

The influence of fear of missing out (FoMO) and hedonism on online impulse buying in Generation Z Shopee users with subjective norm and attitude as mediation variables

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ABSTRACT

Technological advances and the development of digitalization have changed marketing activities by making it easier for consumers to make purchases via e-commerce. The presence of e-commerce makes it easier for Generation Z to make purchases and ends up making online impulse buying. This research aims to determine the influence of fear of missing out (FoMO) and hedonism on online impulse buying of Generation Z consumers using Shopee, mediated by subjective norms and attitude. This research involved 205 people from various regions in Indonesia who were collected online using a purposive sampling technique with a questionnaire. Data were analyzed using Structural Equation Modeling (SEM) AMOS 22. This research shows that FoMO and hedonism positively and significantly effect online impulse buying Generation Z Shopee users. Meanwhile, subjective norms and attitudes mediate the influence of FoMO and hedonism on online impulse buying. This research can contribute to the theory of online impulse buying in consumers in the digital era and for businesses in the digital era to be a reference in knowing how consumer purchasing behavior patterns are on online shopping platforms, especially in e-commerce.

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1. Introduction

Technological advances and the development of digitalization have brought significant changes in various life activities, especially in business to carry out marketing activities. Technology in marketing activities has introduced e-commerce to make it easy for consumers to buy the goods they want anytime and anywhere (Daulay, 2022). E-commerce is called electronic commerce, which refers to selling or purchasing goods or services using an internet network specially equipped to accept orders (Devita et al., 2021). E-commerce uses wireless purchasing carts or purchasing baskets to pay by credit card, debit card, or electronic funds transfer (Jain et al., 2021). The existence of e-commerce makes it easier for consumers to carry out buying and selling transactions online so that they can be done from anywhere, saving time and money. The convenience provided by online shopping applications can significantly increase sales by 25% per year (Daulay, 2022). More than 50% of purchases in the context of online shopping are made impulsively (Zheng et al., 2019). Online impulse buying behavior is integral to e-commerce because competition between e-commerce companies is increasing (Wiranata & Hananto, 2020).

The trend of using e-commerce in Indonesia continues to increase. The number of e-commerce users in Indonesia is projected to reach 196.47 million by the end of 2023, predicted to continue to increase until 2027 (DataIndonesia, 2023). Most e-commerce users in Indonesia come from Generation Z (Dewi, 2022). Indonesia's Generation Z mostly shops online via e-commerce because it makes it easier (IDN Times, 2022).

Generation Z is a group born from 1997 to 2012 (Dimock, 2019) who are very adept at shopping online via e-commerce (Pangemanan et al., 2022). Based on the theory of *generation cohort*, previous research found differences in consumer habits from different generations that Generation Z is more enthusiastic about shopping online in e-commerce than the millennial generation (Thangavel et al., 2021). Most Gen Z purchase products because they follow trends and are susceptible to marketing strategies implemented on online shopping platforms (Pangemanan et al., 2022). The e-commerce platform most widely used by Indonesian Generation Z is Shopee (Databoks, 2022).

Shopee is renowned for its brand image as a provider of competitive prices and various profitable features such as cashback, discounts, flash sales, and many more to benefit its users (Iskamto & Gunawan, 2023). Shopee has a main selling point for internet users in its ability to facilitate intense two way communication between buyers and sellers through its main feature, Shopee Live. Sellers speak audio in this feature, while customers respond in writing in the comments section. Customers can immediately buy products by clicking the orange basket icon next to the comments column (Prihatiningsih et al., 2023). The various strategies carried out by Shopee are an effort to win the competition in e-commerce. Marketing communication activities carried out by Shopee encourage impulse buying (Fissudur et al., 2021). The impulse buying phenomenon is one step that can make the marketing methods used by various marketplaces, including Shopee, successful (Kinasih & Wuryandari, 2023).

