

MARKETING STRATEGY TO DRIVE IMPULSE BUYING AND HEDONIC SHOPPING ON SHOPEE E-COMMERCE: A NEUROMARKETING-BASED APPROACH



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ABSTRACT

This article explores marketing strategies aimed at increasing impulse buying and hedonic shopping behavior on the e-commerce platform Shopee, using a neuromarketing approach. The article highlights the rapid growth of online shopping in Indonesia, especially among the younger demographic, and uses the Zaltman Metaphor Elicitation Technique (ZMET) to explore consumer perceptions and motivations. Key findings suggest that emotional responses and sensory stimuli significantly influence impulse buying, with factors such as attractive promotions, product variety, and ease of payment playing a significant role. The study offers valuable insights for marketers to develop effective strategies tailored to consumer behavior on Shopee while also acknowledging limitations such as the small sample size and qualitative nature of the study.

Keywords: Hedonic Shopping; Impulse Buying; Neuromarketing; Marketing Strategy

Received : 02-06-2025

Revised : 28-06-2025

Approved : 30-06-2025

Published : 03-07-2025



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Published by): Program Studi Manajemen, Universitas Nusa Cendana, Kupang – Indonesia.

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INTRODUCTION

The growth of the Indonesian online market is driven by several factors, including a consumption-based economy, a youth-driven demographic, the growth of the digital economy, and consumers' desire to have everything (Databoks, 2022). Zhang & Shi, (2022) E-commerce is a business model that has developed due to technological advances in the postmodern era, and this platform provides products and services via the Internet. The online market can accelerate the change from a modern society to a postmodern society that focuses on consumption and is dominated and controlled by symbols such as patterns, images, and information (Huang & Cai, 2021). Consumers in the postmodern era emphasize lifestyle without considering the function or purpose of consumption (Helmi et al., 2023).

In impulsive shopping behavior and hedonic shopping, consumer behavior is dominated by symbolic consumption, encouraging people to buy something to enhance their social identity, which is why it is called a consumer society. In a consumerist society, the signs and symbols attached to the product are prioritized, but are never satisfied, all that happens is continuous consumption (Bakti et al., 2019). Impulse buying occurs when consumers suddenly feel a strong and urgent desire to buy something immediately. Consumers who buy impulsively usually do not plan in advance to buy a particular product or brand (Gudonavičienė & Alijošienė, 2015). Impulse buying plays a very important role for retail companies because it benefits the continuity of the retailer's business (Helmi et al., 2023). Understanding and managing impulse buying behavior can help retailers increase sales and succeed in their retail business.

According to Luffiana & Putra (2024), hedonic shopping motivation refers to the consumer's drive to shop solely because of the pleasant experience felt during the process. In this context, consumers tend to seek emotional satisfaction and pleasure, without paying too much attention to the functional benefits of the products purchased. This shows that shopping is not just an activity to meet needs, but can also be a form of entertainment and an outlet to improve mood (Kosyu & Hidayat, 2014). According to Lestari (2014) the hedonic aspect is related to the emotions experienced by consumers, so that when shopping, they can feel various feelings such as happiness, hatred, anger, or even consider shopping to be an adventure. Romindo (2019) believes that e-commerce transactions are the result of a very rapidly developing information technology transformation. Diphayana (2018) also argues that e-commerce is an electronic transaction of goods and services via the internet, television, and social media. Indonesia has a large number of internet users and a strong public interest in the convenience of online shopping, making the e-commerce market promising.

