



ENHANCING PRODUCTIVITY THROUGH PSYCHOLOGICAL PERSPECTIVES IN THE ERA OF GLOBAL TRANSFORMATION

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The Influence of The Role of Emotions in Consumer Purchasing Decisions Implicitly

Sahrul Layali¹

¹Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia, 202210515210@mhs.ubharajaya.ac.id

Corresponding Author: 202210515210@mhs.ubharajaya.ac.id

Abstract: This study aims to review the influence of the role of emotion on consumer impulsive buying decisions through a literature review of various previous studies. Impulsive buying is the act of purchasing spontaneously without prior planning and is often influenced by an individual's emotional state. This research used a literature review method by examining ten relevant scientific articles using the keywords "impulsive buying" and "emotion." The results of the review indicate that emotions play a significant role in influencing impulsive buying behavior. Positive emotions such as joy, enthusiasm, and satisfaction can increase the tendency for impulsive buying, whereas negative emotions such as stress and boredom can also trigger similar behavior as emotional compensation.

Keywords: Impulsive Buying, Emotions, Negative Emotional

Introduction

Globalization has brought about major changes in many fields, especially in the communication and information technology sectors, the impact of which is also felt in Indonesia. This rapid progress makes it easier for the public to obtain information, primarily through the internet—a main network connecting various electronic devices. The internet functions to accelerate data exchange using frequencies and works according to its fundamental protocols, namely Internet Protocol and Transmission Control Protocol (IP/TCP). Currently, the internet has become essential in global life, including in Indonesia, used for seeking information, working, transacting (such as shopping), and even socializing. Over the last ten years, the number of internet users in Indonesia has consistently increased, which in turn drives technological growth and creates various new business opportunities. (Masitha & Hakim, 2025)

The phenomenon of impulse buying in Indonesia shows an increasing trend, especially with the rapid growth of e-commerce and social media. The We Are Social (2024) report explains that over 90% of Indonesian internet users have made online purchases, with most transactions occurring during promotional moments such as Harbolnas (National Online

Shopping Day), 11.11, or 12.12. Emotional-based marketing strategies, such as the use of live shopping, influencer marketing, and limited-time offers (flash sales), have proven capable of triggering consumers' emotional urges to shop without prior planning. (Katadata, 2023) This phenomenon indicates that emotional factors play a significant role in shaping the impulse buying behavior of the Indonesian public, especially among the younger generation who are highly responsive to visual and social stimuli in the digital world.

Emotion plays a critical role in triggering the spontaneous urge to buy, as an individual's affective state can reduce cognitive control over purchasing decisions (Baumister, 2013). When consumers experience positive feelings such as excitement, enthusiasm, or momentary satisfaction, they tend to be more susceptible to making impulsive purchases (Laros & Steenkamp, 2005). Conversely, negative emotions such as stress, boredom, or anxiety can also drive individuals to shop as a form of emotional compensation. Thus, the role of emotion serves not only as an external stimulus but also as an internal mechanism that influences the decision-making process.

In the realm of consumer behavior, the purchase decision is a central element of the marketing process. Most older theories (classic literature) underscore the rational nature of this decision, meaning consumers will carefully evaluate product characteristics and their functional impact. However, the existence of impulse buying calls this rationality-centric view into question. Impulse buying is defined as a spontaneous, sudden, and unplanned act of purchasing, often driven by strong emotional feelings and disregarding potential negative consequences (Rook, 2024).

Impulse buying is defined as an unplanned act of purchasing decided upon at that very moment in response to a stimulus. After completing the purchase, consumers usually experience an emotional or cognitive reaction (Wu, Chiu, cited in Ascaputra and Kiswari 2022). In other words, it is a purchase decision made by the consumer without any initial intention or planning. Impulse buying is a shopping process that occurs without a plan and is triggered by an urge or stimulus to immediately possess or look at something at that time. Emotional or cognitive reactions also follow this purchasing process (Husnain, cited in Ascaputra and Kiswari 2022).

Several factors support the occurrence of impulse buying, starting with the shopping enjoyment tendency, where consumers feel pleasure and enjoy the time spent shopping. Furthermore, the pre-shopping preparation tendency, such as seeking information or making a shopping list, does not always prevent impulsive behavior from happening. Another key factor is the urge to purchase, which is a strong emotional desire to immediately own a product that catches one's attention. The feelings experienced in the store are also highly influential; both positive affect (characterized by enthusiasm and excitement) and negative affect (such as boredom) can equally trigger impulsive shopping. Finally, individuals with an impulse buying tendency feel pleasure when making unplanned purchases, thus they tend to make decisions based on emotion rather than logic (Ascaputra & Kiswari, 2022).

Shopping emotion or consumer mood is a crucial situational factor and determinant that significantly influences consumer behavior in various contexts, particularly purchasing decisions (Dawson, cited in Rani and Purnami 2019). The range of emotions relevant to consumptive behavior includes feelings such as love, hatred, fear, happiness, boredom, doubt, pride, anger, sadness, greed, guilt, shame, and awe (Holbrook, cited in Rani and Purnami 2019). Sudden purchases or impulse buying are often driven by an intense emotional state and tend to be more hedonic (Holbrook, cited in Rani and Purnami 2019).

