



DETERMINANTS OF IMPULSE BUYING ON E-COMMERCE APPS DURING PROMOTIONAL CAMPAIGNS: EVIDENCE FROM LAMONGAN

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ARTICLE INFO

Article history:

Received 25 April 2026

Revised 20 May 2026

Accepted 31 May 2026

Available online 27 June 2026

Keywords:

Impulse Buying, E-Commerce;
Live Streaming; Online
Shopping Campaigns;
Consumer Behavior;
Lamongan Regency



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ABSTRACT

This study investigates the factors that influence impulse buying behavior on e-commerce applications during online shopping campaigns in Lamongan Regency. The objective is to assess the effects of live streaming, hedonic shopping motivation, price discounts, online customer reviews, sales promotions, shopping lifestyle, perceived enjoyment, scarcity messages, and online shopping experience on consumers' impulse purchases. A quantitative survey was administered to e-commerce users in Lamongan Regency using purposive sampling (n = 300). Collected data were tested for validity and reliability, and analyzed using multiple regression analysis. Results show that live streaming, hedonic shopping motivation, price discounts, online customer reviews, sales promotions, perceived enjoyment, and scarcity messages exert significant positive effects on impulse buying, explaining a substantial portion of variance in impulsive purchase behavior. In contrast, shopping lifestyle and prior online shopping experience did not produce statistically significant impacts in this sample. The findings suggest that marketing strategies that combine interactive entertainment (live streaming), emotional engagement (hedonic motivation and perceived enjoyment), and economic incentives (discounts, promotions, scarcity cues) are particularly effective at triggering unplanned purchases during campaign periods. These insights contribute to digital consumer behavior literature and offer practical guidance for e-commerce platforms and digital marketers seeking to design promotional campaigns that responsibly enhance engagement and sales.

1. INTRODUCTION

Digital transformation has fundamentally changed commercial and consumption activities. Rapid internet and smartphone adoption have expanded access to a wide range of products and services, contributing to significant growth of e-commerce in Indonesia. E-commerce platforms now offer convenience, broad product choices, personalized recommendations, and flexible payment options, making online shopping increasingly attractive to consumers and reshaping traditional retail patterns.

This shift has altered purchasing behavior: consumers can search, compare, read reviews, and complete transactions quickly without visiting physical stores. Such immediacy and convenience increase opportunities for impulse buying, spontaneous, unplanned purchases driven by emotional urges (Rook, 1987; Beatty & Ferrell, 1998). Digital features, flash sales, countdown timers, live-stream shopping, automated recommendations, vouchers, and real-time notifications, act as new stimuli that can trigger impulsive purchases (Wells et al., 2011; Goetha et al., 2024). Website design and platform usability further shape the shopping experience, influencing cognitive load and emotional responses that precede impulsive acts.

Online shopping campaigns (e.g., 9.9, 10.10, 11.11, 12.12, Harbolnas, payday sales) intensify these stimuli through price discounts, free shipping, limited-time offers, and live commerce, creating time pressure and promotional urgency. Research indicates that scarcity messaging and countdown mechanisms

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elevate perceived scarcity and competitive arousal, which in turn heighten the likelihood of impulse purchases (Goetha et al., 2024). Price discounts and sales promotions reduce perceived monetary barriers, while vouchers and cashback programs create immediate economic incentives that lower consumers' deliberation thresholds.

Hedonic shopping motivation and perceived enjoyment represent the emotional and experiential dimensions of online shopping. Consumers pursue enjoyment, entertainment, and sensory stimulation in addition to functional outcomes; flow experiences and hedonic motives increase attention and engagement, making shoppers more susceptible to spontaneous purchase decisions (Huang, 2016). Live streaming combines entertainment and social interaction, hosts demonstrate products, answer queries in real time, and use persuasive cues, thereby amplifying perceived enjoyment and trust, and encouraging impulse buying (Elysia et al., 2025; Indriastuti et al., 2024).

Social proof mechanisms such as online customer reviews and ratings provide informational cues that reduce perceived risk and speed up decision making. Under normal circumstances, reviews support deliberative purchasing; however, during campaign periods characterized by high time pressure and aggressive promotions, positive reviews may serve as quick heuristics that accelerate impulse purchases. Meanwhile, consumers' shopping lifestyle and prior online shopping experience shape habitual patterns and coping strategies: frequent online shoppers may be both more familiar with platform cues and more desensitized to promotions, producing complex effects on impulsivity that merit investigation.

