

Analysis of Impulsive Buying E-Commerce Shopee in Generation Z: A Conceptual Framework

Reni Pratiwi Sihombing^{1*}, Arry Widodo², Nurafni Rubiyanti³, Anita Silvianita⁴
Telkom University

Corresponding Author: Reni Pratiwi Sihombing
renipratiwisihombing@student.telkomuniversity.ac.id

ARTICLE INFO

Keywords: Impulse Buying, Hedonic Shopping Motivation, Fear of Missing Out, Shopping Lifestyle, Positive Emotion

Received : 06, November

Revised : 20, November

Accepted: 21, December

©2024 Sihombing, Widodo, Rubiyanti, Silvianita : This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/).



ABSTRACT

The ease of online shopping encourages consumers to buy various products they want so that they are encouraged to behave consumptuously. This then stimulates the phenomenon of impulse buying in consumers. This study aims to determine the relationship between hedonic shopping motivation, fear of missing out, shopping lifestyle and positive emotion towards impulse buying. The population of this study is generation Z men and women born in 1997-2012 who have made impulse purchases on the Shopee platform. The sample consists of generation Z of Shopee e-commerce users. The collected data will be analyzed using the Structural Equation Modeling (SEM) approach using the Smart PLS 3.0 SEM-PLS application. The results showed that hedonic shopping motivation, fear of missing out, shopping lifestyle and positive emotion as mediating factors had a significant and positive influence on impulse buying.

INTRODUCTION

With the development of technology today, it has had an impact on all human life activities in the digital direction, including in the fields of education, health, socio-politics, and economics. Many economic activities have shifted from traditional to digital. One of the most affected impacts in the economic sector is that product trading activities that were previously carried out manually in traditional markets, stores or supermarkets have switched to digitalization. Digitalization in various aspects of life has made the use of the internet more widespread in society, including in Indonesia. The ease of access to information provided by the internet makes the circulation of information faster and wider.



Figure 1. Number of Global Internet Users

Source: datareportal.com (2024)

According to a report published on the datareportal.com website, the total number of global internet users will reach 5.35 billion people in January 2024, or covering 66.2% of the world's population, which is 8.08 billion. This number increased by 1.8% from the previous year which amounted to 5.25 billion users. This indicates that the impact of the internet on society is getting greater, along with more and more people who use it to make various aspects of life easier. Likewise, Indonesia has experienced significant changes in various aspects of life due to the influence of the internet.



Figure 2. Number of Internet Users by Generation

Source: databoks.katadata.co.id

Based on the data above, the millennial generation born in 1981 – 1996 is the highest internet user compared to other age segments in Indonesia. The millennial generation has internet penetration of 93.17% with a contribution of around 30.6% The number of internet users in Indonesia. Generation Z, born between 1997 and 2012, took second place, accounting for around 87.2% of Indonesia's internet users and up to 34% overall. With a high number of internet users in Indonesia, it can be a great market opportunity for the business world, especially online-based businesses, where the desire for something becomes more practical and efficient. This creates an opportunity for business actors to open new online-based business opportunities.

Many Indonesians are currently involved in e-commerce transactions which makes the development of e-commerce in Indonesia quite good. The increasing number of internet users in Indonesia has resulted in an increasing variety of digital platforms, especially in the e-commerce sector (Ningrum & Pudjoprastyono, 2023). The following is data on e-commerce visitors throughout 2023 obtained from the databoks.katadata.co.id.



Figure 3. E-commerce Visitor Data in 2023

Source: databoks.katadata.co.id

According to this data, Shopee received 2.35 billion visitors, followed by Tokopedia (1.25 billion), Lazada (762.4 million), Blibli (337.4 million), and Bukalapak (168.2 million). However, before becoming the most visited website in 2023, Shopee experienced a 16% reduction in February 2023 compared to January 2023, and even a 25% decrease from the achievement at the end of 2022, according to databoks.katadata.co.id. Shopee is a rapidly developing e-commerce platform in Indonesia. Shopee e-commerce was Garena's first open market; it has now changed its name to SEA Group. Garena operates a mobile C2C (customer to customer) open market. Shopee was formally launched in Indonesia in December 2015 by PT Shopee International Indonesia (Sulistiyawati and Widayani, 2020).

