The Influence of Social Media on Impulsive Buying Decision Behavior Among Female Consumers in The Pre-Retirement and Retirement Age Groups in Thailand

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Abstract

This study examines how social media influences impulsive buying decision behavior among pre-retirement and retired female consumers in Thailand. It focuses on the effects of promotion factors, emotional factors, and urge to buy impulsively on impulsive buying decision behavior. A quantitative approach was employed, with data collected from 125 female respondents using structured questionnaires administered both offline and online. The sample size was determined using Yamane (1967), and convenience sampling was applied. Data were analyzed using descriptive statistics and multiple regression analysis.

Most respondents were aged 50-59, held a bachelor's degree, and had a monthly income of 15,001-30,000 baht. The results indicate that the influence of influencers, limited-quantity scarcity, online visual merchandising, and flash sales significantly affect impulsive buying decision behavior. emotional factors, including both positive and negative emotions, as well as self-control, were also found to play important roles. In addition, urge to buy impulsively factors-namely, cognitive impulse and intolerance of uncertainty-significantly contribute to impulsive buying decision behavior.

Mean scores ranged from 3.060 to 3.928, indicating a moderate to strong level of influence. Regression analysis showed that positive emotions had the strongest significant effect ($\beta = .376$, $p = .000$), followed by cognitive impulse ($\beta = .248$, $p = .007$) and self-control ($\beta = .215$, $p = .014$).

Overall, promotion, emotional, and urge to buy impulsively factors significantly influence impulsive buying decision behavior. The findings provide practical implications for marketers in developing effective strategies through emotional engagement and psychological triggers, while contributing to consumer behavior literature in digital contexts.

Keywords: Emotional factors, Positive Emotions, Self-Control, Urge to Buy Impulsively factors, Cognitive Impulse, Impulse Buying Decision

Introduction

In an era of rapid technological advancement, communication patterns and consumer behavior have undergone significant transformation. This change has been particularly evident in the rapid growth of social media platforms such as Facebook, Instagram, TikTok, and YouTube, which have become primary channels for information exchange and have increasingly influenced consumer decision-making processes (Mishra et al., 2023). These platforms have created an environment conducive to influencer marketing, which plays a crucial role in shaping consumer attitudes and purchasing behavior through credible content and the development of emotional relationships with audiences (Febriandika et al., 2023).

At present, social media serves not only as a communication medium but also as an important channel for building consumer trust and purchase motivation. This is achieved through various promotion factors, including flash sales, limited-quantity scarcity, online visual merchandising, and influencer advertising. These stimuli have been identified as powerful drivers that effectively accelerate impulsive buying behavior (Olumekor et al., 2025).

However, most existing studies on impulsive buying behavior have primarily focused on younger consumer segments, particularly Generation Z and Millennials. Previous research indicates that these groups are more likely to engage in impulsive purchases through digital platforms (McKinsey & Company, 2023). In contrast, consumers in the pre-retirement stage aged 50–59 years and those in the retirement stage aged 60 years and above-despite possessing substantial purchasing power and playing a vital role in the longevity economy-have received relatively limited academic attention (World Bank, 2024).

In the Thai context, the country has officially entered a complete aging society, with individuals aged 60 years and above accounting for more than 20 percent of the population in 2024, a proportion that continues to increase steadily (National Statistical Office of Thailand, 2024). This demographic group demonstrates rising purchasing power, greater availability of leisure time, and growing engagement with social media platforms (Bangkok Biz News, 2024; PBS Policy Watch, 2024). Consequently, older consumers represent a high-potential market with strong demand for consumption, particularly in areas related to health, beauty, and online entertainment (Lin & Liu, 2022).

Furthermore, older adults in the digital era exhibit increasing technological awareness and a willingness to learn digital skills to maintain social connections and access information that enhances emotional well-being, psychological stability, and meaningful life experiences. Their consumption behavior tends to emphasize emotional fulfillment rather than trend-driven purchasing. As a result, this group - especially female consumers who place importance on personal happiness and self-image - demonstrates heightened sensitivity to emotional and motivational consumption stimuli (Liao & Yu, 2023; Hajli & Sims, 2022).

