Exploring Gen Z Consumers' Impulse Buying Behaviour on E-commerce: An SDL Perspective

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ABSTRACT
This study discusses the relationship between E-WOM and impulsive buying to help e-commerce implement the right marketing strategy to increase sales. This study aims to test the role of E-WOM in increasing impulsive buying by developing a theoretical framework. The respondents used in this study were 125, and the incoming data was processed using SPSS 26. The results of this study indicate that E-WOM has a positive and significant effect on impulsive buying. This study also studied other variables, namely shopping lifestyle, sales promotion, and economic literacy, which showed a positive and significant effect on impulsive buying. This study will contribute to future research on impulsive buying and other research related to e-commerce users, especially in Generation Z.
***Keywords**: E-WOM, shopping lifestyle, sales promotion, economic literacy, impulsive buying*

INTRODUCTION

The development of the internet brings convenience in interacting, communicating, and doing business. Technological advances in trading platforms have facilitated the growth of e-commerce (Gulfraz et al., 2022). E-commerce is buying and selling transactions or marketing goods and services using the internet network (Purwaningtias, 2018). The birth of e-commerce has changed people's behavior, one of which is in shopping activities, where people tend to make online transactions without meeting in person at offline stores. With e-commerce, it is easy for people to meet their needs.

Several interesting social phenomena have emerged due to e-commerce, one of which is the phenomenon where people make unplanned purchases or what is commonly called the impulsive buying trend (Gulfraz et al., 2022). Impulse buying is an intention or urge from within a person to buy a product without any long thought process (Nurhayati & Rohimah, 2024). Impulse buying occurs because consumers are attracted to a product without considering buying (Desai, 2018). The phenomenon of impulsive buying often affects teenagers, including Generation Z. The first generation to have broad access to digital communication technology is Generation Z. Generation Z is usually referred to as technology addicts because they spend a lot of time using technology such as online

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P-ISSN: 2580-6084, E-ISSN: 2580-8079

shopping, playing on social media, playing online games, and searching for various information on the internet (Berkup, 2014).

One of the factors that drives impulsive buying is the Electronic Word of Mouth (E-WOM) (Fahrezy et al., 2023). Usually, the product information in the description is minimal; therefore, additional information such as E-WOM is needed, usually in the form of consumer reviews about comments or recommendations in product assessments. E-WOM is any form of positive or negative statement from consumers about a product that can be seen by many people and can shape and influence internet users' attitudes (Al-Debei et al., 2015). A study shows that 61% of buyers use E-WOM before buying any item, and 80% are willing to purchase items online only after reading consumer reviews (A. S. Yusuf et al., 2018).

The importance of E-WOM has attracted marketing researchers because of its significant impact on consumer decision-making. Based on previous studies, differences in research results were still found between E-WOM variables and impulsive buying. Several previous studies stated that E-WOM has a positive and significant effect on impulsive buying (Wulandari et al., 2021; Rahmaningsih & Sari, 2022; Khairunnisa & Evanita, 2024; Aprilia & Indayani, 2023; Savitri & Rivai, 2024). However, other studies stated that E-WOM does not have a significant effect on impulsive buying (Effendi et al., 2020; Cynthia et al., 2021; Hasim & Lestari, 2022; Ariffin & Februadi, 2022; Fahrezy et al., 2023). From various studies that have been conducted, the influence of W-WOM on impulsive purchases has not been conducted on more specific respondents. That means, previous studies have not looked in detail at how a generation can directly influence impulsive purchases.

In addition to E-WOM (Electronic Word of Mouth), shopping lifestyle influences impulsive buying (Hasim & Lestari, 2022). Lifestyle is how a person spends time and money (Hikmawati et al., 2019). Lifestyle can influence a person's consumption decisions (Barokah et al., 2021). Sales promotions are also an essential factor in influencing impulsive buying. Providing discounts, free samples, and loyalty programs are sales promotions that can increase impulsive buying in consumers (Weerathunga & Pathmini, 2015).

Impulse buying continues to increase due to the lack of economic literacy in society, especially in Generation Z. Economic literacy is the ability to understand

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economic developments and their impacts, collect and analyze current economic data, and project profits and costs (As'ad & Zulfikar, 2020). Generation Z spends much time with gadgets and is less concerned with economic literacy. If they have high economic literacy, they will be more rational in making decisions when buying an item; conversely, if they have low economic literacy, they will be less rational in making purchasing decisions (Pranidia & Anasrulloh, 2023).

