

Drivers of Online Impulse Buying: The Influence of Hedonic Lifestyle and Flash Sale

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Abstract

This study aims to examine the influence of hedonic lifestyle and flash sales on impulse buying among Shopee users in Bengkulu City. This research employs a quantitative method with a descriptive approach. The population of this study consists of all active users of the Shopee application in Bengkulu City. The sample was determined using a simple random sampling technique. The sample size was calculated using the Lemeshow formula, resulting in 100 respondents. Data were collected through interviews and questionnaires using a Likert scale as the measurement instrument. The data analysis techniques included descriptive analysis and inferential analysis, consisting of instrument testing, classical assumption testing, multiple linear regression analysis, and coefficient of determination (R^2) analysis. Results indicate that the t-test shows the hedonic lifestyle variable has a positive and significant effect on impulse buying, as indicated by t-value (2.700) > t-table (1.661) with a significance level of $0.008 < 0.05$. Similarly, flash sale has a positive and significant effect on impulse buying, as indicated by t-value (3.039) > t-table (1.661) with a significance level of $0.003 < 0.05$. Furthermore, the F-test demonstrates that hedonic lifestyle and flash sale simultaneously have a significant effect on impulse buying among Shopee users in Bengkulu City, as indicated by F-value 15.744 > F-table 3.09 and a significance value of $0.001 < 0.05$.

Keywords: Hedonic Lifestyle, Flash Sale, Impulse Buying, E-commerce, Shopee Users

INTRODUCTION

The rapid advancement of digital technology has transformed consumer purchasing behavior from conventional transactions into instant, application-based activities. The expansion of e-commerce has significantly reshaped consumption patterns, fostering more impulsive and emotionally driven purchasing decisions, particularly among digitally connected consumers. Online marketplaces not only provide functional value but also deliver hedonic and recreational shopping experiences that encourage spontaneous purchases (Oktoza & Arianto, 2023). The accessibility of platforms operating 24/7 further strengthens this phenomenon, allowing consumers to shop without temporal or spatial constraints, thereby increasing the likelihood of unplanned buying behavior (Darmawan & Gatheru, 2021).

Impulse buying has become a central concept in understanding consumer behavior in digital environments. It refers to spontaneous and immediate purchases without prior planning, typically triggered by emotional responses and situational stimuli (Al-Geitany, 2023). In e-commerce contexts, visually appealing displays, personalized recommendations, and promotional cues accelerate decision-making processes, limiting consumers' cognitive evaluation before purchase (MP & Arianto, 2023). Prior studies (Darmawan & Gatheru, 2021), (Ekonomi et al., 2022) indicate that impulse buying is influenced by internal factors such as emotions and lifestyle orientation, as well as external factors including promotional strategies and platform design.

Hedonic lifestyle represents one of the key psychological drivers of impulse buying (Cuandra, 2022). Individuals with hedonic tendencies prioritize pleasure, excitement, and experiential value in consumption, which often leads to spontaneous purchases (Prayoga & Arianto, 2023). Additionally, flash sale promotions intensify this behavior by creating urgency through limited-time discounts and scarcity cues, encouraging quick decisions and fear of missing out (Amelia et al., 2023). Therefore, this study focuses on Shopee users in Bengkulu City, aiming to examine how hedonic lifestyle and flash sale strategies influence impulse buying behavior within a growing digital consumer market in Indonesia.



LITERATURE REVIEW

Impulse Buying

Impulse buying is increasingly examined in the context of digital commerce, where consumers make spontaneous purchases driven by emotional and situational stimuli (Sulistiyowati, 2024). Recent studies (Huang et al., 2024) define impulse buying as an unplanned and immediate purchase triggered by exposure to promotional cues, platform design, and psychological motivations (Huang et al., 2024). In online environments, impulse buying is strongly influenced by perceived enjoyment, urgency, and visual attractiveness, which reduce cognitive evaluation during decision-making (Utama et al., 2026).

Further research indicates that impulse buying is closely related to emotional arousal and hedonic motivations, particularly when consumers are exposed to time-limited promotions and personalized recommendations (Chen et al., 2021; Husnain et al., 2021). The rapid growth of mobile commerce has also increased impulsive purchasing behavior, as ease of access and instant payment systems facilitate quick decision-making (Akram et al., 2021; Dawson, 2021).

