

CHAPTER II

LITERATURE REVIEW

2.1. Literature Review

2.1.1. Stimulus-Organism-Response (S-O-R) Model

The Stimulus-Organism-Response (S-O-R) model was developed by Mehrabian and Russell in 1974 to be used as a foundational framework in environmental psychology and has been widely applied in both consumer and organizational behaviour studies (Hochreiter et al., 2022; Russel & Mehrabian, 1974). In the context of gamification, the S-O-R model is used to examine how external cues shape a user's internal state and resulting behaviour. As the name suggests, there are three elements to the model, the Stimulus, the Organism, and the Response. The Stimulus mostly refers to the external factors or environmental cues that users encounter, the Organism represents the internal processes that occur within an individual, or more simply the emotional reaction towards that factor, and the Response is the physical and behavioural outcome that results from the organism's internal reaction. It is a theory that assumes that the effect of something is the reaction to a certain situation.

In the context of the real world and gamification, many individuals use this method to identify the cause of the users' reactions to things and measured it back to the source. An institute found out the effect of gamification changed the way the students react and behave, referencing it to the S-O-R Model, achieving various assignments in a more quick and efficient way (Izzuddin Abd Kadir et al., 2024). The variables that represent the Stimulus are the variables Reward giving, and Level upgrading. For the variables that represent the Organism are the variables Perceived Enjoyment, as for the Response variable it is the Online purchase intention. The only thing outside of this model is the added moderating variable: Impulsive Buying Tendency. To simplify, the variables in this research represents the S-O-R model:

- a. Stimulus: Reward Giving, Level Upgrading
- b. Organism: Perceived Enjoyment

- c. Response: Online Purchase Intention
- d. Moderator: Impulsive Buying Tendency

2.1.2. Gamification

The term “Gamification” actually originated in the digital media industry, coined by Nick Pelling—a British individual widely regarded as a pioneer of this concept in 2002. At that time, Pelling was involved in developing game-like interfaces for technologies such as ATMs and vending machines, applying elements of game design to enhance user interaction in non-gaming systems (Hasan et al., 2021).

The concept of gamification has spread through diverse fields such as education, information studies, human-computer interaction, and health. Academics especially have a history of using gamification as a way to teach knowledge and skills amongst students. In the context of e-learning, which Indonesia as quickly adopted over the course of the COVID-19 pandemic (Lim et al., 2023). Based on an article by Ananda et al. (2024), it is shown that gamification in education is an innovative and engaging approach to enhance learning. By incorporating game elements and appropriate strategies, gamification can make learning more interactive, enjoyable, and effective. It enhanced cognitive abilities and learner achievement levels, with individuals generally responding positively to its implementation, making it an effective approach for improving performance outcomes, including customer engagement in this thesis context (Nosek & Errington, 2020).

It is said that gender has something to do with the results of it as well. According to Goh et al. (2019), male users tend to prioritize the functional aspects and usability of technology, whereas female users place greater emphasis on ease of use and the enjoyment derived from subjective systems and social norms. So, the way the game is programmed in the gamified app holds an impact on its target audience.

2.1.3. Economic related Gamification (Reward Giving)

Reward giving can easily be categorized as the “Goal-directed behaviour theory” which defines goals as internal representations of desired states, where states are broadly construed as outcomes (Febriandika et al., 2024). With this, it can be interpreted that the term “Reward Giving” is the drive companies focus on to motivate consumers to engage with their brand. When it comes to the marketplace, many companies use rewards such as shopping vouchers, discounts, cashbacks, coins, points, and others. Monetary rewards are known to have a stronger impact and influence on customer loyalty with low long-term orientation (Mustikasari, 2022). Rewards are something that the marketplace organizers give to its customers. Rewards consist of various kinds, such as shopping vouchers, discounts, cashbacks, coins, points, and others. Monetary rewards have a stronger influence on customer loyalty.

