



**VILNIUS UNIVERSITY
BUSINESS SCHOOL**

DIGITAL MARKETING STUDY PROGRAMME

Bartė Barauskaitė

THE FINAL MASTER'S THESIS

RIBOTO LAIKO IR KIEKIO PASIŪLYMŲ, NUOLAI DŲ, NEMOKAMO PRISTATYMO, ASMENINIŲ REKOMENDACIJŲ, SOCIALINIŲ ĮRODYMŲ, EMOCINIO PASAKOJIMO BEI PRODUKTŲ IR PASLAUGŲ PRIVALUMŲ, PATEIKTŲ SOCIALINIŲ TINKLŲ REKLAMOSE, POVEIKIS IMPULSYVIAM PIRKIMUI	THE IMPACT OF SCARCITY, DISCOUNTS, FREE SHIPPING, PERSONALIZED RECOMMENDATIONS, SOCIAL PROOF, EMOTIONAL STORYTELLING, AND BENEFITS OF PRODUCTS AND SERVICES IN SOCIAL MEDIA ADVERTISEMENTS ON IMPULSIVE PURCHASING
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Supervisor lecturer Indrė Razbadauskaitė-Venskė

Vilnius, 2025

SUMMARY

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THE IMPACT OF SCARCITY, DISCOUNTS, FREE SHIPPING, PERSONALIZED RECOMMENDATIONS, SOCIAL PROOF, EMOTIONAL STORYTELLING, AND BENEFITS OF PRODUCTS AND SERVICES IN SOCIAL MEDIA ADVERTISEMENTS ON IMPULSIVE PURCHASING

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This study aims to identify which elements of social media advertisements most effectively drive consumers to make impulsive online purchases. The research focuses on determining the impact of various factors, including limited time and limited amount offers, discounts, shipping, personalized recommendations, social proof, emotional storytelling, and benefits of products and services, on buyers' impulse purchasing decisions.

To accomplish this goal, the study outlines five key objectives:

1. Explore the theoretical foundations of impulsive online buying behavior.
2. Investigate how different social media ad components influence impulsive online purchases.
3. Choose an appropriate research methodology and conduct an analysis to determine which social media ad factors most significantly affect buyers' impulse purchase intentions.
4. Gather and evaluate data to measure the influence of these factors.
5. Offer insights, recommendations, and address limitations regarding the impact of social media ad elements on consumers' impulse buying behavior.

A review of academic literature indicated that a quantitative research approach was most suitable for this investigation. The study employed the Stimulus-Organism-Response (S-O-R) framework to assess the effects of various social media ad factors, while the Structural Equation Modeling (SEM) was utilized to examine the relationships between the stimuli (social

media ad factors), the organism (emotional responses), and the response (impulsive buying behavior).

The research involved an online survey distributed to 202 participants. The results show that in the primary direct analysis, scarcity, personalized recommendations, emotional storytelling, and emphasizing benefits demonstrate a strong positive correlation with impulsive buying behavior, with emotional storytelling having the most significant impact. The indirect analysis revealed that all seven factors influenced impulsive buying behavior.

SANTRAUKA

VILNIAUS UNIVERSITETO VERSLO MOKYKLA
SKAITMENINĖS RINKODAROS STUDIJŲ PROGRAMA

Bartė Barauskaitė

RIBOTO LAIKO IR KIEKIO PASIŪLYMŲ, NUOLAIĐŲ, NEMOKAMO PRISTATYMO, ASMENINIŲ REKOMENDACIJŲ, SOCIALINIŲ ĮRODYMŲ, EMOCINIO PASAKOJIMO BEI PRODUKTŲ IR PASLAUGŲ PRIVALUMŲ, PATEIKTŲ SOCIALINIŲ TINKLŲ REKLAMOSE, POVEIKIS IMPULSYVIAM PIRKIMUI

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Tyrimo problema – kokie reklamos socialiniuose tinkluose faktoriai daro didesnę poveikį pirkėjo ketinimui impulsyviai apsipirkti internetu, todėl šio darbo tikslas – išsiaiškinti, kokie socialinių tinklų reklamos faktoriai (riboto laiko ir kiekių pasiūlymai, nuolaidos, nemokamas pristatymas, asmeninės rekomendacijos, socialiniai įrodymai (atsiliepimai ir vartotojų sukurtas turinys), emociniai dirgikliai bei produktų ir paslaugų privalumų išryškėjimas) turi didesnę poveikį pirkėjo ketinimui impulsyviai apsipirkti internetu.

Darbo tikslui pasiekti buvo suformuluoti penki pagrindiniai uždaviniai:

- 1) Išanalizuoti impulsyvaus pirkimo internetu elgsenos teorinius aspektus;
- 2) Išanalizuoti įvairius socialinių tinklų faktorius darančius įtaką impulsyviam apsipirkimui internetu;
- 3) Pasirinkti tinkamiausią tyrimo metodą ir atlikti analizę, kuri padėtų suprasti, kurie socialinių tinklų reklamos veiksniai turi didesnę įtaką pirkėjo ketinimui impulsyviai apsipirkti internetu;
- 4) Surinkti ir išanalizuoti duomenis, reikalingus norint nustatyti, kurie socialinių tinklų reklamos veiksniai turi didesnę įtaką pirkėjo ketinimui impulsyviai apsipirkti internetu;
- 5) Remiantis išvadomis, pateikti įžvalgas, rekomendacijas ir apribojimus apie socialinių tinklų reklamų faktorius, darančius įtaką pirkėjo ketinimui impulsyviai apsipirkti internetu.

Išnagrinėjus mokslinę literatūrą, buvo nustatytas tinkamiausias kiekybinis tyrimo metodas. S-O-R sistema buvo pasirinkta analizuoti socialinių tinklų reklamose esančių faktorių poveikį, o SEM modelis pasirinktas siekiant ištirti ryšius tarp stimulų (socialinių tinklų reklamos faktorių), organizmo (emocinės reakcijos) ir atsako (impulsyvaus pirkimo elgsenos). Eksperimentui atlikti 202 dalyviai užpildė internetinę apklausą. Tyrimas rodo, kad pagrindinėje tiesioginėje analizėje riboto laiko ir kiekio pasiūlymai, asmeninės rekomendacijos, emociniai dirgikliai bei produktų ir paslaugų privalumų minėjimas daro didžiausią įtaką impulsyviam apsipirkimui, ypač emociniai dirgikliai. Netiesioginėje analizėje visi septyni veiksniai daro įtaką ketinimui apsipirkti impulsyviai.

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INTRODUCTION

In today's tech-driven world, shopping has become exceptionally easy and accessible (Napitupulu & Hidayat, 2020). The swift expansion of e-commerce and omnichannel retail has considerably increased consumers' exposure to marketing tactics that encourage spontaneous purchases. The internet provides a user-friendly shopping medium, enabling consumers to make purchases at any time and from any location (Sari & Karsono, 2023).

In recent years, impulse buying has collected interest from various fields, including consumer psychology, marketing, and behavioral studies. Given that 30–50% of all purchases are classified as impulsive and roughly 90% of consumers engage in such behavior, understanding consumer habits is crucial for effective marketing. Many researchers have investigated the diverse patterns of consumer behavior. The retail sector has long recognized impulse buying as a key driver of sales growth (Husnain et al., 2019).

The COVID-19 crisis triggered substantial shifts in consumer purchasing habits, introducing a “new normal” lifestyle. As technological advancements continue, market competition intensifies, with retailers expanding their product lines and brand offerings (Sritanakorn & Nuangjamnong, 2021). During the pandemic, online shopping experienced a surge across various product categories, and consumers' inclination towards e-commerce has continued to grow. In the digital realm, shoppers are particularly prone to irrational purchases, such as impulse buying. The flourishing e-commerce sector has initiated a fundamental shift, with an increasing number of individuals transitioning from traditional to online shopping (Zhao et al., 2022).

Social media has evolved into a potent marketing tool for e-commerce platforms (Purnomo, 2023). It significantly shapes individual and consumer behavior (Aragoncillo & Orus, 2018). The widespread adoption of social media presents digital marketers with novel opportunities to attract customers through these channels. An increasing number of shoppers rely on social media for purchase decisions, making promotion via these platforms increasingly vital (Bala & Verma, 2018). Paid advertising is particularly effective for achieving quick results. Platforms such as Facebook Ads and Instagram Ads allow e-commerce businesses to target specific keywords and audiences, ensuring that advertisements reach those most likely to be interested in their products. By implementing intelligent advertising strategies and optimizing budget allocation, e-commerce platforms can boost traffic and sales conversions (Purnomo, 2023). Consequently, social media serves as a powerful catalyst for impulse buying (Aragoncillo & Orus, 2018).

With the progression of information technology and the rapid growth of e-commerce, online impulse buying has become a prevalent phenomenon (Chan et al., 2017). This trend benefits marketers, retailers, and brand profits (Ittaqullah et al., 2020). Despite its widespread occurrence, research on online impulse buying remains limited within the field of information systems. Consumer shopping behavior in physical stores differs significantly from online shopping, and the triggers for impulsive purchases vary between these environments. Beyond traditional offline triggers, online impulsive buying is influenced by a multitude of additional factors (Zhao et al., 2022).

Retailers must create competitive tactics to promote spontaneous purchases, given the increasing importance of this strategy (Ittaqullah et al., 2020). With the growing popularity of online shopping across age demographics, it becomes crucial to examine impulsive buying behaviors in diverse populations. Significant efforts have been made in marketing research to determine the factors that influence impulse purchases (Chan et al., 2017). Technology facilitates impulse buying by offering consumers easy, round-the-clock access. Various stimuli can trigger unplanned purchases, making it vital to identify the most effective ones to maximize these opportunities (Lamis et al., 2022).

As impulsive buying becomes more common, marketers and online retailers can effectively design strategies to boost unplanned purchases, maintain customer loyalty, and grow their market segments (Husnain et al., 2019; Sritanakorn & Nuangjamnong, 2021). Given that impulse buying is primarily driven by external stimuli, e-marketers are increasingly implementing promotional campaigns aimed at triggering such behavior. Major online retailers recognize that promotional tactics – such as product highlights, discount offers, and complimentary gifts – significantly contribute to sales and profits. Consequently, these strategies merit further investigation (Xu & Huang, 2014).

This thesis addresses the following research problem: Which social media advertisement factors are most effective in influencing consumers' intentions to make impulsive online purchases?

The goal of the research is to determine the relative impact of specific social media advertisement factors (scarcity, discounts, free shipping, personalized recommendations, social proof, emotional storytelling, and product/service benefits) on consumers' intentions to make impulsive online purchases.

Objectives of the thesis are:

- Analyze theoretical frameworks and existing literature on online impulsive buying behavior, with a focus on social media advertising influences.
- Develop a conceptual model that illustrates the relationships between the identified social media ad factors and impulsive online purchasing intentions.
- Design and implement a quantitative research methodology to assess the relative impact of each social media advertising component on consumers' impulsive buying tendencies.
- Collect and analyze data to determine which social media advertising factors have the most significant influence on consumers' inclinations towards making impulsive online purchases.
- Provide evidence-based recommendations for marketers and e-commerce businesses on optimizing social media advertisements to encourage impulsive purchasing behavior.

1. LITERATURE REVIEW

1.1. Impulsivity

Impulsivity is a complex and multidimensional construct that covers several aspects, including the inability to postpone enjoyment, a tendency to act quickly without proper consideration, disregard for consequences, and challenges in inhibiting unreasoned behaviors (Reynolds et al., 2006). Categorized as a personality trait linked to neuroticism, impulsivity is often described as quick engagement in actions without adequately assessing potential outcomes (Gómez-Bujedo et al., 2020; Kale et al., 2018). This characteristic is associated with short attention spans and a tendency towards risk-taking behaviors (Whiteside & Lynam, 2001).

Impulsivity is associated with both personality traits and executive functions, particularly inhibitory control. Executive functions encompass a group of interrelated higher-order cognitive abilities that enable individuals to perform complex tasks, such as concept formation, systematic memory retrieval, and goal planning and execution (Gama et al., 2020). Highly impulsive individuals often struggle with impulse control, primarily reacting to immediate environmental stimuli. They may also experience greater pleasure from instant rewards, which discourages them from considering long-term effects (Kale et al., 2018). Additionally, studies have shown that consumer impulsiveness has a positive impact on online purchasing intentions (T. Chen, 2011).

Consumer behavior is significantly influenced by impulsivity, especially in the context of spontaneous purchases. Individuals with high impulsivity are more likely to be affected by emotional and environmental cues, such as marketing efforts and store environment, which can stimulate impulse buying decisions (Rodrigues et al., 2021).

1.2. Impulsive Buying Behavior

For decades, consumer behavior researchers have been intrigued by impulse purchases (T. Chen, 2011). Initial studies on this phenomenon primarily focused on in-store behavior, attributing impulse buying to product characteristics. This perspective shifted in the 1980s when researchers discovered that consumers have an inherent tendency towards impulsive buying, leading to a greater emphasis on the behavioral and emotional aspects of this occurrence (Çelik & Eru, 2019). In today's business landscape, markets are becoming increasingly cutthroat, with ongoing product and service innovations and a rising number of

competitors. Given these circumstances, gaining a thorough understanding of consumers is crucial (Rodrigues et al., 2021).

Impulsive buying is now increasingly recognized as a human trait linked to spending habits, further enhanced by credit systems. Consumer decision-making is not entirely rational, often involving subconscious cognitive processes, memories, and emotions (Aydin et al., 2021). Emotions dominate this process, with little analytical reflection (Y. Chen et al., 2019). The physical closeness to a desired item, combined with emotional appeal, frequently drives impulsive purchases (Napitupulu & Hidayat, 2020). These decisions typically involve a conflict between desire and self-control, with impulsive buying occurring when desire overcomes willpower. Various factors influence this behavior, including economic, cultural, personality, time, and situational variables (Çelik & Eru, 2019).

Impulse buying is characterized as an unplanned action triggered by immediate stimuli, often associated with pleasure and excitement rather than logical thinking (M. Chen et al., 2021). It happens spontaneously when consumers experience a sudden, strong urge to buy, often without considering alternatives or gathering information (Tinne, 2011). While definitions may vary, the core concept remains consistent: impulse buying is unplanned and driven by emotional and environmental cues (Zhao et al., 2022).

Researchers have identified four types of impulse purchases: pure impulse buying (deviating from usual buying patterns), reminder impulse buying (triggered by seeing a product and recalling previous intentions), suggestion impulse buying (recognizing a new need upon seeing a product), and planned impulse buying (purchasing additional items based on discounts or promotions) (Chan et al., 2017).

