

## IMPULSE BUYING BEHAVIOR OF GENERATION Z PEOPLE ON SHOPEE



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### Abstract

The development of technology in the digital era has changed the pattern of people's shopping behavior, especially with the emergence of e-commerce that facilitates online transactions. Shopee as one of the largest e-commerce platforms in Indonesia, attracts consumer attention through marketing strategies such as e-WOM, high product quality, and flash sale promos. Generation Z, the most active consumer group in the digital world, tends to make impulse purchases triggered by emotional urges and external stimuli. This impulse buying phenomenon is important because it can affect consumption patterns and the financial well-being of consumers, especially among Generation Z. This study aims to analyze the influence of e-WOM, product quality and flash sales on Generation Z's impulse buying behavior on the Shopee platform. Data was collected through a survey using a questionnaire distributed to respondents who met the criteria, namely Generation Z who actively shop at Shopee. The sampling technique used was purposive sampling, with a total of 190 respondents. Data analysis using Structural Equation Model (SEM) based on Partial Least Square (PLS) to test the relationship between variables. The results of the study are expected to provide deeper insights into impulse shopping behavior in Generation Z, as well as provide recommendations for e-commerce.

**Keywords:** e-WOM, Product Quality, FlashSale, Impulse Buying Behavior, Generation Z, Shopee

## INTRODUCTION

In the digital era, technological advances and wider internet connections make human life easier and more practical. Advances in information technology have influenced changes in consumer behavior and opened a new era in people's lives, including in the business sector. The rapid development of technology in the digital era causes people's lifestyle trends to continue to change and adapt to these changes, including the way people shop. Along with lifestyle changes, the internet is utilized to facilitate daily activities. One of these utilizations is e-commerce which makes it easier for people too transact online (Fairuz Herdiana et al., 2023). E-commerce is a digital platform that facilitates the buying and selling of goods through electronic devices, connecting consumers and producers to carry out transactions to purchase goods or services using internet technology (Markey.id, 2020). This is evidenced by data that Indonesia has the most e-commerce users in the world with 88.1% of all internet users involved in e-commerce (katadata.co.id, 2021). Consumers do not need to visit the store directly, because only using a gadget can immediately buy the desired product. As more popular platform for online shopping. This has caused many stores that previously only had offline outlets to finally open stores online. One of the benefits a key feature of e-commerce is its ability to offer a customized shopping experience with customer preferences.

Each e-commerce platform adopts different sales promotion strategies. One of them is Shopee, which is known for its signature orange color and implements a unique approach in carrying out its sales promotions. Shopee's popularity is supported by the various conveniences offered, such as the digital wallet feature, pay-on-site delivery and free shipping. On many occasions, when consumers shop through online shopping sites, especially Shopee, they often do not realize that the items purchased do not match their needs. This kind of phenomenon is known as impulse buying (Effendi et. Al, 2020). According to Noor Andriana and Mulawarman (2024) impulse buying is a condition where individuals feel attracted because the stimulus may be external and internal factors that cause unplanned purchases. In the era of digitalization, shopping activities in e-commerce have become a habit for a consumer, especially for Generation Z, Generation Z is a generation that always follows developments in internet technology (Pangemanan et al, 2022) Currently, Generation Z is known to make impulse purchases, where they buy without prior planning. As a result, there

can be a pile of unused items. Generation Z can also become wasteful and face credit problems due to this behavior (Purnama et al, 2024).

Impulse buying behavior in Generation Z is an interesting phenomenon, various factors can influence this behavior such as electronic Word of Mouth (e-WOM), Product Quality and Flash Sale. Generation Z, which is often influenced by product reviews on social media, is more prone to making impulse purchases because they are easily tempted by attractive offers that are temporary. Impulse buying behavior is very important to understand because it can affect consumption patterns and the financial well-being of consumers, especially among Generation Z. E-commerce companies such as Shopee have adopted marketing strategies designed to trigger this behavior, hoping to increase sales and maintain consumer loyalty. Therefore, it is important to understand how these factors influence impulse shopping behavior among Generation Z, specifically on the Shopee platform. Given the rapid growth of impulse buying behavior on Shopee e-commerce, it is hoped that through this research, Shopee e-commerce can find out and take into account factors that can be prioritized to increase purchase interest in Generation Z people.