One of the characteristics of Generation Z in making decisions is that they often want to be quick without thinking long (Nasution et al., 2022), the behavior found in Generation Z consumers is frequent impulse buying (Purmono & Ramadania, 2021). Impulse buying is a consumer behavior in which a consumer responds emotionally without preparation and without considering if the item is needed or simply to satisfy curiosity (Ahmad et al., 2022). Considering the importance of impulse buying at the teenage stage it is crucial to investigate the potential of this generation (Wolf, 2020), especially in the context of the Shopee platform.

Generation Z is vulnerable to experiencing fear of missing out (FoMO). This can happen because of the characteristics of Generation Z such as being under the influence, constantly connected, and digital intuitiveness. Under the influence is when individuals depend on technology, the internet, and gadgets. Constantly connected means individuals needing to stay connected to be recognized or accepted. Digital intuitiveness is when individuals can predict topics, online shopping, fashion statements, culinary and healthy lifestyle patterns that have the potential to become trends (Mandas & Silfiyah, 2022).

FoMO is an emotion used to characterize consumers' concerns about missing out on opportunities or experiences that others have had (Zhang et al., 2022), it can stimulate consumption behavior by increasing observation of others (Kang & Ma, 2020). FoMO can influence the presence of other people's views in consumers they experience, indicating that FoMO can increase subjective norm (Wirasukessa & Sanica, 2023). In line with research conducted by (Parker & Flowerday, 2021) proves that FoMO significantly influences subjective norms. Meanwhile, FoMO directly and indirectly impacts attitude. People suffering from FOMO have a significant tendency and willingness to adjust their behavior to follow and emulate collectives or groups that represent a desire to not deviate from the mainstream and to be the same as others (Kang et al., 2019). In line with research conducted by (Mohit et al., 2023), FoMO influences attitude. Feelings left behind substantially influences a person's purchase decisions when shopping online (Chetioui & El Bouzidi, 2023). This causes consumers to feel FoMO about missing opportunities that might otherwise be missed, resulting in reduced consumer self-control, thereby increasing the likelihood of impulse purchases (Pusenius, 2023). Contrasts with the findings (Harahap et al., 2023) reveals that FoMO influences impulse buying and (Good & Hyman, 2020) states that consumers with high FOMO levels tend to follow the latest trends and do not want to be left behind. Due to this fear, they tend to buy impulse to follow the current trend.

As a generation that tends to follow trends, this indicates that Generation Z has hedonic behaviour. The strong influence of following trends in online shop applications causes Generation Z to have a hedonistic personality (Taqwa & Mukhlis, 2022). Hedonism refers to the irrational process of purchasing a product or engaging in an experience, such as goofing around, having fun, or feeling better (Wang, Fu, et al., 2022). Individuals may not always make rational decisions and act in specific ways that are limited by several factors such as time constraints, cognitive components, or low levels of knowledge (Wang, Zhang, et al., 2022). Thus, hedonistic behavior committed by an individual that happens frequently will create a culture in society. This condition will give rise to subjective norms which view that hedonistic behavior is reasonable and normal behavior (Wirasukessa & Sanica, 2023). Hedonism in consumers can improve their attitudes

towards online shopping, consumers definitely look for various good products to fulfill their lifestyle needs through various online shop (Pelealu & Huwae, 2023). Attitudes can be influenced by satisfaction with fulfilled psychological incentives (Lien & Cao, 2014). Attitude is a psychological emotion conveyed through assessments made by consumers. If it is positive, it tends to influence the intention to act positively (Yang & Ahn, 2020). Consumers generally have a positive attitude towards certain products that are considered to benefit them (Pebrianti & Rosalin, 2021). Research conducted by (Amalia & Darmawan, 2023; Lavuri, 2023) shows that hedonism positively influences attitude. Conceptually, hedonism is the act of satisfying a person's desire to obtain various new things, fun, enjoyment, adventure, and self-satisfaction, encouraging buyers to make impulse purchases (Sen & Nayak, 2021). Consumers who shop online tend to do so to satisfy their hedonic desires such as seeking experiences and feeling various happiness (Pelealu & Huwae, 2023), they enhance sentiments of amusement that facilitate their positive emotions and, as a result, can affect consumers' impulse purchasing behavior (Yi & Jai, 2020). Research results from (Kimiagari & Asadi Malafe, 2021; Arbaiah et al., 2022; Hayu et al., 2023) proves that hedonism influences online impulse buying.