Recent empirical studies highlight that impulse buying is influenced by both internal and external factors, including emotions, lifestyle orientation, and promotional pressure (Huang et al., 2024)(Utama et al., 2026). In addition, scarcity messages, countdown timers, and flash sales significantly increase impulsive responses by creating urgency and fear of missing out (Roostika & Aji, 2025).

More recent studies emphasize the role of emotional gratification and entertainment value in shaping impulse buying in e-commerce platforms (Farizy & Harsoyo, 2023). Digital marketing strategies such as gamification, personalized notifications, and social proof also strengthen consumers' spontaneous purchasing tendencies (Chusnaini & Rasyid, 2022). Additionally, impulse buying behavior in online marketplaces is reinforced by emotional triggers and platform induced urgency, which reduce rational evaluation and encourage immediate purchases (Rahayu et al., 2020).

Based on these recent studies (Putri et al., 2024), (Sulistiyowati, 2024) impulse buying can be understood as spontaneous purchasing behavior driven by emotional responses, situational stimuli, and digital promotional strategies. Consumers tend to prioritize instant gratification over rational evaluation, particularly when exposed to attractive promotions, limited time offers, and engaging platform features that encourage quick decision making

Hedonic Lifestyle

Hedonic lifestyle refers to a pattern of living in which individuals allocate their time and financial resources primarily to seeking pleasure and personal satisfaction, often prioritizing desires over needs (Pratiwi & Prabowo, 2025). This lifestyle is reflected in behaviors such as spending considerable time on entertainment activities, purchasing non-essential goods, and striving to gain social attention (Katt & Meixner, 2020). Individuals with a hedonic lifestyle tend to emphasize experiential enjoyment and emotional gratification as central components of their consumption behavior.

According to (Manglik, 2023), a hedonic lifestyle represents a way of life in which individuals focus on pleasure and happiness as the primary goals. Such individuals often spend their time socializing, purchasing products to satisfy desires, and seeking recognition within their social environment. Similarly (Bala & Verma, 2020) define a hedonic lifestyle as an orientation toward personal enjoyment, where individuals frequently allocate time and money to leisure activities, entertainment, and consumption aimed at achieving satisfaction. This orientation often leads to consumptive behavior and increases the likelihood of impulsive purchasing.

Recent studies (Abu Farha et al., 2024)(Saraç et al., 2023) emphasize that hedonic lifestyle reflects individuals' tendency to pursue enjoyment through leisure activities and consumption experiences. (Katt & Meixner, 2020) explain that hedonic lifestyle prioritizes pleasure-seeking behavior as a life perspective. Furthermore, (Pratiwi & Prabowo, 2025) argue that individuals with hedonic orientations perceive material enjoyment as a major source of happiness.

Based on these perspectives, hedonic lifestyle can be understood as a consumption-oriented pattern emphasizing pleasure, enjoyment, and personal satisfaction. Individuals with this lifestyle tend

to prioritize desires over necessities, allocate resources for entertainment, and pursue social recognition, which often leads to consumptive behavior and irrational purchasing decisions.

Flash Sale

Flash sale refers to a sales promotion strategy that offers products exclusively at discounted prices within a very limited period, often accompanied by information about limited stock availability (Nurfatria, 2024). This promotional approach is designed to create urgency, encouraging consumers to make immediate purchase decisions without extensive consideration (Maytanius et al., 2023). The primary objective of flash sale programs is to increase sales volume and achieve targeted performance within a short timeframe.

According to (Saravanakumar & T.SuganthaLakshmi, 2012), flash sale is a marketing strategy in online business that sells products at prices lower than normal within a highly restricted time period. Similarly (Caniago, 2025), define flash sale as a business model in which companies particularly internet based firms offer one or more products or services at significant discounts for a limited duration, often referred to as “deal of the day.” E-commerce companies commonly use flash sale promotions to attract consumers and expand market share (Chusnaini & Rasyid, 2022). (Huddin et al., 2026) describe flash sale as a short term promotional program providing special price discounts on selected products. In addition, (Sri Hartati, 2016)) emphasize that flash sale involves large discounts constrained by time limits set by sellers. Furthermore, (Huddin et al., 2026) state that flash sale promotions often include discounts, cashback, or free shipping to increase customer traffic and encourage transactions. Moreover, (Mamlu’ah, 2025) explain that flash sale represents a “deal of the day” model in e-commerce, where selected products are offered at discounted prices for a few hours to a maximum of 24–36 hours, aiming to boost sales volume rapidly.

