

The Influence of Hedonic Shopping Motivation and Shopping Lifestyle Moderated by Social Media Marketing on Impulsive Buying among Shopee Consumers

Arasy Alimudin ¹, Harlina Meidiaswati ^{2*}, Leni Cicilia ³

^{1,3} Faculty of Economic Narotama University, ^{2*} Undergraduate Management Study Program Faculty of Economics and Business Universitas Negeri Surabaya

Abstract

This research aims to determine the influence of hedonic shopping motivation and shopping lifestyle on impulse buying moderated by social media marketing among Shopee consumers. The research uses a quantitative approach to explain the causal relationship between variables. A sample of 78 people was taken purposively with the criteria of having purchased fashion items on the Shopee application from the population of Surabaya residents aged 17-35 years. Data collection was carried out by interviews via questionnaires. Data analysis using path analysis was tested with the help of SmartPLS 3.0 software. The test results show that partially hedonic shopping motivation and shopping lifestyle have a positive effect on social marketing media. Social marketing media has no effect on impulse buying. Social media marketing does not moderating the relationship between hedonic shopping motivation and shopping lifestyle on impulse buying. The lack of influence of social media marketing either directly on impulse buying or as a moderation of hedonic shopping motivation or shopping lifestyle can occur because social media marketing is less attractive. Advertising as a marketing medium needs to consider and pay attention to trends that motivate hedonic shopping and shopping lifestyles. Further research can be carried out in different periods, for example when the economy is growing to determine the consistency of the results. Additionally, it is necessary to consider whether social media marketing is a moderator variable or an antecedent variable

Keywords: Hedonic Shopping Motivation, Shopping Lifestyle, Social Media Marketing, Impulse Buying

JEL Code: Written by editor

Received Month Date Years; Received in revised form Month Date Years; Accepted Month Date Years; Available online Month Date Years (Written by editor)

*Corresponding author

Email: harlinameidiaswati@unesa.ac.id²

Introduction

Impulse buying is the behavior of someone who has not previously thought about and planned to buy a particular item or brand when shopping (Al Mutanafisa & Retnaningsih, 2021; Utama et al., 2021). One of the reasons for impulsive buying is interest in a product or brand to fulfill increasingly diverse

wants and needs (Rodrigues et al., 2021). Limited shopping time due to busy activities encourages people to look for ways to fulfill their needs and desires in a more efficient, instant and practical way.

Online transactions use online shopping applications which make it easier for people to meet their needs without needing to come to the store and are limited by store operating hours (Vasic et al., 2019). Technology allows buyers to make transactions anytime and anywhere as long as they have an internet network. The Indonesian Internet Service Providers Association (APJII) survey shows an increase in internet users in Indonesia from 110.2 million in 2015, to 132.7 million in 2017, and increasing to 143.26 million in 2018, to 171.12 million in in 2019-2020 and 196.71 million in 2021-2022 and to 2015.63 million in 2023 (Finaka, 2023). The high number of internet users in Indonesia has caused changes in people's shopping behavior patterns. People tend to prefer online shopping to conventional shopping (Firmandani et al., 2021). Changes in people's shopping behavior are driven by the rise of online shopping sites.

Various online shopping sites compete with each other to attract consumer interest in various ways. Marketing science is developing along with the emergence of marketing methods that are shifting to online media. Online shopping sites and sellers in online stores try to market their products through Social Media Marketing. The appearance of social media marketing can be a stimulus for social media users to make impulse purchases. Attractive, interactive and fun social media displays stimulate people to make unplanned and perhaps unnecessary purchases. Social Media Marketing can be a variable that strengthens the relationship between hedonic shopping motivation and shopping lifestyle on impulse purchases. So consumers with high hedonic shopping motivation can be stimulated by the presence of attractive, interactive and fun social media marketing displays that can strengthen the impulse to buy impulsively.

Shopee is a market place-based mobile commerce application, and is an online shopping platform that focuses more on mobile platforms, making it easier for someone to shop, search and sell directly just by using a cellphone (Lynn et al., 2020). The Shopee application is also equipped with written descriptions regarding information related to the goods being sold and complete descriptions, then location, live chat features, sharing (social sharing) and live shopping (direct offers via live video streaming) which are considered to make things easier for consumers.