One theory that has been used extensively to predict online shopping behavior is theory of planned behavior (TPB). Subject norms and attitude are two motivational factors considered based on the TPB approach (Li et al., 2021). Subjective norms are factors that can determine behavioral intentions that directly impact the formation of behavior (Lin Liu, 2023). Subjective norms can be defined in the context of online purchases as the motivation customers receive from family, friends, and coworkers to purchase through online stores. Subjective norm is a widely utilized decision-making notion because people are more inclined to act if their role models believe they should do so (Peña-García et al., 2020). For certain behaviors, subjective norms that encourage impulse buying reduce perceptions of self-control (Iyer et al., 2020). Attitude is the only reliable predictor of a person's goals and behavior, so attitude is fundamental in consumer decision making theory (Wang, Fu, et al., 2022). Research results from (Bugembe Juliet, 2010) show that the main influence of the use of information technology or applications depends on individual attitude. This directly influences consumers' intentions to utilize technology in online purchases, making it a useful indicator of online purchasing habits (Lavuri et al., 2022). Consumer perceptions regarding online purchasing lead to psychological evaluations such as positive or negative assessments and behavioral tendencies towards online shopping (Law et al., 2016). Research conducted (Sari et al., 2021; Lavuri, 2023) stated that attitudes influence online impulse buying.

Various previous studies (Zheng et al., 2019; Kimiagari & Asadi Malafe, 2021; Pangemanan et al., 2022; Sudirjo et al., 2023) have researched online impulse buying. This research examines online impulse buying, focusing on new dimensions using Generation Z as the object and adding new variations in the form of fear of missing out (FoMO), hedonism, subjective norms, and attitudes variables so that it differs from previous research. Specifically, this research aims to determine the influence of fear of missing out (FoMO) and hedonism on online impulse buying in Generation Z Shopee users with subjective norms and attitudes as mediating variables.

2. Research Method

Based on the problem formulation and conceptual framework, the research hypothesis proposed by the researcher is as follows:

H1: FoMO influences subjective norm

H2: FoMO influences attitude

H3: FoMO influences online impulse buying

H4: Hedonism influences subjective norm

H5: Hedonism influences attitude

H6: Hedonism influences online impulse buying

H7: Subjective norms influence online impulse buying

H8: Attitude influences online impulse buying

H9: Subjective norm mediates the influence of FoMO on online impulse buying

H10: Subjective norm mediates the influence of hedonism on online impulse buying

H11: Attitude mediates the influence of FoMO on online impulse buying

H12: Attitude mediates the influence of hedonism on online impulse buying

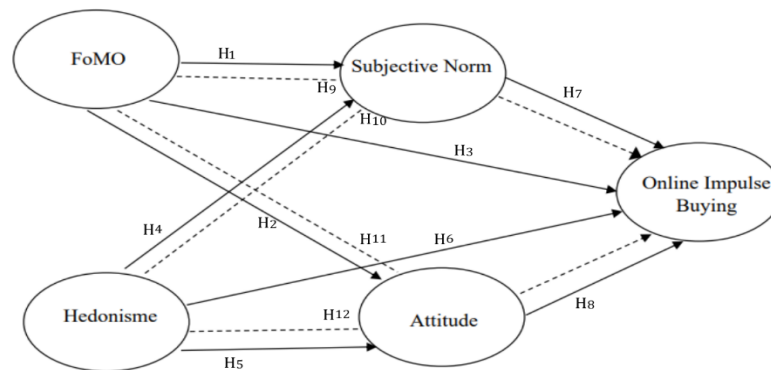


Figure 1. Research framework

Research data was collected using a questionnaire with a 5 point Likert scale (1= strongly disagree, 5= strongly agree). Sampling locations were distributed throughout Indonesia via an online questionnaire. The population of this research is Indonesian Generation Z consumers who use Shopee. A total of 205 respondents were the sample for analysis in this research selected using purposive sampling techniques. Determination of sample size refers to the opinion (Siregar et al., 2023) states that in general, a sample size of at least 200 data is a representative sample in SEM. The criteria for respondents are Shopee consumers who live in Indonesia with an age range of 11-26 years and have purchased through Shopee at least once.

