

## **The Influence of Instagram Celebrities, Online Promotions, and Online Reviews on Impulsive Buying Behavior Through Perceived Trust and Perceived Value as Mediators**

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### **Abstract**

This study aims to examine the influence of Instagram Celebrities, Online Promotion, and Online Reviews on Impulsive Buying Behavior, with Perceived Trust and Perceived Value as mediating variables, based on the S-O-R (Stimulus-Organism-Response) theory. Data were collected through an online survey of 340 Instagram users and analyzed using the PLS-SEM method with the aid of SmartPLS 3. The outer model was evaluated through tests of convergent validity (with criteria of outer loading  $\geq 0.7$  and AVE  $\geq 0.5$ ), discriminant validity (using the Fornell-Larcker criterion), as well as reliability testing (using Cronbach's Alpha, Composite Reliability, and Rho\_A  $\geq 0.7$ ). The inner model was tested through R<sup>2</sup> and Q<sup>2</sup> values, and hypothesis testing was conducted using t-statistics and bootstrapping techniques. The results show that Instagram Celebrities and Online Promotion have a significant positive effect on Impulsive Buying Behavior, as well as increase Perceived Trust and Perceived Value. Online Reviews do not directly affect impulsive buying, but they significantly influence both mediators, which in turn mediate the relationship to impulsive behavior. This study highlights the importance of trust and perceived value in shaping consumer impulsive behavior and provides practical contributions to social media-based digital marketing strategies.

**Keywords:** Instagram Celebrities, Online Promotion, Online Reviews, Impulsive Buying Behavior, Instagram, E-Commerce, Social Media Marketing, Online Marketplace

### **1. Introduction**

The rapid and sophisticated development of technology has given rise to various social media platforms. Some of these platforms can even be utilized by businesses for commercial purposes, as they are highly effective for identifying target markets, understanding customer desires, expanding market reach, increasing brand awareness, and gaining insights into competitors.

Instagram is one of the outcomes of internet advancement and has become a highly popular social media platform among today's users. Its diverse features and ease of information access can be leveraged to grow a business through advertising. According to Hootsuite's 2021 Social Trends report, Instagram ranked first as the most effective social media platform for promoting businesses. Furthermore, the survey results indicated that Instagram had a high direct market penetration rate of 70% (Bisnis.com, 2021).

Businesses also strive to integrate influencers into their marketing campaigns to develop effective social media strategies (Hennig-Thurau, Hofacker, & Bloching, 2013; Kumar & Mirchandani, 2012). The opinions of others, particularly celebrities, often play a significant role in influencing consumer behavior (Bearden, Netemeyer, & Teel, 1989). The use of social media can encourage individuals to make impulsive purchases especially of products endorsed by celebrities (Wilcox & Stephen, 2013).

To stay competitive, online businesses frequently offer sales promotions, which are defined as short-term incentives aimed at boosting the sales of goods and services (Kotler et al., 2013). In the online marketplace, if sales promotions are well-planned, they can create value for customers, trigger impulsive buying behavior, and contribute to revenue growth.

Before making a purchase decision, many consumers choose to look at online reviews to check the opinions of others about the product they intend to buy. Dellarocas (2003) argues that online reviews help provide information to prospective consumers and reduce uncertainty.

A survey conducted by The Asian Parent in 2019 recorded that around 73% of the population in Indonesia engaged in impulsive buying behavior when shopping online. According to Beatty and Ferrell (1998), the urge to buy impulsively can be described as a motivational state of desire that is triggered after encountering a specific item in the environment.

This study aims to examine the dynamics of impulsive buying behavior, particularly on the Instagram social media platform. Using the Stimulus-Organism-Response (S-O-R) theoretical framework, the research analyzes how external factors such as Instagram celebrities, online promotions, and online reviews function as external stimuli that influence consumer behavior. Furthermore, the study considers the critical role of internal consumer mechanisms—namely, perceived trust and perceived value—as mediating factors. In addition, the research focuses on fashion products, as they represent a dynamic expression of novelty and continuously evolve within the fashion industry. Their ever-changing nature creates a constant drive for consumers to keep up with the latest trends.

This research adopts the conceptual framework by Zhenfang Z. et al. (2022), taking into account previous research recommendations and incorporating related factors to conduct a deeper analysis of impulsive buying behavior in the context of e-commerce. The variables used in this study are based on the development of prior research models, including those by Pianpian Yang et al. (2024), Sinha & Verma (2018), and Kem Z.K. Zhang et al. (2018).