These types of rewards can also be called “Monetary rewards”, since it has the same factors such as monetary benefits. This is usually associated with job dissatisfaction and a sort of last resort for employees to be more motivated to do work (Mlilo et al., 2022). For the context of marketing, Medina-labrador et al. (2023) found that monetary referral rewards tend to be more effective than non-monetary incentives within loyalty programs across a variety of industries. It is valued due to their utilitarian benefits. In the context of gamification, this type of monetary rewards is often utilized in gamified systems such as websites and apps to increase interaction with the platform, and enhances users’ willingness to perform desired actions (Putri et al., 2022).

2.1.4. Achievement-based Gamification (Level Upgrading)

Level-upgrading is one of the elements of gamification by Lee et al. (2023), which also includes points, badges, leaderboard, challenges, and likes and shares. It is the sort of elements that makes the task more interesting and exciting. In the learning department, motivation is a key aspect that needs to be encouraged amongst the students in the class, because it is a condition that creates a smooth learning time. According to Sangita Ray et al. (2021), these types of achievements

are part of that motivation. It is formed into words of praise, a thumbs up, the clapping of hands, or just basic encouragement. It is the student's perspective on the idea of levelling up.

Another article shows that a gamification system that involves achievements such as badges can greatly motivate the user's competence, autonomy, and relatedness (Ho et al., 2023). Due to it having gaming elements, the urge to play and interact with the site will not develop the users' perspective on levelling up as pressure (Rauh et al., 2025). It is a way to elevate a strong working motivation without the pressure of perceiving it as actual work.

2.1.5. Perceived Enjoyment

Perceived enjoyment refers to the degree to which the experience of using a computer or system is considered enjoyable in itself, regardless of any anticipated performance-related outcomes (Lee et al., 2023). The study that was conducted by Chavosh et al. (2011) have findings that revealed perceived usefulness, perceived ease of use, attitude, and social value are positive and robust predictors of perceived enjoyment. It plays a crucial role in shaping customer satisfaction by generating positive emotions, such as happiness and joy, during interactions with a product or service. This sense of enjoyment also enhances the perceived value of the experience, leading customers to feel that their investment is worthwhile and ultimately increasing their overall satisfaction (Akbar et al., 2023).

According to Rouibah et al. (2021), perceived enjoyment leans more towards as a form of hedonic motivation compared to utilitarian motivation, due to the fact that hedonic motivation is driven by pleasure, fun, and satisfaction individuals experienced when engaging in an activity. Utilitarian motivation focuses more on functional and practical benefits (Marsasi et al., 2023).

2.1.6. Online Purchase Intention

Purchase intention refers to a consumer's willingness or readiness to act toward purchasing a product or service, representing a key stage in the decision-making process (Akbar et al., 2023). In the context of e-commerce, online purchase intention reflects the extent to which consumers are willing to buy from online

platforms, and higher levels of intention are generally associated with an increased likelihood of actual purchase (Thuy et al., 2022).

A study in 2022, shows that the factors of information, entertainment, trust, and social interaction from videos on the social media app TikTok directly and positively affects the purchase intention of consumers who were born in generation Z (Thuy et al., 2022). Gamification and online purchase intention go hand in hand due to the fact it operates in the digital world. Research showed that gamification holds a strong significant value to users who revisits the site to repurchase and buy more products (Sinaga et al., 2025).

2.1.7. Impulsive Buying Tendency

Impulsive buying tendency refers to a consumer's tendency to experience sudden and spontaneous urges to make immediate purchase, often with minimal deliberation or evaluation of the potential consequences (Liao et al., 2016).

This mostly occurs during the before period of purchasing a product or service. When it comes the consumer having a history of impulsive spending, it would be called Impulsive buying behaviour. According to Palilingan et al. (2022) the difference between the two involves when the conduct is shown, impulsive buying tendency shows in consumers before a purchase, while impulsive buying behaviour shows after they have made the purchase. These behaviour and tendencies are primarily driven by sudden urges that lead consumers to make unplanned purchasing, basically they are the same, just different in the timing (Febriandika et al., 2024).

A study showed that young consumers, women with low moods, ones who enjoyed shopping, and people with impulsive buying tendency significantly contributed to impulsive buying behaviour (Hanif et al., 2024). Another research found that among promotion, positive emotion, and psychological distance, only psychological distance that was found to be directly affecting online impulsive buying behaviour in customer's mindset of shopping online (Kadry, 2024). When it comes to gamification, impulsive buying tendency has a decent history with it as

gamification creates a sort of stimuli for the users to experience and react to, creating a drive to engage in the gamified brand (Hatta et al., 2025).



