
ONLINE IMPULSE BUYING: THE APPLICATION OF SRIMULUS- ORGANISM-RESPONSE MODEL



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Abstract

This study investigates the application of the Stimulus-Organism-Response (S-O-R) model to understand how social media marketing influences online impulse buying among Generation Z fashion consumers. Social media marketing activities, including interaction, entertainment, trendiness, word-of-mouth, and personalization, are considered as the stimulus, while impulse buying intention is the dependent variable. Brand resonance and emotional response serve as mediators and social network proneness acts as a moderator. Data was collected through online questionnaires to ensure reliability and consistency. The analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS, which validated the measurement and structural relationships. The results reveal that while social media marketing activities influence emotional responses and brand resonance, these factors alone do not directly drive impulse buying. Instead, emotional responses, particularly positive emotions, have a stronger impact on impulse buying intentions. Social network proneness also plays a role in making consumers more responsive to recommendations, though it does not mediate the relationship between marketing activities and purchase intentions. The study highlights the complexity of online impulse buying behavior, with emotional and situational factors being crucial drivers. Limitations include a sample focused on a specific demographic in the fashion industry, which may affect generalizability. Future research should explore generational differences, psychological motivations, and the impact of technology and visual content, as well as investigate other moderators influencing impulse buying behavior.

Keywords: Brand Resonance, Emotional Response, Impulse Buying, Social Media Marketing, Social Network Proneness

INTRODUCTION

Online impulse buying behavior has become a significant phenomenon in today's digital age. The increasing accessibility of internet technology and various e-commerce platforms enables consumers to make quick and spontaneous purchases with just a few clicks. This phenomenon has attracted the attention of many researchers seeking to understand the underlying factors and psychological models that explain online impulse buying behavior. One relevant theoretical framework for this is the Stimulus-Organism-Response (S-O-R) Model.

The S-O-R model provides a structured approach to understanding consumer behavior by analyzing how external stimuli influence an individual's internal state, which in turn drives their response. In the context of online impulse buying, this model helps explain how digital stimuli trigger consumer reactions and how individual characteristics mediate the process.

Stimuli in online shopping environments come in various forms, including visual elements such as high-quality images, videos, and interactive content that enhance product appeal. Social proof, such as customer reviews, ratings, and testimonials, builds trust and influences purchasing decisions. Scarcity and urgency, through limited-time offers, countdown timers, and low-stock alerts, create a sense of urgency that prompts immediate action. Personalization, in the form of tailored recommendations based on browsing history and user preferences, increases engagement. Additionally, a seamless shopping experience facilitated by features like one-click purchasing, autofill payment options, and mobile-optimized interfaces reduces friction in the buying process and encourages impulse purchases.

An individual's psychological traits play a crucial role in determining how they respond to online shopping stimuli. Impulsivity is a key factor that influences spontaneous purchasing decisions. Emotional states, such as stress, boredom, or excitement, can heighten susceptibility to impulse buying. Cognitive load, caused by decision fatigue and information overload, can lead to quick, impulsive decisions. Furthermore, self-control plays an essential role, as consumers with lower self-control are more likely to be influenced by external stimuli.

The response in the S-O-R model refers to consumer actions, such as adding products to a shopping cart, completing a transaction, or sharing product links with friends. These decisions are often made quickly, without deep consideration, under the influence of impulsivity. E-commerce platforms leverage this behavior by optimizing website design, simplifying the checkout process, and using persuasive marketing techniques to facilitate impulse buying.

Technological advancements in e-commerce have further amplified impulse buying behavior. Features such as AI-driven personalized recommendations, chatbots offering instant assistance, and gamified shopping experiences, including flash sales and reward-based promotions, contribute to an environment that encourages spontaneous purchasing.

While businesses benefit from strategies that drive impulse purchases, ethical concerns must be addressed. Dark patterns in UX design, such as manipulative website tactics that nudge consumers toward unintended purchases, raise ethical issues. The exploitation of vulnerable consumers, particularly those with compulsive buying tendencies or financial constraints, is another concern. Transparency in advertising, including clear disclosure of promotions, personalized pricing, and persuasive techniques, is necessary to ensure consumer protection.

Despite growing research on online impulse buying, several gaps remain. The long-term effects of frequent impulse buying on consumer well-being, including psychological and financial consequences, require further exploration. Cultural influences on impulse buying behavior across different demographic groups have not been sufficiently studied. Additionally, the impact of emerging technologies such as AI-driven recommendations, augmented reality shopping experiences, and virtual influencers on consumer impulsivity needs further investigation.

