

## The effects of positive emotions and bonus packs in encouraging impulse buying

Asroful Adim Anshori<sup>1</sup>, Asep Epriana Nur Holik<sup>1</sup>, Siska Ernawati Fatimah<sup>1</sup>,  
Prattana Srisuk<sup>2</sup>

<sup>1</sup>Management, Faculty Economic and Business, University Swadaya Gunung Jati, Cirebon, Indonesia

<sup>2</sup>Thai Global Business Administration Technological College, Bang Muang, Thailand

Received: February 14, 2025; Revised: February 25, 2025;

Accepted: June 30, 2025; Published: September 21, 2025

### Abstract

This study aims to analyze the effect of positive emotions and bonus packs promotional tactics on consumer impulse buying behavior at modern retail outlets, specifically Indomaret and Alfamart in Cirebon. The impact of positive emotions and bonus packs promotional tactics on impulse buyers at both retail outlets was studied using quantitative methodology. The study population consisted of 399 individuals aged between 19 and 24 years old, drawn from 263,781 people. The sample formula used was the Slovin formula, and the sample was randomly selected. The research hypotheses were tested using a random sample based on the Slovin formula. The results show that positive emotions and bonus packs affect the desire to buy at Indomaret and Alfamart outlets. The main effect is that bonus packs encourage impulse purchases. This is because bonus packs provide direct added value to consumers, such as additional products or discounts aimed at increasing attraction and purchase intention. The findings offer strategic insights and guidance for retail businesses in designing marketing strategies, particularly those targeting university students. These strategies may include a combination of attractive bonus packs promotions and creating a pleasant shopping experience to encourage impulse purchases and increase customer loyalty.

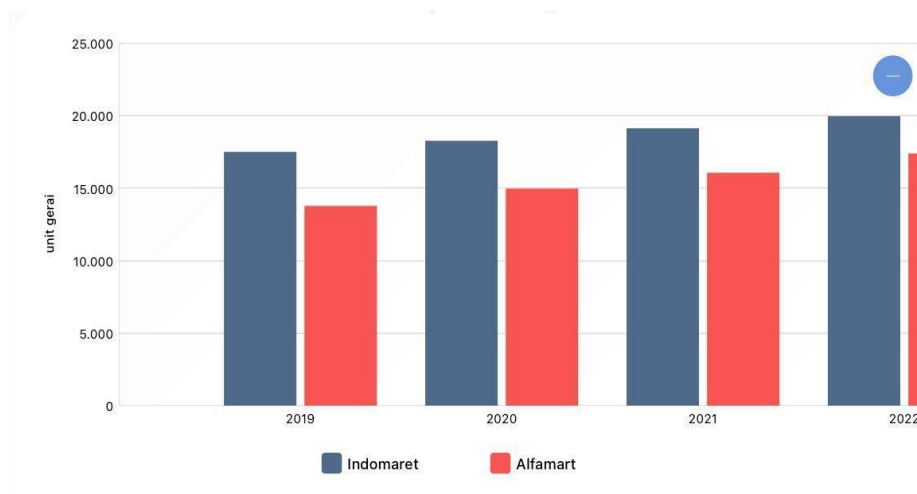
**Keywords:** *positive emotions, bonus packs, impulse buying*

### Introduction

In the era of globalization, business competition continues to intensify. Along with this development, societal lifestyles are undergoing significant changes. These changes in lifestyle have driven the emergence of various business models, particularly in the retail sector (Yi et al., 2023). Retail businesses generally refer to selling goods or services directly to end consumers for personal use rather than for business purposes. Retail involves sellers offering goods or services to potential buyers with an unlimited number of customers, commonly referred to as retailing (Anggraeni, 2023). In Indonesia, retail businesses are classified into two types: modern retail and traditional retail. Modern retail is essentially an evolution of traditional retail. Traditional retail still uses simple management systems, relying on manual record-keeping and basic estimates, whereas modern retail adopts advanced management systems, including real-time stock tracking through computerized systems. In other words, retail is a fast-moving industry that reflects technology changes, supply chain management, and consumer behavior (Paredes et al., 2023). Forms of modern retail include minimarkets, supermarkets, hypermarkets, and others (Pontoh et al., 2024).

The increasing number of modern retail formats in Indonesia has intensified competition among retail businesses, leading to the rise of smaller retail outlets that are more accessible to the community, such as Alfamart and Indomaret. The growth of these smaller retail outlets has further heightened competition, requiring retailers to sustain their sales performance effectively. One way to maintain sales performance is by creating experiences that evoke positive emotions in consumers.