Upon entering retirement, consumers often seek experiences that alleviate loneliness, fulfill emotional needs for recognition, and provide a sense of life purpose. Zhang et al. (2022) found that flow experience derived from social media-based shopping can generate positive emotions, emotional attachment, and life satisfaction among older adults, simultaneously reducing feelings of isolation and increasing emotionally driven consumption. In addition, socially interactive features such as group-buying functions and promotional sharing mechanisms foster a sense of belonging, which positively influences impulsive buying behavior (Liu & Chen, 2023).

Although social media has a substantial influence on consumer behavior, existing research lacks in-depth analysis focusing specifically on pre-retirement and retired female consumers, particularly in relation to impulsive buying behavior (Febriandika et al., 2023). Older consumers possess emotional characteristics and motivational structures that differ from

those of younger age groups, and their increased online engagement following retirement further amplifies the influence of social media on impulsive purchase decisions.

Nevertheless, significant research gaps remain in understanding purchase motivation factors within this demographic, particularly regarding intolerance of uncertainty and cognitive impulse (Mishra et al., 2023). Therefore, this study seeks to address these gaps by examining the effects of three primary groups of factors-promotion factors, emotional factors, and urge-to-buy-impulsively factors- on impulsive buying behavior among female consumers in the pre-retirement and retirement stages. The findings are expected to provide valuable insights that enable businesses to develop digital marketing strategies aligned with the consumption behavior and psychological characteristics of this growing consumer segment.

Objectives

1. To study the influence of influencers on impulsive buying decision behavior among pre-retirement and retirement-aged female consumers.
2. To study the influence of limited-quantity scarcity on impulsive buying decision behavior among pre-retirement and retirement-aged female consumers.
3. To study the influence of online visual merchandising on impulsive buying decision behavior among pre-retirement and retirement-aged female consumers.
4. To study the influence of flash sales on impulsive buying decision behavior among pre-retirement and retirement-aged female consumers.
5. To study the influence of positive emotions on impulsive buying decision behavior among pre-retirement and retirement-aged female consumers.
6. To study the influence of negative emotions on impulsive buying decision behavior among pre-retirement and retirement-aged female consumers.
7. To study the influence of self-control on impulsive buying decision behavior among pre-retirement and retirement-aged female consumers.
8. To study the influence of cognitive impulse on impulsive buying decision behavior among pre-retirement and retirement-aged female consumers.
9. To study the influence of intolerance of uncertainty on impulsive buying decision behavior among pre-retirement and retirement-aged female consumers.

Research Hypotheses

H1: The influence of influencers has a significant effect on impulsive buying decision behavior.
H2: Limited-quantity scarcity has a significant effect on impulsive buying decision behavior.
H3: Online visual merchandising has a significant effect on impulsive buying decision behavior.
H4: Flash sales have a significant effect on impulsive buying decision behavior.
H5: Positive emotions have a significant effect on impulsive buying decision behavior.
H6: Negative emotions have a significant effect on impulsive buying decision behavior.
H7: Self-control has a significant effect on impulsive buying decision behavior.
H8: Cognitive impulse has a significant effect on impulsive buying decision behavior.
H9: Intolerance of uncertainty has a significant effect on impulsive buying decision behavior.

Literature Review

The Influence of Influencers

The influence of influencers refers to their ability to shape consumers' decision-making, including purchasing behavior, brand loyalty, and engagement (Tantracheewathorn, 2023). Influencers who are perceived as credible, knowledgeable, and attractive can help reduce perceived risk and influence consumer attitudes and purchase decisions (Ohanian, 1990).

In addition, two-way communication, such as real-time interactions, helps build trust and strengthen the relationship between consumers and brands. This aligns with Social Identity Theory, which suggests that consumers are more likely to connect with influencers who reflect their own identities (Chotikawiboon & Satthawetin, 2023). As a result, influencer influence plays an important role in shaping emotional engagement and encouraging impulsive buying behavior. Therefore, it is hypothesized that influencer influence significantly affects impulsive buying behavior.

