

spontan, tanpa perencanaan matang, dan kurang
 mempertimbangkan konsekuensi jangka panjang.

Saya biasanya tidak perlu berpikir terlalu
 matang sebelum mengambil keputusan. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya sering bertindak secara tiba-tiba atau
 impulsif. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐



Sangat Setuju



11.20 4G 72

Saat berbelanja online, saya sering menemukan hal-hal menarik di luar rencana belanja saya.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Melihat promosi online membuat saya ingin membeli produk tersebut secara spontan meskipun tidak ada dalam rencana belanja.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

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5 ☐

? Sangat Setuju

Kembali docs.google.com kosongkan formulir

jawaban benar atau salah, cukup jawab sesuai pengalaman dan perasaanmu saja.

11.13

Semua data yang kamu berikan 100% aman dan hanya digunakan untuk keperluan akademik. Identitasmu juga tidak akan dipublikasikan.

Partisipasimu sangat berarti dan akan membantu penelitian ini menjadi lebih akurat dan bermanfaat.

Terima kasih atas partisipasinya karena sudah meluangkan waktu untuk mengisi kuesioner ini 🙏

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✉ Tidak dibagikan

☁

* Menunjukkan pertanyaan yang wajib diisi

Jenis Kelamin *

☐ Perempuan

☐ Laki-laki

Rata-rata Pengeluaran Belanja Online per Bulan: *

☐ < 1.000.000

☐ Rp1.000.001 – Rp3.500.000

☐ > Rp3.500.000

?

Kuesioner ini disusun sebagai bagian dari penelitian yang bertujuan untuk docs.google.com perilaku konsumen dalam merespons strategi promosi pada

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Saya akan menyesal jika tidak membeli
sekarang karena produk ini mungkin akan
habis atau berhenti diproduksi. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya akan menyesal jika tidak membeli
sekarang karena di masa depan produk ini
akan kembali ke harga normal. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

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Saya akan menyesal jika tidak membeli
sekarang karena di masa depan saya
mungkin menemukan harga yang lebih
mahal di toko lain. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Personal Impulsive Traits

Karakteristik individu yang mencerminkan
kecenderungan seseorang untuk bertindak secara
spontan, tanpa perencanaan matang, dan kurang
mempertimbangkan konsekuensi jangka panjang.

Saya biasanya tidak perlu berpikir terlalu
matang sebelum mengambil keputusan. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

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* Menunjukkan pertanyaan yang wajib diisi

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Skenario 1: Pengaruh *Time-Limited Promotion* terhadap produk FMCG

Pada bagian ini, Anda akan diminta untuk membayangkan situasi pembelian produk *Fast Moving Consumer Goods* (FMCG), yaitu produk kebutuhan sehari-hari yang sering dibeli dan digunakan dalam waktu singkat, seperti makanan, minuman, produk kebersihan, dan kebutuhan rumah tangga lainnya.

Contoh produk FMCG meliputi:

- Makanan olahan dan siap saji (mi instan, makanan beku, sosis, nugget, dan sejenisnya)
- Minuman (air mineral, susu, kopi, teh, dan minuman ringan)
- Perlengkapan mandi dan perawatan tubuh (sabun, sampo, pasta gigi, dan lainnya)
- Produk pembersih rumah tangga (deterjen, sabun cuci piring, pembersih lantai)
- Produk kesehatan (vitamin, obat-obatan ringan)
- Kudapan atau camilan (roti, biskuit, cokelat, keripik)
- Kebutuhan lainnya (tisu, popok, alat tulis)

Anda sedang mencari produk FMCG di platform e-commerce dan menemukan camilan dari merek favorit Anda. Produk tersebut sesuai dengan preferensi Anda dan Anda memiliki cukup dana untuk membelinya. Namun, produk tersebut sedang mendapatkan **diskon 50% yang hanya berlaku selama 3 hari**.

Silakan bayangkan diri Anda berada dalam situasi tersebut, kemudian jawablah pertanyaan sesuai dengan persepsi dan kecenderungan Anda.

Berikan penilaian Anda terhadap setiap pernyataan dengan memilih salah satu jawaban yang paling sesuai

jawaban benar atau salah, cukup jawab sesuai pengalaman dan perasaanmu saja.

11.13

Semua data yang kamu berikan 100% aman dan hanya digunakan untuk keperluan akademik. Identitasmu juga tidak akan dipublikasikan.

Partisipasimu sangat berarti dan akan membantu penelitian ini menjadi lebih akurat dan bermanfaat.

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✉ Tidak dibagikan

☁

* Menunjukkan pertanyaan yang wajib diisi

Jenis Kelamin *

☐ Perempuan

☐ Laki-laki

Rata-rata Pengeluaran Belanja Online per Bulan: *

☐ < 1.000.000

☐ Rp1.000.001 – Rp3.500.000

☐ > Rp3.500.000

?

Kuesioner ini disusun sebagai bagian dari penelitian yang bertujuan untuk docs.google.com perilaku konsumen dalam merespons strategi promosi pada

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Saya akan menyesal jika tidak membeli
sekarang karena di masa depan produk ini
akan kembali ke harga normal. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya akan menyesal jika tidak membeli
sekarang karena di masa depan saya
mungkin menemukan harga yang lebih
mahal di toko lain. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

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Kuesioner Penelitian

Petunjuk Pengisian

Berikan tanda ✓ pada jawaban yang paling sesuai dengan kondisi dan pendapat Anda. Tidak ada jawaban benar atau salah. Seluruh jawaban bersifat rahasia dan hanya digunakan untuk keperluan akademik.

Identitas Responden

Jenis Kelamin

- ☐ Perempuan
- ☐ Laki-laki

Rata-rata Pengeluaran Belanja Online per Bulan

- ☐ < 1.000.000
- ☐ Rp1.000.001 – Rp3.500.000
- ☐ > Rp3.500.000

Skenario 1: Produk FCMG dan time limited promotion

Produk yang Anda biasa beli FCMG):

- a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (*frozen food*), sosis, nugget, sarden, keju, dan kornet.
- b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
- c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
- d) Produk Pembersih Rumah Tangga: Deterjen (Daia, Rinso), sabun cuci piring, pembersih lantai (So-Klin), pembersih kaca, dan pewangi pakaian.
- e) Produk Kesehatan (OTC - *Over the Counter*): Vitamin, suplemen, obat pereda nyeri (Paracetamol), obat batuk/flu, dan obat maag.
- f) Kudapan/Camilan: Roti, biskuit, coklat, permen, dan keripik.
- g) Kebutuhan Lainnya: Popok bayi, tisu, dan alat tulis kantor/sekolah.

Petunjuk Penelitian

Skor	Keterangan
1	Sangat Tidak Setuju
2	Tidak Setuju
3	Netral
4	Setuju
5	Sangat Setuju

Upward Anticipated Regret

Pernyataan	1	2	3	4	5
Saya akan menyesal jika membeli sekarang, apabila di masa depan diskon produk ini menjadi lebih besar.					
Saya akan menyesal jika membeli sekarang, apabila di masa depan saya menemukan harga yang lebih murah di toko lain.					
Saya akan menyesal jika membeli sekarang, apabila ternyata biaya pembelian ini lebih besar dibandingkan tidak membeli.					

Downward Anticipated Regret

Pernyataan	1	2	3	4	5
Saya akan menyesal jika tidak membeli sekarang karena produk ini mungkin akan habis atau berhenti diproduksi.					
Saya akan menyesal jika tidak membeli sekarang karena di masa depan produk ini akan kembali ke harga normal.					
Saya akan menyesal jika tidak membeli sekarang karena di masa depan saya mungkin menemukan harga yang lebih mahal di toko lain.					

Personal Impulsive Traits

Pernyataan	1	2	3	4	5
Saya biasanya tidak perlu berpikir terlalu matang sebelum mengambil keputusan.					
Saya sering bertindak secara tiba-tiba atau impulsif.					
Saya dapat mengambil keputusan dengan cepat.					
Saya mudah merasa bosan ketika harus menyelesaikan masalah yang membutuhkan banyak pemikiran.					
Kemampuan saya dalam mengendalikan diri tergolong lemah.					

Impulsive Online Purchase Intention

Pernyataan	1	2	3	4	5
Saat berbelanja online, saya sering memiliki keinginan kuat untuk membeli produk yang sebenarnya tidak saya rencanakan.					
Saat berbelanja online, saya sering menemukan hal-hal menarik di luar rencana belanja saya.					
Melihat promosi online membuat saya ingin membeli produk tersebut secara spontan meskipun tidak ada dalam rencana belanja.					

Skenario 2: Produk FCMG dan Quantity limited promotions

Dalam skenario promosi dengan jumlah terbatas, promosi spesifik diganti dengan “Anda dapat membelinya dengan diskon 50% jika Anda termasuk dalam 100 konsumen pertama”.

Upward Anticipated Regret

Pernyataan	1	2	3	4	5
Saya akan menyesal jika membeli sekarang, apabila di masa depan diskon produk ini menjadi lebih besar.					
Saya akan menyesal jika membeli sekarang, apabila di masa depan saya menemukan harga yang lebih murah di toko lain.					
Saya akan menyesal jika membeli sekarang, apabila ternyata biaya pembelian ini lebih besar dibandingkan tidak membeli.					

Downward Anticipated Regret

Pernyataan	1	2	3	4	5
Saya akan menyesal jika tidak membeli sekarang karena produk ini mungkin akan habis atau berhenti diproduksi.					
Saya akan menyesal jika tidak membeli sekarang karena di masa depan produk ini akan kembali ke harga normal.					
Saya akan menyesal jika tidak membeli sekarang karena di masa depan saya mungkin menemukan harga yang lebih mahal di toko lain.					

Personal Impulsive Traits

Pernyataan	1	2	3	4	5
Saya biasanya tidak perlu berpikir terlalu matang sebelum mengambil keputusan.					
Saya sering bertindak secara tiba-tiba atau impulsif.					
Saya dapat mengambil keputusan dengan cepat.					
Saya mudah merasa bosan ketika harus menyelesaikan masalah yang membutuhkan banyak pemikiran.					
Kemampuan saya dalam mengendalikan diri tergolong lemah.					

Impulsive Online Purchase Intention

Pernyataan	1	2	3	4	5
Saat berbelanja online, saya sering memiliki keinginan kuat untuk membeli produk yang sebenarnya tidak saya rencanakan.					
Saat berbelanja online, saya sering menemukan hal-hal menarik di luar rencana belanja saya.					
Melihat promosi online membuat saya ingin membeli produk tersebut secara spontan meskipun tidak ada dalam rencana belanja.					

