

## STUDY OF IMPULSE BUYING ON LIVE STREAMING: EFFECTS OF HEDONIC SHOPPING MOTIVATION AND SALES PROMOTION

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### Article Info

#### Article History:

Received 5 April, 2024

Accepted 15 Juni, 2024

#### Keywords:

Hedonic Shopping  
Motivation; Impulse  
Buying;  
Sales Promotion

### ABSTRACT

*Shopee Live* is a live streaming video feature where sellers can sell and interact directly with buyers using the *Shopee Live streaming* platform. Several factors come into play. The reason why consumers are driven to make unplanned purchases is because of internal and external factors. Internal factors are mood and feeling of joy when shopping also known as hedonic shopping motivation and external factors that influence impulse buying which are store environment and promotions. This research aims to analyze and discuss the influence of hedonic shopping motivation and sales promotion on impulse buying (study of fashion products on *Shopee Live Streaming*). This research uses a quantitative approach. The sample used in this research was non-probability sampling with a purposive sampling method. The number of samples is 200 people. Research results on hedonic shopping motivation and sales promotion partially positively and significantly affect impulse buying.

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### INTRODUCTION

The development of technology and information in the 4.0 era has grown rapidly (Ministry of Communication and Informatics Republic of Indonesia, 2020). The rapid development of technology makes society capable of changing lifestyles (Sisi, 2022). Lifestyle changes public tend to purchase either online or offline. With the rise of social media in society, online purchases are easier to make (Razak, 2022). According to Populix (2023), society tends to shop past live streaming increases during the Covid-19 pandemic. When *Enforcement Restrictions on Community Activities Policy*, almost every day public access to *e-commerce* for shopping. One of the channels the most popular *live-streaming* communities are *Shopee Live* and *Tiktok Live*. In February 2023 it happened to decrease visitors *Shopee* by 25% Deputy BI Governor Doni P. Joewono estimated, a decrease in visitors' *e-commerce* because of relaxation restrictions activity related to COVID-19, which later pushed public return shops at conventional stores. In an attempt to increase the number of visitors returning to Shoppe, Shoppe uses a live streaming

strategy. *Shopee Live* is popular with consumers because it offers the cheapest price as well as many free shipping services, while people shop on *TikTok Live* because of interesting content. *Shopee Live Streaming* too obtained predicate as a *platform* with features because leads in everything aspect basic, that is shopping *platform live streaming* is what consumers remember most by 61%, *Shopee live streaming* also became *e-commerce* is most often used by consumers by 69%, in addition to being *e-commerce* is most often used *Shopee live streaming* is also available *platforms* highest transaction value by 56%.

According to Statista (2022), the value of merchandise obtained by *social commerce* in 2018-2022 amounted to 55.3%. Where are the numbers that prove that *social commerce* is predicted to have significant growth? This growth is influenced by several factors, such as the habit of people who use social media, people who buy and sell online, and provide interesting content enhancement the value of merchandise obtained by *social commerce* compared straight with level online purchases. Purchasing online is caused by two things: planned purchases and unplanned purchases. Unplanned behavior is also called *impulse buying* (Yusniar, 2021). Purchase impulsive (*impulse buying*) is an activity carried out unplanned by consumers Zhang et al. (2021). Whereas according to Ratnasari et al. (2015) explain that *Impulse buying* is a purchase made by customers suddenly when they browse products without preparing first or after seeing the goods. Purchase impulsivity may occur because of several things, such as an offer piece price or attractive appearance. Saad and Metawie (2015) stated that they have needs and desires that can be satisfied by shopping, needs like need interaction social moment shopping, necessities will new things, and needs will pleasure called hedonists. According to Arnold & Reynolds (2003), activity behaviorally driven purchases associated with the five senses, disappointment as well as emotion make material pleasures and pleasures that become objective main life called motivation hedonist. Utami (2010:47), motivation to shop without paying attention to product benefits is mentioned as motivation hedonists According to an earlier study, some internal and external variables influence consumers' propensity to make impulsive buying. Impulsive buying can be caused by internal elements that a person possesses, specifically their mood and shopping behaviors. Hedonistic shopping motivation stems from the consumer's own shopping experiences and mood.