Based on these perspectives, flash sale can be understood as a short-term promotional strategy offering exclusive products at significant discounts within limited timeframes (Hidayah et al., 2025). This approach is intended to capture consumer attention, stimulate rapid decision making, and increase sales volume, while also enhancing website traffic and accelerating inventory turnover in e-commerce platforms.

Hypothesis

The Influence of Hedonic Lifestyle on Impulse Buying

The hypothesis testing results indicate that hedonic lifestyle has a positive and significant influence on impulse buying. The t-test shows that the hedonic lifestyle variable has a t-value of 2.700, which is greater than the t-table value of 1.661, with a significance level of $0.008 < 0.05$. These findings imply that consumers with stronger hedonic tendencies are more likely to engage in spontaneous purchasing behavior, particularly in digital shopping environments. Recent studies (Pratiwi & Prabowo, 2025) provide strong empirical support for this relationship. Research by (Saraç et al., 2023) found that hedonic motivation significantly increases impulse buying in online shopping contexts. Similarly, (Abu Farha et al., 2024) reported that hedonic shopping value positively influences impulsive purchasing behavior in e-commerce platforms. (Amiera et al., 2023) demonstrated that pleasure-oriented shopping behavior enhances consumers’ impulsive buying tendencies.

Additional findings by (Amelia & Tambunan, 2025) show that hedonic consumption experiences increase emotional arousal, which subsequently drives impulse buying decisions. (Rahayu et al., 2020) also confirm that hedonic motivations significantly predict impulse buying in online marketplaces. Moreover, (Chi et al., 2023) indicate that consumers with hedonic lifestyles are more likely to respond impulsively to digital promotional stimuli. Recent empirical evidence continues to support this relationship. (Roostika & Aji, 2025) found that hedonic lifestyle positively affects impulse buying among online marketplace users. (Utama et al., 2026) reported that enjoyment-seeking behavior increases spontaneous purchase intention. (Yudha et al., 2025) Wang et al. (2023) highlight that hedonic shopping experience significantly encourages impulsive purchases.

More recent studies in 2024 further reinforce these findings (Riofita, 2025) found that hedonic consumption positively influences impulse buying behavior. (AL Hilal, 2023) also show that pleasure-

oriented lifestyles increase impulsive purchase decisions in e-commerce settings. Additionally, (Yuwono et al., 2023) confirm that hedonic lifestyle significantly contributes to impulse buying through emotional gratification and experiential shopping. These findings collectively suggest that the higher the hedonic lifestyle orientation, the greater the tendency for consumers to engage in impulse buying, particularly in digital marketplace environments such as Shopee.

The Effect of Flash Sales on Impulse Buying

The results of the individual parameter significance test (t-test) indicate that the flash sale variable has a positive and significant effect on impulse buying. The findings show that the calculated t-value is 3.039, which is greater than the t-table value of 1.661, with a significance level of $0.003 < 0.05$. This result suggests that flash sale promotions significantly encourage consumers to engage in impulsive purchasing behavior. The presence of limited time offers, discounted prices, and restricted product availability creates a sense of urgency, prompting consumers to make quick purchase decisions without careful consideration.

Theoretically, this finding is supported by (Walгаа et al., 2024) explain that time pressure one of the key characteristics of flash sales strengthens impulsive urges because consumers feel they lack sufficient time to objectively evaluate their needs. In addition, (Kotler et al., 2021) emphasize that promotional strategies that create urgency and limited opportunities can trigger spontaneous purchases, as consumers are motivated to avoid missing out rather than to fulfill actual needs.

Recent empirical evidence also supports this relationship. A study conducted by (Mamlu'ah, 2025) found that flash sale promotions have a positive and significant effect on impulse buying. These findings indicate that the intensity of flash sale promotions, limited time availability, scarcity cues, temporal urgency, and visual stimuli presented by e-commerce platforms such as Shopee effectively encourage consumers to make impulsive purchases (MP & Arianto, 2023). Therefore, flash sale strategies play an important role in shaping spontaneous buying behavior in digital marketplace environments.

