

# Impact of Customer Behavior on Impulse Buying in the Footwear Industry

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## Abstract

This study examines the influence of brand image, content marketing, influencer marketing, and customer reviews on impulsive buying behavior in the context of New Balance footwear in Indonesia. The research aims to understand the interplay of these factors and their impact on spontaneous purchasing decisions. Data were collected from respondents through surveys, focusing on demographic attributes, consumer preferences, and purchasing behavior. The analysis utilized a structured model to evaluate the relationships between variables and their influence on impulsive buying. The findings reveal that while relevant to consumer perceptions, brand image and content marketing do not significantly drive impulsive purchases. Conversely, influencer marketing demonstrates a substantial positive impact, emphasizing its role in creating emotional connections and triggering spontaneous buying. Customer reviews, however, show limited moderating influence on the relationships between the studied variables and impulsive buying behavior. The study concludes that emotionally driven strategies, such as leveraging credible influencers and situational promotions, are more effective in fostering impulsive purchases than traditional approaches. It highlights the need for creative and dynamic marketing tactics to align with evolving consumer behavior. This research contributes to understanding consumer behavior in the digital marketing landscape. It offers actionable insights for businesses to optimize strategies and enhance customer engagement, ensuring sustainable success in competitive markets.

*Keywords:* Brand Image; Content Marketing; Customer Reviews; Footwear Industry; Impulse Buying

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Received: 15 June 2025

Revised: 7 August 2025

Accepted: 23 August 2025

## 1. Introduction

The Industrial Revolution 4.0 has ushered in a transformative era marked by the convergence of automation, artificial intelligence, and cyber technologies (Hannah Fawna, 2023; Suleiman et al., 2022; Vaidya et al., 2018). Originating from a German government initiative to digitalize manufacturing processes (Savastano et al., 2019; Xu et al., 2021; Yaqub & Alsabban, 2023), this revolution has reshaped industries worldwide, creating unprecedented opportunities and challenges. In Indonesia, digital transformation has become a cornerstone of economic development, with industries leveraging digital strategies to optimize operations, enhance consumer engagement, and drive growth (Alfie Faj'ri et al., 2024; Gultom et al., 2024; Tanjung et al., 2023). Among these strategies, digital marketing has emerged as a critical tool, enabling brands to connect with consumers in real-time, foster interactive relationships, and promote products more effectively (Dwivedi et al., 2021; Mukhtar et al., 2023).

Digital marketing, mainly through social media platforms like Instagram and TikTok, is increasingly vital in shaping consumer behavior (Kadek Novayanti Kusuma Dewi & Luh Putu Mahyuni, 2022). These platforms enable businesses to create visually appealing and engaging content, allowing them to interact directly with their target audience. According to Okonkwo & Awad (2023) and Khanom (2023), social media marketing is an innovative approach that facilitates communication, collaboration, and information sharing among users while supporting direct sales, customer acquisition, and retention. Studies by Jeswani (2023), Qin (2020), and Zollo et al. (2020) further emphasize that social media marketing fosters broader brand experiences and expands customer reach, surpassing the effectiveness of traditional marketing channels.

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In Indonesia's footwear industry, this digital evolution has become particularly relevant. Over the past few decades, the sector has demonstrated remarkable growth, driven by increasing consumer purchasing power and shifting lifestyle preferences (Hikam & Supriyono, 2024; Kodrat et al., 2020; Nafizah & Tiara, 2018). Initially focused on local production, the industry has become a global manufacturing hub, attracting renowned international brands. Companies like Adidas, Nike, and New Balance have successfully entered the Indonesian market by employing targeted marketing strategies and aligning their offerings with local consumer preferences (Agustian et al., 2023). The rise of youth subcultures, such as the "skena" trend emphasizing retro and vintage aesthetics, has further amplified the relevance of these brands, particularly New Balance. This brand has become synonymous with classic designs, comfort, and versatility, making it a popular choice among Indonesian consumers (Cahyantoro & Zawawi, 2024).

Despite the growing prominence of brands like New Balance, their success in Indonesia is not fully understood. Brand image, content marketing, influencer marketing, and customer reviews are consumer behavior drivers. However, their collective impact on impulse buying—a spontaneous and unplanned purchasing behavior—has yet to be explored in the context of the Indonesian footwear market. This presents a critical research gap, as understanding these dynamics can provide actionable insights for optimizing marketing strategies and enhancing customer engagement.