By deepening our understanding of these dynamics, businesses can refine their marketing strategies while ensuring ethical considerations are met. Further research is essential to create a balanced approach that maximizes consumer engagement without leading to negative consequences such as financial distress or compulsive buying behavior.

REVIEW OF LITERATURE

Stimulus-Organism-Response (S-O-R) Theory

The S-O-R theory explains how external stimuli influence individuals' internal states, which in turn drive behavioral responses. Environmental stimuli—including sensory, auditory, and visual cues—act as external triggers that shape cognitive and emotional processing, eventually leading to behavioral outcomes. This theory is widely used to understand consumer behavior, particularly in digital commerce, where external factors such as website design, social media content, and promotional strategies influence online purchasing behavior (Safeer, 2024). Unlike traditional retail settings, where in-store experiences play a dominant role, digital environments rely on interactive, algorithm-driven, and highly personalized stimuli to drive consumer actions (Zafar et al., 2021).

In the context of online impulse buying, stimuli encompass various digital marketing elements, including pricing strategies, social media engagement, website functionalities, and personalized recommendations (Zafar et al., 2021). These elements evoke cognitive and emotional reactions that influence purchase decisions, with emotional responses often playing a more significant role than rational deliberation. Thus, understanding how digital stimuli interact with internal psychological states provides valuable insights into consumer impulsive behaviors.

Online Impulse Buying Intention

Impulse buying is a complex behavior driven by emotional urges, instant gratification, and reduced self-regulation. This phenomenon is particularly prominent in digital commerce, where seamless purchasing experiences and targeted advertisements encourage spontaneous purchases (Bakar et al., 2025). The concept of "pain of paying"—the psychological perception of cost—plays a crucial role in impulse buying, as digital transactions often minimize the perceived financial impact (Bakar et al., 2025).

Cognitively, impulse buyers exhibit reduced deliberation and impaired decision-making, leading to spontaneous purchases without fully considering long-term repercussions. Emotionally, intense desires for a product create immediate purchasing actions, often followed by regret (Safeer, 2024). While many studies highlight the positive effects of digital marketing on impulse buying, some research suggests that factors such as

financial literacy and self-control may moderate these effects, reducing impulsive tendencies (Chan & Yazdanifard, 2014).

Social Media Marketing Activities

Social media marketing encompasses strategic efforts by businesses to engage consumers, enhance brand visibility, and drive purchase decisions. These activities involve interactivity, entertainment, trend adoption, word-of-mouth (WOM), and personalization (Sohaib et al., 2022). Interactivity fosters engagement through dynamic discussions, entertainment captures consumer interest, and trend adoption ensures brand relevance. WOM remains a powerful marketing tool, leveraging consumer advocacy, while personalization enhances marketing effectiveness by tailoring content to individual preferences (Safeer, 2024).

Digital platforms have revolutionized marketing by enabling personalized, data-driven strategies that shape consumer perceptions and behaviors (Lee & Koo, 2015). However, research suggests that overexposure to marketing stimuli can lead to advertising fatigue, potentially diminishing its effectiveness (Japutra et al., 2014). Thus, understanding the balance between engagement and overstimulation is crucial for optimizing social media marketing strategies.

Brand Resonance

Brand resonance reflects the depth of consumer engagement and attachment to a brand, signifying emotional and psychological bonds (Keller, 2010). It consists of two primary dimensions: intensity—the strength of consumer attachment—and activity—the behavioral expressions of brand loyalty (Keller, 2012). Strong brand resonance enhances commitment and long-term consumer relationships (Bourbon & Bouskill, 2008).

Given that brand perception influences purchasing behaviors, digital interactions play a pivotal role in shaping brand resonance. Consumers exposed to consistent, personalized, and engaging brand messages on social media tend to develop deeper connections with the brand, thereby increasing their likelihood of impulse buying (Japutra et al., 2014).

Emotional Responses

Emotional responses encompass cognitive and behavioral reactions elicited by external stimuli. In digital commerce, emotions such as excitement and pleasure significantly

influence purchase intentions (Scherer, 2000). The S-O-R theory posits that consumer emotions serve as key mechanisms that shape behavioral responses (Safeer, 2024).

Emotionally charged marketing content—such as visually appealing advertisements, engaging storytelling, and interactive campaigns—enhances consumer engagement, prompting impulsive purchases (Rook & Gardner, 1993). However, research also indicates that high emotional arousal does not always translate into purchases, as factors like financial concerns and self-regulation can moderate these effects (Park et al., 2012).