## **RESEARCH METHOD**

This research uses a quantitative approach, which is used to examine a certain population and sample. Generation Z who uses Shopee is the target population in this study, because Generation Z is known as a generation that is familiar with digital technology from an early age and tends to have a high interest in online shopping. Generation Z often makes impulse purchases, which are driven by the convenience offered by Shopee e-commerce. So in sampling, purposive sampling is used according to the researcher to ensure that the selected sample matches the characteristics of the target population which is relevant for analyzing impulse buying behavior on the Shopee platform. The demographics of the respondents included in the questionnaire items consist of: 1) gender, 2) age, 3) occupation, 4) monthly income, 5) online shopping experience, 6) payment preferences, 7) preference of products purchased, 8) level of purchase interest in Shopee e-commerce, these items become questions on the demographics of respondents to identify specific trends and preferences

among Generation Z, especially in terms of online shopping behavior on the Shopee platform.

The sample of this study was calculated using the Hair Formula, because this study used a Structural Equation Model (SEM) with data analysis using Partial Least Square (PLS). based on this formula, after the calculation, it can be seen that the number of indicators contained in this study amounted to 19 indicators multiplied by 10 ( $19 \times 10 = 190$ ) so the number of samples to be used for this study amounted to 190 respondents, based on the formulas and theories that have been explained. The method in collecting data researchers used a survey method by distributing questionnaires to respondents digitally with the help of the Google Form Feature. The instrument for measurement used in the questionnaire is a Likert Scale.

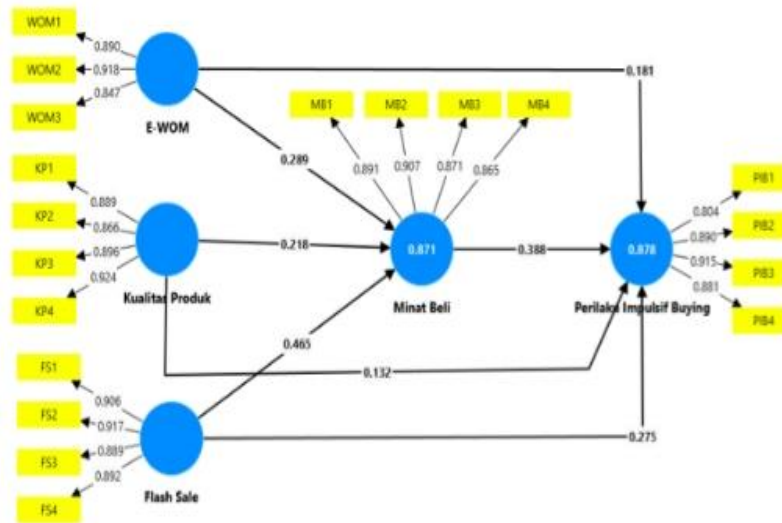
## **RESULTS AND DISCUSSION**

### **Respondent Profiles**

Based on the research findings, the respondents characteristics in terms of gender, age and education level can be described as follow. There were more female respondents (56.3%) than male respondents (43.6%). Most respondents were aged 24 to 27 years (81.5%), followed by respondents aged 18 to 23 years (18.4%). in terms of education, respondents are dominated by high school education level at 64.2%, followed by undergraduate education level at 34.2%, followed by Diploma education level at 1.5%.

### **PLS SEM Analysis Result**

This research uses Structural Equation Modeling Partial Least Square (SEM-PLS). SEM is one of the multivariat analysis methods commonly used in social science research. Multivariate analysis itself refers to the use of statistical techniques to examine various research variables simultaneously. The outer loadings of the MB, PIB, WOM, KP and FS variables are presented in figure 1 below. Where based on this table all variables have a loading value of more then 0.70.



**Figure 1.**  
**Structural Model**

The results of the model reliability test are shown in Table I, all variables have a reliability value of  $> 0,70$ . This value indicates that the instruments used in the study has a level of reliability which is good and consistent in measuring each construct.

