Edelweiss Applied Science and Technology
ISSN: 2576-8484
Vol. 9, No. 7, 1960-1971
2025
Publisher: Learning Gate
DOI: 10.55214/2576-8484.v9i7.9058

Price discount, influencer and impulsive buying: When emotions overpower logic on social media

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Abstract: This study examines the effect of price discounts and influencer credibility on consumer impulsive buying behavior, with positive emotion mediation and self-control moderation. Combining the Stimulus-Organism-Response (S-O-R) theory, emotion regulation theory, and the elaboration likelihood model (ELM), this study offers a comprehensive theoretical approach to understanding consumer purchasing decisions in the digital era. The researchers collected data through an online survey of 190 respondents who used social media and followed fashion product influencer accounts. They analyzed the data using the Structural Equation Modeling - Partial Least Squares (SEM-PLS) approach. The results revealed that price discounts and influencer credibility significantly influenced positive emotions and impulsive buying behavior. Positive emotions also played a significant mediating role in the relationship between influencer credibility and impulsive buying. Furthermore, the researchers found that self-control moderated the relationship between emotional involvement and impulsive buying, indicating that individuals with low self-regulation are more likely to engage in impulsive purchases.

Keywords: *Impulsive buying behavior, Influencer credibility, Positive emotion, Price discount, Self-control.*

1. Introduction

Impulsive buying is unplanned shopping behavior due to sudden, strong, and continuous stimuli to buy something [1]. Impulse buying contributes 50 percent to online shopping [2]. Tempting promotional strategies have the potential to encourage consumers to make spontaneous online purchases [3]. Impulsive buying behavior has become an increasingly common phenomenon among the younger generation, especially in the context of online shopping. A pre-survey involving 45 respondents revealed that 40 percent (18 individuals) reported making impulsive purchases of fashion products through online media. This finding indicates that Generation Z in Bali Province has a low tendency for online impulsive shopping behavior. Initial findings can be the basis for the importance of researching impulsive shopping behavior in Generation Z in Bali Province. Hovland's SOR (Stimulus-Organism-Response) Theory, proposed in 1953, helps explain online impulsive shopping behavior. The SOR theory can be applied to consumer behavior research because it can help understand environmental stimuli that influence consumer behavior [2].

One of the stimuli in an effective marketing strategy is price discounts, namely offering products at lower prices than they should be [4]. In practice, offering profitable prices quickly can arouse their sense of urgency until a specific time limit, thereby increasing the speed of transactions. Price discounts are often the main attraction for consumers, especially Generation Z, who tend to be more price-sensitive. According to research by Park, et al. [5] price discounts create a sense of urgency and exclusivity, encouraging consumers to buy spontaneously before the offer ends.

Influencer credibility significantly influences consumer purchases, especially when the content shared is perceived as authentic and relevant [6]. In social commerce, the credibility of information sources can encourage consumers to fall into shopping behavior without full consideration [7].

History: Received: 8 May 2025; Revised: 9 June 2025; Accepted: 13 June 2025; Published: 24 July 2025
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Empirical findings demonstrate that using influencers to drive consumer purchases is closely tied to situational factors and choice variations, contributing to the emergence of impulsive shopping behavior [8, 9]. An influencer does not need to be an expert but must be competent in disseminating information [10]. The elaboration likelihood model (ELM) theory explains how price discounts and influencer credibility function as external stimuli. Researchers have widely applied this persuasion theory to analyze changes in e-commerce consumers' attitudes and behavior [11].

Bali Province is one of Indonesia's regions famous for its noble values and culture, which in this area is dominated by Hinduism. In Hindu teachings, good communication can occur by applying the teachings of *Tri Kaya Parisudha*, which is one of the local wisdom related to the ethics of Hindu society in behaving well and correctly [12]. Applying ethics in business can encourage consumers to make purchases [13]. Balinese consumers often reflect the values of *Tri Kaya Parisudha* in their preferences, tending to choose products or services that align with the principles of honesty, balance, and social responsibility [14]. This condition shows the importance for an influencer to apply the values of Tri Kaya Parisudha in building credibility based on *manacika* (thoughts), *wacika* (words), and *kayika* (actions).