Previous studies highlight the importance of several key factors in shaping consumer behavior. For instance:

- a. **Brand Image:** Defined as the perception of a brand in consumers' minds, brand image significantly influences purchasing decisions. Research by (Wibisana Sudarta & Mahyuni, 2024) and Tahir et al. (2024) underscores the importance of positive brand associations in fostering customer loyalty and driving sales. Similarly, Zulfikar (2023) and Ghorbanzadeh & Rahehagh (2020) emphasize that a strong brand image can establish emotional connections with consumers, enhancing their likelihood of repeat purchases.
- b. **Content Marketing:** A strategic approach to creating and distributing valuable content, content marketing aims to attract and retain a target audience. Darvidou (2024) says this strategy helps build long-term consumer relationships by consistently delivering value, ultimately increasing brand awareness and customer loyalty.
- c. **Influencer Marketing:** By partnering with individuals with significant online influence, brands can reach a wider audience and enhance their credibility. Studies by Vemuri et al. (2024) highlight the effectiveness of influencer marketing in creating authentic connections with consumers, particularly in niche markets.
- d. **Customer Reviews:** As a form of social proof, customer reviews provide potential buyers with insights into product quality and performance. Research by Fahrenzi et al. (2022) and Alfira et al. (2024) demonstrates that positive reviews can significantly boost consumer trust and influence purchasing decisions, while negative reviews can deter potential buyers.

Although these elements have been studied individually, their combined influence on impulse buying remains underexplored, particularly in the context of the Indonesian footwear market. According to Ahmad et al. (2023), impulse buying is a complex behavior driven by emotional and situational factors, such as promotional offers or aesthetically pleasing product designs. A study by Lee et al. (2023) suggests that understanding these triggers can help businesses design more effective marketing strategies to encourage spontaneous purchases.

This study addresses the gap by examining the interplay between brand image, content marketing, influencer marketing, and customer reviews in driving impulse buying behavior, specifically for New Balance in Indonesia. By integrating insights from consumer behavior theory, the research provides a comprehensive framework for understanding how these factors influence consumer decisions. The focus on New Balance, a brand deeply rooted in retro and vintage aesthetics, adds a unique dimension to the study, highlighting the role of cultural and subcultural influences in consumer behavior. Thus, the objectives of this study are as follows:

- a. To analyze the influence of brand image, content marketing, influencer marketing, and customer reviews on impulse buying behavior in the Indonesian footwear industry.
- b. Use New Balance as a case study to explore the interplay of these factors and understand their impact on consumer decisions.
- c. To provide actionable recommendations for optimizing digital marketing strategies that foster impulse buying and strengthen customer engagement.

In the context of Industrial Revolution 4.0, where digital marketing has become an indispensable tool for businesses, this research offers valuable insights into brands' strategies for remaining competitive. By filling the existing research gap, the study contributes to the growing body of knowledge on consumer behavior, providing practical implications for businesses seeking to navigate the complexities of the modern market

## 2. Literature Review

The hypotheses for this study are developed based on concepts from previous research and consumer behavior theory. The focus is exploring the relationships between brand image, content marketing, influencer marketing, and customer reviews in influencing impulse buying behavior within the Indonesian footwear industry, specifically for New Balance. The hypotheses aim to close the research gap by integrating findings from the latest studies.

### 2.1 *The influence of brand image on impulse buying*

Brand image is the perception and associations that consumers have about a brand. According to Phong et al. (2020) and Tahir et al. (2024), a strong and positive brand image fosters emotional connections and trust, making consumers more likely to purchase impulsively. In the context of New Balance, its retro and vintage appeal has resonated with youth subcultures, further enhancing its attractiveness. Thus, the hypothesis of this issue is defined as **H<sub>1</sub>**: Brand Image positively and significantly affects Impulse Buying behavior.

### 2.2 *The influence of content marketing on impulse buying*

Content marketing is a strategic approach to creating valuable, engaging content to attract and retain customers. Research by Darvidou (2024) emphasizes that consistent, high-quality content fosters brand loyalty and enhances consumer decision-making processes, particularly for unplanned purchases. New Balance's marketing campaigns, which leverage social media platforms, often highlight product features, cultural relevance, and lifestyle alignment, which may trigger impulse buying. Thus, the hypothesis of this issue is defined as **H<sub>2</sub>**: Content Marketing positively and significantly affects Impulse Buying behavior.