Positive consumer emotions are feelings of pleasure and happiness experienced when making a purchase (Cahyani & Marcelino, 2023). Positive emotions can also encourage customers to make impulse purchases (Setiawan & Ardani, 2022). People shop to fulfill their life needs, which creates a sense of happiness, even though the items they purchase may not necessarily be things they need or initially intended to buy (Tarka et al., 2022). Therefore, positive Emotions is a crucial factor in understanding consumer behaviour, as it relates to both functional needs and emotional aspects during the shopping experience. Consumers who experience joy and pleasure while shopping are more likely to be driven to make impulse purchases, disregarding the rational considerations they would typically use during shopping (Setiawan & Ardani, 2022). This phenomenon has also intensified competition and demands innovative marketing strategies, particularly in small retail businesses, as they are closely tied to fulfilling daily life needs. As a result, small retail businesses such as Alfamart and Indomaret have seen significant growth in recent years. The development of Alfamart and Indomaret from 2019 to 2022 is illustrated in figure 1.



**Figure 1. Number of Indomaret and Alfamart Outlets (2019-2022)**

Source: Ahdiat (2023)

Based on Figure 1 above, it can be seen that Indomaret and Alfamart experienced a significant increase in the number of stores. The chart shows that Indomaret consistently had more stores compared to Alfamart from 2019 to 2022. This reflects the expansion efforts made by both companies to broaden their retail reach and ensure the availability of affordable products in every region across Indonesia. Retail businesses can be considered a type of business closely connected to our daily lives. People's shopping behaviour also tends to change as a result of the accessibility and presence of Indomaret and Alfamart in their surroundings. This change in shopping behaviour has driven the growth in the number of Indomaret and Alfamart stores. One of the marketing approaches implemented by

Indomaret and Alfamart involves fostering positive emotions among consumers and offering bonus packs, which, in turn, create impulse buying among shoppers (Amirullah et al., 2022). Combining complementary products at a bundled price lower than purchasing them separately is an effective way to attract consumer interest and encourage impulse buying. One type of sales promotion that attracts customers is a bonus packs, which offers goods or services for free or at a discounted rate (Budaya et al., 2022). Additionally, a bonus packs provides added benefits, where these additional benefits are given in the form of a product (Restanti, 2021). This strategy allows retailers not only to promote the products they offer but also to create a shopping experience that is enjoyable and valuable for consumers, thereby increasing loyalty and store visits (Rantelina et al., 2023).

Several elements encourage impulse buying, such as store atmosphere, price discounts, product presentation, consumers' emotional state, and store visual design (Nuryani et al., 2022). The phenomenon of impulse buying, encouraged by clever marketing strategies, happens spontaneously and emotionally (Godin, 2018). It is not based on logical needs but rather on psychological triggers such as compelling stories, emotionally engaging product designs, and the fear of missing out. Additionally, impulse buying is also encouraged through various visual merchandising strategies, including enticing product displays, attractive store layouts, special pricing, sales promotions, packaging design, and strategic product category arrangements (Chauhan et al., 2023). The largest segment in the retail business encompasses almost all societal groups across various age ranges. Therefore, marketing strategies such as bonus packs serve as an effective alternative to encourage consumers to make purchases. Bonus packs not only provide additional products but also create a perception of added value that can encourage impulse buying behavior, especially among younger generations who are easily attracted to enticing offers and enjoyable shopping experiences (Gunawan & Pratiwi, 2024). The sense of enjoyable shopping fosters positive emotions, making consumers more likely to make unplanned purchases, where emotional factors play a significant role in driving the desire to own a product immediately. Moreover, the bonus packs marketing strategy also encourages consumer shopping behavior to make unplanned purchases (Nadia et al., 2024).

Previous research has shown that positive Emotion is used in impulse buying at stores for unplanned purchases, with a focus on purchase satisfaction. Therefore, it is more effective to understand how stimuli that are sensitive to consumers affect their behaviour. The ability to express positive emotions can create a psychological state that is more open and receptive to external stimuli. This is affected by environmental factors where a person's happiness drives deeper purchasing behavior (Azid & Ekowati, 2023). In addition to positive emotions encouraging customers to buy, one significant factor is the bonus packs. Bonus packs are an innovative sales promotion technique designed to attract consumer interest by providing added value through extra products or services. In this strategy, consumers benefit from receiving additional products free of charge or at a significant discount, aimed at increasing appeal and purchase interest (GE & Belch, 2009). Previous research analyzed the effect of bonus packs on consumer behavior, which impacts sudden and unplanned purchases or previously unintended desires (Lamis et al., 2022). Bonus packs are made especially to pique customers' attention by providing more items for free or at a discounted cost as compared to standard purchases. Bonus packs have become one of the most effective methods for encouraging impulse buying (Meilany & Fietroh, 2024).

The problem raised in this research focuses on efforts to increase impulse purchases at modern retail outlets such as Indomaret and Alfamart through understanding consumers' positive emotions and promotional strategies in the form of bonus packs. This problem arises from the gap in business phenomena, where the marketing strategies implemented have not been fully effective in encouraging impulse buying behavior, even though the number of outlets continues to increase. In addition, there is also a gap in previous studies that generally highlight impulse buying behavior on online shopping platforms, not in physical stores. Therefore, this study aims to fill this gap by exploring the influence of positive emotions and bonus packs on impulse purchase decisions in physical retail environments, and providing recommendations for relevant marketing strategies for retailers (Fatimah et al., 2024).

