

The Influence of Hedonic Motives, Browsing, and E-Payment on Impulsive Buying of Fashion Products in E-Commerce

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ARTICLE INFO

Keywords: Impulsive Buying, E-commerce, Hedonic Motives, E-payment, Browsing

Received : 12, June

Revised : 26, June

Accepted: 24, July

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ABSTRACT

This study aims to analyze the effect of hedonic motives, browsing activities, and the use of e-payment on impulsive buying behavior of fashion products in e-commerce. Internet access and e-payment methods facilitate online shopping and encourage impulse buying, especially among Generation Z and Millennial who are often tempted by attractive promotions and satisfying browsing experiences. The research process was conducted through a survey involving respondents who use e-commerce platforms in Indonesia. The implementation method used was regression analysis to identify the relationship between the variables under study. The results show that hedonic motives and browsing activity have a significant influence on impulsive buying, while e-payment also contributes positively, accelerating the buying process. The implication of these findings is the importance of marketing strategies that pay attention to emotional factors and ease of transactions to increase sales of fashion products online.

INTRODUCTION

The development of e-commerce in Indonesia has brought significant changes in consumer behavior, especially in the fashion sector (Nugroho, 2020). Many business people use the internet as a marketing medium to attract consumers who actively shop online (Pasaribu, 2021). Shopping activities do not recognize gender boundaries, social status or income level (Prasetyo & Febriani, 2020). There are 5 e-commerce sites in the marketplace category with the most visitors in Indonesia in 2023, namely Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. The ease of transactions offered by e-commerce, supported by the emergence of e-payment, has made consumers increasingly interested. By simply opening the e-commerce application, consumers can view and select the items they want to buy, or even put them in their shopping cart without difficulty (Luckandi, 2019).

According to sources from Standard Insight, in 2023 as many as 70.13% of people will choose this category as the one they often buy online. According to Utami (2010), impulse buying occurs when consumers are tempted by certain products or brands offered by online stores.

Generation Z shopped impulsively at 43% due to attractive offers, while Millennial Generation reached 46%. Self-reward is also a reason, with 39% of Generation Z, 44% of Generation. Constant exposure to fashion products via the internet stimulates the impulse to buy.

Generation Z, according to Noordino (2016), is a generation that is very dependent on technology and the internet, with a preference for instant things (Rini and Sukanti, 2016). They are active on social media such as Twitter, Line, and Instagram, and are more tolerant of culture and religion (Khansa, 2022). Although similar to the Millennial Generation, Generation Z is able to carry out many activities at once and has open communication patterns, is influenced by the environment and social strata of the family, and is responsive to environmental changes (Putra, 2016).

Consumers who are driven by hedonic motives tend to buy goods to gain pleasant experiences and emotional satisfaction. This motive encourages impulse purchases, especially when there are attractive offers (Khan et al., 2020). In addition, the search for excitement in online shopping makes consumers more susceptible to impulsivity and buying without planning (Huang and Sarigöllü, 2020).

Browsing has a major influence on impulse buying behavior, as it allows consumers to explore a variety of products and offers. According to Kumar and Gupta (2020), intensive browsing activities often trigger impulsivity in purchasing decisions. Additionally, Wang and Zhang (2020) found that a pleasant browsing experience can increase consumers' tendency to purchase without planning.

E-payment has a significant effect on impulse buying behavior, because it provides convenience and speed in transactions. According to Zhou et al. (2020), the use of electronic payment methods can reduce obstacles in the purchasing process, thereby encouraging consumers to buy more. In addition,

Li and Zhang (2020) stated that easy access to e-payment increases consumer impulsivity when shopping online.

The relationship between hedonic motives, browsing, and e-payment on impulsive buying is very significant, where hedonic motives encourage consumers to look for pleasant experiences when shopping, which increases the tendency to buy impulsively. Intensive browsing activity also introduces a variety of interesting choices, increasing impulsivity in purchasing decisions (Shah et al., 2022). Additionally, the convenience of e-payment facilitates fast transactions, making consumers more likely to make purchases without planning (Nguyen et al., 2022).

