



Click, Buy, Regret? Unveiling the Determinants of Impulsive Online² Buying Behaviour

*Sajeetha-Madhavan¹ Lee-Ying Tay²

¹²Faculty of Business, Multimedia University, Malaysia
1201302845@student.mmu.edu.my

Abstract. In today's environment, business models are always changing and adapting. Every business is going online (e-commerce), and many are promoting their items on numerous online channels. Because Malaysia is one of the countries with the highest e-commerce usage, it is critical to understand what drives Generation Z to make impulsive purchases. As the e-commerce sector expands, online shopping is not only increasing in popularity worldwide, but it is also becoming an established purchase strategy. Marketers are aware that the number of people utilizing e-commerce is rapidly increasing worldwide, and they might send a reminder to potential customers to browse for things they could be interested in. As a result, it may result in impulsive buying behaviour. Therefore, the primary purpose of this study is to analyse the factors influencing online impulsive buying behaviours among Generation Z. This study employed quantitative analysis, with 150 Malaysian respondents serving as a sample. A Google Form was used to disseminate a questionnaire to the respondents. Descriptive analysis, reliability, and multiple regression tests were used to investigate the data. According to the findings of this study, price, promotion, motivation, service quality, product variety, and convenience all have a strong positive link with online impulsive buying behaviour. As a result, this study looked at the factors that induce Generation Z to buy products impulsively when using online platforms. This study provides useful information that has assisted Generation Z in better understanding the values and priorities that drive purchasing decisions and making well-considered purchases.

Keywords: *Online Impulse Buying Behaviour, Generation Z, Hawkins Stern Theory, Price, Promotion, Motivation, Service Quality, Product Variety, Convenience*

© The Author(s) 2023

M. I. Zainudin and H. Rahmat (eds.), *Proceedings of the 4th International Conference on Communication, Language, Education and Social Sciences (CLESS 2023)*, Advances in Social Science, Education and Humanities Research 819, https://doi.org/10.2991/978-2-38476-196-8_8

1. INTRODUCTION

With the powerful effects of globalization, business models are shifting to the modern world. Most businesses are growing online (e-commerce) and advertising their products on multiple platforms such as Shopee, Facebook, Instagram and many more. Online shopping is the process of buying goods or services through the Internet [1]. It is usually called "E-commerce," allowing people to buy goods or services from businesses over the Internet. E-commerce, which is also called "E-business," is a very large online business area. For a business deal to happen online, it takes many people, such as distributors, suppliers, and customers. According to Statista (2022), there were 29.49 million internet users in Malaysia.

Global Data (2022) says the Malaysian e-commerce market will grow by 19.9% and reach MYR38.2 billion in 2022. This is because more and more people buy things online instead of going to physical stores. Global Data's E-Commerce Analytics for 2022 states that between 2022 and 2026, e-commerce sales in Malaysia might grow at a Compound Annual Growth Rate (CAGR) of 16.1%, reaching MYR69.3 billion in 2026. The rapid adoption of smartphones, the increased usage of the internet, and the availability of secure online payment methods all contribute to the expansion. Malaysia is currently catching up to more developed online shopping markets in terms of online shopping infrastructure, including the availability of goods, payments, delivery, and regulatory requirements. The growth is helped by how quickly smartphones are being used, how more people are getting online and how they are safe ways to pay online. In today's world, e-commerce rapidly expands; people frequently make impulsive purchases online. Customers purchase items online without much deliberation since it is simple to find what they want, they can order with a single click, and there are no societal pressures to buy [2].