Based on the background described above, the researcher identifies the following research questions:

1. Does Instagram celebrity have a positive influence on impulsive buying behavior?
2. Does online promotion have a positive influence on impulsive buying behavior?
3. Do online reviews have a positive influence on impulsive buying behavior?
4. a. Does Instagram celebrity have a positive influence on perceived trust?  
b. Does Instagram celebrity have a positive influence on perceived value?
5. a. Does online promotion have a positive influence on perceived trust?  
b. Does online promotion have a positive influence on perceived value?
6. a. Do online reviews have a positive influence on perceived trust?  
b. Do online reviews have a positive influence on perceived value?
7. Does perceived trust positively influence impulsive buying behavior?
8. Does perceived value positively influence impulsive buying behavior?
9. a. Does perceived trust mediate the influence of Instagram celebrity on impulsive buying behavior?  
b. Does perceived value mediate the influence of Instagram celebrity on impulsive buying behavior?
10. a. Does perceived trust mediate the influence of online promotion on impulsive buying behavior?  
b. Does perceived value mediate the influence of online promotion on impulsive buying behavior?
11. a. Does perceived trust mediate the influence of online reviews on impulsive buying behavior?  
b. Does perceived value mediate the influence of online reviews on impulsive buying behavior?

This research is expected to contribute to the literature on impulsive buying behavior in e-commerce by applying the Stimulus-Organism-Response (S-O-R) theory. Practically, the findings of this study may assist businesses in developing effective strategies amid the competitive landscape of Indonesian e-commerce.

## **2. Literature Review**

### *2.1. S-O-R Theory*

The Stimulus-Organism-Response (S-O-R) theory explains that stimuli from the external environment influence individual behavioral responses through internal organismic processes such as emotions, perceptions, and cognition (Mehrabian & Russell, 1974; Jacoby, 2002). In the context of consumer behavior, this theory suggests that purchase decisions are influenced by stimuli such as Instagram celebrities, online promotions, and online reviews, which are mediated by perceived trust and perceived value (Zhenfang et al., 2022; Hanyang Luo et al., 2021). With its holistic approach, the S-O-R model enables flexible analysis of the impact of external

environmental factors on the internal psychological states of consumers and their impulsive buying responses.

### *2.2. Impulsive Buying Behavior*

Impulsive buying refers to the act of making spontaneous and unplanned purchases triggered by strong emotional impulses, without thorough rational consideration (Rook, 1987; Verplanken & Herabadi, 2001). Factors influencing this behavior include marketing environments, personal characteristics, and social influences, which are further intensified by the ease of access through technology and social media (Park et al., 2012; Wang et al., 2020; Badgaiyan & Verma, 2014).

### *2.3. Instagram Celebrities*

Celebrities, including digital celebrities such as the "Instafamous," are individuals who gain public recognition and have significant influence over consumer purchasing decisions through their content and personal connections with their audiences (Spry et al., 2011; Abidin, 2016). The influence of celebrities in marketing is closely tied to their credibility, which is determined by their attractiveness, expertise, and trustworthiness (Ohanian, 1990; Erdogan, 1999). High celebrity credibility can enhance brand trust, strengthen product image, and encourage consumers to accept promotional messages and make purchases (Elberse & Verleun, 2012; Jin & Phua, 2014).

### *2.4. Sales Promotion*

Sales promotion is a vital component of the marketing mix, aimed at providing direct incentives to consumers through added value or benefits, thereby encouraging both utilitarian and hedonic purchasing decisions (William, 2017; Chandon et al., 2000). Online promotions have become an effective strategy today, as they enable direct interaction with consumers and offer visually appealing presentations that influence impulsive purchases (Hanyang Luo et al., 2021). According to Shimp (2010) and Aydinli et al. (2014), consumer responses to promotions are shaped by both rational considerations, such as savings (utilitarian benefits), and emotional experiences (hedonic benefits).

### *2.5. Online Reviews*

Traditional and electronic word of mouth (WOM and e-WOM), such as online reviews, have been shown to strongly influence consumer purchasing behavior, as they are considered more credible than advertising (Dellarocas, 2003; Henning-Thurau et al., 2004). Online reviews help consumers reduce uncertainty in online shopping and influence their perceptions of the credibility and usefulness of information (Cheung et al., 2009; Lin & Xu, 2017). The perceived value of online reviews can be categorized into utilitarian value, which focuses on informational efficiency, and hedonic value, which emphasizes the enjoyment derived from exploring the reviews (Babin et al., 1994; Babin & Attaway, 2000).

### *2.6. Perceived Trust*

Trust is defined as a sense of security and willingness to rely on another party, which helps consumers overcome uncertainty and risk in online transactions (Chung & Kwon, 2009; McKnight et al., 2002). In the context of e-commerce, trust facilitates decision-making and plays a critical role in encouraging impulsive buying behavior, especially when consumers feel confident in the seller (Lu et al., 2016; Wu et al., 2016). When trust is high, consumers tend to be less skeptical of information, thereby increasing the likelihood of making spontaneous purchases (McEvily et al., 2003; Stern, 1962).