Lampiran 3. Data Penelitian

No	Jenis Kelamin	Rata-rata Pengeluaran Belanja Online per Bulan:	Seberapa sering Anda melakukan pembelian produk FMCG secara online?
1	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
2	Perempuan	Rp1.000.001 – Rp3.500.000	Tidak Sering
3	Perempuan	< 1.000.000	Sering
4	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
5	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
6	Laki-laki	< 1.000.000	Tidak Sering
7	Perempuan	< 1.000.000	Sering
8	Laki-laki	> Rp3.500.000	Tidak Sering
9	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
10	Laki-laki	> Rp3.500.000	Sering
11	Laki-laki	Rp1.000.001 – Rp3.500.000	Tidak Sering
12	Perempuan	< 1.000.000	Sering
13	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
14	Laki-laki	Rp1.000.001 – Rp3.500.000	Tidak Sering
15	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
16	Laki-laki	< 1.000.000	Tidak Sering
17	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
18	Laki-laki	< 1.000.000	Tidak Sering
19	Laki-laki	> Rp3.500.000	Sering
20	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
21	Perempuan	> Rp3.500.000	Sering
22	Laki-laki	< 1.000.000	Sering
23	Perempuan	< 1.000.000	Tidak Sering
24	Perempuan	< 1.000.000	Tidak Sering
25	Laki-laki	> Rp3.500.000	Tidak Sering
26	Laki-laki	< 1.000.000	Tidak Sering
27	Laki-laki	Rp1.000.001 – Rp3.500.000	Tidak Sering
28	Laki-laki	< 1.000.000	Tidak Sering
29	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
30	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
31	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
32	Laki-laki	< 1.000.000	Tidak Sering
33	Laki-laki	< 1.000.000	Sering
34	Laki-laki	< 1.000.000	Tidak Sering
35	Laki-laki	< 1.000.000	Tidak Sering
36	Perempuan	< 1.000.000	Tidak Sering
37	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering

No	Jenis Kelamin	Rata-rata Pengeluaran Belanja Online per Bulan:	Seberapa sering Anda melakukan pembelian produk FMCG secara online?
38	Laki-laki	< 1.000.000	Tidak Sering
39	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
40	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
41	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
42	Laki-laki	< 1.000.000	Sering
43	Laki-laki	< 1.000.000	Tidak Sering
44	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
45	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
46	Laki-laki	> Rp3.500.000	Sering
47	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
48	Laki-laki	> Rp3.500.000	Sering
49	Perempuan	> Rp3.500.000	Sering
50	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
51	Perempuan	> Rp3.500.000	Sering
52	Laki-laki	> Rp3.500.000	Sering
53	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
54	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
55	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
56	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
57	Laki-laki	> Rp3.500.000	Sering
58	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
59	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
60	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
61	Laki-laki	> Rp3.500.000	Sering
62	Laki-laki	> Rp3.500.000	Sering
63	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
64	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
65	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
66	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
67	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
68	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
69	Laki-laki	> Rp3.500.000	Sering
70	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
71	Laki-laki	< 1.000.000	Sering
72	Perempuan	> Rp3.500.000	Sering
73	Perempuan	> Rp3.500.000	Sering
74	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
75	Laki-laki	< 1.000.000	Sering

No	Jenis Kelamin	Rata-rata Pengeluaran Belanja Online per Bulan:	Seberapa sering Anda melakukan pembelian produk FMCG secara online?
76	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
77	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
78	Laki-laki	> Rp3.500.000	Sering
79	Perempuan	< 1.000.000	Sering
80	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
81	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
82	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
83	Perempuan	< 1.000.000	Sering
84	Perempuan	< 1.000.000	Sering
85	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
86	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
87	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
88	Perempuan	< 1.000.000	Sering
89	Laki-laki	> Rp3.500.000	Sering
90	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
91	Laki-laki	> Rp3.500.000	Sering
92	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
93	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
94	Laki-laki	> Rp3.500.000	Sering
95	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
96	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
97	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
98	Laki-laki	> Rp3.500.000	Sering
99	Laki-laki	> Rp3.500.000	Sering
100	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
101	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
102	Laki-laki	> Rp3.500.000	Sering
103	Laki-laki	> Rp3.500.000	Sering
104	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
105	Laki-laki	> Rp3.500.000	Sering
106	Laki-laki	> Rp3.500.000	Sering
107	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
108	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
109	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
110	Laki-laki	> Rp3.500.000	Sering
111	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
112	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
113	Perempuan	> Rp3.500.000	Sering

No	Jenis Kelamin	Rata-rata Pengeluaran Belanja Online per Bulan:	Seberapa sering Anda melakukan pembelian produk FMCG secara online?
114	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
115	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
116	Perempuan	> Rp3.500.000	Sering
117	Laki-laki	> Rp3.500.000	Sering
118	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
119	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
120	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
121	Perempuan	> Rp3.500.000	Sering
122	Laki-laki	< 1.000.000	Sering
123	Perempuan	> Rp3.500.000	Sering
124	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
125	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
126	Perempuan	> Rp3.500.000	Sering
127	Perempuan	> Rp3.500.000	Sering
128	Laki-laki	> Rp3.500.000	Sering
129	Laki-laki	> Rp3.500.000	Sering
130	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
131	Laki-laki	> Rp3.500.000	Sering
132	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
133	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
134	Perempuan	> Rp3.500.000	Sering
135	Laki-laki	< 1.000.000	Sering
136	Laki-laki	< 1.000.000	Sering
137	Perempuan	> Rp3.500.000	Sering
138	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
139	Laki-laki	> Rp3.500.000	Sering
140	Perempuan	> Rp3.500.000	Sering
141	Laki-laki	> Rp3.500.000	Sering
142	Perempuan	> Rp3.500.000	Sering
143	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
144	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
145	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
146	Laki-laki	> Rp3.500.000	Sering
147	Laki-laki	> Rp3.500.000	Sering
148	Laki-laki	Rp1.000.001 – Rp3.500.000	Sering
149	Perempuan	Rp1.000.001 – Rp3.500.000	Sering
150	Perempuan	> Rp3.500.000	Sering
151	Perempuan	> Rp3.500.000	Sering

No	Jenis Kelamin	Rata-rata Pengeluaran Belanja Online per Bulan:	Seberapa sering Anda melakukan pembelian produk FMCG secara online?
152	Laki-laki	> Rp3.500.000	Sering
153	Perempuan	< 1.000.000	Sering
154	Laki-laki	< 1.000.000	Tidak Sering



No	Produk yang Anda biasa beli FCMG:
1	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
2	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
3	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
4	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
5	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
6	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
7	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
8	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
9	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
10	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
11	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
12	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
13	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
14	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
15	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
16	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
17	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
18	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
19	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
20	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
21	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
22	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.

No	Produk yang Anda biasa beli FCMG:
23	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
24	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
25	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
26	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
27	g) Kebutuhan Lainnya: Popok bayi, tisu, dan alat tulis kantor/sekolah.
28	g) Kebutuhan Lainnya: Popok bayi, tisu, dan alat tulis kantor/sekolah.
29	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
30	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
31	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
32	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
33	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
34	g) Kebutuhan Lainnya: Popok bayi, tisu, dan alat tulis kantor/sekolah.
35	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
36	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
37	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
38	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
39	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
40	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
41	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
42	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
43	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
44	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
45	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.

No	Produk yang Anda biasa beli FCMG:
46	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
47	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
48	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
49	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
50	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
51	d) Produk Pembersih Rumah Tangga: Deterjen (Daia, Rinso), sabun cuci piring, pembersih lantai (So-Klin), pembersih kaca, dan pewangi pakaian.
52	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
53	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
54	e) Produk Kesehatan (OTC - Over the Counter): Vitamin, suplemen, obat pereda nyeri (Paracetamol), obat batuk/flu, dan obat maag.
55	g) Kebutuhan Lainnya: Popok bayi, tisu, dan alat tulis kantor/sekolah.
56	d) Produk Pembersih Rumah Tangga: Deterjen (Daia, Rinso), sabun cuci piring, pembersih lantai (So-Klin), pembersih kaca, dan pewangi pakaian.
57	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
58	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
59	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
60	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
61	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
62	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
63	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
64	e) Produk Kesehatan (OTC - Over the Counter): Vitamin, suplemen, obat pereda nyeri (Paracetamol), obat batuk/flu, dan obat maag.
65	d) Produk Pembersih Rumah Tangga: Deterjen (Daia, Rinso), sabun cuci piring, pembersih lantai (So-Klin), pembersih kaca, dan pewangi pakaian.
66	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
67	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
68	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.

No	Produk yang Anda biasa beli FCMG:
69	f) Kudapan/Camilan: Roti, biskuit, coklat, permen, dan keripik.
70	d) Produk Pembersih Rumah Tangga: Deterjen (Daia, Rinso), sabun cuci piring, pembersih lantai (So-Klin), pembersih kaca, dan pewangi pakaian.
71	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
72	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
73	f) Kudapan/Camilan: Roti, biskuit, coklat, permen, dan keripik.
74	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
75	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
76	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
77	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
78	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
79	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
80	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
81	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
82	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
83	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
84	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
85	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
86	f) Kudapan/Camilan: Roti, biskuit, coklat, permen, dan keripik.
87	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
88	d) Produk Pembersih Rumah Tangga: Deterjen (Daia, Rinso), sabun cuci piring, pembersih lantai (So-Klin), pembersih kaca, dan pewangi pakaian.
89	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
90	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.

No	Produk yang Anda biasa beli FCMG:
91	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
92	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
93	e) Produk Kesehatan (OTC - Over the Counter): Vitamin, suplemen, obat pereda nyeri (Paracetamol), obat batuk/flu, dan obat maag.
94	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
95	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
96	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
97	d) Produk Pembersih Rumah Tangga: Deterjen (Daia, Rinso), sabun cuci piring, pembersih lantai (So-Klin), pembersih kaca, dan pewangi pakaian.
98	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
99	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
100	g) Kebutuhan Lainnya: Popok bayi, tisu, dan alat tulis kantor/sekolah.
101	e) Produk Kesehatan (OTC - Over the Counter): Vitamin, suplemen, obat pereda nyeri (Paracetamol), obat batuk/flu, dan obat maag.
102	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
103	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
104	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
105	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
106	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
107	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
108	d) Produk Pembersih Rumah Tangga: Deterjen (Daia, Rinso), sabun cuci piring, pembersih lantai (So-Klin), pembersih kaca, dan pewangi pakaian.
109	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
110	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
111	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
112	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
113	g) Kebutuhan Lainnya: Popok bayi, tisu, dan alat tulis kantor/sekolah.
114	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.

No	Produk yang Anda biasa beli FCMG:
115	e) Produk Kesehatan (OTC - Over the Counter): Vitamin, suplemen, obat pereda nyeri (Paracetamol), obat batuk/flu, dan obat maag.
116	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
117	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
118	g) Kebutuhan Lainnya: Popok bayi, tisu, dan alat tulis kantor/sekolah.
119	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
120	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
121	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
122	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
123	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
124	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
125	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
126	e) Produk Kesehatan (OTC - Over the Counter): Vitamin, suplemen, obat pereda nyeri (Paracetamol), obat batuk/flu, dan obat maag.
127	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
128	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
129	d) Produk Pembersih Rumah Tangga: Deterjen (Daia, Rinso), sabun cuci piring, pembersih lantai (So-Klin), pembersih kaca, dan pewangi pakaian.
130	e) Produk Kesehatan (OTC - Over the Counter): Vitamin, suplemen, obat pereda nyeri (Paracetamol), obat batuk/flu, dan obat maag.
131	f) Kudapan/Camilan: Roti, biskuit, cokelat, permen, dan keripik.
132	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
133	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
134	g) Kebutuhan Lainnya: Popok bayi, tisu, dan alat tulis kantor/sekolah.
135	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
136	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
137	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.