Limited-Quantity Scarcity

Limited-quantity scarcity refers to products that are offered in restricted quantities or for a limited time, with the intention of creating a sense of scarcity and encouraging impulsive purchases (Rice & Keller, 2009; Song et al., 2015). According to the Scarcity Principle, products that are perceived as rare tend to be viewed as more valuable (Brock, 1968).

From the perspective of the S-O-R framework, scarcity acts as a stimulus that triggers internal reactions such as fear of missing out (FOMO), which can lead to impulsive buying behavior (Basha et al., 2022). Thus, limited-quantity scarcity is expected to significantly influence impulsive buying behavior.

Online Visual Merchandising

Online visual merchandising refers to how visual elements are presented on digital platforms to attract consumers and influence their purchase decisions (Kerfoot et al., 2003). High task-relevant cues, such as clear product information, help reduce perceived risk, while low task-relevant cues, such as visual design, can enhance emotional responses (Eroglu et al., 2001; Menon & Kahn, 2002).

Together, these elements shape how consumers perceive products and feel during the shopping process, which can encourage impulsive buying behavior. Therefore, it is hypothesized that online visual merchandising significantly influences impulsive buying behavior.

Flash Sales

Flash sales use time and quantity limitations to create a sense of urgency and encourage quick purchase decisions (Song et al., 2015). Within the S-O-R framework, these limitations act as stimuli that trigger FOMO and lead to impulsive buying behavior (Basha et al., 2022).

In addition, the perception of scarcity can increase the perceived value of products and heighten emotional responses, leading consumers to make immediate purchase decisions (Chen & Yao, 2018). Therefore, flash sales are expected to significantly influence impulsive buying behavior.

Positive Emotions

Positive emotions, such as happiness and excitement, can increase motivation and strengthen emotional attachment to products, which in turn encourages impulsive buying behavior (Fredrickson, 2001; Zhao et al., 2022).

These emotions are often triggered by marketing activities, such as promotions or discounts, and can also help build stronger relationships between consumers and brands (Kholis et al., 2023). Thus, positive emotions are expected to significantly influence impulsive buying behavior.

Negative Emotions

Negative emotions, including stress and anxiety, can also lead to impulsive buying, as consumers may use purchasing as a way to cope with or reduce these feelings (Lazarus, 1993; Yu et al., 2020).

According to Mood Management Theory and Reduced Self-Control Theory, negative emotions can weaken self-control and increase the likelihood of impulsive decisions (Baumeister, 2002). Therefore, negative emotions are expected to significantly influence impulsive buying behavior.

Self-Control

Self-control refers to an individual's ability to regulate behavior and resist short-term temptations in order to achieve long-term goals (Baumeister et al., 2007). Individuals with lower levels of self-control are more likely to respond to marketing stimuli and engage in impulsive buying (Rook & Fisher, 1995).

The concept of ego depletion further explains that when self-control is reduced, individuals become more vulnerable to impulsive behavior, especially in online environments (Vohs & Faber, 2007). Thus, self-control is expected to have a negative influence on impulsive buying behavior.

Cognitive Impulse

Cognitive impulse refers to spontaneous purchase decisions made with little evaluation or planning (Verplanken & Herabadi, 2001). In many cases, consumers rely on mental shortcuts, especially in online settings, which can lead to quick and unplanned decisions (Yu et al., 2022).

As a result, these processes increase the likelihood of impulsive buying behavior. Therefore, cognitive impulse is expected to significantly influence impulsive buying behavior.

Intolerance of Uncertainty

Intolerance of uncertainty refers to a tendency to perceive uncertain situations as stressful or uncomfortable (Buhr & Dugas, 2002). Individuals with high levels of IU are more likely to engage in impulsive buying as a way to reduce psychological discomfort, particularly in uncertain online environments (Rook, 1987).

Thus, intolerance of uncertainty is expected to significantly influence impulsive buying behavior.

Impulsive Buying Decision Behavior Factors

Impulsive buying behavior refers to spontaneous and unplanned purchases that occur in response to immediate stimuli (Rook & Fisher, 1995). This behavior is influenced by a combination of emotional, cognitive, and situational factors, such as promotions and time pressure (Beatty & Ferrell, 1998).