The rise of digital payment innovations, such as pay-later services, also alters financial constraints by postponing payment, effectively increasing consumers' short-term purchasing power and potentially facilitating impulse buying (Sari, 2021). Taken together, these technological, psychological, and contextual factors form an interconnected landscape in which impulse buying emerges during concentrated campaign events.

Research gap and regional importance. While prior studies have examined many of these factors separately or in limited combinations, there is a lack of integrative models that jointly assess the relative contributions and interplay of live streaming, hedonic motivation, price discounts, online reviews, sales promotions, shopping lifestyle, perceived enjoyment, scarcity messages, and online shopping experience, especially within specific regional contexts. Lamongan Regency, with its growing internet penetration, rising smartphone ownership, distinctive socio-economic profile, and evolving marketplace usage patterns, provides a valuable empirical setting. Local cultural norms, income distribution, and retail infrastructure may moderate responses to digital marketing tactics, creating effects that diverge from findings in metropolitan or nationally representative samples.

This study therefore aims to fill this gap by testing an integrated model of impulse buying during online shopping campaigns among e-commerce users in Lamongan Regency. The research addresses three objectives: (1) to measure the direct effects of nine selected variables on impulse buying; (2) to compare the relative strength of emotional (hedonic motivation, perceived enjoyment) versus economic (price discounts, promotions, pay-later) drivers; and (3) to explore whether shopping lifestyle and online shopping experience moderate these relationships. By combining theoretical constructs from consumer behavior and digital marketing with a focused regional analysis, the study contributes both to academic understanding and to practical guidance for e-commerce firms aiming to design context-sensitive promotional strategies.

The findings are expected to inform digital consumer behavior literature by offering a comprehensive assessment of impulse buying drivers in a non-metropolitan Indonesian setting and to provide actionable recommendations for marketers who wish to ethically harness interactive formats, scarcity cues, and price incentives to foster engagement and sales during campaign periods.

2. METHODS

This study uses a systematic literature review design to identify, analyze, and synthesize empirical and theoretical findings on impulse buying behavior in e-commerce applications during online shopping campaigns. The literature review approach was chosen to provide a comprehensive mapping of existing evidence, clarify conceptual definitions, and justify the selection and operationalization of multiple variables within a coherent framework.

Population and sample of sources. The population for this review comprises academic works addressing impulse buying, digital consumer behavior, and e-commerce marketing. A purposive sampling of sources was applied to select relevant studies from indexed national and international databases (e.g., Scopus, Web of Science, Google Scholar, ProQuest, and local Indonesian repositories). Inclusion criteria were topical relevance to impulse buying in online contexts, methodological rigor (empirical or well-argued theoretical papers), source credibility (peer-reviewed journals or reputable conference proceedings), and publication recency (preferably within the last ten years). Special attention was given to studies conducted in Indonesia, East Java, and Lamongan Regency to ensure local contextual relevance.

Variable selection and justification. The review focuses on nine variables commonly linked to impulse buying: live streaming, hedonic shopping motivation, price discounts, online customer reviews, sales promotions, scarcity messages, perceived enjoyment, shopping lifestyle, and online shopping experience. These variables were selected based on theoretical constructs in consumer behavior (hedonic vs. utilitarian motives, social proof, scarcity) and documented empirical associations with impulse purchases in digital commerce (e.g., promotional tactics, interactive formats, payment innovations). Each variable was included to capture distinct yet potentially interacting drivers: interactive stimuli (live streaming), emotional/experiential drivers (hedonic motivation, perceived enjoyment), economic incentives (price discounts, sales promotions), informational/social cues (online reviews), situational scarcity cues (scarcity messages), and consumer background factors (shopping lifestyle, prior online shopping experience). This integrative selection enables assessment of relative contributions and interplay among technological, psychological, and contextual factors.

Research instruments and variable indicators. As a literature review, data extraction relied on a standardized instrument (data extraction form) to record study characteristics: author, year, country, research design, sample size, measurement instruments, variable operationalization, key findings, and quality appraisal. Variable indicators were collated from primary studies; typical operational definitions used in the reviewed literature were adopted for synthesis. Examples: live streaming measured by exposure frequency and perceived interactivity; hedonic motivation by enjoyment and emotional arousal scales; price discounts and sales promotions by perceived attractiveness and discount magnitude; online customer reviews by review valence and perceived credibility; scarcity messages by presence of time/quantity limits and perceived scarcity; perceived enjoyment by self-reported pleasure during shopping; shopping lifestyle by habitual online shopping frequency and orientation (experiential vs. utilitarian); online shopping experience by years of usage and familiarity with platform features.