No	Produk yang Anda biasa beli FCMG:
138	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
139	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
140	c) Perlengkapan Mandi & Perawatan Tubuh: Sabun mandi, sampo, pasta gigi (Pepsodent, Ciptadent), sikat gigi, sabun muka, deodoran, dan pembalut.
141	g) Kebutuhan Lainnya: Popok bayi, tisu, dan alat tulis kantor/sekolah.
142	d) Produk Pembersih Rumah Tangga: Deterjen (Daia, Rinso), sabun cuci piring, pembersih lantai (So-Klin), pembersih kaca, dan pewangi pakaian.
143	f) Kudapan/Camilan: Roti, biskuit, coklat, permen, dan keripik.
144	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
145	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
146	f) Kudapan/Camilan: Roti, biskuit, coklat, permen, dan keripik.
147	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
148	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
149	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
150	d) Produk Pembersih Rumah Tangga: Deterjen (Daia, Rinso), sabun cuci piring, pembersih lantai (So-Klin), pembersih kaca, dan pewangi pakaian.
151	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
152	b) Minuman: Air mineral kemasan (Aqua), susu, kopi instan/botolan, teh kemasan, minuman ringan, dan jus.
153	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.
154	a) Makanan Olahan & Siap Saji: Mi instan (Indomie, Mie Sedaap), makanan beku (frozen food), sosis, nugget, sarden, keju, dan kornet.

	Skenario1													
No	UAR1	UAR2	UAR3	DAR1	DAR2	DAR3	IT1	IT2	IT3	IT4	IT5	IOSI1	IOSI2	IOSI3
1	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2	4	4	3	4	4	4	2	2	4	2	2	4	4	4
3	3	3	1	5	5	5	4	4	4	3	3	2	5	4
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
5	5	5	5	5	5	5	5	5	3	3	3	4	3	5
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7	5	5	5	5	5	5	5	4	5	4	4	5	5	5
8	5	5	4	4	5	4	5	4	4	4	5	5	5	4
9	2	3	3	3	2	2	4	4	3	3	2	4	4	3
10	3	3	3	4	3	3	3	3	3	3	3	3	3	3
11	3	4	5	5	4	3	4	4	3	5	5	1	5	3
12	3	3	3	3	3	3	3	3	3	3	3	3	3	3
13	4	4	4	4	4	3	4	4	4	4	2	3	4	4
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15	1	3	2	5	5	3	5	3	3	3	3	3	3	3
16	5	1	1	5	5	5	5	1	4	4	4	3	4	3
17	2	4	3	5	2	2	2	1	3	3	4	3	3	2
18	4	3	1	4	4	5	3	4	5	4	1	4	4	4
19	3	2	4	3	2	5	5	1	1	2	5	1	1	5
20	4	4	3	4	4	4	2	2	4	2	2	4	4	4
21	3	1	4	3	3	3	3	3	3	3	3	3	3	3
22	3	3	3	3	3	3	3	3	3	3	3	3	3	3
23	4	4	4	4	4	1	4	3	3	4	3	4	4	4
24	4	3	3	2	1	4	2	3	3	1	1	2	3	3
25	3	3	2	3	3	3	2	4	4	3	2	4	3	4
26	3	4	3	3	4	3	3	2	4	3	4	2	4	3
27	3	3	3	3	3	3	3	3	3	3	3	3	3	3
28	5	5	5	5	5	5	1	1	1	1	1	5	5	5
29	3	2	4	2	4	2	1	4	3	1	4	4	5	4
30	2	3	3	5	4	5	4	3	3	1	3	5	5	5
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33	4	4	4	4	4	4	4	4	4	4	4	4	4	4
34	1	1	3	5	5	5	5	5	1	1	4	4	3	5
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39	3	3	3	3	3	3	3	4	5	3	2	4	4	5
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41	5	4	2	5	5	5	2	2	4	2	3	4	5	3
42	2	2	2	5	5	5	4	5	4	5	4	5	4	5
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44	4	5	4	5	4	4	4	4	4	4	5	5	4	4
45	4	4	4	5	4	4	4	5	4	4	5	5	4	4
46	4	4	5	5	4	5	4	4	4	5	4	4	4	5

No	Skenario1													
	UAR1	UAR2	UAR3	DAR1	DAR2	DAR3	IT1	IT2	IT3	IT4	IT5	IOSI1	IOSI2	IOSI3
47	4	4	5	4	4	5	4	4	4	4	5	5	5	4
48	4	4	5	4	4	4	4	4	4	4	4	4	4	5
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50	4	4	4	5	5	4	4	4	4	4	5	4	4	4
51	5	4	4	5	5	5	5	4	4	4	4	4	4	4
52	5	4	4	4	4	4	4	4	4	4	4	4	4	4
53	4	4	4	5	5	5	4	4	4	4	5	4	5	4
54	4	4	4	5	4	5	4	4	3	4	4	4	5	4
55	4	4	4	4	4	4	4	4	4	4	4	4	4	5
56	4	4	4	5	5	4	4	4	4	4	4	4	4	4
57	5	4	4	4	4	4	4	4	4	5	5	4	5	4
58	4	4	4	4	4	4	4	5	4	5	4	4	4	4
59	2	2	3	3	3	2	3	2	1	2	1	2	2	1
60	4	4	4	4	4	4	4	5	4	4	4	4	4	5
61	4	5	5	4	4	5	4	4	4	4	5	5	4	4
62	4	5	4	5	5	5	5	5	4	5	4	5	5	5
63	2	4	3	2	2	4	3	2	3	1	3	3	1	2
64	2	3	2	4	4	4	3	4	3	5	3	3	4	3
65	4	3	1	2	3	1	3	3	3	1	3	1	2	2
66	3	4	4	4	4	5	3	3	3	4	1	3	3	3
67	4	5	4	4	4	4	5	5	4	4	5	4	5	4
68	4	4	5	5	5	4	4	4	5	4	4	4	5	4
69	4	4	4	4	4	4	4	4	3	4	4	4	4	4
70	3	3	3	3	2	2	2	3	4	4	3	3	3	4
71	1	1	1	1	1	1	1	1	1	1	1	1	1	1
72	4	4	4	4	4	4	4	4	5	5	4	4	5	5
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74	4	5	4	1	4	4	5	5	5	5	5	5	5	5
75	4	4	4	4	4	4	4	4	4	4	4	4	4	4
76	4	4	4	4	4	4	4	4	4	4	4	4	5	4
77	2	2	2	3	3	2	2	2	2	2	2	2	2	2
78	2	2	2	2	3	2	2	2	2	2	2	3	2	2
79	1	1	2	1	1	2	2	2	1	2	1	2	2	2
80	2	1	2	2	2	1	2	2	2	2	2	2	2	1
81	4	4	5	4	4	5	4	4	5	4	5	4	5	4
82	1	3	3	5	4	2	5	1	5	3	5	2	5	1
83	4	3	3	2	3	4	3	2	3	3	3	4	4	2
84	4	4	4	5	4	4	5	4	4	4	4	4	4	4
85	4	4	5	4	4	5	4	4	4	4	4	4	5	4
86	2	2	3	2	2	1	2	2	2	2	2	1	2	2
87	4	4	5	4	4	4	4	4	4	4	4	5	4	4
88	4	4	3	4	3	5	3	4	4	4	4	4	4	4
89	4	5	4	5	4	4	5	4	4	4	4	4	4	4
90	4	4	4	4	3	3	3	4	4	4	4	4	4	4
91	4	4	4	4	4	4	4	4	4	4	4	4	4	4
92	4	4	4	4	5	4	4	5	4	4	4	4	4	4

	Skenario1													
No	UAR1	UAR2	UAR3	DAR1	DAR2	DAR3	IT1	IT2	IT3	IT4	IT5	IOSI1	IOSI2	IOSI3
139	2	2	2	2	2	2	2	2	2	2	2	2	2	2
140	2	2	2	2	2	2	2	2	2	2	2	2	2	2
141	2	2	2	2	2	2	2	1	2	1	2	1	1	2
142	2	1	2	2	2	2	2	2	2	2	2	2	2	2
143	4	5	4	4	4	4	5	4	5	5	5	4	4	4
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145	4	5	4	4	5	5	5	4	5	4	4	4	4	5
146	4	4	4	5	4	4	4	4	4	4	5	4	5	4
147	4	4	4	4	4	5	4	4	5	5	4	4	4	5
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151	4	4	4	5	5	4	4	5	4	5	5	4	4	4
152	4	4	5	4	5	4	4	4	4	4	5	4	4	4
153	2	1	2	1	2	2	1	2	2	2	2	2	2	2
154	3	5	3	5	5	5	1	5	5	3	3	1	1	1

	Skenario2													
N o	UA R12	UA R13	UA R14	DA R15	DA R26	DA R37	IT 18	IT 29	IT 31 0	IT 41 1	IT 51 2	IOS I113	IOS I214	IOS I315
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3	4	4	4	4	4	4	3	4	3	2	4	2	4	4
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
5	2	5	4	4	4	4	4	4	4	4	4	4	4	4
6	1	2	1	3	3	3	3	3	2	1	2	3	2	4
7	5	5	5	5	5	5	5	5	5	5	5	5	5	4
8	4	5	4	5	4	4	5	5	4	5	4	5	5	5
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11	3	5	5	5	5	4	3	5	5	5	4	5	3	5
12	3	3	3	3	3	3	3	3	3	3	3	3	3	3
13	4	4	4	4	4	4	1	3	4	4	2	4	4	4
14	1	1	1	5	5	1	1	1	1	1	1	1	1	1
15	3	3	3	3	3	3	3	3	3	3	3	3	3	2
16	3	3	3	3	3	3	3	3	3	3	3	3	3	3
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18	4	4	2	4	4	4	2	2	5	4	2	5	5	5
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22	3	3	3	3	3	3	3	3	3	3	3	3	3	3
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24	2	3	3	3	4	3	2	2	3	1	1	2	3	3
25	3	3	2	3	3	3	2	4	4	3	2	4	4	4
26	2	4	3	3	3	3	3	3	4	4	4	4	4	4
27	3	3	3	3	3	3	3	3	3	3	3	3	3	3
28	5	5	5	5	5	5	1	1	1	1	1	5	5	5
29	2	2	3	2	2	3	1	4	3	1	4	4	4	4