With the increasing interest of the younger generation, understanding the factors that drive impulse buying can help industry players design more effective marketing strategies. The aim of this research is to analyze the influence of hedonic motives, browsing and e-payment on impulsive buying among generation Z and the Millennial generation of fashion products in e-commerce.

LITERATURE REVIEW

Hedonic Motives

Motivation is the power within individuals that drives them to act (Suswati, 2022). Every individual has a strong drive to fulfill their needs. Hedonism, according to Rahmat et al., (2020), is the view that pleasurable things are considered good. Conversely, things that cause suffering or discomfort are considered bad. Someone with a hedonic lifestyle tends to want to attract attention and avoid misery by having adequate facilities.

Based on the description of the definition above, it can be concluded that hedonic motives are activities or behavior of a person who spends his time just for the sake of having fun, seeking enjoyment, comfort, and avoiding suffering, distress and difficulties which are used as life goals. There are several lifestyle factors that trigger someone to have hedonism. According to Sumarwan (2018), the main factors that shape lifestyle are divided into two, namely demographic factors involving education level, age, income level and gender. The second psychographic factor involves lifestyle, values and beliefs, personality, interests and hobbies.

According to Prihantini and Susanto (2015), indicators of hedonic shopping motivation include several aspects, the first of which is adventure, which describes interest in new sensations. Second, gratification is related to the search for pleasure. Third, the role reflects consumer behavior that wants to achieve satisfaction. Fourth, value emphasizes the emotional experience of consumption. Fifth, social focuses on products that strengthen social ties and status. Finally, ideas include pleasurable sensory experiences, such as taste, aroma, and visuals.

Browsing

Browsing similar to walking around the mall looking at the shops without making any purchases (Putra & Adam, 2020). When a consumer discovers a need or problem, he or she will look for further information. In

searching for information, consumers can carry out two types of searches, namely internal searches and external searches. Internal search involves consumers' efforts to remember previously known alternatives, which are then combined with external searches through visiting stores, talking to friends, or utilizing other media (Rumondang et al., 2020).

Browsing variables, according to (Prihantini & Susanto, 2015) can be measured with several indicators as follows: The existence of differences with physical stores, which means that it reflects whether consumers experience differences between online browsing activities and physical visits to stores. Secondly, there is sensory stimulation, meaning that this indicator covers the extent to which consumers receive sensory stimulation during browsing activities including visual, sound or tactile experiences obtained by consumers, and finally social interaction, which means this indicator shows the extent to which browsing activities involve social interaction. This can include communication between consumers and online sellers.

E-Payment

E-payment or referred to as digital payment is a type of payment that uses electronic media such as SMS banking, internet banking, mobile banking and electronic wallets. All of these activities can be carried out using only an electronic device, namely a smartphone. E-payment includes various forms of non-cash payments that do not involve paper checks. Electronic payment systems are used to facilitate important processes following a customer's decision to pay for a product or service, namely sending payments from customers to suppliers in an effective, efficient and safe manner. Another definition of e-payment is the transfer of funds from the payer's account to the recipient's account or from the client's account to the service provider's account using electronic means for certain services, (Aljazzazen et al., 2020).

The use of electronic payment transaction tools (e-payment) is growing, as can be seen from the increasing variety of electronic payment models used in business. E-payment can significantly increase payment efficiency by reducing transaction costs and labor costs, as well as adding convenience by enabling easy, fast and efficient transactions. Several e-payment models according to Bhite and Sharma (2016) include credit cards, debit cards, smart cards, electronic money (e-money), and electronic funds transfer (EFT).