### *2.7. Perceived Value*

Perceived value is the customer's overall assessment of the benefits received relative to the sacrifices made, encompassing both utilitarian and hedonic dimensions (Zeithaml, 1988; Dodds et al., 1991; Batra & Ahtola, 1990). From an experiential perspective, consumers value products not only for their functionality but also for their symbolic, emotional, and aesthetic aspects (Holbrook & Hirschman, 1982). Perceived value is a key element in predicting consumer behavior, influencing satisfaction and purchase decisions, and forming the basis of relationship marketing (Oh, 2003; Hossain, 2020).

## **3. Hypothesis Development**

Social media has become an essential part of daily life for younger generations, serving as a platform to share all aspects of their experiences and to establish parasocial relationships with celebrities—who are a powerful tool for influencing them (Knupfer et al., 2023). Celebrity credibility significantly drives consumers' positive attitudes toward a product and ultimately influences their purchase intentions (Teng et al., 2020). The presence of eye-catching Instagram celebrities (or “celebgrams”), combined with the convenience of access and Instagram's “shoppable” features, creates a conducive environment for impulsive buying.

H1: Instagram celebrities have a positive and significant effect on impulsive buying behavior.

Online promotion can encompass various digital marketing strategies aimed at increasing consumers' tendency to make impulsive purchases. A study by Kchaou and Amara (2014) shows that promotional benefits can play a role in encouraging impulsive buying. Sales promotions may vary depending on needs, demand, and context, and they can have a direct effect on impulsive purchases of products that are immediately added to the consumer's cart.

H2: Online promotion has a positive and significant effect on impulsive buying behavior.

Online reviews can provide consumers with information, credibility, guidance, and social validation, encourages them to follow others' decisions regarding a particular product or service. The informational and entertainment benefits expected from online reviews play a key role in influencing consumer behavior, which in turn leads to impulsive online purchases (Kem Z.K. Zhang et al., 2018).

H3: Online reviews have a positive and significant effect on impulsive buying behavior.

The influence of celebrities on social media is exceptionally strong. Celebrity credibility consists of three main dimensions: trustworthiness, expertise, and attractiveness (Ohanian, 1990). The combination of these three elements creates strong credibility, which in turn enhances consumers' perceived trust in the products or brands recommended by the celebrity influencers. Furthermore, these credibility elements enable influencers to shape consumer perceptions of the benefits received, thereby increasing the overall perceived value of the online shopping experience.

H4a: Instagram celebrities have a positive and significant effect on perceived trust.

H4b: Instagram celebrities have a positive and significant effect on perceived value.

Continuing the research on the utilitarian and hedonic aspects of consumer buying behavior, Chandon et al. (2000) identified the benefits of sales promotions and categorized them into utilitarian and hedonic benefits. A study by Sinha (2020) found that the relationship between monetary and non-monetary sales promotions, hedonic benefits, utilitarian benefits, and consumers' perceived value is positive and significant.

H5a: Online promotion has a positive and significant effect on perceived trust.

H5b: Online promotion has a positive and significant effect on perceived value.

Consumer value is a key concept in marketing literature and refers to what consumers seek and perceive during shopping and service experiences (Woodruff, 1997). From the consumer value perspective, this study posits that consumers can derive both utilitarian and hedonic value from reading online reviews. These reviews serve as valuable social references that shape consumers' expectations and influence their assessment of the value they expect to receive from online purchases, ultimately helping them make more informed and satisfying purchasing decisions.

H6a: Online reviews have a positive and significant effect on perceived value.

H6b: Online reviews have a positive and significant effect on perceived trust.

Wu et al. (2016) found that the use of technology and trust are two main factors that drive online purchases. As a prerequisite for online consumer purchase decisions (Anas, 2021), consumer trust is described as a fundamental element of e-commerce that can reduce purchase uncertainty and help increase consumer loyalty and acceptance. Perceived trust becomes a crucial catalyst in turning initial interest or attraction into impulsive buying actions in the context of online shopping.

H7: Perceived trust has a positive and significant effect on impulsive buying behavior.

In the context of online shopping, where access to a wide range of products is fast and easy, perceived value can further strengthen the impulse to make an impulsive purchase. This

perception of value can be shaped by various factors, such as perceived quality, favorable pricing, or the emotional benefits offered by the product.

H8: Perceived value has a positive and significant effect on impulsive buying behavior.

