

# THE INFLUENCE OF SALES PROMOTION, FINANCIAL LITERACY, HEDONIC BROWSING AND UTILITARIAN BROWSING ON IMPULSE BUYING (CASE STUDY OF SHOPEE USERS ON GEN Z IN WEST JAVA)

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**Abstract.** The widespread development of the internet network today has created new trends and lifestyles in society, indirectly triggering impulse buying behavior. Several factors influencing this behavior involve sales promotion, financial literacy, hedonic browsing, and utilitarian browsing. Shopee, as one of the leading e-commerce platforms in Indonesia, has captured the attention of Generation Z, achieving a market share of 69.9%. West Java leads in the number of users and e-commerce transactions nationally. The aim of this research is to assess the impact of sales promotion, financial literacy, hedonic browsing, and utilitarian browsing on the tendency of impulse buying among Generation Z Shopee users in West Java. Using a quantitative approach and collecting data through Likert scale questionnaires, a sample of 100 Generation Z respondents who are e-commerce users in West Java was taken. Analysis using SmartPLS software indicates that sales promotion and hedonic browsing have a significant impact on impulse buying, while financial literacy and utilitarian browsing do not significantly influence impulse buying behavior.

**Keywords:** sales promotion; financial literacy; hedonic browsing; utilitarian browsing; impulse buying.

## I. INTRODUCTION

The advancement of technology, resulting in significant changes in various aspects of global life. Many daily needs can now be fulfilled easily through technological advances, such as in online shopping activities. The internet has become a vital need for humans who provide easy access to various information wherever and whenever needed (Riyanto, 2022). The rapid development of the internet network today indirectly creates new trends and changes people's lifestyle patterns, such as the adoption of an online shopping lifestyle through the Shopee e-commerce platform. Shopee became one of the most popular online shopping platforms in Indonesia, gaining status as the leading e-commerce in the country. The Shopee application ranks high on Android and iOS, reflecting the high interest of users, as illustrated by the significant number of visits to the Shopee platform (Darmawan & Gatheru, 2021). Angelica, (2021) stated that West Java managed to reach the top rank in the number of users and the number of e-commerce transactions nationally. Based on the results of a survey conducted by the Alvara Research Center, (2022) Shopee occupies the top position in the use of e-commerce by Generation Z, with a proportion reaching 69.9%. As an e-commerce company, Shopee has a target audience of various age groups in Indonesia, and one of its largest user segments is Generation Z. Shopee has become one of the well-known e-commerce because of its several advantages, including its ability to provide various daily necessities for its users. The platform uses the internet and social media as a means of two-way

interaction that is responsive to users. With its consistency in creating content and presenting information such as shopping festivals, Shopee creates an interactive shopping experience. The platform also offers a variety of attractive promotions, including free shipping, cashback, vouchers, flash sales, all of which are designed to attract users (Darmawan & Gatheru, 2021). The variety of products available on Shopee is an attraction for the public, which sometimes results in impulse buying behavior among e-commerce users.

Impulse buying refers to the process of buying that occurs without prior planning, is triggered by an unexpected stimulus, and is decided spontaneously at the time of purchase. After making a purchase, the customer experiences an emotional and rational reaction. The term "impulse purchase" reflects a situation where the purchase is made in the absence of prior intention or plan on the part of the buyer (Ittaqullah et al., 2020). The phenomenon of impulse buying often occurs in different walks of life due to a strong urge to fulfill certain desires. Extravagant acts involving overspending often characterize individuals who buy things based on personal wants, rather than rational needs. Sales promotion is a direct incentive given to consumers to make purchases. Sales promotion that focuses on adapting to changing consumer spending habits. Sales promotions, or store promotion programs, are intended to encourage or increase sales. Stores typically run sales promotions for a number of reasons, including attracting customers who may not shop there, introducing new products or locations to customers, competing with competitors' sales promotions, luring customers who have never shopped in a store before, and

taking action. profit from seasonal sales or holidays (Widayati, 2019).