Several e-payment indicators according to Aljazzazen and Bader (2020), include: the first is the benefit, namely the convenience of transactions, the second is the security, the system's ability to protect customer data in the form of transaction details and identity confidentiality, the third is the ease of use in operating the system so that it can reduce the possibility of error, finally trust comes from the user's internal feeling that all procedures carried out by the e-payment system and the management of the system are correct and capable of protecting their data and getting the desired benefits.

Impulsive Buying

Impulse buying is behavior that occurs unintentionally and often involves various unconscious motives, and is triggered by a strong emotional

response. Impulse buying is an impulse that encourages potential customers to act because of a certain attraction, often related to the attractive appearance of the item, thereby triggering the desire to make a purchase (Utami, 2018)

According to Khsatriya & Shah (2023), indicators of impulse buying include several aspects, such as purchases made spontaneously, without planning, as well as immediate buying behavior after seeing an item. These purchases are often sudden, sometimes reckless, and can be triggered by seeing an item on social media, such as clothing or accessories, which increases the desire to buy it.

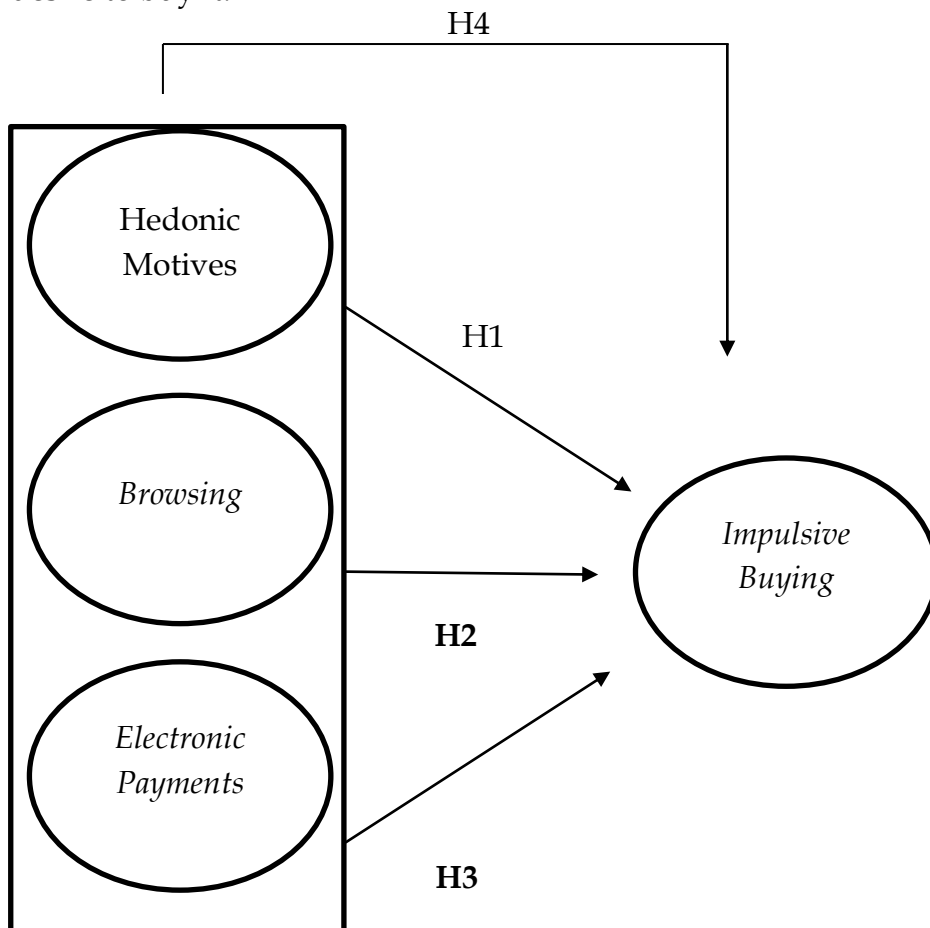


Figure 3. Research Model
Source: Author's Processed Data, 2024

Based on the framework that has been explained, this research hypothesis states that impulse buying is a consumer's tendency to buy spontaneously, often driven by hedonic motives. The hypotheses in this research are H1 Hedonic Motive, H2 Browsing, H3 E-Payment on Impulsive Buying.