While impulsive buying may provide short-term satisfaction, it can also lead to post-purchase regret, as decisions are often driven more by emotion than careful consideration.
Overall, the literature suggests that promotional factors, emotional responses, and individual characteristics all play important roles in influencing impulsive buying behavior. These variables are integrated into the research framework (Figure 1) to examine their relationships with the purchasing behavior of pre-retirement and post-retirement female consumers.

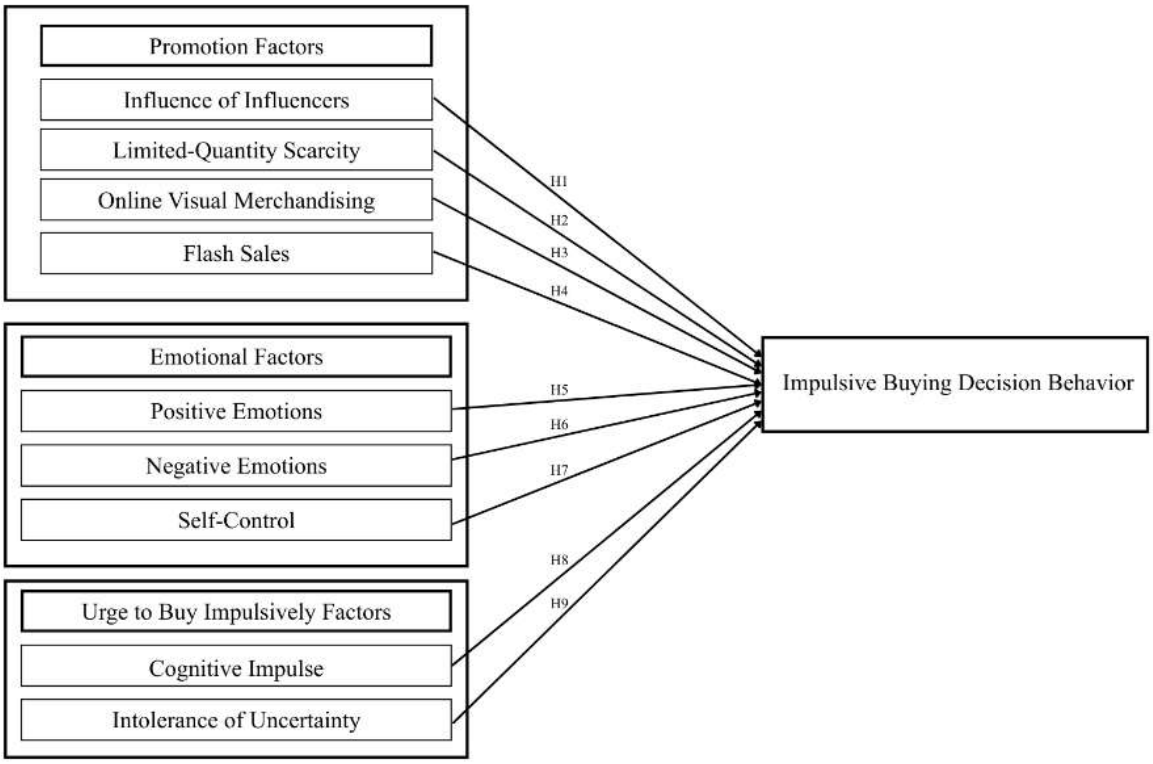


Figure 1: Illustrates the Research Framework, Explaining the Relationships Among Promotional Factors, Emotional Factors, And Impulsive Buying Tendencies That Influence Impulsive Buying Decision Behavior.

Research Methodology

Population and Sample Selection

The target population of this study consists of female consumers in the pre-retirement and post-retirement stages. This group was selected because their emotional characteristics and motivational drivers differ from those of other age groups. Moreover, after retirement, these consumers tend to spend more time engaging with online media, thereby increasing social media's influence on their impulsive buying decisions.

This study employed a convenience sampling method, selecting respondents who were readily accessible and willing to provide information. This approach is appropriate for exploratory research in consumer behavior, particularly studies that aim to provide descriptive insights.

However, the use of convenience sampling may present limitations in terms of representativeness of the overall population, which may affect the generalizability of the findings. Therefore, the results of this study should be interpreted within the context of the specific sample examined.