The hypothesis testing results for the Social Media Engagement variable show that the t-count is greater than the t-table ($2.667 > 1.98238$) with a significance value of $0.009 < 0.050$. Therefore, it can be concluded that Social Media Engagement has a significant effect on Online Impulse Buying on TikTok. This finding indicates that higher levels of consumer interaction with social media content lead to a greater tendency toward impulsive online purchasing behavior. Active engagement, such as liking, commenting, sharing, and participating in live shopping, increases emotional involvement and reduces rational evaluation during decision-making.

The Simultaneous Effect of Hedonic Lifestyle and Flash Sale on Impulse Buying

Based on the results of data analysis, hedonic lifestyle and flash sale simultaneously have a positive and significant effect on impulse buying among Shopee users in Bengkulu City. The F-test results show that the calculated F-value is 15.744, which is greater than the F-table value of 3.09, with a significance level of $0.001 < 0.05$. Therefore, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. These findings indicate that the combination of internal psychological factors and external promotional strategies significantly influences consumers' impulsive purchasing behavior.

This result is theoretically supported by (Rafdinal et al., 2025) state that a hedonic lifestyle reflects a consumption pattern that places high value on emotional experiences, pleasure, and sensory satisfaction rather than utilitarian functions. Such orientations encourage individuals to seek instant gratification through unplanned purchases, as emotional impulses dominate rational considerations in impulse buying decisions.

(Yin et al., 2024) explain that flash sale strategies align with marketing approaches that utilize hedonic elements in shopping experiences to trigger rapid decisions without extended reflection. This mechanism indirectly strengthens impulse buying tendencies, particularly among consumers with hedonic lifestyles or those exposed to promotional stimuli (Maulana et al., 2024). These findings suggest that the interaction between hedonic lifestyle and flash sale promotions creates a strong stimulus that encourages consumers to make spontaneous purchases. The presence of emotional

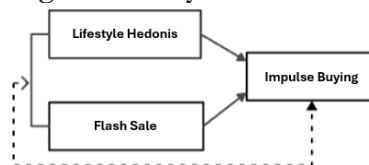
motivations combined with time-limited promotional pressure increases the likelihood of impulse buying behavior, especially within digital marketplace environments such as Shopee

Analytical Framework

The analytical framework of this study explains the relationship between hedonic lifestyle and flash sale toward impulse buying among Shopee users in Bengkulu City. Hedonic lifestyle represents an internal psychological factor reflecting consumers' tendency to seek pleasure, enjoyment, and emotional satisfaction in shopping activities. Consumers with strong hedonic orientations tend to prioritize experiential value and instant gratification, which increases the likelihood of spontaneous purchasing behavior. In contrast, flash sale functions as an external stimulus derived from e-commerce promotional strategies. Flash sale programs create urgency through limited-time offers, scarcity cues, and significant discounts, encouraging consumers to make rapid decisions without thorough evaluation. This combination of emotional motivation and time pressure reduces rational consideration and strengthens impulse buying behavior.

In this study, hedonic lifestyle (X1) and flash sale (X2) are positioned as independent variables, while impulse buying (Y) serves as the dependent variable. Hedonic lifestyle influences impulse buying through consumers' desire for pleasure and emotional satisfaction, whereas flash sale influences impulse buying through promotional urgency and perceived scarcity. Both variables are also hypothesized to simultaneously affect impulse buying, indicating that the interaction between internal motivations and external marketing stimuli reinforces consumers' spontaneous purchasing tendencies. Thus, the analytical framework proposes that hedonic lifestyle and flash sale individually and collectively have a positive and significant effect on impulse buying among Shopee users in Bengkulu City.