	Skenario2													
N o	UA R12	UA R13	UA R14	DA R15	DA R26	DA R37	IT 18	IT 29	IT 31 0	IT 41 1	IT 51 2	IOS I113	IOS I214	IOS I315
30	3	5	3	5	3	3	3	5	5	1	4	5	5	3
31	4	2	3	1	5	4	3	5	4	5	5	5	5	2
32	4	4	4	4	4	4	4	4	4	4	4	4	4	4
33	4	4	4	4	4	4	4	4	4	4	4	4	4	4
34	5	5	5	5	5	5	5	5	5	5	5	5	5	5
35	2	2	3	2	3	2	3	3	2	3	3	3	4	4
36	1	1	1	1	1	1	1	1	1	1	3	2	1	1
37	3	4	4	3	3	4	4	5	4	4	3	4	4	4
38	2	2	2	4	4	4	3	3	3	3	3	4	4	4
39	3	3	3	2	2	3	1	3	4	3	2	3	3	3
40	2	2	4	4	4	4	2	2	4	2	2	4	5	4
41	5	5	2	5	5	5	2	2	3	2	3	4	4	2
42	4	3	5	4	5	5	4	3	5	5	5	3	4	4
43	3	3	3	3	3	3	3	3	3	3	3	3	3	3
44	4	5	4	5	4	5	4	4	4	5	4	4	4	4
45	4	5	4	5	4	5	4	4	4	4	5	4	5	5
46	4	5	4	4	4	4	4	4	4	4	4	4	4	4
47	4	5	4	5	4	4	4	5	4	4	4	4	4	4
48	4	4	4	4	4	4	4	4	4	4	4	4	4	4
49	4	5	4	4	4	4	4	4	4	5	5	5	4	5
50	4	4	4	4	4	4	4	4	4	5	5	5	4	5
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52	3	3	4	4	4	4	5	4	4	4	4	4	5	3
53	4	4	5	4	5	4	4	5	4	5	4	4	5	5
54	4	4	5	4	5	4	4	5	4	5	4	4	5	4

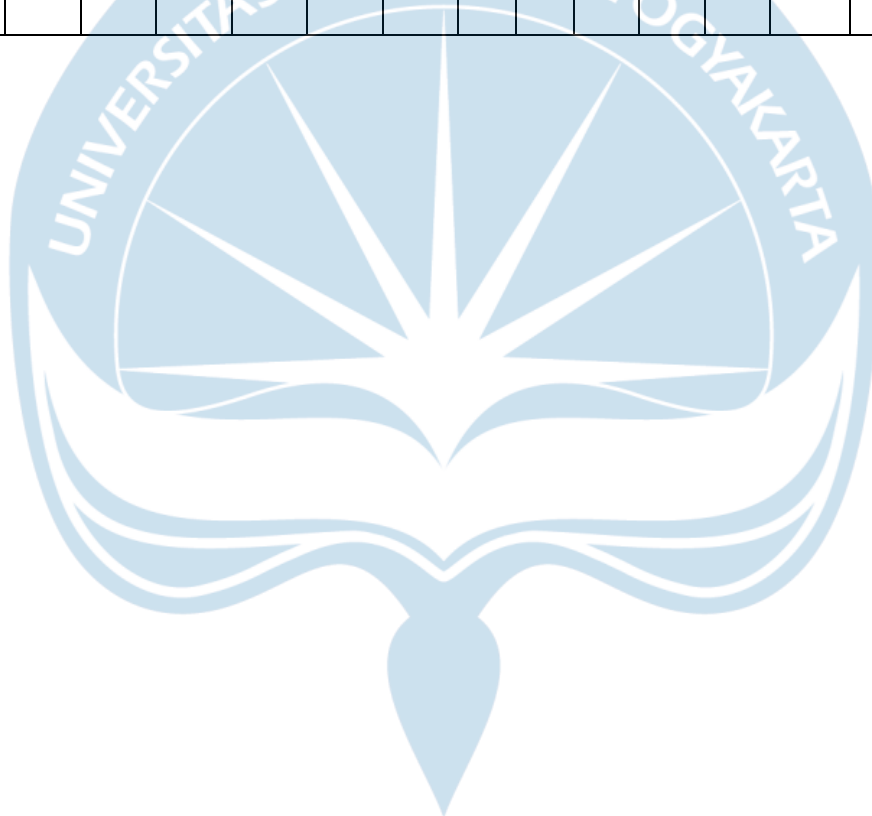
[illegible]

	Skenario2													
N o	UA R12	UA R13	UA R14	DA R15	DA R26	DA R37	IT 18	IT 29	IT 31 0	IT 41 1	IT 51 2	IOS I113	IOS I214	IOS I315
80	2	2	2	2	2	2	2	1	2	2	2	1	2	2
81	4	5	4	4	5	4	4	4	4	5	5	4	4	4
82	1	3	5	5	5	5	5	2	2	3	5	5	5	2
83	2	3	2	3	4	2	4	2	2	3	2	4	3	3
84	4	3	4	4	5	4	4	4	4	4	4	4	4	4
85	4	4	4	4	4	4	4	4	4	4	4	4	4	4
86	2	2	2	1	2	1	2	2	2	2	2	1	2	2
87	4	4	4	4	5	4	4	5	4	4	4	4	4	5
88	3	4	5	4	5	4	5	4	5	5	4	5	4	5
89	4	4	4	4	4	4	4	5	4	4	4	4	4	5
90	3	4	4	3	3	3	4	4	4	4	4	4	4	4
91	4	4	4	4	4	4	4	4	4	4	4	4	4	4
92	4	4	4	4	4	4	4	4	4	4	4	4	4	4
93	4	3	3	4	2	2	4	3	3	5	5	4	5	3
94	4	4	4	4	4	4	5	4	4	4	4	5	4	4
95	4	4	4	4	4	4	4	4	4	4	4	4	4	4
96	5	4	5	5	5	4	4	5	5	4	5	4	5	4
97	4	4	5	4	4	4	4	5	5	4	5	4	5	5
98	4	4	4	4	4	4	4	4	4	4	4	4	5	5
99	4	4	4	3	4	2	2	2	4	4	5	5	4	4
100	4	5	4	4	5	4	4	5	4	5	4	4	5	4
101	2	3	1	2	2	3	2	2	3	2	2	1	2	2
102	4	4	4	5	4	4	4	5	4	5	5	4	5	4

	Skenario2													
N o	UA R12	UA R13	UA R14	DA R15	DA R26	DA R37	IT 18	IT 29	IT 31 0	IT 41 1	IT 51 2	IOS I113	IOS I214	IOS I315
1 0 3	4	5	5	4	5	4	4	5	4	4	5	4	4	5
1 0 4	4	4	5	4	5	4	4	5	4	4	5	4	4	4
1 0 5	4	5	5	4	4	5	4	5	5	5	4	4	4	4
1 0 6	4	5	4	4	5	4	4	4	4	4	4	4	4	5
1 0 7	2	3	3	2	2	2	2	3	2	2	2	2	3	2
1 0 8	2	3	2	3	2	2	2	2	3	3	2	2	2	3
1 0 9	4	4	5	5	5	5	4	5	4	5	5	4	5	5
1 1 0	4	5	4	4	4	4	4	5	4	5	4	4	5	4
1 1 1	4	3	4	3	4	4	4	4	4	4	4	4	4	4
1 1 2	2	3	4	4	4	3	3	4	2	3	4	4	4	4
1 1 3	4	4	5	5	5	4	4	4	5	5	4	4	4	4
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1 1 5	4	4	4	4	5	4	4	4	5	4	4	4	5	4
1 1 6	4	4	4	4	5	4	4	5	5	5	5	4	5	4
1 1 7	4	4	3	3	3	4	4	4	4	2	4	4	4	4
1 1 8	4	3	4	4	4	4	4	5	3	3	5	4	4	5

	Skenario2													
N o	UA R12	UA R13	UA R14	DA R15	DA R26	DA R37	IT 18	IT 29	IT 31 0	IT 41 1	IT 51 2	IOS I113	IOS I214	IOS I315
119	4	4	4	4	4	4	4	4	4	4	4	4	4	4
120	4	4	4	4	4	4	4	4	4	4	4	4	4	4
121	4	5	4	5	4	4	5	4	4	4	4	4	4	4
122	4	4	4	4	4	4	4	4	4	4	4	4	4	4
123	4	4	5	4	4	4	4	4	4	5	4	5	4	4
124	2	2	2	3	2	2	2	2	2	2	2	2	2	2
125	4	4	4	5	5	4	4	5	4	5	4	5	4	4
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127	4	5	4	4	4	5	5	4	5	4	4	5	4	4
128	4	5	5	4	4	5	4	5	4	4	4	5	4	4
129	4	4	5	4	4	4	5	4	4	4	5	5	4	4
130	4	4	3	4	4	4	4	4	4	5	5	4	4	4
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132	4	4	4	4	4	4	4	4	4	4	4	4	4	5
133	4	5	5	5	5	5	4	4	4	4	4	4	5	4
134	4	5	4	4	4	4	4	4	5	5	4	4	5	5

	Skenario2													
N o	UA R12	UA R13	UA R14	DA R15	DA R26	DA R37	IT 18	IT 29	IT 31 0	IT 41 1	IT 51 2	IOS I113	IOS I214	IOS I315
1 5 1	4	4	4	4	4	4	5	4	4	4	4	4	5	5
1 5 2	4	4	4	4	5	4	4	4	5	5	5	4	5	5
1 5 3	2	2	2	1	2	1	2	1	1	2	2	2	1	1
1 5 4	3	3	3	5	5	5	1	3	5	3	3	1	1	1



Lampiran 3. Output SmartPLS

Skenario 1:

Outer Loadings						
DAR1	Downward Anticipated Regret	0.868	Impulsive Online Purchase Intention	Impulsive Traits	Moderating Effect 1	Moderating Effect 2
DAR2		0.906				Upward Anticipated Regret
DAR3		0.863				
Downward Anticipated Regret * Impulsive Traits						1.347
IOS1			0.875			
IOS2			0.868			
IOS3			0.877			
IT1				0.799		
IT2				0.799		
IT3				0.791		
IT4				0.819		
IT5				0.759		
UAR2						0.889
UAR3						0.848
Upward Anticipated Regret * Impulsive Traits					1.368	
UAR1						0.883

R Square		
	R Square	R Square Adjusted
Impulsive Online Purchase Intention	0.726	0.711

Construct Reliability and Validity					
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	
Downward Anticipated Regret	0.855		0.871	0.911	0.773
Impulsive Online Purchase Intention	0.840		0.840	0.904	0.757
Impulsive Traits	0.852		0.861	0.894	0.627
Moderating Effect 1	1.000		1.000	1.000	1.000
Moderating Effect 2	1.000		1.000	1.000	1.000
Upward Anticipated Regret	0.834		0.817	0.900	0.750

Heterotrait-Monotrait Ratio (HTMT)						
Downward Anticipated Regret	Downward Anticipated Regret	Impulsive Online Purchase Intention	Impulsive Traits	Moderating Effect 1	Moderating Effect 2	Upward Anticipated Regret
Impulsive Online Purchase Intention	0.721					
Impulsive Traits	0.683	0.859				
Moderating Effect 1	0.335	0.572	0.302			
Moderating Effect 2	0.589	0.469	0.228	0.546		
Upward Anticipated Regret	0.611	0.869	0.804	0.443	0.339	

