



# Can fellow moderate the factors which influence impulsive buying in generation Z?

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## ABSTRACT

Generation Z (Gen Z) is characterized by their comfort with technology, which they integrate into various daily activities like communication, education, entertainment, and online shopping. This technological immersion contributes to a more consumerist mindset among Gen Z when engaging in digital transactions, often leading to impulsive buying. Key elements driving this impulsive online behavior include lifestyle choices, promotional offers, and personal self-control. Additionally, societal and environmental pressures can encourage frequent online shopping for Gen Z, suggesting that peer influence might intensify the impact of lifestyle, promotions, and self-control on impulsive purchases. Various studies show that lifestyle, promotion, and self-control each influence impulsive buying, yet it remains unclear whether these variables simultaneously affect impulsive buying and whether peer influence serves as a determining factor in this relationship, particularly among Generation Z in Medan City. This study, conducted in Medan City, aimed to quantitatively assess how lifestyle, promotions, and self-control affect impulsive buying, with peer influence considered as a potential moderating factor. The research utilized a questionnaire as its primary tool, which was validated and found reliable through data quality and statistical tests. The linear regression analysis confirmed that lifestyle, promotions, and self-control each significantly impact impulsive buying. However, the analysis also revealed that peer influence does not act as a moderating variable for the effects of lifestyle, promotions, or self-control on impulsive buying.

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## 1. INTRODUCTION

According to (Rosariana, 2021) and BPS census data, Indonesian society is categorized into several generations: Post Gen Z (born 2013 onwards), Gen Z (1997-2012), Millennials (1981-1996), Gen X (1965-1980), Baby Boomers (1946-1964), and Pre-Boomers (born before 1945). These generational differences, particularly for Gen Z, mean varying experiences with technological development. Gen Z, having grown up amidst significant technological advancements, has a lifestyle deeply integrated with technology for daily activities such as communication, learning, entertainment, and online shopping.

The convenience and numerous offers available online increasingly draw Gen Z into online shopping. (Faliha Utama et al., 2024) observe that this trend contributes to more consumptive behavior and impulsive buying in the digital realm. (Sazali & Rozi, 2020) even suggest that online shopping has shifted from a functional activity to a form of leisure or a way to spend money, often leading to purchases made without much deliberation.

The consumption behavior of modern society is increasingly complex. One phenomenon that has attracted the attention of researchers is impulsive buying. Impulse buying is a sudden, compelling, and hedonically complex purchasing behavior that lacks careful consideration of all available information and alternative choices (Goel, P. et al., 2022). Impulsive buying is defined as a purchase that is unplanned and triggered by a momentary emotional impulse. According to (Singh et al., 2023) impulsive buying behavior is an unplanned purchase by customers when shopping in stores; purchases often have no reason for need but are driven by a more direct and instant desire stimulus. According to (Hanifah et al., 2024), several factors that influence consumer impulse purchases include positive emotions or moods, store atmosphere or atmosphere, and knowledge of finance. According to (Siregar & Cholili, 2023), impulsive buying behavior, especially in students at the higher education level, includes the tendency to be influenced by marketing or sales, lack of realistic thinking or consideration, lack of savings, and easy persuasion. Impulse buying is recognized to be easier due to innovations such as credit provision, direct marketing, and home shopping (Aragoncillo & Orús). There is a scale to measure the tendency of consumers to make impulse purchases, including spontaneity of shopping, emotions to shop, shopping enjoyment, time intensity to shop (time available), and causal indifference in shopping (impulse buying tendency) (Sosianika & Juliani, 2017).

One primary driver of impulsive online behavior is lifestyle. Gen Z's technology-centric lifestyle fosters a demand for ease, extending to their shopping habits. Research by (Maydiana et al., 2020) indicates that lifestyle influences how individuals allocate time and money for product acquisition during shopping, demonstrating a positive correlation between shopping lifestyles and impulse purchases. Lifestyle is a way of life identified by how a person spends his time with activities that are considered important in his environment (Mongisidi et al., 2019). People will have a high standard of living according to internal and external factors that are cultured (Mahdiyan, 2019) From an economic point of view, individual lifestyles include allocating time and spending money in their daily financial behavior (Zarkasyi & Purwanto, 2021). From existing research, it is suspected that lifestyle influences impulse buying behavior in Gen Z.