### 2.3 *The influence of influencer marketing on impulse buying*

Influencer marketing leverages individuals with significant social media followings to promote products authentically. Studies by Vemuri et al. (2024) show that influencers effectively connect with niche markets, create aspirational value, and influence spontaneous purchasing behavior. For New Balance, collaborations with influencers who align with the "skena" trend or sports culture may encourage consumers to make unplanned purchases. Thus, the hypothesis of this issue is defined as **H<sub>3</sub>**: Influencer Marketing positively and significantly affects Impulse Buying behavior.

### 2.4 *The moderating role of customer reviews between brand image and impulse buying*

Customer reviews serve as social proof that reinforces trust and credibility. According to Fahrozi et al. (2022), positive reviews amplify the impact of a strong brand image on purchasing behavior. For New Balance, positive customer testimonials on its comfort and style could strengthen the brand's influence on impulse buying. Thus, the hypothesis of this issue is defined as **H<sub>4</sub>**: Customer Reviews significantly enhance the relationship between Brand Image and Impulse Buying behavior.

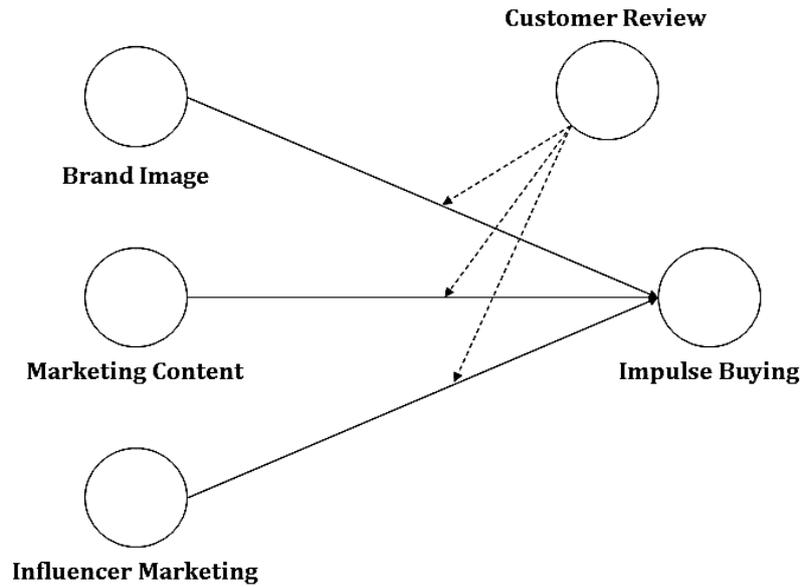
### 2.5 *The moderating role of customer reviews between content marketing and impulse buying*

Customer reviews complement content marketing by providing user-generated validation of the brand's claims. Research by Alfira et al. (2024) suggests that customer feedback enhances the credibility of marketing content, making consumers more likely to make unplanned purchases. For New Balance, reviews that align with its marketing messages can increase the likelihood of impulse buying. Thus, the hypothesis of this issue is defined as **H<sub>5</sub>**: Customer Reviews significantly strengthen the relationship between Content Marketing and Impulse Buying behavior.

### 2.6 *The moderating role of customer reviews between influencer marketing and impulse buying*

Customer reviews also moderate the impact of influencer marketing by validating or contradicting the endorsements made by influencers. According to Lee et al. (2023), when customer feedback aligns with influencer recommendations, it reinforces impulse buying. For New Balance, positive reviews that echo influencers' praise could enhance spontaneous purchasing behavior. Thus, the hypothesis of this issue is defined as **H<sub>6</sub>**: Customer Reviews significantly strengthen the relationship between Influencer Marketing and Impulse Buying behavior.

The conceptual framework for this study integrates the relationships between brand image, content marketing, influencer marketing, and customer reviews as they influence impulse buying behavior, as illustrated in Figure 1.