Social Network Proneness

Social network proneness refers to consumers' level of engagement in digital communities and their tendency to seek information, share content, and interact with others online (Safeer, 2024). Highly networked individuals are more likely to be influenced by peer recommendations and social interactions, increasing their susceptibility to impulsive buying (Chan & Yazdanifard, 2014).

While social network proneness enhances brand engagement, some studies suggest that consumer skepticism toward social media advertisements may counteract impulse buying tendencies (Lee & Koo, 2015). This highlights the need to examine both the positive and negative aspects of digital connectivity on purchasing behavior.

RESEARCH METHOD

This research adopts a quantitative, explanatory research design, characterized by structured data collection and statistical analysis to examine causal relationships between variables (Bouck et al., 2018). A survey-based approach is implemented, utilizing a structured questionnaire to gather data and analyze findings from a representative sample of Generation Z fashion consumers.

Sampling Strategy

The study employs purposive sampling, a non-probability technique, to select respondents who meet specific criteria. The target population consists of Generation Z individuals actively engaged in social media and following contemporary fashion trends. The sample comprises consumers who frequently browse online retailers, follow fashion brands, and explore new product promotions. The justification for the sample size is based on PLS-

SEM guidelines, ensuring a sufficient number of observations for model estimation. A total of 138 respondents participated in the study, meeting the criteria for statistical robustness (Ahmad & Wilkins, 2024).

Questionnaire Structure

The questionnaire consists of close-ended questions structured using a Likert scale (ranging from 1 to 5) to measure key constructs such as social media marketing activities, emotional response, brand resonance, and online impulse buying intentions. The survey items are adapted from established scales in prior literature to enhance validity and reliability (Taherdoost, 2021).

Justification for PLS-SEM

This study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software. The choice of PLS-SEM is justified by the study's focus on prediction-oriented analysis and the presence of multiple mediating and moderating variables (Niehaves & Ortbach, 2016). Compared to CB-SEM, PLS-SEM is better suited for handling complex models with latent variables and smaller sample sizes, making it appropriate for this research.

Measurement Validity and Reliability

To ensure the robustness of the measurement model, the study evaluates: 1) Reliability using Cronbach's Alpha and Composite Reliability (CR) to confirm internal consistency; 2) Convergent Validity through Average Variance Extracted (AVE), ensuring each construct adequately explains its indicators; 3) Discriminant Validity assessed via the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT) to verify that constructs are distinct.

Structural Model Assessment and Hypothesis Testing

The structural model is assessed using: 1) R-square (R^2) to measure explanatory power; 2) Q-square (Q^2) for predictive relevance; 3) Path Coefficient Analysis and Bootstrapping to test hypotheses, where statistical significance is determined by p-values (<0.05) (Afifah & Kuswati, 2023; Yuliana, 2024).

By integrating these methodological enhancements, this study ensures a rigorous, data-driven approach to examining the impact of social media marketing on online impulse purchasing through the Stimulus-Organism-Response model.

RESULTS AND DISCUSSION

Respondent Profile

Table 1
Descriptive Analysis of Respondents and Variables

Category	Variable	Frequency	Percentage
Gender	Male	10	7%
	Female	128	93%
	Total	138	100%
Age	19	6	5%
	20	11	8%
	21	49	36%
	22	23	17%
	23	18	13%
	24	21	15%
	25	7	5%
	26	3	2%
	Total	138	100%

Source: Primary Data, 2025

The majority of respondents in this study are female (93%), significantly outnumbering male respondents (7%). This dominance of female respondents suggests that social media marketing activities, brand engagement, and online impulse-buying behavior may be more prominent among women in this sample. Previous research has shown that female consumers tend to be more engaged with fashion brands on social media and are more likely to engage in impulse buying behavior compared to male consumers.

In terms of age distribution, most respondents are 21 years old (36%), followed by 22 years old (17%) and 24 years old (15%). The concentration of respondents in their early twenties indicates that this age group may be the most active in online shopping and brand engagement through social media. Young adults, particularly those in their early twenties, are often more digitally savvy, more receptive to social media marketing strategies, and more prone to impulse buying online. Their familiarity with social media platforms and their engagement with online fashion brands suggest that they are a key target demographic for digital marketing strategies.