Financial literacy is an individual's level of understanding of financial aspects that help in doing financial management better. Financial literacy is a concept in finance that includes an explanation of rational and structured decision-making patterns related to financial management, as well as individual behavior in managing their financial aspects. This includes searching and distributing funds for daily needs, planning, auditing, budgeting, and overall financial management (Kholilah 2013, in Sampoerno, 2021). Hedonic browsing emphasizes aspects of fun, entertainment, and satisfaction in shopping activities, regardless of whether the purchase eventually occurs or not (Babin et al., 1994 in Park et al., 2012). In simple terms, hedonic browsing occurs when customers focus more on browsing products for entertainment purposes. The motivation behind hedonic browsing is the consumer's desire to feel the pleasure of shopping, without pay too much attention to the practical benefits of the products obtained (Christina 2010 as quoted by Kusumadewi, 2020).

Utilitarian browsing is goal directed, focused on achieving a specific goal. Therefore, the quality of utilitarian search built by a company will give a positive impression on consumers. Conversely, if the utilitarian search is less than optimal, it will give a negative impression and can affect impulse buying activities carried out by consumers (Nastiti, 2020). Then, Nastiti, (2020) utilitarian browsing is the tendency of consumers to try to find products through user heuristics, goal orientation, risk mitigation strategies, and results achieved in information retrieval.

From various previous studies, there are a number of similarities in the research framework, especially in examining the influence of sales promotion, financial literacy, hedonic browsing, and utilitarian browsing variables on impulse buying behavior. However, there are limited studies that discuss the effect of hedonic browsing and utilitarian browsing on impulse buying, and until now there has been no research that specifically reveals the effect of sales promotion, financial literacy, hedonic browsing, and utilitarian browsing on the impulse buying behavior of Generation Z Shopee users in West Java.

According to De Pelsmacker et al., (2023) a sales promotion consists of methods aimed at increasing sales, usually in a short time. Sales promotion is defined by Duong & Khuong (2019), which is a tool used by marketing teams to attract customers and support purchases of products, brands, and certain time periods. Sales promotion is a long-term strategy to develop sales of products or services (Fitri, 2018). Sales promotion is a marketing activity that distributes additional value and incentives to sales staff, distributors, and key customers to accelerate sales (Felita & Oktivera, 2019).

According to Qomariyah et al., (2022) financial literacy is a form of understanding of a person that determines the decision-making process in financial matters. A person's poor level of financial literacy will make the decision-making process ineffective, act irrationally, and complicate decision-making for the good of individual financial well-being (Jamel

et al., 2020). Financial literacy can influence a person's funding decisions, the less financially literate individuals are, the more likely they are to make poor funding decisions (Stolper & Walter, 2017) 2017).

According to Nurmikko in (Maghfiroh & Riptiono, 2019) hedonic browsing tends to attach importance to the satisfaction of hedonistic motivations that encourage consumers to spend money on things such as entertainment, food, and clothing in pursuit of happiness, joy, eroticism, and other euphoria. Hedonic browsing also makes individuals forget the problem of being too focused on the products they see in internet stores. Events like this trigger the growth of impulse buying carried out by consumers without consideration or prior thought, even though buyers have never considered the possibility of making a purchase. Consumers whose main goal is hedonic browsing do not necessarily limit the possibility that they will feel a high level of happiness (Nastiti & Trenggana, 2020).

According to Babin et al., in (Nastiti & Trenggana, 2020) utilitarian browsing is the tendency of consumers to try to find products through user heuristics, goal orientation, risk mitigation strategies, and results achieved in information retrieval. Consumers routinely consider information beforehand when making purchasing decisions. Given how consumers have changed their shopping habits from physical stores to digital marketplaces. According to Park et al.'s research, in (Wulandari, 2018) utilitarian browsing has a goal-directed or targeted quality. Most online shoppers face this kind of problem because they prioritize meeting needs and achieving goals rather than having fun while doing so.