**Figure 1.** Conceptual Framework

Customer reviews are modeled as a moderating variable, amplifying or mitigating the effects of the three independent variables on impulse buying. This framework aims to comprehensively understand the factors driving unplanned purchases in the Indonesian footwear market, focusing on New Balance as a case study, as detailed as follows:

- a. Independent Variables
  - 1) Brand Image: A perception of trust and emotional connection that fosters consumer loyalty.
  - 2) Content Marketing: Strategic and engaging content to captivate and retain consumers.
  - 3) Influencer Marketing: Promotion by individuals with a strong and credible social media presence.
- b. Moderating Variable
 

Customer Reviews: Feedback from consumers that validates or challenges the influence of marketing strategies.
- c. Dependent Variable
 

Impulse Buying: Spontaneous and unplanned purchasing behavior influenced by emotional and situational factors.

This framework provides a structured approach to empirically testing the hypotheses and addressing the research objectives outlined in the introduction.

### 3. Methods

The population under study includes all individuals who have purchased or used New Balance footwear products or those with similar characteristics that align with the focus of the research, thus being considered as the entirety of the population for this study.

The respondents in this study were characterized by five main attributes: gender, age, educational background, place of residence, and average monthly expenditure. Two hundred sixteen individuals participated in the survey, with the data collected through questionnaires, as shown in Table 1.

Based on Table 1, most respondents were male (58.8%, 127 individuals), while females accounted for 41.2% (89 individuals), indicating higher male participation. The majority fell within the 11–26 age group (58.3%, 126 individuals), with the smallest group aged 59–68 years (0.5%, one individual), reflecting a younger demographic.

In terms of education, respondents with a Bachelor's degree dominated (63.4%, 137 individuals), followed by Diploma holders (14.8%, 32 individuals) and Postgraduate degrees (10.2%, 22 individuals). Those with high school or vocational education formed the smallest group (11.6%, 25 individuals), highlighting a generally high education level.

Geographically, most respondents resided in Denpasar (34.3%, 74 individuals), while Tabanan had the least representation (3.2%, seven individuals). Other areas included Badung, Bangli, Gianyar, Buleleng, Jembrana, Klungkung, and Karangasem, indicating diverse coverage across Bali.

Regarding monthly expenditures, 72.2% (156 individuals) reported spending under 10 million IDR, 25.5% (55 individuals) spent 10–20 million IDR, and only 2.3% (5 individuals) exceeded 20–30 million IDR, suggesting moderate spending habits. Overall, respondents were predominantly young, male, well-educated, and based in Denpasar, providing a representative snapshot of the study's target population.

**Table 1.** Profile of the respondent

Variable	Characteristics	N=216	%
Gender	Male	89	41.2
	Female	127	58.8
Age	11-26 Years	126	58.3
	27-42 Years	70	32.4
	43-58 Years	19	8.8
	59-68 Years	1	0.5
Highest Level Education	Senior High School	25	11.6
	Diploma	32	14.8
	Bachelor	137	63.4
	Post Graduate	22	10.2
Domicile	Badung	41	19
	Bangli	16	7.4
	Buleleng	13	6
	Denpasar	74	34.3
	Gianyar	21	9.7
	Jembrana	9	4.2
	Karangasem	17	7.9
	Klungkung	18	8.3
	Tabanan	7	3.2
Average Expenses per Month	< 10 Million (IDR)	156	72.2
	>10-20 Million (IDR)	55	25.5
	>20-30 Million (IDR)	5	2.3

The research model applied in this study is a hierarchical structural model utilizing SEM (Structural Equation Modeling) analysis conducted through the Smart PLS 4 software. The study employs the Partial Least Squares (PLS) statistical method to examine the relationships between independent and dependent variables (Nie et al., 2023; Richter et al., 2022; Sarstedt et al., 2021). This method is known for its practicality and does not require many assumptions, including the assumption of normal distribution. According to Magno et al. (2024), PLS is a variance-based structural equation modeling analysis that allows simultaneous testing of measurement and structural models.

Before conducting the analysis, items must undergo validity and reliability testing. Reliability is evaluated using composite reliability and Cronbach's alpha, where items are considered reliable if the cutoff value exceeds 0.70 (Sarstedt et al., 2021; Taber, 2018). The composite reliability and Cronbach's alpha values for this study are above 0.70, confirming the reliability of the items. Validity testing uses loading factors and Average Variance Extracted (AVE), which require values above 0.50 (Cheung et al., 2024; dos Santos & Cirillo, 2023).