In the SOR model, the most significant mediator is the emotional state of mind [15]. A person with a positive temperament or emotions tends to be quick in making decisions, so this emotional state provides the impetus to make purchases immediately [16]. Positive emotions, as affective responses from consumers, can impair their reasoning and lead to impulsive purchases [17, 18]. Gross's Emotional Regulation Theory, developed in 1998, provides a framework for understanding these emotional responses. This theory explains the regulation of emotions that can encourage consumers to buy goods to overcome or change negative emotions into positive ones.

Empirical findings show that marketing strategies designed to trigger positive emotions, such as significant discounts or attractive advertisements, can have a greater impact on individuals with low levels of self-control [19]. Self-control plays a crucial role in moderating the influence of positive emotions on impulsive buying behavior. Positive emotions can increase the tendency to make impulsive purchases, but self-control can counteract this urge by reminding individuals of rational considerations and long-term goals. Recent studies [19-22] show that increasing self-control can effectively reduce impulsive buying behavior, especially in an era of increasing consumption temptations. Weak self-control can cause someone to make impulsive purchases, but strong self-control can prevent someone from making impulsive purchases [2, 23-25].

This study aims to analyze the effect of price discounts and influencer credibility on impulsive buying behavior with positive emotion as a mediating variable. The next objective is to analyze self-control's role in moderating positive emotion's effect on impulse buying behavior. This study offers a novelty, namely the integration of positive emotion as a mediator of the relationship between price discount and influencer credibility with impulsive buying behavior, placing self-control to moderate the effect of positive emotion on impulse buying behavior, and integrating *Tri Kaya Parisudha* as a new dimension of influencer credibility measurement.

This study provides an important conceptual contribution to the development of an impulsive buying behavior model by integrating external factors (price discount and influencer credibility), affective factors (positive emotion), and personal factors (self-control). This model illustrates the complexity of the consumer decision-making process, highlighting the influence of marketing stimuli and the individual's emotional state and self-regulatory capacity. The Contextual contribution of this study is to fill a gap in the literature by examining impulsive buying behavior in Generation Z. This group is highly impacted by digital culture and social media but has not been studied in depth in the local Indonesian context. These results provide contextual insights into the characteristics of young consumers in the digital era. From a cultural perspective, this study contributes to integrating local wisdom values, namely the *Tri Kaya Parisudha* principle, into measuring influencer credibility. This approach broadens the perspective in value-based marketing research, showing that local ethics can be used as a conceptual framework to understand digital consumer behavior more meaningfully.

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2. Literature Review

2.1. Price Discount

Discounts are an extra incentive to increase consumer desire to shop impulsively [26] thus increasing product sales [27]. Discount promotions can trigger consumers to buy large quantities, anticipate competitor promotions, and support larger trade [28]. Consumers are attracted to discounts because they assume that the prices offered are cheaper so they can save money [27]. Price discounts also reduce the risk of perceived loss, so consumers feel safer trying new products without prior planning [22]. A study by Zhang, et al. [22] shows that price discounts significantly affect consumers' tendency to make impulsive purchases. A study by Huang and Suo [20] shows that price discounts can significantly increase consumers' positive emotions, such as happiness, joy, and satisfaction.

H_1: Price discounts have a positive and significant effect on impulsive buying behavior.

H_3: Price discounts have a positive and significant effect on positive emotions.

2.2. Influencer Credibility

Aristotle mentioned the communicator's credibility as a pleasant disposition of the listener towards the speaker [29]. Source credibility refers to the perceived ability and motivation of the message source to provide accurate and correct information, encouraging changes in individual attitudes faster [30]. Source credibility is the consumer's perception of the expertise and credibility of the review source, which acts as an important peripheral factor that can influence the benefits perceived by individuals from the information received Xu, et al. [31]. This study integrates the elements of *Tri Kaya Parisudha* in measuring influencer credibility, namely *manacika* (intelligent and ethical thinking), *wacika* (honest Communication), and *kayika* (consistent action). High influencer credibility increases consumer trust in the promoted product, thus triggering impulsive buying [6].

H_2: Influencer credibility has a positive and significant effect on impulsive buying behavior.