Consumers that like to shop online are generation Z, who were born in the digital era, and their activities are not far from technology (Angela & Paramita, 2020). Generation Z is a digitally savvy generation. With this digital intelligence, generation Z uses technology and information at a high level. Excessive internet use has affected the consumption patterns or shopping habits of generation Z, where they tend to use online services to buy the goods and

services they want. According to Aprilya et al. (2022), shopping habits have now become a lifestyle that aims to satisfy emotions and no longer meet needs. With the high shopping activity in e-commerce, consumer purchases can be classified as planned purchases or can be known, namely impulsive buying as purchases that occur due to the emergence of strong desires and desires (desire) unconsciously and are also followed by an ongoing thought process about the impact of consequences that are likely to arise after the purchase is made (Sucidhal, 2019). Impulse purchases can occur when consumers suddenly want to buy something as soon as possible without being preceded by previous desires or problems (Azizah et al., 2022). This shopping habit arises because of factors that affect it, both internal and external. Some of the elements that contribute to impulsive purchase are shopping lifestyle, hedonic shopping motivation, and flash deals. (Octaviana et al., 2022).

With the development of the technological era and the presence of social media, generation Z shopping behavior is frequently influenced by trends and the FOMO (Fear of Missing Out) mindset, which encourages them to keep up with developments by buying the latest products and prioritizing shopping according to impulsive lifestyle needs. And then there is a change in behavior from initially shopping with a plan to unplanned shopping, resulting in impulsive buying (Wulan et al., 2019).

The shopping lifestyle is a person's attitude or decision to use or spend money on a product. The increase in consumer income also leads to an increase in consumer demand. Increasing demand leads to an increase in consumer spending (Sopiyan & Kusumadewi, 2020). Factors such as brand perception, the influence of discounts, working hours, and personal preferences also play an important role in shaping buyers' habits and preferences (Ningrum & Pudjoprastyono, 2023). With the time they have, customers will have more time to shop, and with the money they have, their purchasing power will be high (Zayusman & Seprizola, 2022).

In addition, Positive Emotion is also one of the components of the affective process in impulse purchases. Positive emotions are said to be a state where (potential) consumers have a positive mood that comes from their motivation to satisfy themselves through impulse buying, positive feelings mean as a positive influence reflects the extent to which a person feels enthusiastic, and active so that this is related to the urge to buy impulsively buying. Emotional value has a direct positive impact on the tendency of impulsive buying behavior. Because when consumers feel positively passionate, they will spend more time opening their smartphones to buy an item. Therefore, positive emotion is one of the important variables that need to be researched. And make the researcher put positive emotion as a mediating variable.

Based on the explanation of the phenomena and reality above, the author decided to conduct research with the aim of knowing and analyzing what factors affect the impulsive buying behavior of e-commerce Shopee users, especially in generation Z.

To support this study, the researcher used a bibliometric analysis method with VOSviewer software to improve the analysis. VOSviewer is a data visualization application that can detect trends in particular studies or fields of study. This approach is excellent for presenting evidence on the influence of individual research or a field of study, as well as for identifying new research fields and developing trends. The variables to be examined in this study are Hedonic Shopping Motivation, Fear of Missing Out, Shopping Lifestyle, and Positive Emotion.

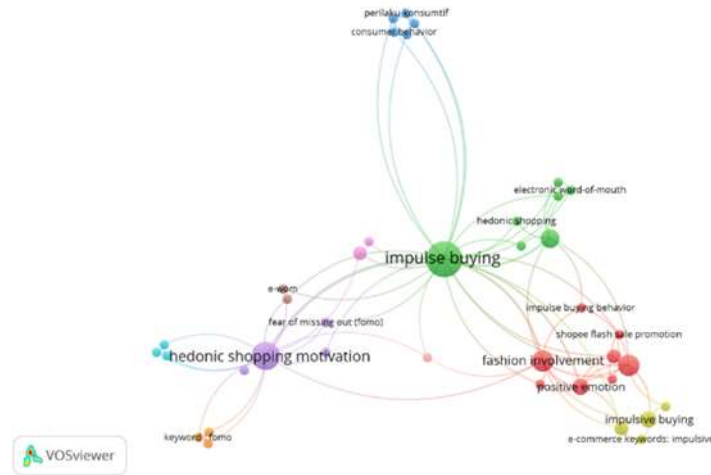


Figure 4. Co-Occurance Network Visualization

THEORETICAL REVIEW

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action paradigm is used to investigate human behavior. According to social psychologists' research, a person's behavioral intention toward a specific conduct determines whether or not that behavior is carried out (Ajzen and Fishbein, 1975). According to TRA, beliefs can alter attitudes and social norms, resulting in a shift in the shape of a person's desire to behave, whether guided or not. This idea emphasizes the importance of a person's "intention" in deciding whether a behavior occurs. In the context of impulse buying on Shopee in generation Z, attitudes can be influenced by factors such as massive discount offers and attractive advertisements on social media. Generation Z, who tend to be responsive to visual experiences and digital interactions, are more susceptible to having a positive attitude towards impulsive buying behavior.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior is an extension of the Theory of Reasoned Action, both of which are predicated on the notion that humans act rationally by taking into account the available knowledge and the consequences of their actions. According to the TPB, three major aspects influence a person's intention to engage in a behavior: attitude toward the conduct, subjective norm, and perceived behavioral control. In the context of generation Z who are often exposed to technology, the following factors can be included in generation Z's