### 3.1 Discriminant validity

**Table 2.** Discriminant validity test

	Brand Image	Content Marketing	Customer Review	Impulse Buying	Influencer Marketing
Brand Image	<b>0.891</b>				
Content Marketing	0.792	<b>0.871</b>			
Customer Review	0.768	0.723	<b>0.860</b>		
Impulse Buying	0.424	0.500	0.475	<b>0.877</b>	
Influencer Marketing	0.637	0.778	0.587	0.492	<b>0.913</b>

Discriminant validity ensures that each latent variable concept is distinct from others (Henseler et al., 2015; Panzeri et al., 2024; Rönkkö & Cho, 2022). A model has good discriminant validity if an indicator's loading value is higher for its

latent variable than for other latent variables (Dash & Paul, 2021; J. F. Hair et al., 2017). The discriminant validity test results are shown in Table 2.

Based on Table 2, the square root of the AVE (Fornell-Larcker Criterion) for each construct is greater than its correlation with other variables. Since the square root of the AVE for all latent variables exceeds their inter-construct correlations, the discriminant validity requirements for this model are satisfied.

### 3.2 Composite reliability

Reliability is a tool used to evaluate a questionnaire as an indicator of a variable or construct (Bolarinwa, 2015; Mo et al., 2023; Taherdoost, 2016). A questionnaire is considered reliable if a respondent's answers to its statements are consistent or stable over time. Responses are deemed reliable if each question is answered consistently, without randomness, as each question is designed to measure the same concept. Reliability testing can be conducted using the "One Shot" method, where measurements are taken once, and the results are compared with other questions or by examining the correlation between responses. Cronbach's Alpha is used as a measure of reliability. A variable is considered reliable if the Cronbach's Alpha result is > 0.70, while < 0.70 indicates unreliability.

Table 3 shows that the variables Impulsive Buying, Customer Review, Brand Image, Content Marketing, and Influencer Marketing meet the composite reliability criteria, as their values exceed the recommended threshold of 0.70, confirming their reliability.

**Table 3.** Composite reliability test

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
Impulsive Buying	0.902	0.932	0.920	0.794
Customer Review	0.930	0.942	0.945	0.740
Brand Image	0.871	0.885	0.920	0.794
Content Marketing	0.920	0.921	0.940	0.759
Influencer Marketing	0.900	0.900	0.937	0.833

Table 3 indicates that the variables Impulsive Buying, Customer Review, Brand Image, Content Marketing, and Influencer Marketing satisfy the composite reliability criteria, as all AVE values exceed 0.50, and all Cronbach's Alpha (α) values are greater than 0.70, confirming their reliability.

Based on the overall evaluation, including convergent validity, discriminant validity, and composite reliability, all indicators used to measure the latent variables are valid and reliable, allowing for further testing to proceed.

### 3.3 Inner model test

The hypothesis testing in this study involves an initial evaluation of model feasibility, focusing on the model's ability to explain the variation in the dependent latent variable based on influencing factors. This evaluation is conducted in two ways: first, by analyzing the model's feasibility through the R-square (R<sup>2</sup>) value.

The structural or inner model is tested to assess the relationships between variables, significance levels, and R<sup>2</sup> values (J. Hair & Alamer, 2022). The evaluation includes examining R<sup>2</sup> for endogenous variables, t-tests, and the significance of structural path coefficients. Using PLS, the assessment begins by observing the R<sup>2</sup> values for each endogenous latent variable. Changes in R<sup>2</sup> indicate the influence of specific exogenous latent variables on endogenous latent variables and their substantive impact. Table 4 presents the R<sup>2</sup> estimation results using Smart PLS.

**Table 4.** R square value

	R-square	R-square adjusted
Impulsive Buying	0.325	0.303

Based on Table 4, the model analyzing the influence of Brand Image, Content Marketing, and Influencer Marketing on Impulsive Buying yields an  $R^2$  value of 0.325. This indicates that Brand Image, Content Marketing, and Influencer Marketing explain 32.5% of the variability in the Impulsive Buying variable. In comparison, the remaining 67.5% is attributed to other factors not included in the study.

#### 4. Result and Discussions

##### 4.1 Result

Hypothesis testing was conducted using a t-test, separating the analysis into direct effects and moderation variable tests. The following sections present the results of the direct impact and moderation variable tests sequentially. This study employs the PLS analysis approach to test the proposed research hypotheses. The results of the empirical model analysis using PLS can be observed in Figure 2.