Celebrities are often seen as role models, and associations with them can enhance consumer trust in the products they endorse (Han et al., 2020). When consumers trust the influencer endorsing a product, they are more likely to believe in the quality and benefits of the product. When the influencer successfully builds trust, consumers are likely to perceive a higher value in the product, which in turn can drive impulsive buying behavior.

H9a: Perceived trust mediates the effect of Instagram celebrities on impulsive buying behavior.

H9b: Perceived value mediates the effect of Instagram celebrities on impulsive buying behavior

The perceived value by consumers is the overall evaluation of the benefits received compared to the costs incurred. Attractive online promotions can enhance perceived value, as consumers feel they are receiving more benefits than the costs they are paying (Wang et al., 2012).

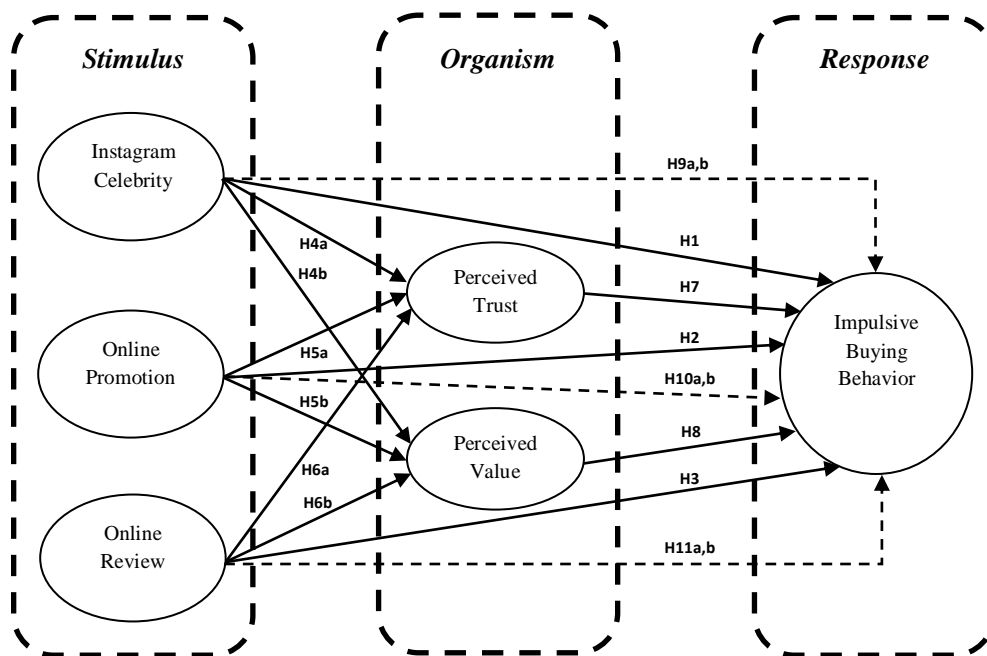
H10a: Perceived trust mediates the effect of online promotions on impulsive buying behavior.

H10b: Perceived value mediates the effect of online promotions on impulsive buying behavior.

This review provides insights into other users' experiences and the quality of the product, which can reduce uncertainty and enhance consumer trust in the product being offered (Chevalier et al., 2006). Credible and relevant reviews can act as quality signals that increase consumer trust. The perceived value by consumers is related to their evaluation of the benefits gained from the product compared to the costs incurred.

H11a: Perceived trust mediates the effect of online reviews on impulsive buying behavior.

H11b: Perceived value mediates the effect of online reviews on impulsive buying behavior.



**Figure 1.** Theoretical Framework

#### 4. Method

This study uses an explanatory quantitative approach, aimed at explaining the relationship between variables to test hypotheses (Bungin, 2011: 29). The population of this research consists of Instagram users in Indonesia who have been active in the past three months. A final sample of 340 respondents was selected using purposive sampling techniques, based on the criteria of being active on Instagram and having made impulsive online purchases of fashion products. Data were collected through observation and the distribution of online surveys via social media platforms such as Instagram, WhatsApp, and X (formerly Twitter), using a 5-point Likert scale. The data were then analyzed using the PLS-SEM method with the SmartPLS 3 application to test the structural model, as well as the reliability and validity of the instruments.