External factors influencing impulse buying are store environment and promotions offered (Schiffman & Kanuk, 2000:443-445). Sales promotion is one part of the aspects of the promotional mix, which in itself is incorporated into the marketing mix, namely product, price, location, and promotion. Sales promotion is a long-term stimulus to improve product sales and purposeful services provide a stimulus to customers in the long term to increase sales of products or services. Kotler & Armstrong (2016:622) stated that *sales promotion* consists of several types of method tools. The majority of incentives last short and are designed as stimulants for buying products or services certain things more and faster.

Based on the research results of Hernita et al. (2022), Anggraeni (2020), Sitindaon & Hussein (2022), Pramesti and Dwiridotjahjono (2022) stated that there is the positive influence of hedonic shopping motivation on impulse buying. However, several studies show the opposite result. Research conducted by Sari and Hermawati (2020) and Nurudin et al. (2021) concluded that hedonic shopping motivation does not affect impulse buying. Research conducted by Nurudin et al. (2021), Hernita et al. (2022) Irfandi and Anggraeni (2020), and Ratnasari et al. (2022) suggest that sales promotion on *Shopee Live Streaming*

has a significant influence on impulse buying. However, research conducted by Septiana & Widyastuti (2021) and Putri & Iriani (2020) stated that the opposite result.

From the explanation above, hedonic shopping motivation and sales promotion on *Shopee Live Streaming* are very interesting to study further. Much research was done on the time restrictions on community activities in 2023, where the government has unplugged enforcement restrictions on community activities. The purpose of this research is to discuss the influence of hedonic shopping motivation on impulse buying.

## **LITERATURE REVIEW**

### **Online Consumer Behavior**

Mandilas et al. (2013) stated that the presence of a retail market has pushed many studies that look at online consumer buying intentions. Online purchase intention is the moment consumers are able and willing to transact online Ling, et al. (2011). Turban et al. (2015) opinion that consumer buying behaviour includes transactions involving the buying and sale of goods as well as the exchange of goods, services, and information over a network of computers, where the majority use the internet. Online buying decisions, according to Mahkota et al. (2014), are a selection process to evaluate two or more alternative behaviours and choose one of them. Based on previous studies can be concluded that online consumer behavior is a response taken by an individual, group, or organization related to the retrieval process decision to get services or goods online

### **Model of Online Consumer Behavior**

The model of online consumer behavior is used to recognize the behavioral processes of consumers online. According to Turban et al. (2015), there is a model of behaviour consumer where you are online, there are variables that cannot be controlled and variables that can be controlled. Apart from that, there are attitudes and behaviors of consumers when making the decision process (intention, buy, and loyalty). Variables that cannot be controlled among other characteristics consumer (age, gender, education, lifestyle, knowledge, motivation, satisfaction, experience, beliefs, and personality), the second variable is factor environment Where these variables include variable social; community; culture; regulations; and taxes system, meanwhile factor sellers and intermediaries covers brand reputation; trust; as well as policies and procedures. Controllable variables are product factors (product knowledge, product type, product availability, product customization, product quality, product variety, differentiation, and price) and technology and website variables (motivation, website features, and service customers).

### **Impulse Buying**

Purchase impulsive (impulse buying) is an activity carried out unplanned by consumers (Zhang et al., 2021). Salim (2021) stated that impulse buying is a behavior of unplanned buying, with characteristics such as making decisions relatively quickly and the desire to be able to own goods through purchases. Ratnasari et al. (2015) explain that impulse buying is a purchase made by customers suddenly when they browse products without preparing first or after seeing the goods. Purchase impulsivity may occur because of several things, such as an offer piece price or attractive appearance. Based on previous studies, it can be concluded that impulse buying is a behavior of unplanned purchases. Customers make impulse purchases when they browse products without preparing first or after seeing the goods. This research focuses as well as adapts statements from

Padmasari & Widyastuti (2022), Rook & Fisher (1995), and Septiana & Widyastuti (2021) to become statements as follows:

1. I bought a product on Shopee Live Streaming spontaneously ;
2. I bought products on Shopee Live Streaming without thinking twice;
3. I bought products on Shopee Live Streaming according to my feelings at the moment;
4. Buy now, without thinking long describe I ;
5. Keep buying useful products even if you don't need them.