Table 1
E-commerce Sales Data 2023/Quarter

No	Date	Shopee	Tokopedia	Lazada	Blibli	Open
1	03-2023	159,000,000	114,900,000	84,300,000	24,500,000	17,100,000
2	06-2023	173,900,000	106,000,000	70,400,000	23,900,000	14,000,000
3	09-2023	213,400,000	99,700,000	45,600,000	28,300,000	12,900,000
4	12-2023	237,000,000	88,900,000	47,700,000	28,900,000	11,200,000

Source :Statistics, 2024

Table 1 shows e-commerce sales data for 2023 per quarter on several platforms, namely Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. In general, Shopee recorded the highest sales in each quarter, with figures increasing from 159 million in March to 237 million in December. Meanwhile, sales on Tokopedia experienced a significant

decline, from 114.9 million in March to only 88.9 million in December. Lazada, Blibli, and Bukalapak also showed fluctuations in sales, with Lazada experiencing the lowest sales in all recorded quarters. According to Andini (2015), variations in the number of visitors to e-commerce platforms have an impact on product sales levels. To maintain its position as a market leader, Shopee needs to take advantage of this opportunity given the tight competition in the e-commerce industry in Indonesia. Shopee is a C2C (consumer-to-consumer) e-commerce platform that connects buyers and sellers to carry out buying and selling transactions, similar to the concept of a traditional market. In addition, Shopee offers various features, including payment methods, delivery services, integration with social media, as well as live chat and live streaming facilities.

This study highlights marketing strategies that can increase impulsive purchases, which are unplanned purchases, and hedonic shopping, which is based on desires and emotional experiences on the Shopee e-commerce platform. This phenomenon is often seen in consumers on Shopee when they surf, then suddenly make unplanned purchases, often triggered by attractive promotions that are often offered by Shopee. Neuromarketing plays an important role in designing marketing strategies that encourage impulsive and hedonic shopping by understanding consumers' brain responses to stimuli. Mapping emotional responses helps optimize strategies to trigger positive feelings that drive purchases. The use of sensory stimuli, such as attractive visuals and audio, enhances the shopping experience and creates a pleasant atmosphere. In addition, the creation of a sense of urgency and scarcity can encourage impulsive purchases. Overall, neuromarketing provides valuable insights for more effective marketing strategies.

In summary, the main objective of this study is to explore and analyze neuromarketing-based marketing strategies that can be used by Shopee to encourage and increase two types of consumer purchasing behavior, namely impulsive purchases and hedonic shopping on their e-commerce platform. This study seeks to provide insights and recommendations for marketers in designing more effective marketing strategies to influence the consumer purchasing decision-making process.

LITERATURE REVIEW

Marketing Strategy

According to Armstrong, (2012), marketing strategy is the marketing logic that enables companies to create value for customers and achieve profitable relationships with them. Kurtz and Boone (2008) argues that marketing strategy is the company's overall program in determining target markets and satisfying consumers through a combination of marketing mix elements, namely product, distribution and price. Tjiptono (2000) reveals that marketing strategy is a fundamental tool designed to achieve company goals by developing sustainable competitive advantages in the markets entered, as well as marketing programs used to serve those target markets. According to Ferrell and Hartline (2011), a marketing strategy is an action plan that describes the allocation of marketing resources and activities to achieve a company's marketing objectives. A marketing strategy is a plan that describes a company's expectations about the impact of various marketing activities or programs on the demand for its product or product line in a particular target market (Lee et al., 2023). A company may use two or more marketing programs simultaneously because each type of program has a different effect on demand (Parsad et al., 2021). Marketing strategies include market segmentation, market targeting, market positioning, and the marketing mix (Kurtz & Boone, 2008).

Consumer Behavior

Kotler and Keller (2016) defines consumer behavior as the study of how individuals, groups, and organizations select, purchase, and use products, services, ideas, or experiences to satisfy their needs and wants. Setiadi (2019) defines consumer behavior as the actual actions taken by individuals or groups, such as organizations, which are influenced by external and internal factors, which then lead them to choose and consume the goods or services they want.

According to Kotler & Keller (2016), the factors that influence consumer behavior include cultural factors, social factors, personal factors and psychological factors.