Research Instrument

This study employed a survey research method, using a questionnaire as the primary instrument for in-depth data collection. The questionnaire consisted of both closed-ended and open-ended questions and was divided into four sections as follows.

Section 1 comprised screening questions to identify eligible respondents.

Section 2 included questions related to the general demographic characteristics of the respondents.

Section 3 focused on examining the influence of social media on impulsive buying decision behavior among female consumers in the pre-retirement and retirement stages.

Section 4 provided space for additional comments and suggestions.

Section 3 of the questionnaire, which examined social media influences on impulsive buying decision behavior among pre-retirement and retirement female consumers, was structured around three main factors. The first factor was promotion factors, which included the influence of influencers, limited-quantity scarcity, online visual merchandising, and flash sales. The second factor was emotional factors, comprising positive emotions, negative emotions, and self-control. The third factor was the urge to buy impulsively, which consisted of cognitive impulse and intolerance of uncertainty. These factors were analyzed in relation to impulse buying decision behavior.

Respondents were asked to indicate their level of agreement using a five-point rating scale, which was employed to measure data at the interval scale level. The scale ranged from 5 = strongly agree, 4 = agree, 3 = moderately agree, 2 = slightly agree, to 1 = strongly disagree.

Instrument Validation

Research Instrument Validation and Research Procedure

Review of Concepts, Theories, and Related Literature

The research process began with an extensive review of relevant concepts, theories, and prior studies. The literature review focused on promotion factors, including the influence of influencers, limited-quantity scarcity, online visual merchandising, and flash sales; emotional factors, comprising positive emotions, negative emotions, and self-control; and urge-to-buy factors, including cognitive impulse and intolerance of uncertainty. These factors were examined in relation to impulsive buying decision behavior among female consumers in the pre-retirement and retirement stages. The reviewed literature was consistent with and informed the variables used in developing the conceptual framework of this study.

Questionnaire Development

The questionnaire was developed in alignment with the conceptual framework and relevant theories. It was then submitted to a panel of four academic experts for evaluation of content relevance, clarity, and accuracy. Based on their feedback and recommendations, the questionnaire was revised to enhance its quality and appropriateness prior to further testing.

Pilot Testing and Reliability Analysis

The revised questionnaire was administered to a pilot group consisting of 30 respondents. The collected data were analyzed using SPSS software to assess the reliability of the instrument. Reliability was evaluated using Cronbach's alpha coefficient, which is widely accepted for measuring internal consistency.

Response Rate

The study achieved a response rate of 100%, as all 125 distributed questionnaires were returned and deemed usable. This response rate was considered sufficient and appropriate for subsequent data analysis.

Full-Scale Data Collection

After refinement and confirmation of reliability, the finalized questionnaire was used to collect data from the target sample of 125 female consumers in the pre-retirement and retirement age groups.

Content Validity

To establish content validity, the questionnaire was reviewed and evaluated by a panel of academic experts to ensure the accuracy, relevance, and alignment of the items with the research objectives. The evaluation was conducted by faculty members from the Faculty of

Management Sciences, Department of Digital Marketing and Branding, Kasetsart University, Sriracha Campus.

Data Collection

This study, entitled "Social Media Influences on Impulsive Buying Decision Behavior among Female Consumers in the Pre-Retirement and Retirement Stages," employed a combination of interview research and survey research methods. Data were collected through both offline interviews and online surveys administered via Google Forms.

The data collection period was conducted in December 2025, from December 1 to December 7, covering a total duration of seven days. The sample consisted of 125 respondents. Offline interviews were conducted with female consumers in the pre-retirement and retirement stages who exhibited impulsive buying decision behavior and served as questionnaire respondents. The collected data were subsequently analyzed using SPSS (Statistical Package for the Social Sciences) following the procedures outlined below.

The researchers utilized questionnaire items that had already been tested for reliability. These items were used to develop both offline interview questionnaires and online questionnaires distributed via Google Forms, which provided a convenient and efficient channel for data collection from the target sample.