Beyond lifestyle, promotions are a key trigger for Gen Z's online shopping. A study by (Chan et al., 2022) found that promotions positively impact online shopping among Shopee e-commerce users in Pekanbaru. BPS data from 2019 reveals that 53.41% of e-commerce application users leverage marketplaces or social media for marketing and advertising. Promotions come in diverse forms, including visual content (images and videos) and discounts offered during special occasions like holidays or "twin dates." Online shopping applications frequently provide significant discounts at specific times and facilitate payments through options like Cash on Delivery (COD), "pay later," and installment plans. These conveniences, coupled with various promotional strategies, can act as catalysts for impulsive behavior. Sales promotions in the form of discounts, free shipping coupons, cashback, flash sales, and National Shopping Days are attractive offers that can stimulate students to make purchases immediately because they feel benefited. Hence, the presence of large and attractive promotions makes students tend to be consumptive, and without realizing this, this has an impact on impulse buying behavior (Astuti & Santoso, 2023). From existing research, it is suspected that promotions influence impulse buying behavior in Gen Z.

Self-control is another factor influencing impulsive buying. (Pratiwi, 2017) defines self-control as an individual's ability to manage their behavior, emotions, and internal urges. This quality is essential, especially when making purchasing decisions. (Pangkaca et al., 2021) explained that individuals with low self-control often make frequent online purchases, prioritizing immediate desires. Conversely, those with high self-control tend to reduce online purchases unless they are based on genuine need, indicating a negative relationship between self-control and online impulse buying in their research. Self-control can be defined as a person's ability to regulate and direct one's behavior, emotions, and desires based on specific standards, be it morals, values,

community rules, or long-term goals. As in a previous study conducted by (Ardianti & Megasari, 2021) titled "The Influence of Peer Information Intensity, Economic Literacy, and Self-Control on Impulsive Buying Among GenBI Members at Universitas Negeri Malang for the 2020–2021 Period", the researchers examined, discussed, and found that self-control is negatively related to impulsive buying. This means that the better an individual's self-control ability, the lower their tendency to make impulsive purchases, and vice versa. Furthermore, Generation Z often seeks validation and acceptance from their peers, making them prone to conforming to group consumption trends. This can manifest in buying the same products as friends, adopting similar styles, or participating in viral trends. The more often students get information about an item when shopping together with peers, the more it will increase the tendency to make impulse purchases. Several previous studies, such as the research by (Lestari et al., 2021) titled "The Influence of Peer Relationships on Impulsive Buying Among Economics Education Students at FKIP Tanjungpura University", have examined the relationship between the variables involved. The study found that peer relationships have a significant influence on impulsive buying, with peer relationships accounting for 16.5% of the impulsive buying behavior among Economics Education students at FKIP Tanjungpura University. In addition, according to the results of research (Pratiwi, 2017), self-control has a positive and significant effect on the impulsive buying behavior of fashion products of students of the Undiksha Department of Economic Education. This means that the better the self-control of students when making purchases, the lower the impulsive buying behavior or unplanned purchases. Conversely, if the student's self-control ability is not good, it will increase impulsive buying behavior. From existing research, it is suspected that self-control influences impulse buying behavior in Gen Z.

## 2. RESEARCH METHOD

This study employs a quantitative research approach, which, as defined by (Sugiyono, 2019), involves collecting and analyzing numerical data using statistical methods. The research relies on primary data, meaning information gathered directly from its original source. In this specific study, primary data was collected through the distribution of questionnaires.

The target population for this research is Generation Z individuals born between 1997 and 2012, residing in Medan City, who engage in online shopping via e-commerce platforms. This means the population includes individuals currently aged between 13 and 28 years old.

The population size for this study, specifically the number of Generation Z in Medan City, is not known with certainty. This is because the data published by Badan Pusat Statistik (BPS) only presents population figures by 5-year age intervals, which makes it impossible to accurately identify specific generational groups.

Since the exact size of this population is unknown, the study utilized the Paul Leedy formula (Arikunto, 2016) for determining the sample size:

$$n = \left( \frac{Z}{e} \right)^2 [P][1 - P]$$

n = sample size

Z = standard score for the selected 95%, then the value of Z is 1.96 (in the standard distribution table)

e = proportion of sampling error of 5% or 0.5

P = proportion should be in the population taken 10% or 0.1

Thus, the sample calculation using the Paul Leedy formula is as follows:

$$n = \left( \frac{1,96}{0,05} \right)^2 [0,1][0,9]$$

$$n = 138,9 = 139$$

Based on these calculations, the minimum required sample size is 139. The sampling technique employed was simple random sampling, ensuring that every member of the population had an equal chance of being selected for the sample. To ensure the relevance and accuracy of the sample, the researchers utilized a structured questionnaire. The initial section of the questionnaire included two screening questions: one regarding the respondent's age and the other

assessing whether they had prior experience using e-commerce for online shopping. Only respondents who met the age criteria and confirmed their e-commerce usage were allowed to proceed to the subsequent sections. Those who did not meet these criteria were excluded from the study.