This study emphasizes the determinants of online impulsive buying behavior among Malaysian Generation Z (aged 18 to 24) for several reasons. First, online shopping is the process of buying something from an online store using a website or an application. Customers can shop for a wide selection of products and services at discounted prices when they shop online, and they can also compare these prices to those of other intermediaries to determine which one is best for them [3]. Second, impulsive online shopping is a new idea that tries to figure out how shoppers make decisions on the spot based on certain shopping criteria. It is a decision made on the spot because of a strong desire to feel better immediately without considering the consequences [4]. The unexpected act of consuming is frequently followed by an unexpected feeling of excitement and self-fulfilment [4]. Lastly, this study focuses on Generation Z, which is the rising wave of future consumers. Generation Z prefers to shop online with their smartphones, and they mostly buy services online as the Internet has become a place where consumers and new businesses can buy or sell goods and services at any time and from anywhere [5]. Considering these issues, this study uses the Hawkins Stern Impulsive Buying Theory, originally created by [6] to analyze unplanned purchases made in a store atmosphere that stimulates a recollection of one's buying demands. It is significant to examine further how Generation Z use online shopping platforms and the factors contributing to impulsive buying behavior, which could be a valuable reference for marketers and the e-commerce industry.

2. HAWKINS STERN THEORY

Hawkins Stern proposed the theory in 1962, and it was named for him. Stern created six elements: price and distribution, outstanding shop displays, product features, service quality, promotion techniques, and motivating performance. Then, [7] classified impulsive purchases into four groups that are validly influenced by external stimuli but have little implication for conventional decision processing. These four motivating factors are crucial in decision-making and purchasing while shopping. The four factors are pure impulsive buying, reminder impulsive buying, suggested impulsive buying and planned impulsive buying. In this study, outstanding shop displays, and product features are eliminated since these two are unsuitable to the current scope of the study, which is online impulsive buying behavior among Generation Z.

2.1. *Online Impulsive Buying Behavior among Generation Z*

Online shopping is the process of buying something from an online store using a website or an application. Online shopping has become an important part of consumers' daily lives, and it has even started to take the place of traditional shopping. Impulse buying is when a person purchases anything without intending to acquire certain goods at the outset [8]. The term "impulsive online buying" refers to buying things on shopping websites without planning to [9]. With the growth of the internet and smartphones, online shopping has grown faster and more comfortable, and the advancement of electronic payment methods has led to increased spending, particularly among Generation Z, who have been labelled "The Future Digital Natives" [10]. Gen Z consumers are becoming more appealing to sellers around the world because their numbers are growing, and they are taking over global markets. Due to the ease of the one-click system in shopping, fewer people are buying things in real stores [11]. Online shops can sell anything quickly because of their online delivery system, which makes customers want to buy things on the spot. The decision was made on the spot because of a strong desire to feel better immediately without thinking about the consequences [4]. The more consumers know how useful something is, the better they feel about buying it, making them more likely to buy impulsively. Customers act this way when they have a sudden, strong urge to buy and are forced to purchase without giving it enough thought [12]. Hence,

it is vital to analyze the main factors influencing Generation Z towards online impulsive buying behavior.

2.2. Price

How a consumer thinks about a product's price explains more information and gives a deep meaning [13]. The price has a significant effect on whether a consumer decides to buy a product. Consumers agree that online products are less expensive than those purchased in physical stores, making them more accessible [14]. When prices go down, consumers get a better deal, which makes them more likely to buy things without planning [14]. The price level of a product had the greatest influence on young adults' online buying behavior. Additionally, [15] said price has always been a key factor in impulse purchases. Another study by [16] found that when the price was sudden in e-commerce; it was a massive factor in making people buy things on impulse and make them think they were spending less than they had planned. Hence, the following hypothesis is made:

H1: There is a significant positive relationship between price and online impulsive behavior among Generation Z in Malaysia.

2.3. Promotions

Promotion is one of the methods used to encourage consumers to buy more or try a product. Typically, retailers utilize these promotional methods to attract more customers. Retailers' promotional strategies impact consumers' impulsive actions [17]. Physical shops will use promotional techniques such as sales, price promotions, sampling, coupons, demo shows, and lotteries to increase consumers' impulses [18]. The inclination of customers to purchase things at discounted prices causes consumers to hurry if the discount is limited in time, such as during a flash sale. The inclination of customers to purchase things at discounted prices, causing consumers to be hurried if the discount is limited in time, such as during a flash sale. This will increase business sales volume due to consumers' impulsive purchasing behavior during the flash sale period [19]. Based on previous studies [20] proved that price reduction combined with a sales promotion has a major impact on impulsive buying. Thus, the following hypothesis is made:

H2: There is a significant positive relationship between promotions and online impulsive behavior among Generation Z in Malaysia.