The direct effect testing between variables can also be observed from the path coefficient validation results for each direct effect and moderation test, as shown in Table 5.

**Table 5.** Results of direct effect testing and moderation testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV)	P values
Brand Image -> Impulsive Buying	-0.073	-0.078	0.154	0.472	0.637
Content Marketing -> Impulsive Buying	0.189	0.216	0.168	1.126	0.260
Influencer Marketing-> Impulsive Buying	0.229	0.231	0.106	2.158	0.031
Customer Review X Brand Image -> Impulsive Buying	-0.176	-0.148	0.182	0.965	0.334
Customer Review X Content Marketing -> Impulsive Buying	0.009	0.081	0.136	0.723	0.470
Customer Review X Influencer Marketing -> Impulsive Buying	0.028	0.010	0.223	0.124	0.901

Based on the path coefficient results in Table 5, the following hypothesis testing outcomes are determined:

- The hypothesis testing for the effect of Brand Image on Impulsive Buying yielded a correlation coefficient of -0.073. The t-statistic value was 0.472 (< critical t-value of 1.96) and significant at  $\alpha = 0.000$ , indicating that Brand Image does not influence Impulsive Buying. Therefore, the hypothesis that Brand Image affects Impulsive Buying is rejected.
- The hypothesis testing for the effect of Content Marketing on impulse buying resulted in a correlation coefficient of 0.189. The t-statistic value was 0.260 (< critical t-value of 1.96) and significant at  $\alpha = 0.001$ , showing that Content Marketing does not influence Impulsive Buying. Thus, the hypothesis that Content Marketing affects Impulsive Buying is rejected.
- The hypothesis testing for the effect of Influencer Marketing on Impulsive Buying showed a correlation coefficient of 0.029. The t-statistic value was 0.031 (< critical t-value of 1.96) and significant at  $\alpha = 0.001$ , indicating that Influencer Marketing positively influences Impulsive Buying. Therefore, the hypothesis that Influencer Marketing affects Impulsive Buying is accepted.
- The hypothesis testing for the moderating role of Customer Review on the effect of Brand Image on Impulsive Buying yielded a p-value of 0.034 (> 0.05) or a t-statistic of 0.965 (< 1.96) with a negative parameter coefficient of -0.176. This indicates that Customer Review does not moderate the effect of Brand Image on Impulsive Buying. Hence, the hypothesis that Customer Review moderates the impact of Brand Image on Impulsive Buying is rejected.