Table 2
Descriptive Analysis of Variables

Variable	Code	Item	Mean
Social Media Marketing Activities	SM1	It is convenient to express my viewpoint using the brand's social media	4.21
	SM2	It is very trendy to use this brand's social media platform	4.25
Brand Resonance	BR1	This is my absolute favorite brand	4.33
	BR2	This brand holds personal value beyond being just a product	4.32
	BR3	This brand understands its consumers' preferences	4.25
Emotional Response	ER1	Social media is a good platform	4.22
	ER2	Social media is a pleasurable platform	4.36
Social Network Proneness	SNP1	I follow fashion brands on social media and online blogs	4.24
	SNP2	I would feel regretful if my social networking page were closed	4.27
	SNP3	My disconnection increases if I fail to access social media	4.15
Online Impulse Buying Intention	OIB1	If I see a new fashion brand online, I intend to buy it	4.21
	OIB2	I wish to purchase a fashion brand online to discover its features	4.03
	OIB3	I like to purchase newly introduced fashion brands online	4.13

Source: Primary Data, 2025

The findings indicate that respondents perceive the brand's social media platform as trendy (mean = 4.25) and a convenient space for expressing their viewpoints (mean = 4.21), highlighting its engaging and appealing presence. Additionally, respondents exhibit strong brand resonance, with the highest rating given to it being their absolute favorite (mean = 4.33), followed by its personal value (mean = 4.32) and understanding of consumer preferences (mean = 4.25), suggesting a strong emotional connection to the brand.

Furthermore, social media is considered a pleasurable (mean = 4.36) and generally good platform (mean = 4.22), reflecting a positive emotional experience among respondents. Their high social network proneness is evident, as many follow fashion brands on social media (mean = 4.24) and feel regretful if their social networking page were closed (mean = 4.27), indicating active engagement.

Respondents also demonstrate a strong inclination toward online impulse buying, particularly when encountering new fashion brands online (mean = 4.21). The preference for

discovering new features (mean = 4.03) and purchasing newly introduced brands (mean = 4.13) further supports this behavior. Given that the majority of respondents are young females, it aligns with prior studies indicating that younger women are more likely to engage in impulse buying, particularly in fashion-related products promoted through social media.

These results underscore the significant influence of social media on consumer behavior, brand connection, and online purchasing decisions. The strong presence of young female consumers within this study suggests that marketers should tailor their strategies toward this demographic, emphasizing social engagement, personalized brand experiences, and impulse-driven promotions.

Data Analysis

The software utilized in this study is SEM-PLS, a multivariate statistical approach known as Partial Least Squares (PLS) analysis, which effectively manages multiple response and predictor variables. PLS is particularly advantageous in addressing multicollinearity among independent variables, enabling the analysis of a substantial number of variables without stringent prerequisites. This technique facilitates data examination without necessitating multivariate normal distribution or extensive sample sizes. The evaluation process encompasses the assessment of both outer and inner models within the PLS framework. To ensure data credibility, this study conducted validity and reliability assessments involving 138 consumers actively engaged with social media and fashion trends. The validity assessment employed convergent validity, discriminant validity, and multicollinearity tests, while composite reliability values were utilized to determine reliability. The findings from these tests serve as the foundation for further data analysis.

Outer Model Evaluation or Measurement Model

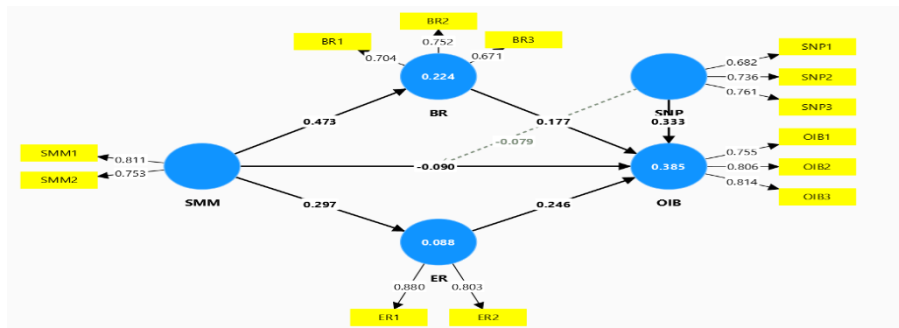


Figure 1
Outer Model

Validity Test

Convergent Validity

Table 3
Outer Loading Value

	BR	ER	OIB	SMM	SNP	SNP x SMM
BR1	0.704					
BR 2	0.752					
BR3	0.671					
ER1		0.880				
ER2		0.803				
OIB1			0.755			
OIB2			0.806			
OIB3			0.814			
SMM1				0.811		
SMM2				0.753		
SNP1					0.682	
SNP2					0.736	
SNP3					0.761	
SNP x SMM						1.000

Source: Primary Data, 2025

The results of data analysis using Smart PLS indicate that each indicator of the study variable possesses an external loading value exceeding 0.7. However, as stated by Chin (1998) and Kussudyarsana, Setyawan, and Kuswati (2019), a measurement scale with a loading value ranging between 0.5 and 0.6 is still deemed sufficient to satisfy convergent validity criteria. The dataset confirms that none of the variable indicators exhibit a loading value below 0.5, signifying that all indicators are valid and appropriate for subsequent analysis. Additionally, convergent validity can be evaluated through the Average Variance Extracted (AVE), which represents the extent to which a latent construct successfully encapsulates the variance of its manifest variables. The AVE value serves as an indicator of how effectively manifest variables define a latent construct. To establish convergent validity, the AVE should exceed 0.5; if it falls below this threshold, the construct is considered inadequate in representing its manifest variables, thereby failing to achieve convergent validity.