2.4. Motivation

Shopping motivation is defined as the behavioral reasons that drive consumers to the marketplace to meet their internal needs [21]. Hedonistic consumers may browse things for a longer period and enjoy the experience to gratify their needs, which can increase impulsive purchases [22]. Based on prior studies, [23] revealed that hedonic motivation directly affects people's impulsive buying behavior. Then, in their study, [24] discovered that motivation influences impulsive purchasing behavior. However, the contrary result revealed by [25] shows that motivation does not impact impulsive buying, whilst another study argues that there is a meaningful association between motivating and online impulsive purchases. As a result, the following hypothesis is proposed:

H3: There is a significant positive relationship between motivation and online impulsive behavior among Generation Z in Malaysia.

2.5. Service Quality

Service quality is a measure of how successfully a business meets the needs of its customers with its services [26]. Service is an important part of what they have to offer. Just as online retailers sell products, websites act as middlemen and sell services. Because of the recent growth in online service quality, the importance of monitoring and measuring service quality has added value to the virtual world [27]. The service quality in terms of ease of use also includes how interactive and easy to navigate a site is, how fast and consistent the search systems are, how well updated and complete information is provided on the site, and how easy it is to pay[2]. According to [28], quality, such as graphics, colors, pictures, patterns on the background, fonts, animation, website layouts, and other visual elements, can make a website more appealing to customers and increase the chance that consumers will act on impulse. Thus, the following hypothesis is made:

H4: There is a significant positive relationship between service quality and online impulsive behavior among Generation Z in Malaysia.

2.6. Product Variety

Product variety is the number and types of products or brands that are available in a single line or category [29]. Since online stores do not have to keep goods in stock, they have more room to show pictures of the products online. Internet stores give customers access to a wider range of products than is possible in a regular store. Adding more variety to the products makes online shoppers happier, which makes them more likely to buy on the spot [30]. Apart from that, a wider selection and variety of products are one of the most important reasons why people buy things on impulse online [31]. Thus, the following hypothesis is made:

H5: There is a significant positive relationship between product variety and online impulsive behavior among Generation Z in Malaysia.

2.7. Convenience

Convenience signifies that the product purchasing method is simplified for the buyer. According to [32], convenience in online shopping is being able to shop anywhere, anytime. Many younger generations buy items on the spur of the moment since they can get them anywhere; there are easy payment options, it involves less work, it is easier to buy, and it does not involve much effort. These advantages can motivate and inspire consumers to buy more without any prior planning [33,34]. Another study discovered that convenience influences impulsive online purchases [35]. Even studies on social e-commerce stated that online shopping is very convenient for consumers to use and makes them more likely to buy things impulsively [36]. Therefore, the following hypothesis is made:

H6: There is a significant positive relationship between convenience and online impulsive behavior among Generation Z in Malaysia.

3. METHODOLOGY

Figure 1 illustrates the proposed research framework constructed based on Hawkins Stern Theory. Six independent variables are price, promotion, motivation, service quality, product variety and convenience. The dependent variable of this study is online impulsive buying behavior.