Impulsive behavior comprises three components: motoric (acting without thinking), attentional (lack of focus), and planning (orientation to the present rather than the future). While affective states (e.g., emotions like happiness or excitement) often influence impulsive buying, cognitive states (e.g., perceived risk or trust) also play a role (Lamis et al., 2022). Advanced technology, such as smartphones and e-commerce platforms, has further facilitated impulsive buying by making products accessible anytime and simplifying purchasing processes (Napitupulu & Hidayat, 2020). Online platforms enhance impulsive behavior by increasing exposure to stimuli and easing payment processes (Widago & Roz, 2021).

The rise of e-commerce has led to widespread online impulse buying. Online shopping removes the constraints of physical stores, increasing impulsive tendencies (Chan et al., 2017). While earlier studies focused on internal psychological factors, recent research emphasizes the

importance of marketing communication and external stimuli in driving impulsive buying behavior (Napitupulu & Hidayat, 2020). Further research is needed on the role of impulse purchases in consumer behavior, as they account for 40.0% to 80.0% of all buying decisions (Rodrigues et al., 2021).

1.3. Overview of External Factors

Impulsivity is characterized by rapid, unpremeditated actions, a lack of consideration for future consequences, and a propensity for hasty behavior, despite typically demonstrating intelligence (Napitupulu & Hidayat, 2020). Impulse buying involves the spontaneous purchase of goods and services driven by sudden urges and affected by various internal and external elements (Bui et al., 2022; Widago & Roz, 2021).

Environmental factors, such as deals, promotions, and shopping platforms, constitute external influences (Lamis et al., 2022). These stimuli include website layout, marketing tactics, and contextual cues. Marketing incentives, like discounts, promotions, and time-limited offers, significantly contribute to impulsive purchasing, especially online. The digital landscape enhances the scarcity effect through real-time stock updates, prompting unplanned buys (Zhao et al., 2022). Sensory elements, including visual components, ad banners, colors, pleasant aromas, and music, are strategically employed to attract consumers (Bui et al., 2022).

In e-commerce, promotional activities are crucial triggers for impulse purchases. Online marketers use techniques such as price cuts, bonus packages, and limited-time deals to encourage additional and complementary sales. For instance, events like Cyber Monday illustrate how promotional offers lead consumers to make unplanned purchases without prior intent, driven by FOMO (fear of missing out) and the appeal of exclusive deals (Çelik & Eru, 2019; Zhao et al., 2022). Additional factors, including low prices, self-service options, mass distribution, and short product lifecycles, also foster impulsive behavior. Website features such as user-friendly layouts, credit card payment options, and targeted ads further stimulate impulse buying (Bui et al., 2022).

Internal factors reflect personal characteristics of an individual such as emotions, hedonic needs, personality, personal values, and other individual internal factors (Chuah & Gan, 2013). These elements highlight an individual's fundamental characteristics and unique qualities (Yu, 2020). Personality traits play a significant role, with lack of control, stress reaction, and absorption being key predictors of impulsive buying behavior. For example, individuals may use impulse buying as a mood-regulating mechanism or respond strongly to

environmental cues (T. Chen, 2011). Emotional states, including pre-purchase mood and affective stimuli, also influence impulse buying tendencies (Zhao et al., 2022).

Studies highlight five personality dispositions related to impulsivity: lack of premeditation (acting without forethought), lack of perseverance (difficulty maintaining focus), negative urgency (acting impulsively during negative emotions), positive urgency (acting impulsively during positive emotions), and sensation seeking (pursuing novel, thrilling experiences). These traits combine to shape consumer impulsiveness and influence unplanned purchasing decisions. (Kale et al., 2018; Tandon et al., 2022).

Demographic factors such as age, gender, and cultural background significantly impact impulsive buying behavior. Younger individuals, particularly those aged 18–39, are more prone to impulse purchases. Women are generally more likely to engage in impulsive buying compared to men, and cultural differences influence consumer behavior on regional and personal levels (Aydin et al., 2021).

Mood also plays a crucial role, as individuals in positive emotional states are more inclined to reward themselves through impulsive purchases. Circadian rhythms, particularly evening chronotypes, have been linked to higher impulsivity and problematic online behaviors. Evening-type individuals are more susceptible to poor sleep hygiene, leading to behaviors like impulse buying and Internet addiction (Aydin et al., 2021).

1.3.1. Scarcity

Scarcity, as a concept, involves creating the perception of limited availability or time-limited offers to generate anxiety among consumers (Hodkinson, 2019). Time, being a finite resource, can compel consumers to prioritize certain optional activities over others (Good & Hyman, 2020; Hodkinson, 2019). The scarcity principle suggests that an item's perceived worth increases as its accessibility decreases, making objects or opportunities more attractive when they are less obtainable (Bui et al., 2022).

In the realm of social commerce, scarcity takes the form of limited-amount and limited-time promotions (Akram et al., 2018; Zhao et al., 2022). Time-based scarcity confines the duration during which particular products or services are available for purchase, while quantity-based scarcity reduces the number of items on offer. Phrases like “limited offer” or “sale ends soon” are frequently employed to boost product appeal and create psychological urgency among consumers (Akram et al., 2018; Good & Hyman, 2020). Marketing professionals utilize scarcity tactics by highlighting exclusivity, high demand, or unique pricing opportunities to

enhance a product's subjective desirability. These approaches also intensify the impact of “fear of missing out” (FOMO) appeals, drawing on individuals' experiences with supply and demand dynamics and media exposure (Hodkinson, 2019). These campaigns capitalize on FOMO, where the fear of missing out motivates impulsive purchases by emphasizing the rarity or exclusivity of products. This sense of urgency enhances the product's perceived worth, prompting quicker decision-making (Xu & Huang, 2014).

Scarcity enhances a product's perceived value, as individuals tend to desire items that are less accessible (Çelik & Eru, 2019). Limited availability not only evokes a sense of exclusivity but also motivates consumers to acquire products to satisfy esteem needs (Akram et al., 2018). Flash sales, which often showcase products from various categories such as fashion, food, and everyday essentials, are particularly enticing to cost-conscious shoppers due to their capacity to capture attention and boost sales (Lamis et al., 2022). Research has demonstrated that both quantity-based and time-based scarcity positively influence online impulsive purchasing behavior (Zhao et al., 2022).

1.3.2. Discounts

Sales promotion through price reductions is a common strategy where products are offered at lower costs, often displayed as percentage or fixed amount (Sritanakorn & Nuangjamnong, 2021). This approach is popular due to its ability to boost immediate sales by encouraging quick purchases (Ittaquallah et al., 2020). Sales promotions are made to motivate consumers to acquire multiple items or services in a short period, directly affecting buying behavior. Their purpose is to activate consumer needs and promote instant, brand-specific acquisitions (Sritanakorn & Nuangjamnong, 2021).

Price discounts are a promotional tactic in sales that involves reducing product prices to attract consumers. Three primary aspects of price discounts were identified: a) The discount size, which refers to the extent of the price reduction. The way consumers view these discounts – whether they consider the prices to be high, low, or fair – significantly impacts their willingness to buy and their satisfaction levels. b) The duration of the discount, which is the time frame during which the reduced price is available. This is usually customized based on the specific product and the timing of the purchase. c) The nature of discounted items, where products from well-established brands typically experience higher sales volumes compared to those from lesser-known brands when discounted (Lestari & Dalimunthe, 2023).

In the realm of online shopping and marketing tactics, sales promotions are vital. Consumer advantages from these promotions can be classified as hedonic (e.g., entertainment, value, and exploration) or utilitarian (e.g., convenience and cost savings) (Sritanakorn & Nuangjamnong, 2021). These benefits can lead to impulse buying (Ittaquallah et al., 2020; Sritanakorn & Nuangjamnong, 2021). Thus, an effective scenario for impulse buying should incorporate a sales promotion stimulus that maximizes utility. Price-based promotions encourage consumers to explore e-commerce platforms for products, potentially resulting in purchases. These promotions can trigger immediate buying due to heightened emotions and price awareness, further stimulating customer purchases. Well-designed and effective sales promotions can generate customer purchase intentions (Sritanakorn & Nuangjamnong, 2021). Impulse buying during discounts typically occurs suddenly and spontaneously, driven more by emotion than logic. It is often viewed negatively, with consumers sometimes experiencing a sense of lost control when making impulsive purchases during sales (Ittaquallah et al., 2020).

Research has shown that consumers in traditional retail environments prefer receiving additional product quantities over equivalent monetary discounts. This approach, known as bonus packs, involves offering extra product for the same price. Although both methods provide savings, customers view bonus packs more favorably as they are perceived as a gain, while price reductions are seen as a loss. Consumers often interpret bonus packs as receiving something “free” at the regular price. In contrast, online shoppers demonstrate greater price sensitivity due to the ease of product comparison and low search costs. E-commerce platforms frequently provide tools for comparing and ranking competitors' prices. Consequently, online consumers expect low prices and discounts from e-retailers, which reduces the negative perception of price reductions in the digital marketplace (Xu & Huang, 2014).

1.3.3. Free Shipping

In the realm of marketing, complimentary or reduced-cost shipping functions as a promotional device or external motivator. Online retail heavily depends on free shipping to sway internet-based purchasing choices (Yendola & Windasari, 2023). It notably enhances buying tendency, as numerous consumers shy away from online shopping due to delivery costs, which can occasionally surpass the item's price (Kesuma & Amanatillah, 2023). Research indicates that 90% of consumers favor online retailers offering free shipping, with vendors reporting a 30% rise in orders when providing this option. Moreover, 58% of shoppers incorporate additional items into their baskets to qualify for free shipping. The no-cost shipping

policy considerably influences e-commerce purchase decisions and may trigger spontaneous buying, affected by both internal and external elements, including promotions (Yendola & Windasari, 2023).

Free shipping offers favorably impact customer buying decisions (Zhao et al., 2022). Generally, retailers establish conditions for free shipping, often centered on a minimum purchase value. This approach can prompt consumers to acquire unnecessary items to meet the required baseline, potentially encouraging consumptive behavior. As a result, higher free shipping thresholds may lead to increased buying interest (Kesuma & Amanatillah, 2023). Certain online retailers provide free shipping for minimum purchase quantities, which can stimulate higher spending on impulsive purchases and promote impulsive buying behavior (Akram et al., 2017; Aragoncillo & Orus, 2018).

1.3.4. Personalized Recommendations

Instagram and other social commerce platforms surpass at delivering personalized advertisements that match consumer preferences. This practice, known as Online Personalized Advertising (OPA), customizes ads based on various user attributes, including browsing history, past purchases, personal details, psychographic elements, current location, and lifestyle choices. The rise of big data has encouraged marketers to embrace personalization more widely. Social media's unique ability to facilitate increased online self-disclosure enables more effective personalization compared to other media channels, making it essential for retailers and marketers to understand the nuances of ad personalization on these platforms (Dodoo, 2019).

In the digital marketplace, impulse buying is a crucial factor that can show positive results for e-commerce businesses and marketers. Personalization emerges as a widely-used tactic to encourage spontaneous purchases. Personalized advertising significantly impacts consumer emotions, such as joy and anticipation, which can reduce mental barriers and encourage spontaneous purchases (Dodoo, 2019). Personalised advertisements enhance the perceived relevance and worth of products, increasing the probability of quick decision-making. These tailored promotions leverage consumer preferences, fostering a feeling of personal connection and time sensitivity that promotes impulsive buying tendencies (Utama et al., 2024). Online retailers employ tailored messaging to prompt impulsive buying, leading to increased sales. Moreover, promotional content on social platforms can easily direct consumers to e-commerce sites for purchases. Given that impulsive buying is prevalent in online shopping

environments and personalization tends to trigger such behavior, it's reasonable to assume that customized social media ads play a significant role in driving online impulse purchases. However, this hypothesis lacks empirical support. The potential link between personalization and the tendency for online impulse buying on social platforms requires further exploration. Current studies show mixed results, revealing both positive and negative outcomes. Some research indicates favorable effects on perceptions and behavior, while other studies suggest that personalized advertising has no impact on ad value and increases perceived intrusiveness (Dodoo, 2019). Additional research is needed to examine impulse buying within the context of personalized advertising (Lina & Ahluwalia, 2021).

Studies have shown that the main motivations for social media use are leisure, entertainment, and maintaining relationships. Consequently, users may find generic ads disruptive, necessitating personalization in social media advertising. Personalized advertisements on social networking platforms are customized messages based on individual customer traits (Dodoo, 2019). Consumer diversity in tastes, preferences, and buying habits stems from varying demographic, psychographic, behavioral, and geographic characteristics. Marketers typically identify these consumer attributes through market segmentation, which distinguishes and defines key customer groups or traits (Sritanakorn & Nuangjamnong, 2021).

Market segmentation enables the classification of clients into groups based on various factors, including demographics (age, gender, race, income, etc.), psychographics (purchasing decisions influenced by beliefs, opinions, values, and emotions), geographic factors (e.g., metropolitan area, climate, population density), and behavioral factors (e.g., attitude, purchase occasion, user status, benefits sought, and loyalty rate) (Sritanakorn & Nuangjamnong, 2021).

1.3.5. Social Proof

The digital footprint of brands increasingly shapes consumer spending habits, with electronic word-of-mouth (eWOM) significantly influencing perceptions and buying choices. Social media platforms like Facebook and Instagram enhance eWOM's impact by enabling informal, user-driven recommendations, known as social eWOM, which are often perceived as more authentic and unbiased than conventional advertising. These platforms allow consumers to share personal experiences and opinions, creating a sense of credibility and relatability that substantially affects purchasing behavior. The rapid expansion of social networking has made eWOM-based marketing crucial for brands aiming to connect with and sway their target audience (Kudeshia & Kumar, 2017).

User-generated content (UGC) has become a crucial resource for identifying customer needs. Social media platforms, especially Instagram, enable businesses to showcase products through visually appealing content created by users or content creators. These creators use tactics such as sharing images, short videos, or stories to engage audiences and stimulate consumer interest. UGC is not only cost-effective and easily accessible but also provides businesses with a quick and economical way to understand consumer preferences (Koay et al., 2021). However, analyzing UGC is challenging due to its unstructured nature, redundancy, and limited coverage of diverse customer needs. Effective tools and methods are necessary to interpret UGC accurately, particularly as it often contains repetitive or irrelevant content, such as generic endorsements that provide limited insight into consumer preferences (Timoshenko & Hauser, 2019).

The credibility of eWOM and UGC plays a significant role in shaping consumer behavior. Studies show that the trustworthiness and perceived expertise of content creators positively correlate with followers' purchase intentions. Credible online reviews and endorsements promote brand satisfaction and impulsive buying behavior, aligning with findings from offline word-of-mouth research, where peer recommendations strongly influence spontaneous purchases (Koay et al., 2021). The increasing reliance on digital platforms has further emphasized the importance of customer feedback, with eWOM becoming a vital component of brand development and sales strategies (Donthu et al., 2021).