This research differs from previous studies as it focuses on small retail consumers, specifically those of Indomaret and Alfamart, whereas previous studies have predominantly examined online consumers. This study was conducted among residents of Cirebon City who have made purchases at Indomaret or Alfamart (Fatimah, 2023). Customer mood affects their decision-making levels (Ajizah & Nugroho, 2023). Emotions and mood significantly affect the decision-making process of consumers purchasing. Feelings are temporary and associated with specific situations. Consumers have two primary motivations when shopping: emotional and rational. Emotional motivation is driven by feelings such as beauty, prestige, or other emotional factors. On the other hand, rational motivation is based on logical considerations and objective reasoning. In some cases, the ability to think rationally can overcome or minimize the effect of emotions, thereby reducing the impact of feelings like prestige on the decision-making process (Wisesa & Ardani, 2022).

Positive emotions can promote more impulse buying when someone feels them while making a purchase, demonstrating the beneficial correlation between emotions and impulse buying. Positive emotions have a big impact on consumers' willingness to buy (Setiawan & Ardani, 2022). Customers' emotional states have a significant impact on whether or not they decide to make impulse purchases (Wulansari & Wilujeng, 2024). Based on this description, the following hypothesis can be proposed:

*H1: There is a relationship between positive emotions and impulse buying*

Bonus packs are a method to boost sales by offering additional products or services either for free or at a lower price. The purpose is to encourage consumers to purchase other products by taking advantage of the attractive additional offers (Rantelina et al., 2023). Bonus packs are a marketing technique in which consumers receive extra products at no additional cost, allowing them to gain added value from their purchase (Aisyah et al., 2023).

In addition to having a direct influence on impulse purchases, bonus packs also have the potential to trigger positive emotions in consumers, such as pleasure, satisfaction, and surprise. When consumers receive bonuses that they perceive as valuable, they can feel a pleasant emotional experience, which in turn contributes to the tendency to make impulse purchases (Zacharias & Lao, 2024). Thus, bonus packs serve not only as rational incentives, but also as emotional triggers that strengthen the link between promotional stimuli and purchase behavior.

This strategy capitalizes on consumer psychology by creating the perception of greater benefits, thereby increasing the likelihood of consumers making spontaneous purchase

decisions beyond their original plans. The main goal is to convert consumer interest into purchase actions by utilizing bonus attraction and attractive offers (Gunawan & Pratiwi, 2024). Based on this description, the following hypothesis can be proposed:

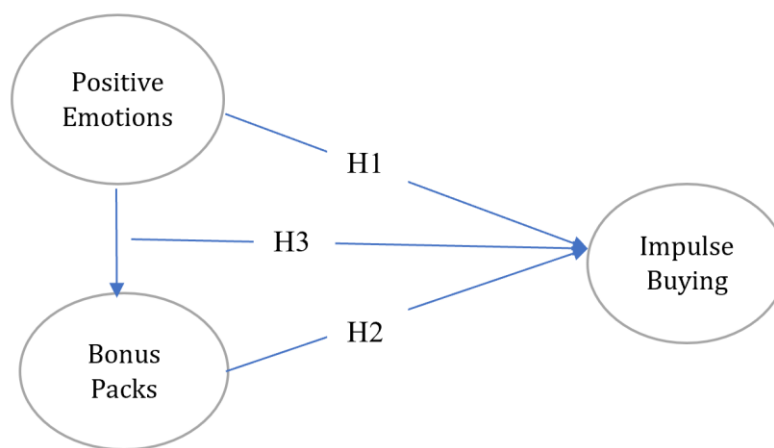
*H2: There is a relationship between bonus packs and impulse buying*

Bonus packs offered to customers can trigger positive emotions such as joy, satisfaction, and a sense of appreciation. When customers receive meaningful and appealing bonus packs, they feel a deep sense of appreciation for the brand or product (Salsabila & Ana, 2024). These positive emotions can enhance customer loyalty, encourage repeat purchases, and motivate customers to recommend the product to others. Well-designed bonus packs not only add value but also create a pleasant emotional experience and a strong connection between customers and the brand (Salsabila & Ana, 2024).

Bonus packs are capable of triggering positive emotions in consumers, which directly encourages impulse buying behaviour. Positive emotions strengthen the consumer's desire to make unplanned purchases. When consumers experience feelings of joy, interest, or surprise from a bonus packs offer, they tend to respond more readily to this phenomenon of unplanned purchases. This becomes a critical aspect that retail businesses must consider and understand when designing their marketing strategies (Detanatasya & Maridjo, 2022). Impulse buying is a spontaneous act of purchasing products outside the consumer's initial plan, usually triggered when consumers unexpectedly come across an item that sparks a desire to immediately make a purchase (Sari et al., 2022). Based on this explanation, the following hypothesis can be proposed:

*H3: There is a relationship between positive emotions, bonus packs, and impulse buying*