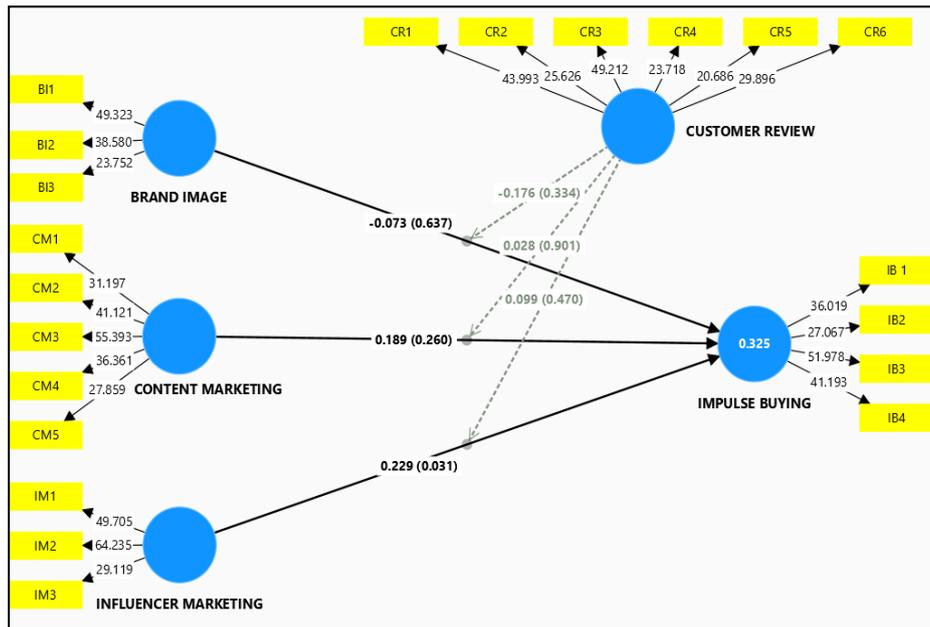


Figure 2. Research empirical model

- e. The hypothesis testing for the moderating role of Customer Review on the effect of Content Marketing on Impulsive Buying resulted in a p-value of 0.470 ( $> 0.05$ ) or a t-statistic of 0.723 ( $< 1.96$ ) with a negative parameter coefficient of -0.009. This shows that Customer Reviews do not moderate the effect of Content Marketing on Impulsive Buying. Therefore, the hypothesis that Customer Review moderates the impact of Content Marketing on Impulsive Buying is rejected.

The hypothesis testing for the moderating role of Customer Review on the effect of Influencer Marketing on Impulsive Buying yielded a p-value of 0.901 ( $> 0.05$ ) or a t-statistic of 0.124 ( $< 1.96$ ) with a positive parameter coefficient of 0.028. This indicates that Customer Reviews do not moderate the effect of Influencer Marketing on Impulsive Buying. Consequently, the hypothesis that Customer Review moderates the impact of Influencer Marketing on Impulsive Buying is rejected.

#### 4.2 Discussion

The analysis shows that Brand Image has a t-statistic value of 0.472, smaller than the critical value of 1.96, and a p-value of 0.637, which exceeds the 0.05 threshold. As a result, the hypothesis that an improved Brand Image leads to increased impulse buying is found to have a positive but insignificant influence. While the hypothesis suggests that a stronger Brand Image can encourage impulsive buying behavior, the study indicates its effect is negligible. This implies that although a strong Brand Image can create emotional appeal, it does not dominate spontaneous purchases. Other factors are likely more influential in shaping impulsive buying behavior. Therefore, businesses should complement Brand Image with other marketing elements that more effectively trigger impulsive buying to optimize sales potential. These findings differ from the study by Agung et al. (2021), and Nindya Saraswati & Yeyen Pratika (2024), which showed that Brand Image significantly and positively affects Impulsive Buying for products. Their results demonstrated that a strong Brand Image has a statistically significant impact on impulsive purchasing behavior.

Content Marketing has a t-statistic value of 1.126, less than the critical value of 1.96, and a p-value of 0.260, exceeding the 0.05 threshold. This indicates that the hypothesis suggesting improved Content Marketing leads to increased impulse buying has a positive but insignificant effect. Although the hypothesis posits that effective Content Marketing enhances the likelihood of impulsive purchases, the results show that its impact is negligible. Engaging, informative, and relevant Content Marketing may create emotional appeal and encourage unplanned purchases, but its influence is insufficient to be a primary factor. This suggests that while Content Marketing plays a role in attracting consumer attention and fostering engagement, it must be integrated with other strategic marketing elements to enhance its effectiveness in driving impulse buying. These findings differ from the study by Putri & Dermawan (2023), and Siew Chein Teo et al. (2023), which found that Content Marketing significantly and positively influences Impulsive Buying among TikTok

Shop users. Their research demonstrated a statistically significant relationship between Content Marketing and Impulsive Buying behavior.

Influencer Marketing shows a t-statistic value of 2.158, exceeding the critical value of 1.96, and a p-value of 0.031, which is still below 0.05. This indicates that the hypothesis suggests that better influencer marketing increases impulse buying, which has a positive and significant effect. The results confirm that effective Influencer Marketing significantly enhances impulsive buying behavior. Credible and relevant influencers who deliver authentic brand messages can directly influence consumer emotions and spur spontaneous purchasing decisions. Through creative and persuasive content, influencers create a sense of urgency or a sudden desire for the promoted product. This demonstrates that a well-executed Influencer Marketing strategy broadens audience reach and is a key driver for impulsive buying, especially when paired with other marketing elements like promotions or engaging shopping experiences. These findings align with the study by Andriani et al. (2024), and Ardiyanti (2023), which found that Influencer Marketing significantly impacts impulsive buying behavior among TikTok Shop consumers. Their research highlights the effectiveness of influencers in driving spontaneous purchase decisions.