In addition, browsing activity has a significant impact on impulse buying behavior. Consumers who frequently search for information online are more susceptible to making sudden purchases. E-payment also plays an important role in impulse purchases by providing convenience in the payment process. The quality of service and ease of use of e-payment can encourage consumers to shop impulsively.

METHODOLOGY

The method applied in this research is a quantitative method. The population in this research is Gen Z consumers and female Millennial Generation who have the potential to buy fashion products. This population can include individuals who are active online, especially those who frequently search for information about fashion products on e-commerce. The data collection method used was through the use of a gform questionnaire which was distributed via Whatsapp and the researcher's social media. In this study there were 272 respondents. The collected data will be analyzed using multiple regression analysis, for hypothesis testing using the T test and F test, apart from that also using R Square analysis, validity test, reliability test, and classic assumption test to see how much influence the variable X under study has on the variable Y simultaneously.

RESEARCH RESULT

In this research, before going through the data analysis test, several classic assumption tests were carried out to fulfill multiple regression analysis, namely validity test, reliability test, normality test, multicollinearity test, autocorrelation test and heteroscedasticity test. From the results of the classical assumption test, it was found that the data collected was valid, reliable, there was no heteroscedasticity, making it possible to carry out multiple regression analysis.

Table 1. Results of Multiple Linear Regression Analysis

Dependent Variable	Independent Variable	Coefficients
<i>Impulsive Buying</i>	(Constant)	-0.094
	Hedonic Motives	0.403
	<i>Browsing</i>	0.562
	<i>E-payment</i>	-0.171

Based on the results of the multiple linear regression analysis in the table above, it can be seen that the linear regression equation model is as follows:

$$Y = -0.094 + 0.4031 + 0.562 X_2 - 0.171 X_3$$

Based on the equation above, it can be explained as follows:

1. A constant value of -0.094 can be interpreted as if the value of hedonic motives, browsing and e-payment is constant or fixed, then the value of the impulsive buying variable is -0.094.
2. Hedonic motives will influence impulsive buying directly, if the hedonic motive variable increases by 1% it will have an impact on increasing the impulsive buying variable by 0.403.
3. *Browsing* will influence impulsive buying directly, if the browsing variable increases by 1% it will have an impact on increasing the impulsive buying variable by 0.562.
4. *E-payment* will influence impulsive buying directly, if the E-payment variable increases by 1% it will have an impact on increasing the impulsive buying variable by -0.171.

Table 2. T test results

Dependent Variable	Independent Variable	Q	Sig.
Impulsive Buying	(Constant)	-0.044	0.965
	Hedonic Motives	4,499	0,000
	Browsing	5,244	0,000
	E-payment	-1,068	0.287

Source: Processed by SPSS (2024)

Based on the t test in the table above it can be described as follows:

1. The hedonic motive shows that the t value_{count}4.499 > 1.118 and significance is 0.000 < 0.05. Thus, it can be concluded that the hedonic motive variable has a significant effect on impulsive buying partially (**H1 is accepted**).
2. Browsing showthat the value of t_{count}5.244 > 1.118 and significance is 0.000 > 0.05. Thus, it can be concluded that the browsing variable has a significant effect on impulsive buying partially (**H2 is accepted**).
3. E-payment showthat the value of t_{count} -1.068 < 1.118 and significance ieequal to 0.287 < 0.05. Thus, it can be concluded that the e-payment variable does not have a significant effect on purchasing decisions partially (**H3 is rejected**).