Emotion, along with perceived risk, is known as an important predictor of impulsive purchasing behavior (Lee, cited in Rani and Purnami 2019). Research indicates that an increase in shopping emotion will enhance consumer impulse buying (Kurniawan, cited in Rani and Purnami 2019). Furthermore, the shopping emotion felt by consumers is generated by the store atmosphere, which can make consumers interested and comfortable to shop. Impulse buying itself holds a crucial role in helping entrepreneurs achieve their business objectives.

Literature Review

The research (Rani & Purnami, 2020) concluded that retail atmosphere, promotion, and shopping emotion significantly and positively influence impulse buying. Furthermore, shopping emotion acts as a strong mediator between retail atmosphere and promotion on impulse buying among consumers at Hypermart Mall Bali Galeria. In addition, retail atmosphere and promotion also showed a positive and significant influence on shopping emotion.

The research findings (Wulandari & Prihatini, 2022) indicate that the positive emotion variable is in the very high category. Nevertheless, one question item in the recapitulation of the average responses, namely P3, had a score below the average (4.43). This P3 question relates to the level of consumer comfort when shopping on Shopee. Furthermore, sales promotion was proven to have a positive influence on the occurrence of impulse buying among Diponegoro University students who are Shopee consumers.

The research (Olii et al., 2021) showed a significant negative correlation between emotional intelligence and impulse buying among apple consumers at Hypermart Gorontalo during the COVID-19 pandemic. This means that consumers with a higher level of emotional intelligence tend to exhibit lower impulse buying behavior. Conversely, those with lower emotional intelligence will show a higher tendency for impulse buying when purchasing apples. This statistical relationship was confirmed by a correlation coefficient (r_{xy}) of -0.479 with a significance value (p) of 0.007, which is far smaller than the significance threshold ($p < 0.050$), indicating that this negative correlation is very strong and did not occur by chance.

The findings from the study (Pandowo et al., 2025) highlight several important points. First, although hedonic products (those providing pleasure) influence consumer emotions and successfully trigger impulse buying, they are not effective in fostering consumer inertia (the tendency to remain loyal to or continue using the same product). Second, the emotions experienced by consumers are proven to have the ability to positively predict an increase in both inertia and impulse buying. Third, consumer emotions play a full mediating role in linking the impact of hedonic products with inertia, and a partial mediating role in relation to impulse buying. For practitioners in the field of marketing, these research results can serve as a guide in planning and designing products with high hedonic value, as well as in developing strategies for building emotional relationships with customers through the Customer Relationship Management (CRM) framework.

Research Methods

In this research, a Descriptive Narrative method was used. The articles in this study discuss the influence of the role of emotion in consumers' impulsive purchasing decisions. By utilizing the keywords "impulse buying" and "emotion," the literature was retrieved from the

Google Scholar database. Several articles were selected for review due to their relevance to these keywords.

Result and Discussion

The findings of this literature review, which examined ten scientific articles on the relationship between emotion and impulsive buying, show that emotions play a central role in shaping spontaneous purchasing behavior. Across the studies, impulsive buying consistently appears as an action triggered by an individual's emotional state rather than rational planning. Positive emotions such as joy, excitement, and satisfaction were found to increase consumers' likelihood of making impulsive purchases because these emotions create an elevated mood that encourages immediate gratification. At the same time, negative emotions such as stress, boredom, and frustration also emerged as strong predictors of impulsive buying. In these cases, purchasing behavior often functions as a coping response or emotional compensation to alleviate discomfort. Overall, the reviewed studies converge on the conclusion that both positive and negative emotional states significantly influence consumers' impulsive buying tendencies.

These results highlight the dual nature of emotional influence, demonstrating that impulsive buying can arise from both mood enhancement and emotional escape mechanisms. When individuals experience positive emotions, they tend to perceive shopping as a rewarding activity that enhances their already elevated feelings, making them more vulnerable to unplanned purchases. Conversely, when faced with negative emotional states, consumers may engage in impulsive buying as a strategy for emotional regulation, using material acquisition to temporarily reduce stress or boredom. This pattern aligns with existing psychological theories suggesting that emotions serve as powerful motivators of behavior, often overriding deliberative decision-making processes. The findings also emphasize that impulsive buying cannot be fully understood without considering the emotional context in which decisions are made. Therefore, future research should explore how different intensities of emotions, as well as individual differences in emotional regulation, further shape impulsive purchasing tendencies.

Conclusion

Emotion plays a highly significant role in influencing consumers' impulsive purchasing decisions. Emotion functions as an internal triggering factor that can weaken cognitive control, leading individuals to make spontaneous purchases without prior planning.

Previous studies indicate that positive emotions such as excitement, pleasure, and enthusiasm can increase the tendency for impulse buying, especially when consumers are exposed to external stimuli like sales promotions, a pleasant retail atmosphere, or products with high hedonic value. Conversely, negative emotions such as stress or boredom can also drive impulsive purchasing behavior as a form of emotional compensation.

Furthermore, it has been found that shopping emotion acts as a crucial mediating variable between marketing environment factors (such as promotion and store atmosphere) and impulsive purchasing behavior. Meanwhile, the level of emotional intelligence is inversely proportional to the intensity of impulse buying: the higher a person's ability to manage their emotions, the lower their tendency to make unplanned purchases.

Overall, the findings from this literature review affirm that impulsive purchasing decisions are driven more by emotional aspects than rational ones, thus marketers need to understand and manage consumers' emotional factors in their promotional strategies and shopping experience design. Hence, the role of emotion becomes a key element in explaining

the dynamics of modern consumer behavior, particularly in the current digital and e-commerce era.

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