2.2 Prior Research

Table 2.1. Prior Research

No	Title/Author/ Year	Variable	Research methods	Results
1.	<i>Preliminary Study of Perceived Enjoyment, Impulse Buying Tendency, Gamification, and Online Purchase intention on e-Commerce using Stimulus-Organism-Response (S-O-R)</i> Muhammad Farhan Izzuddin Abd Kadir, Zuraidah Sulaiman, Nornajihah Nadia Hasbullah, Joe Lo Ying Tuan (2024)	H1: There is a positive relationship between rewards giving on perceived enjoyment. H2: There is a positive relationship between levels upgrading on perceived enjoyment. H3: There is a positive relationship between perceived enjoyments on online purchase intention. H4: The relationship of perceived enjoyment and online purchase intention is stronger for consumer with higher impulsive buying tendency.	Dependent Variable: Online Purchase Intention Independent Variable: 1. Reward Giving (Economic related gamification) 2. Level Upgrading (Achievement related gamification) 3. Perceived Enjoyment Moderation Variable: Impulsive Buying Tendency	This study aims to identify the relationship between gamification and online purchase intention which a moderator of impulsive buying tendency was also introduced to further explained the relationship. A total of 407 respondents were selected for the research,
2.	<i>Understanding how gamification influences behaviour in social marketing</i>	H1: Gamification will significantly increase the performance of targeted pro-social behaviour over a short-term period.		This study contributes to the growing body of literature exploring the outcomes and mechanisms of gamification.

	Robert Mitchell, Lisa Schuster, Judy Drennan (2016)	H2: Gamification will significantly increase intrinsic motivation to perform behaviour. H3: Gamification will support maintained behavioural change over a medium-term period. H4: The impact of gamification on behavioural maintenance will be mediated by changes in intrinsic motivation.		It demonstrated that a gamified app can both increase walking behaviour and maintain these initial gains, but found no significant change to intrinsic motivation over the four weeks. 1. Gamification can facilitate both initial behaviours change and the maintenance of this behaviour change (H1 and H3). 2. The results did not support the hypothesis that gamification can improve intrinsic motivation to perform behaviour (H2).
3.	<i>Enhancing user engagement: The role of gamification in mobile apps</i> Paula Bitrián, Isabel Buil, Sara Catalán (2021)	H1: The user's interaction with achievement and progression-oriented elements in the app helps to satisfy his/her needs for (a) competence, (b) autonomy, and (c) relatedness. H2: The users interaction with social-oriented elements in the app helps to satisfy his/her needs for (a) competence, (b) autonomy, and (c) relatedness.	Dependent Variable: 1. Continued use intention 2. WOM intention 3. App rating Independent Variable: 1. Achievement / progression elements 2. Social elements 3. Immersion elements	1. This study showed that the older users are more prone to continue using the app. 2. Gamification was found to be an effective strategy for increasing user engagement within mobile applications. 3. The positive impact of gamification on engagement was driven by the fulfilment of users' psychological needs.

		H3: The user's interaction with immersion-oriented elements in the app helps to satisfy his/her needs for (a) competence, (b) autonomy, and (c) relatedness. H4a: The satisfaction of the need for competence has a positive impact on user engagement H4b: The satisfaction of the need for autonomy has a positive impact on user engagement. H4c: The satisfaction of the need for relatedness has a positive impact on user engagement. H5: Users' engagement with the app has a positive effect on their continued use intention. H6: Users' engagement with the app has a positive effect on their WOM intention H7: Users' engagement with the app has a positive effect on their ratings of the app.	Mediation Variable: 1. Competence, autonomy, relatedness 2. User engagement	4.Satisfaction of the need for autonomy contributed significantly to engagement 5.Relatedness was also identified as an important driver of engagement. 6.Engaged users were more likely to engage in positive word-of-mouth behaviour. 7.User engagement positively influenced app ratings and evaluations.
4.	<i>Does the Quality of Beauty of E-commerce Impact Online Purchase Intention? The Role of Perceived Enjoyment</i>	H1: Website Quality has positive influence in Online Purchase Intention H2: Website Quality has a positive influence in Perceived Enjoyment.	Dependent Variable: Purchase Intention Independent Variable:	1.Webiste quality of an e-commerce platform positively influences perceived enjoyment. 2.The website quality positively affects perceived trust