Prior to its distribution to the main sample, the questionnaire underwent rigorous validity and reliability testing. Each section of the instrument was composed of five questions, resulting in a total of 25 questions administered to the respondents. The validity and reliability tests were conducted by first distributing the questionnaire via Google Forms, and the resulting data were then analyzed using SPSS to ensure the instrument's robustness. The relationship between all variables can be described in the following conceptual framework:

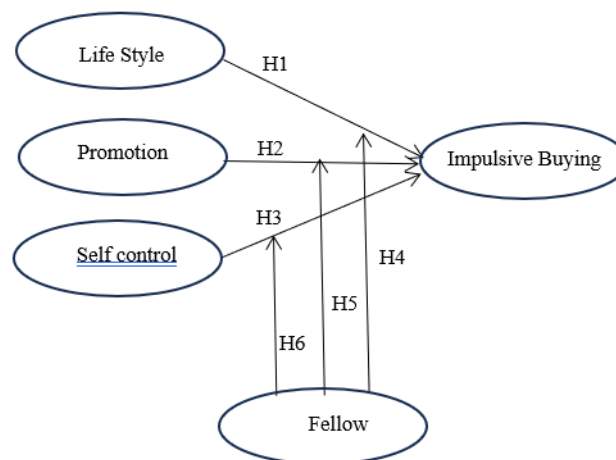


Figure 1. Research framework

The data analysis for this study was conducted using SPSS 25 software. This research utilized SPSS 25 due to the ease with which its various analytical features could be used. SPSS was instrumental in enabling the researchers to conduct multiple regression tests, especially in examining the moderating effects, which proved to be relatively easy for the researchers to understand.

The initial step involved assessing the quality of the collected data through validity and reliability tests. Following this, descriptive statistical tests were performed to offer a general overview of the variables under investigation. The data also underwent classical assumption tests, specifically checking for normality, multicollinearity, and heteroscedasticity. Finally, linear regression analysis, incorporating moderating variables, was employed to determine the influence of each independent variable on the dependent variable, considering the role of the moderating variable.

### 3. RESULTS AND DISCUSSIONS

The study involved 139 Generation Z respondents, ranging in age from 12 to 27 years. The largest group, comprising 78 respondents (56.11%), fell into the 18-21 age bracket, with other age groups making up the remainder. A significant majority of the participants were female (117 individuals, or 84.17%), while males constituted 15.82%. Regarding educational attainment, 71% were high school graduates, 11.7% held D3 diplomas, and 15.5% possessed D4/S1 degrees. These educational profiles are relevant as high school, D3, and D4/S1 graduates are typically active users of online marketplace applications. Despite the noticeable gender and educational imbalances within the sample, the researcher asserts its representativeness due to the use of a simple random sampling method, which ensures every member of the population has an equal chance of selection. Thus, the demographic details of age, gender, and education provide essential context for understanding Gen Z's impulsive online shopping behavior

### Validity Test Results

The validity of the research instrument was assessed using a significance test, comparing the calculated r-value (r-count) against the r-table value (r-table). For this study, with a sample size (n) of 139 respondents, the degrees of freedom (df = n-2) were 137. At a significance level (alpha) of 0.05, the r-table value was determined to be 0.1401. The results indicated that all question items pertaining to impulsive buying, lifestyle, promotion, self-control, and peer influence yielded r-count values exceeding 0.1401. This outcome confirms that all questionnaire items are valid and suitable for subsequent stages of the research.

**Table 1.** Validity test result

Research Instrument	Instrument Item	r-count	r-table	Description
Impulsive Buying (Y)	1	0,425	0,1401	Valid
	2	0,402	0,1401	Valid
	3	0,507	0,1401	Valid
	4	0,462	0,1401	Valid
	5	0,541	0,1401	Valid
Lifestyle (X1)	1	0,606	0,1401	Valid
	2	0,509	0,1401	Valid
	3	0,473	0,1401	Valid
	4	0,546	0,1401	Valid
	5	0,608	0,1401	Valid
Promotion (X2)	1	0,455	0,1401	Valid
	2	0,555	0,1401	Valid
	3	0,634	0,1401	Valid
	4	0,621	0,1401	Valid
	5	0,577	0,1401	Valid
Self Control (X3)	1	0,254	0,1401	Valid
	2	0,271	0,1401	Valid
	3	0,193	0,1401	Valid
	4	0,396	0,1401	Valid
	5	0,435	0,1401	Valid
Fellow (Z)	1	0,439	0,1401	Valid
	2	0,354	0,1401	Valid
	3	0,578	0,1401	Valid
	4	0,438	0,1401	Valid
	5	0,580	0,1401	Valid

Source: data processed (2025)

### Reliability Test Results

The reliability test was conducted to ascertain the consistency of the measuring instrument, ensuring it would yield relatively consistent results if applied in other studies. A variable in a study is considered reliable if its Cronbach's Alpha value is 0.70 or higher. The test results demonstrated that all question items achieved a Cronbach's Alpha value greater than 0.70, thereby confirming their reliability.