1. Cultural factors are a set of socially acquired behavioral patterns expressed through symbols such as language. Culture includes knowledge, values, beliefs, habits, and behaviors that develop and become references for some communities. Social class, subculture, and social greatly influence consumer purchasing behavior.
2. Social factors relate to the social unit where individuals interact with each other because of the relationships between them. In addition to cultural factors, social factors such as reference groups, family, and social roles and status also influence purchasing behavior.
3. Personal factors are individual characteristics that are a combination of nature, temperament, general abilities and talents. These factors develop influenced by the interaction of individuals with their environment and also influence purchasing decisions.
4. Psychological factors are internal processes that influence consumer behavior.

Impulse Buying

According to Hawkins and Best (2000), impulse buying is a purchase made in-store, different from the consumer's plan to prioritize upon entering the store. Firmansyah (2019) argues that impulsive buying is consumer behavior that is not accompanied by consideration before buying a product, or irrational buying, but occurs smoothly and unplanned, and is driven by high emotions Rook & Fisher, (1995) states that impulsive buying is an unplanned buying action, occurs spontaneously and suddenly, and is followed by strong emotional feelings. Impulse buying often occurs without much consideration and is based on a momentary urge (Ratu et al., 2021). This is another form of consumer buying pattern, which is not specifically planned (Setiadi, 2019). Impulse buying also occurs when consumers suddenly experience a strong and urgent desire to buy something immediately, this tends to be done without considering the consequences. This tendency to buy spontaneously can generally result in purchases when consumers believe that such actions are reasonable (Parsad et al., 2021).

Hedonic Shopping

Hedonic shopping can be defined as an experience that creates feelings of pleasure, curiosity, and imagination (Pranata et al., 2024). These things make people feel enthusiastic and excited when making a purchase, such as finding something interesting, unique, and fun (Subagio, 2012). These experiences are the most important things in consumer purchasing activities that are oriented towards pleasure (Kosyu & Hidayat, 2014). According to Ratu et al., (2021), hedonic shopping is associated with shopping for pleasure, excitement, and enjoyment. According to Arnold and Reynolds (2003), there are two categories of hedonic shopping, namely: Adventure shopping: shopping to

experience adventure and a different world. Gratification shopping: shopping to relieve stress, reduce boredom, and please yourself. Subagio (2012) states that the motive for hedonic shopping is an individual's need for an atmosphere that makes him happy and pleased. The need for a pleasant atmosphere creates arousal, which is the level at which a person feels alert, excited, or in an active condition (Helmi et al., 2023). Hedonic shopping directly affects the consumer's shopping lifestyle, which is a reflection of their choices in spending money and time (Ratu et al., 2021). Hedonic needs can be the desire to get pleasure, get new items, or be tempted by a product (Pranata et al., 2024). Humans have a basic nature that is difficult to feel satisfied, which is considered to be one of the causes of hedonic shopping behavior (Prashar et al., 2017). An attitude of not being easily satisfied can have a positive impact if channeled properly, but when used to satisfy desires and ambitions, it can have a negative effect (Bandyopadhyay et al., 2021). Factors such as lack of information, low religious understanding, or low economic and social status can contribute to hedonic or consumptive shopping behavior, such as excessive socializing, collecting status, and prestige (Coelho et al., 2023).

Neuromarketing

Neuromarketing is a field that combines neuroscience and marketing to understand and influence consumer behavior (Morin, 2011). Some important theories and concepts in neuromarketing are this theory states that the human brain processes information through various stages, such as attention, perception, memory, and decision making (Hancock & Foster, 2020). Neuromarketing uses an understanding of these processes to design more effective marketing strategies (Morin, 2011). Neuromarketing uses an understanding of the information processing processes in the brain to design more effective marketing strategies (Plassmann et al., 2012).

