Growth: Journal Management and Business
Volume 04 No 02 October 2026
E ISSN : 3031-7959

https://lenteranusa.id/

Inside Gen Z's Shopee Impulse Buying: Live Commerce, Flash Sales, E-WOM, and Hedonic Motivation

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Received: 02-09-2026 Revised : 25-10-2026 Accepted : 02-11-2026 Published : 08-11-2026

Abstract
The expansion of Indonesian e-commerce has intensified consumers' exposure to interactive product demonstrations, time-limited promotions, and peer-generated evaluations. This study examines the relationships between live streaming, flash sales, electronic word of mouth (E-WOM), hedonic shopping motivation, and impulsive buying among Generation Z Shopee users in Greater Jakarta. A quantitative survey collected valid responses from 150 purposively selected participants. The data were analysed using partial least squares structural equation modelling (PLS-SEM) in SmartPLS 4. Live streaming ($\beta = 0.360$, $p < .001$), flash sales ($\beta = 0.165$, $p = .006$), E-WOM ($\beta = 0.349$, $p < .001$), and hedonic shopping motivation ($\beta = 0.246$, $p < .001$) were positively associated with impulsive buying. The model yielded $R^2 = .618$ and adjusted $R^2 = .605$; live streaming displayed the largest standardised path coefficient. The findings position interactive commercial encounters and pleasure-oriented shopping motives as complementary explanations of spontaneous purchasing among digitally engaged young consumers. Implications concern the design of credible, transparent, and responsible marketplace communication.

Keywords: electronic word of mouth, flash sales, hedonic shopping motivation, impulsive buying, live streaming.

Introduction

Indonesia's digital retail environment has become a prominent setting for understanding purchasing decisions formed during online browsing rather than before it. Internet penetration reportedly reached 80.66% in 2025, equivalent to approximately 229.43 million users, compared with 64.8% in 2018 (GoodStats, 2025c). Digital access has consequently altered how products are discovered, evaluated, and purchased. Contemporary marketing scholarship describes this development as a movement towards connected exchanges in which information, promotion, and social interaction intersect (Kotler et al., 2020; Kotler et al., 2022; Tjiptono & Diana, 2020). E-commerce platforms permit commercial transactions with fewer geographic and temporal constraints while integrating information, payment, and customer engagement functions (Asari et al., 2023; Pradana et al., 2023; Syarif et al., 2023).

Growth: Journal Management and Business
Volume 04 No 02 October 2026
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Figure 1. Most frequently accessed e-commerce platforms in Indonesia

Shopee accounts for 53.22% of reported platform access in the cited 2025 data (GoodStats, 2025b). This concentration provides a useful commercial context: consumer exposure to Shopee's live broadcasts, promotional events, and product reviews can occur within a single shopping session. The chart describes platform use, not the prevalence of impulsive buying, and should therefore be interpreted as contextual evidence rather than a measure of the study's dependent construct.

This environment is particularly relevant to Generation Z, defined in the thesis as individuals born between 1997 and 2012. Their everyday familiarity with digitally mediated communication can facilitate frequent encounters with persuasive commercial content (Harsen, 2024; Hariyoga & Suryanata, 2021). GoodStats (2025a) illustrates the frequency of online purchases among Generation Z and millennials. The source study describes online shopping as a familiar activity among younger users, with fashion, beauty, and lifestyle categories readily accessible through Shopee. Such access creates opportunities for purchases prompted by immediate interest, emotional engagement, or promotional urgency. Consumer behaviour theory nevertheless recognises that purchasing reflects an interplay of personal, social, psychological, and situational influences, not a direct response to exposure alone (Kotler & Armstrong, 2022; Nugraha et al., 2021; Schiffman & Wisenblit, 2021).

Impulsive buying denotes spontaneous purchasing accompanied by a diminished period of prior deliberation. It is not interchangeable with general purchase intention or ordinary repeat buying. Holik and Santika (2025) associate it with difficulties in regulating immediate shopping impulses, while Rachmawati (2022) highlights the relevance of promotional stimuli in online settings. Work on consumer experiences further links emotional states and enjoyment to unplanned purchasing (Devi & Nurcaya, 2020; Sopiyan & Kusumadewi, 2020). These perspectives imply that the same digital environment may trigger impulsive behaviour through distinct informational, economic, social, and experiential pathways.