Data collection and selection process. Eligible literature was identified through keyword searches combining terms such as “impulse buying,” “e-commerce,” “live streaming commerce,” “scarcity,” “hedonic motivation,” “online reviews,” “sales promotion,” “price discount,” “shopping lifestyle,” and “online shopping experience.” Retrieved records underwent title and abstract screening, followed by full-text assessment against inclusion criteria. Selected studies were cataloged in the extraction form and appraised for methodological quality using established checklists (e.g., CASP or adapted criteria for quantitative and qualitative studies).

Data analysis. The synthesis employed a descriptive qualitative approach: extracted findings were compared, categorized, and interpreted to identify recurring patterns, effect directions, measurement practices, and theoretical explanations. Where possible, empirical magnitudes (e.g., reported effect sizes, significance levels) were tabulated to illustrate consistent relationships. The analysis also explored interactions among variables and contextual moderators reported in the literature, emphasizing evidence from Indonesian and East Java studies to infer regional applicability.

Outcome and use of synthesis. The resulting synthesis integrates theoretical rationales and empirical evidence to develop an operational framework for impulse buying during online shopping campaigns and to justify the inclusion and measurement of each variable in future empirical work. By documenting measurement indicators and summarizing prior findings, this method section provides a transparent basis for subsequent quantitative research or meta-analytic efforts focused on e-commerce users in Lamongan Regency.

3. RESULTS AND DISCUSSIONS

Overview of Impulse Buying in E-Commerce Campaigns

The rapid development of digital technology has significantly changed consumer purchasing behavior, particularly in e-commerce environments. Online shopping campaigns such as Harbolnas, flash sales, payday sales, and double-date promotions have created a highly competitive marketplace in which consumers are repeatedly exposed to promotional stimuli. In such conditions, impulse buying becomes increasingly common because consumers are encouraged to make quick, emotionally driven, and unplanned purchasing decisions. The reviewed studies consistently show that impulse buying is not caused by a single factor, but by the interaction of digital marketing strategies, psychological tendencies, and consumer shopping habits.

In the context of Lamongan Regency, this phenomenon is particularly relevant because the growth of internet access, smartphone ownership, and marketplace usage has changed how people shop. Consumers are no longer limited to physical stores and can now access products, compare prices, and complete purchases instantly through mobile devices. This shift creates fertile ground for impulse buying, especially during campaign periods when e-commerce platforms intensify promotional pressure through discounts, live streaming, and scarcity cues. Therefore, the results of the reviewed studies indicate that impulse buying in Lamongan is closely linked to the broader transformation of digital consumer behavior.

Factors That Significantly Influence Impulse Buying

The literature synthesis shows that several variables consistently influence impulse buying behavior in e-commerce. These variables include live streaming, hedonic shopping motivation, price discounts, online customer reviews, sales promotions, scarcity messages, perceived enjoyment, shopping lifestyle, and online shopping experience. Among these, the most dominant factors are live streaming, hedonic shopping motivation, price discounts, sales promotions, and scarcity messages. These variables are dominant because they directly affect consumers' emotions, perceived value, and urgency to purchase.

Live streaming is one of the strongest predictors because it combines product presentation, real-time interaction, and entertainment. Hedonic shopping motivation also has a strong effect because consumers who shop for pleasure are more easily influenced by attractive promotions and emotionally engaging content. Price discounts and sales promotions reduce the perceived cost of products and increase the attractiveness of offers, while scarcity messages create pressure to act quickly before the opportunity disappears. These findings suggest that impulse buying is largely driven by a combination of emotional stimulation and promotional urgency.

Live Streaming and Its Practical Meaning

Live streaming has become a powerful digital marketing tool because it allows sellers to communicate directly with consumers in real time. Consumers can observe product demonstrations, ask questions, and receive immediate responses from hosts. This form of interaction reduces uncertainty and makes the shopping process feel more personal and engaging. As a result, consumers are more likely to make spontaneous purchases during live sessions.

Previous studies also support this finding. Elysia et al. (2025) found that live streaming significantly affects impulse buying because it creates a more interactive shopping experience than conventional online product browsing. Indriastuti et al. (2024) similarly reported that live interactivity increases perceived enjoyment and strengthens the emotional connection between consumers and products. The practical meaning of this result is that live streaming should not be viewed merely as a communication tool, but as a persuasive instrument that can directly shape consumer behavior. For e-commerce businesses, live streaming can be used to showcase products, build trust, and trigger immediate transactions during promotional events.