The ongoing debate over research results regarding the influence of e-wom and impulse buying is the problem behind this research. In addition to e-wom, this research examines how shopping lifestyle, sales promotion, and economic literacy relate to impulse buying. To provide a framework for this research, the service dominant logic theory (SDL) was chosen to understand how the impulse buying process is generated from value co-creation. Based on the perspective of value co-creation, consumer involvement can provide added value, thus strengthening impulse buying (Zhang and Prebensen 2025). Therefore, this research aims to examine how e-wom, shopping lifestyle, sales promotion, and economic literacy can influence impulse buying within the SDL framework.

THEORETICAL BACKGROUND

Service Dominant Logic Theory

Over the last decade, Service-dominant logic (SDL) has undergone a series of significant changes. These changes include modifications and additions to basic premises (Vargo and Lusch 2017). SDL adopts a view of the market centered on service exchange, where value is co-created through a network of actors who share rules, norms and other institutions involved in resource integration, including exchange (Vargo, Wieland et al. 2023). This perspective builds an alternative understanding, namely that value creation, which was previously thought to be only centered on the company, has changed to shared value creation. In the context of impulse buying, the SDL framework can influence the process of impulse buying, where buyers who make sudden purchases have previously been part of a value chain. The value chain can be a company that offers value propositions, consumers who are the company's target, and the environment and other consumers who can also create shared value.

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Impulse Buying

Impulse buying is a process that occurs when there is an urge to have something seen without any prior purchase plan (Nurhayati & Rohimah, 2024). Unplanned purchases often occur when consumers are influenced by marketing tactics such as price discounts, gifts, branded goods, etc. Impulse buying occurs when a stimulus influences someone to decide to make a purchase right away (Nagadeepa et al., 2021:7). Impulse buying can happen when consumers have the desire to buy something without prior planning, which often occurs in a shop or mall (Cahyono et al., 2018). Products purchased in impulsive buying usually occur in affordable products, such as candy and chocolate, while high-priced products tend to have risks. Therefore, it is necessary to consider planning (Chandra et al., 2020:226).

E-WOM and Impulse Buying

E-WOM is a source for consumers to find information about the goods they want (Hasim & Lestari, 2022). E-WOM is very important for the sustainability of a business because it is easily accessible on the internet and can spread quickly. Reviews distributed through E-WOM can directly influence consumers' purchasing decisions, especially if the thoughts are considered appropriate and reliable (Savitri & Rivai, 2024). E-WOM stimuli that create a sense of satisfaction for consumers will encourage impulsive buying behavior (Rahmaningsih & Sari, 2022). This means that with E-WOM, the potential for impulsive buying is more likely to occur. Therefore, the better the E-WOM received, the greater the power to encourage consumers to make impulsive purchases. So, in this study, a hypothesis was proposed regarding the relationship between e-wom and impulse buying as follows:

H1: E-WOM influences impulse buying

Shopping Lifestyle and Impulse Buying

The shopping lifestyle is influenced by consumer needs, which always follow developments (Afif & Purwanto, 2020). High interest in shopping causes consumers not to make careful plans when purchasing because feelings of satisfaction and happiness follow them after getting the desired goods (Wardah & Harti, 2021). Lifestyle influences many aspects of consumer purchasing decisions, even at the product evaluation stage after

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purchase (Hikmawati et al., 2019). Research conducted by Hasim and Lestari (2022) states that the shopping lifestyle impacts impulsive buying; this is due to the public's view of the importance of shopping to meet their needs, followed by the amount of time and money they have. For this reason, an increasingly high shopping lifestyle can drive someone to make impulsive purchases. For this reason, this study proposed a hypothesis regarding the influence of a shopping lifestyle on impulse buying.

H2: Shopping lifestyle influences impulsive buying

Sales Promotions and Impulse Buying

Sales promotion is a tool to attract consumers to buy products and make as much profit as possible (Afif & Purwanto, 2020). With sales promotions, consumers can be encouraged to purchase products immediately without much consideration, which ultimately triggers feelings of happiness and satisfaction when consumers have obtained the desired product (Wardah & Harti, 2021). Sales promotions motivate customers to engage in impulsive buying behavior when shopping; here, customers spend their income on impulsive purchases (Weerathunga & Pathmini, 2015). When shopping, consumers are always attracted to sales promotions and motivated to buy products without thinking long or unplanned. There are primary reasons for the popularity of sales promotions, one of which is the increase in impulsive purchases at the point of purchase (Fahy & Jobber, 2019:301). The more attractive the sales promotion consumers receive, the more critical it will be in encouraging impulsive purchases. For this reason, a hypothesis regarding the relationship between sales promotions and impulse buying is proposed.

H3: Sales promotion affects impulse buying.