Shopee is the top online shopping platform in Indonesia, seen from the total number of application downloads and total active users based on market research results for mobile App applications (Azis et al., 2021). Shopee has 126.99 million web visitors per month. In Indonesia, the number of orders for

MSME products during Shopee Super Shopping Day increased 6 times compared to normal days. Globally, this activity was able to record a record purchase of 1.8 million in 1 minute. According to table 1.1. The results of research on the order of visits to the most widely used online shopping sites are shown

Tabel 1
Online Shopping Site Visit Data

	Website (Million Visitors per Month in Indonesia)	Application (Million Visitors per Month in Indonesia)	Total (Million Visitors per Month in Indonesia)
Shopee	126.99	834.52	961.51
Tokopedia	147.97	244.34	392.13
Lazada	27.67	349.37	377.04
Buka Lapak	29.46	49.72	79.18
Blibli	18.14	10.33	28.77

Source : Calculation of Visits Through Websites : iPrice
 : Calculation of Visits Through Website : SimilarWeb

Table 1 shows Shopee is in first position in terms of total number of application downloads and total monthly active users. The high number of application visits on Shopee can be seen from the results of various campaigns and discounts to increase sales.

Literature review

Hedonic Shopping Motivation and Social Media Marketing

Hedonic shopping motivation is a driver for consumers to like products, and emotional influence plays an important role in impulse buying. Hedonic shopping motivation is seen as a positive thing that is fun and satisfies consumers to be able to make purchases. Consumers do not aim to seek benefits from products but pleasure during the shopping process is one's goal. It can be said that hedonic shopping motivation is the main factor that causes someone to make impulse purchases (Widagdo & Roz, 2021). There are several indicators of hedonic shopping motivation, namely:

adventure shopping, social shopping, relaxation shopping, idea shopping, role shopping, and value shopping (Susanti and Riptiono, 2022).

H1: Hedonic shopping motivation has a positive and significant effect on Social Media Marketing for Shopee consumers.

Shopping Lifestyle and Social Media Marketing

According to Tambuwun (2016), shopping lifestyle refers to a person's consumption patterns regarding how they spend time and money. In an economic sense, shopping lifestyle refers to the way a person allocates funds

for various products and services, as well as certain alternatives in similar purchases. Fatmawati et al (2021) stated that shopping lifestyle is an expression of a lifestyle in shopping, which can reflect differences in social status. According to Negara & Dharmmesta (2003) shopping lifestyle is defined as the behavior demonstrated by buyers in connection with a series of personal responses and opinions regarding product purchases. According to Yusuf et al. (2019) shopping lifestyle can be measured by the following indicators: 1) advertising offers, 2) brand satisfaction, 3) price confidence, 4) purchasing ability.

A shopping lifestyle is a person's way of allocating time and money across products, services, technology, fashion, entertainment and education. With social media marketing, consumers express their lifestyle in shopping which reflects differences in social status (Cobb and Hoyer, 1986).

Social Media is a term to describe a type of media that is based on online conversations and interactions between people. Social media also appears in various forms, including internet forums, blogs, images and videos. It also includes technologies such as e-mail and music sharing (Mayfield, 2008). In the operation of social media there are indicators of social media marketing. Wibowo et al (2021) stated, according to Chris Heurer, founder of the social media club and new media innovator, there are 4Cs to focus on the Social Media Marketing indicators: 1) context, 2) communication, 3) collaboration, 4) connection.

H2: Shopping Lifestyle has a positive and significant effect on Social Media Marketing for Shopee Consumers.

Hedonic Shopping Motivation and Impulsive Buying

Shopping motivation occurs when someone obtains information about a product when shopping with friends or family and sees shopping as a social activity with consumers (Kusuma, 2013). Not only that, currently many consumers shop online, especially when they are too lazy to go to offline stores, so consumers will prefer to use technology to make their shopping process easier, which ultimately influences a person's motivation to shop.