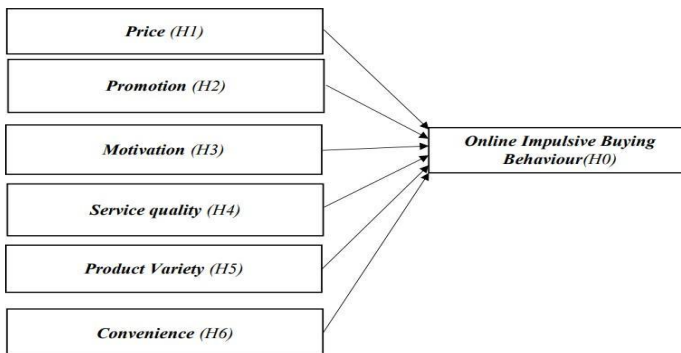


Figure 1 Proposed research framework

The non-probability sampling method is used in this investigation. A self-administered questionnaire is distributed to the target respondents aged 18 to 24 years old using Google Forms. There are three sections to the questionnaire. The first segment collects demographic information about the target respondents. Meanwhile, the second section is concerned with the study's six key constructs: price (PE), promotion (PR), motivation (MT), service quality (SQ), product variety (PV), convenience (CV), and online impulsive buying behavior (OIBB). All items are assessed on a 5-point Likert scale, with 1 being strongly disagree and 5 being strongly agree. This study's sample size is 150 Generation Z respondents, who were chosen using a filtering question in the questionnaire. Furthermore, the sample size is dictated by the G-Power. The collected data is then examined using the Statistical Package for Social Science (SPSS), Version 27. Descriptive, reliability and multiple linear regression tests were carried out.

4. RESULTS AND DISCUSSION

Table 1 illustrates the demographic profile of 150 respondents. As presented in Table 1, the first demographic question is whether respondents shop online or not, and 100% of respondents chose yes as their answer. Then, female respondents are 98 (65.3%), while male respondents are 52 (34.7%) in this study. Most respondents are between 22 to 25 years old, 62.7% or equivalent to 94 respondents. Then, it is followed by 38 respondents (25.3%) aged 19 to 21 years old and 18 respondents (12%) at 18 years old. In addition, 35.7%, 52 respondents shop once in 2 weeks, 28.7% or 43

respondents shop once a week, 24.7% or 37 respondents shop 2 to 3 times a week and 12% or 18 respondents shop more than 3 times a week. Apart from this, 69 respondents (46%) mentioned that they spend RM 50 to RM 100 to do online shopping, while 37 respondents (24.7%) and 25 respondents (16.7%) stated that they shop online around RM 101 to RM 200 and spend less than RM 50 respectively. Last but not least, 19 (12.7%) of respondents spent more than RM 201 to perform online shopping. Apart from that, 49 (32.7%) respondents stated they purchase fashion and beauty items online, while 47 (31.3%) respondents stated they buy personal care items, followed by 36 (24%) responded purchase electronic and entertainment items, then finally 18 (12%) responded choose furniture and appliance items.

Table 1 Demographic Profile

Demographics	Frequency	Percentage (%)
Do you shop online?		
Yes	100	100
No	0	0
Gender		
Male	52	34.7
Female	98	65.3
Age		
18	18	12.0
19-21	38	25.3
22-25	94	62.7
How often do you shop online		
More than 3 times a week	18	12.0
2 - 3 times a week	37	24.7
Once in a week	43	28.7
Once in 2 week	52	34.7
How much do you shop online		
Less than RM 50	25	16.7
RM 50 to RM 100	69	46.0
RM 101 to RM 200	37	24.7
More than RM 201	19	12.7
What kind of item you usually purchase		
Fashion and Beauty	49	32.7
Personal Care	47	31.3
Furniture and Appliances	18	12.0
Electronic and Entertainment	36	24.0

The descriptive data for the research instruments used in this study are shown in Table 2. The overall mean point of price (PE), promotion (PR), motivation (MT), service quality (SQ), product variety (PV), convenience (CV), and online impulsive buying behavior (OIBB) are within the range of 3.400 to 4.267. The overall statistics also show no severe violation of normality assumptions, as all the data determined by skewness and kurtosis are within the ranges of 3 (for skewness) and 2 (for kurtosis) [37]