### **Hedonic Shopping Motivation**

According to Scarpi (2006), hedonic shopping is a mark experience shopping that gives rise to feeling fantasy, pleasure, excitement, sensory stimulation, curiosity, and fantasy joy. Arnold & Reynolds (2003), argued that motivation hedonic is activity behaviorally driven purchases associated with the five senses, disappointment, and emotion make material pleasures and pleasures become objective main life. Utami (2010:47), motivation hedonism is the motivation consumers to shop Because shopping is a pleasure separately, so they do not pay attention to the benefits of the product purchased. Motivation shop hedonic can be interpreted as a motivation shop for pleasure, so this motivation is more likely to be met by secondary or other needs related to lifestyle and social needs. Consumers who own this motivation tend to have positive emotions to buy a product without prior planning (Edwin and Japarianto, 2010). Based on the definition that has been presented, can be stated that hedonic shopping motivation involves stimulation, emotion, and pleasure senses, as well as consideration of aesthetics to get a pleasant experience in shopping. This motivation is influenced by emotions related to feelings, be it beauty, prestige, or other feelings such as anger or pity.

This research focuses as well as adapting statements from Syafri and Besra (2019), Erdem and Yilmaz (2021) so that in this study using statements among others:

1. According to I shop is uplifting spirit;
2. While shopping I feel free and like I am in my world;
3. While shopping I Can interact with friends, family, or other people;
4. While shopping I feel in a good mood and reduces stress;
5. According to me, shopping means pampering yourself and can have a fun self ;
6. By shopping, I can follow current trends ;
7. I feel shopping for family or friends is something pleasure ;
8. I feel like when buy for that special person in your life I ;
9. I shopped at Shopee Live Streaming to experience new things.

### **Sales Promotion**

According to Duong & Khuong (2019), sales promotion is a tool motivation used by the marketing team to bring in consumers and encourage them to shop for products at a brand and at a certain time. Sales promotion is a long-term stimulus to improve product sales and services ( Fitri , 2018). So, sales promotion is one of the promotional mixes that aims to provide a stimulus to customers in the long term to increase sales of products or services. Kotler & Armstrong (2015:582) stated that Sales promotion is various gathering

tools Most of the incentives are term-term and short-term and designed to stimulate purchasing products and services certain things more quickly and to a greater extent by consumers or sellers. It can be concluded that Sales promotion is various gathering tools incentives, most of which are term short, designed to stimulate purchasing products or services certain things more quickly and to a greater extent by consumers or sellers. This research focuses as well as adapts statements from Patmasari and Widyastuti (2022), Prasetio & Muchnita (2022) Syafri and Besra (2019) so this research uses statements among others:

1. Can provide a variety of attractive discounts ;
2. The existence of a discount makes me buy a different model I've never bought before ;
3. Discounts get me to buy the product earlier than planned ;
4. Discount possible I buy products at more affordable prices ;
5. Have an attractive free shipping voucher ;
6. Own vouchers piece shipping costs with varying amounts ;
7. Always stage special events every month ;
8. Stage special events moment big day ;
9. The cashback program on Shopee Live Streaming is easy to use;
10. I bought the product because of a promotional product bundling

## RESEARCH METHODS

This research uses conclusive research, which aims to test hypotheses and specific relationships (Malhotra, 2017:72). The conclusive research design can be causal, which is a type of conclusive research whose main aim is to obtain evidence regarding cause-effect relationships (Malhotra, 2017:79).