	<i>and Perceived Trust</i> Drajad Veda Mustika, Lilik Wahyudi (2022)	H3: Perceived Enjoyment influence Online Purchase Intention positively. H4: Perceived Enjoyment has a mediated role between Website Quality and Online Purchase Intention. H5: Website Quality has positive influence in Perceived trust. H6: Perceived Trust influence Online Purchase Intention positively. H7: Perceived Trust has a mediated role between Website Quality and Online Purchase Intention.	1. Website Quality 2. Perceived Enjoyment 3. Perceived Trust Mediation Variable: 1. Perceived Enjoyment 2. Perceived Trust	3. Perceived enjoyment positively influences online purchase intention. 4. Perceived trust positively influences online purchase intention. 5. Website quality indirectly influences purchase intention through perceived enjoyment and perceived trust.
5.	<i>Exploring the impact of Gamification Elements in Brand Apps on the Purchase Intention of Consumers</i> Jaspreet Kaur, Rambabu Lavuri, Sujay Vikram Singh (2023)	H1: Fun is positively impacting perceived enjoyment, hedonic value and social interaction. H2: Storytelling is positively impacting perceived enjoyment, hedonic value and social interaction. H3: Mechanism is positively impacting perceived enjoyment, hedonic value and social interaction. H4: Aesthetics is positively impacting perceived enjoyment, hedonic value, and social interaction.	Dependent Variable: Behavioural intention Independent Variable: 1. Fun 2. Storytelling 3. Mechanics 4. Aesthetics 5. Dynamics 6. Reward Mediation Variable: 1. Perceived enjoyment	1. Fun-related gamification elements significantly enhanced social interaction among users 2. Storytelling elements were found to positively influence perceived enjoyment. 3. Perceived enjoyment emerged as a key determinant of consumers' willingness to engage with gamified applications.

		H5: Dynamics is positively impacting perceived enjoyment, hedonic value and social interaction. H6: Reward is positively impacting perceived enjoyment, hedonic value and social interaction. H7: Perceived enjoyment mediates the relationship of elements of games and purchase intention. H8: Hedonic value mediates the relationship of elements of games and purchase intention. H9: Social interaction mediates the relationship of elements of games and purchase intention.	2. Hedonic value 3. Social interaction	4. Perceived enjoyment positively contributed to purchase intention. 5. Social interaction was found to positively influence purchase intention. 6. Gamification elements such as rewards, mechanics, dynamics, aesthetics, and storytelling indirectly influenced purchase intention through psychological factors. 7. The study supports the Mechanic-Dynamics-Aesthetics (MDA) framework.
6.	<i>Examining the Impact of Gamification on Intention of Engagement and Brand Attitude in the Marketing Context</i> Yang Yang, Yousra Asaad, Yogesh Dwivedi (2017)	H1: Perceived usefulness will have a positive effect on customers' intention to engage in gamification. H2: Perceived usefulness will have a positive effect on customers' brand attitude. H3: Perceived ease of use will have a positive effect on customers' intention to engage in gamification. H4: Perceived ease of use will have a positive effect on customers' brand attitude.	Dependent Variable: Brand attitude Independent Variable: 1. Perceived usefulness 2. Perceived ease of use 3. Perceived social influence 4. Perceived enjoyment Mediation Variable:	1. Perceived enjoyment emerged as the most influential factor in driving consumers' intention to engage with gamified marketing activities. 2. Perceived enjoyment was also found to positively influence brand attitude. 3. Perceived usefulness significantly enhanced engagement intention. 4. Perceived usefulness positively contributed to brand attitude.