Table 4
AVE

Discriminant Validity	AVE	Description
BR	0.504	Valid
ER	0.709	Valid
OIB	0.627	Valid
SMM	0.613	Valid
SNP	0.528	Valid

Source: Primary Data: 2025

Each variable in Table 4 demonstrates an Average Variance Extracted (AVE) above 0.5, with BR at 0.504, ER at 0.709, OOB at 0.627, SMM at 0.613, and SNP at 0.528, indicating that all AVE values meet the validity threshold. Another approach to assessing discriminant validity is by examining cross-loading values, where an item should exhibit a higher loading on its associated construct than on others, signifying strong validity. To determine the precision of measurement instruments in fulfilling their intended function, a validity test was conducted (Ghozali, 2016). Discriminant validity is specifically evaluated through cross-loading values, with the following results for each indicator:

Table 5
Cross Loading

	BR	ER	OIB	SMM	SNP	SNP x SMM
BR1	0.704	0.298	0.346	0.327	0.338	-0.335
BR2	0.752	0.304	0.336	0.309	0.343	-0.292
BR3	0.671	0.303	0.251	0.373	0.321	-0.265
ER1	0.278	0.880	0.468	0.211	0.305	-0.193
ER2	0.463	0.803	0.286	0.301	0.357	-0.377
OIB1	0.264	0.343	0.755	0.141	0.356	-0.290
OIB2	0.387	0.407	0.806	0.203	0.440	-0.313
OIB3	0.382	0.335	0.814	0.238	0.445	-0.333
SMM1	0.382	0.281	0.180	0.811	0.303	-0.271
SMM2	0.359	0.178	0.210	0.753	0.382	-0.282
SNP1	0.322	0.184	0.271	0.366	0.682	-0.314
SNP2	0.380	0.297	0.422	0.324	0.736	-0.408
SNP3	0.325	0.335	0.421	0.280	0.761	-0.362
SNP x SMM	-0.421	-0.325	-0.394	-0.352	-0.502	1.000

Source: Primary Data, 2025

Each indicator on the research variable has the highest cross-charge value in the variable it forms compared to the cross-loading in other variables, as shown in Table 13. Briefly, it shows that the study's indicators have very strong discriminatory validity in constructing the variables they represent, based on analysis of the collected data. Therefore, it can be concluded that each indicator used in this study accurately and accurately represents the measured variables, ensuring the reliability and validity of the research results.

Reliability Test

Composite Reliability

Table 6
Composite Reliability

	Composite Reliability (rho_c)	Description
BR	0.752	Reliable
ER	0.830	Reliable
OIB	0.834	Reliable
SMM	0.760	Reliable
SNP	0.770	Reliable

Source: Primary Data, 2025

Based on the table above, it can be concluded that BR is 0.752, ER is 0.830, OIB is 0.834, SMM is 0.760, and SNP is 0.770. The data shows that the Composite Reliability value of each variable is > 0.70, so it can be concluded that the variables above are reliable.

Cronbach's Alpha

Table 7
Cronbach's Alpha Value

	Cronbach's alpha	Description
BR	0.506	Unreliable
ER	0.595	Unreliable
OIB	0.704	Reliable
SMM	0.369	Unreliable
SNP	0.565	Unreliable

Source: Primary Data, 2025

Based on the table, it can be concluded that BR is 0.506, ER is 0.595, OIB 0.704, SMM 0.369, and SNP 0.565. From the above data, it shows that BR, ER, SMM, and SNP values are below 0.70, the variable is unreliable. The OIB has a value greater than 0.70, so only variable OIBs are reliable.

Multicollinearity Test

Table 8
Multicollinearity

	VIF
BR -> OIB	1.607
ER -> OIB	1.308
SMM -> BR	1.000
SMM -> ER	1.000
SMM -> OIB	1.408
SNP -> OIB	1.624
SNP x SMM -> OIB	1.446

Source: Primary Data, 2025

According to the table above, the results of Collinearity Statistics (VIF) show that each variable has a cut value of >0.1 or a VIF value of <5. Thus, this does not violate the multicollinearity test.