**Table 1.**  
**Composite Reliability and Cronbach's Alpha**

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
E-WOM	0,862	0,864	0,916	0,784
Flash Sale	0,923	0,924	0,945	0,812
Product Quality	0,916	0,916	0,941	0,799
Purchase Intention	0,906	0,907	0,934	0,781
Impulse Buying Behavior	0,896	0,898	0,928	0,763

### Hypothesis Testing

The result of the hypothesis testing was carried out using the t-count value. The test was carried out by comparing the t-count value with the t-table, which was obtained based on the number of respondents and resulted in a value of 1.960. When using the p-value, he comparison is made to the error rate ( $\alpha$ ) of 5%. The result of the research hypothesis testing are as follows:

**Table 2.**  
**Path Analysis Result, Direct Effect**

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
E-WOM -> Purchase Intention	0,289	0,288	0,072	4,012	0,000
E-WOM -> Impulse Buying Behavior	0,181	0,183	0,071	2,547	0,011
Flash Sale -> Purchase Intention	0,465	0,470	0,070	6,679	0,000
Flash Sale -> Impulse Buying Behavior	0,275	0,277	0,075	3,671	0,000
Product Quality-> Purchase Intention	0,218	0,212	0,071	3,088	0,002
Product Quality-> Impulse Buying Behavior	0,132	0,132	0,067	1,966	0,049
Purchase Intention-> Impulse Buying Behavior	0,388	0,383	0,094	4,146	0,000

The result of the direct relationship hypothesis in this study show that the t-statistic values are all greater than 1,96 and the p-values are less than 0,05. Therefore, it can be concluded that all direct influence hypothesis are accepted. There is an influence of the E-WOM relationship on impulse buying behavior. The higher the E-WOM, the higher the impulse buying, this is due to the ability of E-WOM to provide convincing information and reviews, thus triggering consumers emotional impulses to make spontaneous purchases without prior planning. This research is in line with the results of previous research by (Wulandari et al, 2021) which suggests that E-WOM has a positive effect on impulse buying. While research by (Hasim & Lestari, 2023) and (Effendi et.al, 2020) states that E-WOM has no significant effect on impulse buying. This study also found that there is a relationship between product quality and impulse buying behavior. The better the product quality, the higher the impulse buying behavior of Generation Z who use the Shopee application in Denpasar City. Research by (Angela & Paramita, 2020) states that the reason why product quality is important in impulse buying behavior is because when shopping through Shopee, direct experience of the quality of a product cannot be felt directly but can only be seen through the displayed images and products with superior quality tend to attract consumer attention and create a strong desire t make impulse purchases. The result of this study are in

line with research from (Sihombing, 2022) and (Daulay, 2020) which found that product quality has positive effect on impulse buying.

Hypothesis 3 is also accepted in the results of this study, namely the effects of flash sales to impulse buying behavior. The higher the flash sale on the Shopee application, the higher the impulse buying of Generation Z who use the Shopee application in Denpasar City. Flash sale according to (Madinah, 2021) is a flash sale is a program that offers certain products that have received approval from the seller and the products is a available at a lower price in a limited period of time, so if its is related t this hypothesis, it is true that flash sales can influence the impulse buying of Generation Z who used the Shopee application in Denpasar City. The results of this study reject research from (Kusumasari, 2022) which states that flash sales have no significant effect on the impulse buying behavior of Shopee marketplace users. While research by (Al Fajri et.al, 2023) and (Octaviana et.al, 2022) states that flash sale have a positive and significant influence on impulse buying. This study also shows that there is an influence between E-WOM and purchase intention, which means that the higher the E-WOM, the higher Generation Z's purchase intension. It turns out that Generation Z who shop through Shopee in Bali is very influential on E-WOM in buying interest, this is because Generation Z actively seeks information through online reviews and recommendations which are considered a trusted source. E-WOM forms a positive perception of the product, thus motivating Generation Z to make purchases. The results of this study are in line with research by (Agatha et. al, 2019) and (Johan et. al, 2021) which convey Electronic Word of Mouth (eWOM) has a significant effect on purchase intention. This study also found that the higher the product quality, the higher the purchase intention of Generation Z who use the Shopee application in Denpasar City. This is because good product quality can increase consumer trust and satisfaction, so they are more motived to buy and Generation Z tends to look for products that are not only functional but also have added value such as durability and aesthetics, so this research is in accordance with research by (Andriyanti & Farida, 2022) which suggest product quality has a positive and significant effect on purchase intention