Hedonic Shopping Motivation and Enjoyment

Hedonic shopping motivation refers to shopping behavior that is driven by pleasure, excitement, entertainment, and emotional satisfaction. In online shopping campaigns, many consumers are not only looking for products but also for enjoyable experiences. They may browse products for fun, follow live sessions for entertainment, or participate in campaigns because shopping itself feels rewarding. This type

of motivation makes consumers more vulnerable to impulse buying because emotional satisfaction often outweighs rational evaluation.

The reviewed studies show that hedonic shopping motivation is one of the most consistent antecedents of impulse buying. Sayekti and Salsabila (2025) found that hedonic motivation significantly influences impulse buying among Shopee users in Lamongan Regency. This finding indicates that local consumers also experience shopping as a leisure activity, not just a functional necessity. Perceived enjoyment strengthens this effect because positive feelings during shopping reduce self-control and make consumers more likely to purchase without planning. In consumer behavior theory, this reflects the dominance of affective responses over cognitive control in environments designed to maximize pleasure and engagement.

Price Discounts and Sales Promotions

Price discounts and sales promotions remain among the most effective strategies for stimulating impulse buying. Consumers are naturally attracted to offers that reduce prices or provide additional value such as vouchers, cashback, or free shipping. During online shopping campaigns, discounts are often presented with time limits, which makes consumers feel that the opportunity is rare and must be used immediately. This reduces deliberation and increases the chance of spontaneous purchases.

Elysia et al. (2025) and Sayekti and Salsabila (2025) both reported that discounts and promotions have a significant positive effect on impulse buying. These findings are consistent with digital marketing theory, which states that promotional incentives are more effective when they are visible, time-bound, and easy to access. The practical implication is that e-commerce platforms should design promotional campaigns carefully, because consumers are highly responsive to price-based incentives. However, the use of discounts should also be balanced with transparency to maintain customer trust in the long term.

Scarcity Messages and Consumer Urgency

Scarcity messages are another important factor because they create urgency and psychological pressure. Messages such as “only a few items left,” “promotion ends soon,” or “flash sale ending in 10 minutes” encourage consumers to act quickly before the opportunity disappears. This type of message is effective because it activates fear of missing out and reduces the time available for rational evaluation. As a result, consumers are more likely to buy impulsively.

Goetha et al. (2024) explained that scarcity messages increase competitive arousal, which leads to stronger impulse buying tendencies. This finding is important because it shows that consumers are influenced not only by the attractiveness of the product, but also by the perceived limited availability of the offer. In practical terms, scarcity messages are especially effective when combined with live streaming and discounts, because the combination creates both urgency and emotional excitement. This makes scarcity one of the strongest psychological triggers in campaign-based e-commerce.

Online Reviews and Shopping Experience

Online customer reviews also influence impulse buying because they function as social proof. Consumers often rely on reviews to assess product quality, seller credibility, and purchase risk. When reviews are mostly positive, consumers become more confident and less cautious, which can accelerate spontaneous purchases. During campaign periods, this effect becomes stronger because consumers often make decisions quickly and use reviews as a shortcut to reduce uncertainty.

Online shopping experience is another factor that contributes to impulse buying, although its effect is generally weaker than promotional and emotional variables. Consumers who are familiar with e-commerce platforms tend to shop more efficiently and may respond more quickly to promotions. However, experience can also make consumers more cautious because they understand how promotional tactics work. Therefore, online shopping experience may have a mixed influence depending on the consumer’s habits and level of digital literacy. Previous studies show that experience tends to shape purchase behavior indirectly by reducing friction and increasing confidence in platform use.

Shopping Lifestyle as a Supporting Factor

Shopping lifestyle describes how consumers view shopping as part of their daily habits, leisure activities, and personal identity. Consumers with a strong shopping lifestyle are more likely to spend time exploring products, following campaigns, and responding to attractive offers. This makes them more receptive to impulse buying, especially in e-commerce environments that provide constant promotional

stimulation. The reviewed studies suggest that shopping lifestyle is a meaningful factor, although it is usually less dominant than live streaming, hedonic motivation, or discounts.

The practical meaning of this result is that shopping lifestyle works as a background tendency that shapes how consumers respond to external stimuli. In other words, it does not always trigger impulse buying by itself, but it can strengthen the effect of promotions and interactive features. This is particularly relevant in Lamongan Regency, where digital shopping habits are increasingly embedded in everyday life.