Figure 1. Analysis Framework



METHODOLOGY

This study employed a quantitative research method with a descriptive approach to examine the influence of hedonic lifestyle and flash sale on impulse buying among Shopee users in Bengkulu City. Quantitative research was selected to measure the relationship between variables objectively using statistical analysis (Creswell, 2014). The population of this study consisted of all active Shopee users in Bengkulu City. The sample was determined using a simple random sampling technique to ensure that each member of the population had an equal opportunity to be selected (Wallwey & Kajfez, 2023). The sample size was calculated using the Lemeshow formula, resulting in 100 respondents who met the research criteria. Data were collected through interviews and structured questionnaires using a Likert scale to measure respondents' perceptions of hedonic lifestyle, flash sale, and impulse buying. The data analysis techniques included descriptive analysis and inferential statistical analysis (Darma, 2020). Inferential analysis consisted of instrument testing (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, t-test for partial effects, F-test for simultaneous effects, and coefficient of determination (R^2) analysis (Morgan et al., 2024). These procedures were conducted to determine the significance and strength of the relationship between hedonic lifestyle, flash sale, and impulse buying among Shopee users in Bengkulu City.

Data Analysis

Multiple Linear Regression Analysis Results

Multiple linear regression analysis was conducted to examine the direction of the influence of the independent variables on the dependent variable. The results are presented as follows.

Table 1. Multiple Linear Regression Analysis Results

Model	Variabel	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
	(Constant)	13.346	2.735	–	4.880	0.001
1	X1	0.297	0.110	0.271	2.700	0.008
	X2	0.291	0.096	0.305	3.039	0.003

a. Dependent Variable: Y

The regression equation based on the Unstandardized Coefficients (B) table is:

$$Y = 13.346 + 0.297 (X1) + 0.291 (X2)$$

Based on this equation, it can be explained as follows:

1. The constant value of 13.346 is positive. This indicates that when the variables Hedonic Lifestyle (X1) and Flash Sale (X2) are assumed to be absent or equal to zero, the value of Impulse Buying (Y) will increase by 13.346.
2. The coefficient value of the Hedonic Lifestyle variable (X1) is positive at 0.297. This means that if Hedonic Lifestyle (X1) increases by one unit, the value of Impulse Buying (Y) will increase by 0.297, assuming the Flash Sale variable (X2) remains constant.
3. The coefficient value of the Flash Sale variable (X2) is positive at 0.291. This means that if Flash Sale (X2) increases by one unit, the value of Impulse Buying (Y) will increase by 0.291.

Coefficient of Determination (R²) Results

To determine the percentage contribution of the independent variables, Hedonic Lifestyle (X1) and Flash Sale (X2), to the dependent variable, Impulse Buying (Y), the coefficient of determination test was conducted using SPSS. The results of the coefficient of determination analysis are presented as follows.

Table 2. Coefficient of Determination (R²) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.752	0.565	0.556	2.25476

a. Predictors: (Constant), X2, X1

Based on the table above, the coefficient of determination (R Square) shows a value of 0.561. This indicates that Fear of Missing Out and Social Media Engagement jointly explain 56.1% of the variance in Online Impulse Buying. The remaining 43.9% (100% – 56.1%) is influenced by other factors not included in this study.

t-Test (Partial Test)

This test was conducted to determine the extent to which each independent variable influences the variation of the dependent variable. To examine the partial effect of independent variables on the dependent variable, a t-test was employed with the following criteria: with a sample size (n) of 100 and the number of parameters/variables (k) equal to 3, the degree of freedom (df) was calculated as (n – k) = 100 – 3 = 97. At a significance level of $\alpha = 0.05$, the t-table value obtained was 1.661. The partial testing results are presented as follows.

Table 3. t-Test (Partial Test)

Model	Variabel	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
	(Constant)	13.346	2.735	–	4.880	0.001
1	X1	0.297	0.110	0.271	2.700	0.008
	X2	0.291	0.096	0.305	3.039	0.003

A variable is considered to have a positive effect on the dependent variable when the significance value is less than 0.05 (5%). Based on the results of the t-test conducted in this study, the variables that meet these criteria are as follows:

1. Hedonic lifestyle has a positive and significant effect on impulse buying, as indicated by the t-value of 2.700, which is greater than the t-table value of 1.661, and a significance level of $0.008 < 0.05$. These findings suggest that consumers with stronger hedonic tendencies are more likely to engage in spontaneous purchasing behavior.
2. Flash sale has a positive and significant effect on impulse buying, as indicated by the t-value of 3.039, which is greater than the t-table value of 1.661, and a significance level of $0.003 < 0.05$. This result indicates that limited-time promotional strategies encourage consumers to make impulsive purchase decisions.