Written reviews, a subset of eWOM, are particularly influential in shaping consumer decisions. These reviews, typically text-based and shared after purchase, serve as subjective accounts of consumer experiences, offering valuable insights for potential buyers. The perceived reliability of written reviews, especially when compared to traditional media, makes them essential for e-commerce shoppers. Positive reviews, often amplified through social media channels, can boost product appeal, encourage transactions, and foster favorable attitudes toward brands (Hewei, 2022). Moreover, recommendations on social platforms influence both planned and impulsive purchases. While planned purchases involve deliberate research and reliance on reviews, impulsive purchases often result from unexpected encounters with product suggestions that align with consumer expectations. Peer recommendations, in particular, can serve as powerful triggers for spontaneous buying behavior (Y. Chen et al., 2019).

The global reach of electronic word-of-mouth (eWOM) in social commerce allows opinions and suggestions to cross national borders, quickly spreading and shaping consumer

purchases on a broad scale. While extensive studies have focused on planned buying, there is a lack of research on how social media endorsements affect spontaneous purchasing behaviors. Grasping the mechanics of eWOM and its influence on consumer choices is vital for both scholars and industry experts, as it carries substantial ramifications for marketing approaches in our increasingly connected global marketplace (Y. Chen et al., 2019; Donthu et al., 2021).

1.3.6. Emotional Storytelling

Spontaneous purchasing, also known as impulse buying, is defined as an unplanned and often irrational decision triggered by sudden emotional cues. This behavior occurs when individuals encounter unexpected stimuli that generate feelings of joy and satisfaction, resulting in quick and impulsive purchases. Such actions are typically driven by heightened emotional responses rather than rational thinking (W.-K. Chen et al., 2020). Consumers frequently use emotional criteria to evaluate brand choices, utilizing products to fulfill fantasies and meet emotional needs (Ittaqullah et al., 2020). While some purchasing motivations occur from the desire for convenience, variety, quality, and reasonable prices, hedonic motives are more closely associated with seeking enjoyment and creating exciting shopping experiences (Arul Rajan, 2020).

Both positive and negative emotions play a significant role in shaping consumer purchasing decisions. Impulse buying is particularly influenced by a consumer's emotional state (Sritanakorn & Nuangjamnong, 2021). Research indicates a link between shopping, especially finding good deals, and the release of mood-enhancing endorphins (D. K. N. Gangai & Agrawal, 2016). Positive emotional responses, such as perceived enjoyment, are strong indicators of impulse buying and can result in successful purchasing experiences (Y. Chen et al., 2019; Sritanakorn & Nuangjamnong, 2021). An individual's urge to buy impulsively is determined by their affective reactions to the shopping environment. Affective trust, which involves feelings of interpersonal concern and care, creates a positive emotional connection and relationship with recommenders, further promoting impulsive purchases (Y. Chen et al., 2019).

Emotional states significantly influence impulsive purchasing behavior. Positive emotions, such as joy or enthusiasm, directly contribute to unplanned buying decisions. Shoppers experiencing upbeat moods are more inclined to engage in spontaneous purchases, as their positive state suggests a pleasant shopping environment. Conversely, negative feelings

like melancholy can inhibit impulse buying tendencies, as individuals may be more inclined to make thoughtful choices in an effort to elevate their mood (Hussain et al., 2024).

Impulse buying is not a premeditated decision but rather an immediate, unplanned purchase made without considering the consequences. This behavior is heavily influenced by emotions. Individuals with a higher propensity for impulse buying are more likely to make unplanned purchases when exposed to external stimuli. Due to its complexity and prevalence across various product categories, impulse buying continues to be a crucial topic in consumer behavior research. It is common in both physical and online shopping environments, with the convenience and anonymity of online shopping, combined with targeted advertisements and promotions, increasing the likelihood of impulse purchases (W.-K. Chen et al., 2020).

1.3.7. Benefits of Products and Services

Modern digital platforms facilitate the effortless spread and gain of product or service information (Bala & Verma, 2018). Incorporating these details into visual advertisements is crucial in contemporary marketing strategies. Visuals possess a unique capacity to swiftly grab attention and captivate viewers, making them an indispensable tool for conveying crucial information. Moreover, visual content enhances information retention, ensuring that audiences remember product details more effectively. It also simplifies the presentation of complex features, aiding in comprehension. Visual elements trigger emotional responses, creating a more profound connection with the audience and influencing consumer decisions (Purnomo, 2023).

By showcasing intricate product details that are challenging to express through text alone, visuals assist consumers in better grasping the practical uses of products, thereby increasing the persuasive power of advertisements (Cheung et al., 2020). Visual content also overcomes language barriers in global markets, ensuring accessibility for diverse audiences. A thoughtfully designed visual component can boost an advertisement's aesthetic appeal, elevating the perceived value of the product or service. This differentiation helps the offering stand out in competitive markets and emphasizes its unique qualities. Furthermore, visuals are particularly effective in social media environments, where visual appeal is a key factor (Purnomo, 2023).

The deliberate integration of product benefits and features into visual content amplifies viewer engagement, understanding, and emotional connection, thus enhancing the efficacy of

advertising campaigns and potentially leading to higher conversion rates and sales (Cheung et al., 2020).

1.4. Social Media

The Internet has become a crucial component of everyday life, propelled by progress in communication and information technologies. It functions as a multifaceted platform for obtaining information, entertainment, and preserving social bonds. Social media, characterized as online platforms that enable user interaction, has become deeply ingrained in various facets of our existence (Çelik & Eru, 2019a). These platforms address a wide range of needs, including news consumption, event updates, entertainment, social connections, product reviews, emotional satisfaction, workplace management, and fashion trends. Widely-used social media applications such as Facebook, Instagram and LinkedIn are powered by user-generated content and wield considerable influence in areas like consumer behavior, entrepreneurship, politics, and venture capitalism (Donthu et al., 2021). Social media usage is classified as low (under 2 hours), moderate (3 to 5 hours), or high (over 6 hours) based on daily time spent on these platforms (Ruyandy & Kartasasmita, 2021).

Social media capitalizes on the fundamental human need for belonging, which differs among individuals and age groups. In an era marked by a desire for constant connectivity, these platforms allow users to remain informed about their social networks (Roberts & David, 2020). Once basic physical and safety requirements are fulfilled, humans seek socialization, a need intensified by the widespread use of the Internet and social media (Milyavskaya et al., 2018). As social creatures, humans possess an innate need to belong, which is essential for both physical and mental well-being. A strong social network is associated with greater happiness and longevity, while social exclusion can negatively affect life satisfaction. From an evolutionary standpoint, exclusion often indicated a life-threatening risk, with excluded individuals facing severe consequences while their social groups grew stronger. Consequently, the threat of social exclusion challenges one's basic need to belong (Roberts & David, 2020).

Recent research on FOMO has largely concentrated on social media, reflecting how technological advancements in this field have transformed social interactions and self-regulation (Milyavskaya et al., 2018). Although FOMO has long been a concept in literature, its significance has increased with the rise of social media. Social relationships now extend beyond physical environments to include digital platforms and virtual experiences, influencing interactions among sellers, retailers, and consumers. The emotional and cognitive states

induced by FOMO provide valuable insights into consumer behavior, particularly regarding social media consumption and the effectiveness of social media advertising. One reason for the growing interest in FOMO is people's desire to stay informed about events on social media. In today's world, individuals seek constant engagement with social environments, sharing and viewing content on networks, which makes them more vulnerable to FOMO (Bui et al., 2022). Social media has evolved into a platform for self-expression, where users confidently share their ideas, experiences, and interesting content. As a medium for information and communication, social media can have both (positive and negative) effects on its users (Ilyas et al., 2022).

1.4.1. The Dual Nature of Social Media

The rise of social media has profoundly altered how people communicate with one another (Alutaybi et al., 2020). While FOMO can underscore the detrimental emotional impacts of social media on certain individuals, particularly in terms of self-perception or feelings, it may be more evident during specific stages of development (Barry & Wong, 2020). On the bright side, online platforms offer numerous chances for social interaction, presenting innovative ways to establish and sustain relationships. These platforms have facilitated more mutual and continuous exchanges between individuals, irrespective of time and location (Alutaybi et al., 2020; Ruyandy & Kartasasmita, 2021). Social media tools have made it simpler than ever to keep track of the activities, purchases, and discussions within one's social network (Przybylski et al., 2013). The dual nature of social media is clear: while it creates avenues for interaction, it also exposes users to an overwhelming array of engagement opportunities (Roberts & David, 2020).

FOMO can boost social media engagement, but it might also result in information overload and decreased satisfaction with social media platforms (Bui et al., 2022). Social media offers various positive outcomes, such as creating opportunities and connections (Przybylski et al., 2013). The use of social media has been associated with psychological benefits, including developing social capital, enhancing self-esteem, strengthening relationships with others, and alleviating feelings of depression (Hayran et al., 2020). When balanced with a manageable amount of information, FOMO can improve satisfaction with social media (Bui et al., 2022).

Nevertheless, FOMO can negatively impact mood due to time limitations, as individuals inevitably miss out on significant experiences highlighted by social media (Bui et

al., 2022; Przybylski et al., 2013). This refers to users' preoccupation with missed opportunities when offline or unable to connect with others as much as they desire (Alutaybi et al., 2020)

Studies have demonstrated that social media often triggers FOMO by providing real-time updates on missed experiences. In today's digital landscape, people can easily access information about ongoing events they are not participating in. Research has indicated that awareness of attractive alternatives can influence commitment decisions in both professional and personal contexts. For example, in consumer behavior, awareness of competing options, such as hairstyling or banking services, may increase the likelihood of switching service providers. This suggests that when making commitment decisions, individuals often compare their current situation to available alternatives, which could affect their decision to maintain or change their status quo (Hayran et al., 2020). Social media can serve as a coping mechanism for FOMO; however, excessive information and dissatisfaction with social media use may lead to unintended negative consequences. Furthermore, research suggests that autonomy on social media platforms can amplify FOMO's impact, resulting in information overload (Bui et al., 2022).

Young people are particularly vulnerable to FOMO in various contexts, including those not related to social media (Milyavskaya et al., 2018). What makes social media so appealing to young adults (Roberts & David, 2020)? FOMO, characterized as the uneasy sensation of potentially missing out on something more enjoyable or exciting than one's present situation, is especially strong among younger individuals who are anxious about missing positive experiences. This phenomenon is linked to reduced mood and life satisfaction, which in turn leads to increased social media engagement. Taken together, these observations indicate that FOMO plays a crucial role in connecting individual factors, such as the fulfillment of psychological needs, overall mood, and life satisfaction, with social media usage (Przybylski et al., 2013).

1.4.2. The Role of Social Media in E-Commerce

In recent years, the worldwide use of social media platforms has experienced substantial growth (Akram et al., 2018). These online spaces have become crucial components of marketing strategies, with numerous studies highlighting their extensive application in promotional efforts (Donthu et al., 2021). The swift progress of internet-based technologies has significantly improved social media tools, leading to innovative methods that influence the e-commerce landscape (W.-K. Chen et al., 2020). Social commerce, an emerging trend among

online shoppers, has become a central topic in e-commerce. Social media has the capacity to transform e-commerce from a product-centric environment to one centered on social engagement and customer interaction (Akram et al., 2018).

Social commerce is characterized as a type of e-commerce that utilizes social media, networks, and consumer involvement to facilitate online product or service sales, addressing contemporary consumer needs (Akram et al., 2018). It incorporates social media elements that promote user participation and interaction. This combination of social and commercial activities engages consumers. As individuals browse social networking sites, they encounter lots of information that may trigger spontaneous purchases. As a result, impulse buying becomes unavoidable, with most user purchasing behavior on social commerce platforms categorized as impulsive. Due to this unique blend of social media and commercial activities, the factors influencing impulse buying in social commerce may differ from those in conventional e-commerce environments (W.-K. Chen et al., 2020).

Consumers prefer online shopping for its convenience, offering a wide array of options and easy access to information. They can make purchases at any time and compare products from global vendors. Unlike traditional businesses, which are limited by operating hours, product availability, and physical location, online businesses are not constrained by such factors. Elements such as reduced social pressure and the absence of delivery-related efforts further promote impulsive purchase decisions in social commerce (Akram et al., 2018). The convenience of online shopping positively affects money attitudes and compulsive buying behaviors (Akram et al., 2018; Napitupulu & Hidayat, 2020). Many purchases on social media platforms are unplanned, spontaneous, and driven by strong desires, excitement, and pleasure (W.-K. Chen et al., 2020).

In recent years, there has been increasing academic interest in online impulse buying (W.-K. Chen et al., 2020). Companies achieve greater success by incorporating social media into the purchasing and consumption experience, rather than using it merely as an online marketing tool (Donthu et al., 2021). Modern consumers are increasingly attracted to hedonic and experiential consumption, such as impulse buying, motivated more by the enjoyment of shopping than by necessity. This is particularly evident in social commerce environments, which include triggers like scarcity messaging that stimulate impulse purchases (Akram et al., 2018).

Investigations in this area explore the impact of community dynamics and structures on social media marketing strategies. Successfully implementing social media campaigns requires

the seamless integration of social computing technologies with the rapidly growing digital media sector's content distribution. Research underscores the crucial role of genuine customer engagement in social media marketing efforts. By pinpointing specific consumer groups across various social platforms, such as members of online communities, digital marketers can tailor their approaches based on demographic information and common interests (Donthu et al., 2021).

Different social networking platforms captivate users in unique ways, attributed to their individual features and user bases. Although a significant portion of current research concentrates on personal motivations for social media usage, less attention has been given to the effects of social networking on consumer conduct, intentions, and brand perceptions (Kudeshia & Kumar, 2017).

1.4.3. Social Media Advertisements

The process of creating, distributing, and delivering online marketing content through social media platforms is known as social media marketing. Its primary objective is to cultivate relationships with stakeholders by enhancing value through engagement, sharing information, and offering personalized suggestions for both existing and new products and services. This description emphasizes how businesses strategically employ social media to improve their marketing initiatives (Koay et al., 2021).

Alongside conventional social media marketing, in-app advertisements have emerged as a significant form of promotion on mobile platforms. These ads may appear as pop-up banners, full-screen images, or video content, enabling consumers to access online stores and promoted products directly with a single tap. This immediacy enhances the likelihood of impulsive purchases, as users are swiftly directed to advertised items, promoting spontaneous buying behavior (Ittaqullah et al., 2020).

Impulsive buyers typically make unplanned purchases, disregard potential outcomes, and are affected by their emotions. Marketing strategies, particularly those employed in social media advertisements, seek to modify consumer perspectives and actions, encouraging them to acquire products they might not have initially intended to buy (Lestari & Dalimunthe, 2023). Social media platforms' advanced targeting features enable companies to tailor ads according to users' demographic information, interests, and online behavior, greatly enhancing the content's applicability to specific individuals. Customized advertisements, including those with

dynamic product suggestions, create a stronger connection with users and result in increased engagement levels, ultimately swaying impulsive buying decisions (Rodrigues et al., 2021).

