



Influence Of Online Customer Rating, Flash Sale And Hedonic Shopping Motives To Implus Buying On Market Users Place Shoppe

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Abstract

This research used primary quantitative methods with a SMART PLS cross-sectional survey, sampling 150 customer respondents who had purchased products through marketplace shops. The selection of respondents was conducted using quantitative techniques. Results showed a positive and significant influence between online customer ratings and impulse buying with a t-statistic value of 3.573. There was also a significant influence between flash sales and impulse buying, with a t-statistic value of 2.867. Additionally, hedonic shopping motives had a positive and significant effect on impulse buying, with a t-statistic value of 3.147.

Keywords: online customer rating, flash sale, hedonic shopping, impulse buying

1. INTRODUCTION

The development of technology in shopping is proceeding along with human needs. In the past, people had to go to traditional markets or supermarkets to shop. However, with the rise of online marketplaces like Shopee, Tokopedia, Blibli, and Lazada, the shopping paradigm has shifted from conventional to online. Various superior programs, such as flash sales, live shopping, free shipping promotions, and special dates, influence consumers to shop impulsively. Impulse buying is a spontaneous purchasing behavior often related to products or services that are not urgently needed or previously planned.

Impulse buying behavior can occur in various situations, including online shopping, which has become increasingly popular in Indonesia, especially during the COVID-19 pandemic. This popularity is due to factors like convenience and a wide range of products. Several factors can influence impulse buying behavior in online shopping.

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Several factors Which can influence behavior impulse buying in online shopping include Online customer rating is an assessment provided by other consumers for a product or service sold on e-commerce platforms. This is part of the E- WOM According to Khammash (2008:79) online customers review can understand as one of the media for consumers to see reviews from consumers other to something product, service company and about How a manufacturer company, these ratings can be stars, reviews, or comment. Because basically somebody If shop goods will see how many reviews and ratings there are, if they are bad or ugly then it matters against falling sales, on the other hand, if it is very good then it will support sale.

Flash sale is a method that sells products or services at very low prices for a limited time. Flash sales create a sense of urgency, encouraging consumers to make impulse purchases due to fear of missing out. Studies (Agrawal & Sareen, 2016) shows that flash sales have helped companies to attract Hedonic shopping motives are shopping motivations that focus on pleasure And satisfaction emotional.

Online customer ratings can influence impulse buying behavior by increasing consumer confidence in product quality or services sold. This can encourage consumers to make impulse so impulse purchase, because they feel confident that the product or these services quality and in accordance with need they. Flash sales can influence impulse buying behavior in ways that creates a feeling of fear *of missing out*. This can encourage consumers to make impulses purchases, because they worry that the product or service they want will run out before the time. Hedonics shopping motives can influence behavior impulse buying increase consumers' desire to shop. Matter This can push consumers to do purchases in a way impulsive, because they feel happy and entertained moment shop.

Based on the description above, this research aims to analyze the influence of online customer ratings, flash sales, and hedonic shopping motives to behavior impulse buying on platforms e-commerce Shopee. Study this is expected to be possible provide understanding Which Better about factors Which influence behavior Which impulse buying in shop online.

1. Formulation Problem

Based on the background above, the problem formulation in this research is formulated is as following:

1. are online customers ratings influential to impulse buying to customers platforms?
e-commerce Shopee?
2. Is flash sale influential to behavior impulse buying oncommerce Shopee?
3. are hedonic shopping motives influential to behavior impulse buying on

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platforms?

e-commerce Shopee?

4. Does online customer rating have a positive effect on hedonic shopping in? e-commerce shop customers?
5. Does Flash sale influence hedonic shopping among e-commerce shoppe customers?

1.2 Objective Study

Objective study This is for analyze influence online customers ratings, flash sale, and hedonic shopping motives to behavior impulse buying on platforms e-commerce Shopee.

1.3 Benefit Study.

Benefit study This is as following:

1. Give understanding Which Better about factors Which influence behavior Which impulse buying in shop online.
2. Give input for perpetrator business and marketer in develop strategy marketing Which effective for push impulse buying behavior.