According to Bhakat & Muruganatham (2013), impulse buying is an act of shopping that occurs suddenly in a dynamic and fast situation, without considering the consequences. According to Khawaja (2018) impulse buying means making purchases randomly without a predetermined goal, be it meeting certain needs or buying certain product categories. It can be concluded that impulse buying refers to the act of buying that occurs suddenly, without prior planning, occurs in dynamic situations, and is carried out before entering the store without considering the consequences. According to Duarte et al., (2013), purchasing decisions are divided into planned purchases and impulse purchases, such as spontaneous purchases, due to in-store purchases, depending on where the purchase decision was made before entering the power of the store.

the research hypothesis is formulated as follows:

H1: There is a significant influence between sales promotion variables and impulse buying.

H2: There is a significant influence between financial literacy variables on impulse buying.

H3: There is a significant influence between hedonic browsing variables and impulse buying.

H4: There is a significant influence between utilitarian variables of browsing and impulse buying.

## II. RESEARCH METHODS

This study used a quantitative approach with a verifiative causal type. Sugiyono (2019) describes quantitative methods as a research approach derived from the philosophy of positivism, which focuses attention on phenomena that can be categorized as reality, phenomena or cause-and-effect relationships that are fixed, specific, measurable, and relatively measurable. This study aims to describe variables supported by information or data in the form of numbers obtained through the distribution of questionnaires. The measurement in this study used the Likert scale type, which was designed to evaluate the level of respondents' approval of the statements in the questionnaire (Sekaran & Bougie, 2016).

The study collected a sample of people in West Java who belonged to the Gen Z group of e-commerce users using the Lemeshow formula, which produced at least 96 people. Researchers have managed to collect 100 respondents, and SmartPLS software will be used to process the data. The following list describes variables, dimensions, and research questions.

Table 1. Operational Variable

Variable	Dimension	Items	Scale	Question
Sales Promotion (X1)	PricePacks/Cent-offDeals	SP7	Ordinal	I feel benefited when I buy a combined package or bundling package
		SP8	Ordinal	The offer of combined products or bundling packages on Shopee is interesting and suits my needs
Financial Literacy (X2)	Knowledge	FL2	Ordinal	I was able to understand the benefits of a personal financial management arrangement
	Behavior	FL4	Ordinal	I routinely compile a budget (daily, monthly) to plan expenses
Hedonic Browsing (X3)	Trend Discovery	HB1	Ordinal	The process of browsing on Shopee finds new products or the latest trends that are currently popular
		HB2	Ordinal	The process of browsing on Shopee allows me to stay up-to-date with the latest products or trends
	Socializing	HB4	Ordinal	The process of browsing on Shopee allows me to follow and interact with brands or stores that I like
	Adventure	HB5	Ordinal	The browsing process at Shopee provides an exciting sensation of adventure in finding unique products
Utilitarian Browsing (X4)	Convenience	UB1	Ordinal	The browsing process at Shopee is convenient and easy to do anywhere
		UB2	Ordinal	The appearance/features on Shopee help make it easier to search for products
	Information Availability	UB3	Ordinal	I feel that Shopee provides product reviews and ratings that help me in adding information about products
		Product Selection	UB5	Ordinal
UB6	Ordinal		I feel like Shopee offers a wide variety of the same products at different prices according to my budget	
Impulse Buying (X4)	Spontaneity	IB1	Ordinal	I made a spontaneous purchase while shopping at Shopee

Variable	Dimension	Items	Scale	Question
		IB2	Ordinal	I decided to buy products on Shopee without prior planning
		IB3	Ordinal	Shopee motivates me to make a purchase right then and there
Power, Compulsion and Intensity		IB5	Ordinal	I felt an instant urge to shop at Shopee
		IB6	Ordinal	I acted instantly to make a purchase on Shopee
Excitement and Stimulation		IB7	Ordinal	I feel excited when I find interesting products on Shopee that I never planned before
		IB8	Ordinal	I made the purchase because it was driven by uncontrollable feelings of emotion
		IB9	Ordinal	There was a sudden desire so I made a purchase at Shopee