Based on the development of the hypotheses above, the research framework can be illustrated as follows:



**Figure 2: Research Framework**

## Methods

This study used a quantitative approach, which is based on numerical data and involves measurement, calculation, and statistical analysis to explain phenomena or answer research questions (Jamieson et al., 2023). Quantitative research examines specific patterns

or relationships using field data analyzed statistically. The quantitative method refers to systematic data analysis and mathematical modelling techniques to support the business decision-making process (Waters, 2011). The research utilized a population of 263,781 individuals aged 13–60 years in Cirebon City (Disdukcapil Kota Cirebon, 2024). The study sample consisted of 399 respondents selected using Slovin's formula. The sampling method used was Simple Random Sampling. Data collection was carried out by distributing questionnaires online by utilizing Google Forms to capture information from respondents. The data analysis technique of this research was carried out using SmartPLS version 4 software with Structural Equation-Partial Least Square (SEM-PLS) analysis. To test the hypothesis of the relationship between positive emotions and bonus packs on impulse buying. Measurement of variables in this study was carried out using a 5-point Likert scale with the following point guide: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree, where respondents are asked to indicate their level of agreement with explanations related to positive emotions, bonus packs and impulse buying.

## Result and Discussions

Table 1 illustrates that out of the 399 respondents, the majority are female, aged between 19-24 years, with a higher education background, and frequently visiting Indomaret. This trend may be attributed to the fact that women, in their daily activities, tend to engage more often in shopping to meet their personal needs.

**Table 1. Respondent Demographics**

Category	Possible Answer	F	%
Gender	Male	148	37%
	Female	252	63%
Age	13 - 18 Years	39	9.7%
	19 - 24 Years	166	41.1%
	25 - 30 Years	93	23.2%
	31 - 36 Years	44	11%
	≥ 37 Years	59	14.7%
	Elementary School	21	5.2%
Education	Junior High School	27	6.7%
	Senior High School	160	48.5%
	Higher Education	196	39.6%
Retail Name Visited	Indomaret	227	56.89%
	Alfamart	172	43.11%

To make sure the measurement model used in this investigation was adequate, an outer model analysis was carried out. Validity and reliability assessments were part of this procedure. To ensure the validity and reliability of the data gathered, a number of analytical tests were employed, such as construct reliability, Cronbach's alpha, average variance extracted (AVE), and outer loadings. Table 2 presents the findings.



**Table 2. Model Measurement Test Result**

Variable	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Positive Emotions	X1.1 (I am satisfied shopping)	0.808	0.625	0.801	0.870
	X1.2 (I am satisfied with the products sold here)	0.764			
	X1.3 (My happy shopping)	0.782			
	X1.4 (I am happy when I get the right product)	0.808			
Bonus Packs	X2.1 (Provides added value for me)	0.759	0.611	0.876	0.904
	X2.2 (I choose products that provide added value)	0.768			
	X2.3 (I bought the product with the bonus packs)	0.765			
	X2.4 (I often see new products being promoted with bonus packs)	0.781			
	X2.5 (with bonus packs I buy more products)	0.798			
	X2.6 (Product prices with bonus packs are cheaper)	0.818			
Impulse Buying	Y1 (I spontaneously buy promotional goods)	0.770	0.631	0.920	0.932
	Y2 (I spontaneously buy goods when prices are cheap)	0.809			
	Y3 (I am encouraged to buy products when I see discounts)	0.803			
	Y4 (I am encouraged to buy because of many discounts)	0.808			
	Y5 (I am happy when I get products at low prices)	0.794			
	Y6 (I am happy when I get products with more product bonuses)	0.830			
	Y7 (I am willing to spend more than my budget when I see cheap products)	0.775			
	Y8 (I buy products when prices are cheap even though I don't need the product)	0.763			

As shown in Table 2, the outer loading values for each item must exceed 0.7 (Sarstedt et al., 2021), and the AVE (Average Variance Extracted) must be greater than 0.5. Consequently, all research indicators are deemed valid. Furthermore, the reliability calculations demonstrate that Cronbach's alpha and composite reliability values meet the required criteria, indicating that the research is both valid and reliable.

In model analysis, the structural model is used to forecast causal links between latent variables—variables that are not directly measurable. The inner model is analyzed

using adjusted R-squared values, F-statistics, and R-squared. Here are the outcomes of the data processing using adjusted R-squared:

**Table 3 Shows the R-Square and Adjusted R-Square Outputs**

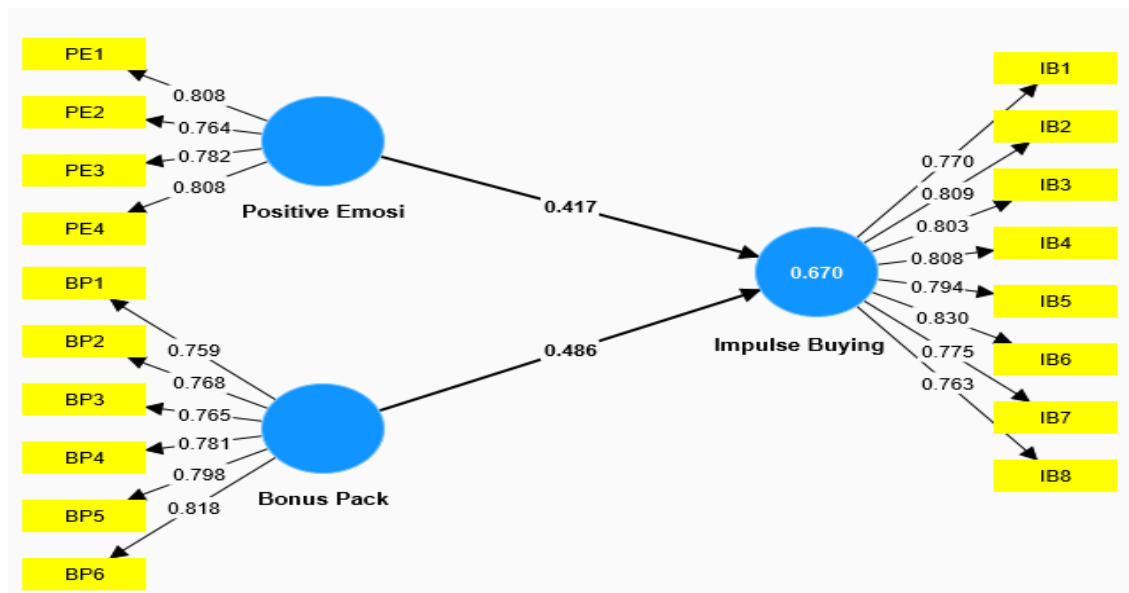
Model	R-Square	Adjusted R-Square
X1 and X2 To Y	0.670	0.688

The model of positive emotions (X1) and Bonus Packs (X2) on Impulse Buying (Y) has R-Square and Adjusted R-Square values greater than 0.75. Accordingly, the R-Square value is deemed strong if it is greater than 0.75, moderate if it is between 0.50 and 0.74, and weak if it is between 0.25 and 0.49 (Hair et al., 2021). If a substantial association between certain variables is found, the impact size of each variable should be compared using the effect size measure or f. The following are the F-Square values for this study:

**Table 4. F-Square Output**

Variable	Impulse Buying
Positive Emotions	0.331
Bonus Packs	0.424

Table 4 displays each study variable's effect magnitude, also referred to as the F-Square value. This suggests that the willingness to buy is moderately impacted by the positive emotions variable and significantly impacted by the bonus packs variable. Below is an illustration of the quantitative model for SEM-PLS analysis. For the direct and indirect hypothesis testing, Table 5 presents the findings of this study.



**Figure 3 Path Analysis Output**

## Discussions

Impulse buying is directly impacted by the route coefficient for positive emotions by 0.417, and by the bonus packs variable by 0.486, according to Table 5's data. According to the partial t-value results, the computed t-value is higher than the t-table value of 1.966.



Consequently, it can be said that Impulse Buying is somewhat influenced by the positive emotions and bonus packs variables. In the meantime, positive emotions and bonus packs have a combined impact of 0.670 on impulse buying. This suggests the combined influence of both independent variables on impulse buying.

**Table 5. Hypothesis Testing**

	Variable	Path Analysis	t-Value	P-Value
H1	Positive Emotions → Impulse Buying	0.417	7.120	0.000
H2	Bonus Packs → Impulse Buying	0.486	8.183	0.000
H3	Positive Emotions and Bonus Packs → Impulse Buying	0.670	-	-

In this study, positive emotions were found to have a small partial effect on impulse buying. This is because Indomaret and Alfamart have not yet optimized their efforts to affect customers' moods in supporting interest in products, sales promotions, and the quality of services provided. This is reflected in the findings, where positive emotions was shown to affect impulse buying by 41.7% among university students in Cirebon City. Therefore, Indomaret and Alfamart need to utilize positive emotions strategies to optimize impulse buying among university students in Cirebon City. Encouraging positive emotions among students is an important marketing strategy. It involves providing a comfortable shopping experience, friendly and responsive customer service, ensuring the availability of necessary products, and offering promotional deals that attract customers and encourage impulse buying.

The element of pleasant mood did not significantly affect impulse buying, according to earlier study. These recent discoveries run counter to such findings (Siska & Aang, 2024). The earlier study focused on TikTok Shop customers who tend to make purchases online, affected by exposure to interactive and emotional promotional content, which can be interpreted as mood affecting and determining the intensity of consumers' decision-making processes (Ajizah & Nugroho, 2023). This research, on the other hand, focuses mostly on Indomaret and Alfamart retail customers who make purchases in-store. Bonus packs and other promotional tactics have a direct and substantial impact on impulse purchases in this setting. Logical considerations and objective reasoning are the main factors influencing the rational reasons that underlie retail consumer behaviour. Sometimes, this capacity for logical thought can counteract or lessen the influence of emotions, which lessens the influence of emotions like prestige when making impulse purchases (Wisesa & Ardani, 2022).