In this research, the researcher decided to conduct research with a conclusive design and causal research type. The independent variables are hedonic shopping motivation (X1) and sales promotion (X2). The dependent variable studied is impulse buying (Y). From the three variables studied, the author was able to design a framework as follows.

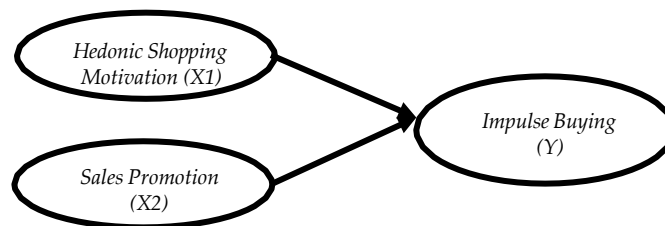


Figure 1. Research Design

The primary data used in this research is a questionnaire adopted from several previous studies and distributed online. The sample used in this research is non-probability sampling. Non-probability sampling is a technique in the form of taking samples that do not provide opportunities/ opportunities. The same is true for every element or member of the population to select as a sample (Sugiyono, 2013). In this research, a non-probability sampling technique was used with a purposive sampling method. The purposive sampling technique is an approach to determining samples that are carried out based on special considerations determined previously. Research is included in this type of study market testing, so the number of respondents in this study was 200 people. The

research location is not limited. *Shopee Live Streaming* can be reached throughout Indonesia because almost everyone knows this application.

## RESULTS AND DISCUSSION

### Respondent Characteristics

Respondent characteristics are divided by gender and work. Below is a table of respondents' characteristics, results from a spread questionnaire that has been carried out. The following table explains the characteristics of respondents in this study.

Table 1. Characteristic of Respondent

Respondent Characteristics		Amount	Percentage
Gender	Man	73	36.5 %
	Woman	127	63.5%
Work	Apparatus State Civil / Civil Servants	49	24.50 %
	Employee Private	29	14.50%
	Housewives	15	7.50
	Students / Students	64	32.00 %
	Businessman	43	21.50 %

Source: Researcher

### Correlation Coefficient (R)

Table 2. Output Coefficient Correlation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.986 <sup>a</sup>	0.971	0.971	0.362

Source: Processing Data with SPSS

Visible from Table 2 that the coefficient correlation (R) has a value of 0.986. If matched with the classification guidelines in Table 1.10, it can be concluded that simultaneously variable independent own strong correlation with variables dependent

### Coefficient of Determination (R<sup>2</sup>)

Analysis of the Coefficient of Determination (R<sup>2</sup>) in multiple linear regression aims to determine the level of contribution of the simultaneous influence of *hedonic shopping motivation* and *sales promotion variables* on *impulse buying* (Priyatno, 2010:65). It shows that the coefficient of determination (R<sup>2</sup>) is 0.971. This figure means that the *hedonic shopping motivation* and *sales promotion variables* have an influential contribution to the *impulse buying variable* of 97.1%. Meanwhile, the remaining 2.9% is the influence of other variables not examined in this research.

**Hypothesis Testing**

*Table 3. Hypothesis t-test*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.802	0.359		-18.957	0.000
	X1	0.391	0.050	0.615	7.762	0.000
	X2	0.236	0.050	0.373	4.709	0.000

**Multiple Linear Regression Equation**

The SPSS output above can show the multiple linear regression equation according to the data obtained, which is as follows

$$Y = -6.802 + 0,391(X1) + 0,236(X2)$$

The multiple linear regression equation obtained has a meaning that can be explained as follows.