Current research has explored online impulsive buying behavior, particularly on social networking platforms such as Instagram. Businesses often prefer Instagram over Facebook and other due to its higher engagement rates per post and better conversion rates (Koay et al., 2021). Instagram advertisements aim to draw in new clients, boost product sampling, and enhance sales by tapping into emotions and offering instant rewards, thus amplifying spontaneous purchasing decisions (Lestari & Dalimunthe, 2023). Furthermore, social media advertisements are particularly effective at encouraging spontaneous purchases due to their incorporation of psychological tactics. These include using scarcity indicators, time-sensitive promotions, and exclusive deals, which generate a feeling of urgency and encourage quick decision-making. The impact on consumer behavior is further enhanced by the use of interactive advertising formats that allow for immediate feedback and instant gratification (Rodrigues et al., 2021). Consequently, many companies have transitioned to marketing their products or services on social media, moving away from traditional advertising approaches (Koay et al., 2021).

1.4.4. Comparison of Online and Traditional Offline Shopping

Over the last ten years, e-commerce has seen remarkable expansion in comparison to traditional retail, transforming consumer shopping (T. Chen & Lee, 2015). The progress in information technology has made e-commerce an essential element of companies' customer relationship strategies and marketing methods. An increasing number of consumers are choosing to make purchases using digital devices instead of visiting stores, making online shopping the most rapidly growing retail channel. Consequently, the online retail landscape is changing quickly, with tailored technology and improved infrastructure offering a more user-friendly and accessible experience (T. Chen, 2011).

What motivates consumers to engage in online shopping? Multiple factors contribute to this decision. The convenience of online shopping, which conserves time and energy, is appealing to consumers. The extensive range of products, accessibility of information, reviews, and price comparisons all contribute to its attractiveness. Features such as online shopping carts and customized recommendations further enhance the appeal. Successful e-retailers recognize that offering discounts, loyalty programs, and promotions in customer retention and encourages repeat business. Crucially, comprehending user behavior – what attracts users to particular online stores and what transforms browsers into buyers and brand advocates – is vital for e-

commerce success (Lixăndroiu et al., 2021). Moreover, e-commerce platforms enhance efficiency through features like advanced search capabilities, one-click purchasing, virtual catalogs, and personalized recommendations based on previous shopping patterns. Customers typically interact with these platforms individually, without the influence of other shoppers (W.-K. Chen et al., 2020).

Impulsive buying behavior, previously limited to physical stores, has now extended to online platforms with the growth of e-commerce (W.-K. Chen et al., 2020). Researchers suggest that the digital shopping environment is more conducive to impulsive purchases than traditional retail, as consumers can easily make spontaneous decisions through various online channels (W.-K. Chen et al., 2020; Lamis et al., 2022). This is attributed to technological advancements that eliminate temporal and spatial constraints, allowing transactions to occur at any time and from any location. The online environment removes obstacles such as inconvenient store locations, limited hours, and social pressures from staff or other shoppers, further promoting impulse buying (W.-K. Chen et al., 2020).

Studies consistently show that online purchase intention is a crucial predictor of buying behavior. It is regarded as the primary determinant of actual actions, often developing in the pre-purchase phase. Intentions are influenced by attitudes, evaluations, and internal factors that affect the motivation to purchase. However, significant uncertainty remains regarding how online and offline buyer behavior converge and how this can improve profitability across both environments. This continues to be a key challenge for e-commerce platforms (Lixăndroiu et al., 2021).

2. METHODOLOGY

2.1. Aim of the Research and Research Model

The literature review underscores the increasing importance of social media advertisements in driving impulse purchases. Various elements within these ads have been shown to influence impulsive buying behavior differently. This study focuses on specific factors selected for their prominence in existing research and apparent relevance. These factors include scarcity (time-limited and quantity-limited offers), promotions and discounts, complimentary shipping, tailored suggestions, social validation (e.g., written reviews and user-generated content), emotive narratives, and benefit-focused messaging. Prior studies consistently identify these elements as key drivers of impulse buying. However, the literature also highlights the need for deeper investigation into these factors to better understand their capacity to trigger unplanned purchases. Consequently, this research seeks to identify which of these social media ad components most significantly influence consumers' propensity for spontaneous online purchases. To achieve this, the study employs the Stimulus–Organism–Response (S–O–R) framework to analyze how various social media ad elements affect consumers' impulsive buying tendencies. The S–O–R framework is a widely adopted model in online impulse buying research due to its foundational role in consumer behavior studies. Most studies in this area focus on environmental cues, aligning with the S–O–R framework regardless of the theoretical approach. This model extends the classic stimulus-response paradigm by incorporating a third component: the organism. It consists of three key elements: the stimulus (S), which triggers consumer arousal; the organism (O), representing the consumer's internal evaluation; and the response (R), which is the resultant behavior, in this case, impulsive buying (Chan et al., 2017).

Structural equation modeling (SEM) is the most appropriate method for this analysis as it allows researchers to examine the relationships between the stimuli (social media ad factors), the organism (emotional responses), and the response (impulsive buying behavior). This advanced quantitative research technique is widely utilized in marketing research and has broad applications in various fields, including business, social, and behavioral sciences (Sarstedt et al., 2022). SEM enables simultaneous modeling and estimation of complex relationships between multiple dependent and independent variables. The constructs being analyzed are often unobservable and are measured indirectly through multiple indicators. By accounting for measurement error in observed variables, SEM provides a more accurate assessment of the theoretical concepts under investigation (Hair et al., 2021).

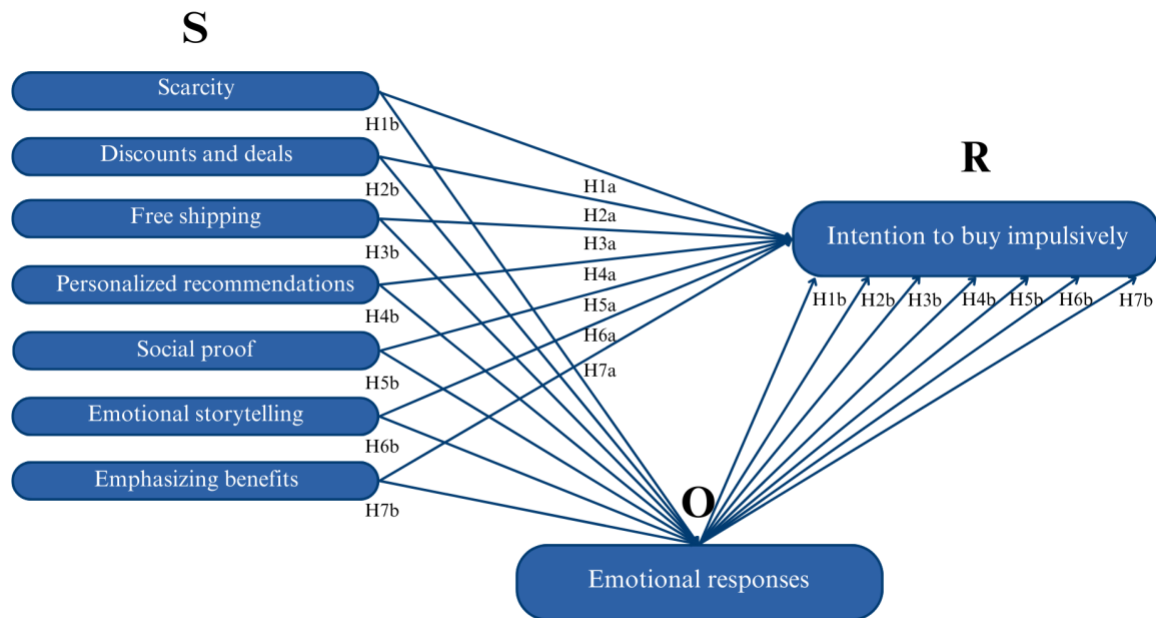


Figure 1. Research model

2.2. Hypotheses to be Explored in This Research

The effectiveness of flash sales in boosting product sales lies in their ability to capture consumers' attention and interest (Lamis et al., 2022). In the context of social commerce, scarcity emerges as a critical factor influencing online impulse purchases (Akram et al., 2018). Studies suggest that both time-limited and quantity-limited scarcity tactics, commonly utilized in flash sales, can significantly enhance impulsive buying behavior in online environments (Lamis et al., 2022; Zhao et al., 2022). Nonetheless, there is limited research exploring contextual factors, such as scarcity messaging and serendipitous encounters, that drive impulsive buying tendencies among social commerce users (Akram et al., 2018).

H1a: Scarcity affects impulsive buying behavior.

H1b: Scarcity affects impulsive buying behavior, mediated by emotions.

In the context of online shopping and advertising strategies, sales promotions take a significant role. Their primary objective is to stimulate consumer needs and encourage immediate product purchases (Sritanakorn & Nuangjamnong, 2021). External marketing cues, such as discounts and special offers, have been shown to substantially influence impulsive buying behavior (Zhao et al., 2022). For instance, offering low-priced products at a discount increases the likelihood of triggering online impulse purchases. This observation is supported by prior research, which suggests that some consumers are more inclined to make unplanned purchases when items are discounted (Ittaquallah et al., 2020). Pure impulse buying,

characterized by unanticipated novelty or escape purchases, often deviates from typical consumer purchasing patterns (Chan et al., 2017). Interestingly, many individuals who engage in spontaneous purchases later reflect on the benefits gained from the reduced price (Ittaqullah et al., 2020).

H2a: Discounts and deals affect impulsive buying behavior.

H2b: Discounts and deals affect impulsive buying behavior, mediated by emotions.

Several factors lead to spontaneous consumer buying, namely one of them is free shipping (Rahmah, 2022). Some online stores offer free shipping in exchange for a minimum purchase volume; this circumstance may lead to consumers' higher spending on impulsive purchases and impulsive buying behavior (Akram et al., 2017; Aragoncillo & Orus, 2018). Free shipping services attract the customers and it has a positive impact on their purchase decisions. When free shipping is introduced into this equation, it further simplifies the buying process, potentially increasing the likelihood of impulsive buying (Zhao et al., 2022).

H3a: Free shipping affects impulsive buying behavior.

H3b: Free shipping affects impulsive buying behavior, mediated by emotions.

Personalized recommendations help consumers discover products more efficiently, often resulting in spontaneous purchases (Zhao et al., 2022). By offering tailored product suggestions based on individual preferences, these platforms' personalized services significantly reduce the time users need to invest. This not only enhances the pleasure and motivation associated with selecting and buying products but also creates emotional value (Liu & Xiao, 2018).

H4a: Personalized recommendations affect impulsive buying behavior.

H4b: Personalized recommendations affect impulsive buying behavior, mediated by emotions.

In the context of e-commerce, customer reviews and visual content created by users act as potent sources of social proof, substantially affecting spontaneous buying behaviors (Zhao et al., 2022). Studies indicate that online word-of-mouth (eWOM) influences the intention to purchase, regardless of whether it originates from strangers or familiar individuals (Erkan & Evans, 2018). For those in marketing, it is crucial to comprehend the factors that encourage followers to disseminate brand-related information on these digital platforms, as well as the subsequent effect this sharing has on other consumers' buying choices (Kudeshia & Kumar, 2017).

H5a: Social proof (written reviews and user generated content) affects impulsive buying behavior.

H5b: Social proof (written reviews and user generated content) affects impulsive buying behavior, mediated by emotions.

Emotion, a well-established concept, describes how individuals react to and interpret various stimuli, often manifesting as subtle behaviors in specific situations. It has a distinct and systematic impact on psychological processes and subsequent behaviors (Erkan & Evans, 2018). In the realm of consumer behavior, the emotional components of experiences significantly influence purchasing intentions (Liu & Xiao, 2018). Within marketing strategies, leveraging emotional narratives serves as a potent external stimulus, effectively prompting impulsive buying decisions (Zhao et al., 2022).

H6a: Emotional storytelling affects impulsive buying behavior.

H6b: Emotional storytelling affects impulsive buying behavior, mediated by emotions.

Consumers increasingly turn to social media platforms to gather information about unfamiliar brands (Erkan & Evans, 2018). Advertisements that successfully showcase a product's attributes can boost consumer trust and stimulate immediate buying decisions. In a market flooded with choices, advertisements highlighting a product's distinctive features are more likely to grab attention. Furthermore, when an ad illustrates how a product can fulfill a particular consumer requirement, it provides a compelling reason for immediate purchase (Purnomo, 2023). Retailers commonly employ up-selling and cross-selling tactics, which emphasize product advantages and are crucial components of effective customer relationship management (Zhao et al., 2022).

H7a: Emphasizing benefits affects impulsive buying behavior.

H7b: Emphasizing benefits affects impulsive buying behavior, mediated by emotions.

2.3. Methods and Instruments for Data Collection

To investigate the fourteen hypotheses of this research, which aim to identify the factors in social media ads that have a stronger impact on consumers' impulsive online buying intentions, a structured questionnaire was developed. The questionnaire, provided in Annex 1, comprised eight distinct sections. The first section captured background information about the respondents, while the subsequent seven sections presented statements related to the seven research factors. Respondents were instructed to rate these statements on a Likert 5-point scale,

enabling a quantitative assessment of their opinions and attitudes: 5 representing “strongly agree” to 1 representing “strongly disagree”.

Furthermore, the questionnaire included socio-demographic questions such as gender, age, monthly income (after taxes), occupation, level of education, marital status, preferred online purchases, frequency of shopping online in 1 month, and social media usage. These additions were made to provide a comprehensive depiction of the sample population.

The distribution of the questionnaire was done through social media platforms such as Instagram and Facebook. These platforms were chosen for their capacity to accumulate a diverse dataset from a broad spectrum of respondents. Using online distribution methods also minimized the potential for interviewer bias and reduced costs associated with data collection.

To motivate participants to fill out the questionnaire, the author of this master’s thesis offered a prize in the form of a photoshoot to one randomly chosen participant. To be eligible for the prize draw, respondents had to complete the questionnaire and provide their email address for contact. This strategy was used to encourage more people to participate and improve the quality of the data collected for the study.

2.4. Selection of Respondents and Sample Size

The participants for this study were chosen according to several demographic criteria. Firstly, they had to be above the age of 18 in order to possess complete autonomy in their decision-making process, particularly when it comes to online purchases. Secondly, they needed to be active users of social media platforms in order to be exposed to social media advertisements. Third, they were required to engage in online shopping. To determine the appropriate sample size, a comparable research method was done. This involved examining the number of participants in similar studies and calculating an average for the current research. The Table 1 below presents a list of various online studies that share similarities with the current research.