8 Inner VIF Values			
0	Downward Anticipated Regret	Impulsive Online Purchase Intention	Impulsive Traits
1	Downward Anticipated Regret		2.158
2	Impulsive Online Purchase Intention		
3	Impulsive Traits		2.215
4	Moderating Effect 1		1.603
5	Moderating Effect 2		1.943
6	Upward Anticipated Regret		2.117
7			

Path Coefficients					
Mean, STDEV, T-Values, P-Values					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
Downward Anticipated Regret -> Impulsive Online Purchase Intention	0.169	0.164	0.105	1.607	0.109
Impulsive Traits -> Impulsive Online Purchase Intention	0.384	0.406	0.124	3.090	0.002
Moderating Effect 1 -> Impulsive Online Purchase Intention	-0.172	-0.147	0.092	1.862	0.063
Moderating Effect 2 -> Impulsive Online Purchase Intention	-0.022	-0.051	0.093	0.241	0.810
Upward Anticipated Regret -> Impulsive Online Purchase Intention	0.274	0.260	0.100	2.752	0.006

Skenario 2:

Outer Loadings						
	Downward Anticipated Regret	Impulsive Online Purchase Intention	Impulsive Traits	Moderating Effect 1	Moderating Effect 2	Upward Anticipated Regret
DAR1	0.875					
DAR2	0.864					
DAR3	0.901					
Downward Anticipated Regret * Impulsive Traits					1.399	
IOI01		0.889				
IOI02		0.894				
IOI03		0.855				
IT1			0.794			
IT2			0.881			
IT3			0.854			
IT4			0.800			
IT5			0.858			
UAR2						0.894
UAR3						0.871
Upward Anticipated Regret * Impulsive Traits				1.453		
UAR1						0.896

R Square		
Impulsive Online Purchase Intention	R Square	R Square Adjusted
	0.768	0.756

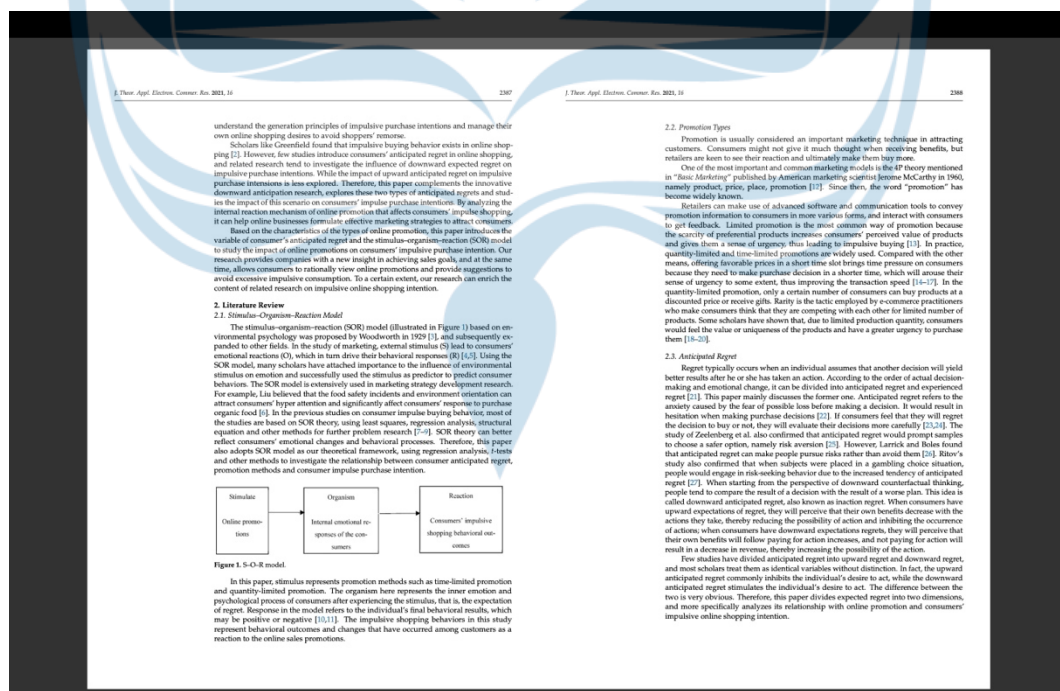
Construct Reliability and Validity				
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Downward Anticipated Regret	0.855		0.859	0.912
Impulsive Online Purchase Intention	0.853		0.854	0.911
Impulsive Traits	0.902		0.910	0.927
Moderating Effect 1	1.000		1.000	1.000
Moderating Effect 2	1.000		1.000	1.000
Upward Anticipated Regret	0.851		0.853	0.909

Heterotrait-Monotrait Ratio (HTMT)						
	Downward Anticipated Regret	Impulsive Online Purchase Intention	Impulsive Traits	Moderating Effect 1	Moderating Effect 2	Upward Anticipated Regret
Downward Anticipated Regret						
Impulsive Online Purchase Intention	0.379					
Impulsive Traits	0.750	0.869				
Moderating Effect 1	0.469	0.566	0.411			
Moderating Effect 2	0.574	0.607	0.309	0.846		
Upward Anticipated Regret	0.647	0.867	0.650	0.586	0.492	

Inner VIF Values		
	Downward Anticipated Regret	Impulsive Online Purchase Intention
Downward Anticipated Regret		4.325
Impulsive Online Purchase Intention		
Impulsive Traits		2.675
Moderating Effect 1		4.974
Moderating Effect 2		4.042
Upward Anticipated Regret		4.097

Path Coefficients					
Mean, STDEV, T-Values, P-Values					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Downward Anticipated Regret -> Impulsive Online Purchase Intention	0.225	0.221	0.109	2.057	0.040
Impulsive Traits -> Impulsive Online Purchase Intention	0.379	0.435	0.129	2.941	0.003
Moderating Effect 1 -> Impulsive Online Purchase Intention	-0.152	-0.047	0.192	0.793	0.428
Moderating Effect 2 -> Impulsive Online Purchase Intention	-0.045	-0.141	0.179	0.251	0.802
Upward Anticipated Regret -> Impulsive Online Purchase Intention	0.171	0.126	0.140	1.222	0.222

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2.4. Impulsive Buying

Impulsive buying is defined as unplanned and sudden purchase behavior, and it is always triggered by the shopping environment. Consumers are motivated by a strong impulse. When this impulse occurs, it is difficult for them to resist buying. This behavior is often accompanied by happiness and passion. However, due to the lack of thoughtful trade-offs, consumers generally feel anxiety and regret after purchase [18–20].

Many scholars have studied from the perspective of consumers and observed that individual factors play an important role in stimulating impulsive purchase, such as low self-control, impulsive personality and the shopping values of vanity and enjoyment [21–23]. Earlier research also discussed the stimulating effects of external factors. In 1951, William Applebaum proposed that impulsive behavior is caused by the stimulus created by the store [14]. Wang Yanxi et al. probed into the internal mechanism of impulsive buying behavior when shopping with others from the perspective of communication [24]. With the development of e-commerce, more researchers have a focus on online impulsive buying behavior. Some of them believed that consumers were surrounded by various sales information and interactions between buyer and seller on social media at any time, resulting in stronger impact of purchase stimulus and impulsive purchase [15, 25]. Online promotion has attracted the attention of many businesses because of its diversified and eye-catching forms of product presentation, and has become a necessary means of marketing. This paper aims to the relationship between online promotion and consumers' impulsive online purchase intention.

3. Models and Hypotheses

Online promotion has attracted the attention of a wide range of merchants due to its diverse and vivid expressions, making online promotion a necessary marketing method for merchants today. In practice, online promotion will not be applied independently but are used in combination with other means like limiting the period of discounts and the number of goods promoted. The increase in restrictive conditions will cause changes in consumers' expectations and affect their judgment of the current state. A large number of studies show that in promotional activities, restrictive conditions will stimulate consumers' sense of urgency and anxiety, make them feel they are competing with others, and also affect consumers' expected emotional response, thus affecting their impulsive online shopping intention [17–19]. Impulsive traits are inherent characteristics of an individual. Generally speaking, this trait is hard to be changed. Unlike individual decision-making behavior, just as human hormones affect body state. The level of impulsive traits is commonly manifested in individual differences or differences between behavior [8–10], which has become the focus of research in the field of consumer behavior.

This paper will use the SCB model as the theoretical basis of the research model, with limited time and limited number of online promotions as independent variables, anticipated regret as an intermediate indicator, and consumers' impulsive online shopping willingness as the outcome variable to determine "online promotion, anticipated regret, impulsive online shopping willingness" research model. In addition, whether the promoted product is a fast-moving consumer product is used as the moderating variable of the anticipated regret of online promotion, and the impulsive trait is used as the moderating variable of the anticipated regret of impulsive online shopping intention to investigate its influence mechanism. The model is shown in Figure 2.

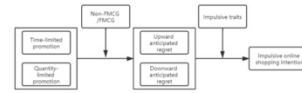


Figure 2. Research model.

When faced with time-limited or quantity-limited online promotion consumers can learn the remaining time for the promotion and the remaining quantity of the promoted goods. The passage of time and the reduction of quantity are signals that bring pressure to consumers, making consumers weigh whether to buy urgently. In time-limited promotions, consumers are faced with the pressure of time, while in quantity-limited promotions, although consumers do not face time constraints, they need to compete with other consumers, so they will face a stronger sense of urgency. Based on the above statement, we propose the following hypotheses:

Hypothesis 1 (H1). Compared with the upward anticipated regret, time-limited promotions have a more significant impact on the downward anticipated regret.

Hypothesis 2 (H2). Compared with the upward anticipated regret, the quantity-limited promotions have a more significant impact on the downward anticipated regret.

Hypothesis 3 (H3). Compared with time-limited promotions, quantity-limited promotions can stimulate downward anticipated regret.

FMCG is characterized by a short consumption cycle, fast consumption speed and frequent use. Non-fast-moving consumer goods refer to the products that have a long consumption cycle and slow consumption speed, and can also be called durable goods. Compared with non-FMCG, FMCG has a higher degree of homogeneity, and consumers' requirements or loyalty to their brand will be relatively weakened. The main feature of selling fast-moving consumer goods through online channels is that they are regularly promoted [15, 26]. It can be seen that online promotion of fast-moving consumer goods can stimulate consumers' regret, thereby reducing consumers' willingness to purchase. However, on the other hand, the profit of FMCG is meager, and the increase in its profit is normally achieved by holding frequent promotional activities. Therefore, consumers may have doubts about whether it will be more beneficial next time and the possibility of impulsive online shopping will decline. Based on the above statement, we propose the following hypotheses:

Hypothesis 4 (H4). Compared with non-FMCG, the online promotion of FMCG has a more significant impact on consumers' anticipated regret.

Hypothesis 4a (H4a). In time-limited promotions, consumers have stronger upward anticipated regret and downward anticipated regret for the online promotion of FMCG.

Hypothesis 4b (H4b). In quantity-limited promotions, consumers have stronger upward and downward anticipated regret for the online promotion of FMCG.