Economic Literacy and Impulse Buying

Economic literacy plays a role in managing an individual's income and expenses, which impacts purchasing behavior (Pujiastuti et al., 2022). Smart economic decisions are needed when making purchases. Someone who is always interested in popular products and wants to buy them suddenly must have economic literacy (Pranidia & Anasrulloh, 2023). A lack of understanding of priorities will result in unexpected or impulsive purchases (Zhafirah et al., 2023). Therefore, to manage shopping expenses

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properly, a person needs to learn economic literacy to avoid unplanned purchases. The better the economic literacy a person has, the more likely impulsive purchases will be reduced. So, in this study, the hypothesis proposed regarding the relationship between economic literacy and impulse buying is as follows.

H4: Economic literacy influences impulsive purchasing.

METHOD, DATA AND ANALYSIS

The population in this study were all Generation Z e-commerce users, with a sample of 125 respondents. Sampling in this study used a non-probability sampling technique, which is a sampling technique that does not provide an equal opportunity for each member of the population to be selected as a sample (Fauzi et al., 2019:108). The sampling technique in this study used a purposive sampling technique, which is a sample selection based on the subjective considerations of the researcher because it is considered appropriate in providing the desired information (Ferdinand, 2014:179). The respondent criteria in this study were e-commerce users who had made transactions on e-commerce at least three times in the last three months

Respondents' answers were obtained by distributing questionnaires via Google Forms. Google Form was chosen because of its effectiveness in reaching respondents, thus eliminating distance and time (Rini and Kusumawardhani 2024). The number of respondents who filled out the questionnaire was 198, and the data used in the analysis amounted to 125 respondents who met the assessment criteria. The responses of respondents who had filled out the questionnaire with Google Form media to the E-WOM variables, shopping lifestyle, sales promotions, economic literacy, and impulsive buying using the Anchoring Technique from 1 (strongly disagree) to 10 (agree).

An indicator built into a variable measurement item is needed to measure a variable. The compilation of E-WOM variable measurement items, adopting studies from Yulindasari and Fikriyah (2022); Aprilia and Indayani (2023), namely (1) I often see many reviews on product assessments on e-commerce, (2) It is essential for me to consider other users' reviews before purchasing e-commerce, (3) I get information about product quality before purchasing e-commerce, (4) After purchasing e-commerce I provide a product review to help other users, (5) The reviews I provide on e-commerce will provide social benefits to other users.

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P-ISSN: 2580-6084, E-ISSN: 2580-8079

Furthermore, for the Shopping Lifestyle variable, we adopt the research of Cahyono et al. (2018) and Hasim and Lestari (2022), with variable measurement items including (1) Every time I see an advertisement about a product on e-commerce, I am interested in buying it, (2) I like to buy the latest product models on e-commerce, (3) I tend to shop for well-known brand products on e-commerce, (4) When shopping on e-commerce, I have bought various product brands, (5) I am sure that the products on e-commerce have the best quality.

For the Sales Promotion variable, adopting the research of Septiana and Widyastuti (2021) and Kurniawan (2023), namely as follows: (1) I get lots of free shipping vouchers when shopping on e-commerce (2) I often get shipping discounts with various nominal amounts when shopping on e-commerce (3) The discounts given by e-commerce make me interested in making purchases (4) I often buy products on e-commerce when there is an attractive price reduction (5) The promos given at certain events make me interested in shopping on e-commerce.

The economic literacy variable adopts the research of Pujiastuti et al. (2022) Rosidah and Fiky Prakoso (2021), with the following measurement items: (1) I can adjust my income when shopping on e-commerce (2) I will reconsider my needs and wants before buying products on e-commerce (3) I will compare the best prices before buying products on e-commerce (4) I will consider the benefits I get before buying products on e-commerce (5) I understand that the prices offered on e-commerce can vary depending on each store.

Finally, for the impulsive buying variable, adopting the research of Effendi et al. (2020) Aprilia and Indayani (2023), with the following measurement items: (1) I buy products suddenly when I see interesting product images on e-commerce (2) I get excited when I see products that I want to buy on e-commerce (3) I tend not to think about the consequences of buying products on e-commerce (4) When I see a product on e-commerce, I suddenly have the urge to buy it (5) I am interested in making purchases of products that are popular on e-commerce right away.

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RESULTS

Based on the results of data processing, the demographic profile of respondents analyzed using SPSS 26 can be seen. The results of the analysis show that most of the respondents are female, totaling 88 people or 70.4%, while the rest are male, totaling 37 people or 29.6%. Most respondents are aged between 15 and 23, totaling 155 people or 92.0%, while the rest are aged 24 to 28, totaling 10 people or 8.0%.