In addition, this theory focuses on the role of emotions and motivation in consumer decision making (Cosic, 2016). Neuromarketing uses brain imaging techniques to identify patterns of brain activity associated with emotions and motivation (Cosic, 2016). Neuromarketing uses brain imaging techniques to identify patterns of brain activity associated with emotions and motivation of consumers (Plassmann et al., 2012). According to Hubert & Kenning (2008), neuromarketing seeks to understand the consumer decision-making process at a neurological level. This theory explains how consumers make purchasing decisions based on cognitive, emotional, and situational factors. Neuromarketing seeks to understand the consumer decision-making process at a neurological level.

In relation to consumer behavior, this theory explains the factors that influence consumer behavior, such as motivation, perception, learning, and attitude. Neuromarketing applies an understanding of the neurobiological processes that underlie consumer behavior (Hancock & Foster, 2020). Neuromarketing applies an understanding of the neurobiological processes that underlie consumer behavior (Hubert & Kenning, 2008).

METHOD

This study uses a descriptive qualitative method to gain an in-depth understanding of consumer behavior, perceptions, and motivations in making impulsive purchases and hedonic shopping on the Shopee e-commerce platform. The analytical tool in this study uses the Zaltman Metaphor Elicitation Technique (ZMET) is a qualitative research methodology developed by Dr. Gerald Zaltman, a professor at Harvard Business School (Hancock & Foster, 2020). Qualitative analysis in neuromarketing can use the ZMET

method to explore consumer experiences and perceptions through the exploration of metaphors and emotional associations. Qualitative data from ZMET complements the results of neurological studies by explaining the meaning behind the brain's response to advertising or products. Thus, researchers can understand not only neurological reactions, but also the underlying emotional context.

Here are the general steps in ZMET:

1. Initial Interview: The process begins with an initial interview between the researcher and the respondent. The purpose of this interview is to build a good relationship with the respondent and understand the research topic in depth.
2. Image Selection: Respondents are asked to select a number of images that they associate with the topic being researched. These images are usually selected from various sources such as magazines, books, or the internet.
3. Image Discussion: After selecting an image, respondents are asked to explain the reasons behind their selection and how the images relate to the topic being discussed. This discussion aims to gain a deeper understanding of respondents' perceptions and emotions related to the topic.
4. Metaphor Creation: The researcher then identifies metaphors that emerge from the selected images and discussions with respondents. These metaphors help in understanding the respondents' views on the research topic in more depth.
5. Analysis and Interpretation: The results of the image selection and discussion are analyzed to identify emerging patterns or themes. This helps researchers to understand consumer views and motivations holistically.
6. Findings: Findings from ZMET research are presented in the form of a report or narrative that describes the main findings and their implications for marketing practice or further research.

The subjects of the study were 17 students who had made purchases on the Shopee e-commerce platform at least 5 times. The researcher used a questionnaire with an open-ended answer format to collect data on students' attitudes towards online shopping on the Shopee e-commerce platform. After the data was collected, the first step was to study the respondents' answers, followed by categorization based on the similarity of the ideas expressed. Next, the researcher described and analyzed the data to understand the meaning of each answer. The final step was to discuss the results of the tabulation, description, and analysis comprehensively to provide a comprehensive picture of the research findings. This process ensures that the research results can provide in-depth insights into students' shopping behavior.

RESULTS AND DISCUSSION






Identification of Emerging Constructs

The results of the interviews using the ZMET method produced important data to identify constructs related to the shopping experience on Shopee. The process began with the selection of images by participants that reflected their views on online shopping. During the storytelling phase, respondents provided in-depth descriptions that explored the emotions and meanings of the experience. Identification of missed images revealed aspects that might not have been thought of, while image classification helped group important elements. Respondents also selected the most representative and opposing images, showing the duality of the shopping experience.

The mental map provided a visual representation of the relationship between elements, while the collage created a comprehensive representation of their views.

Analysis of this information allows for a deeper understanding of users' perceptions of Shopee. This data is valuable for developing marketing strategies and improving the user experience on the platform. In the storytelling phase, participants selected images that reflected metaphors for their views on Shopee. The metaphors in the images contained important constructs expressed by the participants. Several examples of images selected as metaphors, along with the important constructs contained in them, can be seen in Table 2.