**Table 2.** Reliability test result

Research Instrument	Item	Cronbach Alpha	Description
Impulsive Buying (Y)	1	0,855	Reliable
	2	0,855	Reliable
	3	0,850	Reliable
	4	0,852	Reliable
	5	0,849	Reliable
Lifestyle (X1)	1	0,847	Reliable
	2	0,850	Reliable
	3	0,852	Reliable
	4	0,849	Reliable
	5	0,847	Reliable
Promotion (X2)	1	0,852	Reliable
	2	0,849	Reliable
	3	0,845	Reliable
	4	0,846	Reliable
	5	0,848	Reliable
Self Control(X3)	1	0,858	Reliable

Research Instrument	Item	Cronbach Alpha	Description
Fellow (Z)	2	0,857	Reliable
	3	0,859	Reliable
	4	0,854	Reliable
	5	0,852	Reliable
	1	0,852	Reliable
	2	0,855	Reliable
	3	0,848	Reliable
	4	0,853	Reliable
	5	0,848	Reliable

Source: data processed (2025)

### Normality Test Results

Based on the Kolmogorov-Smirnov Test for normality, the data yielded an asymp.sig (2-tailed) probability value of 0.200. Since this value is greater than the significance level of 0.05, it can be concluded that the data is normally distributed.

### Multicollinearity Test Results

The multicollinearity test, as described by (Ghozali, 2016) assesses whether independent variables in a regression model are correlated. An effective regression model should ideally have no correlation between its independent variables. Multicollinearity is identified using Variance Inflation Factor (VIF) and tolerance values. Specifically, a tolerance value above 0.1 and a VIF below 10 indicate no multicollinearity. Conversely, a tolerance value below 0.1 and a VIF above 10 suggest its presence. Our multicollinearity test results, showing VIF values less than or equal to 10 and tolerance values greater than or equal to 0.10, confirm that there are no multicollinearity issues among the independent variables.

**Table 3.** Multicollinearity test results

Independent Variable	Collinearity Tolerance	VIF
Lifestyle	0,684	1,462
Promotion	0,611	1,637
Self Control	0,932	1,073
Fellow	0,775	1,291

Source: data processed (2025)

### Heteroscedasticity Test Results

Based on the results of the heteroscedasticity test conducted with the Glejser Test, where the test results in the table below show that the sig value is > 0.05, it can be concluded that there is no heteroscedasticity.

**Table 4.** Heteroskedasticity test results

Independent Variable	Sig
Lifestyle	0,321
Promotion	0,857
Self Control	0,721
Fellow	0,758

Source: data processed (2025)

### Multiple Linear Regression Test Results

Based on the test results with multiple linear regression obtained:

**Table 5.** Multiple linier regression test result

Independent Variable	Regression Coefficient	t-count	Sig. (p-value)	Description
Lifestyle	0,368	4,469	0,000	Positive
Promotion	0,299	3,524	0,001	Positive
Self Control	-0,224	-3.120	0,002	Negative

Source: data processed (2025)

Table 5 shows that the lifestyle variable has a positive coefficient of 0.368 and a significance value of 0.000, which is less than 0.05. Thus, the lifestyle variable has a significant

positive effect on impulsive buying. If the lifestyle increases, impulsive buying behavior in Gen Z will increase.

Next, the significance value of the promotion variable has a positive coefficient of 0.299 with a variable significance value of 0.001, which is less than 0.05, so the promotion variable has a significant positive effect on impulsive buying. Thus, an increase in the promotion can increase impulsive buying behavior in Gen Z.

Furthermore, the self-control variable shows a negative coefficient of -0.224 and a significance value of 0.002, which is less than 0.05. Thus, the self-control variable has a significant adverse effect on impulsive buying. Thus, a decrease in self-control can increase impulsive buying behavior in Gen Z.