Impulse buying is a purchase that is made suddenly and immediately without any previous purchase intention to buy a particular product or to meet the needs of purchasing a previously planned product. This behavior occurs because of the urge to buy spontaneously. So consumers do not think about the consequences of purchases that have been made, but consumers think about the consequences after the purchase decision occurs. Impulse buying is difficult to resist, because it creates a pleasant experience when shopping (Rook and Fisher, 1998: 190). According to Shah Jahan et al. (2011) impulsive buying has several indicators, namely as follows: 1) unplanned purchases, 2) consumer encouragement to carry out transactions, 3) lack of substantive evaluation, 4) openness and consumer intention from consumers.

H3: Hedonic shopping motivation has a significant effect on impulse buying among Shopee consumers.

Shopping Lifestyle and Impulsive Buying

Lifestyle shopping can also increase the likelihood of impulse buying where someone buys without considering it. Based on research by Edwin (2011), it was found that there is a significant influence between shopping lifestyle and impulse buying.

H4: Shopping Lifestyle has a significant effect on Impulsive Buying among Shopee Consumers.

Social Media Marketing and Impulse Buying

Social Media Marketing is carried out so that customers can still interact and participate online in marketing activities carried out by the company. Social Media Marketing also acts as a channel that bridges internal and external stimuli with impulse buying behavior (Keegan, 2017).

H5: Social Media Marketing has a positive and significant effect on Impulsive Buying among Shopee Consumers.

Social Media Marketing Hedonic Shopping Motivation and Impulsive Buying

The role of social media as mediation has a positive impact on motivation and impulse buying. Because the higher the value generated from social media marketing such as advertising, the greater the influence on people's shopping motivation and impulse buying. Wahab et al (2018) said that hedonic shopping motivation has a significant effect on product browsing and impulse buying. In addition, the product tracking variable has a significant direct influence on impulse buying and can mediate between hedonic shopping motivation and impulse buying.

Hedonic behavior is a consumer's purchasing motivation because consumers like it and are driven by the desire to achieve a form of pleasure, freedom and escape from problems. Hedonic behavior in this research shows that Shopee customers shop for something that is trending. Shopee customers have their own satisfaction when shopping, especially when there are attractive discounts or promos. Based on research by Dayang, Kadarisman and Yusri (2014), there is a significant influence between hedonic shopping motives and impulsive buying.

H6: Social Media Marketing mediates the influence of Hedonic Shopping Motivation on Impulsive Buying.

Social Media Marketing, Shopping Lifestyle and Impulse Buying

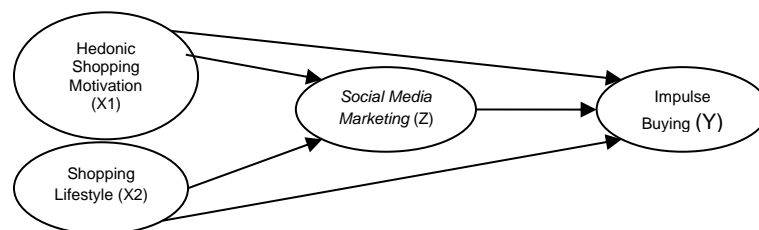
The emergence of online marketing which has been carried out by users of various social media such as Shopee, shows that the types of needs of potential consumers are increasingly diverse and with the existence of a consumer

culture in society, especially adults who dominate users of the Shopee application. . This indicates the entry of Indonesian society, especially adults, into the flow of globalization where most of them carry out all forms of online transactions, and this can also indicate that the level of awareness is decreasing and the inability to analyze all kinds of existing needs. it is indeed part of life. every day, until they end up making impulse purchases. Shopping lifestyle also refers to consumption patterns that reflect a person's choices about how to spend money and time, where the higher a person's shopping style, the higher the level of impulse buying in online media.

H7: Social Media Marketing mediates the influence of Shopping Lifestyle on Impulsive Buying.

Figure 1.

Research Framework



Research method

This research uses a comparative causal approach. The research population is buyers of fashion products on the Shopee application with an age range of 17-35 years and domiciled in Greater Surabaya. The sample was taken using a probability technique of 78 respondents from a calculation of 68 using the Z2/4 formula because the population size is not known for certain with a significance of 90% (Sugiyono, 2013). The variables used are endogenous variables, exogenous variables and mediation variables. Endogenous variables consist of impulse buying, exogenous variables consist of hedonic shopping motivation and shopping lifestyle, mediating variables consist of social media marketing. The data collection technique uses a questionnaire, and data analysis uses PLS-SEM which consists of external model analysis, internal model analysis, hypothesis testing.