H_4: Influencer credibility has a positive and significant effect on positive emotion.

2.3. Positive Emotion

Emotion is the most prominent motivational factor in decision-making and impulsive buying because it plays an important role as a strong driver in consumer behavior [32]. A better mood will impact hedonic value and the tendency to shop impulsively [33]. In impulsive buying, external factors such as attractive products and promotions often trigger positive emotions, mediating the tendency to engage in impulsive purchases [34, 35]. Consumers in a good mood are motivated to shop more, and certain types of promotions can arouse positive emotions in consumers, thus encouraging impulsive buying [34]. Impulse buying is related to emotional activity [36]. Empirical findings prove that positive emotions encourage someone to make impulsive purchases [4, 37-39].

Empirical findings reveal that influencer credibility influences impulsive buying behavior through positive emotion mechanisms [40]. Conversely, consumers who exhibit more emotional or impulsive tendencies respond more readily to the combined effects of price discounts and influencer credibility, which operate through positive emotion mechanisms Zhang, et al. [22]. Research conducted by Luo, et al. [3] and Setiawan and Ardani [4] used positive emotions as a mediator in impulsive shopping behavior, where this variable plays a positive role in mediating the relationship between stimulus and response.

H_5: Positive emotion has a positive and significant effect on impulsive buying behavior.

H_7: Positive emotion mediates the effect of price discount on impulsive buying behavior.

H_8: Positive emotion mediates the effect of influencer credibility on impulsive buying behavior.

2.4. Self-Control

Self-control is one of the factors that can influence consumer behavior; a person with good self-control will refrain from making spontaneous purchases [41]. Self-control is a critical decision-maker

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and can inhibit a person's emotions and desires; lack of self-control can be a key factor in a person's involvement in impulsive buying [31]. Self-control is a psychological variable that includes the ability to change behavior, an individual's ability to manage unwanted information, and an individual's ability to choose actions based on what is believed [42]. Self-control enables individuals to maintain meticulous psychological behavior, with the result being that they deny themselves immediate benefits in exchange for achieving long-term benefits [43].

H_8: self-control moderates the influence of positive emotions on impulsive buying behavior.

2.5. Impulsive Buying Behavior

Impulsive buying behavior is a stimulus-driven behavior influenced by personal factors and depends on the consumer's circumstances [44]. Impulsive shopping behavior is integral to unavoidable consumer action, where purchasing decisions are made more based on what is wanted than needed [45]. Consumers' positive emotions while shopping can influence fashion-oriented impulsive buying [46]. Stimuli from situational factors, demographics, social interactions, and product quality also affect impulsive buying behavior [47]. The more hedonic product categories, the more consumers shop impulsively.

Based on the theoretical and empirical studies, price discounts and influencer credibility can directly influence impulse buying. Referring to SOR, price discounts and influencers are stimuli, impulsive buying behavior is a response, while positive emotions are organisms. The theory of emotional regulation is the basis for placing self-control as a moderator between positive emotions and impulsive buying behavior. At the same time, the ELM highlights price discounts and influencer credibility as persuasive strategies targeting consumers. Figure 1 illustrates the conceptual framework of this study.

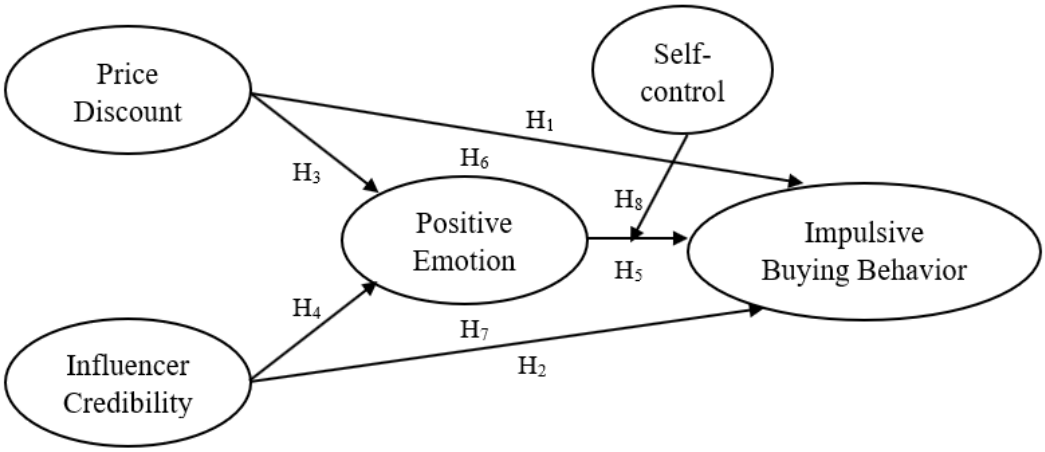

Figure 1.
Conceptual Framework.