Table 2
Examples of Image Metaphors and Constructs Found by Participants

Picture	The construct that was built	Image explanation
	Shopping City	Depicting Shopee as a city filled with various shops and products, shows the diversity of choices available.
	Shortcut	Showing Shopee as a shortcut to various products and offers, illustrating the ease and speed of shopping
	Trading Ship	Depicting Shopee as a ship carrying goods from all over the world, it symbolizes access to international products.
	Treasure Map	Show Shopee as a map that directs consumers to find the best deals and desired products.
	Window to the World	Describing Shopee as a window that opens access to various products and cultures from around the world

Of the five proposed metaphors, the Shopping City is the most chosen by Shopee customers. This metaphor reflects the diversity of products offered, with many choices in one platform. The concept of a shopping city also gives the impression that shopping on Shopee is a fun and interesting experience. Customers can easily explore various product categories without moving around. In addition, the shopping city implies social interaction, where people can share shopping experiences. Thus, this metaphor strengthens Shopee's image as a complete and affordable place to shop.

Analysis and Interpretation of Product Selection by Respondents on Shopee

Based on the survey results involving 17 respondents, it is seen that most choose fashion products, followed by cosmetic products, and then toys and hobbies. Here is the analysis and interpretation of the findings;

- **Fashion Product Dominance:** Respondents' top choices for fashion products show that many people consider appearance as an important aspect of everyday life. Fashion is not just a necessity, but also a way to express personal identity and style. The presence of various brands and the latest trends on Shopee makes it easy for consumers to find items that suit their preferences.
- **Interest in Cosmetics:** Cosmetics products came in second, indicating that many respondents also care about self-care and beauty. This reflects the awareness of the importance of good appearance and skin care among consumers. Promotion and innovation of beauty products, such as skincare and makeup, may be a driving factor in purchasing decisions. Reviews and recommendations from influencers also contribute greatly to this choice.
- **Interest in Toys and Hobbies:** The selection of toys and hobbies as the third category indicates that respondents also have an interest in recreational and entertainment activities. This can include toys for children, as well as arts and crafts supplies for adults. Awareness of the importance of quality time and creative activities may be why this category appeals to consumers, especially during certain times such as holidays or weekends.

The driving factors for purchases on Shopee include attractive promotions and discounts that can trigger impulsive purchases. Product quality and positive reviews greatly influence consumer decisions, especially in the cosmetics and fashion categories. In addition, social influence from friends and social media encourages consumers to try new products. These findings indicate that online shopping on Shopee is influenced by social factors, promotions, and product diversity. Fashion, cosmetics, and toys/hobbies reflect the diverse needs of consumers. Therefore, the right marketing strategies, such as collaboration with influencers and discount offers, can increase purchasing interest and attract more consumers.

Reasons Respondents Make Hedonic Shopping on Shopee

From the interview results, the three most frequently chosen reasons that make people like hedonistic shopping on Shopee are:

- **Attractive Deals and Discounts:** Special price offers, big discounts, and flash sales create a sense of urgency and a desire to shop. Consumers often feel compelled to purchase items when they see a lower-than-usual price. This also triggers impulse buying, where consumers purchase products they may not need simply because they feel they are getting a good deal.
- **Wide Range of Product Choices:** Shopee offers a wide range of product categories, from fashion to electronics, that cater to a variety of wants and needs. This diversity gives consumers the freedom to explore and discover new and exciting items. The more choices available, the more likely consumers are to feel stimulated to shop, as they can find something that suits their interests and preferences.
- **Ease of Payment:** Multiple payment methods, including installment options, provide convenience and flexibility. This convenience makes consumers feel more confident in making purchases, especially for more expensive items. With a quick and easy

payment process, consumers don't have to think twice before completing a transaction, which can increase the frequency and volume of purchases.