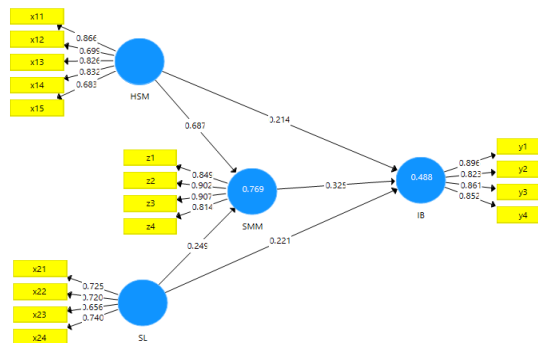
Data analysis and result

Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model in this research consists of three tests, namely indicators of validity, construct reliability, and Average Variance Extracted (AVE) value. The results of the validity, reliability and Average Variance Extracted (AVE) indicators are as follows:

Figure 2.

Research Framework



Construct Validity

The results of the convergent validity test show that the loading value (λ) from X11 to X15 is more than 0.50, so that all statement items are statistically significant and valid in measuring the influence of the hedonic shopping motivation variable. The results of the shopping lifestyle variable from the convergent validity test show that the loading value (λ) from X21 to X24 is more than 0.50 so that all statement items are statistically significant and valid in measurement. social media marketing variables

Tabel 1
Construct Validity

Variable	Hedonc Sshopping Motivation	Shoping life Stype	Social Media Marketing	Impulse Buying	P Values
X11	0.866				0.000
X12	0.699				0.000
X13	0.826				0.000
X14	0.832				0.000
X15	0.683				0.000
X21		0.725			0.000
X22		0.720			0.000
X23		0.656			0.000
X24		0.740			0.000
Y1			0.896		0.000
Y2			0.823		0.000
Y3			0.861		0.000
Y4			0.852		0.000
Z1				0.849	0.000
Z2				0.902	0.000
Z3				0.907	0.000
Z4				0.814	0.000

The impulsive buying variable from the results of the convergent validity test shows that the loading value (λ) from Y1 to Y4 is more than 0.50, so it is said to be valid in measuring the impulsive buying variable. The results of the convergent validity test for the social media marketing variable show that the loading value (λ) from Z1 to Z4 is more than 0.50 so that all statement items are statistically significant and valid for measuring the social media marketing variable.

Construct Reliability

The reliability results of the combined variables of hedonic shopping motivation, shopping lifestyle, social media marketing, impulsive buying are more than 0.60, which means the four variables have good reliability. Apart from that, these four variables also have Cronbach's alpha values of more than 0.6.

Tabel 2.

Construct Reliability

Variable	Cronbach's Alpha	Reliability Composite
Hedonic Shopping Motivation	0.841	0.888
Shoping Life Style	0.685	0.803
<i>Social Media Marketing</i>	0.891	0.925
Impulse Buying	0.881	0.918

Average Variance Extracted (AVE)

Tabel 3.

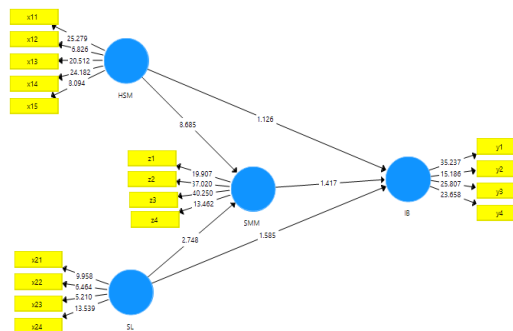
Avarage Variance Extracted (AVE)

Variable	Avarage Variance Extracted (AVE)
Hedonic Shopping Motivation	0.616
Shoping Life Style	0.505
<i>Social Media Marketing</i>	0.755
Impulse Buying	0.737

The AVE value of the hedonic shopping motivation variables, shopping lifestyle, social media marketing and impulse buying is more than 0.50. Thus, it can be interpreted that these four variables have good convergent validity values.