Table 2 Descriptive Statistics

	Mean	Standard Deviation	Skewness	Kurtosis
Independent Variables				
Price (PE)	3.942	0.771	-0.660	0.056
Promotion (PR)	3.859	0.734	-0.409	-0.006
Motivation (MT)	3.895	0.880	-0.679	-0.047
Service Quality (SQ)	3.973	0.701	-0.750	-0.013
Product Variety (PV)	4.176	0.702	-0.787	0.505
Convenience (CV)	4.085	0.751	-0.928	1.201
Dependent Variable				
Online Impulsive Buying Behavior (OIBB)	3.496	0.939	-0.522	-0.277

Reliability analysis is being used by computing Cronbach's alpha value. Table 3 performs the reliability analysis for all the variables. The dependent variable, which is online impulsive buying behavior, is considered as good according to the Cronbach Alpha scale meanwhile, price and promotion are considered acceptable since the value is between 0.70 and 0.80. Factors like motivation, service quality, product variety and convenience are considered good since the alpha value of these variables is between the alpha coefficient values of 0.90 and 0.80.

Table 3 Reliability Results

Variables	Number of Items	Cronbach's Alpha
Online Impulsive Buying Behavior	5	0.815
Price	4	0.770
Promotion	5	0.780
Motivation	4	0.836
Service Quality	5	0.827
Product Variety	5	0.835
Convenience	5	0.869

Based on table 4, this study employs multiple linear regression to examine the relationship between independent and dependent variables. The adjusted R- square (in Table 4) implies that 29.2% of the proportion of variance of online impulsive buying behavior can be explained by price (PE), promotion (PR), motivation (MT), service quality (SQ), product variety (PV), convenience (CV), and online impulsive buying behavior (OIBB). Independent variables like price, promotion, motivation, and product variety are significant ($p < 0.05$) meanwhile, service quality, and convenience are more than p-value in explaining the online impulsive buying behavior among Malaysian Generation Z. Among the six independent variables, motivation is the most influential factor ($\beta = 0.555$, $p < 0.001$) in explaining online impulsive buying behavior, followed by promotion ($\beta = 0.411$, $p < 0.001$) and then price ($\beta = 0.264$, $p < 0.001$).

Refers to Table 4, the first hypothesis (H1), "there is a significant positive relationship between price and online impulsive behavior among Generation Z in Malaysia", is supported, and the result is consistent with previous studies [15]. These days, Generation Z is very conscious of the cost of living, so they prefer to shop online, which allows them to save money, as opposed to purchasing items from physical stores, where the price includes both the physical and intermediary costs. As a result, they are more likely to buy products from online platforms, which eventually triggers impulsive behavior due to the reasonable price. Furthermore, the second hypothesis (H2), "there is a significant positive relationship between promotion and online impulsive behavior among Generation Z in Malaysia", is supported in this study. One strategy for boosting sales is promotion, which involves offering a discount or adding extra value to the product to persuade customers to buy it. Young shoppers are more likely to buy something that appears to be a bargain when they are drawn in by the promotion, even if they do not need it. It is consistent with [38] studies stating that sales promotions are directly linked to impulsive buying, as research has shown that Generation Z prefers to buy right away to benefit from price discounts.

Besides that, the third hypothesis is supported (H3), "there is a significant positive relationship between motivation and online impulsive behavior among Generation Z in Malaysia." Generation Z is more likely to browse products for a longer period and enjoys the process of indulging their urges, which can encourage impulsive purchases. In addition to the fact that Generation Z is known for taking risks, it is thought that when motivated, they are more likely to do so and act quickly. An increased decision-making confidence can result from motivation and can encourage more impulsive purchasing. The fourth hypothesis (H4) is "there is a relationship between service quality and online impulsive behavior among Generation Z in Malaysia." H4 is not supported, and the result varies with [28]. In addition to lowering the likelihood of making an impulsive purchase, poor service quality can also result in a lack of trust in the online retailer. This is because poor service can result in dissatisfaction and frustration, which can reduce the likelihood of making an impulsive purchase. Apart from that, Generation Z is so familiar to a variety of online platforms, they are likely to switch to another one quickly if they are unhappy with the services offered by the first, which might lessen their desire to make an online purchase.