3. Methods

Researchers conducted this study in Bali Province, Indonesia, involving Gen Z individuals who had purchased fashion products online, representing a population of unknown size. They determined the sample size by multiplying the number of research parameters or indicators by five, resulting in a sample of 190 participants. This sample size aligns with Hair [48] recommendation that SEM research requires at least 100 participants. Sampling used non-probability sampling with a purposive sampling technique, namely judgmental sampling. The use of this sampling technique was followed by determining the sample criteria, namely (1) being at least 18 years old or married, (2) domiciled in Bali Province as evidenced by an Identity Card, and (3) having made impulsive buying of fashion products online at least twice in the last six months.

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ISSN: 2576-8484
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Researchers collected primary data using a closed questionnaire with 38 statement items. The scale for measuring respondent perceptions used a Likert Scale with five answer choices from strongly disagree with a score of one to strongly agree with a score of five. The questionnaire consisted of three parts: the first part was a screening question to ensure that respondents met the criteria, the second part was about the demographic profile of the respondents, and the third part was a statement item. The price discount variable [49] adopted is unidimensional with three statements. Influencer credibility consists of three dimensions: *manacika* with seven statements, *wacika* with nine statements, and *kayika* with eight statements. Positive emotion was adopted and modified by Bandyopadhyay, et al. [34] and [50] with four statements; self-control was adopted and modified by Ares, et al. [51] and Xu, et al. [31] with three statements, and impulse buying behavior was adopted [2] with four statements.

This preliminary study used validity and reliability tests as instrument testing tools—the instrument testing through a pilot project involving 30 respondents outside the study population. Instrument testing could involve people other than Gen Z who have made online purchases for any product. The test results showed that each statement's Pearson correlation coefficient exceeded the minimum threshold of 0.30, confirming the instrument's validity. The reliability test showed that Cronbach's alpha exceeded 0.60, indicating that the instrument is reliable and suitable for further research. Table 1 presents the detailed results of the instrument testing.

Table 1.
Validity and Reliability Test Result.

Variable	Statement Item	Correlation Coefficient	Note	Cronbach's Alpha	Note
Price discount	No. 1 - 3	>0.30	Valid	0.890	Reliable
Influencer	No. 4 - 27			0.956	Reliable
Positive emotion	No. 28 - 31			0.889	Reliable
Self-control	No. 32 - 34			0.813	Reliable
Impulse buying behavior	No. 35 - 38			0.919	Reliable

4. Findings

4.1. Measurement Model

The researcher measured the model by applying convergent validity through outer loading and average variance extracted (AVE) and assessed discriminant validity using the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio. To evaluate reliability, the researcher used composite reliability and Cronbach's alpha. Table 2 presents the results of model measurements based on the convergent validity and composite reliability approaches. The outer loading values in the factor loading column exceed 0.7, showing that each indicator effectively represents its construct [48]. Furthermore, the AVE test results show that all constructs have values above 0.5, indicating that each construct can explain more than 50% of the item variance [52].

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Table 2.
Convergent Validity and Composite Reliability.