Shopee's promotional architecture makes these pathways empirically observable. Live streaming provides real-time product presentation and interaction, flash sales introduce restricted purchasing opportunities, and E-WOM supplies visible assessments from other consumers. Hedonic shopping motivation represents a different mechanism: the pleasure, excitement, and diversion associated with the shopping activity itself. Prior studies have considered live video promotion and online reviews (Faradiba & Syarifuddin, 2021), live streaming and spontaneous purchasing (Fitryani et al., 2021; Wulandari et al., 2025), price promotions and flash sales (Adisti et al., 2024; Dude et al., 2022; Simanjuntak, 2022), and

pleasure-oriented shopping (Pratiwi & Puspaningrum, 2023; Ranasari & Fajrianthi, 2021). Yet much of this evidence examines a narrower set of predictors, alternative platforms, or different population groups.

The resulting empirical question concerns the relative strength of these four influences within one consumer segment and marketplace. Earlier Shopee research has connected flash sales, live streaming, and E-WOM with impulse buying (Savitri & Riva'i, 2024), while other studies considered hedonic shopping alongside price-based incentives (Octaviana et al., 2022; Ramadhan & Nugraha, 2024). Their findings help establish the importance of individual mechanisms but do not fully establish how external digital prompts compare with internal pleasure-seeking motivation when entered together in one model for Generation Z consumers in Greater Jakarta. The present study addresses that empirical limitation by estimating their direct relationships concurrently and comparing the reported path magnitudes and effect sizes.

Accordingly, the research asks how live streaming, flash sales, E-WOM, and hedonic shopping motivation relate to impulsive buying among Generation Z Shopee users, which relationships are statistically supported, how much variation the model explains, and which predictor carries the strongest estimated association. The objective is to provide an integrated assessment grounded in the Jabodetabek survey. Its theoretical contribution lies in comparing transaction-related stimuli, peer information, and enjoyment-oriented motivation without presuming that they operate through identical psychological processes. For marketplace practitioners, the evidence can inform interactive selling, promotion management, and more responsible consumer communications; for researchers, it provides an empirical basis for future longitudinal or mechanism-focused investigations.

Live Streaming and Impulsive Buying

Live-streaming commerce combines product information with immediate interpersonal interaction. Song and Liu (2021) describe the integration of real-time communication into electronic purchasing, and Luo et al. (2023) conceptualise this channel as a distinctive commercial format linking media engagement with transactional functionality. Product visibility, direct questions, host credibility, and limited-time live offers may reduce the interval between product discovery and purchase. Research on broadcaster attractiveness and emotions (Dang-Van et al., 2023) further indicates that such encounters have experiential as well as informational significance. Studies of Indonesian digital retail associate live video with shopping interest and consumer decisions (Hudha, 2021; Netrawati et al., 2022; Puspitaningrum & Kadi, 2023). However, purchase intention and impulsive buying remain conceptually distinct: an attractive broadcast can inform planned shopping as readily as it may prompt an unplanned transaction. Evidence on spontaneous purchases during live broadcasts (Fitryani et al., 2021; Savitri & Riva'i, 2024) supports a positive relationship worth testing in this specific population.

H1: Live streaming is positively associated with impulsive buying among Generation Z Shopee users

Flash Sales and Impulsive Buying

Flash sales are temporary promotional offers in which the purchase opportunity is constrained by time, product allocation, or both. Their appeal may be explained by perceived economic gain and urgency, which can shorten deliberation when an offer is considered attractive (Siregar, 2023). Studies of discount-driven online shopping report associations between flash-sale exposure and spontaneous purchases (Adisti et al., 2024; Luthfia, 2023;

Salwalani & Nugraha, 2025; Simanjuntak, 2022). Research involving Shopee users also addresses flash sales alongside other promotional arrangements such as free delivery and deferred payment (Dude et al., 2022; Ramadhan & Nugraha, 2024). These studies suggest that a temporary price advantage may encourage a rapid decision, although perceived usefulness and product relevance can condition how consumers respond. The current model assesses whether this promotional stimulus remains associated with impulsive buying after accounting for the other three predictors.