Table 1. Sample Size Calculation

Number	Author	Type of questionnaire	Number of respondents
1	(Febrilia & Warokka, 2021)	Online survey	290

2	(Aragoncillo & Orus, 2018)	Online survey	212
3	(Napitupulu & Hidayat, 2020)	Online survey	101
4	(Koay et al., 2021)	Online survey	273
5	(Khokhar et al., 2019)	Online survey	196
6	(Ittaqullah et al., 2020)	Online survey	100
7	(Bui et al., 2022)	Online survey	227
8	(Sinta, 2021)	Online survey	385
9	(Arul Rajan, 2020)	Online survey	80
10	(Themba et al., 2021)	Online survey	100
			196

Based on Table 1 and a comparable research method, the average sample size of previous studies is 196, which can be approximated to 200.

2.5. The Structure of The Questionnaire and Scales

An online questionnaire was created as the research instrument, which was developed by examining previous studies on social media advertisements and their influence on online impulse buying. The questions presented in Table 2 were adapted to suit the needs of this particular research.

Table 2. Constructs of the Questionnaire (Abdelsalam et al., 2020; Akram et al., 2018; K. N. Gangai & Agrawal, 2016)

Variable	Questions
Scarcity (Limited-time and Limited-amount Offers)	<ol style="list-style-type: none"> 1. I feel that limited-time or limited-amount offers make me buy impulsively/unplanned. 2. I am tempted to buy products that have a limited-time or limited-amount offer. 3. I worry about the deadline and the

	<p>amount of products during a limited-time or limited-amount offer.</p> <p>4. Limited-time and limited-amount offers in social media ads catch my attention.</p>
Discounts and Deals	<p>1. I feel that discounts and deals make me buy impulsively/unplanned.</p> <p>2. I am tempted to buy products during discounts and deals even though there is nothing that I really want or need.</p> <p>3. I am tempted to buy products at low prices.</p> <p>4. I am tempted to buy products when I can get an extra gift.</p> <p>5. I will likely notice and consider discounts and deals featured in social media ads.</p>
Free Shipping	<p>1. I feel that the free shipping makes me buy impulsively/unplanned.</p> <p>2. I am tempted to buy products that have free shipping.</p> <p>3. I will likely notice and consider free shipping in social media ads.</p>
Personalized Recommendations	<p>1. I feel that personalized recommendations make me buy impulsively/unplanned.</p> <p>2. I am tempted to buy products when they are recommended specifically for me.</p> <p>3. Personalized product recommendations in social media ads are relevant to my preferences.</p>
Social Proof (Written Reviews and	<p>1. I feel that the written product reviews on</p>

UGC)	<p>ads make me buy impulsively/unplanned.</p> <ol style="list-style-type: none"> 2. I feel that the UGC content on ads makes me buy impulsively/unplanned. 3. I am tempted to buy products when I see written reviews about them 4. I am tempted to buy products when I see how other people use or present them 5. I feel the written product reviews on ads are honest and dependable. 6. I feel the UGC content on ads is honest and dependable. 7. I feel the written reviews on ads communicate information about the product clearly. 8. I feel the UGC content on ads communicates information about the product clearly. 9. Positive written reviews or user-generated content in social media ads are important to me when considering an impulsive purchase.
Emotional Storytelling	<ol style="list-style-type: none"> 1. I feel that the emotional storytelling makes me buy impulsively/unplanned. 2. I am tempted to buy products when there is storytelling included. 3. Ads in social media that have emotional triggers capture my intention.
Emphasizing Benefits	<ol style="list-style-type: none"> 1. I feel that emphasizing product benefits makes me buy impulsively/unplanned. 2. I am tempted to buy products when the

	<p>benefits of the products are mentioned.</p> <p>3. Ads in social media that highlight the benefits of the products capture my intention</p>
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3. PRACTICAL ANALYSIS OF THE PROBLEM

3.1. Methods for Data Analysis

To account for the moderating variable included in the proposed model, a two-step estimation approach is applied to separately assess direct/indirect effects and moderating effects. In the initial step (Step 1), the study focuses on estimating the direct effects, quantifying the immediate impact of various social media ads on impulsive buying behavior within the S–O–R framework. This step provides insights into the direct relationships between specific ad factors and impulsive buying. Subsequently, in Step 2, the study delves into estimating the indirect, or mediation effects, using SEM. This step explores how different social media ads influence impulsive buying behavior through the mediating factor of emotions. By considering the indirect effects, the study gains a deeper understanding of the underlying mechanisms and pathways through which emotional responses mediate the relationship between stimuli and the ultimate response.

Data was analyzed using RStudio software and MS Excel program was used for constructing figures. In order to evaluate the reliability of the computed constructs Cronbach's alpha was calculated. Cronbach's alpha is a measure of internal consistency, which is used to evaluate how well a set of items measures a single underlying construct or dimension. Cronbach's alpha coefficients higher than 0,7 were obtained, which suggests that the items are highly interrelated and consistent, indicating that they are measuring the same construct.

3.2. Descriptive Analysis

3.2.1. Socio-demographic Characteristics of Respondents

A total of 202 participants were interviewed during the research, one participant was eliminated from the results due to the significant divergence of their data from the overall pattern. The representation of females was higher (78,11%) compared to males (21,89%) in terms of gender distribution. The age demographics showed a predominant presence of individuals between 18 to 27 years old (74,13%), followed by those aged 28 to 37 years (18,41%). The income distribution varied, with a majority falling within the range of 1,001 to 2,500 EUR (60,20%). In terms of education levels, participants predominantly held a Bachelor's degree (52,24%), followed by those with a Master's degree (33,83%).

Table 3. Socio-demographic Characteristics of Respondents

Variable		N	%
Gender	Male	157	78,11
	Female	44	21,89
	Other	0	0
Age	18-27 years old	149	74,13
	28-37 years old	37	18,41
	38-47 years old	10	4,98
	>48 years old	5	2,49
Income (after taxes)	0-1000 EUR	54	26,87
	1001-2500 EUR	121	60,20
	2501-3500 EUR	19	9,45
	>3500 EUR	7	3,48
Educational level	High school	28	13,93
	Bachelor's degree	105	52,24
	Master's degree	68	33,83

Moreover, all participants in the research were provided with inquiries to evaluate their frequency of using social media, frequency of online shopping, and the types of products they purchase online. The involvement in social media was extensive, as 92,04% of respondents reported using it on a daily basis. In terms of online shopping frequency, the majority shopped online one to four times per month (76,62%). The products that were commonly bought online covered a diverse range, with fashion and accessories (78,11%) and health and beauty items (70,65%) emerging as popular choices.

Table 4. Control Questions

Variable		N	%
Social media usage	Very rare	3	1,49
	Once or twice a week	3	1,49
	4-5 days per week	10	4,98
	Everyday	185	92,04
Frequency of online shopping	Once per month	61	30,35
	2-4 times per month	93	46,27
	5-10 times per month	40	19,90
	>10 times per month	7	3,48
Goods usually purchased online	Books and writing Instruments	53	26,37
	Children's needs	18	8,96
	Electronics	92	45,77
	Fashion and Accessories	157	78,11
	Food and drinks	75	37,31
	Health and beauty	142	70,65
	Household equipment	67	33,33
	Travel services and ticketing	144	71,64

3.2.2. Graphical Descriptive Analysis

All of the figures below measure the average impulsive purchasing intention on different scales: gender, age, income level, educational level, social media usage frequency, online shopping frequency, and goods usually purchased online.

The average impulsive purchasing intention was higher among women (3,09) compared to men (2,72).

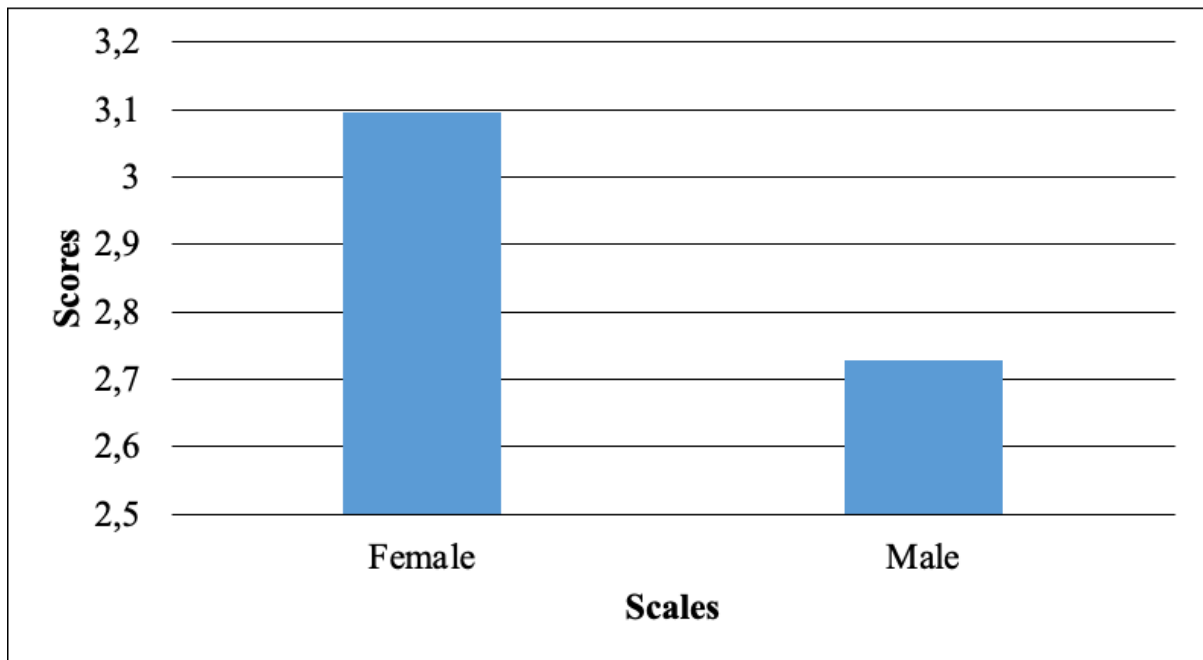


Figure 2. Impulsive purchasing intention comparison of different genders

The average impulsive purchasing intention was highest among the age group from 28 to 37 (3,16) compared to other age groups.

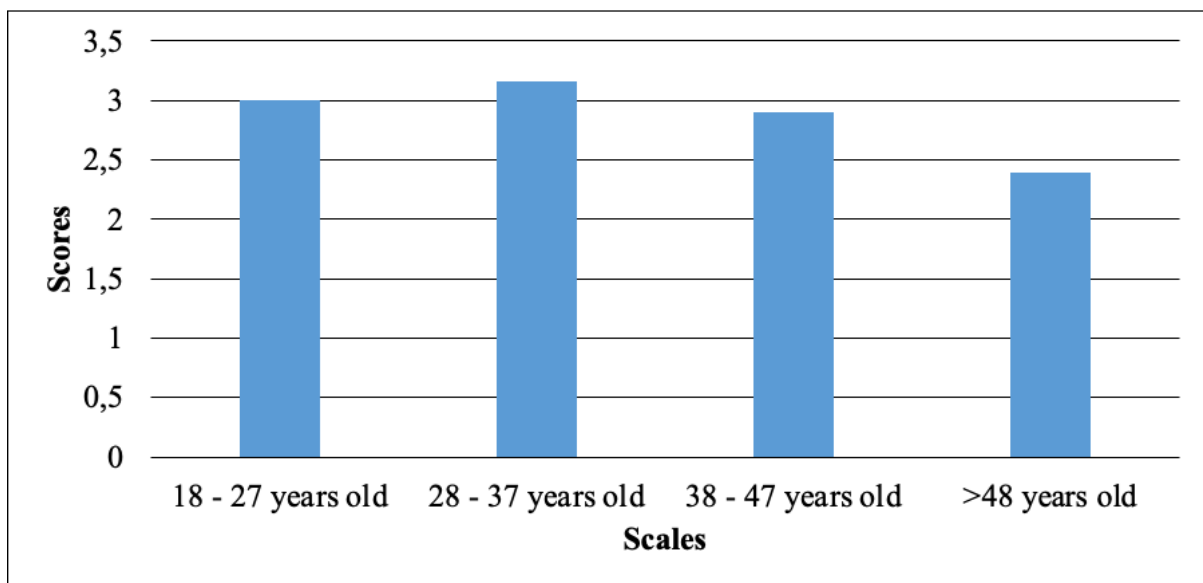


Figure 3. Impulsive purchasing intention comparison of different age groups

The average impulsive purchasing intention was highest among the lowest income group 0-1000 EUR (3,11) compared to higher income groups.

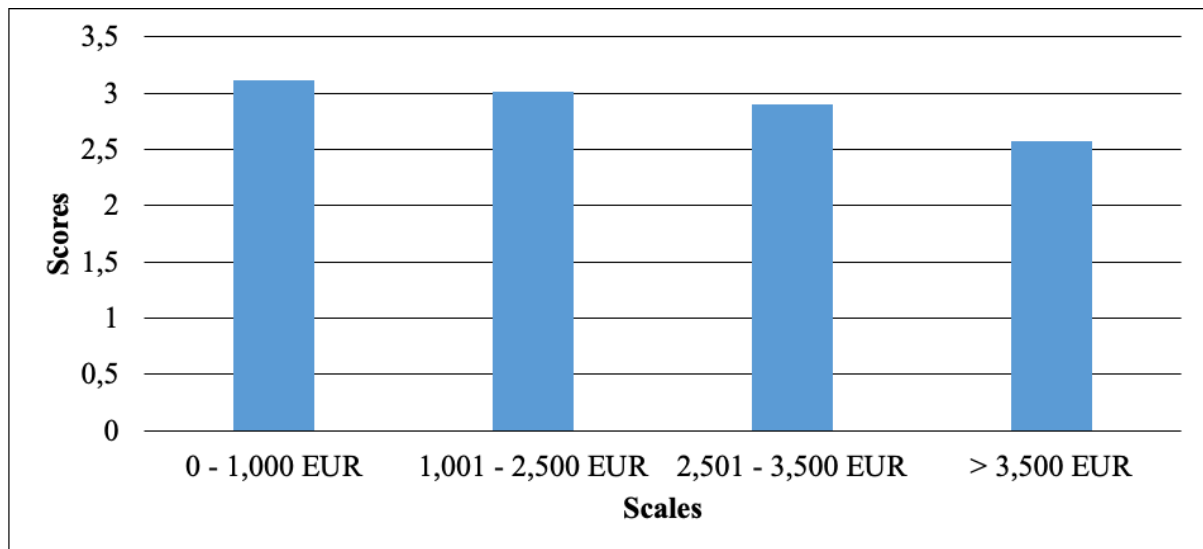


Figure 4. Impulsive purchasing intention comparison of different income levels

The average impulsive purchasing intention was highest among the group that had only finished high school (3,25) compared to the groups with bachelor's or master's degrees.