attitude towards Shopee as a platform that often offers attractive promotions, such as "Shopee 11.11 Big Sale," creating a positive impression that triggers impulsive behavior. For subjective norms, there is the influence of social media, where many generation Z follow trends shared by online communities or influencers. Social support from a group of friends that encourages consumptive behavior, such as product discussions in group chats. Perceived behavioral controls such as ease of payment access (e-wallet), fast delivery, and a user-friendly interface of the Shopee application, further increase the possibility of impulsive behavior.

Impulsive Buying

According to Mowen and Minor (2010), impulse buying is the act of purchasing without any prior problems or purchase intent/intention created prior to entering the store. Meanwhile, Suhartini (2016) defines impulse purchase as an emotional decision or a response to the heart's urgency. Arifianti (2011) shared the same sentiment, stating that impulse buying is defined as the behavior of purchasing based on emotions in order to solve restricted or impulsive purchase concerns. There are various characteristics that contribute to impulsive buying (Wijaya and Oktariana, 2019), including spontaneity, strength/compulsiveness, intensity, excitement and stimulation, and disregard to the consequences.

Hedonic Shopping Motivation

Hedonic shopping. Motivation refers to psychological demands such as satisfaction, status, emotions, and other subjective feelings. This urge frequently emerges to meet the demands of the state and aesthetics, and is also known as an emotional motive (Utami, 2010). According to Arnold & Reynold (2017), hedonic shopping motivation is the urge to shop because it causes a desire to feel happy when observing shopping places, calming stress or overflowing problems, socializing with others, and following trends as well as other personal and social experiences. Consumers who are hedonistic have a high degree of buy that is influenced by their dreams, therefore creating an environment that may satisfy consumer fantasies is critical in increasing consumer purchases According to Yu and Bastin (2010), the dimension of hedonic shopping is divided into novelty, fun, and escape. The findings of Rahma and Septrizola (2017) stated that hedonic shopping motivation has a positive and significant influence on impulse buying. Consumers generally have an emotionally hedonistic shopping experience. It can be said that when a consumer buys a product, that consumer has a strong motivation.

H1 : Hedonic shopping motivation has a favorable and considerable impact on impulse buying.

Fear of Missing Out (FoMO)

According to Przybylski (2013: 1481) FoMO is a condition in which a person feels restless after looking at or checking social media and witnessing fun activities done by friends or other people out there, as well as a great desire to stay connected to what others are doing on the internet. Przybylski et al.,

(2013) identified three dimensions of FoMO, namely fear, worry and anxiety. In Indonesia, FoMO is often seen in the form of the need to stay connected through social media and the desire to keep up with the latest trends, especially among the younger generation. A previous study has been carried out by Aurira et al (2023) which said that around 60% of adolescents in Indonesia experience FoMO, especially those related to the use of social media and online presence which often encourages impulse purchases.

H2 : Fear of Missing Out has a significant and positive influence on Impulse Buying

Shopping Lifestyle

According to Levy (2009:131) A shopping lifestyle is a way of life in which a person spends their time and money, engages in purchasing activities, and expresses their attitudes and ideas about the world around them. A person's spending habits shape a new personality and characteristic of the individual. This buying lifestyle is also influenced by a variety of elements, including brand views, advertising impact, and personality. Hamdani et al. (2022) define the elements of buying lifestyle as actions, interests, and opinions.

H3 : Shopping lifestyle has a favorable and significant impact on impulse buying.