People dislike the feeling of regret after the event due to poor decision-making leading to loss of profits. This also allows consumers to anticipate possible outcomes before making

a purchase decision and choose the decision that minimizes the degree of regret. Yin Chengyue points out in his research that consumer anticipated regret can be classified into upward anticipated regret and downward anticipated regret according to the dimensions of counterfactual thinking. Among them, upward anticipated regret is also referred to as the action effect in the psychology of regret, and downward anticipated regret is also referred to as the inaction effect in the psychology of regret [10]. If consumers think they can buy at a lower price in the future, they will feel that the present is not the best time to buy and reduce impulsive buying. If consumers think there will be no such discount after promotion, they will think this is the best time to buy. Based on the above statement, we propose the following hypotheses:

Hypothesis 5 (H5). The upward anticipated regret will negatively affect consumers' impulsive online shopping willingness.

Hypothesis 6 (H6). The downward anticipated regret will positively affect consumers' impulsive online shopping willingness.

Consumers weigh their purchase decisions to reduce the possibility of regret, so they often show impulsive online shopping intentions in different directions. If they buy it now, they will regret when they encounter a greater discount in the future. If they do not buy it now, there will be no such benefits in the future, and they will also regret it. Both of these possibilities will affect consumers' purchase intention. Based on the above statements, this study hypothesizes:

Hypothesis 7 (H7). In the relationship between online promotion and consumers' impulsive online shopping willingness, consumers' anticipated regret plays an intermediary role.

Individual impulsive traits belong to the internal characteristics of consumers. The level of the traits can measure consumers' impulsivity in purchase decision-making. Impulsivity can lead to excessive buying and even pathological buying [41–43]. Consumers with high impulsivity commonly buy more when faced with online promotional stimuli. Descending counterfactual thinking will generate downward anticipated regret, which will stimulate impulsive online shopping intentions. Consumers with low impulsivity tend to think carefully before making a purchase, reducing their impulsivity before making decisions. Therefore, we hypothesize:

Hypothesis 8 (H8). In the influence of consumers' anticipated regret on impulsive online shopping willingness, impulsive traits have a significant moderating effect.

4. Materials and Methods

This paper studies the impact of online promotions on consumers' impulsive purchase intention and the influence of anticipated regret from the two perspectives of time-limited promotion and quantity-limited promotion, and commodity attributes and consumer impulsive characteristics are set as the moderating variables. In order to ensure the reliability of the results, some successful experiences in earlier research are used for reference when selecting the measurement indicators of the relevant variables. In addition, the indicators are tested and adjusted according to the actual situation in advance.

The questionnaire is divided into four parts according to the type of promotion and whether the promoted product is a fast-moving consumer product: fast-moving, limited time, fast-moving-limited quantity, non-fast-moving-limited time, and non-fast-moving-limited quantity. In addition, some specific promotion scenes are described in the questionnaire, which aims to bring respondents into a more realistic online purchase situation and improve the authenticity of answers. Several possible scenarios are as follows: Scenario descriptions of the fast-moving limited time promotion: You plan to buy one fashionable dress on the e-commerce platform. In the process of browsing the products,

you see a snack bag. The brand of the snack bag is your favorite. The taste, packaging, weight and customer reviews all meet your requirements. You like this snack bag very much, and you have enough money to buy it at the original price. Further, this product will be promoted for three days at a 20% discount from today.

Scenario descriptions of the non-fast-moving limited time promotion: You plan to buy one fashionable dress on the e-commerce platform. In the process of browsing the products, you see a pair of sneakers. The brand of the sneakers is your favorite. In design style, comfort, functionality and customer reviews all meet your requirements. You like it very much, and you have enough money to buy it at the original price. Further, this product will be promoted for three days at a 20% discount from today.

In the limited quantity promotion scenes, the specific promotion is replaced with "You can buy it at a 20% discount if you are one of the first 100 customers".

Table 1 shows the measurement items of the four variables: upward anticipated regret, downward anticipated regret, personal impulsive traits, and impulsive online purchase willingness.

Table 1. Research variable measurement items.

Research Variables	Measurement Indicators	Measurement Items	Reference Scale
Upward anticipated regret	SR01	Buy it now. If the discount on this product is larger in the future, I will regret it.	Hets (2000) [41]
	SR02	Buy it now. If I find that it will be cheaper in other stores in the future, I will regret it.	
	SR03	Buy it now. Considering that buying will cost more than not buying, I will regret it.	
Downward anticipated regret	SD01	After the product is sold out, it may become out of production. I will regret it if I do not buy it now.	Hets (2000) [41]
	SD02	In the future, I will find that the product will be restored to its original price. If I do not buy it now, I will regret it.	
	SD03	I will find that this product is more costly in other stores in the future. I will regret it if I do not buy it now.	
Personal impulsive traits	TZ1	I do not need to think about it too carefully.	Rock and Fisher (1995) [43]
	TZ2	I regularly act on a whim.	
	TZ3	I can make a decision soon.	
	TZ4	I get bored easily when solving problems that require thinking.	
Impulsive online purchase intention	TZ5	My self-control ability is weak.	Rock and Fisher (1995) [43]
	Y11	When shopping online, I have a strong desire to buy products that I do not plan but like.	
	Y12	When shopping online, I often find that there are things I want to buy outside of my shopping plan.	Jones, Wu and Baatty (2003) [44]
	Y13	Seeing this promotional item, I will involuntarily want to buy it even though it is not in my shopping plan.	

After pre-investigation and questionnaire revision, the final questionnaire was released and collected on Wenjuanxing, China's largest questionnaire platform which is open to all the Chinese netizens. After explaining the purpose of the survey and expressing gratitude, participants were asked to answer in the corresponding shopping scene. A total of 430 questionnaires were collected, excluding invalid questionnaires with short answering time and incomplete questionnaires, and 415 were valid, with a recovery efficiency of 96.5%. Among the valid questionnaires, 99 copies were collected for FMCG-limited time scenes, 114 copies were collected for FMCG-limited quantity scenes, 101 copies were collected for non-FMCG-limited time scenes, and 101 copies were collected for non-FMCG-limited quantity scenes.

quantity scores. All valid questionnaire data were collected and analyzed by SPSS24.0, a sociology statistical software for data analysis, to verify the proposed hypothesis and to reach the research conclusion.

As shown in Table A3 in the Appendix A, the ratio of male respondents to female respondents was nearly close to 1:1; in terms of the age, 92.5% of the respondents are between 18 and 30 years old, which is essentially in line with online shoppers. From the perspective of educational background, 85.1% of the respondents are mainly at the level of undergraduate and below. As for the average monthly consumption of online purchase, most of the respondents' monthly expenditure on online purchase is within CNY 1500, accounting for 89.6%. A total of 46% of the respondents spend an average of 500 to 1000 CNY on online shopping per month. It can be seen from the descriptive statistical characteristics that the surveyed samples have rich online shopping experience and meet the needs of this research. Then we analyze the reliability and validity of the data.

In order to test Hypotheses H1 (compared with upward anticipated regret, time-limited promotion has a more significant impact on downward anticipated regret) and H2 (compared with upward anticipated regret, limited quantity promotion has a more significant impact on downward anticipated regret) and H3 (compared with time-limited promotions, quantity-limited promotions can stimulate downward expectation of regret), the paired-sample *t*-test is used for verification.

In order to test Hypothesis H4 (compared with non-FMCC, online promotion of FMCC has a more significant impact on consumers' anticipated regret), this paper adopts the independent sample *t*-test after dividing the data into two types: time-limited promotion and quantity-limited promotion.

This paper uses the regression analysis to test H5 (upward anticipated regret will negatively affect consumers' impulsive online purchase intention), H6 (downward anticipated regret will positively affect consumers' impulsive online purchase intention), H7 (in the relationship between online promotion and consumers' impulsive online purchase willingness, consumers anticipated regret plays an intermediary role) and H8 (in the influence of consumers' anticipated regret on impulsive online purchase willingness, impulsive characteristics have a significant moderating effect).

In this paper, the online promotion, anticipated regret and consumers' impulsive online purchase willingness are set as the independent variable, the intermediary variable and the dependent variable, respectively. The stepwise method is applied to test the intermediary effect of consumers' anticipated regret. As shown in Equations (1)–(3), *Y* is the outcome variable, *X* is the independent variable, and *M* is the intermediary variable. In the regression method, the corresponding coefficients *a*, *b*, *c* and *c'* should be subject to significance tests.

$$Y = cX + e_1 \quad (1)$$

$$M = aX + e_2 \quad (2)$$

$$Y = c'X + bM + e_3 \quad (3)$$

5. Results

5.1. Reliability Analysis

The reliability and test results of this research are shown in Table 2. The α coefficient of each variable is greater than 0.7, and the α coefficient of all variables is also greater than 0.7, indicating that the inherent reliability of the questionnaire is at an acceptable level.

Table 2. Reliability analysis results.

Variable	Number of Items	Cronbach Alpha Coefficient
Upward anticipated regret	3	0.706
Downward anticipated regret	3	0.772
Impulsive traits	5	0.865
Impulsive online shopping intention	3	0.718
All variables	14	0.852

5.2. Validity Analysis

The results in Table 3 show that the KMO value is 0.851, $p < 0.001$, indicating that the data are highly suitable for factor analysis.

Table 3. KMO value and Bartlett's sphericity test.

KMO Value and Bartlett's Sphericity Test	
KMO sampling appropriateness number	0.851
Approximate Chi-square	2825.991
Bartlett sphericity test	Degree of freedom Significance
	91 0.000

Four factors are extracted by principal component analysis. As shown in Table 4, the cumulative variance contribution rate of these four factors is 66.207%, which is greater than 60%, indicating that the extracted factors can explain most of the samples' information. The results of exploratory factor analysis are shown in Table 5. Each index can be well attributable to the corresponding variable, and the load value of each index on the attributable factor is greater than 0.5, indicating that there is a good difference between all variables' validity.

Table 4. Variance interpretation results.

Factor Component	Eigenvalues	Variance Explained Rate	Cumulative Variance Contribution Rate
1	3.425	25.891%	25.891%
2	2.240	16.821%	42.712%
3	1.800	12.853%	55.565%
4	1.614	11.526%	66.207%

Table 5. Results of exploratory factor analysis.

Rotated Component Matrix				
	Component			
	1	2	3	4
SHH1			0.799	
SHH2			0.822	
SHH3			0.822	
XHH1		0.760		
XHH2		0.794		
XHH3		0.767		
YZ1	0.821			
YZ2	0.761			
YZ3	0.779			

Table 8. Cont.

	Rotated Component Matrix			
	1	2	3	4
YZ4	0.780			
YZ5	0.767			
YZ6			0.632	
YZ7			0.737	
YZ8			0.563	

Extraction method: principal component analysis method. Rotation method: Kaiser-Meyer-Olkin maximum variance method. The results have converged after six iterations.