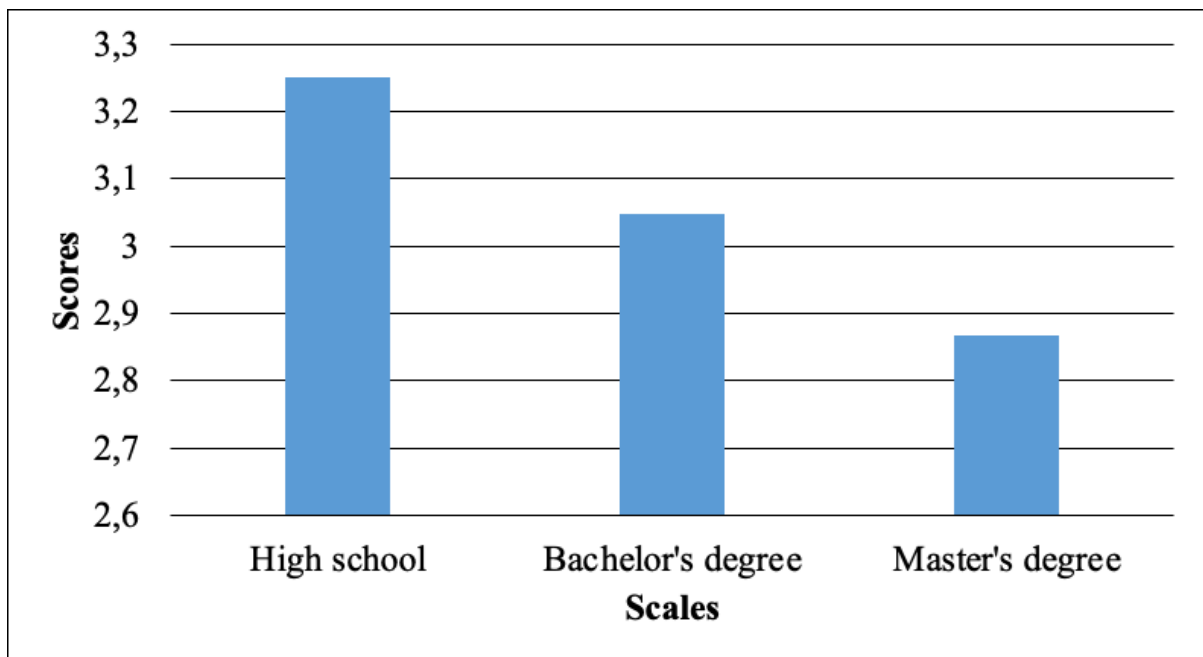


Figure 5. Impulsive purchasing intention comparison of different educational levels

The average impulsive purchasing intention was highest among the group that used social media 4-5 days per week (3,6) compared to the other groups.

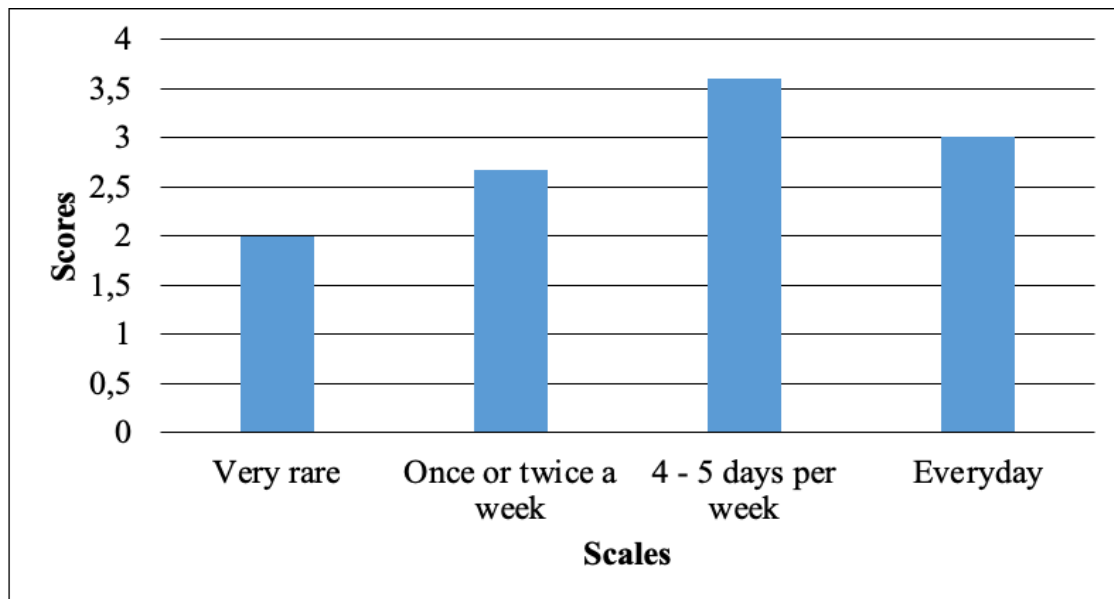


Figure 6. Impulsive purchasing intention comparison of different social media usage frequency levels

The average impulsive purchasing intention was highest among the group that shop online 2-4 times per month and 5-10 times per month (both 3,075) compared to the other groups.

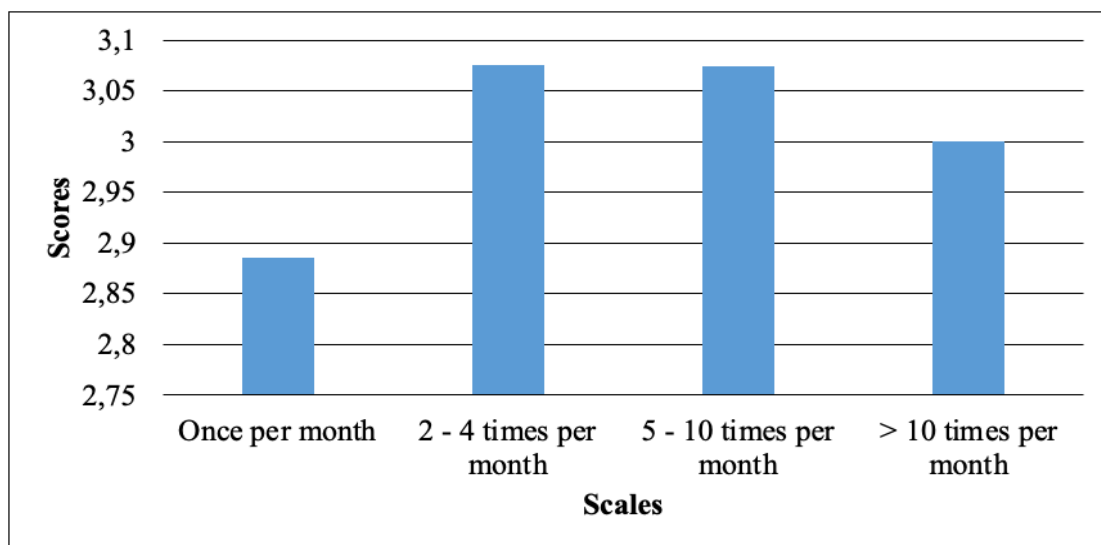


Figure 7. Impulsive purchasing intention comparison of different shopping online frequency levels

The average impulsive purchasing intention was highest among the group that buys goods for their children (3,33) compared to the other groups.

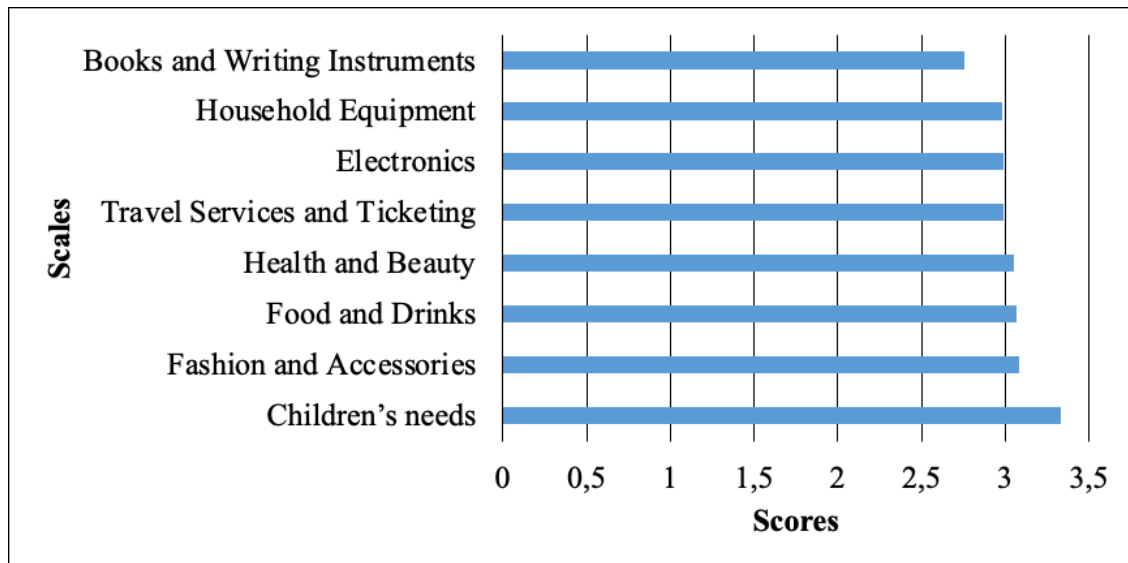


Figure 8. Impulsive purchasing intention comparison of different goods purchased online

3.3. Data Analysis Instrument

The study participants were provided with a survey comprising seven distinct constructs, with each construct containing individual statements about them. Each statement was rated on a five-point Likert scale, ranging from “Strongly disagree” to “Strongly agree”.

Table 5 provides a comprehensive overview of different factors and their perceived influence on consumer behavior. Among the strategies analyzed, Emphasizing Benefits stands out with a significantly high mean value of 4,16, indicating that highlighting product advantages strongly affects consumer perceptions. Limited-Time and Limited-Amount Offers, Discounts and Deals, and Free Shipping show moderate mean values ranging from 2,75 to 2,94, suggesting a moderate impact on consumer behavior. On the other hand, Personalized Recommendations and Emotional Storytelling have lower means, indicating relatively less influence.

Table 5. Descriptive statistics SOR variables

Marketing Technique	Abbreviation	Mean	Standard Deviation
Limited-Time and Limited-Amount Offers	LT	2,75	1,27
Discounts and Deals	DD	2,94	1,41
Free Shipping	FS	2,94	1,47
Personalized Recommendations	PR	1,83	1,14
Social Proof (Written Reviews and UGC)	SP	3,00	1,41
Emotional Storytelling	ES	2,76	1,29
Emphasizing Benefits	EB	4,16	1,02
Emotions (Organism)	O	2,79	0,82
Impulsive purchasing intention (Response)	R	3,01	0,72

3.4. Correlation Analysis

The correlation matrix was employed to assess the even distribution of the data, and the results are presented in Table 6. The findings suggest the absence of multicollinearity among the variables, as all correlation values are below 0,8. This threshold, as established by Gujarati

(1995), is indicative of the absence of multicollinearity. Examining the correlation of the dependent variable – impulsive buying behavior – reveals noteworthy associations. Limited-time and limited-amount offers exhibit a strong positive correlation (0,48) with impulsive purchasing intention, suggesting that the presence of time-sensitive deals significantly influences impulsive buying behavior. Personalized recommendations also show a notable positive correlation (0,40) with impulsive purchasing intention, indicating that tailored product suggestions may contribute to impulsive decision-making. Moreover, emotions exhibit a robust positive correlation (0,68) with impulsive purchasing intention, emphasizing the profound impact of emotional engagement on impulsive buying tendencies. These findings highlight the importance of scrutinizing how various factors in social media advertising contribute to influencing the buyer's intention to make impulsive purchases online.

Table 6. Correlation matrix

	LT	DD	FS	PR	SP	ES	EB	O	R
LT	1,00								
DD	-0,08	1,00							
FS	0,01	-0,14	1,00						
PR	0,32	-0,11	0,00	1,00					
SP	-0,03	0,03	0,05	-0,11	1,00				
ET	0,25	-0,02	0,00	0,28	0,05	1,00			
ES	0,24	0,11	0,05	-0,16	-0,07	0,09	1,00		
O	0,44	-0,11	0,02	0,47	-0,05	0,41	0,08	1,00	
R	0,48	-0,02	0,01	0,40	-0,02	0,49	0,23	0,68	1,00

3.5. Hypothesis Testing

3.5.1. Direct Effects

The structural model analysis showed significant direct effects between various social media ad factors and the buyer's intention to make impulsive purchases online. Emotional storytelling had the highest positive path coefficient ($\beta = 0,147$, $p < 0,01$), indicating a robust impact on impulsive buying behavior. This finding supports the hypothesis that emotional

storytelling plays a crucial role in influencing impulsive purchases online. Limited-time offers demonstrated a significant effect ($\beta = 0,133$, $p < 0,01$), underscoring their substantial influence on impulsive buying behavior. Personalized recommendations also displayed a significant effect ($\beta = 0,0698$, $p < 0,1$), contributing to the impulsive purchasing decision. Similarly, emphasizing benefits showed a significant effect ($\beta = 0,130$, $p < 0,01$), emphasizing the importance of communicating product benefits in driving impulsive buying behavior. Therefore, hypotheses H1a, H4a, H6a, and H6a were accepted.

However, the analysis indicated that p-values for the relationships between discounts and deals, free shipping, and social proof were larger than 0,05, suggesting no statistically significant relationship between these variables and impulsive buying behavior. As a result, hypotheses H2a, H3a, and H5a were rejected.

Table 7. Results of hypothesis testing using variance-based structural equation model (SEM) in direct effect

Paths	Hypotheses	Estimate	Standard Error	Conclusions
LT -> R	H1a	0,133***	(0,0317)	Accepted
DD -> R	H2a	0,0409	(0,0268)	Rejected
FS -> R	H3a	0,00222	(0,0257)	Rejected
PR -> R	H4a	0,0698*	(0,0369)	Accepted
SP -> R	H5a	0,00614	(0,0268)	Rejected
ES -> R	H6a	0,147***	(0,0301)	Accepted
EB -> R	H7a	0,130***	(0,0365)	Accepted

3.5.2. Indirect Effect

To explore how different social media ads affect impulsive buying, a mediation analysis was done to look into the role of emotional responses. The results revealed a clear pattern, suggesting that emotions play a crucial role in influencing the connection between various social media ads and impulsive buying behavior. As shown in Table 8, the testing results indicated that all proposed indirect effects were supported by the data. In more detail, limited-time offers ($\beta = 0,596$, $p < 0,01$), discounts ($\beta = 0,601$, $p < 0,01$), free shipping ($\beta = 0,597$, $p <$

0,01), personalized recommendations ($\beta = 0,551$, $p < 0,01$), social proof ($\beta = 0,584$, $p < 0,01$), emotional storytelling ($\beta = 0,502$, $p < 0,01$), and emphasizing benefits ($\beta = 0,584$, $p < 0,01$) had an indirect effect on impulsive buying behavior via emotions.