Positive Emotion

Emotions are cognitive responses, descriptions of a person's mood and behaviors that arise as a result of certain stimuli that can influence a person in making a purchase decision. According to (Watson, D. and Tellegen, 1985) Emotions can be classified into 2 parts, namely positive emotions and negative emotions. Hude (2006) defines positive emotions as "emotions that are always desired by everyone," such as "happy," "satisfied," and so on, whereas negative emotions are "emotions that are not expected to happen to a person" (Novi Riana Dewi & Kumadji, 2015). Positive emotions are a feeling of joy or joy that is influenced by various environments, which can encourage impulse purchases while shopping. Amiri et al. (2012) stated that increased motivation to make impulsive purchases can occur when positive customer emotions are formed towards the product (Diksita & Jatra, 2018). Positive emotion is measured by several indicators in the form of feeling happy, feeling satisfied, feeling comfortable, feeling excited, feeling enthusiastic and feeling unable to control themselves.

Peter and Oslon (2014:43) stated that consumers who have a high level of positive emotion are able to improve their behavior in impulse buying. In the study (Diksita & Jatra, 2018) stated that the positive emotion variable has a positive and significant effect on impulse buying. A person who experiences a relatively high sense of pleasure or joy as a result of positive emotions will spend more time shopping. Often positive emotions act as a stimulus to buy, therefore, consumers who do impulse buying often spend money or excess money when shopping. The results of this study support the research conducted by Puspita and Budiarti (2016) and Darma and Japariato (2014)

which stated that positive emotions have a positive and significant effect on impulse buying.

The positive emotion variable is a mediating variable between hedonic shopping value and impulse buying. This means that when a person has hedonic shopping value that is oriented towards pleasure when shopping and is driven by positive emotions felt by the person, then this can trigger impulse buying. Hedonistic considerations in someone with a positive mood such as a sense of pleasure or joy when shopping can encourage the chances of unplanned purchase decisions.

The positive emotion variable is a mediating variable between shopping lifestyle and impulse buying. This means that when a person has a high shopping lifestyle and is driven by positive emotions felt by the person, then this can trigger impulse buying. When a person does shopping activities to meet his or her shopping lifestyle needs and feels positive emotions such as a sense of pleasure or joy when shopping, then it can encourage a person to do impulse buying. The results of this study support the research conducted by Darma and Japariato (2014) which stated that shopping lifestyle has a significant and direct effect on positive emotions.

H4 : Positive Emotion Mediates the Relationship Between Hedonic Shopping Motivation and Impulse Buying

H5 : Positive Emotion Mediates the Relationship Between Fear of Missing Out and Impulse Buying

H6 : Positive Emotion mediates the relationship between Shopping Lifestyle and Impulse Buying

Figure 5 illustrates the theoretical framework set out in this study. Hedonic shopping motivation, fear of missing out, shopping lifestyle and positive emotion as mediators of impulse buying. Specifically, the framework proposes that hedonic shopping motivation, fear of missing out, shopping lifestyle are hypothesized to affect positive emotions that eventually form Impulse Buying.

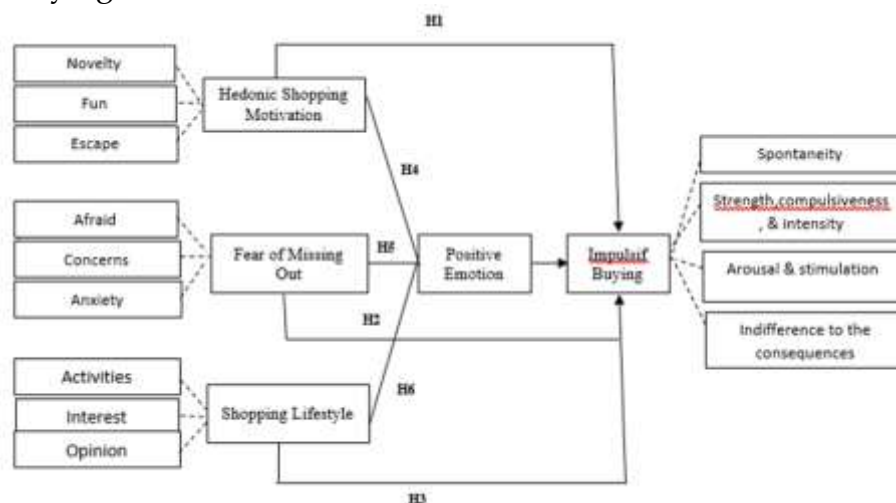


Figure 5. Conceptual Framework

METHODOLOGY

This study takes a quantitative approach to analyzing the impact of characteristics that induce impulse purchases on the Shopee platform, particularly among Indonesia's generation Z. The participants in this study are generation Z men and women born between 1997 and 2012 who made spontaneous purchases on the Shopee platform. The sample technique used in this study is non-probability sampling combined with purposive sampling techniques, which incorporate specific criteria into the selection process. The sample includes Shopee e-commerce consumers from generation Z. The data was collected using an online questionnaire distributed via social media and other online venues. Data collection is cross-sectional, which means that data is collected at a specific period. The collected data will be evaluated using the Smart PLS 3.0 SEM-PLS tool, which employs structural equation modeling (SEM). SEM-PLS was chosen because it can investigate the associations between variables in a complex and simultaneous manner, as well as test research hypotheses using latent variables.