Item	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
Price Discount		0.846	0.906	0.764
PD1	0.898			
PD2	0.819			
PD3	0.903			
Influencer Credibility		0.972	0.975	0.624
Manacika		0.893	0.917	
Mc1	0.952			
Mc2	0.723			
Mc3	0.590			
Mc4	0.595			
Mc5	0.673			
Mc6	0.853			
Mc7	0.944			
Wacika		0.936	0.947	
Wa1	0.920	0.937	0.948	
Wa2	0.865	0.938	0.949	
Wa3	0.779	0.939	0.950	
Wa4	0.647	0.940	0.951	
Wa5	0.680	0.941	0.952	
Wa6	0.780	0.942	0.953	
Wa7	0.837	0.943	0.954	
Wa8	0.880	0.944	0.955	
Wa9	0.927	0.945	0.956	
Kayika		0.927	0.941	
Ka1	0.902			
Ka2	0.880			
Ka3	0.788			
Ka4	0.700			
Ka5	0.712			
Ka6	0.742			
Ka7	0.859			
Ka8	0.924			
Positive Emotion		0.814	0.880	0.650
PE1	0.730			
PE2	0.888			
PE3	0.900			
PE4	0.684			
Self Control		0.953	0.970	0.915
SE1	0.958			
SE2	0.947			
SE3	0.965			
Impulsive Buying Behavior		0.978	0.984	0.939
IBB1	0.973			
IBB2	0.968			
IBB3	0.949			
IBB4	0.984			

Edelweiss Applied Science and Technology
ISSN: 2576-8484
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4.2. Structural Model and Hypothesis Testing

This study uses Smart PLS version 3.0 to test the model to evaluate the direct and indirect effects between variables. The researcher also applied the bootstrapping resampling technique in hypothesis testing. A p-value below 0.05 indicates a significant effect, while the original sample value indicates the direction of the effect, whether positive or negative. Table 3 shows the results of hypothesis testing, both direct and indirect influences, and moderation roles.

Table 3.
Testing of Direct Effect, Mediation, and Moderation Hypotheses.

Variable	Original Sample (O)	P Values	Significance
Price discount → Impulsive buying behaviour (H1)	0.222	0.000	Significant
Influencer Credibility → Impulsive buying behaviour (H2)	0.182	0.000	Significant
Price discount → Positive emotion (H3)	0.199	0.001	Significant
Influencer credibility → Positive emotion (H4)	0.564	0.000	Significant
Positive Emotion → Impulsive buying behaviour (H5)	0.238	0.000	Significant
Positive emotion*Self-control → Impulsive buying behaviour (H6)	-0.123	0.017	Significant
Price discount → Positive emotion → Impulsive buying behaviour (H7)	0.047	0.007	Significant
Influencer credibility→ Positive emotion → Impulsive buying behaviour (H8)	0.134	0.000	Significant

The analysis results prove that price discounts positively and significantly affect impulsive buying behavior (O = 0.222; p-values = 0.000), so H1 is accepted. This study also supports H2 (O = 0.182; p-values = 0.000), which means that influencer credibility positively and significantly affects impulsive buying behavior. In addition, support for H3 (O = 0.199; p-values = 0.001), H4 (O = 0.564; p-values = 0.000), and H5 (O = 0.238; p-values = 0.001) also proves that this study confirms the hypothesis. Self-control plays a role in moderating the influence of positive emotions on impulse buying behavior, but in a negative direction (O = -0.123, p-values = 0.017) so that H6 is also accepted. Testing the mediation role proves that positive emotions mediate the influence of price discounts on impulse buying behavior (O = 0.0417; p-values = 0.007) and influencer credibility on impulse buying behavior (O = 0.134; p-values = 0.000).

5. Discussion

This study uses the stimulus organism response (SOR) theory to build a theoretical model. This theory explains that environmental stimuli trigger reactions in the form of individual cognitive or affective states, which ultimately encourage the emergence of responses [25]. In the context of this study, the stimuli experienced by individuals are price discounts and influencer credibility, the cognitive or affective state felt is a positive emotion, and the response that appears is impulse buying behavior. Another theory underlines this research model is the Elaboration Likelihood Model (ELM), which explains how individuals process persuasive messages and influence attitudes [53]. Another theory supporting this study is Emotion Regulation, which explains how individuals influence the emotions they experience and express.

The effect of price discounts on impulse buying behavior. Research confirms that attractive price discounts encourage consumers to make spontaneous purchases, often without prior planning, thereby affecting impulsive buying behavior. Impulsive shopping behavior increases due to internal and external stimuli [54]. Providing attractive discounts allows consumers to justify their desires and minimize concerns about the financial risks of purchases made, thus encouraging consumers to tend to impulsive purchases [55].