H2: Flash sales are positively associated with impulsive buying among Generation Z Shopee users

Electronic Word of Mouth and Impulsive Buying

Electronic word of mouth comprises consumer-generated evaluations, recommendations, and accounts of product experiences circulated through digital channels. Its persuasiveness can depend on review quantity, recency, specificity, credibility, and the presence of visual evidence (Khotimah & Sulistyowati, 2022). Digital reviews may alleviate uncertainty, but positive information can also create momentum towards immediate purchasing. Empirical work has linked E-WOM with online purchase interest and marketplace decisions (Ermawan & Yanny, 2025; Immanuel & Maharia, 2020; Putri, 2025). Faradiba and Syarifuddin (2021) studied live promotions and E-WOM in impulse-buying contexts, whereas Hasim and Lestari (2022) investigated E-WOM alongside shopping motives and discounts. Pratama and Nuvriasari (2024) examined E-WOM and hedonic motivation in Shopee purchases, showing the value of considering peer-generated information together with consumers' predispositions. Given the variable contexts and outcomes of this literature, a direct test focused on impulsive buying is warranted.

H3: E-WOM is positively associated with impulsive buying among Generation Z Shopee users

Hedonic Shopping Motivation and Impulsive Buying

Hedonic shopping motivation refers to the pursuit of enjoyment, curiosity, novelty, social experience, or relief from boredom while shopping. It differs from utilitarian motives that emphasise planned acquisition and product functionality. Prasetia (2020), Mamuaya (2021), Tuzzahra and Tirtayasa (2020), and Yonathan (2022) connect pleasure-seeking shopping orientations to impulse-related behaviour, while Sufyan et al. (2024) examine hedonic consumption among Generation Z. Related studies identify emotional experiences as an important route through which shopping environments and promotions can acquire behavioural significance (Pratiwi & Puspaningrum, 2023; Ranasari & Fajrianthi, 2021; Wahyuni & Setyawati, 2020). By including this internal consumer orientation alongside observable marketplace features, the study tests whether the enjoyment of browsing and purchasing retains a separate association with spontaneous transactions.

H4: Hedonic shopping motivation is positively associated with impulsive buying among Generation Z Shopee users

Integrated Research Model

The research model positions four exogenous constructs as direct predictors of impulsive buying. Live streaming and flash sales principally concern the commercial encounter, E-WOM represents peer-produced information, and hedonic shopping motivation captures consumers' enjoyment-oriented predisposition. Their inclusion is consistent with evidence that marketplace behaviour emerges from the combination of promotional conditions and consumer

characteristics (Kotler et al., 2022; Schiffman & Wisenblit, 2021). The design does not estimate mediated or moderated relationships; claims about psychological mechanisms therefore remain interpretive and require separate testing.