The fifth hypothesis (H5), "there is a significant positive relationship between product variety and online impulsive behavior among Generation Z in Malaysia", is in this study. This hypothesis is supported but moves in a negative direction. The tendency of Generation Z to become uncertain of too many options can prevent them from making any decisions at all. Furthermore, too many options can overwhelm and frustrate Generation Z, making them reluctant to purchase. The result is inconsistent with [30]. Lastly, the sixth hypothesis (H6), "there is a significant relationship between convenience and online impulsive behavior among Generation Z in Malaysia". In this study, (H6) is not supported, and the result is inconsistent with [35]. Additionally, having too many options may prompt consumers to compare prices, which can consume a lot of time and effort and ultimately result in them choosing not to make a purchase. Convenience encourages consumers to compare prices, reducing their tendency to make impulsive purchases. For example, convenience was found to be the last factor influencing college students' online impulsive shopping behavior [32], contrary to a study that placed convenience as the first factor affecting online shopping [35]

Table 4 Hypotheses Results

Dependent Variable: Online Impulsive Buying Behavior (OIBB)	B	t	p-value	Results
Price (PE)	0.264	2.083	0.039	Supported
Promotion (PR)	0.411	3.536	0.001	Supported
Motivation (MT)	0.555	5.685	0.001	Supported
Service Quality (SQ)	-0.078	-0.519	0.604	Not Supported
Product Variety (PV)	-0.355	-2.233	0.027	Supported
Convenience (CV)	0.077	0.526	0.600	Not Supported

Note: Adjusted $R^2 = 0.292$; $\alpha = 0.05$

5.0 CONCLUSION

To summarize, the findings show that price (PE), promotion (PR), motivation (MT) and product variety (PV) have a relationship with online impulsive purchasing behavior. However, service quality (SQ) and convenience (CV) have no relationship with OIBB. The findings of this study offer impactful implications for various marketers and business owners associated with e-commerce platforms among Malaysian Generations Z.

Generation Z's impulsive buying behavior leads to an unexpected desire to purchase a product after seeing it online. Researchers are encouraged to access and evaluate the research framework with different target audiences or other variables, such as website quality or time. Online shopping platforms will benefit from a better understanding of Generation Z because they also play an important role in the country's economy and cost of living. Not only online retailers but also new retailers who intend to switch their business to online will also gain from this research. This study can be useful to new online businesses, especially those who want to keep customers for longer periods regardless of their age. E-marketers can plan strategies to encourage consumers' impulse buying behavior and boost product sales. The e-retailers can design strategies that will directly affect the consumer's buying behavior, such as appealing promotional schemes like grouping products together or using eye-catching videos. This is a shred of evidence because other academics may be able to use the data from the present study as a major guiding principle in their future research.

Regarding the limitation, this survey was conducted online; Hence, it could not guarantee that the responses they received were accurate. This is because the research suffers from voluntary response bias due to the use of sampling. Respondents can simply move through the questions, selecting agree or neutral throughout. Therefore, respondents who were in a hurry and wanted to save time and effort will choose to respond randomly or according to their own interpretation. The action is subject to an unacknowledged degree of subjectivity, which will affect the overall accuracy of the outcome. For the recommendation, this research study only looked at six factors influencing online impulsive behavior: price, promotion, motivation, service quality, product variety, and convenience. As a result, future researchers should consider identifying additional factors that can influence online impulsive buying behavior, such as trust belief, product and website quality, time, and marketing. As a result, more factors can be identified for future research, and the more factors that are discussed and identified, the better the result can be developed.

AUTHORS' CONTRIBUTIONS

Sajeetha Madhavan presented the background, created the framework based on the theory, and gathered the data for this study. Tay Lee Ying handled the data analysis and study discussion. All authors discussed and contributed to the final manuscript.