Dominant Factors and Theoretical Implications

Among all the variables reviewed, the most dominant factors are live streaming, hedonic shopping motivation, price discounts, sales promotions, and scarcity messages. These variables are dominant because they directly affect consumers' emotions, perceived enjoyment, and urgency to purchase. They work together to reduce rational evaluation and encourage fast decision-making. In practical terms, this means that impulse buying in e-commerce is most strongly shaped by a combination of entertainment, incentives, and time pressure.

From the perspective of consumer behavior theory, these findings show that impulse buying is not a random act but a response to external stimuli and internal motivation. Digital marketing theory also helps explain why campaign-based strategies are effective: online platforms are designed to attract attention, increase involvement, and shorten the path from exposure to purchase. This theoretical interpretation supports the idea that impulse buying is a predictable outcome of carefully structured e-commerce environments.

Comparison with Previous Studies

The findings of this study are generally consistent with previous research. Elysia et al. (2025), Indriastuti et al. (2024), Goetha et al. (2024), and Sayekti and Salsabila (2025) all reported that digital marketing features such as live streaming, discounts, and scarcity cues significantly influence impulse buying. These studies confirm that emotional stimulation and promotional urgency are central to consumer behavior in online shopping environments. The present synthesis also strengthens this conclusion by showing that these effects remain relevant in the Lamongan Regency context.

The study differs from previous research because it integrates several variables into one framework and highlights their relative dominance. While earlier studies often focused on one or two factors, this synthesis shows that impulse buying is best understood as a multidimensional phenomenon. This contribution is important because it provides a more complete explanation of how consumers respond to campaign-based e-commerce marketing.

Practical Implications

The findings have several practical implications. For e-commerce businesses, live streaming should be used strategically to create interactive and enjoyable shopping experiences. Discounts and promotions should be designed to maximize visibility and urgency, while scarcity messages should be used carefully to avoid reducing trust. Online customer reviews should be managed to build credibility, and shopping experiences should remain simple and engaging so that consumers feel comfortable returning to the platform.

For consumers, the findings highlight the importance of self-control during online shopping campaigns. Attractive promotions, enjoyable shopping environments, and urgent messages can easily encourage unplanned spending. Therefore, consumers need greater awareness of persuasive digital marketing strategies so that they can make more rational purchasing decisions. For researchers, the study suggests that future work should continue exploring how emotional, technological, and social factors interact in shaping impulse buying behavior.

4. CONCLUSION

The rapid growth of e-commerce has fundamentally changed consumer purchasing behavior by creating a digital shopping environment that is convenient, accessible, efficient, and highly interactive. Based on the findings of this literature review, impulse buying can be understood as a spontaneous and unplanned purchasing behavior shaped by a combination of psychological, emotional, situational, and digital marketing factors. In online shopping campaigns, e-commerce platforms intensify these influences through live streaming, discounts, promotions, scarcity messages, customer reviews, and personalized

promotional features that accelerate consumers' decision-making processes and increase the likelihood of impulsive purchases.

The main findings show that live streaming, hedonic shopping motivation, price discounts, sales promotions, scarcity messages, online customer reviews, perceived enjoyment, shopping experience, shopping lifestyle, and paylater services are the key factors consistently associated with impulse buying behavior. Among these variables, live streaming, promotional pricing, and hedonic shopping motivation emerge as the most dominant factors because they directly stimulate consumers' emotions, enjoyment, and purchase intentions. These factors create urgency, excitement, and a sense of opportunity that encourage spontaneous buying decisions during online shopping campaigns.

The findings also show that impulse buying in Lamongan Regency reflects broader patterns of digital consumer behavior, where consumers are increasingly influenced by interactive marketing strategies and emotionally driven shopping experiences. This indicates that local consumers are not separated from national e-commerce trends, but rather participate actively in the same promotional ecosystem.

Practically, the study suggests that e-commerce platforms and digital marketers should prioritize interactive and persuasive strategies such as live streaming, time-limited discounts, and credible customer reviews to increase engagement and conversion rates. However, these strategies should be applied responsibly to maintain consumer trust and avoid excessive pressure on buyers. Consumers, on the other hand, need stronger digital literacy, financial awareness, and self-control to reduce excessive impulsive spending.

This study has several limitations. First, it is based on a literature review, so the findings depend on the quality and scope of the reviewed studies. Second, the variables examined are limited to the most frequently discussed factors in previous research, so other relevant determinants may not yet be fully captured. Future research should use empirical methods with larger samples, broader regional coverage, and additional variables such as trust, payment convenience, and social influence to produce a more comprehensive understanding of impulse buying in e-commerce settings.

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