Table 8. Results of hypothesis testing using variance-based structural equation model (SEM) in indirect effect

Paths	Hypotheses	Estimate	Standard Error	Conclusions
LT -> O -> R	H1b	0,596***	(0,0458)	Accepted
DD -> O -> R	H2b	0,601***	(0,0459)	Accepted
FS -> O -> R	H3b	0,597***	(0,0458)	Accepted
PR -> O -> R	H4b	0,551***	(0,0513)	Accepted
SP -> O -> R	H5b	0,584***	(0,0445)	Accepted
ES -> O -> R	H6b	0,502***	(0,0474)	Accepted
EB -> O -> R	H7b	0,584***	(0,0445)	Accepted

Robust standard errors in parentheses

*** $p < 0,01$, ** $p < 0,05$, * $p < 0,1$

The following Table 9 shows the results of hypothesis testing using variance-based structural equation model (SEM).

Table 9. Hypothesis testing results

Hypothesis	Results
H1a Scarcity affects impulsive buying behavior.	Accepted
H1b Scarcity affects impulsive buying behavior, mediated by emotions.	Accepted
H2a Discounts and deals affect impulsive buying behavior.	Rejected
H2b Discounts and deals affect impulsive buying behavior, mediated by emotions.	Accepted

H3a Free shipping affects impulsive buying behavior.	Rejected
H3b Free shipping affects impulsive buying behavior, mediated by emotions.	Accepted
H4a Personalized recommendations affect impulsive buying behavior.	Accepted
H4b Personalized recommendations affect impulsive buying behavior, mediated by emotions.	Accepted
H5a Social proof (written reviews and user generated content) affects impulsive buying behavior.	Rejected
H5b Social proof (written reviews and user generated content) affects impulsive buying behavior, mediated by emotions.	Accepted
H6a Emotional storytelling affects impulsive buying behavior.	Accepted
H6b Emotional storytelling affects impulsive buying behavior, mediated by emotions.	Accepted
H7a Emphasizing benefits affects impulsive buying behavior.	Accepted
H7b Emphasizing benefits affects impulsive buying behavior, mediated by emotions.	Accepted

3.6. Additional Analysis

To gain a nuanced understanding of the impact of social media ad factors on impulsive online purchases, the analysis was conducted separately for different categories of goods typically purchased online. Consumers' responses to social media advertising can vary depending on the nature of the goods they buy. Running analyses based on categories of goods acknowledges the heterogeneity in consumer behavior across diverse product types.

3.6.1. Direct Effect

From Table 10, where the analysis focused on books and writing instruments, it can be observed that limited-time and amount offers, personalized recommendations, and emotional storytelling are not statistically significant. This contrasts with the main analysis, where

these factors were significant. In contrast, free shipping, which was not statistically significant in the main analysis, became significant in the context of children's needs (Table 11). Furthermore, as evident from Table 11, the impact of personalized recommendations and emotional storytelling on impulsive buying behavior is not statistically significant, in contrast to the results of the main analysis. In Table 12, where the analysis focused on electronics, personalized recommendations and social proof are not statistically significant, which differs from the results of the main analysis. Emotional storytelling becomes insignificant when looking at individuals who have bought food and drinks online (Table 14). In Table 15, it can be observed that personalized recommendations are not statistically significant, whereas they were in the main analysis. Similarly, in household equipment, both personalized recommendations and the emphasis on benefits no longer hold statistical significance (Table 16). In the category of travel services and ticketing, a convergence of non-significant findings emerges, with personalized recommendations, emotional storytelling, and emphasizing benefits all lacking statistical significance, despite their earlier significance in the main study (Table 17).

Table 10. Direct effect on buying books and writing instruments

Paths	Books and Writing Instruments	
	Estimate	Standard Error
<i>LT -> R</i>	0,059	(0,0691)
<i>DD -> R</i>	0,0266	(0,0508)
<i>FS -> R</i>	0,0278	(0,0487)
<i>PR -> R</i>	0,0179	(0,0627)
<i>SP -> R</i>	0,0299	(0,0475)
<i>ES -> R</i>	0,00168	(0,0581)
<i>EB -> R</i>	0,140***	(0,0539)

Robust standard errors in parentheses

*** $p < 0,01$, ** $p < 0,05$, * $p < 0,1$

Table 11. Direct effect on buying goods for children's needs

	Children's needs	
Paths	Estimate	Standard Error
<i>LT -> R</i>	0,434***	(0,1110)
<i>DD -> R</i>	0,0508	(0,1070)
<i>FS -> R</i>	0,135*	(0,0807)
<i>PR -> R</i>	0,198	(0,1220)
<i>SP -> R</i>	0,093	(0,1190)
<i>ES -> R</i>	0,0102	(0,1200)
<i>EB -> R</i>	0,287***	(0,0947)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 12. Direct effect on buying electronics

	Electronics	
Paths	Estimate	Standard Error
<i>LT -> R</i>	0,135***	(0,0482)
<i>DD -> R</i>	0,0585	(0,0382)
<i>FS -> R</i>	0,00323	(0,0368)
<i>PR -> R</i>	0,0269	(0,0509)
<i>SP -> R</i>	0,0339	(0,0383)
<i>ES -> R</i>	0,160***	(0,0481)
<i>EB -> R</i>	0,111**	(0,0563)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 13. Direct effect on buying fashion goods and accessories

	Fashion and Accessories	
Paths	Estimate	Standard Error
<i>LT -> R</i>	0,134***	(0,0338)
<i>DD -> R</i>	0,0359	(0,0293)
<i>FS -> R</i>	0,00251	(0,0278)
<i>PR -> R</i>	0,0720*	(0,0408)
<i>SP -> R</i>	0,0027	(0,0295)
<i>ES -> R</i>	0,139***	(0,0344)
<i>EB -> R</i>	0,147***	(0,0411)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 14. Direct effect on buying food and drinks

	Food and Drinks	
Paths	Estimate	Standard Error
<i>LT -> R</i>	0,167***	(0,0418)
<i>DD -> R</i>	0,0217	(0,0363)
<i>FS -> R</i>	0,019	(0,0349)
<i>PR -> R</i>	0,0788*	(0,0426)
<i>SP -> R</i>	0,0634*	(0,0345)
<i>ES -> R</i>	0,0551	(0,0454)
<i>EB -> R</i>	0,103**	(0,0505)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 15. Direct effect on buying health and beauty products

	Health and Beauty	
Paths	Estimate	Standard Error
<i>LT -> R</i>	0,144***	(0,0362)
<i>DD -> R</i>	0,0279	(0,0309)
<i>FS -> R</i>	0,0166	(0,0295)
<i>PR -> R</i>	0,0598	(0,0472)
<i>SP -> R</i>	0,019	(0,0307)
<i>ES -> R</i>	0,132***	(0,0365)
<i>EB -> R</i>	0,157***	(0,0420)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 16. Direct effect on buying household equipment

	Household Equipment	
Paths	Estimate	Standard Error
<i>LT -> R</i>	0,177***	(0,0579)
<i>DD -> R</i>	0,0691	(0,0429)
<i>FS -> R</i>	0,0032	(0,0435)
<i>PR -> R</i>	0,072	(0,0578)
<i>SP -> R</i>	0,00388	(0,0463)
<i>ES -> R</i>	0,0990*	(0,0564)
<i>EB -> R</i>	0,0949	(0,0661)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 17. Direct effect on buying travel services and tickets

	Travel Services and Ticketing	
Paths	Estimate	Standard Error
<i>LT -> R</i>	0,216***	(0,0640)
<i>DD -> R</i>	0,0718	(0,0458)
<i>FS -> R</i>	0,0171	(0,0473)
<i>PR -> R</i>	0,0473	(0,0745)
<i>SP -> R</i>	0,00851	(0,0493)
<i>ES -> R</i>	0,0799	(0,0681)
<i>EB -> R</i>	0,103	(0,0728)

Robust standard errors in parentheses

*** $p < 0,01$, ** $p < 0,05$, * $p < 0,1$

3.6.2. Indirect Effect

The results of the indirect analysis align with those of the main analysis, demonstrating statistical significance across all variables (Tables 18–25). When examining the coefficient sizes, the largest coefficients are found in Table 19, corresponding to goods purchased online for children's needs. This finding aligns seamlessly with the descriptive results depicted in Figure 8, which shows that respondents, on average, exhibited the highest impulsive purchasing intentions for this category compared to other types of online-purchased goods.

Table 18. Indirect effect on buying books and writing instruments

	Books and Writing Instruments	
Paths	Estimate	Standard Error
<i>LT -> O -> R</i>	0,555***	(0,0959)
<i>DD -> O -> R</i>	0,599***	(0,0876)
<i>FS -> O -> R</i>	0,594***	(0,0866)
<i>PR -> O -> R</i>	0,604***	(0,0967)
<i>SP -> O -> R</i>	0,589***	(0,0865)
<i>ES -> O -> R</i>	0,590***	(0,0940)
<i>EB -> O -> R</i>	0,567***	(0,0822)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 19. Indirect effect on buying goods for children's needs

	Children's needs	
Paths	Estimate	Standard Error
<i>LT -> O -> R</i>	0,373***	(0,1340)
<i>DD -> O -> R</i>	0,686***	(0,1500)
<i>FS -> O -> R</i>	0,685***	(0,1300)
<i>PR -> O -> R</i>	0,559***	(0,1610)
<i>SP -> O -> R</i>	0,721***	(0,1370)
<i>ES -> O -> R</i>	0,709***	(0,1540)
<i>EB -> O -> R</i>	0,591***	(0,1200)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 20. Indirect effect on buying electronics

	Electronics	
Paths	Estimate	Standard Error
<i>LT -> O -> R</i>	0,479***	(0,0735)
<i>DD -> O -> R</i>	0,581***	(0,0696)
<i>FS -> O -> R</i>	0,564***	(0,0698)
<i>PR -> O -> R</i>	0,550***	(0,0747)
<i>SP -> O -> R</i>	0,568***	(0,0695)
<i>ES -> O -> R</i>	0,460***	(0,0728)
<i>EB -> O -> R</i>	0,561***	(0,0682)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 21. Indirect effect on buying fashion goods and accessories

	Fashion and Accessories	
Paths	Estimate	Standard Error
<i>LT -> O -> R</i>	0,506***	(0,0529)
<i>DD -> O -> R</i>	0,598***	(0,0510)
<i>FS -> O -> R</i>	0,590***	(0,0507)
<i>PR -> O -> R</i>	0,540***	(0,0577)
<i>SP -> O -> R</i>	0,589***	(0,0509)
<i>ES -> O -> R</i>	0,491***	(0,0541)
<i>EB -> O -> R</i>	0,584***	(0,0488)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 22. Indirect effect on buying food and drinks

	Food and Drinks	
Paths	Estimate	Standard Error
<i>LT -> O -> R</i>	0,441***	(0,0630)
<i>DD -> O -> R</i>	0,535***	(0,0641)
<i>FS -> O -> R</i>	0,535***	(0,0641)
<i>PR -> O -> R</i>	0,490***	(0,0675)
<i>SP -> O -> R</i>	0,525***	(0,0630)
<i>ES -> O -> R</i>	0,505***	(0,0686)
<i>EB -> O -> R</i>	0,526***	(0,0626)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 23. Indirect effect on buying health and beauty products

	Health and Beauty	
Paths	Estimate	Standard Error
<i>LT -> O -> R</i>	0,458***	(0,0563)
<i>DD -> O -> R</i>	0,565***	(0,0530)
<i>FS -> O -> R</i>	0,563***	(0,0530)
<i>PR -> O -> R</i>	0,514***	(0,0640)
<i>SP -> O -> R</i>	0,561***	(0,0528)
<i>ES -> O -> R</i>	0,459***	(0,0578)
<i>EB -> O -> R</i>	0,555***	(0,0505)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 24. Indirect effect on buying household equipment

	Household Equipment	
Paths	Estimate	Standard Error
<i>LT -> O -> R</i>	0,459***	(0,0895)
<i>DD -> O -> R</i>	0,628***	(0,0834)
<i>FS -> O -> R</i>	0,595***	(0,0841)
<i>PR -> O -> R</i>	0,564***	(0,0855)
<i>SP -> O -> R</i>	0,597***	(0,0827)
<i>ES -> O -> R</i>	0,518***	(0,0921)
<i>EB -> O -> R</i>	0,589***	(0,0814)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

Table 25. Indirect effect on buying travel services and tickets

	Travel Services and Ticketing	
Paths	Estimate	Standard Error
<i>LT -> O -> R</i>	0,441***	(0,0960)
<i>DD -> O -> R</i>	0,647***	(0,0893)
<i>FS -> O -> R</i>	0,607***	(0,0913)
<i>PR -> O -> R</i>	0,585***	(0,0999)
<i>SP -> O -> R</i>	0,616***	(0,0892)
<i>ES -> O -> R</i>	0,538***	(0,1090)
<i>EB -> O -> R</i>	0,602***	(0,0876)

Robust standard errors in parentheses

*** p<0,01, ** p<0,05, * p<0,1

3.7. Interpretation of Research Results

In the direct effect, where the framework is S–R, four out of seven factors have the biggest effect on impulse buying behavior. These factors exhibit a strong positive correlation with impulsive purchasing intention: scarcity, personalized recommendations, emotional storytelling, and emphasizing benefits. Consumers appear to be more inclined to make impulsive purchases when faced with these factors in social media ads. Emotional storytelling has the most significant impact on impulsive buying behavior. This outcome strongly supports the hypothesis that emotional storytelling plays an important role in influencing impulsive purchases online, showing the importance of evoking emotions in advertising strategies. Limited-time offers also demonstrate a substantial effect, emphasizing their noteworthy influence on impulsive buying behavior. Furthermore, personalized recommendations have a significant effect, indicating their influence on impulsive purchasing decisions and emphasizing the importance of personalized product recommendations. However, the analysis reveals that discounts and deals, free shipping, and social proof do not have a significant effect on impulse buying behavior. These findings highlight that certain factors in social media ads, like emotional storytelling, limited-time offers, personalized recommendations, and product benefits, strongly influence impulsive online purchases. On the other hand, discounts, free shipping, and social proof do not have significant effects in this study.

In the indirect effect, where the framework is S–O–R, all seven factors affect impulse buying behavior. The results reveal a clear pattern, emphasizing that emotions play a crucial role in how different social media ads affect impulsive buying behavior. These findings underscore the significance of emotional engagement in the context of social media advertising, as it mediates the impact of various advertising strategies on impulsive purchasing behavior.

The graphic descriptive analysis of the research data reveals patterns in impulsive purchasing intention across various demographic variables. Notably, women show a significantly higher average impulsive purchasing intention than men, suggesting a pronounced gender disparity in this behavior. Individuals with the lowest income levels demonstrate the highest average impulsive purchasing intention, challenging the notion that financial constraints deter impulsive buying. Furthermore, those with the lowest educational backgrounds exhibit the highest impulsive purchasing intention, indicating that higher education does not necessarily lead to more considered purchasing decisions. Social media engagement, with those using these platforms 4–5 days per week, shows the highest impulsive purchasing intention, highlighting the role of frequent exposure in shaping buying behavior.