RESULTS

Rapid technological advances have made many people use technology both in buying and selling a product. The use of technology in the world of shopping is known as e-commerce, one of which is Shopee E-Commerce. Currently, most people when shopping do not fit the planned list, even though in fact the product is not very important or even very needed for now. Accompanied by various attractive offers, so that the desire to shop excessively can no longer be stopped and do not pay attention to which products are a priority on the shopping list.

Impulsive buying behavior often occurs due to hedonistic shopping motivation (Park, 2006), where consumers tend to behave impulsively when they have hedonistic motivations such as trying to fulfill self-satisfaction, pleasure, fantasy, social and emotional satisfaction. When a consumer has hedonic shopping motivation and is liking something, then the consumer will immediately buy it instead of constantly thinking and comparing the product with other products (Riyanto, 2021). Based on the results of research conducted by Pranggabayu & Andjarwati (2022), it shows that hedonic shopping motivation has a positive influence on impulse buying. This statement proves that hedonistic shopping motivation can affect impulse purchases. The higher the hedonistic shopping motivation that consumers have, the higher the impulsive purchase that consumers will make. But on the other hand, if consumers' hedonistic shopping motivation is low, then the impulsive purchases that consumers will make will also be low.

Hedonic shopping motivation is significant in online impulsive buying because it is driven by hedonistic desires or other non-economic reasons, such as appreciating a product, pleasure, social and emotional factors. The hedonic nature that encourages online buying impulse on Shopee is caused by several available features and services, including: (1) the design of the Shopee website and application is very appealing, easy, and fun, (2) the choice of various

products at very diverse prices allows users to find the best price they want, and (3) a 100% money-back guarantee in the event of an inappropriate product purchase.

FoMO affects impulse buying, this is because FoMO influences individuals to make impulse purchases caused by increased buying intentions due to their emotional actions as a result of FoMO. Looking at other people's lives, lifestyles and experiences can create feelings of inadequacy that trigger the desire not to be left behind. McGinnis (2020:59) who said that FoMO is a motivation or encouragement for a consumer to make impulse purchases that are influenced by feelings of anxiety and fear of missing a certain moment or trend where consumers who suffer from FoMO with a high level are able to improve their behavior in impulse buying. The results of previous research conducted by Ratnaningsih & Halidy (2022) where in the results of the findings there was a significant and positive influence of FOMO on impulse purchases in the community. The results of this study are in line with those conducted by (Çelik et al., 2019) and (Muharam et al., 2023) which stated that FoMO has a positive and significant effect on impulse buying. This is supported by research (Przybylski et al., 2013) FoMO (Fear of Missing Out) is a desire to always do what others do. A person who experiences FoMO will feel scared if he or she cannot experience the valuable experiences that others have experienced.

Mathur (2019) states that impulsive buying can be influenced by several things such as mood, emotions, situational factors, and social influences. Promotions and offers advertised by companies and stores can influence consumer shopping behavior by taking advantage of the fear of missing out phenomenon where the e-commerce marketing strategy is carried out to form the impression that a good or service is experiencing a short supply, so that individuals are influenced by their purchase decisions and experience fear of missing out (Hodkinson, 2016; in Çelik, Eru, and Cop, 2019).

Shopping lifestyle and impulse buying are closely related. This shopping lifestyle occurs due to the consumptive behavior of a person who wants to spend his money which arises because of someone's emotions. This emotion is strongly related to impulsive buying. Research conducted by Cobb and Hoyer in Tirmizi et al., (2009:524) states that shopping lifestyle is defined as the behavior of a consumer regarding the decision to buy a product that is related to their personal responses or opinions, this study shows a positive relationship between shopping lifestyle and impulse buying. Consumers will be willing to sacrifice something to fulfill their lifestyle and this will tend to result in impulse buying behavior (Japarianto and Sugiharto, 2011). The results of this study are in accordance with research conducted by Edwin and Sugiono in 2011 in (Ni & Giantari, 2016) that shopping lifestyle has a significant effect on impulse buying, as well as the results of research that has been conducted by Alfiyah & Prabowo (2021) which states that unplanned purchases (impulse buying) are caused by the high shopping lifestyle in consumers.