The questionnaire in this study consists of 33 questions. The Instagram Celebrity variable is measured using three main indicators: attractiveness (physical and personal appeal), expertise (level of celebrity knowledge or skill), and trustworthiness (the level of public trust in the celebrity), as explained by Hussain et al. (2020) and Wang et al. (2017). Online Promotion is measured through two indicators: utilitarian benefit (functional benefits such as discounts or savings) and hedonic benefit (emotional benefits such as pleasure from exclusive offers), referring to Chandon et al. (2000) and Palazon & Delgado-Ballester (2013a, 2013b). For the Online Review, the indicators used are utilitarian value (information value that aids decision-making) and hedonic value (the experiential or emotional value gained from reading reviews), based on Wang (2010). The Perceived Trust variable is measured using three dimensions: benevolence (goodwill), integrity (honesty), and competence (ability), as proposed by Alalwan et al. (2017) and Huang et al. (2020). Meanwhile, Perceived Value consists of three indicators:

functional value (practical benefits), emotional value (positive emotional response), and social value (social influence), based on Sweeney & Soutar (2001). Finally, Impulsive Buying Behavior is measured through a combination of extrinsic stimulus (external stimuli such as promotions and website displays) and intrinsic mechanism (internal and emotional impulses), as formulated in the S-O-R framework by Zhenfang et al. (2022).

## **5. Result**

In this study, the PLS-SEM analysis method was used to examine the relationships between variables in a complex model, focusing on validity, reliability, and hypothesis testing (Hair et al., 2022). In terms of reliability testing, all constructs had Cronbach's Alpha, Composite Reliability (CR), and Rho\_A values above the 0.7 threshold, indicating that the research instrument demonstrates high internal consistency. As shown in Table 5.1, the Cronbach's Alpha values ranged from 0.732 to 0.878, Composite Reliability (CR) ranged from 0.833 to 0.903, and Rho\_A ranged from 0.733 to 0.881. Meanwhile, the convergent validity test showed that all indicators had outer loadings above 0.7, and the AVE values for each construct were greater than 0.5. This indicates that the indicators effectively represent their respective constructs, as presented in Table 5.2. For discriminant validity, the criteria were assumed to be met, with the Cross Loadings indicating that each indicator was higher on its respective construct compared to other constructs, and the Fornell-Larcker criteria (Table 5.3) confirmed that the square root of the AVE for each construct was greater than its correlation with other constructs. Therefore, it can be concluded that all constructs in this model are valid and reliable for further structural analysis.