2. THEORETICAL BASIS

2.1. Online Customer Rating

Online customer ratings are assessments given by other consumers to something product or service Which for sale in platforms e-commerce. Evaluation This can in the form of a star, review, or comment. (Zhang et al., 2018) Online customers ratings can influence behavior impulsive buying by increasing consumer confidence in product quality or services sold. This can encourage consumers to make impulse so impulse purchase, because they feel confident that the product or these services quality and in accordance with need they. According to theory trust consumer (*consumer trust*), (Agrawal & Sareen, 2016) trust consumer is the consumer's belief that a product or service will fulfil hope they. Trust consumer can be formed by several factors, including evaluation from consumer other. Research conducted by (Zhang et al., 2018) shows thatonline customer rating has a positive influence on impulsive buying. This research was conducted using data from e-commerce platformsTaobao in China.

Research conducted by (Rizki Octaviana et al., 2022) also shows this that online customer ratings have a positive influence on impulsiveness buying. This research was conducted using data from the e-platform Shopee commerce in Indonesia Based on the





description above, it can be concluded that online customer rating own influence positive to impulsive buying.

2.2 Flash Sale

Flash sale is sale product or service with price Which very cheap in time Which limited. Flash sale can influence behavior impulsive buying with method creates a feeling of fear of *missing out*. This can push consumer For do purchase in a way impulsive, they worry that the product or service they want will run out before the time. (Agrawal & Sareen, 2016)

According to motivation theory, motivation is a force that encourages someone to act. Fear of missing out is Wrong One type of motivation Which can push somebody for do purchase in a way impulsive. Research conducted by (Chen, 2006) shows that flash sale own influence positive to impulsive buying. Study This carried out using data from the e-commerce platform Taobao in China. Research conducted by (Rizki Octaviana et al., 2022) also shows this that flash sale own influence positive to impulsive buying. This research was conducted using data from e-commerce Shopee Indonesia. Based on the description above, yes concluded that the flash sale has influence positive to impulsive buying.

2.3 Hedonic Shopping Motives

Hedonic shopping motives are shopping motivations that focus on pleasure and satisfaction emotional. Hedonic shopping motives can influence impulsive buying behavior by increasing consumers' desire to shop. This matter can encourage consumers to make purchases online impulsively, because they feel like and entertained moment shop. According to motivation theory, motivation is a force that encourage someone to take action. (Arnold & Reynolds, 2003)

Hedonic shopping Motives are one type of motivation that can encourage someone to purchase in a way impulsive. Research conducted (Wulansari S.E. & Prihatining Wilujeng, 2024) shows that hedonic shopping motives own influence positive to impulsive buying. (Chen, 2006) This research was conducted using data from e-commerce platforms Taobao in China. Study Which done by (Arnold & Reynolds, 2003) too shows that hedonic shopping motives have a positive influence against impulsive buying. (Rizki Octaviana et al., 2022) This research was conducted using data from platforms e-commerce Shopee in Indonesia. Based on description in on, can concluded that hedonic shopping own influence positive to impulsive buying





2.4. Impulse Buying

(Zheng et al., 2019) define impulse buying as an unplanned purchase resulting from exposure to a stimulus, made on the spot. further categorizes impulse buying into four types:

1. Pure Impulse Buying: This type involves purchasing a product that is completely novel or unrelated to the buyer's usual purchasing pattern. It's a spontaneous purchase driven by the desire for novelty or escapism.
2. Reminder Impulse Buying: In this case, the individual recalls a prior experience with the product upon seeing it again. The purchase is prompted by a memory triggered by encountering the product.
3. Suggestive Impulse Buying: This type occurs when an individual encounters a product for the first time and visualizes a need for it. The purchase is driven by the product's suggestion of fulfilling a perceived need or desire.
4. Planned Impulse Buying: Despite being unplanned, this type involves taking advantage of promotions or offers that weren't initially intended. The purchase is made opportunistically in response to a promotional stimulus.

These classifications share the characteristic of being unintended purchases. During the impulse buying process, consumers perceive or notice stimuli, mentally process them, and then react to them (Amos et al., 2014) This process involves a complex interplay of psychological factors and external stimuli that influence consumer behavior. Indicators of impulse buying can vary depending on the context, but some common indicators include:

Unplanned Purchases: Impulse buying typically involves buying items that were not previously planned or budgeted for. **Spontaneous Decision-Making:** Consumers may make decisions on the spot without much deliberation or consideration of alternatives. **Emotional Triggers:** Impulse purchases are often driven by emotions such as excitement, desire, or even stress relief rather than rational decision-making. **Sudden Interest in a Product:** Consumers may show sudden interest in a product they hadn't considered before, often due to visual stimuli or persuasive marketing tactics. (Cinjarevic et al., 2011) **Highly Visually Stimulating Displays:** Retail environments with eye-catching displays or product placements may trigger impulse purchases.