5.3. Hypothesis Test

In the test of H1 and H2, it can be seen from the analysis results in Table 6 that in the time-limited promotions, the average up- and anticipated satisfaction is 3.3967, which is smaller than the average down- and anticipated regret (3.8202), and the significance level $p = 0.000$ (< 0.05), indicating that the time-limited promotions have an effect on consumers' anticipated regret. The impact on downward anticipated regret is more significant than that on upward expectation regret. Hypothesis H1 is proved.

Table 6. The impact of time-limited promotions on anticipated regret.

Variable	Average	Standard Deviation	Correlation	t	Degree of Freedom	Significance (Two-Tailed)
upward anticipated regret	3.3967	0.4320				
downward anticipated regret	3.8202	0.4304	0.504 ($p = 0.000$)	-14.491	199	0.000

It can be seen from the analysis results in Table 7 that in the quantity-limited promotions, the average upward anticipated regret is 3.7798, which is less than the average downward anticipated regret (4.2450), and the significance level is $p = 0.000$ (< 0.05), indicating that quantity-limited promotions have an impact on consumers. The impact on downward anticipated regret is more significant than that on upward anticipated regret. Hypothesis H2 is proved.

Table 7. The impact of quantity-limited promotions on anticipated regret.

Variable	Average	Standard Deviation	Correlation	t	Degree of Freedom	Significance (Two-Tailed)
upward anticipated regret	3.7798	0.5633				
downward anticipated regret	4.2450	0.5636	0.396 ($p = 0.000$)	-11.052	214	0.000

Test results of H3 (compared with time-limited promotions, quantity-limited promotions can stimulate downward expectation of regret) are shown in Table 8. The mean value of the time-limited promotions group is 3.8202, and the mean value of the time-limited promotions group is 4.2450, $t = -8.685$, $p = 0.000$ (< 0.05), which means that compared with time-limited promotions, quantity-limited promotions have a more significant impact on downward anticipated regret. Thus, H3 is proven. The greatest difference between quantity-limited promotions and time-limited promotions is that in quantity-limited promotions, consumers need to compete with others for the limited number of marketing items, and consumers will perceive stronger uncertainty.

Table 8. The impact of time-limited and time-limited promotions on downward anticipated regret.

Group	Number of Samples	Standard Deviation	Correlation	t	Degree of Freedom	Significance (Two-Tailed)
time-limited promotions	209	3.4200	0.4304			
quantity-limited promotions	215	4.2450	0.5636	-6.685	588.577	0.000

The test results of H1 and H2 prove that the two different promotion methods have a more significant impact on downward anticipated regret, which is consistent with the conclusion of previous studies, that is, upward anticipated regret inhibits the individual's desire to act, while downward anticipated regret is more likely to stimulate purchasing behaviors. The test results of H3 also confirmed the previous research on limited time and limited quantity promotions. The quantity restriction will send a stronger signal of scarcity to consumers, keep consumers in a competitive state, and stimulate consumers' desire to buy.

In the test of H4, the test results of H4a are shown in Tables 9 and 10, in the analysis of upward anticipated regret in the time-limited promotions scenario, the mean value of the non-FMCC group is 3.3881, and the mean value of the FMCC group is 3.6494, $t = -7.876$, $p = 0.000$ (< 0.05), indicating that in the time-limited promotions scenario, consumers will have a greater upward anticipated regret for FMCC than for non-FMCC. In the analysis of the downward anticipated regret in the time-limited promotions scenario, the mean value of the non-FMCC group is 3.6205, and the mean value of the FMCC group is 4.0236, $t = -7.483$, $p = 0.000$ (< 0.05), indicating that in the time-limited promotions scenario, consumers will have stronger downward anticipated regrets for FMCC than for non-FMCC. Therefore, H4a is supported.

Table 9. The impact of different promotional product types in time-limited promotions on upward anticipated regret.

Group	Number of Samples	Standard Deviation	Correlation	t	Degree of Freedom	Significance (Two-Tailed)
Non-FMCC	101	3.1881	0.3302			
FMCC	99	3.6494	0.4827	-7.876	198	0.000

Table 10. The impact of different promotional product types in time-limited promotions on downward anticipated regret.

Group	Number of Samples	Standard Deviation	Correlation	t	Degree of Freedom	Significance (Two-Tailed)
Non-FMCC	101	3.6205	0.3363			
FMCC	99	4.0236	0.4379	-7.483	198	0.000

The test results of H4b are shown in Tables 11 and 12. In the analysis of the upward anticipated regret in the limited promotion scenario, the mean value of the non-FMCC group is 3.5825, and the mean value of the FMCC group is 3.9803, $t = -5.143$, $p = 0.000$ (< 0.05), indicating that in the restricted promotion scenario, consumers will have higher upward anticipated regrets for FMCC than for non-FMCC. In the analysis of the downward anticipated regret in the limited promotion scenario, the mean value of the non-FMCC group is 4.0099, and the mean value of the FMCC group is 4.4502, $t = -4.396$, $p = 0.000$ (< 0.05), indicating that in the quantity-limited promotions scenario, consumers will have a stronger downward anticipated regret for FMCC than for non-FMCC. Therefore, H4b is also proved. This research conclusion is consistent with previous studies, and it also shows that FMCC is more suitable for promotion. FMCC account for a larger proportion of sales, which is more likely to stimulate anticipated regret.

Table 11. The impact of different promotional product types in quantity-limited promotions on upward anticipated regret.

Group	Number of Samples	Standard Deviation	Correlation	t	Degree of Freedom	Significance (Two-Tailed)
Non-FMCG	101	3.3875	0.27163	-5.143	184.857	0.000
FMCG	114	3.9503	0.44346			

Table 12. The impact of different promotional product types in quantity-limited promotions on downward anticipated regret.

Group	Number of Samples	Standard Deviation	Correlation	t	Degree of Freedom	Significance (Two-Tailed)
Non-FMCG	101	4.0099	0.62020			
FMCG	114	4.8752	0.59022	-6.396	203.679	0.000

In the test of H5 and H6, the adjusted R^2 is 0.072, indicating that the model can explain 7.2% of the residual; F value is 17.156, $p = 0.000$ (< 0.05), indicating that anticipated regret has an impact on impulsive online shopping intention. There is a significant linear relationship between anticipated regret and impulsive online buying intention, and the regression equation can be further established.

According to the analysis results in Table 13, the coefficient of the influence of the upward anticipated regret on impulsive online shopping intention is -0.137 (< 0), $p = 0.009$ (< 0.05), indicating that upward anticipated regret has a significant negative impact on consumers' impulsive online shopping intention. H5 is proved. The coefficient of the influence of downward anticipated regret on impulsive online shopping intention is 0.341 (> 0), $p = 0.000$ (< 0.05), indicating that downward anticipated regret positively affects consumers' impulsive online shopping intention. H6 is proved. The test results of H5 and H6 also confirmed the definitions of upward expectation regret and downward anticipated regret in previous studies. Only downward expectation regret can positively affect consumers' impulsive purchase intentions.

Table 13. Regression coefficient a .

Model	Unstandardized Coefficient	Standardized Coefficient	t	Significance
(Constant)	2.121		12.855	0.000
1 Upward anticipated regret	-0.137	0.059	-0.147	0.009
Downward anticipated regret	0.341	0.098	0.325	0.000

a = Dependent variable: impulsive online shopping willingness.

In model checking, we first test the significance of the coefficient C . The results show that the regression equation can be established ($F = 5.086$, $p = 0.024 < 0.05$). The influence coefficient of promotion type on impulsive online shopping intention is 0.126 ($p = 0.024 < 0.05$), indicating that the coefficient is significant.

The second step is to test the significance of the coefficient a . With $F = 92.124$ ($p = 0.000 < 0.05$), the regression equation can be established, and the influence coefficient of the promotion type on the anticipated regret is 0.404 ($p = 0.000 < 0.05$), indicating that the coefficient is significant.

Finally, the significance of the coefficients b and c are tested, and the results are shown in Tables 14–16. With $F = 5.672$ ($p = 0.004 < 0.05$), a regression equation can be established; the coefficient of influence of anticipated regret on impulsive online shopping intention is 0.162 ($p = 0.013 < 0.05$), indicating that the coefficient b is significant; the influence coefficient of promotion type on impulsive online shopping intention is 0.041 ($p = 0.522 > 0.05$), indicating that the coefficient c is not significant. The coefficients a , b , and c are all

significant while coefficient c is not significant meaning that the anticipated regret plays a fully mediating role. Therefore, H7 is proved. We once again validate the mediating role of anticipated regret.

Table 14. Model Summary b .

Model	R	R ²	Adjusted R ²	Standard Estimation Error
1	0.164 ^a	0.027	0.022	0.56075

^a Predictive variables: (constant), anticipated regret, promotion type; ^b dependent variable: impulsive online shopping willingness.

Table 15. Variance Analysis b .

Model	Sum of Square	Degree of Freedom	Mean Square	F	Significance	
1	Return	3.631	2	1.816	5.672	0.004 ^b
	Residual	131.872	412	0.320		
	Total	135.503	414			

^a Due to variables: impulsive online shopping will; ^b predictive variables: (constant), anticipated regret, promotion type.

Table 16. Regression Coefficients b .

Model	Unstandardized Coefficient	Standardized Coefficient	t	Significance
(Constant)	2.946	0.226	13.017	0.000
1 Promotion type	0.061	0.081	0.055	0.953
Anticipated regret	0.162	0.065	0.134	0.013

^a Dependent variable: impulsive online shopping willingness.

In the test of H8, the analysis results are shown in Table 17, with $F = 59.210$ ($p = 0.000 < 0.05$), and the p values of each interaction item of anticipated regret and impulsive traits are all less than 0.05, indicating that the relationship between anticipated regret and impulsive traits is significant. In the influence of consumers' anticipated regret on impulsive online shopping intentions, impulsive traits have a significant moderating effect. Hypothesis H8 is proved. The establishment of this assumption also verifies the adjustment of impulsive traits in the past. That is, consumers with high impulsivity are less likely to have downward expectation regret. The final results are summarized in Table 18.

Table 17. Expected interaction of regrets and impulsive traits.

Model	Unstandardized Coefficient	Standardized Coefficient	t	Significance
(Constant)	2.946	0.226	13.017	0.000
upward anticipated regret	-0.212	0.180	-0.220	0.008
downward anticipated regret	0.115	0.179	0.107	0.239
impulsive traits	-1.083	0.144	-1.240	0.041
upward anticipated regret-impulsive traits	0.401	0.118	2.145	0.039
downward anticipated regret-impulsive traits	0.369	0.096	2.192	0.039
upward anticipated regret-downward anticipated regret-impulsive traits	-0.091	0.022	-2.581	0.000

$R^2 = 0.642$ (adjusted $R^2 = 0.640$). (R^2 represents a measure of linear regression).

Table 18. Summary of hypothesis test results.