Additionally, an online shopping frequency of 2–10 times per month is associated with higher impulsive purchasing intention, emphasizing the influence of e-commerce habits. Lastly, buying goods for children is linked to increased impulsive purchasing intention, underlining the impact of familial responsibilities on consumer choices. These findings illuminate the complexity of impulsive buying behavior and suggest diverse factors that marketers should consider when targeting specific demographics and addressing impulsive buying tendencies.

To understand how social media ad factors affect impulsive online purchases, various product categories were analyzed separately in direct and indirect analysis. In the direct analysis, scarcity was found to be significant in the main analysis and in all analyzed product categories except “Books and Writing Instruments.” Personalized recommendations were found to be significant in the main analysis and product categories “Fashion and Accessories” and “Food and Drinks.” Emotional storytelling was found to be significant in the main analysis and product categories “Electronics,” “Fashion and Accessories,” “Health and Beauty,” and “Household equipment.” Emphasizing benefits was found to be significant in the main analysis and product categories “Books and Writing Instruments,” “Children’s needs,” “Electronics,” “Fashion and Accessories,” “Food and Drinks,” and “Health and Beauty.” However, free shipping was significant in the product category “Children’s needs,” and social proof was significant in the product category “Food and Drinks.” Discounts and deals did not show significance in any of the product categories. In the indirect analysis, all seven factors were significant in all product categories.

Lastly, as the formulated research problem is what social media ad factors better affect the buyer’s intention to make impulsive purchases online, research results show that scarcity, personalized recommendations, emotional storytelling, and emphasizing benefits are the triggers that affect impulse buying behavior the most. However, as research results show a clear pattern that emotions play a crucial role in influencing the connection between various social media ads and impulsive buying behavior, all researched factors can influence impulsive buying behavior if social media ads trigger people’s emotions while viewing them.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions:

1. According to the scientific literature, the growth of e-commerce has observed a transition from traditional shopping to online shopping, underscoring the importance of comprehending the distinct stimuli for impulsive purchasing in the digital platforms.
2. According to the scientific literature, social media has emerged as a potent marketing platform, exerting influence on consumer behavior and serving as a crucial avenue for attracting customers and facilitating shopping decisions.
3. According to the scientific literature, paid advertisements on social media platforms such as Facebook Ads and Instagram Ads have proven to be an effective tactic for targeting specific audiences and generating immediate outcomes, thereby augmenting traffic and conversion rates for e-commerce platforms.
4. According to the scientific literature, scarcity (limited-time and limited-amount offers), discounts and deals, free shipping, personalized recommendations, social proof (written reviews and user generated content), emotional storytelling and emphasizing benefits are one of the most popular factors that affect impulse buying behavior.
5. According to the scientific literature, online impulse buying behavior and social media advertisement factors, although prevalent, remain an underexplored phenomenon, highlighting a research gap that requires further investigation.
6. According to the scientific literature, the S–O–R framework was chosen to analyze the impact of various social media ad factors and the SEM model was chosen to examine the relationships between the stimuli (social media ad factors), the organism (emotional responses), and the response (impulsive buying behavior).
7. An online questionnaire was created as the research instrument to collect information about how seven social media advertisement factors (scarcity (limited-time and limited-amount offers), discounts and deals, free shipping, personalized recommendations, social proof (written reviews and user generated content), emotional storytelling and emphasizing benefits) affect respondents' impulse buying behavior.
8. Research shows that in the main direct analysis scarcity, personalized recommendations, emotional storytelling, and emphasizing benefits demonstrate a strong positive correlation with impulsive purchasing intention, with emotional storytelling having the most significant impact.

9. Research shows that in the main indirect analysis all seven factors (scarcity (limited-time and limited-amount offers), discounts and deals, free shipping, personalized recommendations, social proof (written reviews and user generated content), emotional storytelling and emphasizing benefits) affect impulse buying behavior.

10. Regarding the demographic patterns women consistently display a notably higher inclination towards impulsive buying compared to men, underscoring a gender-related trend in this behavior. Surprisingly, individuals with lower income levels exhibit a heightened impulsive purchasing intention, challenging the conventional notion that financial constraints serve as a deterrent to impulsive buying. Moreover, lower educational backgrounds are associated with increased impulsive purchasing intention, implying that higher education does not necessarily lead to more considered purchasing decisions. Factors such as frequent engagement with social media platforms, higher online shopping frequency, and the act of purchasing goods for children are all linked to elevated levels of impulsive purchasing intention, shedding light on the influence of exposure, e-commerce habits, and familial responsibilities in shaping consumer choices.

11. Research shows that in the additional direct analysis scarcity was found to be significant in the product category “Books and Writing Instruments”, personalized recommendations were found to be significant in the product categories “Fashion and Accessories” and “Food and Drinks”, emotional storytelling were found to be significant in the product categories “Electronics”, “Fashion and Accessories”, “Health and Beauty”, and “Household equipment”, emphasizing benefits were found to be significant in the product categories “Books and Writing Instruments”, “Children’s needs”, “Electronics”, “Fashion and Accessories”, “Food and Drinks”, and “Health and Beauty”, free shipping was found to be significant in the product category “Children’s needs”, social proof was found to be significant in the product category “Food and Drinks” and discounts and deals didn’t show significance in any of the product categories.

12. Research shows that in the additional indirect analysis all seven factors (scarcity (limited-time and limited-amount offers), discounts and deals, free shipping, personalized recommendations, social proof (written reviews and user generated content), emotional storytelling and emphasizing benefits) affect impulse buying behavior in all product categories.

Recommendations:

1. These results offer valuable insights and guidance for marketers and advertisers aiming to refine their strategies and plan effective campaigns that include emotional storytelling, scarcity message, personalized recommendations and highlight benefits of the products that promote impulsive buying behavior in e-commerce.
2. Marketers and advertisers should take into consideration the importance of advertising elements in particular product categories. Tailoring marketing strategies can lead to the growth of impulse buying behavior.
3. In order to drive impulsive purchases, it is crucial for advertising strategies to incorporate emotional storytelling. This is particularly important for products in categories such as “Electronics”, “Fashion and Accessories”, “Health and Beauty”, and “Household equipment.” By crafting narratives that evoke emotions and resonate with consumers, marketers can effectively capture their attention and encourage them to make impulsive buying decisions.
4. To further enhance impulsive purchasing intentions, marketers should also consider incorporating scarcity tactics into their campaigns. Limited-time and limited-amount offers can create a sense of exclusivity and urgency, motivating consumers to act quickly and make impulsive purchases, especially in product category “Books and Writing Instruments”.
5. Personalized recommendations can be a powerful tool for advertisers, especially in product categories like “Fashion and Accessories” and “Food and Drinks”. By utilizing algorithms to suggest products that are tailored to individual preferences, marketers can effectively boost impulse buying behavior and increase sales.
6. Emphasizing the benefits of a product can be applied across various categories, including “Books and Writing Instruments”, “Children's needs”, “Electronics”, “Fashion and Accessories”, “Food and Drinks”, and “Health and Beauty”. It is important to clearly communicate how the product meets consumers' needs and solves their problems, as this can greatly influence their purchasing decisions.
7. The group of participants who indicated purchasing goods for their children had the highest average impulsive purchasing intention. This presents a valuable opportunity for marketers and advertisers to customize their advertising strategies to meet the needs and preferences of parents or individuals who make purchases for children. By creating marketing campaigns that highlight the benefits of products for children or enhance family experiences, they can effectively target this audience and capitalize on their impulsive purchasing behavior.

Limitations:

1. Some questions in the questionnaire collected an uneven number of responses, which is why certain socio-demographic categories may not be sufficiently representative. For instance, in terms of age, 74,13% of respondents fell into the 18 to 27 years old age group, while the remaining 25,87% were distributed among other age groups. This indicates that the research results are predominantly represented by the 18 to 27 years old age group. Consequently, the research findings may possess a potential bias and lead to an inaccurate representation of the behaviors and perspectives of the middle-aged and elderly population.
2. Balancing the number of questions across different question groups within the S–O–R framework could provide better representation of all framework elements. Therefore, future research should include a larger number and more diverse questions to gain a more detailed understanding of impulse buying behavior.
3. The questionnaire was in English, which may have posed a challenge for some Lithuanian respondents, as it was not their native language. Alternatively, the questionnaire could have included both English and Lithuanian versions to accommodate respondents in Lithuania.
4. This work examined seven factors in social media advertisements that have a significant impact on impulsive online purchases. However, there are more factors affecting impulsive buying behavior on social media channels that need further examination. Additional research should be conducted to see how other factors in social media advertisements affect impulsive buying behavior.
5. The questionnaire was conducted with no visual examples of mentioned factors in social media ads that affect impulse buying behavior. Even though the questionnaire contained brief examples of all seven factors, visuals could make a difference in the data collection as there would be less space for text interpretation.
6. The research was about social media ads in general. Future studies could examine how different factors in ads affect impulsive buying behavior on different social media platforms such as Instagram, Facebook, TikTok, etc.

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ANNEXES

Annex 1

1. Gender

- 1.1. Female
- 1.2. Male
- 1.3. Other

2. Age

- 2.1. 18-27 years old
- 2.2. 28-37 years old
- 2.3. 38-47 years old
- 2.4. 48-57 years old
- 2.5. > 58 years old

3. Income per month (after taxes)

- 3.1. 0-1000 EUR
- 3.2. 1001-2500 EUR
- 3.3. 2501-3500 EUR
- 3.4. 3501-4500 EUR
- 3.5. > 4501 EUR

4. Occupation

- 4.1. Student
- 4.2. Employee
- 4.3. Managerial level
- 4.4. Business
- 4.5. Freelancer
- 4.6. Unemployed
- 4.7. Other

5. Level of education

- 5.1. High School
- 5.2. Undergraduate
- 5.3. Technical college
- 5.4. Bachelor's Degree
- 5.5. Master's Degree
- 5.6. PhD

6. Marital status

- 6.1. Single
- 6.2. In a relationship
- 6.3. Married
- 6.4. Other

7. Goods that are usually purchased online

- 7.1. Fashion and Accessories
- 7.2. Health and Beauty
- 7.3. Electronics
- 7.4. Travel Services and Ticketing
- 7.5. Food and Drinks
- 7.6. Children's needs
- 7.7. Books and Writing Instruments
- 7.8. Household Equipment

8. Frequency of online shopping in 1 month

- 8.1. Once
- 8.2. 2-4 times
- 8.3. 5-10 times
- 8.4. >10 times

9. Social media usage

- 9.1. Everyday
- 9.2. 4-5 days per week
- 9.3. Once or twice a week
- 9.4. Very rare

10. Scarcity (Limited Time and Limited Amount) Offers

A limited time offer is a short-term promotion to create urgency.

Example:

- "50% off all shoes this weekend."
- "Buy one, get one free on all pizzas for today only."

REMINDER: questions are about social media ads!

- 10.1. I feel that limited time or limited amount offers make me buy impulsively/unplanned.
- 10.2. I am tempted to buy products that have a limited time or limited amount offer.

10.3. I worry about the deadline and the amount of products during a limited time or limited amount offer.

10.4. Limited time and limited amount offers in social media ads catch my attention.

11. Discounts and Deals

Discounts and deals are price reductions and promotions to attract customers.

Examples:

- "20% off all clothing items."
- "Buy a laptop and receive a free printer."
- "Get 10€ off your next meal with a loyalty card."

REMINDER: questions are about social media ads!

11.1. I feel that discounts and deals make me buy impulsively/unplanned.

11.2. I am tempted to buy products during discounts and deals even though there is nothing that I really want or need.

11.3. I am tempted to buy products at low prices.

11.4. I am tempted to buy products when I can get an extra gift.

11.5. I will likely notice and consider discounts and deals featured in social media ads.

12. Free Shipping

Free shipping is a service where the seller covers the shipping cost, making it cost-free for the customer.

Examples:

- "Spend 50€ or more and enjoy free shipping on your order."
- "Members receive free shipping on all online purchases."

REMINDER: questions are about social media ads!

12.1. I feel that the free shipping makes me buy impulsively/unplanned.

12.2. I am tempted to buy products that have a free shipping.

12.3. I will likely notice and consider free shipping in social media ads.

13. Personalized Recommendations

Personalized recommendations are tailored product suggestions based on a user's past shopping behavior.

Examples:

- "Recommended for you based on your previous purchases."
- "Personalized clothing picks for your style."

REMINDER: questions are about social media ads!

- 13.1. I feel that personalized recommendations make me buy impulsively/unplanned.
- 13.2. I am tempted to buy products when they are recommended specifically for me.
- 13.3. Personalized product recommendations in social media ads are relevant to my preferences.

14. Social Proof (Reviews and UGC)

Social proof is when consumers' content and actions influence others' decisions.

Examples:

- Product reviews and ratings.
- Customer testimonials and photos shared on social media.
- Influencers endorsing a brand's product to their followers.

REMINDER: questions are about social media ads!

- 14.1. I feel that the product reviews on ads make me buy impulsively/unplanned.
- 14.2. I feel that the UGC content on ads makes me buy impulsively/unplanned.
- 14.3. I am tempted to buy products when I see reviews about them
- 14.4. I am tempted to buy products when I see how other people use or present them
- 14.5. I feel the product reviews on ads are honest and dependable.
- 14.6. I feel the UGC content on ads is honest and dependable.
- 14.7. I feel the reviews on ads communicate information about the product clearly.
- 14.8. I feel the UGC content on ads communicates information about the product clearly.
- 14.9. Positive reviews or user-generated content in social media ads are important to me when considering an impulsive purchase.

15. Emotional Triggers

Emotional triggers/Emotional storytelling are techniques that evoke strong feelings to connect with an audience.

Examples:

- A heartwarming commercial about family bonds.
- An inspirational video featuring personal triumph over adversity.
- A humorous commercial using wit and humor to connect with the audience.

REMINDER: questions are about social media ads!

- 15.1. I feel that the emotional storytelling makes me buy impulsively/unplanned.

15.2. I am tempted to buy products when there is storytelling included.

15.3. Ads in social media that have emotional triggers capture my intention.

16. Emphasizing Benefits

Emphasizing benefits is when ads focus on the advantages and value a product or service offers to customers.

Examples:

- An ad for a vacuum cleaner highlighting its powerful suction and time-saving features.
- A car commercial showcasing fuel efficiency, safety features, and advanced technology.
- A skincare product advertisement emphasizing improved skin health and a youthful appearance.

REMINDER: questions are about social media ads!

16.1. I feel that emphasizing product benefits makes me buy impulsively/unplanned.

16.2. I am tempted to buy products when the benefits of the products are mentioned.

16.3. Ads in social media that highlight the benefits of the products capture my intention.