This research uses the Structural Equation Modeling (SEM) AMOS 22 statistical tool to analyze and evaluate the measurement and structural models of the research constructs being built. The model fit test is assessed based on goodness of fit parameter indices such as chi-square (χ^2), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), root mean square residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normal Fit Index (NFI). Validity evaluation relies on the standardized loading factor (SLF), which must be ≥ 0.50 (Hair Jr et al., 2016), and construct reliability relies on the tabulated results of construct reliability (CR) and average variance extracted (AVE). Furthermore, the SEM analysis carried out is a structural model analysis to assess the research hypothesis that has been developed and is accepted or rejected. SEM analysis displays the t-value for each coefficient. The hypothesis is considered significant if the t-value is greater than the t-table at (1.96) with a significant level of α (usually $\alpha = 0.05$). Meanwhile, the Sobel test is used to determine the indirect effect of the mediating variable.

3. Results And Discussions

Respondent Characteristics

Respondent characteristics data is presented in Table 1, totaling 205 respondents. The data obtained shows that gender is dominated by women (89.3%), domiciled in Java (36.1%), age range 19-22 years (64.4%), occupation as a college student (73.2%), income per month < IDR 1,000,000 (31.7%), shopping intensity one to two times on Shopee (50.7%).

Table 1. Characteristics of respondents

Categories	Items	f	%
Gender	Man	22	10.7%
	Woman	183	89.3%
	Total	205	100%
Domicile	Bali	1	0.5%
	Java	74	36.1%
	Kalimantan	47	22.9%
	Nusa Tenggara	16	7.8%
	Papua	18	8.8%
	Sulawesi	19	9.3%
	Sumatra	30	14.6%
Total	205	100%	
Age	11-15 years old	1	0.5%
	16-18 years old	15	7.3%
	19-22 years old	132	64.4%

Categories	Items	f	%
	23-26 years old	57	27.8%
	Total	205	100%
Occupation	Teacher	1	0.5%
	Housewife	1	0.5%
	Private sector employee	35	17.1%
	College Student	150	73.2%
	Student	14	6.8%
	Businessman	4	1.9%
	Total	205	100%
Income per month	< IDR 1,000,000	65	31.7%
	< IDR 2,000,000	54	26.3%
	> IDR 2,000,000 - IDR 4,000,000	40	19.5%
	> IDR 4,000,000 - IDR 6,000,000	19	9.3%
	> IDR 6,000,000 - IDR 8,000,000	14	6.8%
	> IDR 8,000,000 - IDR 10,000,000	11	5.4%
	> IDR 10,000,000	2	1%
	Total	205	100%
Within the last 1 month, how many times have you shopped at Shopee?	1 - 2 times	104	50.7%
	3 - 4 times	66	32.2%
	5 - 6 times	15	7.3%
	> 6 times	20	9.8%
	Total	205	100%

Source: Questionnaire Data Processing Results (2023)

Measurement Models and Structural Models

The results of validity and reliability tests on research indicators were obtained from the output results of data processing via AMOS 22.