**Table 6.** Residual test results

Independent Variable	Regression Coefficient	t-count	Sig. (p-value)	Description
Lifestyle_Fellow	0,457	0,601	0,549	Positive
Promotion_Fellow	-0,203	-0,211	0,883	Negative
Self Control_Fellow	0,044	0,067	0,947	Positive

Source: Data processed (2025)

Table 6 shows that lifestyle with a fellow has a regression coefficient of 0.457. The significance value of the interaction variable between lifestyle and fellow is 0.549, which is greater than 0.05. This means that the fellow variable is unable to moderate the influence of lifestyle on the impulsive buying variable.

Furthermore, it is known that the coefficient of promotion with a fellow is -0.203, and the significance value of the interaction variable between promotion and fellow is 0.833, which is greater than 0.05, meaning that the fellow variable is unable to moderate the effect of promotion on the impulsive buying variable.

The self-control variable with fellow has a coefficient value of 0.044, and the significance value of the interaction variable between control and fellow is 0.947, which is greater than 0.05. This means that the fellow variable is unable to moderate the effect of self-control on the impulsive buying variable.

**Table 7.** The result of the coefficient of determination

Independent Variable	Value
R Square	0,326

Source: Data processed (2025)

Table 6 shows that the R-squared value is 0.326, which means that a combination of lifestyle, promotion, and self-control models can explain 32.6% of the variation in impulsive buying. In contrast, other variables outside of this model can explain the other 67,4%.

Lifestyle significantly and positively affects impulsive buying. This means that as Gen Z's lifestyle increases, so does their tendency to make impulsive purchases. An elevated lifestyle appears to lead Gen Z to make spontaneous buying decisions without prioritizing actual needs. This aligns with (Ittaquallah et al., 2023) research, which found that a higher consumer lifestyle intensifies the desire to acquire products reflecting that lifestyle, consequently encouraging impulsive buying (Chasanah & Mathori, 2021) study further supports this, also indicating a positive and significant effect of lifestyle on impulse buying.

Second, promotions also have a significant positive effect on impulsive buying. Increased promotional activities, particularly on e-commerce platforms, can drive Gen Z's impulsive purchasing behavior. Promotions pique Gen Z's interest, leading them to buy items they might not need, simply because of the appeal of the offer. This phenomenon can be explained by Mehrabian and Russell's (1974) Stimulus-Organism-Response (S-O-R) theory (Chen & Yao, 2018). Here, promotions act as a stimulus (S), triggering internal responses in Gen Z, such as positive emotions, perceived value, or urgency (organism, O), which then results in impulsive buying behavior (response, R). These findings are consistent with various sales promotion theories, which suggest that short-term incentives like discounts or flash sales are designed to encourage quick, spontaneous purchasing decisions.

Finally, self-control exhibits a significant inverse relationship with impulsive buying. Essentially, a decrease in self-control leads to an increase in impulsive buying behavior among Gen Z. When self-control is low, Gen Z is more prone to acting without considering the consequences, resulting in spontaneous and impulsive purchases.

The results of this study, which indicate that lifestyle, promotions, and self-control significantly influence impulsive buying behavior, have clear practical implications. For e-commerce businesses, these results suggest that appealing and persuasive promotional strategies, such as discounts or limited-time offers, are highly effective in stimulating impulsive purchases, particularly among consumers with more consumerist lifestyles.

Conversely, for policymakers, the findings underscore the importance of developing consumer education programs that focus on enhancing self-control. Such programs could empower individuals to recognize and manage triggers for impulsive buying. The government, through relevant agencies, could launch public awareness campaigns via television and social media to emphasize the importance of prioritizing needs. Furthermore, the government, through financial authorities like the Financial Services Authority (OJK), could implement policies to regulate and restrict the use of "pay-later" services for e-commerce users, aiming to prevent them from falling into debt due to consumptive habits.

Notably, the study reveals that peer influence does not serve as a significant moderating variable. This suggests that purchasing impulsivity is an internal phenomenon, primarily driven by personal characteristics and exposure to marketing strategies, rather than by social pressure from one's peer group.

#### 4. CONCLUSION

Our findings highlight key drivers of impulsive buying among Gen Z. First, we observed a significant positive effect of lifestyle, indicating that as Gen Z's lifestyle escalates, their tendency to buy impulsively also increases. Second, promotions also play a crucial role, with an uptick in promotional activity, especially on e-commerce, directly contributing to more impulsive purchases. Third, self-control has a significant negative effect: when self-control is low, Gen Z is more prone to spontaneous buying, often acting on immediate desires without considering the consequences. We further explored whether fellow moderates these relationships, but our tests showed it does not significantly alter the impact of lifestyle, promotions, or self-control on impulsive buying. This suggests that Gen Z's impulsive buying behavior is largely intrinsic, not primarily swayed by their peers. The study's limitations are primarily related to its research model.

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