Taking Advantage of Limited-Time Offers: Consumers may feel compelled to make a purchase due to fear of missing a limited-time promotion or discount. **Buying Items Beyond Immediate Needs:** Impulse buying often involves purchasing items that are not essential or immediate necessities (Zhang et al., 2018)

Post-Purchase Regret: After making the purchase, consumers may experience feelings of regret or guilt, especially if they realize it, was an impulsive decision.



By monitoring these indicators, retailers and marketers can better understand and capitalize on consumer behavior related to impulse buying.

Based on framework think study, can formulated hypothesis as following:

H1: Online customers ratings matter positive against impulsive buying.

H2: Flash sale influential positive to impulsive buying.

H3: Hedonics shopping motives influential positive to impulsive buying.

H4: Online customers ratings are positive towards hedonics shopping.

H5: Flash Sale is influential positive to hedonic shopping.

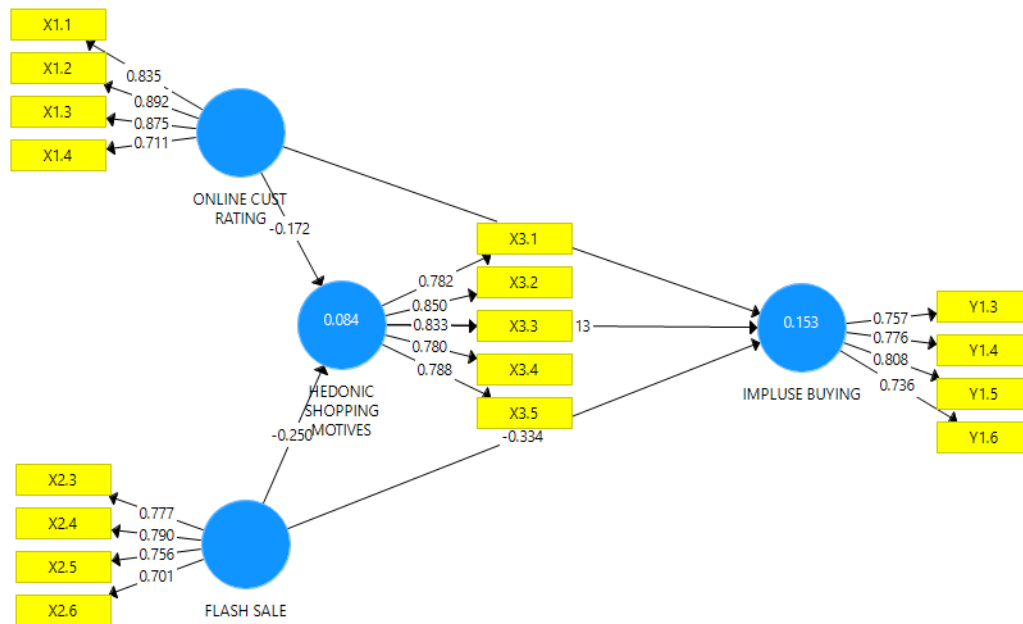


Figure .1 framework for thinking

3. RESEARCH METHODS

3.1 Population and Sample

This research uses quantitative descriptive methods. The population of this research is shoppe users who shop more than 2 times. The sampling technique in this research used a *purposive* sampling technique with a total of 150 respondents.

Measurement In this research, data is collected using questions or statements to measure the variables to be studied by respondents through written answers (Sugiyono, 2011). This study uses an ordinal scale, also known as a Likert scale, which contains five answer options. Ordinal statements indicated using a Likert scale are also indicated as strongly agree, which has a level and preference. rather than neutral and agree. However, if



two scales are similar and have the same value, the Likert scale will be used as an interval scale (Ghozali, 2011). Impulse buying is an exogenous variable in this research.