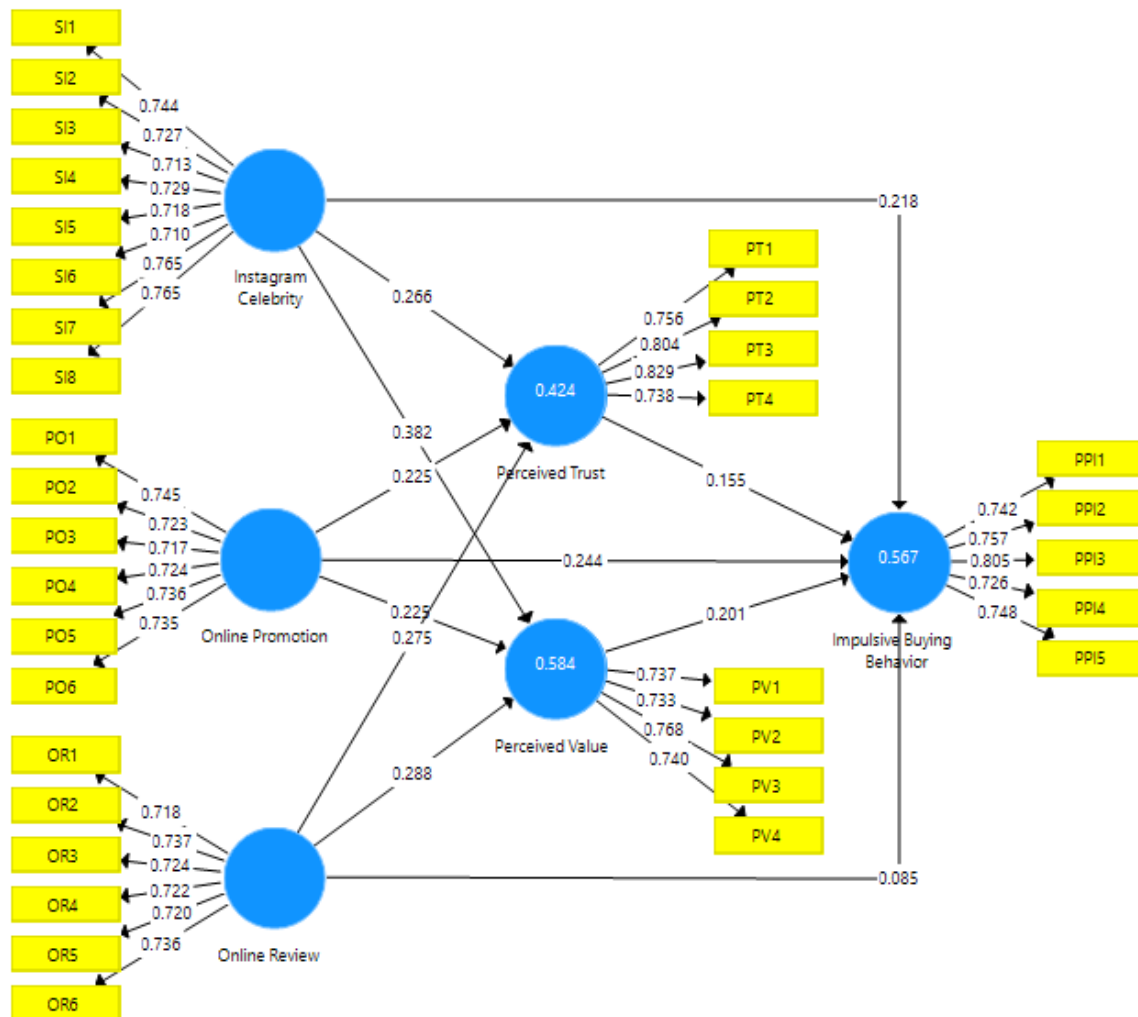


Figure 2. Structural Model

Table 5.1. Determination Coefficient Test Result

	Cronbach's Alpha	rho_A	Composite Reliability	Description
Instagram Celebrity	0.878	0.881	0.903	Reliabel
Online Promotion	0.825	0.826	0.873	Reliabel
Online Review	0.821	0.822	0.870	Reliabel
Perceived Trust	0.788	0.795	0.863	Reliabel
Perceived Value	0.732	0.733	0.833	Reliabel
Impulsive Buying Behavior	0.812	0.815	0.869	Reliabel

Source: Data Processed SmartPLS 3 (2025)

Table 5.2. Convergent Validity Test Result

	Item	Outer Loading	AVE	Description
<b>Instagram Celebrity</b>	SI1	0.744	0.539	Valid
	SI2	0.727		Valid
	SI3	0.713		Valid
	SI4	0.729		Valid
	SI5	0.718		Valid
	SI6	0.710		Valid
	SI7	0.765		Valid
	SI8	0.765		Valid
<b>Online Promotion</b>	PO1	0.745	0.533	Valid
	PO2	0.723		Valid
	PO3	0.717		Valid
	PO4	0.724		Valid
	PO5	0.736		Valid
	PO6	0.735		Valid
<b>Online Review</b>	OR1	0.718	0.527	Valid
	OR2	0.737		Valid
	OR3	0.724		Valid
	OR4	0.722		Valid
	OR5	0.720		Valid
	OR6	0.736		Valid
<b>Perceived Trust</b>	PT1	0.756	0.612	Valid
	PT2	0.804		Valid
	PT3	0.829		Valid
	PT4	0.738		Valid
<b>Perceived Value</b>	PV1	0.737	0.555	Valid
	PV2	0.733		Valid
	PV3	0.768		Valid
	PV4	0.740		Valid
<b>Impulsive Buying Behavior</b>	PPI1	0.742	0.572	Valid
	PPI2	0.757		Valid
	PPI3	0.805		Valid
	PPI4	0.726		Valid
	PPI5	0.748		Valid

Source: Data Processed SmartPLS 3 (2025)

Table 5.3. Discriminant Validity Test Result

	Online Review	Perceived Trust	Perceived Value	Impulsive Buying Behavior	Online Promotion	Instagram Celebrity
Online Review	0.726					
Perceived Trust	0.557	0.783				
Perceived Value	0.636	0.671	0.745			
Impulsive Buying Behavior	0.565	0.592	0.660	0.756		
Online Promotion	0.573	0.543	0.621	0.634	0.730	
Instagram Celebrity	0.573	0.559	0.683	0.638	0.603	0.734

Source: Data Processed SmartPLS 3 (2025)

The evaluation of the structural model shows that the Coefficient of Determination ( $R^2$ ) values in Table 5.4 fall into the moderate category. According to Hair et al. (2019),  $R^2$  values of 0.75, 0.50, and 0.25 are classified as substantial, moderate, and weak, respectively. This indicates that the model is moderately effective in explaining the endogenous variables. Meanwhile, Predictive Relevance ( $Q^2$ ) was assessed using the blindfolding method, and the  $Q^2$  values—being above 0 (as shown in Table 5.4)—indicate that the model possesses good predictive capability.