Inner Model

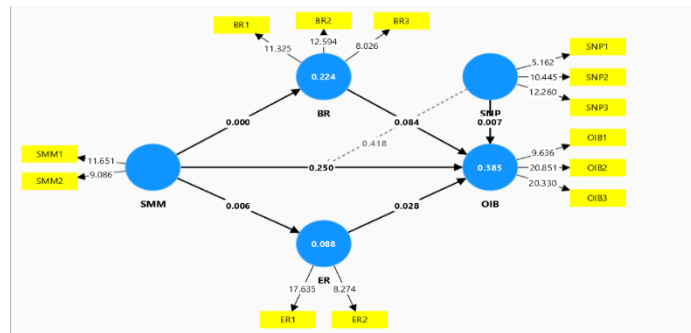


Figure 2
Inner Model

Source: Primary Data, 2025

Coefficient Determination (R²)

Table 8. Coefficient Determination

	R-square	R-square adjusted
BR	0.224	0.218
ER	0.088	0.081
OIB	0.385	0.361

Source: Primary Data, 2025

Based on the data above, the value of R2 on BR is 0.224 or 22.4%. The R-value of ER is 0.088 or 8.8%. And the value of R2 on OIB is 0.385 or 38.5%.

Predictive Relevance (f Square)

Table 9
Predictive Relevance (f Square)

	f-square	
BR -> OIB	0.032	Significant
ER -> OIB	0.075	Significant
SMM -> BR	0.289	Significant
SMM -> ER	0.096	Significant
SMM -> OIB	0.009	Not Significant
SNP -> OIB	0.111	Significant
SNP x SMM -> OIB	0.012	Not Significant

Source: Primary Data, 2025

Based on Table 9, BR -> OIB, ER -> OIB, SMM -> BR, SMM -> ER, and SNP -> OIB have a significant effect because f square > 0.35. While SMM -> OIB and SNP x SMM -> OIB are not significant because f square > 0.02.

Model Fit

Table 10
Model Fit

	Saturated model	Estimated model
SRMR	0.101	0.130
d_ULS	0.922	1.546
d_G	0.317	0.358
Chi-square	261.923	273.786
NFI	0.358	0.328

Source: Primary Data, 2025

Based on the data table presented, it can be concluded that the SRMR value is not considered appropriate because it is <0.10, which is 0.101. In addition, the Chi-Square value was recorded at 261.923, which is considered adequate and appropriate because it is within the range of more than 0.05. Meanwhile, the NFI value was also identified as fitting the criteria as it was more than 0.1, at 0.358.

Hypothesis Test

Direct Effect

Table 11
Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	
SMM -> OIB	-0.090	-0.086	0.078	1.150	0.250	Not Significant
SMM -> BR	0.473	0.481	0.083	5.730	0.000	Significant
SMM -> ER	0.297	0.301	0.107	2.777	0.006	Significant
BR -> OIB	0.177	0.189	0.102	1.728	0.084	Not Significant
ER -> OIB	0.246	0.226	0.112	2.207	0.028	Significant
SNP -> OIB	0.333	0.353	0.123	2.714	0.007	Significant
SNP x SMM -> OIB	-0.079	-0.075	0.098	0.811	0.418	Not Significant

Source: Primary Data, 2025

In the table above, we can see that there are variables that are not significant, namely BR->OIB, SMM -> OIB, and SNP x SMM -> OIB because the original sample is negative and the P value is > 0.05. While ER -> OIB, SMM -> BR, SMM -> ER, and SNP -> OIB have a positive and significant effect because the original sample is positive and the P value is < 0.05.

Indirect Effect

Table 12
Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	
SMM -> ER -> OIB	0.073	0.065	0.039	1.886	0.060	Not Significant
SMM -> BR -> OIB	0.084	0.091	0.053	1.565	0.118	Not Significant

Source: Primary Data, 2025

From this table above, we can conclude that SMM -> ER -> OIB and SMM -> BR -> OIB do not have a positive and significant effect because the P-value > 0.05.

The Influence of Social Media Marketing Activities on Online Impulse Buying Intention

The digital age has drastically altered consumer behaviors and the methods by which companies interact with their audiences, especially through social commerce, where digital platforms merge social media and e-commerce. Shoppers online, often in pursuit of instant satisfaction, are prone to making impulsive purchases (Joseph, 2022). However, the bootstrapping test results of this study show that social media marketing activities do not significantly influence online impulse buying intention. The P value is 0.250, indicating that these activities do not have a robust or positive effect on consumers' impulse buying decisions.