3.2. Data Analysis

Data analysis using SEM-PLS, assisted by the Smart-PLS 3 program, was conducted in two stages, namely: 1) Testing the outer model through (CFA) factor analysis, which includes convergent validity and construct validity tests. Composite reliability and Cronbach's alpha values are used to evaluate reliability (Hair et al, 2017). Each construct must have the highest correlation value for the discriminant validity of the cross-loading method. Multicollinearity does not exist if the variable inflation factor (VIF) value is less than 5 (Hair et al., 2017) . 2) To create a Structural Equation Model (SEM), in-model testing is used. This includes testing the coefficient of determination (R2), effect size (f2), r, and predictive relevance (Q2). (Hair et al., 2017)

The Goodness of Fit model test shows that the standardized root means square residual (SRMR) value is 0.08 (Hu & Bentler, 1999). Hypothesis testing shows that the significance level is (t=1.96). using software SmartPLS.

4. RESULTS AND DISCUSSION

The characteristics of respondents discussed in this research are Age, Gender, Education, Occupation and Frequency of Shoppe Purchases and Type of Shoppe Member. The following results are produced from the following table.

Table 1. characteristics of respondents

Respondent characteristics	amount	percentage
-AGE		
≤ 20 years	20	13.3%
21 – 25 Years	25 75	16.7% 50%
26 – 30 Years	15 15	10% 10%
31 – 35 Years	35	23.3%
≥ 36 Years	115	76.7 %
-GENDER		
Man	40	26.7%





Woman	20	13.3%
WORK	50	33.3%
Self-employed	25	16.7%
Student	15	10%
Private sector employee	95	63.3%
ASN	30	20%
Other	25	16.7%
PURCHASE FREQUENCY		
2 – 3 Times	15	10%
4 – 5 Times	40	26.7%
6 – 7 Times	75	50%
≥ 7 Times	20	13.3%
<hr/>		
TYPE OF MEMBER		
shoppe		
Platinum		
Gold		
Silver		
Classic		

Source: data processed 2024

Based on the table above, the following results are obtained

1. Most of the respondents' gender was female or women totaling 115 respondents or 76.7%.
2. Meanwhile, most respondents were aged 26-30 with 75 respondents or 50%.
3. Most respondents' jobs are private employees, 50 respondents or 33.3%.
4. The majority of shoppe purchase frequency is 2-x purchases as many as 95 respondents or 63.3%.
5. The majority of shoppe members are silver, 75 respondents or 50%.

4.1. MODELING IN RESEARCH



In this research, the author tested using a model consisting of 3 exogenous variables, namely online customer rating, flash sales and hedonic shopping motives and 1 endogenous variable, namely impulse buying.

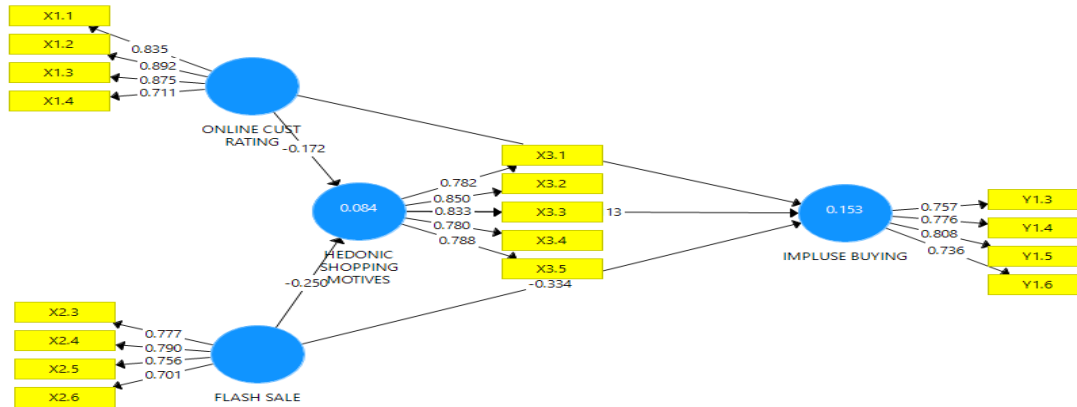


Table 2. Cross loading

Cross Loading	FLASH SALE	HEDONIC	IMPLUS	ONLINE
X1.1	0.068	0.101	0.209	0.835
X1.2	0.093	0.116	0.218	0.892
X1.3	0.076	0.134	0.162	0.875
X1.4	0.074	0.147	0.138	0.711
X2.3	0.777	0.175	0.191	0.095
X2.4	0.790	0.147	0.192	0.093
X2.5	0.756	0.200	0.118	0.092
X2.6	0.701	0.180	0.300	0.023
X3.1	0.247	0.782	0.003	0.066
X3.2	0.242	0.850	0.066	0.143
X3.3	0.152	0.833	0.062	0.164
X3.4	0.133	0.780	0.033s	0.115
X3.5	0.123	0.788	0.027	0.108
Y1.3	0.191	0.018	0.757	0.163
Y1.4	0.203	0.042	0.776	0.139
Y1.5	0.160	0.034	0.808	0.247
Y1.6	0.308	0.100	0.736	0.129