Table 3. F test results

Dependent Variable	F	Sig.
Impulsive Buying	38,966	0,000

Source: Processed by SPSS (2024)

Simultaneous hypothesis testing of the influence of hedonic motives, browsing and e-payment produces an F test statistic of 38.966 with a probability of 0.000. The test results show that the F test statistic is 69.488 > F table 2.64 or probability < level of significance ($\alpha = 5\%$). This means that there is a significant influence simultaneously (together) of hedonic motives, browsing and e-payment on impulsive buying of fashion products in e-commerce (**H4 is accepted**)

Table 4. Coefficient of determination test results

Dependent Variable	R	R Square	Adjusted R Square
Impulsive Buying	0.551	0.304	0.296

Source: Processed by SPSS (2024)

It is known that the Adjusted R Square value from the regression model of the influence of hedonic motives, browsing and e-payment on purchasing decisions is 0.296. This means that the hedonic motive variables, browsing and e-payment are able to explain the purchasing decision variable by 29.6%, while the remaining 70.4% is influenced by other variables not discussed in this research.

Table 5. Validity Test

Variable	Indicator	Correlation coefficient	Information
Hedonic Motives	X1.1	0.613	Valid
	X1.2	0.450	Valid
	X1.3	0.563	Valid
	X1.4	0.600	Valid
	X1.5	0.473	Valid
	X1.6	0.673	Valid
	X1.7	0.650	Valid
<i>Browsing</i>	X2.1	0.539	Valid
	X2.2	0.715	Valid
	X2.3	0.697	Valid
	X2.4	0.551	Valid
	X2.5	0.610	Valid
	X2.6	0.770	Valid
	X2.7	0.510	Valid
<i>E-payment</i>	X3.1	0.799	Valid
	X3.2	0.756	Valid
	X3.3	0.798	Valid
	X3.4	0.685	Valid
<i>Impulsive Buying</i>	Y1	0.672	Valid
	Y2	0.720	Valid
	Y3	0.839	Valid
	Y4	0.821	Valid
	Y5	0.769	Valid
	Y6	0.549	Valid
	Y7	0.619	Valid

Source: Author, (2024)

Based on the results of the validity test, it can be concluded that the calculated r value $>$ r table is 0.118. Thus, all statement items for the hedonic motive variables, browsing, e-payment, and impulsive buying are valid.

Table 6. Reliability Test

Variable	Cronbach Alpha	Information
Hedonic Motives	0.782	Reliable
<i>Browsing</i>	0.829	Reliable
<i>E-payment</i>	0.869	Reliable
<i>Impulsive Buying</i>	0.888	Reliable

Source: Author, (2024)

Based on The results of the reliability test in the table above can be concluded that overall the questionnaire variables show a Cronbach's Alpha value $>$ 0.6. The largest Cronbach's Alpha value is 0.907 for the purchasing decision level variable, while the lowest Cronbach's Alpha value is 0.854 for the company image variable. Thus, all statement items for

the variables hedonic motive, browsing, e-payment, and impulsive buying are reliable.

Table 7. Normality Test

Kolmogrov-Smirnov test	Asymp. Sig (2-tailed)	Information
	0.200 > 0.05	Normal

Source: Processed by SPSS (2024)

It is known that testing the normality of the influence of hedonic motives, browsing and e-payment on impulsive buying of fashion products in e-commerce produces a probability that is greater than the level of significance ($\alpha = 5\%$). It can be seen that testing the normality of hedonic motives, browsing and e-payment for impulsive buying is stated to be normally distributed.

DISCUSSION

The Influence of Hedonic Motives on Impulsive Buying of E-Commerce Fashion Products

Based on the results of the tests that have been carried out, the hedonic motive shows that the t value $4.499 > 1.118$ and significance is $0.000 < 0.05$. Thus, it can be concluded that the hedonic motive variable has a significant effect on impulsive buying partially. The research results show that hedonic motives have a significant positive influence on impulse buying, as found in various studies. Cantikasari & Basiya (2022) conclude that consumers who seek pleasure and immediate satisfaction more often make impulsive purchases, while Suryani (2022) emphasizes that hedonic motives, such as seeking excitement and avoiding boredom, are important factors in impulsive behavior

The Influence of Browsing on Impulsive Buying of E-Commerce Fashion Products

Based on the test results that have been carried out, browsing shows that the t value $5.244 > 1.118$ and significance is $0.000 > 0.05$. Thus, it can be concluded that the browsing variable has a significant effect on impulsive buying partially. The research results show that browsing or product browsing has a significant positive influence on impulse buying, as found in various studies.