		H5: Perceived social influence will have a positive effect on customers' intention to engage in gamification. H6: Perceived social influence will have a positive effect on customers' brand attitude. H7: Perceived enjoyment will have a positive effect on customers' intention to engage in gamification. H8: Perceived enjoyment will have a positive effect on customers' brand attitude. H9: Customers' intention to engage in gamification will have a positive influence on their attitude towards the brand.	Intention of engagement	5.Perceived ease of use did not significantly affect engagement intention. 6.Perceived ease of use was not found to significantly influence brand attitude 7.Social influence showed no significant effect on engagement intention. 8.However, social influence was found to positively affect brand attitude 9.Overall, the findings demonstrate that effective gamification can enhance consumer engagement and foster positive attitudes toward a brand.
7.	<i>Gamification in marketing: Aspects influencing intention of engagement and brand attitude</i> Natalia Szyszka (2019)	H1: Perceived usefulness positively influences intention of engagement. H2: Perceived usefulness positively influences brand attitude. H3: Perceived ease of use positively influences intention of engagement. H4: Perceived ease of use positively influences brand attitude. H5: Perceived social influence positively influences intention of	Dependent Variable: Brand attitude Independent Variable: 1. Perceived usefulness 2. Perceived ease of use 3. Perceived social influence	1.Perceived enjoyment was identified as the most influential factor affecting consumers' intention to engage with gamified marketing activities. 2.Perceived enjoyment also had a significant positive effect on brand attitude.

		engagement H6: Perceived social influence positively effects brand attitude. H7: Perceived enjoyment influence positively effects intention of engagement H8: Perceived enjoyment positively influences brand attitude H9: Intention of engagement positively influences brand attitude.	4. Perceived enjoyment Mediation Variable: Intention of engagement	3.Perceived usefulness positively influenced both engagement intention and brand attitude. 4.Perceived ease of use did not significantly affect engagement intention on brand attitude. 5.Social influence was found to positively affect brand attitude but did not significantly influence engagement intention. 6.Gamification was shown to be an effective marketing tool for enhancing consumer engagement and foster positive brand attitudes.
8.	<i>Encouraging Sustainable Consumption through Gamification in a Branded App: A Study on Consumers' Behavioural Perspective.</i> Chih-Wei Lin, Chun-Yu Chien, Chi-Pei Ou Yang, Tso-Yen Mao (2022)	H1: Game elements have a positive effect on customer engagement. H2: Game elements have a positive effect on perceived playfulness. H3: Perceived playfulness has a positive effect on attitude. H4: Perceived playfulness has a positive effect on behaviour intention. H5: Customer engagement has a positive effect on attitude.	Dependent Variable: Behaviour intention Independent Variable: Game elements Mediation Variable: 1. Customer engagement	1.Gamification elements, indicating achievement, challenges, and rewards, were found to significantly enhance customer engagement. 2.Gamification positively influenced perceived playfulness. 3.Perceived playfulness was found to improve consumers' attitudes toward the branded application.

		H6: Customer engagement has a positive effect on behaviour intention. H7: Attitude has a positive effect on behaviour intention.	2. Perceived playfulness 3. Attitude	4.Customer engagement had a significant positive effect on attitude. 5.Customer engagement also directly increased behavioural intention. 6.Attitude positively influenced behavioural intention. 7.Perceived playfulness did not directly affect behavioural intention. 8.Customer engagement emerged as one of the most critical factors in the model.
9.	<i>Impact of Intrinsic and Extrinsic Gaming Elements on Online Purchase Intention</i> Xiamei Wu & Silvia Santana (2022)	H1: Extrinsic elements positively affect purchase intention. H2: Intrinsic elements positively affect purchase intention. H3: Extrinsic elements positively affect perceived enjoyment. H4: Intrinsic elements positively affect perceived enjoyment. H5: Perceived enjoyment positively affects purchase intention H6: Perceived enjoyment mediates the relationship between extrinsic elements and purchase intention.	Dependent Variable: Purchase Intention Independent Variable: 1. Extrinsic gaming elements 2. Intrinsic gaming elements 3. Perceived enjoyment Mediation Variable: Perceived Enjoyment	1.Both intrinsic and extrinsic gaming elements positively influence online purchase intention. 2.Intrinsic gaming elements have a stronger impact than extrinsic gaming elements. 3.Enjoyment is a key driver of purchase intention. 4.Extrinsic rewards remain important but are less influential.