Table 2: Measurement model results

	Items	SLF	CR	AVE
<i>Fear Of Missing Out (FoMO)</i>	I am afraid I won not have the experience of shopping on Shopee like other people	0.94	0.97	0.92
	I am afraid other people have experience shopping at Shopee more than me	0.96		
	I am worried other people will have more fun than me if I do not shop at Shopee	0.96		
	I am worried about not fitting in with my social group if I do not shop at Shopee	0.97		
	I am worried that other people will think I am unimportant if I do not shop at Shopee	0.96		
	I get anxious when I miss the opportunity to shop at Shopee	0.96		
	I get anxious when other people shop for new things from Shopee	0.95		
<i>Hedonism</i>	When shopping at Shopee, I am very excited like playing	0.93	0.96	0.86
	I enjoy shopping at Shopee so that I lose track of time	0.91		
	When shopping at Shopee, I can forget my problems	0.93		
	When shopping at Shopee I feel relaxed	0.93		
	I shop at Shopee just for fun	0.94		
<i>Subjective Norm</i>	People who are important to me suggested I should shop at Shopee	0.95	0.95	0.85
	Many people around me shop at Shopee	0.91		
	I feel social pressure to shop at Shopee	0.91		
	The people I listen to can influence me to shop at Shopee	0.91		
<i>Attitude</i>	Shop at Shopee that is fun	0.92	0.96	0.87
	Shop at Shopee that is interesting	0.94		
	Shop at Shopee is a good idea	0.93		
	Shop at Shopee is a wise idea	0.93		
	I like shopping at Shopee	0.93		
<i>Online Impulse Buying</i>	I buy things spontaneously at Shopee	0.94	0.99	0.87
	I tend to buy things I do not want to buy when shopping at Shopee	0.91		
	When I find something I like at Shopee, I immediately bought it	0.93		
	While shopping at Shopee, I often buy things without thinking twice	0.94		
	While shopping at Shopee, I often buy things according to how I feel at that time	0.92		
	While shopping at Shopee, I often have the idea of buying now and thinking about it after buying	0.94		

Source: Data Processing Results (2023)

Table 2 is the result of testing the validity and reliability of the model as a whole. The standardized loading factor (SLF) value for all indicator variables in the full model is above 0.50. This means that all indicators are declared valid and are believed to be able to measure the construct of the entire model being built. The reliability test results present relevant results. All instruments were declared reliable and could measure the constructs of all models built consistently. The AVE value shows this for all instrument indicators obtained a value of ≥ 0.50 , and the CR value obtained a value of ≥ 0.70 .

Table 3. Goodness of fit index

Goodness of Fit Index	Cut off Value	Results	Label
CMIN/DF	≤ 3.00	2,347	Good Fit
RMSEA	≤ 0.08	0.081	Bad Fit
RMR	≤ 0.05	0.318	Bad Fit
GFI	≥ 0.90	0.789	Good Fit
TLI	≥ 0.90	0.949	Good Fit
IFI	≥ 0.90	0.954	Good Fit
CFI	≥ 0.90	0.954	Good Fit
NFI	≥ 0.90	0.922	Good Fit

Source: Data Processing Results (2023)

The results of the model fit test on table 3 show that the model suitability requirements are acceptable and declared fit. Based on (Hair Jr et al., 2016) states that a research model construct can be declared fit and accepted if three to four measurements obtain a degree of good fit or above the cut-off value. The results of the model suitability test show that the six measurements exhibit a good fit, thus indicating that this research is good and hypothesis testing can be continued.

Hypothesis Testing

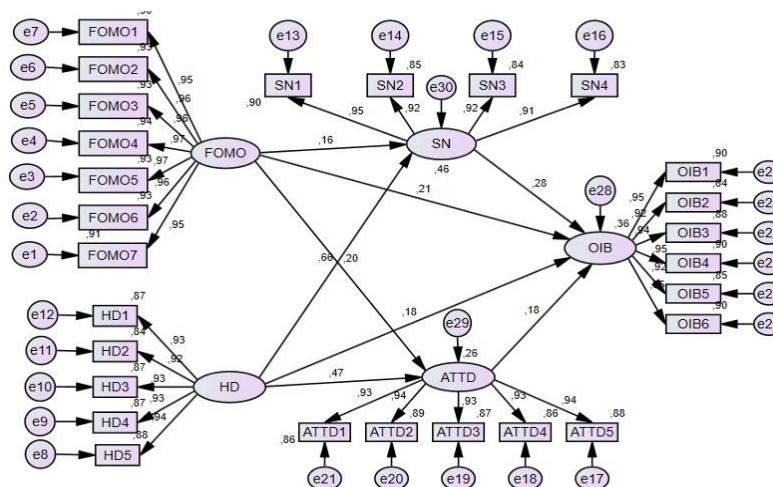


Figure 2. Full model structural test

The results of testing the influence of the relationship between variables on the research constructs built in this research can be presented as follows.