F-Test (Simultaneous Test)

In this study, hypothesis testing was conducted to measure the magnitude of the influence of Hedonic Lifestyle (X1) and Flash Sale (X2) on Impulse Buying (Y) using the F-test. The sample size (n) was 100, and the number of parameters (k) was 3. Therefore, the degrees of freedom were calculated as follows: $df_1 = k - 1 = 3 - 1 = 2$ $df_2 = n - k = 100 - 3 = 97$

At a significance level of $\alpha = 0.05$, the F-table value obtained was 3.09. This value was used as the basis for determining whether the independent variables simultaneously have a significant effect on the dependent variable.

Table 4. F-Test (Simultaneous Test)

Model	Sumber Variasi	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	640.338	2	320.169	15.744	0.001
	Residual	1972.572	97	20.336	–	–
	Total	2612.910	99	–	–	–

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Further analysis of hypothesis testing based on the table above shows that the calculated F-value (15.744) is greater than the F-table value (3.09), and the significance level is $0.001 < 0.05$. Therefore, it can be concluded that the independent variables simultaneously have a significant effect on the dependent variable. These findings indicate that hedonic lifestyle and flash sale jointly influence impulse buying behavior.

RESULTS and DISCUSSION

The results of multiple linear regression analysis indicate that hedonic lifestyle and flash sale positively influence impulse buying behavior among Shopee users in Bengkulu City. The regression coefficients show that an increase in either hedonic lifestyle or flash sale intensity leads to a higher level of impulse buying. Consumers with strong hedonic tendencies are more likely to experience emotional gratification from shopping activities, which increases spontaneous purchasing decisions. This finding is consistent with previous studies that highlight hedonic motivation as a significant predictor of impulse buying in online environments, where enjoyment, excitement, and experiential value shape consumer decision-making processes (Ashiq & Hussain, 2024)(Harahap et al., 2023). (Utama et al., 2026) research in digital commerce contexts shows that hedonic-oriented consumers tend to view online shopping as entertainment, thereby increasing their susceptibility to unplanned purchases (Huang et al., 2024).

The hypothesis testing results also demonstrate that flash sale promotions significantly influence impulse buying. Time-limited promotions create urgency and perceived scarcity, which psychologically encourage consumers to make quick decisions without extensive evaluation. These findings align with studies indicating that limited-time offers and scarcity cues significantly increase impulsive purchasing behavior in e-commerce settings (Nurfatria, 2024)(Rafdinal et al., 2025).

Additionally, flash sale strategies that combine discounts, countdown timers, and stock limitations enhance consumers' fear of missing out (FOMO), thereby strengthening impulse buying tendencies (Cut Tamara Falajunah & Ratih Hendayani, 2024)(Amelia et al., 2025). When combined with hedonic lifestyle characteristics, such promotional strategies become more effective because consumers are predisposed to seek pleasure and instant satisfaction. Therefore, the interaction between hedonic lifestyle and flash sale promotions significantly contributes to increased impulse buying behavior in the e-commerce context.

CONCLUSION

This study aims to examine the influence of hedonic lifestyle and flash sale on impulse buying behavior among Shopee users in Bengkulu City. The results indicate that hedonic lifestyle has a positive and significant effect on impulse buying. Consumers with stronger pleasure-oriented lifestyles tend to prioritize emotional satisfaction and enjoyment, which increases the likelihood of spontaneous and unplanned purchases. This finding confirms that psychological factors related to lifestyle play an important role in shaping consumer purchasing behavior in the e-commerce environment. The flash sale also shows a positive and significant effect on impulse buying. Limited time promotions, discounted prices, and perceived scarcity create urgency that encourages consumers to make quick purchasing decisions without careful consideration. The simultaneous test results demonstrate that hedonic lifestyle and flash sale jointly influence impulse buying behavior. This indicates that the combination of internal consumer characteristics and external promotional stimuli significantly increases impulsive purchasing decisions. Therefore, e-commerce platforms are encouraged to design marketing strategies that integrate experiential shopping elements with time-limited promotional programs to effectively enhance consumer impulse buying behavior.

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