The influence of influencer credibility on impulse buying behavior. The influence of influencer credibility on impulse buying behavior. Influencer credibility in this study was measured using three dimensions, namely *manacika*, *wacika* and *kayika. Manacika*, which is related to self-control and emotional regulation, shows that appropriate facial expressions can accurately indicate influencer feelings. Wacika, which is

Edelweiss Applied Science and Technology
ISSN: 2576-8484
Vol. 9, No. 7: 1960-1971, 2025
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related to trust and integrity in the relationship between consumers and producers, reflects Generation Z's expectations to have transparent and honest access to the prices of the products they buy. *Kayika*, which is related to appearance and visual appeal, is one way to express one's identity and personality. Generation Z, highly exposed to social media and visual culture, often views influencers' physical appearance as a reflection of self-values and social status. Using the SOR approach, we understand that influencer credibility serves not only as a source of information but also influences consumers' psychological processes, ultimately driving impulsive shopping behavior for fashion products in online purchases.

The effect of price discount on positive emotion. This study shows that discount offers evoke positive emotions in consumers, such as enthusiasm, happiness, interest, and excitement. Large discount amounts often create a sense of satisfaction and gain more value, which can increase the level of consumer enthusiasm for the products offered. The implementation of the SOR approach in this study shows that discounts not only create economic incentives but also trigger strong emotional reactions, which can ultimately encourage online impulsive shopping behavior.

The influence of influencer credibility on positive emotions. The ELM theory helps explain how influencer credibility can contribute to consumers' positive emotions through these two information-processing pathways. High credibility not only increases attention but also in-depth information processing. In the context of influencer credibility, the central pathway activates when consumers pay close attention to and deeply analyze the information the influencer conveys. When consumers perceive influencers as credible, they process the information more seriously, enhancing their understanding of the product and fostering positive emotions such as enthusiasm and trust.

The influence of positive emotions on impulse buying behavior. Research findings show that when consumers feel positive emotions, such as enthusiasm, happiness, interest, and passion, consumers tend to make impulsive purchases. These positive emotions create a more open and responsive mood to existing offers, making consumers more easily move to buy products spontaneously. In the context of the Stimulus-Organism-Response (SOR) Theory, positive emotions are an internal response to external stimuli, such as discount offers or recommendations from influencers. Consumers who receive attractive stimuli, such as significant discounts or recommendations from credible influencers, feel positive emotions that drive buying actions.

The role of self-control moderates the influence of positive emotions on impulse buying behavior. The moderating effect of self-control can weaken the positive effect of positive emotions on impulsive buying in Generation Z. This finding indicates that although positive emotions can encourage consumers to make impulsive purchases, individuals with higher levels of self-control tend to be better able to resist the urge. In other words, self-control acts as a barrier that reduces the positive impact of emotions, and it indicates that individuals with good self-control can be wiser when dealing with tempting offers, even when they feel positive emotions.

The role of positive emotion mediates the influence of price discounts on impulsive buying behavior. Consumers who find discounts tend to feel enthusiasm, happiness, interest, and enthusiasm, indicators of positive emotions. These emotions then function as a bridge connecting price discounts with online impulsive shopping behavior. In the context of the Stimulus-Organism-Response (SOR) Theory, price discounts function as a stimulus that triggers emotional reactions in consumers. When consumers encounter discount offers, they undergo an internal process that generates positive emotions, encouraging impulsive purchases. The Elaboration Likelihood Model (ELM) Theory further explains that consumers' involvement in processing information influences how these positive emotions develop.

The role of positive emotion mediates the influence of influencer credibility on impulsive buying behavior. The SOR theory emphasizes the importance of understanding how external stimuli, in this case, recommendations from influencers, can influence the internal state of consumers, which ultimately influences their actions. This research model applies the SOR theory by positioning influencer credibility as a stimulus that triggers emotional reactions in consumers. Consumers who receive

Edelweiss Applied Science and Technology
ISSN: 2576-8484
Vol. 9, No. 7: 1960-1971, 2025
DOI: 10.55214/2576-8484.v9i7.9058

information from influencers they trust tend to experience internal processes that produce positive emotions. This process then drives behavioral responses, namely impulsive product purchases.