The research findings indicate that the bonus packs has the greatest impact on purchase intention, at 48.6%. This is a result of Indomaret and Alfamart's bonus packs approach, which has effectively drawn in Cirebon City University students and encouraged impulse purchases. Students, who sometimes have tight budgets and are more receptive to offers that offer more quantity at the same price, are drawn to bonus packs programs, which include giving away additional products for free or at a discounted price. Unlike the positive emotions approach, whose outcomes are more difficult to measure, this strategy is successful because it offers consumers clear, quantifiable benefits that are easy to assess. Bonus packs also have a significant impact on impulse purchases, which is further

supported by their strategic placement close to checkout counters and conspicuous display on store shelves.

The research by Rantelina et al. (2023), which shows that bonus packs strategically influence consumer purchasing behavior, especially at retail establishments, supports the conclusions of this study. Bonus packs significantly influence purchase intention, according to the study, particularly in Indomaret retail locations. A bonus pack is a marketing tactic whereby vendors give away or reduce the price of more goods, enabling buyers to obtain more without incurring additional expenses (Aisyah et al., 2023). Consumers, particularly university students, prefer enjoyable shopping experiences, such as receiving additional items, which can foster impulse purchases. The goal of the bonus packs strategy is to encourage consumers to purchase other products by utilizing attractive additional offers. This strategy is highly effective, especially among students, who are generally more sensitive to value-added promotions.

The findings of this study reveal that positive emotions and bonus packs have a significant effect on impulse buying within Indomaret and Alfamart retail businesses. Consumers are affected and driven to make spontaneous purchases when they experience feelings of joy or instant satisfaction provided by these strategies. This implies that positive emotions integrate psychological factors with the shopping experience, directly affecting consumers' moods and resulting in unplanned or spontaneous purchasing decisions. Additionally, bonus packs significantly affect university students, encouraging them to engage in impulse purchases at Indomaret and Alfamart retail stores. However, the factor that most significantly affects impulse buying in Indomaret and Alfamart retail stores among students is the bonus packs. This aligns with the findings of (Sari et al., 2022), which state that buyers, particularly students, have a strong tendency to seek added value and attractive offers whenever they make a purchase. The study's findings demonstrate that bonus packs and happy feelings can motivate students to make impulse or unforeseen purchases. When creating their marketing strategies, retail organizations need to take into account and comprehend the phenomenon of impulse purchases (Detanatasya & Maridjo, 2022).

## **Conclusion**

Impulse purchases at Indomaret and Alfamart retail stores are significantly impacted by positive emotions and bonus packs. Based on data from 399 respondents, the majority of whom are female, aged 19–24 years, and university students, most respondents selected Indomaret as their primary shopping destination. Bonus packs were found to have a more dominant effect than positive emotions, indicating that bonus packs provide immediate added value to consumers, either in the form of additional products or discounts, which motivates impulse buying behavior. Meanwhile, positive emotions contributes to creating an enjoyable shopping experience, which also encourages impulse buying.

These findings can be utilized by Indomaret and Alfamart businesses in designing more targeted marketing strategies. Managerially, businesses can develop bonus packs programs based on the preferences of young consumers, for example through bundling daily necessities products with attractive prizes or instant discounts that are prominently displayed in the cashier area. In addition, to evoke positive emotions, store managers can improve customer service, present a comfortable and pleasant store atmosphere, and train

employees to be more friendly and responsive in serving customers. These strategies can not only increase impulse purchases, but also strengthen long-term consumer loyalty. For future research, it is recommended that the geographical coverage be extended to other urban and rural areas, as well as considering additional factors such as store visual design, brand image, or customer loyalty, in order to obtain more comprehensive and applicable results in various retail business contexts.