The influence of Brand Image on Impulsive Buying through Customer Review has a t-statistic value of 0.965, below the critical value of 1.96, and a p-value of 0.334, exceeding the 0.05 threshold. Consequently, the hypothesis that positive Customer Reviews strengthen the impact of Brand Image on Impulsive Buying is rejected. This finding indicates that while positive Customer Reviews can enhance consumer trust and perception of a brand, they do not significantly amplify the relationship between Brand Image and impulsive buying behavior. Spontaneous purchases are more likely driven by emotional and situational factors rather than consumer reviews. Although strong Brand Image and positive Customer Reviews each have their influence, they may not work synergistically to encourage impulsive buying decisions significantly. These results differ from the study by Açıkğöz et al. (2024), and Thakur (2018), which found that online reviews and customer experiences positively impacted consumer perceptions of a brand. In that study, consumer feedback helped build trust in product and service quality, enhancing purchase intention.

The influence of Content Marketing on Impulsive Buying through Customer Review shows a t-statistic value of 0.723, below the critical value of 1.96, and a p-value of 0.470, exceeding the 0.05 threshold. As a result, the hypothesis that positive Customer Reviews strengthen the impact of Content Marketing on Impulsive Buying is rejected. This suggests that while positive Customer Reviews can enhance the credibility of marketing content, they do not significantly amplify the relationship between Content Marketing and impulsive buying behavior. Consumers may find reviews helpful for decision-making, but spontaneous purchases are more often driven by the emotional appeal of the content itself, such as engaging visuals or urgent messaging. Thus, the influence of Content Marketing on impulse buying tends to stand independently, without reliance on consumer review quality. To maximize its impact, businesses should create more strategic and creative content to drive impulsive responses directly. These findings differ from those of Larasati & Purmono (2023), and du Plessis (2022), who found that effective Content Marketing, combined with positive Customer Reviews, significantly influenced online purchasing decisions. Their research emphasized the importance of accessible, clear, and informative content supported by favorable reviews in driving online purchases.

Influencer marketing influences impulse buying through customer review, with a t-statistic value of 0.124, below the critical value of 1.96, and a p-value of 0.901, exceeding the 0.05 threshold. Therefore, the hypothesis that positive Customer Reviews enhance the impact of Influencer Marketing on Impulsive Buying is rejected. This result indicates that while Customer Reviews are often seen as a means to increase consumer trust, they do not significantly strengthen the relationship between influencer promotions and impulsive buying behavior. Emotional factors and the immediate appeal of influencer-created content, such as compelling storytelling, attractive visuals, or a sense of urgency in promotions, influence impulsive purchases more. While Customer Reviews are essential for building long-term trust, they are ineffective in amplifying the impulsive responses generated by Influencer Marketing strategies. These findings contrast with the research by Nuruh Wahyuni & Ina Ratnasari (2024) and Agustina & Transistari (2023), highlighting that online Customer Reviews, ratings, and influencer promotions significantly influence purchase decisions in the online marketplace. Their study recommended expanding Shopee's affiliate programs and collaborating with influencers to enhance purchase decision processes further and attract more customers.

## 5. Conclusions

The study explored the influence of Brand Image, Content Marketing, Influencer Marketing, and Customer Reviews on impulsive buying behavior in the context of New Balance footwear. The findings indicate that while Brand Image and Content Marketing are relevant to consumer perceptions, they do not directly drive impulsive purchases, highlighting the need for further research into their indirect effects or integration with other strategies. Influencer Marketing emerged

as a significant driver of spontaneous buying, reinforcing its role as an emotionally engaging and dynamic approach to consumer behavior. Customer Reviews were found to have a limited role, suggesting that their moderating influence on impulsive buying warrants deeper investigation. From a managerial perspective, brands should prioritize emotionally driven strategies, such as leveraging credible influencers and situational promotions like time-limited offers, to create urgency and foster spontaneous purchasing. Theoretically, the study underscores gaps in understanding the interplay of digital marketing elements and impulsive buying, calling for future research that addresses the limited impact of Brand Image and Content Marketing. Suggestions for future studies include exploring the effects of different influencer types and content formats on impulse buying. By focusing on creative and holistic marketing approaches, brands can better align with evolving consumer behaviors and achieve sustainable success in competitive marketplaces.

## Acknowledgements

The authors express their gratitude to the editor and reviewers for enhancing the quality of the manuscript.

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