Table 4. Hypothesis testing

	Estimate	S.E	CR	P	Decision
Fear Of Missing Out ---> Subjective Norm	0.122	0.041	3,003	0.003	Accepted
Fear Of Missing Out ---> Attitude	0.160	0.049	3,248	0.001	Accepted
Fear Of Missing Out ---> Online Impulse Buying	0.170	0.049	3,467	***	Accepted
Hedonism ---> Subjective Norm	0.675	0.059	11,352	***	Accepted
Hedonism ---> Attitude	0.502	0.070	7,216	***	Accepted
Hedonism ---> Online Impulse Buying	0.199	0.095	2,093	0.036	Accepted
Subjective Norm ---> Online Impulse Buying	0.302	0.088	3,434	***	Accepted
Attitude ---> Online Impulse Buying	0.178	0.069	2,576	0.01	Accepted

Source: Results of Data Processing AMOS 22 (2023)

Based on the results of the AMOS analysis shown in Table 4, the p-value obtained for the first hypothesis is 0.003, indicating a value of less than 0.05 ($\alpha = 0.05$). This means FoMo positively and

significantly affects subjective norms. FoMO can influence the presence of other people's views in consumers they experience, indicating that FoMO can increase subjective norm (Wirasukessa & Sanica, 2023). In aligns with research conducted by (Parker & Flowerday, 2021) proves that FoMO significantly influences subjective norms. For the second hypothesis obtains a p-value of 0.001, suggests FoMO positively and significantly influences attitude. Fear of being left behind will cause customers to overcome it. This can be shown by a strong tendency and willingness to change their behavior by imitating groups or following current trends, so that it will give rise to certain attitudes in consumers, aligning with prior research by (Mohit et al., 2023; Wirasukessa & Sanica, 2023). The third hypothesis obtains a p-value of less than 0.001 suggests FoMO positively and significantly influences online impulse buying. Fomo makes consumers experience a feeling of missed opportunities, which can result in reduced self-control when shopping online and lead to making purchases without considering whether the purchase is necessary, contrasts with the findings (Good & Hyman, 2020; Harahap et al., 2023). The fourth hypothesis obtains a p-value of less than 0.001. These results confirm the hypothesis that hedonism positively and significantly affects subjective norms. Hedonism, as a type of irrational shopping to satisfy sensations of pleasure by making purchases without considering necessities, can cause certain subjective norm in consumers to normalize purchases without consideration as a normal thing, which aligns with the findings (Wirasukessa & Sanica, 2023). The fifth hypothesis obtains a p-value of less than 0.001, similarly demonstrates a positive and significant influence of hedonism on attitude. Attitudes can be influenced by satisfaction with fulfilled psychological incentives (Lien & Cao, 2014) so that hedonism, which is a purchase to fulfill a feeling of pleasure will be able to influence attitude, proven by previous expert opinions (Amalia & Darmawan, 2023; Lavuri, 2023) shows that hedonism positively influences attitude. The sixth hypothesis p-value obtained is 0.036 less than 0.05 ($\alpha = 0.05$), confirming that hedonism positively and significantly influences online impulse buying. Hedonism as an action to satisfy desires by obtaining self satisfaction will increase positive emotions when shopping online so that it can encourage buyers to carry out online impulse buying, corroborating the findings of (Kimiagari & Asadi Malafe, 2021; Arbaiah et al., 2022; Hayu et al., 2023). The seventh hypothesis obtains a p-value of less than 0.001, indicates that subjective norms positively and significantly influence online impulse buying. Consumers frequently get views from others, such as friends and family, before making online purchases, which impact consumers' subjective norm around purchasing decisions, proven by previous expert opinions (Iyer et al., 2020) state that for certain behaviors, subjective norms that encourage impulse buying reduce perceptions of self-control. The eighth hypothesis obtains a p-value of 0.01, proving that the attitude positively and significantly influences online impulse buying. A person's attitude tends to be part of what he perceives, if it is positive, it tends to influence the intention to act positively. Consumers' optimistic attitudes when shopping online often lead to unplanned purchases (Iyer et al., 2020) contrasts with the findings (Sari et al., 2021) state that attitude influence online impulse buying.