Evaluation of the Measurement Model (Inner Moder)

Figure 1.
Inner Model



R-Square

In assessing the structural model with PLS, it can be seen from the R-Square value for each endogenous latent variable as the predictive power of the structural model where the R-Square value is 0.75 (Strong), 0.50 (medium) and 0.25 (weak). (Sugiono, 2018; (Alimudin et al, 2022) to see whether the model meets the model seen with an SMSR score of 0.1 (Backer et al, 2018; Alimudin et al, 2022)

Tabel 4.
R-Square

Variable	R Square	Adjusted R Square
<i>Social Media Marketing</i>	0.488	0.468
Impulse Buying	0.769	0.763
Mean	0.6285	

The influence of hedonic shopping motivation and shopping lifestyle on social media marketing is 66.2%, while the influence of hedonic shopping motivation and shopping lifestyle on impulse buying is 7.69%. Based on the adjusted r-square value of each variable, a mean value of 0.6285 or 62.8% was obtained, where the model in this study was categorized as moderate (Backer et al, 2018; Alimudin et al, 2022)

Q-Square

The Q-Square value is smaller than 0 (Zero) then the model has little or no predictive relevance (Chin, 1998), the predictive relevance value is obtained using the formula (Hair, 2011)

$$\begin{aligned} \text{Q-Square} &= 1 - [(1 - R21) \times (1 - R22)] \\ &= 1 - [(1 - 0.488) \times (1 - 0.769)] \\ &= 1 - (0.512 \times 0.231) \\ &= 1 - 0.118 \\ &= 0.882 \end{aligned}$$

The Q-square value is 0.882, indicating the diversity of research data that can be explained by the research model is 88.2%, the remaining 11.8% is explained by other factors outside the research model, and this research model can be stated to have good goodness of fit the good one.

Fit Model

This table shows the SMSR value of 0.089 where the score is smaller than 0.1 and the NFI value of 0.709 is smaller than 1, which means the model fit criteria and the results of the GoF score calculation produce a score of 0.882 which is included in the large category, which means the model meets the model fit criteria with the data.

Tabel 5.

Fit Model

	Model Saturated	Model Estimasi
SRMR	0.089	0.089
d_ULS	1.217	1.217
d_G	0.721	0.721
Chi_Square	285.808	285.808
NFI	0.709	0.709

Hypothesis Testing

The first hypothesis shows that "hedonic shopping motivation has a positive and significant effect on social media marketing". The test results regarding the influence of hedonic shopping motivation on social media marketing are as follows:

Table 6.

Hypothesis Testing

	Original Sample (O)	Standard Deviation (STDEV)	P Values
Hedodic Shooping Motivation → social media marketing	0.687	0.079	0.000
Shooping Life Style → social media marketing	0.249	0.090	0.006

Hedonic Shopping Motivation → pembelian impulsif	0.438	0.116	0.000
Shopping lifestyle → Impulse Buying	0.302	0.111	0.007
Social media marketing → Impulse Buying	0.325	0.231	0.159
Hedonic Shopping Motivation → social media marketing → Impulse Buying	0.223		0.153
Shopping Life Style → social media marketing → Impulse Buying	0.081		0.276

Table 6 explains that hedonic shopping motivation has a significant positive effect on social media marketing, seen from the resulting coefficient value of 0.687 with a P-Value value of 0.000. The shopping lifestyle has a positive effect on social media marketing, seen from the coefficient value of 0.249 with a P value of 0.006. Hedonic shopping motivation also has a positive effect on impulse buying, seen from the resulting coefficient value of 0.438 with a P Value of 0.000. Shopping lifestyle also has a positive effect on impulse buying, seen from the coefficient value of 0.302 with a P value of 0.007. Social media marketing has no effect on impulse buying," seen from the P-Values value of 0.159.

This shows that social media marketing does not have a significant effect on impulse purchases made with hedonic shopping motivation because consumers' hedonic shopping motivation is more influenced by variables outside social media marketing because based on research results consumers buy spontaneously because they are interested in advertising on social media. Social media marketing does not mediate the influence of hedonic shopping motivation on impulse buying. The test results show that the P-Value of the influence of hedonic shopping motivation on impulse purchases through social media marketing is 0.153 which is greater than the 10% tolerance. Shopping lifestyle through social media marketing has no effect on impulsive buying, seen from the P-Value value of 0.276 which is greater than the 10% tolerance.

