

# What Causes It? Impulsive Buying Among Generation Z On Shopee : Qualitative Study Of Generation Z Consumer Behavior In Surabaya In The Digital Era

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## **Abstract.**

*This research aims to identify the factors influencing impulsive shopping behaviour on the e-commerce platform Shopee among Generation Z in Surabaya. With the increasing use of digital technology and the internet, consumer behaviour has undergone significant changes, particularly among the younger generation. Employing a qualitative approach, this study collected data through in-depth interviews with respondents who are active Shopee users in Surabaya. The findings indicate that factors such as promotions, shopping experiences, social media influences, and platform design significantly contribute to the impulsive behaviour of Generation Z. These findings provide critical insights for marketers in designing more effective marketing strategies.*

**Keywords:** *Impulsive buying, marketing strategies and Generation Z.*

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## **I. INTRODUCTION**

The advancement of information and communication technology has transformed the way consumers interact with products and services. E-commerce, in particular, has become one of the primary means for consumers to shop, especially among Generation Z, who are known as digital natives. This generation has grown up with extensive internet access and mobile devices, influencing their shopping habits. According to data from the Ministry of Communication and Information, internet users in Indonesia reached 202.6 million in 2022, with 55% of them being Generation Z (Ministry of Communication and Information, 2022). Impulsive buying is a phenomenon where consumers make purchases without prior planning. This phenomenon is increasingly common on e-commerce platforms like Shopee, which offer various promotions and conveniences in transactions. Research by Gulfranz et al. (2022) indicates that a positive online shopping experience can enhance the likelihood of impulsive purchases. This is particularly relevant to Generation Z, who tend to seek enjoyable and interactive shopping experiences. In Surabaya, one of the largest cities in Indonesia, the shopping behaviour of Generation Z on Shopee is of significant concern.

With a diverse population and a high level of internet penetration, Surabaya serves as an excellent case study to explore the factors driving impulsive purchases among the youth. This research aims to provide a deeper understanding of Generation Z's consumer behaviour in the digital era, as well as the factors influencing their purchasing decisions. In this context, it is essential to understand how external factors such as promotions, social media, and platform design can influence impulsive behaviour. For instance, aggressive marketing strategies, such as flash sales and substantial discounts, have proven effective in capturing consumer attention and driving impulsive purchases (Vannisa et al., 2020). Furthermore, the strong influence of social media on Generation Z cannot be overlooked, as they are frequently exposed to advertisements and product recommendations through platforms like Instagram and TikTok. Against this backdrop, this research will identify and analyse the factors influencing the impulsive behaviour of Generation Z on Shopee, as well as the implications for marketing strategies in the digital era. It is hoped that the findings of this study will contribute to the development of theories and marketing practices in the e-commerce sector.

## II. METHODS

This research employs a qualitative approach to delve deeper into the factors influencing the impulsive behaviour of Generation Z on Shopee. This method was chosen as it allows the researcher to gain an in-depth understanding of individuals' perspectives and experiences. Data were collected through in-depth interviews with 20 respondents who are active Shopee users in Surabaya. Respondents were selected based on specific criteria, namely aged between 18 and 24 years and having made a purchase on Shopee within the last three months. The interviews were conducted in a semi-structured manner, where the researcher posed open-ended questions to elicit richer and more profound information. Several topics discussed during the interviews included shopping experiences on Shopee, factors driving impulsive purchases, and the influence of social media on purchasing decisions. All interviews were recorded, and transcripts were analysed using thematic analysis techniques to identify the main themes emerging from the data. In the data analysis, the researcher employed a coding approach to group relevant information concerning the factors influencing impulsive buying.

This process involved repeated readings of the interview transcripts to identify patterns and relationships among various factors. The results of the analysis were then compared with existing literature to identify similarities and differences with previous studies. Ethical considerations were also a significant concern in this study. The researcher ensured that all respondents provided consent to participate and clearly explained the research objectives. Additionally, the identities of respondents were kept confidential to protect their privacy. The data obtained were used solely for research purposes and were not published without permission. With this qualitative approach, it is hoped that the research can provide deeper insights into the impulsive behaviour of Generation Z in the context of e-commerce, as well as the factors influencing their purchasing decisions on Shopee.