Before conducting the regression analysis, this study conducted several data quality tests. Data quality was tested using validity and reliability tests, as well as normality, multicollinearity, and heteroscedasticity. Reliability testing in this study used the Cronbach Alpha statistical test, where a construct or variable is said to be reliable if it provides a Cronbach Alpha value greater than 0.60 (Ghozali, 2018:46). Based on the results of the analysis, it was obtained that the Cronbach Alpha value for the five variables analyzed had a value above 0.60. The Cronbach Alpha value is 0.824 for the impulsive buying variable, 0.672 for the E-WOM variable, 0.781 for the shopping lifestyle variable, 0.818 for the sales promotion variable, and 0.790 for the economic literacy variable. So all variables in this study are reliable, because they have a Cronbach Alpha value above the specified limit.

The normality test is carried out to test whether the confounding variables or residuals in the regression model have a normal distribution, a good regression model has a normal distribution (Ghozali, 2018:161). Data is said to be normal if the data is spread around the diagonal line and follows the direction of the diagonal line. The normality test produces a normal probability plot graph. Based on the results of the normal probability plot graph, it can be seen that the data is spread around the diagonal line and follows the direction of the diagonal line. Therefore, it can be concluded that the regression model meets the assumption of normality.

Multicollinearity test can be detected by tolerance value and Variance Inflation Factor (VIF) value. The cut off value to indicate multicollinearity is tolerance value ≤ 0.10 or equal to VIF ≥ 10 (Ghozali, 2018:107). Based on the analysis results, the tolerance value was obtained as 0.698 for the E-WOM variable, 0.720 for the shopping lifestyle variable, 0.602 for the sales promotion variable, and 0.550 for the economic literacy variable, all four of which are above the threshold of 0.10, which means there is no correlation between independent variables. Meanwhile, the VIF value for the E-WOM

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variable is 1,434, for the shopping lifestyle variable 1,389, for the sales promotion variable 1,662, and for the economic literacy variable 1,818, where all four variables have VIF values below 10. So, it can be concluded that there is no multicollinearity between independent variables in this study. The results of the heteroscedasticity test in the form of a scatterplot graph between SRESID and ZPRED. Based on the results of the graph analysis, there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, so it is concluded that there is no heteroscedasticity in this study.

The Determination Coefficient (R2) essentially measures how far the model's ability to explain the variation of the dependent variable. Based on the results of data processing, the Adjusted R Square value was obtained at 0.763. This figure means that the ability of the independent variables to explain the variability of the dependent variable is 76.3%, while the remaining 23.7% is explained by other variables outside the E-WOM, Shopping Lifestyle, Sales Promotion, and Economic Literacy variables.

The results of the Multiple Linear Regression Analysis Test are presented in Table 1. Based on this table, the equation obtained is as follows:

PI = 0,132EW + 0,600GHB + 0,112PP + 0,250LE

Description:

PI = Impulse Buying

EW = E-WOM

GHB = Shopping Lifestyle

PP = Sales Promotion

LE = Economic Literacy

Table 1. Multiple Linear Regression Analysis Test Results

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-1.496	2.477		-.604	.547		
	EW	.143	.056	.132	2.528	.013	.698	1.434
	GHB	.439	.038	.600	11.639	.000	.720	1.389
	PP	.111	.056	.112	1.978	.050	.602	1.662
	LEk	.273	.064	.250	4.239	.000	.550	1.818

a. Dependent Variable: Y

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P-ISSN: 2580-6084, E-ISSN: 2580-8079

Source: processed primary data, 2024

Furthermore, this study also conducted an F Test and a T Test. The results of the F Test obtained an F value of 100.666 at a significance level of 0.000. So it can be stated that E-WOM, Shopping Lifestyle, Sales Promotion, and Economic Literacy together have a positive and significant effect on Impulsive Buying in Generation Z e-commerce users. The results of the t-test analysis show that E-WOM has a significant effect on impulsive buying, with a significance level of 0.013, which is smaller than 0.05. Shopping lifestyle has a significant effect on impulsive buying with a significance level of 0.000, which is smaller than 0.05. Sales promotion has a significant effect on impulsive buying with a significance level of 0.050, which is the same as the alpha value of 0.05. Economic literacy has a significant effect on impulsive buying, with a significance level of 0.000, which is smaller than 0.05.