## References

- Ahdiat, A. (2023). Jumlah Gerai Indomaret dan Alfamart Terus Bertambah sampai 2022. Databoks. <https://databoks.katadata.co.id/perdagangan/statistik/740c77b5d36f70d/jumlah-gerai-indomaret-dan-alfamart-terus-bertambah-sampai-2022>
- Aisyah, S., Samma, M. K., Asdar, M., & Hamid, N. (2023). The Influence Of Price Discounts, Bonus Packs, and In-Store Displays On Consumer Impulse Buying Behavior Decisions At Hypermart Mall Panakkukang Makassar. *Accounting Profession Journal (APAJI)*, 5(1). <https://doi.org/10.35593/apaji.v5i1.179>
- Ajizah, T. N., & Nugroho, A. T. (2023). The Role Of Positive Emotion As A Mediator Of Shopping Lifestyle and Hedonic Shopping Motivation Towards Impulse Buying At Tiktok Shop (Case On Tiktok Shop Customers). *Jurnal Penelitian Ilmu Manajemen (JPIM)*, 8(2), 283–298. <https://doi.org/10.30736/jpim.v8i2.1631>
- Amirullah, Riswandhi, Edward Febri, & Luran M Fadli. (2022). The Effect Of Price Discount, Bonus Pack, And In-Store Display On Impulse Buying Decisions. *Universitas Ibnu Sina*, 2(1), 104–109. <https://doi.org/10.36352/jumka.v2i1.336>
- Anggraeni. (2023). The Effect of Retail Store Layout on Consumer Satisfaction at Homedecor Bandung, Indonesia. *International Journal Administration, Business and Organization (IJABO)* /, 4(1), 12–21. <https://doi.org/10.61242/ijabo.23.230>
- Azid, R. M., & Ekowati, V. M. (2023). Positive Emotion in Muslim Fashion Mediating the Impact of Islamic Promotion and Hedonic Motivation on Impulse Buying. *Atlantis Press*, 574–584. [https://doi.org/10.2991/978-2-38476-002-2\\_54](https://doi.org/10.2991/978-2-38476-002-2_54)
- Budaya, I., Edwin Bustami, & Intan Sherlin. (2022). Rice Discount, Bonus Pack, And Hedonic Value Towards Online Shop Impulse Buying: A Case Study On Private College Students In Sungai Penuh City. *Journal of Business Studies and Management Review (JBSMR)*, 5(2), 242–247. <https://doi.org/10.22437/jbsmr.v5i2.17292>
- Cahyani, L., & Marcelino, D. (2023). Positive Emotions as Mediation Between Hedonic Shopping Motivations on Impulsive Buying Behavior of E-Commerce in Indonesia. *Asia Pacific Management and Business Application*, 011(03), 347–362. <https://doi.org/10.21776/ub.apmba.2023.011.03.7>
- Chauhan, S., Banerjee, R., & Dagar, V. (2023). Analysis of Impulse Buying Behaviour of Consumer During COVID-19: An Empirical Study. *Millennial Asia*, 14(2), 278–299. <https://doi.org/10.1177/09763996211041215>
- Detanatasya, K., & Maridjo, H. (2022). Analysis of the Effect of Store Atmosphere, Price Discount, and Sale Person on Impulse Buying, with Shopping Lifestyle and Emotional Response as Mediation Variables Study on Uniqlo Products Consumers in Yogyakarta. *Budapest International Research and Critics Institute-Journal*, 5(1), 6101–6109. <https://doi.org/10.33258/birci.v5i1.4332>
- Disdukcapil Kota Cirebon. (2024). Jumlah Penduduk Berdasarkan Kelompok Umur. Disdukcapil.Cirebonkota. <https://disdukcapil.cirebonkota.go.id/piak-pd/jumlah-penduduk-berdasarkan-kelompok-umur>
- Siska, E. & Aang, C. (2024). *Strategi Pemasaran Retail* (2nd ed.). Yogyakarta: Deepublish Digital.
- Fatimah, S. E. (2023). Customer Satisfaction Assessment Through Importance-Performance