		H7: Perceived enjoyment mediates the relationship between intrinsic elements and purchase intention. H8: the prevention focus positively moderates the relationship between extrinsic elements and perceived enjoyment. H9: The promotion focus negatively moderates the relationship between intrinsic elements and perceived enjoyment.	Moderation Variable: 1.Prevention Focus 2.Promotion Focus	5.Gamification enhances consumer engagement. 6.The mediation hypotheses were both supported 7.The moderating variable “Promotion focus” is only supported when it is the intrinsic gaming elements. 8.The moderating variable “Prevention Focus” was not significant and supported at all.
10.	<i>Effect of Gamification Principles and Perceived Ease of Use of Gamification in Mobile Devices on Customer Engagement and Flow State to Increase Mobile Shopping Loyalty of Shopee Marketplace Users</i> Juria Hastuti, Permana Honeyta, Syafruddin Chan (2022)	H1: Effect of Gamification Principles on Customer Engagement H2: Effect of Perceived Ease of Use in Mobile Device Variables on Flow State H3: The Effect of Gamification Principles Variables on Mobile Shopping Loyalty H4: The influence of the Perceived Ease of Use of gamification in Mobile Device Variables on Customer Loyalty Variables H5: The influence of Customer Engagement Variables on Customer	Dependent Variable: Mobile Shopping Loyalty Independent Variable: 1. Gamification Principle 2. Perceived Ease of Use Gamification Mediation Variable: 1.Customer Engagement	1.Gamification principles positively influence customer engagement. 2.Gamification principles positively affects users’ flow state. 3.Perceived ease of use of gamification enhances customer engagement. 4.Perceived ease of use positively influences the flow state. 5.Customer engagement positively affects mobile shopping loyalty.

		Loyalty H6: Effect of Flow State Variables on Customer Loyalty	2.Flow State	6.Flow state positively contributes to mobile shopping loyalty. 7.Customer engagement and flow state act as mediating variables.
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2.3 Conceptual Model and Hypothesis Development

2.3.1 Reward Giving Influences on Perceived Enjoyment

Reward Giving focuses more on the monetary gain an individual receives as a reward when engaging in an activity. An article proposed an activity to reduce fuel consumption and promote public transport. This activity was implemented through a raffle-based reward system that aimed to motivate participants by offering monetary incentives. The idea that individuals are willing to risk that small chance for a monetary prize, was shown strongly in this article (Putri et al., 2022). This all stems back to consumers fulfilling their utilitarian needs.

Rewards such as badges and benefits have a strong influence on the psychological and motivational aspects of the users, especially with the feeling of happiness. Studies showing that these types of rewards play a substantial role in shaping the users' experiences, particularly in relation to the overall enjoyment of interacting with the game. It helps with the immersion and enhances the satisfaction when completing a task, making the user happier and actually enjoy when accomplishing it (Zulqarnain et al., 2023). From this, the hypothesis proposed in this study is:

H1: Reward Giving has a positive influence on Perceived Enjoyment

2.3.2 Achievement-related Gamification (Level Upgrading) Influences on Perceived Enjoyment

Compared to the variable "Reward Giving", which is a focus on the monetary aspects of rewards, "Level upgrading" focuses more on the achievement aspect of gamification. It is designed to enhance the consumers' sense of accomplishment and achievement by allowing them to progress after successfully completing predetermined tasks that is within a gamified e-commerce platform such as Shopee for this research (Xi & Hamari, 2020).

According to Zulqarnain et al. (2023), perceived enjoyment plays an important role in the development of the constant usage of the mobile app. Positive and enjoyable experiences serve as reinforcing stimuli that the users will see as an achievement for themselves to progress further into the game. This means that the platform needs

to have a sort of reward system that targets the emotions on the users that could keep them engaged to create a positive reaction. Therefore, the hypothesis proposed in this study is as follows:

H2: Level upgrading has a positive influence on perceived enjoyment.