Hypothesis	Result
H1: Compared with the upward anticipated regret, time-limited promotions have a more significant impact on the downward anticipated regret.	Support
H2: Compared with the upward anticipated regret, the quantity-limited promotions have a more significant impact on the downward anticipated regret.	Support
H3: Compared with time-limited promotions, quantity-limited promotions can stimulate downward anticipated regret.	Support
H4: Compared with non-FMCG, the online promotion of FMCG has a more significant impact on consumers' anticipated regret.	Support
H4a: In time-limited promotions, consumers have stronger upward anticipated regret and downward anticipated regret for the online promotion of FMCG.	Support
H4b: In limited-quality promotions, consumers have stronger upward and downward anticipated regrets for online promotion of FMCG.	Support
H5: The upward anticipated regret will negatively affect consumers' impulsive online shopping willingness.	Support
H6: The downward anticipated regret will positively affect consumers' impulsive online shopping intentions.	Support
H7: In the relationship between online promotion and consumers' impulsive online shopping willingness, consumers' anticipated regret plays an intermediary role.	Support
H8: In the influence of consumers' anticipated regret on impulsive online shopping willingness, impulsive traits have a significant moderating effect.	Support

6. Discussion

This paper discusses the relationship between consumer anticipated regret, promotion methods and consumer impulsive purchase intention. The improved SEM model and hypotheses are put forward and regression analysis, t-test and other methods are employed to analyze the collected data. The following conclusions are drawn:

- (1) The impact of online promotion types on consumers' anticipated regret. Online promotional activities with restrictive conditions will bring psychological pressure to consumers, prompting consumers to have different emotional responses, which express different willingness and behavior. The different restrictive conditions in online promotional activities will also affect consumers' psychological expectations. Through the independent sample t -test, we compare the impact of time-limited promotions and quantity-limited promotions on consumers' anticipated regret, and find that both types of promotion will have a stronger impact on consumers' downward anticipated regret than upward anticipated regret. We believe that such restrictions shorten consumers' judgment and decision-making time for promotional activities, imposing them a sense of psychological oppression, increasing their perceived risk of opportunity loss, and enhancing their downward expected regret. Compared with quantity-limited promotions, time-limited promotions stipulate the effectiveness of activities in terms of time. Consumers can enjoy discounts when buying within the specified time. Although there is no time limit for quantity-limited promotions, quantitative restrictions can induce competition among consumers thus imposing a more significant impact on downward anticipated regret.
- (2) The impact of consumers' anticipated regret on impulsive online shopping willingness. Before making a purchasing decision, consumers commonly anticipate the outcome of the decision, and use counterfactual thinking to estimate their sensitivity to the anticipated regret in the two directions, and finally choose the decision that minimizes their regret. The upward anticipated regret known as regret for action is caused by upward thinking while downward anticipated regret, known as regret for inaction, is caused by downward counterfactual thinking. Through regression analysis, it is found that upward anticipated regret will inhibit impulsive online

shopping intentions, and downward anticipated regret will promote impulsive online shopping intentions. We consider that upward anticipated regret indicates that consumers will think they can buy the products at a more favorable price, which reduces their impulsive online shopping willingness; while downward anticipated regret means that consumers consider the current price as the most favorable and thus strengthening their impulsive online shopping willingness.

- (3) The mediating role of consumers' anticipated regret. Through regression analysis, this paper examines the direct impact of online promotion on impulsive online shopping intentions, and examines its indirect impact under the effect of anticipated regret. It is found that online promotion needs to affect consumers' anticipated regret before imposing an impact on impulsive online shopping intentions. We suggest that any online promotional information is just a bunch of descriptive words before the individual's cognitive processing. Only after cognitive processing can consumers have emotions and reactions to the promotional information and further change their behavior.
- (4) The moderating effect of the types of promoting commodities. After grouping the questionnaire data into independent sample t -test analysis, the results show that in both types of limited promotions, online promotion where the promoted product is a fast-moving consumer product can have a stronger impact on consumers' anticipated regret. As the most frequently consumed commodity in life, the price of FMCG is relatively low. Retailers usually make profits by making small profits and selling more. Generally when encountering promotional activities, consumers will be more inclined to take advantage of the opportunity which generates stronger downward anticipated regret while if promotional activities are held frequently consumers will consider whether there will be greater discounts in the future, which will generate stronger upward anticipated regret.

- (5) The moderating effect of impulsive traits. Impulsive traits are inherent characteristics of an individual, manifested as the degree of action taken without careful consideration when receiving stimuli. When facing the gain and loss of interests, impulsive characteristics often affect consumers' behavior tendency. By analyzing the interaction between consumer anticipated regret and impulsive traits, it is found that impulsive traits have a significant moderating effect on the influence of consumer anticipated regret on impulsive online shopping intentions. When consumers encounter promotional activities, they will generate expected emotions based on their actual situation. This research mainly refers to the predicted regrets triggered by the increase of restrictive conditions. When consumers perceive the predicted emotions, the inherent impulsive traits will affect their willingness to take an action on this basis. The higher the impulsive characteristics of consumers, the more likely they are to reduce impulse when they perceive risk or loss of benefits.

7. Conclusions

According to the above analysis, several suggestions for online merchants and consumers are put forward as follows:

- (1) It is important for merchants to reasonably make use of the time-limited promotion and quantity-limited promotion. The results of this paper have shown that the two types of promotion have different effects on consumers' anticipated regret and both of them can affect consumers' impulsive online purchase willingness to a certain degree. The restriction is to bring psychological pressure and a sense of urgency to consumers and increase their impulsive willingness to purchase online. In addition, merchants are also suggested and should pay more attention to the promotion period and quantity. Some studies have shown that if the duration is too long in time-limited promotional activities, consumers' impulsive purchase intention will be significantly reduced, and impulsive purchase behavior will also be controlled. The same situation will happen when the quantity of promotion is too large. At the same time, it is highly

- necessary for all online merchants to measure whether the benefits of promotion activities they would like to adopt can satisfy consumers' psychological expectations and stimulate consumers' purchase willingness.
- (2) Merchants should adjust their promotion strategies according to the types of promoted products to cater to consumers' different perceptions of different types of products. The life cycle of new FMCG is longer than that of PMCG, so consumers usually need to spend more time choosing appropriate products from a large number of products in the same category, and promotional activities have a greater impact on the choice. For fast-moving consumer goods with high consumption frequency, consumers regularly buy them online. Consumers are likely to be familiar with certain brands, so they are usually able to make decisions quickly. However, the promotion activity also affects consumers' purchase willingness. Merchants need to adjust their promotion strategies based on the types of products. For example, when selling PMCG, they can appropriately increase the promotion frequency or limit the number of goods promoted to enhance consumers' downward anticipated regret, and encourage consumers to make purchase decisions quickly. As for non-FMCG, the promotion frequency should be appropriately reduced to avoid reducing consumers' perceived value.
 - (3) Merchants should improve promotion strategies based on the expected emotions of consumers with different impulsive characteristics. According to our results, the promotion information is considered as the main influencing factor of the expected emotion of consumers, and consumers' impulsive characteristics also affect the expected emotion. The intention of impulsive online purchase is significantly affected by both. Therefore, when developing promotion strategies, merchants should carefully consider and the expected emotions of consumers with different impulsive characteristics. As analyzed in this paper, consumers' upward anticipated regret will reduce the likelihood of purchase, and downward anticipated regret will increase the likelihood of purchase. Therefore, merchants need to manage to increase consumer's downward anticipated regret and reduce the other. For instance, slogans like "the lowest price for the whole year" and "do not miss it" could be adopted.
 - (4) Consumers should control their impulsive purchase willingness and avoid excessive impulsive purchases. In the era of convenient e-commerce, the consumption process can be completed by moving fingers and clicking the mouse. Sometimes consumers' purchases online are driven by "impulse without thinking about actual needs. Therefore, before making a purchase decision, consumers should thoroughly consider own demand, applicability for the promotional products. "Shop around" is suggested, and it is known to almost all consumers, but few can apply the theory into practice. In fact, when they are around, the impulsive willingness to buy something will decrease, and the purchasing decisions made after comparing are more rational and more suitable for consumers' own needs. In addition, recalling some previous unsatisfactory experience due to impulsive way help consumers make a better decision when they have an impulsive willingness to purchase something.

This paper classifies anticipated regret into upward anticipated regret and downward anticipated regret. According to the analysis, the upward anticipated regret negatively affects consumers' impulsive purchase intentions, while downward anticipated regret has a positive influence. In addition, this paper studies the influence of different promotional methods on upward and downward anticipated regret, elaborates the intermediary effect of consumer anticipated regret between online promotion and consumer impulsive online purchase intention, and affirms the advantages of limited promotional methods for FMCG. We put forward several suggestions for both online merchants and consumers, which will help them make better decisions for selling or purchasing online.

There are also some shortcomings in this research need to be improved in the future. First of all, this research collected a total of 415 valid questionnaire data. The sample size is large enough statistically but not ideally. In future research, it is necessary to expand

the sample size to improve the accuracy and applicability of our results. Secondly, the analysis of the statistical characteristics of the sample shows that the age of the respondents is concentrated between 18–25 years old. Therefore, in future research, the number of samples in each age group should be expanded according to the age structure of the online shopping group to enhance the rationality. Furthermore, in this paper, the three-day time-limited promotion and the one-handed price quantity-limited promotion are set as the promotion activities. In reality, consumers cope with various promotions, and they have different expected emotions, which leads to different impulsive online purchase willingness. In future research, more types of promotion activities should be analyzed. In addition, this paper only selects snacks as the representative of FMCG and sneakers as the representative of non-FMCG. More representative products should be selected as the research object in future research. Finally, this study only studies the impact of online promotion on impulsive online purchase intention from two aspects: time-limited promotion and quantity-limited promotion. In the future, it is very important to consider the impact of more different promotion methods on consumers' impulsive online purchase intention.

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Appendix A

Table A1. Sample statistical characteristics.

Statistical Features		Number of People	Percentage
Gender	Male	210	50.6%
	Female	205	49.4%
Generation	Under 18	22	5.6%
	18–25 years old	228	54.9%
	26–30 years old	103	24.8%
	31–40 years old	53	12.8%
	41–50 years old	9	2.2%
Education	College degree and below	96	23.7%
	Undergraduate	263	63.4%
	Master degree and above	62	14.9%

Table A1. Cont.

Statistical Features	Number of People	Percentage	
Average monthly consumption of online shopping	Below 500	128	30.8%
	500-1000	191	46.0%
	1000-1500	55	12.8%
	1500-2000	23	5.5%
	2000-2500	7	1.7%
	Above 2500	7	1.7%
Full-time student	3000-5000	4	1.0%
	Above 5000	1	0.2%
Production staff	30	7.2%	
	Manager	30	7.2%
Marketing/public relations staff	30	7.2%	
	Customer service	30	7.2%
Human resources	Administrative/finance staff	15	3.6%
	Finance/marketing	15	3.6%
Profession	Creative/design	17	4.1%
	Technical/R&D personnel	15	3.6%
Manager	Manager	6	1.4%
	Consultant/consulting	10	2.4%
Professionals (such as accountants, lawyers, architects, medical staff, journalists, etc.)	Professionals (such as accountants, lawyers, architects, medical staff, journalists, etc.)	11	2.7%
	Other	5	1.2%

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