Source: data processed by PLS 2024



Based on the table above, it shows that the data that has been tested from the table, the conclusion drawn by the author is that the cross-loading value for each indicator meets the requirements because it is greater than the cross-loading value for other indicators, so the discriminant validity value is good. We can also use the *Average Variant Extract (AVE)* value as a basis for knowing the discriminant validity of each variable being tested, provided that the value is > 0.5 to get a good model.

Table 3. R-Square

	R Square	Adjusted R Square
HEDONIC SHOPPING MOTIVES	0.084	0.071
IMPLUS BUYING	0.153	0.136

Source: data processed 2024

Based on data from table 3.2, Hedonic shopping motives have an *R-Square value* of 0.084 and impulse buying 0.153. According to Chin (2014) *R-square* values of 0.67, 0.33, 0.19 are categorized as strong, moderate and weak. Therefore, the resulting *R-square value* is *influential*.

Table 4. F- Square

	FLASH SALE	HEDONIC SHOPPING MOTIVES	IMPLUS BUYING	ONLINE CUST RATING
FLASH SALE		0.067	0.122	
HEDONIC SHOPPING MOTIVES			0.014	
IMPLUS BUYING				
ONLINECUST RATING		0.032	0.082	

Source: data processed 2024

According to Hair (2017) *F-square* is used to measure effect size; if the number is between 0.02 and 0.15 it is considered small; between 0.15 and 0.35 is considered moderate; and between 0.35 and 0.40, is considered large. Table 4 above shows that the size of the effect in the small category is in the influence of flash sales on impulse buying (0.122), online customer rating on impulse buying (0.082), and flash sales on hedonic shopping (0.067). Meanwhile, other small category effects are in the influence of online customers on hedonic shopping (0.032), and hedonic shopping on impulse buying (0.014).





Table 5 Multicollinearity Test (Iner VIF)

	FLASH SALE	HEDONIC SHOPPING MOTIVES	IMPLUS BUYING	ONLINE CUST RATING
FLASH SALE		1,009	1,077	
HEDONIC SHOPPING MOTIVES			1,091	
IMPLUS BUYING				
ONLINE CUST RATING		1,009	1,041	

Source: data processed 2024

Table 6. result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
FLASH SALE -> HEDONIC SHOPPING MOTIVES	0.250	0.257	0.083	3,026	0.003
FLASH SALE -> IMPLUS BUYING	0.334	0.347	0.075	4,474	0,000
HEDONIC SHOPPING MOTIVES -> IMPLUSE BUYING	0.113	0.117	0.090	1,245	0.214
ONLINE CUST RATING -> HEDONIC SHOPPING MOTIVES	0.172	0.181	0.079	2,165	0.031
ONLINE CUST RATING -> IMPLUSIVE BUYING	0.270	0.280	0.075	3,573	0,000

Table 6, all VIF values do not exceed 5 and are not less than 0.1. Therefore, it can be concluded that all constructs are mutually interested and there are no signs of multicollinearity. Hypothesis test

Hypothesis testing is conducted by examining the path coefficient estimates (original sample O) and the t-statistics or p-value. A positive original sample (O) indicates a positive effect, while a negative one indicates a negative effect. A t-statistic value greater than 1.96 and a p-value less than 0.05 indicate a significant effect.

Based on the data in the table above, it explains that the flash sale path coefficient towards impulse buying is 0.334, the online customer rating towards impulse buying is 0.270, the





flash sale path coefficient towards hedonic shopping motives is 0.250, the online customer rating path coefficient towards hedonic shopping motives is 0.172 and the hedonic path coefficient shopping towards impulse buying is 0.113. Where it is explained that Y is impulse buying, X1 is online customer rating, X2 is flash sale and hedonic shopping motives X3.