## III. RESULT AND DISCUSSION

The research findings indicate that several key factors influence the impulsive behaviour of Generation Z when shopping on Shopee. One of the most prominent factors is the promotions and discounts offered by this e-commerce platform. These promotions not only attract attention but also have a significant psychological impact on purchasing decisions. Many respondents expressed that they are often tempted to purchase unplanned products simply due to the presence of substantial discounts or limited-time flash sale offers. This aligns with the findings of Vannisa et al. (2020), which state that promotional programmes can enhance the level of impulsive buying. A concrete example of this phenomenon can be seen in the statement of Leyla, a 23-year-old respondent, who, during the in-depth interview, expressed, "I often see a 50% discount promo for products I like. Even though I didn't plan to buy it, I feel it would be a waste to miss that opportunity." This statement reflects how attractive promotions can serve as a strong trigger for impulsive purchasing decisions. In this context, we can observe that discounts are not merely figures displayed but also serve as signals for consumers to act swiftly before the opportunity is lost. In addition to promotions, a pleasant shopping experience also contributes to impulsive behaviour. Respondents reported that the user-friendly interface of the Shopee application and interactive features such as live streaming and product reviews made them feel more comfortable and engaged while shopping. According to Li et al. (2022), a positive online shopping experience can serve as a stimulus that encourages consumers to make impulsive purchases. In other words, an enjoyable shopping experience not only enhances consumer satisfaction but also reduces resistance to unplanned purchases.

For illustration, Hanif Baswedan, a 21-year-old respondent, stated during the interview conducted by the researcher, "I enjoy watching live streams when sellers are showcasing products. It feels like I am shopping in a physical store, and it makes me more excited to buy." This interactive experience demonstrates how e-commerce platforms can create an engaging shopping atmosphere that supports impulsive behaviour. By providing interactive elements akin to shopping in physical stores, Shopee successfully fosters an environment that stimulates impulsive purchasing decisions. Furthermore, the influence of social media cannot be overlooked. Many respondents admitted to being influenced by advertisements and product recommendations on social media platforms such as Instagram and TikTok. They tend to follow trends that

emerge on these platforms, which often compel them to make impulsive purchases. Research by Singh et al. (2023) indicates that social interactions on social media can affect purchasing decisions, particularly among the younger generation. In this case, social media serves as a platform that not only disseminates information but also shapes social norms and consumer behaviour. For instance, Nova, a 20-year-old respondent, revealed, "I often see my friends posting about new products on Instagram. When I see many people talking about it, I become curious and end up buying it too." This illustrates how social influence can act as a driving factor in impulsive behaviour. When a product goes viral on social media, curiosity and the desire to follow trends can prompt consumers to make purchases without considering their needs or budgets.

Psychological factors such as hedonic motivation also play a crucial role in impulsive behaviour. Respondents indicated that they often feel happy and satisfied after making purchases, even if the items were unplanned. This suggests that emotions and the motivation to seek pleasure can drive impulsive buying. Pratminingsih et al. (2021) emphasise the importance of understanding consumer motivations in the context of impulsive buying. In this regard, impulsive purchases are not merely economic transactions but emotional experiences that provide satisfaction and happiness for consumers. As an example, Yoga, a 23-year-old respondent, explained, "Every time I buy something I like, I feel happy. It's like a gift to myself, even though I don't need it." This statement reflects how impulsive purchases can provide emotional satisfaction for consumers. In this context, we can see that impulsive behaviour is often triggered by the desire to obtain positive experiences associated with purchasing, which can enhance mood and provide a sense of achievement. Lastly, environmental factors, such as recommendations from friends or family, also influence purchasing decisions. Many respondents mentioned that they are more likely to buy products that are recommended by those close to them. This indicates that social factors can contribute to impulsive behaviour among Generation Z. In this case, recommendations from friends or family function not only as information but also as a form of social validation that boosts consumers' confidence in making purchases. As an illustration, Rory, a 23-year-old respondent, stated, "When my friend recommends a product, I feel more confident about buying it. I don't want to miss out on trends that they like." This indicates that social influence can increase the likelihood of impulsive purchases. When individuals feel supported by those around them, they are more inclined to take risks in shopping, even if the products were not part of their initial plans.

#### **IV. CONCLUSION**

This research identifies various factors influencing the impulsive behaviour of Generation Z when shopping on Shopee. Attractive promotions, positive shopping experiences, social media influences, hedonic motivation, and recommendations from the surrounding environment are key factors driving impulsive purchases. These findings provide essential insights for marketers in designing more effective marketing strategies to reach Generation Z in the digital era. By understanding these factors, marketers can develop campaigns that are more relevant and appealing to young consumers. For example, creating interactive and enjoyable shopping experiences, as well as leveraging social media for product promotions, can be effective strategies. Additionally, it is crucial to consider the emotional aspects of marketing, given that Generation Z tends to seek experiences that can provide satisfaction and happiness. This research also has limitations, including a limited number of respondents and a focus on a single e-commerce platform. Therefore, further research with a larger sample and encompassing various e-commerce platforms will be necessary to obtain a more comprehensive picture of impulsive behaviour among Generation Z.

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