6. Implications

6.1. Theoretical Implication

Strengthening the SOR theory: This study strengthens the validity of the SOR theory in the context of online shopping, especially among Generation Z. Price discounts and influencer credibility as stimuli are proven to influence impulsive buying behavior through the mediation of positive emotions as organisms, and produce responses in the form of impulsive purchases. *Contribution to the theory of emotion and self-regulation*: The study's results add insight into the theory of emotion regulation and self-control by showing that positive emotions can drive impulsive behavior, but high levels of self-control can minimize this influence. This result shows the importance of psychological variables as moderators in the consumer decision process. Integration of local values in the digital context: This study offers a new theoretical contribution by integrating the values of *Tri Kaya Parisudha* into the influencer credibility dimension. This result opens up opportunities for theory development in the context of local culture, especially to understand how local ethics can influence the digital behavior of the younger generation. *Development of an impulsive action framework*: By combining ELM, this study confirms that social media users can process influencer information through two elaboration paths: the central route (if self-regulation is high and elaboration is high) or the peripheral route (if elaboration is low, more influenced by emotional appeals). This development adds depth to the theoretical framework by showing that stimuli are not simply passively captured but are processed based on elaboration capacity and motivation.

6.2. Practical Implication

The results of this study offer practical implications, namely *promotional strategies for online retail*: Online business actors need to optimize time-limited discount strategies (flash sales, limited offers) to encourage impulsive purchases, especially among consumers with low self-control. Brands or product owners should collaborate with popular influencers and demonstrate integrity in their thoughts, words, and actions (*manacika*, *wacika*, *kayika*), following the principles of *Tri Kaya Parisudha*. This result will strengthen the perception of credibility and increase consumer trust. *Educating young consumers about self-control*: These results highlight the importance of policymakers and educational institutions providing Generation Z with emotional management and self-control education, helping them resist impulsive shopping stimuli in the digital era. In social media advertising, marketers can use content that evokes positive emotions—such as humor, happiness, or an ideal lifestyle—to encourage impulsive buying while maintaining communication ethics and information honesty.

7. Limitation

Apart from the theoretical and practical implications, this study has *population and sample limitations*. This study only focuses on Generation Z, which has made impulsive purchases through social media, especially influencer followers. This condition limits the ability to generalize the results to other age groups (e.g., Generation Y or Alpha) or consumers with less intensive exposure to social media. Future studies can expand the demographic scope by involving other age groups, such as Generation Y (Millennials) or Generation Alpha. It is important to see whether impulsive purchase patterns through influencers occur across generations and compare self-regulation between age groups. *Limitations of cultural and geographical context*: The study was conducted in the context of Indonesian culture and used a local value approach such as *Tri Kaya Parisudha* to measure influencer credibility. Although this is a contextual strength, this approach also limits the application of the model to other countries or cultures with different social values. Future studies should replicate this research in different cultural contexts,

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ISSN: 2576-8484
Vol. 9, No. 7: 1960-1971, 2025
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both within Indonesia (such as provinces with distinct cultural characteristics) and internationally, to test the universal validity of the SOR model combined with emotions and self-regulation.

Use of cross-sectional data: This study uses a single-point survey approach (cross-sectional), so it cannot capture the dynamics of consumer behavior over time, especially in the face of rapidly changing digital trends and influencer behavior. Future studies can use a longitudinal design to track changes in emotions and impulsive behavior over time, especially in response to long-term marketing strategies from influencers, to provide a deeper understanding of the stability or fluctuation of digital consumer behavior. *Reliance on perceptual data*: All data is collected based on respondents' perceptions through questionnaires, susceptible to social bias, memory, or the desire to provide answers considered 'correct.' There is no real behavioral data (observational or tracking data), so the external validity of behavior can be limited. To increase behavioral validity, future studies should combine perceptual survey data with actual behavioral data, such as e-commerce purchase data, social media interactions, or duration of exposure to influencer content.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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Edelweiss Applied Science and Technology
ISSN: 2576-8484
Vol. 9, No. 7: 1960-1971, 2025
DOI: 10.55214/2576-8484.v9i7.9058

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