Based on the real-time structural equation model, the path coefficient for online customer rating is positive at 0.270, with a t-statistic value of 3.573, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. This demonstrates that online customer ratings have a positive influence on impulse buying. Therefore, the first hypothesis (H1): "online customer rating has a positive and significant impact on impulse buying" is supported. **H1 Accepted**

According to the real-time structural equation model, the path coefficient for Flash Sale is positive at 0.334, with a t-statistic value of 4.474, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. This indicates that Flash Sale quality has a positive impact on impulse buying. Therefore, the second hypothesis (H2): "Flash Sale has a very significant positive impact on impulse buying" is supported. **H2 Accepted**

Based on the real-time structural equation model, the path coefficient for Hedonic Shopping is positive at 0.113, with a t-statistic value of 1.245, which is less than 1.96, and a p-value of 0.214, which is greater than 0.05. This indicates that the influence of Hedonic Shopping on impulse buying is not statistically significant. Therefore, the third hypothesis (H3): "Hedonic shopping motives have a very significant and positive impact on impulse buying" **H3 Accepted**

Based on the structural equation, it is known that the online customer rating coefficient has a positive value of approximately 0.172 with a t-statistics value of 2.165. > 1.96 and p-value 0.031 > 0.05. This shows the influence of Hedonic shopping on online customer rating. Thus, the third hypothesis (H4): "Online customer rating motives have a very meaningful positive and significant impact on Hedonic shopping." **H4 Accepted**

According to the real-time structural equation model, the path coefficient for Flash sale is positive at 0.250, with a t-statistic value of 3.026, which is greater than 1.96, and a p-value of 0.003, which is less than 0.05. This indicates that Flash Sale quality has a positive impact on hedonic shopping. Therefore, the second hypothesis (H5): "Flash Sale has a very significant positive impact on Hedonic shopping" is supported. **H5 Accepted**





5 DISCUSSION

5.1 The Influence of Online Customer Ratings on Shoppe Customers' Impulsive Buying

The results of the study for the first hypothesis indicate that the path coefficient between Online Customer Rating and Impulse Buying has a positive value of 0.270, with a t-statistic of 3.573, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. This confirms a positive influence of online customer ratings on impulse buying. This finding is due to Shopee customers' enthusiasm for the products offered, such as comprehensive free shipping services. This research was conducted by (Rizki Octaviana et al., 2022) also shows that online customer ratings have a positive influence on impulsive buying. This research was conducted using data from the Shopee e-commerce platform in Indonesia. Based on the description above, it can be concluded that online customer ratings have a positive influence on impulsive buying.

5.2 The Effect of Flash Sales on Shoppe Customers Buying Impulse

The results of the study for the first hypothesis indicate that the path coefficient for Flash Sale in relation to Impulse Buying is positive, with a value of 0.269, a t-statistic of 2.867 (greater than 1.96), and a p-value of 0.004 (less than 0.05). This suggests a positive influence of Flash Sales on Impulse Buying. Research conducted by (Chen, 2006)) also demonstrates that Flash Sales positively affect impulsive buying, using data from the e-commerce platform Taobao in China. Similarly, a study by (Viany Juwita et al., 2022) found that Flash Sales have a positive impact on impulsive buying, based on data from the e-commerce platform Shopee in Indonesia.

5.3 The Influence of Hedonic Shopping Motives on Impulse Buying in Shoppe Customers

The results of the study for the third hypothesis indicate that there is a relationship between Hedonic Shopping Motives and Impulse Buying, with a path coefficient value of 0.307, a t-statistic of 3.147 (greater than 1.96), and a p-value of 0.002 (less than 0.05). This confirms that Hedonic Shopping Motives positively influence impulse buying. Research conducted by (Chen, 2006) also shows that hedonic shopping motives have a positive effect on impulsive buying, based on data from the e-commerce platform Taobao in China. Similarly, a study by (Rizki Octaviana et al., 2022) demonstrates that hedonic shopping motives positively impact impulsive buying, using data from the e-commerce platform Shopee in Indonesia.





6. CONCLUSION

The research findings indicate that Online Customer Rating, Flash Sale, and Hedonic Shopping Motive all exert a positive and significant influence on Impulse Buying. This is because Shopee customers anticipate flash sales and special occasions, where they can benefit from discounts and other enticing promotions. As a result, many Shopee customers make unplanned purchases during these promotional events.

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