The Influence of E-Payment on Impulsive Buying of E-Commerce Fashion Products

Based on the test results that have been carried out, e-payment shows that the value of $t_{count} -1.068 < 1.118$ and significance is equal to $0.287 < 0.05$. Thus, it can be concluded that the browsing variable does not have a significant effect on purchasing decisions partially. The results of this study show that browsing or product browsing does not have a significant influence on impulse buying. However, this finding is not in line with research by Ramadani & Sutikno (2021) which states that the use of e-payment has a significant effect on

impulse buying.

The Influence of Hedonic Motives, Browsing, and E-Payment on Impulsive Buying of E-Commerce Fashion Products

Simultaneous hypothesis testing of the influence of hedonic motives, browsing and e-payment produces an F test statistic of 38.966 with a probability of 0.000. The test results show that the F test statistic is $69.488 > F$ table 2.64 or probability $<$ level of significance ($\alpha = 5\%$). This means that there is a significant influence simultaneously (together) of hedonic motives, browsing and e-payment on impulsive buying of fashion products in e-commerce. Respondents who have hedonic motives tend to enjoy the shopping process and feel joy when finding and purchasing interesting products. E-commerce provides a platform that makes it easy for them to explore various products without physical restrictions, which increases the chances of impulse purchases. An interesting and enjoyable shopping experience is the main motivating factor for buyers who have hedonic motives.

CONCLUSIONS AND RECOMMENDATIONS

The conclusion of this research is to analyze the influence of hedonic motives, browsing, and e-payment on impulsive buying. The results of the analysis show that hedonic motives and browsing activities have a significant influence on the impulsive buying of fashion customers in e-commerce. The higher a person's hedonic motives and browsing activities, the more impulsive they are in making purchases.

However, research also finds that e-payment does not have a significant effect on impulsive buying. This shows that the use of e-payment has no impact on impulse purchasing decisions on e-commerce platforms, although hedonic and browsing factors remain the main drivers in customer shopping behavior.

There are several suggestions that are useful for companies and other parties. First, companies are advised to design promotional campaigns that emphasize personal satisfaction and unique experiences in shopping, considering the significant influence of hedonic motives on impulse buying. Second, consumers are expected to be more aware of the factors that influence impulse buying decisions, so they can make more planned decisions and manage their finances better. Finally, future research should develop more complex methodologies to understand the interactions between hedonic, browsing, and e-payment motives, as well as investigate additional factors that influence impulse buying behavior.

ADVANCED RESEARCH

Data collection was carried out via Whatsapp and the author's social media, where the author belongs to Generation Z and the respondents are mostly distributed to Generation Z so that respondents from the Millennial Generation do not reach 50%, it could be said that the respondents are not distributed enough and that could be a gap in the limitations of the research. Secondly, future researchers will need to examine other X variables that can

influence consumers' impulsive buying of fashion products in e-commerce, such as utilitarian motifs, trends and affiliate marketing factors.

ACKNOWLEDGMENT

The author gives praise and gratitude to the Lord Jesus Christ, because of His abundant grace, mercy and great love, who has always been a helper for the author throughout his life. Thank you to the supervisor who has provided very kind, patient and wise suggestions and input in the process of working on this thesis. Thank you to the examining lecturers who have provided suggestions. Thank you to the author's parents and family who have provided prayers, encouragement and enthusiasm so that he can finish it to the end. Thank you to friends who also provided encouragement and encouragement.

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