Source: Researchers processed data (2023)

## III. RESULTS AND DISCUSSION

### Outer Model

To evaluate the validity and reliability of the model, testing is carried out on the outer model. Tests on outer models with reflective indicators include convergent validity, while information related to discriminant validity is obtained from composite reliability and indicators that form latent constructs, as well as using cronbach alpha for its indicator blocks (Ghozali, 2014). The results of measuring the outer model using SmartPLS are seen below:

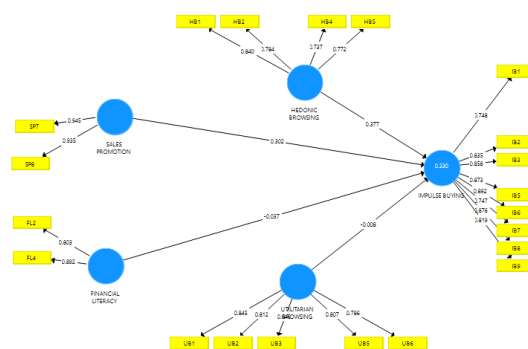


Figure 1. SmartPLS Model

Source: Researchers processed data (2023)

### Convergent Validity

Indicators are considered adequate and valid if they meet convergent validity guidelines, namely Average Variance Extracted (AVE) must exceed a value of 0.5 (Abdillah & Hartono, 2015). Below are the convergent validity test results from data that has been tested using SmartPLS.

Table 2. Convergent Validity

Variable	Average Variance Extracted (AVE)	Criteria	Validity
Sales Promotion (X1)	0.720	> 0.5	Valid
Financial Literacy (X2)	0.615		Valid
Hedonic Browsing (X2)	0.693		Valid
Utilitarian Browsing (X3)	0.883		Valid
Impulse Buying (Z)	0.671		Valid

Source: Researchers processed data (2023)

In Table 2, convergent validity analysis taking into account Average Variance Extracted (AVE) shows that AVE exceeds 0.5. These results indicate that all variables contained in this study can be considered as valid.

**Discriminant Validity**

The validity of the discriminant is related to the principle that indicators of different constructs should not show a high correlation. Assessment of this parameter involves checking the cross-loading score (Abdillah & Hartono, 2015). Cross-loading scores or loading factors are considered valid if the approach value exceeds 0.7 (Sholihin & Ratmono, 2020).

Table 3. Discriminant Validity Testing

Indicator	Financial Literacy	Hedonic Browsing	Impulse Buying	Sales Promotion	Utilitarian Browsing
FL2	<b>0,803</b>	0,442	0,131	0,318	0,464
FL4	<b>0,892</b>	0,218	0,173	0,162	0,090
HB1	0,211	<b>0,840</b>	0,408	0,353	0,606
HB2	0,266	<b>0,784</b>	0,463	0,430	0,418
HB4	0,397	<b>0,737</b>	0,337	0,478	0,468
HB5	0,307	<b>0,772</b>	0,387	0,367	0,595
IB1	0,279	0,327	<b>0,748</b>	0,422	0,310
IB2	0,102	0,321	<b>0,835</b>	0,375	0,128
IB3	0,102	0,423	<b>0,858</b>	0,467	0,294
IB5	0,151	0,531	<b>0,873</b>	0,417	0,340
IB6	0,119	0,495	<b>0,892</b>	0,457	0,249
IB7	0,131	0,427	<b>0,747</b>	0,296	0,502
IB8	0,157	0,395	<b>0,876</b>	0,406	0,259
IB9	0,186	0,456	<b>0,819</b>	0,357	0,351
SP7	0,213	0,543	0,473	<b>0,945</b>	0,419
SP8	0,296	0,421	0,434	<b>0,935</b>	0,415
UB1	0,159	0,515	0,419	0,378	<b>0,845</b>
UB2	0,350	0,531	0,273	0,432	<b>0,812</b>
UB3	0,288	0,541	0,257	0,283	<b>0,846</b>
UB5	0,211	0,584	0,260	0,362	<b>0,807</b>
UB6	0,255	0,580	0,190	0,356	<b>0,786</b>