Data collection was carried out through offline interviews, during which respondents completed the questionnaires designed for this study. A total of 125 questionnaires were distributed to female consumers in the pre-retirement and retirement stages.

Upon completion of data collection and receipt of all questionnaires, the researchers conducted statistical analysis using SPSS.

Data Analysis

Descriptive Statistics

Descriptive statistics were used to describe the sample's general characteristics. This included the use of frequency, percentage, mean, and standard deviation.

Inferential Statistics

Inferential statistics were used, including correlation and multiple linear regression, to examine relationships among variables.

The independent variables included:

- Promotional factors
- Emotional factors
- Purchase motivation

The results of the multicollinearity test indicated that Tolerance values ranged from 0.370 to 0.634, and Variance Inflation Factor (VIF) values ranged from 1.578 to 2.700. These values fall within acceptable thresholds (Hair et al., 2014).

These findings suggest that there is no multicollinearity problem among the independent variables. All variables are therefore suitable for multiple linear regression analysis, supporting the reliability and robustness of the statistical model.

Inferential Statistics

Inferential statistical analysis included correlation analysis and multiple linear regression analysis, which were employed to examine the relationship between one dependent variable and multiple independent variables. This approach was used to investigate the relationships among the study variables.

In this study, the independent variables comprised promotion factors, including the influence of influencers, limited-quantity scarcity, online visual merchandising, and flash sales; emotional factors, including positive emotions, negative emotions, and self-control; and urge-to-buy factors, including cognitive impulse and intolerance of uncertainty.

The results indicated that the tolerance values ranged from 0.370 to 0.634, which were greater than 0, while the variance inflation factor (VIF) values ranged from 1.578 to 2.700, which were below the threshold of 10 as recommended by Hair et al. (2014). These findings suggest that there was no multicollinearity among the independent variables, and therefore, all variables were appropriate for inclusion in the multiple linear regression analysis.

Research Findings

Demographic Characteristics of the Sample

The analysis of general demographic data from 125 respondents revealed that all participants (100%) had used social media as a tool for impulsive purchasing decisions in Thailand. The sample consisted entirely of female respondents (n = 125, 100.00%). The majority of respondents were aged between 50–59 years, accounting for 108 individuals (86.40%). In terms of educational background, most respondents held a bachelor's degree (n = 83, 66.40%). Regarding occupation, the largest group was homemakers, comprising 39 individuals (31.20%). Additionally, most respondents reported a monthly income between 15,001 and 30,000 Thai Baht (n = 50, 40.00%).

These findings suggest that female consumers in the pre-retirement and post-retirement age groups, particularly those aged 50–59 years, play a significant role in using social media as a tool for impulsive purchasing decisions. This may be explained by the characteristics of this age group, which often has increased leisure time and a greater tendency to engage with online media for entertainment and information consumption. Furthermore, the predominance of homemakers with moderate income levels may contribute to a higher sensitivity to marketing stimuli, such as promotional offers and emotionally engaging content, which can lead to impulsive purchasing behavior.

This pattern is consistent with consumer behavior theories, which indicate that demographic factors such as age, occupation, and income level can influence individuals' responsiveness to marketing stimuli and their tendency toward Impulsive Buying Decision Behavior. Therefore, female consumers aged 50–59 years represent a key target segment for social media marketing strategies, particularly those that leverage Emotional Factors and Urge to Buy Impulsively Factors to stimulate buying decisions. Moreover, these demographic characteristics may also be associated with the degree of influence exerted by Promotion, Emotional, and Urge to Buy Impulsively Factors on Impulsive Buying Decision Behavior.

Table 1: The mean, standard deviation, and interpretation of the levels of respondents' opinions, both overall and by each dimension.