2.3.3 Perceived Enjoyment influences Online Purchase Intention

It is researched that individuals are generally more inclined to engage in online promotional activities and develop more favourable attitudes toward advertised products and services when the content is perceived as entertaining or enjoyable (Hatta et al., 2025). When consumers experience pleasure and enjoyment during the online shopping process, their likelihood of purchasing products or services tends to increase. Won & Kim (2020) supported this claim, which indicate that hedonic shoppers are generally more inclined to enjoy the shopping experience and demonstrate stronger purchasing behaviour compared to other consumer groups. Another article shows that fans of youtubers who have a positive attitude towards their brand would have a higher chance on purchasing merchandise of said youtuber (Silaban et al., 2022). From this, it can be conquered that the hypothesis proposed in this study is as follows:

H3: Perceived enjoyment has a positive influence on online purchase intention.

2.3.4 Impulsive Buying Tendency as Moderator

A study has demonstrated that impulsive buying tendency, shopping enjoyment tendency, materialistic values, and product attributes each exhibit a positive and statistically significant influence on consumers' behavioural intentions and purchasing decisions (Atulkar & Kesari, 2018). These factors collectively contribute to shaping consumers' willingness and motivation to engage in product purchases. Another research shows that consumers who frequently engage in impulsive buying are strongly influenced by their emotional states during the shopping process (Xi & Hamari, 2020). Basically, when consumers experience positive emotions such as enjoyment and excitement while shopping, they tend to exhibit a greater likelihood of making immediate and unplanned purchases.

Therefore, the hypothesis proposed in this study is as follows:

H4: The influence of perceived enjoyment towards online purchase intention is stronger for consumers with higher impulsive buying tendency.

2.4. Research Framework

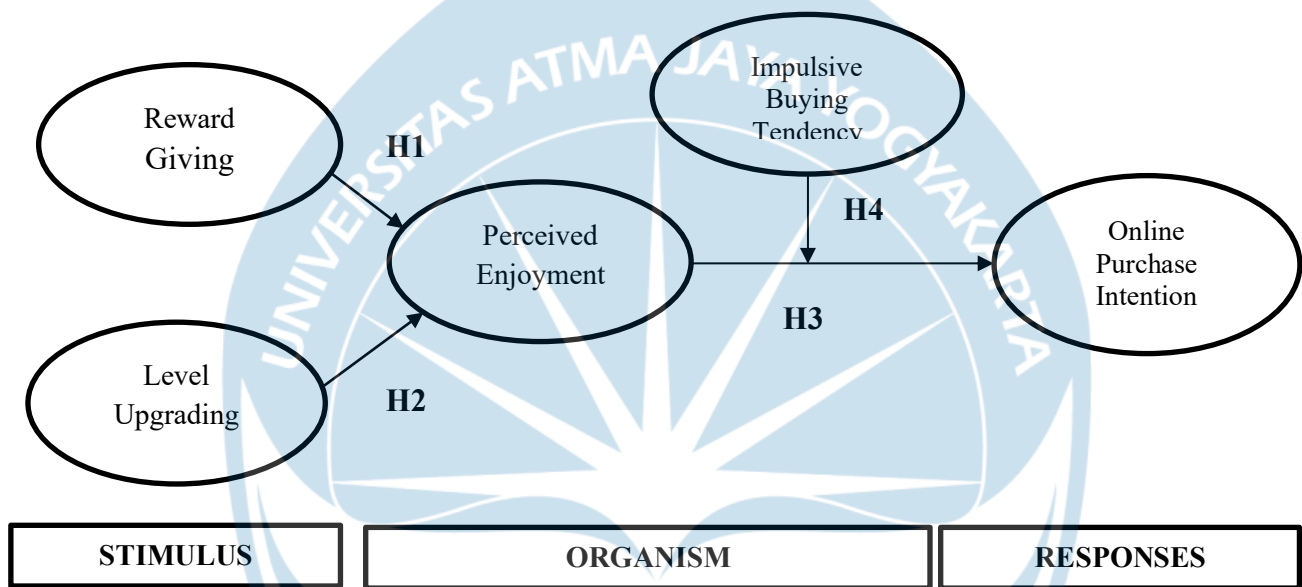


Figure 2.1. Research Framework

Source: Adapted from Izzuddin Abd Kadir et al. (2024)