Source: Researchers processed data (2023)

From the results listed in Table 3, it can be said that all indicators on the variables studied in this study meet the criteria for discriminant validity. This can be noticed from the fact that the Average Variance Extracted (AVE) value for each variable is higher than the AVE value for other variables.

**Reliability**

Reliability relates to the degree to which a measurement is reliable, consistent, and stable in producing similar results. This reflects an indication that the measurement instrument can be considered good (Indrawati, 2015). A construct is considered reliable if the Cronbach Alpha and Composite Reliability values exceed 0.7.

Table 4. Reliability

Variable	Cronbach's Alpha	Composite Reliability	Reliability
Sales Promotion (X1)	<b>0.868</b>	<b>0.938</b>	Reliable
Financial Literacy (X2)	<b>0.618</b>	<b>0.837</b>	Reliable
Hedonic Browsing (X3)	<b>0.792</b>	<b>0.864</b>	Reliable
Utilitarian Browsing (X4)	<b>0.882</b>	<b>0.911</b>	Reliable
Impulse Buying (Y)	<b>0.936</b>	<b>0.947</b>	Reliable

From Table 4, it can be concluded that the value of each variable studied in this study meets the standards of Cronbach's Alpha and Composite Reliability criteria because the value exceeds 0.7. However, the reliability of Cronbach's Alpha on financial literacy variables is still considered reliable at a low level due to limitations in the number of samples.

**Inner Model**

The inner model, or often also referred to as the structural model, is used to visually describe cause-and-effect relationships between latent variables built on theoretical foundations (Abdillah & Hartono, 2015). The following inner model measurements are evaluated using the SmartPLS application.

**Coefficient of Determination (R2)**

R2 is used as a parameter to assess the extent to which the independent variable is able to explain variation in the dependent variable. Therefore, the higher the R2 value, the better the predictive ability of the model from the proposed research (Abdillah & Hartono, 2015). The following is the result of calculating the Coefficient of Determination (R2).

Table 5. R-Square

Variable	R Square	R Square Adjusted
Impulse Buying (Y)	0.330	0.302

Source: Researchers processed data (2023)

From Table 5, it can be concluded that the R-Square value of the impulse buying variable (Y) is 0.302, which indicates that about 30.2% of the variation in the impulse buying variable is influenced by sales promotion, financial literacy, hedonic browsing, and utilitarian browsing. Meanwhile, about 68.8% of the rest were influenced by other variables not explained in the study.

**Path Coefficient**

Hair et al., (2017) explain that path coefficients are used to measure the extent of the strength of the relationship between the independent variable and the dependent variable through mediation variables. The range of values from the original sample ranges between -1 and +1, reflecting the degree of relationship between those variables. To be considered significant, the t-statistic value must reach or exceed 1.96, or the p-value must  $\leq 0.05$ , indicating that the variables have a significant influence.



Table 6. Path Coefficient

Variable Relationships	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Conclusion
Sales Promotion (X1) -> Impulse Buying (Y)	0.302	0.302	0.105	3	0.005	Accepted
Financial Literacy (X2) -> Impulse Buying (Y)	-0.037	-0.006	0.109	0.335	0.739	Rejected
Hedonic Browsing (X3) -> Impulse Buying (Y)	0.377	0.374	0.147	3	0.012	Accepted
Utilitarian Browsing (X4) -> Impulse Buying (Y)	-0.008	-0.005	0.103	0.077	0.939	Rejected

Source: Researchers processed data (2023)

From Table 6, it is concluded that the sales promotion variable (X1) has a significant influence on impulse buying (Y). However, the financial literacy variable (X2) did not show a significant effect on impulse buying (Y). The hedonic browsing variable (X3) was found to have a significant influence on impulse buying (Y). Meanwhile, the utilitarian browsing variable (X4) was also shown to have a significant influence on impulse buying (Y).