Table 5.4.  $R^2$  &  $Q^2$  Test Result

	$R^2$	$Q^2$
Perceived Trust	0.424	0.252
Perceived Value	0.584	0.319
Impulsive Buying Behavior	0.567	0.313

Source: Data Processed SmartPLS 3 (2025)

The hypothesis test results in Table 5.5 show that Instagram Celebrities and Online Promotion have a significant positive effect on Impulsive Buying Behavior, whereas Online Reviews do not have a significant direct effect. However, both Instagram Celebrities and Online Promotion have a positive influence on Perceived Trust and Perceived Value. Although Online Reviews do not directly influence impulsive buying, they significantly affect both Perceived Trust and Perceived Value. Furthermore, both Perceived Trust and Perceived Value positively influence Impulsive Buying Behavior.

Table 5.5. Direct Effect Hypothesis Test Result

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>H1</b>	Instagram Celebrity -> Impulsive Buying Behavior	0.218	0.215	0.070	3.096	0.002
<b>H2</b>	Online Promotion -> Impulsive Buying Behavior	0.244	0.242	0.069	3.558	0.000
<b>H3</b>	Online Review -> Impulsive Buying Behavior	-0.085	0.087	0.063	1.354	0.176
<b>H4a</b>	Instagram Celebrity -> Perceived Trust	0.266	0.269	0.062	4.308	0.000
<b>H4b</b>	Instagram Celebrity -> Perceived Value	0.382	0.384	0.055	6.900	0.000
<b>H5a</b>	Online Promotion -> Perceived Trust	0.225	0.227	0.060	3.742	0.000
<b>H5b</b>	Online Promotion -> Perceived Value	0.225	0.228	0.054	4.187	0.000
<b>H6a</b>	Online Review -> Perceived Trust	0.275	0.273	0.067	4.138	0.000
<b>H6b</b>	Online Review -> Perceived Value	0.288	0.286	0.056	5.166	0.000
<b>H7</b>	Perceived Trust -> Impulsive Buying Behavior	0.155	0.154	0.061	2.554	0.011
<b>H8</b>	Perceived Value -> Impulsive Buying Behavior	0.201	0.206	0.073	2.745	0.006

Source: Data Processed SmartPLS 3 (2025)

All mediation paths are significant, indicating that Perceived Trust and Perceived Value effectively mediate the influence of Instagram Celebrities, Online Promotion, and Online Reviews on Impulsive Buying Behavior (Table 5.6).

Tabel 5.6. Mediation Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Instagram Celebrity -> Perceived Trust -> Impulsive Buying Behavior	0.041	0.042	0.021	2.003	0.045
Instagram Celebrity-> Perceived Value -> Impulsive Buying Behavior	0.077	0.079	0.031	2.493	0.013
Online Promotion -> Perceived Trust -> Impulsive Buying Behavior	0.035	0.035	0.017	2.001	0.045
Online Promotion -> Perceived Value -> Impulsive Buying Behavior	0.045	0.047	0.021	2.130	0.033
Online Review -> Perceived Trust -> Impulsive Buying Behavior	0.043	0.042	0.019	2.195	0.028
Online Review -> Perceived Value -> Impulsive Buying Behavior	0.058	0.058	0.023	2.504	0.012

Source: Data Processed SmartPLS 3 (2025)

## 6. Discussion

### 6.1. *The Influence of Instagram Celebrities on Impulsive Buying Behavior*

Instagram celebrities have a positive and significant influence on impulsive buying behavior, aligning with previous research and the theory that celebrity endorsers possess credibility, comprising expertise, trustworthiness, and physical attractiveness which plays a key role in shaping consumer attitudes (Ohanian, 1990). According to Djafarova & Rushworth (2017), the appeal of celebrities' lifestyles creates emotional closeness with followers, which encourages spontaneous purchases, particularly in the context of fashion and beauty products. Furthermore, recommendations from celebrities who are perceived as knowledgeable and trustworthy have been proven effective in triggering impulsive behavior (Lim et al., 2017; De Veirman et al., 2017).

### 6.2. *The Influence of Online Promotion on Impulsive Buying Behavior*

There is a positive relationship between online promotion and impulsive buying behavior. Other studies emphasize that consumers shopping on e-commerce platforms tend to exhibit higher impulsive behavior when exposed to fashion product promotions that provide immediate economic benefits (utilitarian), while also evoking shopping enjoyment (hedonic) (Liu et al., 2013).

### 6.3. *The Influence of Online Reviews on Impulsive Buying Behavior*

The findings indicate that Online Reviews do not have a significant influence on Impulsive Buying Behavior. However, this result is supported by previous literature suggesting that Online

Reviews do not directly trigger impulsive behavior, but rather influence consumers' perceived value, both utilitarian and hedonic (Kem Z.K. Zhang et al., 2018). Reviews help consumers feel more confident in their choices, but are not strong enough to automatically trigger impulsive buying behavior without the presence of other factors such as emotional promotions or time pressure (Ismagilova et al., 2020).