ACKNOWLEDGMENTS

The authors are obliged for the financial support received from Multimedia University to attend the CLESS 2023

REFERENCES

- [1] Oxford Learner's Dictionaries | Find definitions, translations, and grammar explanations at Oxford Learner's Dictionaries. (n.d.). <https://www.oxfordlearnersdictionaries.com/>
- [2] Akram, U., Hui, P., Khan, M. K., Saduzai, S. K., Akram, Z., & Bhati, M. H. (2017). The plight of humanity: Online impulse shopping in China. *Human Systems Management, 36*(1), 73–90.
- [3] Sivanesan (2017), "A study on problems faced by customers in online shopping with special reference to Kanyakumari district", *International Journal of Research in Management and Business Studies, Vol. 4* No. 3, pp. 22-25,
- [4] Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services, 21*(2), 86–97.

- [5] Remie, M. (2019). Digital Media Restraint (DMR) in Creating Digital Brand among Malaysian SMEs International Conference on Media and Communication. UKM. MENTION 2019. 111-126.
- [6] Kollat, D. T., & Willett, R. P. (1967). Customer Impulse Purchasing Behaviour. *Journal of Marketing Research*, 4(1), 21–31.
- [7] Stern, H. (1962). The significance of impulse buying today. *Journal of Marketing*, 26(2), 59.
- [8] Kumar, S., & Kaur, A. (2018). Understanding online impulsive buying behaviour of students. *International Journal of Management Studies*, 5(3), 61.
- [9] Madhu, S., & Alina, E. (2016). Factors Influencing Online Impulsive Buying Behaviour. www.academia.edu.
https://www.academia.edu/22683661/Factors_Influencing_Online_Impulsive_Buying_Behaviour
- [10] Lia, D. a. Z., & Natswa, S. L. (2021). Buy-Now-Pay- Later (BNPL): Generation Z's Dilemma on Impulsive Buying and Overconsumption Intention. Proceedings of the BISTIC Business Innovation Sustainability and Technology International Conference (BISTIC 2021), 130–137.
- [11] Babalkar, V. (2014). Drivers of e-shopping behaviour. *Procedia Economics and Finance*, 11, 600–608.
- [12] Jamal, M. J., & Lodhi, S. (2015). Consumer Shopping Behaviour in Relation to Factors Influencing Impulse Buying: A Case of Superstores in Karachi Pakistan. *International Journal of Scientific and Research Publication*, 5(12). Kotler, P. (2020). Marketing and value creation. *Journal of Creating Value*, 6(1), 10– 11.
- [13] Mokhtar, M., Yusoff, S., Asmuni, S., & M. Fauzi, N. A. (2020). An insight into online shopping behaviour among young adults in Malaysia. *Journal of Emerging Economies & Islamic Research*, 8(1), 77–88.
- [14] Saprikis, V., Chouliara, A., & Vlachopoulou, M. (2010). Perceptions towards Online Shopping: Analyzing the Greek University Students' Attitude. *Communications of the IBIMA*, 1–13. <https://doi.org/10.5171/2010.854516>
- [15] Koschate-Fischer, N., Diamantopoulos, A., & Oldenkotte, K. (2012). Are consumers really willing to pay more for a favourable country image? A study of country-of origin effects on willingness to pay. *Journal of International Marketing*, 20(1), 19–41.
- [16] Islam, T., Pitafi, A. H., Arya, V., Wang, Y., Akhtar, N., Mubarik, S., & Xiaobei, L. (2021). Panic buying in the COVID-19 pandemic: A multi-country examination. *Journal of Retailing and Consumer Services*, 59, 102357.
- [17] Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2019). Impulse buying: A metaanalytic review. *Journal of the Academy of Marketing Science*, 48(3), 384–404.
- [18] View of The Effect of Flash Sale and Discount Towards Impulsive Buying (Study on Shopee Users). (n.d.). <http://jos.unsoed.ac.id/index.php/jame/article/view/3092/2028>
- [19] Solenski, V. (2017, October 2). Influence of price discount and sales promotion on impulsive buying Azwa Perfume Pekanbaru. Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Riau.
- [20] Asnawati, & Wahyuni, S. (2018). The Influence Of Hedonic Shopping Motivation To The Impulse Buying Of Online-Shopping Consumer On Instagram. *Russian Journal of Agricultural And Socio-Economic Sciences*, 74(2), 99–107. <https://doi.org/10.18551/Rjoas.2018-02.11>
- [21] Erkip, F. (2005). "The Rise of the Shopping Mall in Turkey: The Use and Appeal of a Mall in Ankara." *Cities*, 22(2), 89-108
- [22] Kosyu, Kadarisman dan Yusri. (2014). "Pengaruh Hedonic Motives terhadap Shopping Lifestyle dan Impulse Buying." *Jurnal Administrasi Bisnis*. Vol.4, No.2.
- [23] Chuah, S. L., & Gan, C. C. (2015). The influence of individual internal factors on impulse buying behaviour through online shopping. *Global Journal of Business and Social Science Review*, 1(1), 60-70.
- [24] Lizamary dan Edwin. (2014). "Analisa Pengaruh Hedonic Shopping Value Terhadap Impulse Buying Dengan Shopping Lifestyle dan Positive Emotion sebagai Variabel Intervening Pada Mall Ciputra World Surabaya". *Jurnal Manajemen Pemasaran*. vol.8, No.2.