Test the hypothesis

From Table 6, it is used to test the hypothesis by comparing the t-statistic value with the t-table value. A hypothesis is considered significant when the t-statistic value  $\geq 1.96$  for the two-sided hypothesis and when the p-value  $\leq 0.05$ , according to the method described by (Abdillah & Hartono, 2015).

H1: There is a significant influence between the Sales Promotion variable (X1) and Impulse Buying (Y)

The results of the first hypothesis show that the t-statistic value is 3 and the p-value is 0.005. Therefore, it can be concluded that H1 is accepted because it meets the criteria with a t-statistic value of  $\geq 1.96$  and a p-value of  $\leq 0.05$ . The results of this study indicate a significant influence between Sales Promotion on Impulse Buying, and this finding is in line with the results of Felita & Oktivera's (2019) research, which also shows a significant influence between sales promotion on impulse buying.

H2: There is a significant influence between the financial literacy variable (X2) and impulse buying (Y)

The second hypothesis suggests that the t-statistic value is 0.335 and the p-value is 0.739. Therefore, it can be concluded that H2 is rejected because it does not meet the criteria with a t-statistic value of  $\leq 1.96$  and a p-value of  $\geq 0.05$ . The results of this study showed that there was no significant effect between financial literacy and impulse buying. However, this finding is not in line with research conducted by Ayuningtyas & Irawan (2021), which shows that there is a

significant influence between financial literacy and impulse buying.

H3: There is a significant influence between the hedonic browsing variable (X3) and impulse buying (Y)

The third hypothesis yields a t-statistic value of 3 and a p-value of 0.012. Therefore, it can be concluded that H3 is accepted because it meets the criteria with a t-statistic value of  $\geq 1.96$  and a p-value of  $\leq 0.05$ . The results of this study show a significant influence between hedonic browsing on impulse buying, and this finding is in line with the results of research conducted by Maghfiroh & Riptiono (2019), which also showed a significant influence between hedonic browsing on impulse buying.

H4: There is a significant influence between the utilitarian browsing variable (X4) and impulse buying (Y)

The fourth hypothesis results in a t-statistic value of 0.077 and a p-value of 0.939. Therefore, it can be concluded that H4 is rejected because it meets the criteria with a t-statistic value of  $\leq 1.96$  and a p-value of  $\geq 0.05$ . The results of this study show that there is no significant influence between utilitarian browsing on impulse buying, and this finding is in line with research conducted by Maghfiroh & Riptiono (2019), which also showed that there was no significant influence between utilitarian browsing on impulse buying.

IV. CONCLUSIONS

From the results of this study, it can be concluded that this study provides deep insight into impulse buying behavior among Shopee Gen Z users in West Java. In particular, the findings show that sales promotion has a significant influence on impulse buying behavior among Shopee Gen Z users in West Java. On the other hand, financial literacy does not have a significant influence on impulse buying among Shopee Gen Z users in West Java. In contrast, hedonic browsing shows a significant influence on impulse buying among Shopee Gen Z users in West Java. Meanwhile, utilitarian browsing did not have a significant influence on impulse buying behavior among Shopee Gen Z users in West Java. Meanwhile, the drawback of this study is the limitation of the data collected by researchers. Limitations of this data may include a lack of sample diversity, so the results may not fully reflect the variation that exists within the Generation Z population in West Java. In addition, the presence of variable discrepancies can affect the findings in the study.

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