1. The constant has a value of (-6.802) which assumes that if the variables *hedonic shopping motivation* (X1) and *sales promotion* (X2) have a value of 0, then *impulse buying* will be (- 6.802 ) which means that if marketers cannot create capable interactive content cause hedonic shopping motivation and sales promotion on Shopee live streaming, then it won't impulse buying occurs among buyers, because own mark minus constant or  $\leq 0$ .
2. The regression coefficient value for the *hedonic shopping motivation variable* (X1) is 0.391 in a positive direction. The positive number shows that every time it occurs interaction between marketers and consumers of *fashion* products on *Shopee Live Streaming* can influence the behavior of consumers which will cause a change of 0.39 1 in the direction of the *impulse buying variable* (Y). This explanation means that if the interactions carried out by marketers are carried out well, marketers can relieve consumers' stress at the moment interaction in live steaming, this is proven by the highest average results for the hedonic shopping variable in Table 3, so it can influence behavior consumers to make purchases hedonically impulsive. This meaning also applies in reverse if marketers cannot interact well with consumers, then hedonic impulse buying will decrease by 0.391.
3. The regression of *the sales promotion variable* has a coefficient of 0.236 in a positive direction. This positive number shows that every time an incentive is given a period short, it will cause a change of 0.236 in the direction of the *impulse buying variable* (Y). This explanation also has meaning if it is a giving strategy incentive period short runs well and effectively like giving attractive discounts from Cheapest prices, promotions, and free shipping, and offers discounts up to the biggest cashback. the higher the impulse purchases made by consumers. This meaning also applies in reverse if the provision of short-term incentives cannot be carried out properly and the maximum purchase is impulsive will experience a decrease of 0.236
4. *Hedonic shopping motivation* (X1) has more influence on *impulse buying* (Y) worth 0.391 compared to *sales promotion* (X2) whose influence is only 0.236. This fact is

because interactions between buyers and sellers that are carried out well can cause stimulation, emotions, and sensory pleasure in *Shopee Live Streaming consumers* as well as aesthetic considerations to get a pleasant experience in shopping for fashion products on *Shopee Live Streaming* (Gultekin and Ozar, 2016). This opinion is supported by news from CNBC Indonesia (2023) Users can find various needs when shopping at *Shopee Live* while enjoying an easy and interactive shopping experience, supported by lots of promos for all goods starting at 8 pm every day. Apart from getting lots of promos, the interaction between traders and consumers by reading comments or answering detailed questions regarding products in the chat column can increase sales on *Shopee Live Streaming*.

## **Discussion**

### **The Influence of Hedonic Shopping Motivation on Impulse Buying**

The research was conducted on 200 user respondents. *Shopee Live Streaming* testing influences hedonic shopping motivation and *impulse buying*. Based on the results of the regression test, this research states that *hedonic shopping motivation* has a positive and significant effect on *impulse buying*. The results of this research support the theory of Aziz *et al.* (2022), Fissudur *et al.* (2020), Hernita *et al.* (2022), Irfandi and Anggraeni (2020), Pranggabayu and Andjarwati (2022), Sakdiah and Sukmawati (2022), Styowati and Dwiridotjahjono (2023), Safitri *et al.* (2023) as well Andani and Wahyono (2018). These studies state that *hedonic shopping motivation* positively and significantly affects *impulse buying*. Based on gender characteristics from this research, it can be seen that the number of female respondents is greater than that of men. Quoted from *kompas.com* (2023) p because Interest in online shopping for fashion products is more dominant among women. This is because, since the pandemic, women spend more time shopping online than men. Whereas from characteristics, there is more work in this research on student dominance. Quoted from *kompas.com* (2023), meanwhile, from category age, Generation Y ( millennial ) and Generation Z (centennial) or circles of young people dominate the trend to shop online. This doesn't go away from characteristic features generation young people who are more technologically literate and active using social media including for shopping. Based on descriptive analysis from variable *hedonic shopping motivation* in Table 3 can be concluded that respondents often make purchases of impulsive *fashion* products on *Shopee Live Streaming* for the reason of relieving stress. consumers can see the product in detail besides that consumers can ask questions, and receive direct feedback with real-time comment responses, live streaming *videos* can be entertaining, and often consumers don't feel forced to buy a particular product shop becomes pleasant if compared to experience shopping that gives rise stress or anxiety. That matter indicated that high *hedonic shopping motivation* from consumer *Shopee Live Streaming* will increase behavior impulse buying of *fashion* products on *Shopee Live Streaming*. Therefore , the hypothesis about the influence of hedonic shopping motivation to impulse buying studies on consumers of *Shopee Live Streaming* fashion products can be proven to be true.