Hypothesis 6 is also accepted in this study, namely the higher the flash sale, the higher the purchase intention. Most of the respondents in this study were women where woman are

responsive to discount or promotional offers. This is due their habit of being more through in looking for added value when shopping, as well as a greater emotional drive when faced with the opportunity to buy products at lower prices in a limited time. According to (Wardi, 2022) flash sales are also often considered a rare and limited opportunity, so it can be conveyed that Generation Z women do have shopping characteristics that tend to be impulsive and responsive to limited time promotions. This research is in line with research by (Herliana et. al, 2021) which states that flash sales have a positive and significant effect on purchase intention, while research (Soleha, 2024) states that flash sales have no significant effect on product purchase intention in Shopee users. Hypothesis 7 also has the same results as the previous results, namely that there is an effect of purchase intention on impulse buying. It turns out that te reason why buying interest affects impulse buying is because buying interest reflects the initial impulse of consumers to own a product, which can the develop into spontaneous purchasing decisions when exposed to certain stimuli. This is in accordance with research by (Anita, 2022) which results in purchase interest having a positive effect on impulse buying

**Table 3.**  
**Path Analysis Results, Indirect Effect**

<b>Hypothesis</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
E-WOM -> Purchase Intention -> Impulse Buying Behavior	0,112	0,110	0,038	2,965	0,003
Flash Sale -> Purchase Intention -> Impulse Buying Behavior	0,180	0,180	0,053	3,432	0,001
Product Quality-> Purchase Intention -> Impulse Buying Behavior	0,085	0,082	0,035	2,415	0,016

The results of the indirect relationship hypothesis in this study as a whole have a t-statistic value are all greater than 1.96, and a p-value are less than 0.05, indicating that all indirect effect hypothesis are accepted. Purchase intention successfully mediates the influence of E-WOM on impulse buying, behavior. This is because E-WOM is able to create trust and initial interest in the product through Positive reviews and recommendations. This

interest increases consumer buying interest, which in turn increases consumer loyalty. Eventually triggering impulse buying behavior.

Purchase interest successfully mediates the effect of product quality on impulse buying behavior. This is because good product quality increases consumer interest. When consumers feel that the products is of high quality, the tend to be interested in buying. So that it encourages buying interest which in turn triggers impulse buying behavior.

Purchase interest successfully mediates the effect of flash-sales on impulse buying behavior. This is because purchase intention can effect how much a person is encouraged to make impulse purchases. When someone is interest in the products offered in a flash sale, high purchase intention will increase their likelihood of making a purchase without prior planning, which is the main characteristic of impulse buying behavior.

## **CONCLUSION**

This study analyzes the influence of Electronic Word of Mouth (e-WOM), product quality, and flash sales on Generation Z's impulse buying behavior on the Shopee platform. The results showed that all three have a positive and significant influence on impulse buying behavior. High e-WOM can increase buying interest and ultimately trigger impulse purchases. Good product quality also increases consumer interest and encourages buying interest, which in turn triggers impulse buying behavior. Flash sales, which offer lower prices for a limited time, can also increase purchase intention and encourage impulse buying behavior. This study also found that purchase intention mediates the influence of e-WOM, product quality, and flash sales on impulse buying behavior. This means that these three factors not only directly influence impulse buying behavior, but also through their influence on purchase intention. These results suggest that effective marketing strategies to increase impulse buying behavior among Generation Z need to consider these factors and how they can increase consumer purchase intention. This research provides valuable insights for e-commerce businesses in designing more effective and personalized marketing strategies for Generation Z. By understanding the factors that influence impulse buying behavior, businesses can develop more effective marketing strategies to attract and retain Generation Z customers. To maximize marketing strategies that focus on impulse buying behavior,

future researchers can dig deeper into how e-WOM is formed and spread on the Shopee platform, how product quality affects Generation Z consumers perceptions, and how flash sale strategies affects purchase intention and impulse buying behavior. In addition, research can investigate how social media and influencers influence Generation Z's impulse buying behavior on the Shopee platform.

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