Impulse buying is not influenced by Social Media Marketing. Consumer shopping lifestyles are not influenced by social media marketing because during the Covid 19 pandemic consumers are more concerned with price than fashion trends in social media marketing.

Total Effect

Table 7.
Total Effect Test

Total Effect	Coefficient Scores	P.Scores	Explanation
--------------	--------------------	----------	-------------

hedonic shopping motivation (X1) toward Impulse Buying (Y)	0.438	0.000	Total influence of hedonic shopping motivation (X1) toward Impulse Buying (Y) 0,438 which means that if Shopping Motivation (X1) increases unitwise, Z can increase directly and indirectly through Impulsive Buying (Y) by 43.8%. This influence is positive and significant
Shooping Life Style (X2) Toward Impulse Buying (Y)	0.302	0.007	The total influence of Shopping Lifestyle (X2) on Impulsive Buying (Y) is 0.302, meaning that if Shopping Lifestyle (X2) increases per unit, Impulsive Buying (Y) can increase directly and indirectly through Impulse Buying (Y) by 30, 2%. This influence is positive and significant

Conclusions and Recommendations

Based on the discussion, it can be concluded that there is a positive influence between hedonic shopping motivation and lifestyle shopping on social media marketing. This means that the higher the hedonic shopping motivation, the higher the access to social media marketing on the Shopee application and the higher the shopping lifestyle, the higher the access to social media marketing on the Shopee application. The higher the shopping lifestyle, the higher the access to social media marketing on the Shopee application. Social media often offers opportunities for interactive engagement through polls, quizzes and shareable content. This involvement can increase hedonic shopping motivation by providing a more enjoyable experience and aligning with consumers' needs to obtain pleasure from purchases.

There is a positive influence of the shopping lifestyle on impulse buying. This means that the higher the shopping lifestyle, the higher the access to impulse purchases on the Shopee application. There is no influence between social media marketing on impulse buying. This means that changes that occur in social media marketing do not have an impact on changes in impulse buying. This can happen because during the observation period economic conditions were in decline, so people were more restrained in purchasing non-emergency goods or services.

Hedonic shopping motivation has a direct and positive effect on impulse buying. Social media marketing does not moderate the influence of hedonic shopping motivation and impulse buying. This means that based on the results of this research, social media marketing does not moderate the relationship between hedonic shopping motivation and impulse buying. Social media

marketing also does not moderate the relationship between shopping lifestyle and impulse buying. The lack of influence of social media marketing either directly on impulse shopping or as a mediation of hedonic shopping motivation or shopping lifestyle can occur due to the lack of attractiveness of the social media marketing created. Determining advertising on social media marketing requires considering and paying attention to what hedonic shopping motivation trends are which are very closely related to consumer life behavior when consumers make purchasing decisions, so it is necessary to pay attention to what consumers are focusing on at that time.

Recommendation

The test results show that social media marketing does not influence impulse buying. This could happen because during the research period economic conditions were in decline, so people were more restrained in purchasing non-emergency goods or services. Research in different periods or times, for example when the economy is growing, is likely to provide better results.

Hedonic shopping motivation and shopping lifestyle have an effect on increasing impulse buying, but the existence of social media marketing does not mediate its influence on impulse buying. Future research needs to consider social media marketing variables as moderator variables or antecedent variables.

Advertising as a marketing medium needs to consider and pay attention to trends that motivate hedonic shopping. Shopping motivation is closely related to the consumer's lifestyle when making purchasing decisions, so it is necessary to pay attention to what the consumer is focusing on at that time.

Author contribution

Arasy Alimudin Conceptualisation and Research Design

Harlina Meidiaswati Supervision, Editing and Layouting.

Leni Cicilia Margareta Data Collection and Analysis,, Methodology,
Writing Entire Paper

Declaration of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Acknowledgements

The authors would like to thank the anonymous referees for their helpful comments and suggestions.