These three factors contribute significantly to the fun and thrilling shopping experience on Shopee, creating an environment that supports hedonic shopping behavior among its consumers.

Respondents' reasons for making impulse purchases on Shopee

The three reasons most frequently chosen by respondents for making impulse purchases on Shopee are:

- **Limited-time Offers:** Flash sales and limited-time offers create a strong sense of urgency. When consumers see that a product is only available at a discount for a short time, they feel compelled to make a purchase immediately so they don't miss out. This sense of urgency can lead to impulsive decisions, where consumers purchase items without considering their needs.
- **Attractive Discounts:** Significant promotions and price cuts are very tempting to consumers. Large discounts often make consumers feel like they are getting more value from their purchases, even for items they did not plan on making. This can lead to consumers buying products they do not really need, but are swayed by the attractive price.
- **Ease of Payment:** A variety of quick and easy payment options, including installments, provide significant convenience to consumers. When the payment process feels easy and hassle-free, consumers are more likely to complete the transaction without thinking twice. This reduces the barrier to purchase, increasing the likelihood of impulse purchases.

These three factors contribute to impulsive shopping behavior on Shopee, where consumers feel stimulated to buy more items quickly and easily.

What kind of marketing strategy is right to increase impulsive purchases and hedonic shopping on Shopee?

The right marketing strategy to increase impulsive purchases and hedonic shopping on Shopee with a neuromarketing approach includes several key elements:

1. **Use of Promotions and Discounts:** Offering special prices, big discounts, and flash sales can create a sense of urgency that encourages consumers to make impulse purchases. When consumers see a great deal, they are more likely to buy items they may not need.
2. **Creating a Sense of Urgency and Scarcity:** Strategies like limited-time offers and flash sales can create a strong sense of urgency. Consumers feel compelled to make a purchase immediately so they don't miss out on the opportunity.
3. **Sensory Stimulation:** Using engaging visual and audio elements in advertisements and product displays can enhance the shopping experience. These stimuli can trigger positive emotional responses that encourage consumers to shop.
4. **Ease of Payment:** Providing a variety of quick and easy payment options, including installments, can reduce barriers to purchase. When the payment process feels easy, consumers are more likely to complete the transaction.
5. **Collaboration with Influencers:** Partnering with influencers to promote products can increase consumer appeal and trust, thus encouraging them to make hedonic purchases.

By implementing these strategies, Shopee can enhance consumer experience and effectively encourage impulse purchases and hedonic shopping.

CONCLUSION AND SUGGESTION

The study's conclusion shows that by implementing effective marketing strategies, Shopee can increase consumer appeal and trust, which in turn encourages impulse buying and hedonic shopping. The study also provides insight into the importance of neuromarketing in designing strategies that can trigger positive emotional responses from consumers, thereby enhancing their shopping experience.

The limitations of this study include a limited sample, involving only 17 students who have shopped at least 5 times at Shopee, so the results may not be generalizable. A descriptive qualitative method was used, which can produce subjective data and does not reflect the overall consumer behavior. The study was also conducted in a specific period and location, affecting the relevance of the findings in a broader context. In addition, this study did not consider other external factors, such as economic conditions and social influences. These limitations are important to note in developing further research. Paying attention to these things can increase the validity and reliability of the research results.

Suggestions and recommendations for further research include expanding the sample by involving a more diverse population, not only students, to increase the representativeness of the results. In addition, it is recommended to combine qualitative methods with quantitative methods, so as to produce more objective data and allow for in-depth statistical analysis. Research should also consider external factors, such as economic conditions and social influences, to get a more complete picture of shopping behavior. Conducting long-term analysis or longitudinal research can help understand changes in consumer behavior over time. In addition, neuromarketing exploration can provide insight into how sensory stimuli affect the shopping experience. These recommendations are expected to help in the development of more in-depth and relevant research in the future. With these steps, the validity and relevance of the research can be improved.

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