This result contrasts with previous studies, which found that social media marketing significantly impacted impulse purchase intentions. One possible explanation for this discrepancy could be less engaging content or varying consumer responses to marketing messages, making them less likely to trigger spontaneous buying. The effectiveness of social media marketing may depend on specific factors such as the type of content used, the format of advertisements, and the nature of the product being marketed. For example, visually appealing content like short videos or interactive posts may be more effective in triggering impulsive decisions compared to static image ads. Moreover, product categories such as fashion or beauty may be more prone to impulse buying than high-involvement purchases like electronics. Future research could explore how different content strategies and ad formats influence impulse buying behavior.

The Influence of Social Media Marketing Activities on Brand Resonance

Brands increasingly turn to social media to strengthen their relationships with consumers, aiming to enhance brand resonance, which involves consumer attachment, positive evaluations, and engagement (Safeer, 2024). Social media marketing activities have the potential to influence these emotional bonds, encouraging consumers to develop a deeper connection with the brand. In this study, the results indicate a significant positive effect of social media marketing on brand resonance, with a P value of 0.000. This supports the hypothesis that effective social media marketing can help foster stronger emotional ties and engagement with the brand.

This outcome is consistent with previous research that suggests social media platforms offer unique opportunities to build lasting consumer relationships (Safeer, 2024). The findings emphasize that strategic use of social media marketing can influence consumer perceptions and increase brand loyalty. However, the extent to which social media marketing strengthens brand resonance may depend on the type of content shared. Content that encourages consumer interaction, such as user-generated content, behind-the-scenes videos, and personalized responses from brands, is likely to foster deeper emotional connections. Additionally, storytelling techniques that humanize the brand and align with consumers' values can further enhance brand resonance. By providing engaging and relatable content, brands can create a sense of community, making consumers feel more emotionally attached to the brand.

The Influence of Social Media Marketing Activities on Emotional Response

Social media marketing is powerful in evoking emotional responses from consumers, with marketers leveraging these platforms to strengthen consumer-brand relationships (Loureiro et al., 2020; Hsieh et al., 2021). These emotional reactions, such as arousal and pleasure, significantly impact consumer behavior, making them more receptive to brand messages. The results of this study show that social media marketing activities have a positive and significant effect on emotional response, with a P value of 0.006. This supports the hypothesis that marketing activities on social media can stimulate emotions, which in turn influence consumer behavior.

The findings are in line with earlier studies, which emphasize the importance of emotional engagement in driving consumer actions. According to Loureiro et al. (2020) and Hsieh et al. (2021), emotional reactions to social media content can enhance brand appeal, increasing the likelihood of positive consumer responses. The emotional connection triggered by engaging marketing campaigns encourages consumers to interact with the brand more frequently, thereby fostering loyalty and increasing impulse purchase intentions. These findings reaffirm the critical role of emotional engagement in social media marketing.

The Influence of Brand Resonance on Online Impulse Buying Intention

Brand resonance, which includes brand attachment, engagement, and positive evaluation, has been shown to influence consumer impulse buying behaviors. A strong

emotional connection with the brand increases the likelihood of impulsive purchases as consumers feel more confident in making spontaneous decisions. However, the results of this study indicate that brand resonance does not have a significant effect on online impulse buying intention, with a P value of 0.084. This suggests that, despite the emotional connection fostered by brand resonance, it does not directly drive impulse buying in this context.

This finding contrasts with previous research, which demonstrated that brand resonance, through emotional attachment and engagement, positively influenced impulse buying intentions (Joseph, 2022). The lack of significance in this study may stem from the complexity of consumer decision-making processes. While brand resonance strengthens consumer loyalty, it might not necessarily trigger immediate purchasing behavior, which could be influenced by factors beyond emotional attachment, such as product relevance or external situational triggers.

The Influence of Brand Resonance as Mediating for the Effect of Social Media Marketing Activities on Online Impulse Buying Intention

Previous studies suggest that brand resonance can mediate the relationship between social media marketing activities and online impulse buying intentions, creating a strong emotional connection that leads to impulsive purchases. This study also examined whether brand resonance acts as a mediator in the link between social media marketing and impulse buying. However, the results show that brand resonance does not significantly mediate this relationship, with a P value of 0.060. This indicates that even though social media marketing influences brand resonance, it does not translate into a significant effect on impulse buying intentions.

These findings differ from prior research, which suggested a clear mediating role for brand resonance (Joseph, 2022). One possible reason for this discrepancy could be the varying impact of social media content across different consumer segments. Emotional responses might be influenced by personal preferences, and brand resonance might not be a sufficient mediator in driving impulse purchases if consumers are not fully engaged or emotionally triggered by the marketing content.