References

- Al Mutanafisa, T., & Retnaningsih. (2021). The Effect of Sales Promotion and Knowledge on Impulsive Buying of Online Platform Consumers. *Journal of Consumer Sciences*, 6(1), 77–91. <https://doi.org/10.29244/jcs.6.1.77-91>
- Azis, A. R., Asdar, M., & Munir, A. R. (2021). the Effect of Trust and Price on Purchase Decisions Through Brand Image As Intervening Variables (Case Study of Shopee Users in Makassar City). *Hasanuddin Journal of Applied Business and Entrepreneurship (HJABE)*, 4(1), 22–39. <https://doi.org/10.26487/hjabe.v4i1.421>
- Fatmawati, I., Astuti, F. D., & Iswanti, L. (2021). The Influence of Store Atmosphere, Shopping Lifestyle, and Time Availability on Emotional Response and Impulse Buying. *Proceedings of the 4th International Conference on Sustainable Innovation 2020-Accounting and Management (ICoSIAMS 2020)*, 176(ICoSIAMS), 346–354. <https://doi.org/10.2991/aer.k.210121.049>
- Finaka, Andrean W. 2023. Pengguna Internet di Indonesia Makin Tinggi. <https://indonesiabaik.id/infografis/pengguna-internet-di-indonesia-makin-tinggi>
- Firmandani, W., Sya'bania, A. F., Abdani, F., & Madani, E. (2021). Analysis of Indonesian Consumer Online Shopping Behavior During the Covid-19 Pandemic: A Shopee Case Study. *The International Journal of Business Review (the Jobs Review)*, 4(2), 191–201. <https://databoks.katadata.co.id/>
- Lynn, N. D., Sourav, A. I., & Setyohadi, D. B. (2020). Increasing user satisfaction of mobile commerce using usability. *International Journal of Advanced Computer Science and Applications*, 11(8), 300–308. <https://doi.org/10.14569/IJACSA.2020.0110839>
- Negara, D. J., & Dharmmesta, B. S. (2003). Normative Moderators of Impulse Buying Behavior. *Gadjah Mada International Journal of Business*, 5(1), 1–14. <https://doi.org/10.22146/gamaijb.5394>
- Rodrigues, R. I., Lopes, P., & Varela, M. (2021). Factors Affecting Impulse Buying Behavior of Consumers. *Front. Psychol*, 12, 1–3. <https://doi.org/10.2501/JAR-2018-031>
- Samsiyah, S., & Alfian, C. A. (2021). Home Business Creativity, New Model Innovation for New Normal Era MSMEs in Ngagel Rejo Village, Surabaya City. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(3), 981–989. <http://jurnal.stie-aas.ac.id/index.php/IJEBAR/article/view/2990>

- Susanti, D. N. dan S. Riptiono. 2022. Impulsive Konsumen Di Masa Pandemi. *Jurnal Bisnis dan Ekonomi*. vol. 29, no. 2, pp. 127–137
- Tambuwun, M. (2016). Shopping lifestyle as intervening relation between hedonic motive and gender on impulse buying. *Ijbfmr*, 4, 9–16.
- Utama, A., Sawitri, H. S. R., Haryanto, B., & Wahyudi, L. (2021). Impulse Buying: The Influence of Impulse Buying Tendency, Urge to Buy and Gender on Impulse Buying of the Retail Customers. *Journal of Distribution Science*, 19(7), 101–111.
<https://doi.org/10.15722/jds.19.7.202107.101>
- Vasic, N., Kilibarda, M., & Kaurin, T. (2019). The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2), 70–89. <https://doi.org/10.4067/s0718-18762019000200107>
- Wibowo, A., Chen, S. C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability (Switzerland)*, 13(189), 1–18.
<https://doi.org/10.3390/su13010189>
- Widagdo, B., & Roz, K. (2021). Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *Journal of Asian Finance, Economics and Business*, 8(1), 395–405.
<https://doi.org/10.13106/jafeb.2021.vol8.no1.395>
- Yusuf, M., Nurhialia, & Putra, A. H. P. K. (2019). The impact of product quality, price, and distribution on satisfaction and loyalty. *Journal of Distribution Science*, 17(10), 17–26.
<https://doi.org/10.15722/jds.17.10.201910.17>