Table 5. Sobel test- significance of mediation

	Sobel test statistics	Two-tailed probability	Decision
Fear of Missing Out --> Subjective Norm --> Online Impulse Buying	2,248	0.024	Accepted
Hedonism --> Subjective Norm --> Online Impulse Buying	3,287	0.001	Accepted
Fear of Missing Out --> Attitude --> Online Impulse Buying	2,024	0.042	Accepted
Hedonism --> Attitude --> Online Impulse Buying	2,427	0.015	Accepted

Source: Results of Data Processing Sobel Test (2023)

Based on the Sobel test results in table 5, the ninth hypothesis obtained a Sobel test statistic value of 2,248, with a corresponding p-value of 0.024. The findings of this study suggest that the Sobel test statistic value surpasses the critical t-table value of 1.96 and the calculated p-value indicates a significance level below 0.05 ($\alpha = 0.05$). These results indicate that subjective norm mediates the influence of FoMO on online impulse buying. Similar results were obtained in the tenth hypothesis, in which Sobel test statistic value of 3,287. Additionally, a p-value of 0.001 implies that subjective norm mediates the influence of hedonism on online impulse buying. The eleventh hypothesis obtained Sobel test statistic value of 2,024 and p-value of 0.042, indicating that attitude mediates FoMO on online impulse buying. Similar results were also obtained in the twelfth hypothesis, the Sobel test statistic value of 2,427, with a corresponding p-value of 0.015 proving that attitude mediates hedonism on online impulse buying. These results show that before making online impulse buying, subjective norm and attitudes play a role, which becomes a process in purchasing behavior, which can then strengthen FoMO and hedonism in making online impulse buying. The views or opinions of other people received by consumers can strengthen FoMO and hedonism for doing online

impulse buying, because the views of other people can be used as a justification for doing online impulse buying to be able to follow current trends. Attitude is fundamental in consumer decision making so an attitude that tends to be positive to follow current trends will strengthen the FoMO experienced by consumers and hedonism in consumers thereby increasing online impulse buying.

4. Conclusion

This research reveals patterns of online impulse buying behavior in Generation Z, especially in e-commerce, so that it can describe the online impulse buying phenomenon among Generation Z in the current digital era. This research shows that the presence of FoMO and hedonism in consumers is a strong factor in causing online impulse buying in Generation Z. On the other hand, attitudes and subjective norms in Generation Z play a big role in increasing FoMO and hedonism on online impulse buying. This means that psychological and lifestyle factors greatly influence consumers' purchasing decisions.

This research provides implications in the form of information and references to businesses, particularly those in the e-commerce industry to understand psychological phenomena in consumers and consumer lifestyles to implement relevant strategies according to consumer conditions to strengthen relationships with consumers and increase sales volume. Businesses need to use contextualization of FoMO and hedonism in the marketing mix because FoMO and hedonism can influence subjective norms and consumer attitudes so that they can encourage consumer consumption behavior who want always to be part of a group or do not want to be left behind by trends and seek fun or entertainment to fulfill their sense of happiness through online shopping. That way, businesses can adjust the products and services offered and plan appropriate content as an advertising effort to provide information to consumers to encourage consumers to continue making purchases on e-commerce. In the meantime, the results of this research can contribute to the theory of consumer behavior, especially the theory of online impulse buying among consumers in the digital era, so that it can be used as a literature review and source of information for future research that is more in depth and comprehensive regarding online impulse buying behavior of generation Z on e-commerce. Considering that the trend of using e-commerce continues to increase and Generation Z is the consumer group that dominates the use of e-commerce in Indonesia. Further research is recommended to use other variables that have not been used in research to refine and explore the factors that cause online impulse buying in e-commerce. Apart from that, further research can conduct research on other e-commerce and expand the research subjects not only to Generation Z, but also to different generations, such as the millennial generation, to compare patterns of online impulse buying in e-commerce between generations. Future research can increase the number of samples used in research in order to obtain more representative data.

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