Positive emotions are said to be a state where (potential) consumers have a positive mood that comes from their motivation to satisfy themselves through impulse buying, positive feelings mean as a positive influence reflects the extent

to which a person feels enthusiastic, and active so that this is related to the urge to buy impulsively buying. Emotional value has a direct positive impact on the tendency of impulsive buying behavior. Because when consumers feel positively passionate, they will spend more time opening their smartphones to buy an item. In the study (Diksita & Jatra, 2018) stated that the positive emotion variable has a positive and significant effect on impulse buying. This result is in line with research by (Sucidha, 2019) and (Marianty, 2018) which found that positive emotion has a significant and positive effect on impulse buying.

DISCUSSION

This study analyzes how factors affect impulse buying in Shopee e-commerce in generation Z (gap in literature). This study aims to fill the gap by evaluating the factors that affect impulse buying in Shopee e-commerce in generation Z. Based on previous research, the findings of Rahma and Septrizola (2017) which stated that hedonic shopping motivation has a positive and significant influence on impulse buying, namely the higher the hedonic shopping motivation that consumers have when shopping on the Shopee marketplace. FoMO influences individuals to make impulsive purchases caused by increased purchase intent due to their emotional actions as a result of FoMO. FoMO has a positive and significant effect on impulsive buying (Çelik et al., 2019) and (Muharam et al., 2023). There is a positive relationship between shopping lifestyle and impulse buying. Consumers will be willing to sacrifice something to fulfill their lifestyle and this will tend to result in impulse buying behavior (Japariato and Sugiharto, 2011). The results of this study are in accordance with research conducted by Edwin and Sugiono in 2011 in (Ni & Giantari, 2016) that shopping lifestyle has a significant effect on impulse buying. Impulsive consumer purchase decisions are based on positive emotion factors, namely as moods that can influence and determine the intensity of purchase decisions made by consumers (Tirmizi, et al., 2009). In the study (Diksita & Jatra, 2018) stated that the positive emotion variable has a positive and significant effect on impulse buying. The object of this research uses Shopee e-commerce as a platform to conduct impulse buying.

CONCLUSIONS AND RECOMMENDATIONS

This conceptual paper explores the relationship between hedonic shopping motivation, fear of missing out, shopping lifestyle, positive emotion and impulse buying so that statistical results are not yet available for this study. This model shows that hedonic shopping motivation, fear of missing out, shopping lifestyle contribute positively to impulse buying. The phenomena of spontaneous purchases on Shopee e-commerce is becoming increasingly common, and it has the potential to have both beneficial and bad consequences for many parties. Impulse purchases can benefit consumers by making shopping easier and faster, introducing them to intriguing new products, and increasing their shopping happiness. However, impulse purchases can have negative consequences for consumers, such as excessive spending, regret after purchase, and the accumulation of useless goods. In Shopee e-commerce, spontaneous

purchases can boost transaction volume and income. However, Shopee e-commerce must also adhere to corporate principles and protect customers from irresponsible, impulsive purchase behaviors.

For generation Z, they should shop according to their needs and abilities. In addition, generation Z should read the product description on the Shopee marketplace before buying the product, so that the product purchased is in accordance with expectations. With the existence of intense product offerings, it will make consumers' desire to shop hedonically unstoppable, so consumers will make purchases without paying attention to which products are priorities and shopping lists as planned. In addition, generation Z is a consumer who likes to shop. Generation Z is also a consumer who does not want to be left behind, especially when it comes to shopping. Shopee pays more attention to the products marketed to consumers so that consumers continue to be interested in buying or returning to shopping. Generation Z who experience FoMO tends to be more easily influenced to make impulse purchases, because there is an encouragement not to miss trends or opportunities that are popular among the public.

FURTHER STUDY

Future research could examine factors driving impulse buying among Generation Z on platforms like Shopee, focusing on the roles of hedonic motivation, FoMO, and shopping lifestyle. Studies could explore long-term effects of impulse buying on financial well-being and satisfaction, as well as strategies to encourage responsible shopping, such as spending reminders. Research on the influence of marketing, product presentation, and platform design in triggering impulse purchases, alongside ethical considerations, is also essential. Additionally, analyzing FoMO's psychological impact and conducting cross-cultural or generational comparisons would provide deeper insights into impulse buying behaviors.