The Influence of Emotional Response on Online Impulse Buying Intention

Emotional responses such as arousal and pleasure have been shown to significantly influence impulsive buying behavior. Consumers often make impulse purchases when marketing content elicits strong emotional reactions, such as excitement or satisfaction. The results of this study reveal that emotional responses have a positive and significant effect on online impulse buying intention, with a P value of 0.028. This confirms the hypothesis that emotional engagement is a key factor in driving spontaneous purchases.

These findings support the conclusions of earlier studies, which highlight the role of emotional responses in shaping consumer behavior (Loureiro et al., 2020). Arousal and pleasure, as emotional states, create an environment where consumers are more likely to act impulsively, making quick purchase decisions to maintain or enhance their positive feelings. As emotional reactions are essential for driving impulse purchases, marketers can benefit from creating content that evokes these emotional responses.

The Influence of Emotional Response as Mediating for the Effect of Social Media Marketing Activities on Online Impulse Buying Intention

It has been suggested that emotional responses mediate the effect of social media marketing on online impulse buying intentions, as strong emotions can lead to impulsive purchasing behavior. However, the results of this study indicate that emotional response does not mediate the relationship between social media marketing and online impulse buying intention, with a P value of 0.118. This suggests that even though social media marketing can provoke emotions, these feelings do not significantly influence impulsive buying behavior in this context.

This outcome contradicts previous research that indicated emotional responses play a crucial role in mediating the effect of marketing on impulse purchases (Joseph, 2022). The lack of mediation could be due to shifts in consumer behavior, where consumers may have become more discerning or immune to the emotional appeals of social media marketing. Additionally, overexposure to marketing content might have reduced its emotional impact, preventing it from influencing impulse buying decisions significantly.

The Influence of Social Network Proneness on Online Impulse-Buying Intention

Consumers who are highly active on social media are more susceptible to impulse buying, as they are more engaged with content and easily influenced by marketing messages.

The results of this study show a significant positive effect of social network proneness on online impulse buying intention, with a P value of 0.007. This supports the hypothesis that individuals who are more inclined to use social media are more likely to make impulsive purchases based on marketing activities.

This finding aligns with previous research that suggests a strong relationship between social media engagement and impulsive buying behavior (Joseph, 2022). Active social media users are more likely to encounter attractive offers and promotions, which can trigger immediate purchasing decisions. This highlights the importance of targeting consumers who are highly engaged in social networks for impulse buying strategies, as they are more likely to respond to marketing stimuli.

The Influence of Social Network Proneness as Moderating for the Effect of Social Media Marketing Activities on Online Impulse Buying Intention

Previous studies have suggested that social network proneness may moderate the relationship between social media marketing activities and online impulse buying intention, with higher social network involvement enhancing the effectiveness of marketing. However, the results of this study show that social network proneness does not significantly moderate this relationship, with a P value of 0.418. This indicates that the level of social network involvement does not significantly influence the impact of social media marketing activities on impulse buying intentions.

These findings contrast with previous research that suggested social network proneness could strengthen the relationship between marketing activities and impulsive buying (Loureiro et al., 2020). The lack of moderation in this study may be due to the varying effectiveness of social media marketing, which is often influenced by the relevance and quality of the content. Even consumers who are highly active on social media may not respond to marketing content if it does not resonate with their interests or needs,

CONCLUSION

This study examines the impact of Social Media Marketing Activities (SMMA) on Online Impulse Buying Intention using the Stimulus-Organism-Response (S-O-R) model. While SMMA acts as an external stimulus influencing Brand Resonance and Emotional

Response, these alone do not directly drive impulse buying. Emotional Response, particularly positive emotions, has a stronger correlation with impulse buying intentions, as consumers with positive emotions are more likely to make spontaneous purchases. Social Network Proneness also affects impulse buying, as more active social media users are more receptive to recommendations, though it does not mediate the relationship between SMMA and purchase intent. Neither Emotional Response nor Brand Attachment serves as intermediaries in this process. The study's limitations include a sample not representative of the broader population and a focus on a specific demographic within the fashion industry, which may affect generalizability. Self-reported data may also introduce bias. These findings suggest that marketers should refine their strategies by emphasizing emotional engagement and understanding the influence of social media marketing on impulse buying behavior. Future research could explore shifts in consumer behavior over time, consider generational differences, and analyze psychological drivers like novelty and emotional fulfillment. Additionally, visual elements, AI, and data analytics can optimize personalized marketing, while influencer partnerships and ethical practices are vital for effective and trustworthy campaigns.

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