Variable	x	S.D.	Interval scale level
Total	3.590	.873	agree
1. Promotion Factors			
The Influence of Influencers	3.710	.843	agree
Limited-Quantity Scarcity	3.826	.858	agree
Online Visual Merchandising	3.854	.975	agree
Flash Sales	3.928	.864	agree

Variable	x	S.D.	Interval scale level
2. Emotional Factors			
Positive Emotions	3.782	.765	agree
Negative Emotions	3.402	.998	moderately agree
Self-Control	3.346	.865	moderately agree
3. Urge To Buy Impulsively Factors			
Cognitive Impulse	3.300	1.012	moderately agree
Intolerance of Uncertainty	3.060	.756	moderately agree
4. Impulsive Buying Decision Behavior Factors			
Impulsive Buying Decision Behavior Factors	3.700	.801	agree

Table 1 The mean and standard deviation indicate that the overall level of respondents' opinions is high, with a mean score of 3.590. Considering each dimension, all factors are also rated at a high level. The variables can be ranked from the highest to the lowest mean scores as follows: Flash Sales, Online Visual Merchandising, Limited-Quantity Scarcity, Positive Emotions, The Influence of Influencers, Impulsive Buying Decision Behavior Factors, Negative Emotions, Self-Control, Cognitive Impulse, and Intolerance of Uncertainty.

The results of the analysis examining the influence of Promotion factors-namely The Influence of Influencers, Limited-Quantity Scarcity, Online Visual Merchandising, and Flash Sales Promotions; Emotional Factors-namely Positive Emotions, Negative Emotions, and Self-Control; and Urge to Buy Impulsively Factors-namely Cognitive Impulse and Intolerance of Uncertainty-on Impulsive Buying Decision Behavior were conducted using Multiple Regression Analysis.

Table 2: Analysis of the influence of Social Media on Impulsive Buying Behavior Among Female Consumers in the Pre-retirement and Retirement Age Groups in Thailand.

Variable	B	β	T	P-value	Tolerance	VIF
The Influence of Influencers	.032	.033	0.459	.647	.565	1.770
Limited-Quantity Scarcity	-.135	-.145	-1.830	.070	.478	2.094
Online Visual Merchandising	.092	.112	1.488	.139	.533	1.876
Flash Sales	-.050	-.054	-0.690	.491	.488	2.048
Positive Emotions	.394	.376	4.626	.000	.452	2.211
Negative Emotions	.082	.102	1.183	.239	.405	2.467
Self-Control	.200	.215	2.492	.014	.400	2.499
Cognitive Impulse	.197	.248	2.762	.007	.370	2.700
Intolerance of Uncertainty	.104	.098	1.431	.155	.634	1.578
Constant .540 R = .810 , R^2 = .656 , Adjusted R^2 = .629 , F = 24.345 , P = .000						

Table 2 presents the results of the analysis examining the influence of Promotion Factors, Emotional Factors, and Urge to Buy Impulsively Factors on Impulsive Buying Behavior Among Female Consumers in the Pre-retirement and Retirement Age Groups in Thailand. The Promotion Factors include The Influence of Influencers, Limited-Quantity Scarcity, Online Visual Merchandising, and Flash Sales. Emotional Factors consist of Positive Emotions, Negative Emotions and Self-Control, while Urge to Buy Impulsively Factors include Cognitive Impulse and Intolerance of Uncertainty. The findings reveal that Positive Emotions has the strongest positive and statistically significant influence on impulsive buying behavior ($\beta = .376$, $p = .000$). This indicates that when consumers experience positive emotional states, they are more likely to engage in impulsive purchasing. The second most influential factor is Cognitive Impulse, which also shows a significant positive effect ($\beta = .248$, $p = .007$), highlighting the role of internal motivation in driving spontaneous purchasing decisions. Similarly, Self-Control demonstrates a significant positive influence ($\beta = .215$, $p = .014$). In contrast, Promotion Factors-including The Influence of Influencers, Limited-Quantity Scarcity, Online Visual Merchandising, and Flash Sales-as well as Negative Emotions and Intolerance of Uncertainty, do not show statistically significant effects ($p > 0.05$). In conclusion, positive emotion, cognitive impulse, and self-control are key determinants that significantly explain impulsive buying behavior. This is consistent with the model's explanatory power, as indicated by $R^2 = 0.656$, Adjusted $R^2 = 0.629$, $F = 24.345$, and $p = .000$.

Discussion and Conclusion

This study aimed to investigate the factors influencing impulsive buying decision behavior among pre-retirement and retirement-aged female consumers, with a specific focus on promotion factors, emotional factors, and urge to buy impulsively factors. Based on the data collected from 125 respondents, the findings are discussed and concluded as follows.