- [25] Team, I. E. (n.d.). Service quality: Definition, 5 dimensions and implementation. Retrieved January 21, 2023.
- [26] Rabiul, Al-Nasser, M., & Zainal Abidin, I. S. (2015). Analysis of E-Services Quality through Online Shopping. *Research Journal of Business Management*, 9(3), 422–442.
- [27] Liu, X., Burns, A. C., & Hou, Y. (2013). Comparing online and in-store shopping behaviour towards luxury goods. *International Journal of Retail & Distribution Management*, 41(11/12), 885–900.
- [28] Kim, J. B., & Shin, S. I. (2015). An empirical study on the interaction effects between the customer reviews and the customer incentives towards the product sales at the online retail store. *Asia Pacific Journal of Information Systems*, 25(4), 763–783.
- [29] Karim, M. W., Chowdhury, M. A. M., Masud, M. A. A., & Arifuzzaman, M. (2021). Analysis of Factors Influencing Impulse Buying Behaviour towards e- Tailing Sites. *Contemporary Management Research*, 17(2), 97–126.
- [30] Chen-Yu, J.H. and Seock, Y.K. (2002), “Adolescents’ clothing purchase motivations, information sources, and store selection criteria: a comparison of male/female and impulse/non impulse shoppers”, *Family and Consumer Sciences Research Journal*, 31(1), 50-77.
- [31] Vilashini, Jadhav. (2016). College students’ online buying behaviour. *IOSR Journal of Business and Management (IOSR-JBM)*, 18(6), 21–24.
- [32] Verhagen, T., & van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, 48(8), 320–327.
- [33] Dawson, S., & Kim, M. (2009). External and internal trigger cues of impulse buying online. *Direct Marketing: An International Journal*, 3(1), 20–34.
- [34] Jayasubramanian, P., Sivasakthi, D. and Ananthi, P.K. (2015), “A study on customer satisfaction towards online shopping”, *International Journal of Applied Research*, Vol. 1 No. 8, pp. 489-495.
- [35] Fuey, G. S., & Idris, N. (2017). Assessing the validity of the elements for pre-service mathematics teacher education curriculum. *International journal of academic research in business and social sciences*, 7(12), 2222-6990.
- [36] Pratminingsih, S., Sukandi, P., Sujai, R. D., Hayati, N., Rahmayanti, R., & Akbar, Y. K. (2021). The Influence of Lifestyle, Hedonic Motivation, And Sales Promotion on Impulse Buying. *Review Of International Geographical Education*, 11(6), 705-7

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