- Analysis. *International Journal of Innovative Technologies in Social Science*, 4(40). [https://doi.org/10.31435/rsglobal\\_ijitss/30122023/8073](https://doi.org/10.31435/rsglobal_ijitss/30122023/8073)
- Fatimah, S. E., Johari, R. J., Komara, A., & Maulany, S. (2024). Market and entrepreneurial orientations model to increase product innovation of culinary micro small medium enterprises in Indonesia. *Edelweiss Applied Science and Technology*, 8(4), 1646–1657. <https://doi.org/10.55214/25768484.v8i4.1536>
- GE & Belch. (2009). *Advertising and Promotion :An Integrated Marketing Communication Perspective*. (ninth). McGraw Hill.
- Godin, Seth. (2018). *This is marketing*. Portfolio/Penguin, an imprint of Penguin Random House LLC.
- Gunawan, H., & Pratiwi, I. (2024). The Influence of Price Discount, Bonus Pack, Brand Image on Impulse Buying of Cuddleme Products in Yogyakarta. *Formosa Journal of Science and Technology*, 3(1), 119–130. <https://doi.org/10.55927/fjst.v3i1.7953>
- Jamieson, M. K., Govaart, G. H., & Pownall, M. (2023). Reflexivity in quantitative research: A rationale and beginner's guide. In *Social and Personality Psychology Compass* (Vol. 17, Issue 4). John Wiley and Sons Inc. <https://doi.org/10.1111/spc3.12735>
- Lamis, S. F., Handayani, P. W., & Fitriani, W. R. (2022). Impulse buying during flash sales in the online marketplace. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2068402>
- Meilany, F. E., & Fietroh, M. N. (2024). Pengaruh Price Discount, Bonus Pack, Dan In-Store Display Terhadap Impulse Buying Pada Pelanggan Toko Retail Modern Studi Kasus Pada Pelanggan Indomaret Kota Sumbawa. *Usc*, 2(1), 144–153. <https://conference.uts.ac.id/index.php/Student>
- Nadia, Z., Lubis, P., & Adlina, H. (2024). The Influence Of Word Of Mouth, Nct Dream As A Brand Ambassador and Bonus Pack On Buying Interest In Lemonilo Noodle Products (Study On Consumers Of Lemonilo Noodle Products In Medan City). *Social Sciences And Business (Jhssb)*, 3(3), 773–783. <https://doi.org/10.55047/jhssb.v3i3.1163>
- Nuryani, S., Pattiwael, W. P., & Iqbal, M. (2022). Analisis Faktor-faktor yang Mempengaruhi Pembelian Impulsif pada Pengguna Aplikasi Tiktokshop. *Ekonomis: Journal of Economics and Business*, 6(2), 444. <https://doi.org/10.33087/ekonomis.v6i2.567>
- Paredes, K. M. B., Olander Roese, M., & Johansson, U. (2023). Towards retail innovation and ambidexterity: insights from a Swedish retailer. *International Journal of Retail and Distribution Management*, 51(13), 1–15. <https://doi.org/10.1108/IJRDM-03-2022-0094>
- Pontoh, N., Rahman, F., Yunus, R., Yunus, S., & Paskual, M. F. (2024). Analisis Dampak Pasar Ritel Modern Terhadap Pendapatan Pedagang Ritel Tradisional di Desa Wuasa Kecamatan Lore Utara. *EKOMA: Jurnal Ekonomi*, 3(4). <https://doi.org/10.56799/ekoma.v3i4.3617>
- Rantelina, N. U., Andiyani, R., & Widodo, Z. D. (2023). The Effect Of Bonus Pack, Shopping Lifestyle, and Store Atmosphere On Impulse Buying Consumers Of Matahari Solo Grand Mall. *International Journal of Business*, 4(1), 70–77. <https://doi.org/10.56442/ijble.v4i1.130>
- Restanti, Y. D. (2021). Pengaruh Price Discount dan Bonus Pack terhadap Impulse Buying Product Convenience Goods pada Masa Pandemi Covid '19. *SENMEA*, 6, 1541–1552.
- Salsabila, & Ana A. A. (2024). The Effect Of Price Discount And Bonus Pack On Impulse Buying With Positive Emotion As A Mediating Variable On Guardian Retail Samarinda Central Plaza Consumers. *Management Studies and Entrepreneurship Journal*, 5(1), 2882–2895. <https://doi.org/10.37385/msej.v5i1.4164>
- Sari, W., Miraza, Z., & Suyar, A. S. (2022). Pengaruh Store Environment, Price Discount, Dan Bonus Pack Terhadap Impulse Buying (Pembelian Impulsif) Yang Dimoderasi Oleh Positive Emotion Pada Konsumen The Body Shop Di Sun Plaza Medan. *Jurnal Akuntansi, Manajemen Dan Ilmu Ekonomi*, 2, 236–247.

- Sarstedt, M., Hair, J. F., & Ringle, C. M. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (pp. 1–47). Springer International Publishing. [https://doi.org/10.1007/978-3-319-05542-8\\_15-2](https://doi.org/10.1007/978-3-319-05542-8_15-2)
- Setiawan, I. K., & Ardani, G. A. K. S. (2022). The Role of Positive Emotions to Increase the Effect of Store Atmosphere and Discount on Impulse Buying. *European Journal of Business and Management Research*, 7(1), 219–223. <https://doi.org/10.24018/ejbmr.2022.7.1.1236>
- Tarka, P., Kukar-Kinney, M., & Harnish, R. J. (2022). Consumers' personality and compulsive buying behavior: The role of hedonistic shopping experiences and gender in mediating-moderating relationships. *Journal of Retailing and Consumer Services*, 64. <https://doi.org/10.1016/j.jretconser.2021.102802>
- Waters, D. (2011). *Quantitative Methods for Business*. Pearson Education Limited. [www.pearsoned.co.uk/waters](http://www.pearsoned.co.uk/waters)
- Wisesa, G. B. S., & Ardani, G. A. K. S. (2022). The Effect of Sales Promotion and Store Atmosphere Mediated by Positive Emotion on Impulse Buying for Customers in Bookstores. *European Journal of Business and Management Research*, 7(3), 63–66. <https://doi.org/10.24018/ejbmr.2022.7.3.1270>
- Wulansari, S. E., Y., & Wilujeng, I. P. (2024). The Effect of Hedonic Consumption Tendency on Online Impulse Buying through Positive Emotion on the Flash Sale Marketplace on Millennial Generation. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v9i4.15072>
- Yi, Q., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. *Journal of Retailing and Consumer Services*, 75. <https://doi.org/10.1016/j.jretconser.2023.103534>
- Zacharias, Y. A., & Lao, H. A. (2024). The effects of discounts and bonus packs on impulse buying for consumers of Ramayana Flobamora Mall Kupang. *Journal of Pratical Management Studies*, 2(1), 16–25. <https://doi.org/10.61106/jpms.v2i1.23>