#### *6.4. The Influence of Instagram Celebrities on Perceived Trust and Perceived Value*

Instagram celebrities have a significant and positive relationship with Perceived Trust and Perceived Value. Celebrity endorsements can build trust and enhance the perceived value of products in the eyes of consumers, particularly among younger generations, through strong emotional and social connections (Djafarova & Rushworth, 2017; Sweeney & Soutar, 2001). The presence of celebrities as sources of social proof also reinforces both the perceived value and trust in the promoted products (Lou & Yuan, 2019).

#### *6.5. The Influence of Online Promotion on Perceived Trust and Perceived Value*

The study shows that Online Promotion has a positive influence on Perceived Trust and Perceived Value because it can convey credible and emotionally engaging information (Sinha & Verma, 2018). Effective promotions enhance consumer trust as well as their perception of the product's benefits and value, both functionally and emotionally (Pavlou, 2003). Thus, online promotion is not only a marketing tool but also a crucial element in shaping consumers' positive perceptions of fashion products.

#### *6.6. The Influence of Online Reviews on Perceived Trust and Perceived Value*

Online Reviews positively influence Perceived Trust and Perceived Value because consumers rely on honest and informative reviews when evaluating products (Ismagilova et al., 2020; Park & Kim, 2008). Credible reviews increase consumer trust and perceived value, especially for fashion products. A study by Erkan & Evans (2016) also emphasizes that the completeness and credibility of reviews enhance trust and value through the mechanism of electronic word of mouth.

#### *6.7. The Influence of Perceived Trust on Impulsive Buying Behavior*

The Perceived Trust variable has a positive influence on Impulsive Buying Behavior. This finding is supported by previous studies showing that trust can increase consumers' sense of security and psychological comfort when shopping online (Zhenfang et al., 2022; Lee & Chen, 2021). When consumers trust the information and recommendations provided, they are more likely to make purchase decisions quickly and spontaneously (Chen & Barnes, 2007). Trust in the platform, seller, and product makes consumers more easily driven to make impulsive purchases, especially in e-commerce contexts like Instagram.

#### *6.8. The Influence of Perceived Value on Impulsive Buying Behavior*

The findings show that Perceived Value significantly affects Impulsive Buying Behavior. Factors such as discount promotions, positive reviews, and celebrity endorsements enhance consumers' perception of product value and accelerate spontaneous purchase decisions (Akram et al., 2018). When consumers perceive a product as valuable and beneficial, they are more inclined to buy without extensive rational consideration.

#### *6.9 The Mediating Role of Perceived Trust and Perceived Value*

This study reveals that Perceived Trust and Perceived Value positively mediate the relationships between Instagram Celebrities, Online Promotions, and Online Reviews with Impulsive Buying Behavior, with the path through perceived value exerting a stronger influence. Instagram celebrities and online promotions serve as stimuli that build trust and perceived value through credibility, attractiveness, and the delivery of appealing benefits, which encourage spontaneous purchases (Zhenfang et al., 2022; Sinha & Verma, 2018; Pavlou, 2003). Meanwhile, online reviews do not have a direct effect but contribute to shaping trust and value through credible information and positive emotional experiences (Ismagilova et al., 2020; Zhang et al., 2018), in line with the Stimulus-Organism-Response framework.

### **7. Conclusion**

This study demonstrates that Perceived Trust and Perceived Value positively mediate the relationships between Instagram Celebrities, Online Promotions, and Online Reviews with Impulsive Buying Behavior, with the mediation path through Perceived Value exerting a stronger influence. Instagram Celebrities and Online Promotions act as stimuli that build trust and perceived value through credibility, attractiveness, and the delivery of appealing benefits, thereby encouraging spontaneous purchases. Meanwhile, Online Reviews do not have a direct impact but contribute to the formation of trust and value through credible information and positive emotional experiences, in accordance with the Stimulus-Organism-Response framework. These findings provide new insights into how elements of social media can influence consumer purchasing decisions.

### **8. Limitations and Suggestions**

This study has several limitations. First, it was conducted within a specific time frame (cross-sectional), which limits its ability to capture changes in impulsive buying behavior over time or in response to evolving social media trends. Additionally, the research focused solely on Instagram users, so the findings may not be generalizable to users of other platforms. For future research, it is recommended to adopt a longitudinal approach to observe changes in consumer behavior over time, extend the study to other social media platforms such as TikTok or Facebook Marketplace, and incorporate additional variables such as emotional arousal, urgency cues, and self-control as moderators to enrich the model and enhance the understanding of impulsive buying behavior.

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