DISCUSSION

Based on the results of the analysis, it shows that E-WOM has a positive and significant effect on Impulse Buying, this is in line with research conducted by (Wulandari et al., 2021; Rahmaningsih & Sari, 2022; Khairunnisa & Evanita, 2024; Aprilia & Indayani, 2023; Savitri & Rivai, 2024), so the better the E-WOM received, the higher the occurrence of impulsive buying. As discussed in the previous section, E-WOM is a source for consumers in finding information about the goods they want to buy. E-WOM provided by consumers can directly influence consumers in making decisions, especially if the thoughts are considered appropriate and reliable. E-WOM stimuli that create a sense of satisfaction for consumers will encourage impulsive buying behavior (Rahmaningsih & Sari, 2022).

The results of the analysis show that Shopping Lifestyle has a positive and significant effect on Impulse Buying, this is in line with research conducted by Aprilia and Indayani (2023), so that the higher a person's shopping lifestyle, the higher the level of impulsive buying. This is because high interest in shopping causes consumers to tend not to make careful plans in making purchases because they are followed by feelings of satisfaction and happiness after getting the desired goods. The existence of a public view on the importance of shopping to meet their needs followed by the amount of time and money they have has an impact on impulsive buying (Hasim & Lestari, 2022). For this

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reason, an increasingly high shopping lifestyle can be a driving factor for someone to make impulsive purchases.

Based on the results of the analysis, it shows that Sales Promotion has a positive and significant effect on Impulse Buying, this is in line with research conducted by Fauziah and Rahmidani (2021), so that the more attractive the sales promotion, the higher the impulsive buying. As previously discussed, sales promotions can encourage consumers to immediately buy products without much consideration which ultimately triggers feelings of happiness and satisfaction when consumers have obtained the desired product. When shopping, consumers are always attracted to sales promotions, and they are motivated to buy products without thinking long or unplanned. There are main reasons for the popularity of sales promotions, one of which is the increase in impulsive buying at the point of purchase (Fahy & Jobber, 2019:301). It can be said that the more attractive the sales promotion received by consumers will play an important role in encouraging impulsive buying.

Based on the results of the analysis, it shows that Economic Literacy has a positive and significant effect on Impulse Buying, this is in contrast to research conducted by Hasim & Lestari (2022), so that the better the economic literacy possessed, the lower the impulsive buying, conversely if the economic literacy possessed is lacking, the impulsive buying will increase. Economic literacy plays a role in the ability to manage a person's individual income and expenses, which has an impact on purchasing behavior. In making purchases, smart economic decisions are needed. Someone who is always interested in popular products and wants to buy them suddenly must have economic literacy (Pranidia & Anasrulloh, 2023). For this reason, in managing shopping expenses properly, a person needs to study economic literacy so that mistakes do not occur when making decisions in unplanned purchases.

The results of this study can provide additional knowledge about value co-creation in service-dominant logic to increase impulse buying, especially in the EWOM variable. The EWOM process involves two or more actors to create shared value. Potential consumers who are exposed to EWOM will increase their confidence to make a purchase or not to make a purchase. If EWOM is positive, the value of a product will increase, conversely if EWOM is negative, the value will decrease. Previous research on EWOM

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P-ISSN: 2580-6084, E-ISSN: 2580-8079

in the service dominant logic framework is still limited, so this study sees that EWOM can be viewed as a concept of creating shared value based on trust because the people involved do not know each other but trust the information.

CONCLUSIONS

This study aims to examine how e-WOM, shopping lifestyle, sales promotion and economic literacy can influence impulse buying within the SDL framework. This study has found that E-WOM, shopping lifestyle, sales promotion, economic literacy have an effect on impulse buying. Online customer recommendations and reviews can influence a person's purchasing decision. Those who have a greater tendency to spend a lot of money are more likely to be influenced to make impulse purchases. Consumers can be lured into buying items they previously did not plan through discounts and other promotions. Purchasing decisions can be influenced by a person's knowledge of finance and economics. If more literate customers perceive the offer as profitable, they may be more critical of it and more likely to make an impulse purchase.

This study provides a different view on the influence of economic literacy on impulse buying. Contrary to previous studies, this study has the result that the better the economic literacy, the higher the impulse buying. The explanation of this phenomenon is that if consumers already have good knowledge, they tend to be easy in making decisions, including spontaneous purchasing decisions. This is because consumers already understand what is needed.

This research is the same as research in general, which still has limitations. The limitations in this study are related to respondents who only focus on one generation, namely generation Z. Further research would be interesting if it could research with broader generalizations, by adding other generations in research on impulse buying. Besides that, research on Gen-Z who receive word of mouth exposure also needs to be studied further.

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P-ISSN: 2580-6084, E-ISSN: 2580-8079

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