REFERENCES

- Alfiyah, M. T. (2021). Pengaruh Promosi Penjualan dan Shopping Lifestyle terhadap Impulse Buying pada Konsumen Shopee di Kota Tuban. *JBI*, 1-10. doi:<https://doi.org/10.33005/jbi.v12i2.2896>
- Amiri, F. J. (2012). "Evaluation of Effective Fashionism Involvement Factors on Impulse Buying of Costumers and Condition of Interrelation between These Factor." *Journal of Basic and Applied Scientific Research*, 9413-9419.
- Andika, M. M. (2021). Efektivitas Marketplace Shopee sebagai Marketplace Belanja Online yang Paling Disukai Mahasiswa. *Jurnal of Education and Technology*, 1, 25.
- Angela, & V. (2020). Pengaruh Lifestyle Dan Kualitas Produk Terhadap Keputusan Impulse Buying Konsumen Shopee Generasi Z. *Jurnal Ekobis : Ekonomi, Bisnis & Manajemen*, 249-250. Diambil kembali dari <http://ejournal.stiemj.ac.id/index.php/ekobis248>
- Aurira, P. A. (2023). Fear of Missing Out Scale Adaptation in Indonesia. *Psychological Research on Urban Society*, 6(2).
- Azizah, F. D. (2022). Impulsive Buying Behavior: Implementation of IT on Technology Acceptance Model on E-Commerce Purchase Decisions. *Golden Ratio of Marketing and Applied Psychology of Business*, 58-72. doi:<https://doi.org/10.52970/grmapb.v2i1.173>
- Çelik, I. K. (2019). The effects of consumers' FoMo tendencies on impulse buying and the effects of impulse buying on postpurchase regret: An investigation on retail stores. *BRAIN-Broad Research in Artificial Intelligence and Neuroscience*.
- Darma, L. A. (2014). Analisa Pengaruh Hedonic Shopping Value Terhadap Impulsif Buying dengan Shopping Lifestyle dan Positive Emotion Sebagai Variabel Intervening pada Mall Ciputra World Surabaya. *Jurnal Manajemen Pemasaran*, Vol. 8, No.2, 80-89.
- eDot. (2024). "5 E-Commerce dengan Pengunjung Terbanyak di Indonesia pada Awal 2024, .
- Edwin, J. &. (2011). Pengaruh Shopping Life Style Dan Fashion Involvement Terhadap Impulse Buying Behavior Masyarakat High Income Surabaya. *Jurnal Manajemen Pemasaran*, 32-41. Diambil kembali dari <http://puslit2.petra.ac.id/ejournal/index.php/mar/article/view/18388>

- Hamdani, N. M. (2022). Pengaruh Price Discount dan Shopping Lifestyle Terhadap Impulse Buying Pada Konsumen Shopee di Kabupaten Garut. *Business Innovation and Entrepreneurship Journal*.
- Hodkinson, C. (2016). 'Fear of Missing Out'(FOMO) marketing appeals: A conceptual model. *Journal of Marketing Communications*, 65–88.
- Japarianto, E. d. (2011). Pengaruh Shopping Lifestyle dan Fashion Involvement Terhadap Impulsive Buying Behavior Masyarakat High Income Surabaya. *Jurnal Manajemen Pemasaran*, Vol. 06.
- Mathur, S. (2019). A review of impulse buying behavior: Definition & affecting factors. *Journal of Emerging Technologies and Innovative Research*, 270–275.
- McGinnis, P. (2020). FOMO--Fear of Missing Out: Bijak Mengambil Keputusan di Dunia yang Menyajikan Terlalu Banyak Pilihan. Jakarta: Gramedia Pustaka Utama.
- Meria Christina Noviolita, P. I. (2020). Analisis Faktor-Faktor yang Mempengaruhi Perilaku Pembelian Impulsif Konsumen Tokopedia Menggunakan Analisis Diskriminan (Studi Konsumen Generasi Y dan Z pada Masa Pandemi Covid-19). *Jurnal Manajemen dan Bisnis Kreatif*, 6(1). Diambil kembali dari <https://journal.ubpkarawang.ac.id/index.php/Manajemen/article/view/1187>
- Mowen, J. D. (2010). *Consumer Behavior*. Prentice Hall, Inc.
- Muharam, G. M. (2023). Experimental Student Experiences The Effect of Fear of Missing Out (FoMO) and Peer Conformity on Impulsive Buying in Semarang City Students (Study on TikTok Shop Consumers). *Jurnal Sunan Doe*, 2985–3877. Diambil kembali dari <https://jurnal.institutsunandoe.ac.id/index.php/ESE>
- Ni, P. S. (2016). Pengaruh Shopping Lifestyle dan Fashion Involvement terhadap Impulse Buying Behaviour Masyarakat di Kota Denpasar. *E-Jurnal Manajemen Unud*, 5246–5273. Diambil kembali dari <https://ojs.unud.ac.id/index.php/Manajemen/article/view/21507/15069>
- Ningrum, P. A. (2023). Pengaruh Shopping Lifestyle dan Diskon Terhadap Impulse Buying di E-commerce Shopee Pada Mahasiswa UPN "Veteran" Jawa Timur. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*, 11(1).
- Novi Riana Dewi, S. (2015). Pengaruh Fashion Involvement Dan Kecenderungan Hedonic Consumption Dengan Mediator Emosi Positif Terhadap