Promotion factors, including the influence of influencers, limited-quantity scarcity, online visual merchandising, and flash sales, were found to have no significant influence on impulsive buying decision behavior. This phenomenon can be explained through the Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974), which suggests that these marketing stimuli fail to activate the internal psychological states of older consumers to generate a sense of urgency. This finding contradicts several prior studies grounded in the Scarcity Principle, which assert that urgency cues, such as countdown timers, can strongly stimulate impulsive buying through the fear of missing out (FOMO) (Cialdini, 1984; Fathia & Vania, 2023). However, this discrepancy can be attributed to the maturity and accumulated life experience of female consumers in this age group. Their high level of caution renders marketing strategies that rely on time or quantity pressure insufficient to motivate unplanned purchases.

Positive emotions exhibited a significant positive effect on impulsive buying decision behavior. This relationship aligns with the Experiential View of Consumption (Holbrook & Hirschman, 1982), which posits that consumption is an experience driven by feelings, enjoyment, and imagination. When online environments generate satisfaction and excitement, consumers are motivated to make immediate purchases to sustain those positive emotional states, which is consistent with prior findings identifying positive emotions as primary drivers of unplanned purchases (Beatty & Ferrell, 1998; Kholis et al., 2023). Conversely, while some studies suggest that negative emotions can trigger impulsive purchasing as a form of mood repair (Kukar-Kinney et al., 2009), the current study found that negative emotions and

intolerance of uncertainty had no significant effect. This indicates that older consumers do not use shopping as an escapism mechanism to alleviate stress; rather, their impulsive buying is predominantly driven by self-reward.

Self-control was found to have a significant positive influence on impulsive buying decision behavior. This is a particularly compelling finding that challenges traditional theories such as Ego Depletion (Baumeister, 2002), which typically associate lower self-control with a higher tendency for impulsive buying. In the context of older consumers, however, this phenomenon can be explained through the dimension of 'decisional control' (Averill, 1973). Consumers in this age group possess strong financial discipline. When they encounter products that genuinely meet their needs, a higher level of self-control actually provides them with the confidence to authorize a "justified indulgence." This enables them to make swift and decisive purchase decisions without experiencing post-purchase regret (Rook & Fisher, 1995).

Cognitive impulse also demonstrated a significant positive effect on impulsive buying decision behavior, which aligns with the concept of consumers making rapid, point-of-purchase decisions with shortened evaluation times (Bayley & Nancarrow, 1998). While some studies attribute this impulse to a lack of cognitive flexibility when facing information overload (Yu et al., 2022), in the context of this study, cognitive impulse reflects the use of heuristic processing. Relying on their accumulated life experience, these consumers can rapidly evaluate a product's value, activating an automatic system that efficiently drives impulse purchases without the need for complex analytical processing.

In conclusion, the overall findings align with the S-O-R theoretical framework (Mehrabian & Russell, 1974) while offering a novel, demographic-specific perspective. The primary mechanism driving impulsive buying behavior among pre-retirement and retirement-aged female consumers is an experience-driven process fueled by positive emotions, combined with the ability to make rapid decisions governed by confident self-control. This knowledge demonstrates that impulsive buying in older consumers is rooted in the pursuit of positive satisfaction and rapid value evaluation, which is crucial for developing sustainable digital marketing strategies tailored to the Silver Economy.

Suggestions

1. Focus on Positive Experiences over Urgency: Since urgency-driven promotions (e.g., flash sales) do not significantly affect this demographic, marketers should prioritize creating joyful and satisfying online shopping experiences. Stimulating positive emotions is highly effective in driving their impulsive purchases.

2. Facilitate Rapid Heuristic Evaluation: As cognitive impulse significantly influences buying decisions, businesses should provide clear, straightforward product value propositions. This allows older consumers to use their life experience for quick evaluation without being overwhelmed by excessive marketing stimuli.

3. Support "Justified Indulgence": Because high self-control in this group leads to confident purchasing, marketers should position products as well-deserved rewards or practical investments. Aligning products with their financial discipline will help trigger swift, guilt-free purchase decisions.

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