 2019). Thus, in light of prior research and common sense, we present the moderation of possibilities that follows :

Hypothesis 5: HM positively moderate the connection between e-IPT and e-IPD.

Hypothesis 6: HM positively moderate the connection between e-IPD and CS.

3.4. The Role of Online Promotion Moderation and Hedonic Motives in the Second Phase

Although the direct link between e-IPD and CS has been researched by previous researchers (Cai et al., 2021), Research on e-IP's impact on CS is few. We contend that hedonic motives interact with e-IPDs in a way that favorably affects constituent satisfaction, in addition to the first-stage interaction between E-IPT and hedonic motives that impact E-IPDs. The rationale behind this exchange is that customers are satisfied when they use things. acquired via online shopping (Asnawati & Wahyuni, 2018). While online promotions are a tactic used by e-retailers to entice customers, research has shown that these promotions also have a positive impact on customer satisfaction. (Kim & Kim, 2019).

The direct effects of hedonic motives and online shopping on consumer satisfaction have been documented in the literature, but the interaction of hedonic motives and online promotions on consumer satisfaction has not been studied. Therefore, in this second moderation stage, we argue that online promotion interacts with hedonic motives to strengthen the positive connection between E-IPDs and CS. Before formulating the moderated mediation hypothesis, we offer the following arguments.

Online buyers are frequently swayed by marketers' alluring promos (Al Mutanafisa & Retnaningsih, 2021). Advertising in print and electronic media encourages people to try new products that they have never used (Luo et al., 2021). Previous studies have shown that in order to entice customers to shop online, companies build an enticing, hedonistic environment on their websites (Al Mutanafisa & Retnaningsih, 2021; Kim & Kim, 2019; Luo et al., 2021).

According to a study, e-IP has been significantly impacted by hedonic values and sales marketing activities (Kempa et al., 2020). We contend that the relationship between E-IPDs and CSI is impacted by both hedonic incentives and online marketing. This kind of three-way interaction has not been investigated in other studies. In light of the description given above, we propose the following exploratory hypothesis:

Hypothesis 7: OP moderates HM to moderate the connection between e-IPD and CS.

3.5. Proposed Conceptual Model

Based on literature review and hypothesis development, a conceptual model can be formulated in the following figure .

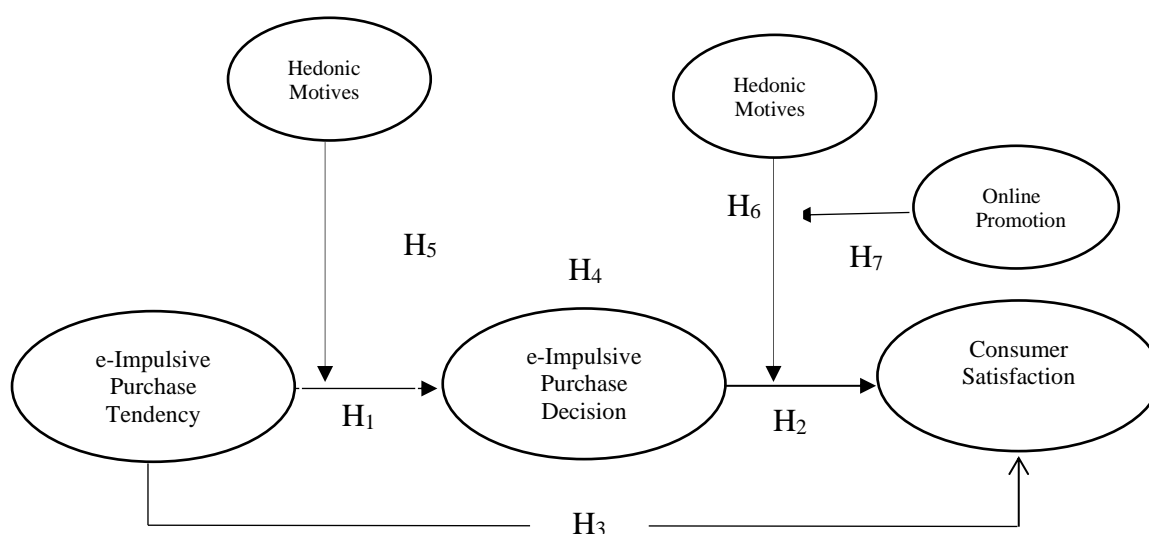


Figure 1. Research Conceptual Model

3.6. Variable Operational Definition

To explain the definition of the concept operationally, practically, and in real terms within the scope of the research object, the use of variable operational definitions is proposed. The variables in this study are divided into independent variables, bound variables and mediation variables. In this study, the total number of variables consisted of two independent variables, namely impulsive Purchase Impulsive and impulsive Purchase decision; Two moderation variables are hedonic motives and online promotions; and one is tied up, namely consumer satisfaction.

Variable	Definition
Impulsive Purchase Tendency	Impulsive Purchase tendency is the behavior of consumers who buy products or services suddenly and spontaneously without careful planning
Impulsive Purchase Decision	An Impulsive Purchase decision is a spontaneous Purchase decision, without prior planning or careful consideration motivated by a sudden desire or strong emotion to own a product or service.
Hedonic Motives	HM refers to a philosophy or way of living where the primary objective of a person's life is their own happiness or personal fulfillment.
Online Promotion	Online promotion is a type of marketing and advertising that uses the internet to send attractive promotional messages to consumers.
Consumer Satisfaction	CS is the emotion a person experiences when they compare their expectations with the perceived performance of a product and decide whether to be disappointed or pleased..

4. Conclusions

It is possible to conclude from the study's findings that the suggested conceptual framework by focusing on the effect of layered moderation of factors such as HM and OP will be able to act as a moderator that strengthens the connection between e-IPD and CS. This study will show that consumers who engage in online shopping tend to be influenced by the

hedonic environment created by retailers as well as attractive online promotions.

The implications of these findings will be important for online marketers to optimize the consumer shopping experience by creating a fun and visually appealing shopping environment. Additionally, creative and engaging promotional strategies can increase consumer satisfaction and encourage Impulsive purchase decisions. Marketers should also consider the interaction between hedonic factors and online promotion to maximize customer satisfaction.

The direction for further research can be focused on further empirical exploration of the three-way interaction between e-IPT, e-IPD, and other moderating factors such as consumer trust and risk perception. Additionally, research can be expanded by examining the role of social media in encouraging Impulsive purchases and how online consumer reviews can influence purchasing decisions. Future studies may also explore cultural differences in Impulsive Purchase behavior and their impact on consumer satisfaction in different countries.

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