- Pembelian Impulsif Berorientasi Fashion (Survei Pada Pembeli Pakaian Di Mal Olympic Garden Kota Malang). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 86284.
- Octaviana, A. R. (2022). Analisis Shopping Lifestyle, Hedonic Shopping Motivation Dan Flash Sale Terhadap Online Impulse Buying. *Management Studies and Entrepreneurship Journal*.
- Peter, P. J. (2002). *Consumer Behavior and Marketing Strategy 6th Edition*. New York: Mc Graw Hill.
- Pranggabayu, B. (2022). View of Pengaruh Hedonic Shopping Motivation dan Store Atmsophere Terhadap Impulsive Buying (Studi pada Pengunjung Miniso Tunjungan Plaza). Diambil kembali dari <https://publish.ojsindonesia.com/index.php/Sibatik/article/view/112/104>
- Puspita, E. M. (2016). Pengaruh Motivasi Belanja Hedonis Terhadap Pembelian Impulsif Melalui Emosi Positif Pelanggan Vans Store Surabaya. *Jurnal Ilmu dan Riset Manajemen*, Vol. 5, No. 5, 1-16.
- Ratnaningsih Ds, Y. R. (2022). Pengaruh FoMO, Kesenangan Berbelanja dan Motivasi Belanja Hedonis Terhadap Keputusan Pembelian Tidak Terencana di E-Commerce Shopee Pada Waktu Harbonas. *Jurnal Ekonomi Dan Bisnis*, 1477-1487.
- Shopee.co.id. (2024). Diambil kembali dari <https://shopee.co.id/>
- Sopiyan, P. (2020). Pengaruh Shopping Lifestyle dan Positive Emotion Terhadap Impulse Buying. *Coopetition : Jurnal Ilmiah Manajemen*, 11(3).
- Sucidha, I. (2019). Pengaruh Fashion Involvement, Shopping Lifestyle, Hedonic Shopping Vallue Dan Positive Emotion Terhadap Impulse Buying Produk Fashion Pada Pelanggan Duta Mall Banjarmasin. *At-Tadbir. Jurnal Ilmiah Manajemen*, 1-10. Diambil kembali dari <https://doi.org/10.31602/atd.v3i1.1705>
- Suhartini, Y. I. (2016). Pengaruh Shopping Lifestyle, Fashion Involvement, Dan Hedonic Shopping Motivation Terhadap Impulse Buying. *Jurnal Ilmu Administrasi Bisnis*, 1-10.
- Sulistiyawati, E. (2020). Marketplace Shopee Sebagai Media Promosi Penjualan Umkm di Kota Blitar. *Jurnal Pemasaran Kompetitif*, 135.
- Tirmizi, A. U. (2009). An Empirical Study of Consumer Impulse Buying Behavior in Local Market. *European Journal of Scientific Research*, Vol. 28, 522-532.

- Wijaya, E. R. (2019). Faktor-Faktor yang Mempengaruhi Impulse Buying pada Hodshop Bengkulu. *Ekombis Review. Jurnal Ekonomi Bisnis*. doi:<https://doi.org/10.37676/ekombis.v7i1.696>
- Wulan, W. N. (2019). Analisis Pembelian Tidak Terencana pada Toko Online Shopee. *Ekonomi dan Bisnis*. 54-71. doi:<https://doi.org/10.35590/jeb.v6i1.830>
- Yu, C. (2010). Hedonic Shopping Value And Impulse Buying Behavior In Transitional Economies: A Symbiosis In The Mainland China Marketplace. *Journal Of Brand Management*, 105-114.
- Zayusman, F. (2022). Pengaruh Hedonic Shopping Value dan Shopping Lifestyle Terhadap Impulse Buying pada Pelanggan Tokopedia di Kota Padang. *Journal of Sustainability Business Research*, 361-365.