Arnold & Reynolds (2003), argued that motivation hedonic is activity behaviorally driven purchases associated with the five senses, disappointment, and emotion make material pleasures and pleasures become objective main life. The interactions that occur between the audience and the seller can give rise to *hedonic shopping motivation* Where



interactions that occur between buyers and sellers give rise to stimulation, emotion, and pleasure senses, as well as consideration of aesthetics to get a pleasant experience in shopping for fashion products on *Shopee Live Streaming*. Gultekin and Ozar (2016) stated that *hedonic shopping motivation* has a positive influence on *impulse buying*, which means increasingly *hedonic shopping motivation* someone then will the more There is also a high level of *impulse buying* that occurs.

### **The influence of sales promotion on impulse buying**

This research was conducted on 200 respondents using *Shopee Live Streaming* to test the effect of *sales promotion* on *impulse buying*. Based on the regression test results, this research states that *sales promotion* has a positive and significant effect on *impulse buying*. Based on the gender characteristics of this research, it can be seen that the number of female respondents is greater than males. Quoted from *kompas.com* (2023), this is because interest in online shopping for fashion products is more dominant among women. This is because, since the pandemic, women have spent more time shopping online than men. Meanwhile, the job characteristics in this research are dominated by students. Quoted from *kompas.com* (2023), as for the age categories, it appears that Generation Y (millennials) and Generation Z (centennials) or young people dominate online shopping trends. This cannot be separated from the characteristics of the younger generation who are more technologically savvy and actively use social media, including for shopping. Based on descriptive analysis of variables of *sales promotion*, respondents made impulse purchases of fashion products on *Shopee Live Streaming* because *Shopee* provided many attractive discounts like the lowest prices, promotions, and free shipping, and offers discounts up to the biggest cashback. According to *CNBC Indonesia* (2023), Users can find various needs when shopping at *Shopee Live* while enjoying an easy and interactive shopping experience, supported by lots of promos for all goods starting at 8 pm every day. Apart from getting lots of promos, interactions between traders and consumers by giving lots of attractive discounts can create a feeling of urgency and perception of scarcity while shopping on *Shopee live streaming*. Offers with time limits and exclusive offers can create a feeling of desperation that pushes customers to make purchases. This proves that when there are short-term incentives provided by *Shopee Live Streaming* to consumers of fashion products, the *impulse buying* nature of *Shopee Live Streaming* users will be high. Thus, the hypothesis regarding the influence of *sales promotion* on *impulse buying* can be proven true. The results of this research align with the theory expressed by Kotler & Keller (2016) which defines sales promotion as a variety of short-term incentives to encourage the trial or sale of a product or service.

The results of this research have similarities with research by Hernita et al. (2022), Irfandi and Anggraeni (2020), Ratnasari et al. (2022), Prasetyo & Muchnita (2022), Indriawan and Santoso (2022), Fissudur et al. (2020), Styowati and Dwiridotjahjono (2023) Azis et al. (2022), Pratminingsih (2021), and Duong & Khuong (2019). The research states that *Sales promotion* is a marketer's strategy to bring in consumers and encourage them to shop for products at a *brand* in a certain time. Incentive prices are an effective and appropriate strategy to stimulate purchasing fashion products on *Shopee Live Streaming* because Indonesian consumers are still at a level where the economy is intermediate down, so the incentive price is still strong.

## CONCLUSION

Based on the results of data processing and interpretation, the author can draw the influence of hedonic shopping motivation and sales promotion on impulse buying. The conclusion is as follows: hedonic shopping motivation has a significant and positive influence on impulse buying and sales promotion is significant and positive towards impulse buying. Researchers furthermore hopefully can spread questionnaires or questionnaires on forums or social media groups other Facebook members are still active, so it is more efficient in time and energy Because proven fast in data collection. Research respondents who use other popular live streaming currently like Facebook and TikTok

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