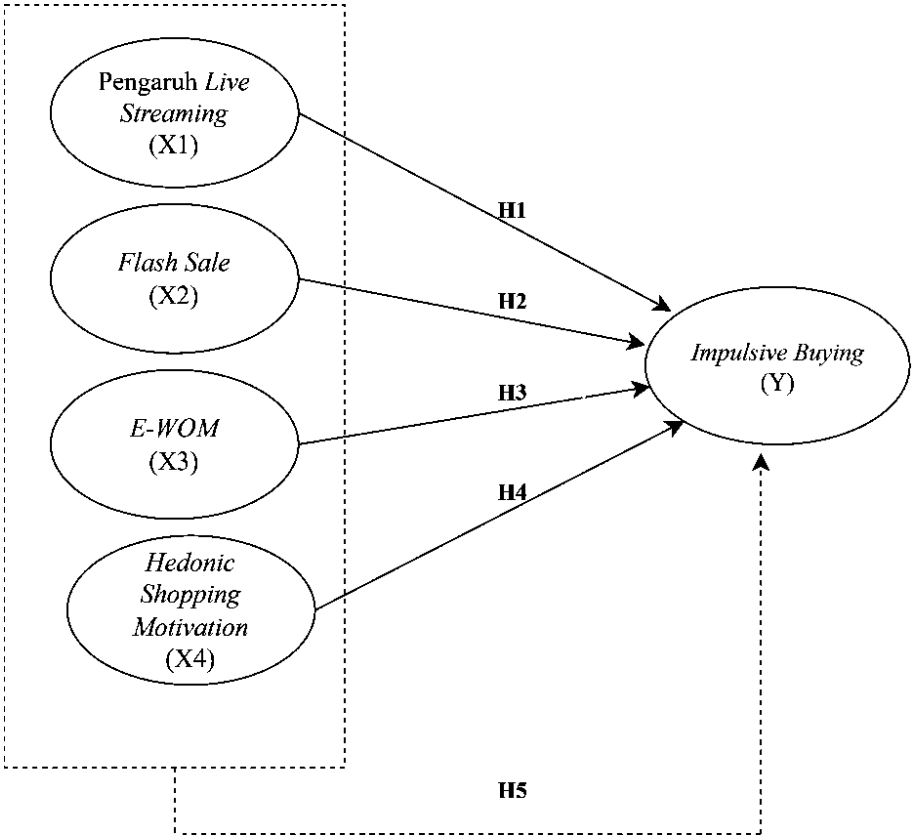


Figure 2. Research model

Figure 2 depicts the original conceptual model and its five labelled hypotheses. Arrows H1–H4 indicate the four proposed direct associations, while H5 denotes the combined influence described in the thesis. The statistical output provides individual bootstrap path tests and the explained variance of the endogenous construct; it does not present a separate omnibus significance test for H5. Consequently, the discussion interprets the model's joint explanatory capacity using R^2 without reporting an unobserved simultaneous test statistic.

Method

Design, Setting, and Respondents

The study employed a cross-sectional quantitative survey of Generation Z users of Shopee residing in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). Data collection occurred between March and July 2026. This population was selected because the research concerns digitally experienced consumers who encounter promotional and evaluative features within a marketplace application. Participants had to be active Shopee users, identify as having made an impulsive purchase, belong to the 1997-2012 birth cohort, and reside in the designated region. These screening criteria follow the source thesis and delimit the population to which the findings can most plausibly apply.

Growth: Journal Management and Business
Volume 04 No 02 October 2026
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A non-probability purposive sampling procedure yielded 150 usable questionnaires distributed through Google Forms on social media. The thesis calculated a minimum sample size of 96.04 using an assumed proportion of .50, a 95% confidence coefficient (1.96), and a .10 margin-of-error parameter. This computation was used as a recruitment benchmark, not as proof of probability-based representativeness. The realised sample exceeds that benchmark, but selection through online sharing and prior impulsive-purchase eligibility may favour respondents already engaged with shopping applications (Arikunto, 2020; Nilawati & Fati, 2023; Sahir, 2021; Sugiyono, 2022).

Measurement and Analytical Procedure

The questionnaire operationalised five latent variables: live streaming (four indicators), flash sales (five indicators), E-WOM (five indicators), hedonic shopping motivation (six indicators), and impulsive buying (four indicators). All items used a five-point Likert response scale, ranging from strong disagreement to strong agreement. Constructs were specified using the thesis's operational definitions and item sets; no additional indicators were created for this article. The instrument covers the attractiveness and clarity of live sales, promotional frequency and affordability, online-review credibility, pleasure in shopping, and the propensity to make unplanned purchases. The survey design and interpretation of item responses follow standard quantitative data-collection principles (Kriyantono, 2022; Sugiyono, 2022).

Analysis used SmartPLS 4 to estimate a partial least squares structural equation model. The measurement assessment comprised outer loadings, average variance extracted (AVE), cross-loadings, Cronbach's alpha, and composite reliability. Structural evaluation employed R^2, adjusted R^2, Q^2, f^2, SRMR, NFI, and bootstrap path coefficients with t statistics and p values. Indicators were assessed against a reported loading threshold of .70; convergent validity against AVE above .50; and internal consistency against alpha and composite reliability above .70. Bootstrap tests followed a two-tailed significance criterion of $|t| > 1.96$ and $p < .05$. These choices broadly reflect guidance on the use of PLS-SEM (Ghozali & Kusumadewi, 2023; Hair et al., 2021); the descriptive summaries adhere to the original results, not to a reconstructed dataset (Chattamvelli & Shanmugam, 2023).

Results

Respondent Profile

Table 1. Gender distribution of participants

Gender	Frequency	Percentage
Laki-laki	47	31,3%
Perempuan	103	68,7%

Table 1 reports the sample's gender composition. Women accounted for 103 respondents (68.7%), while men accounted for 47 (31.3%). The imbalance suggests that the survey reflects the experiences of more female than male participants. It does not establish a gender effect, since the structural model did not include gender as a predictor or moderator.

Table 2. Age distribution of participants

Age group	Frequency	Percentage
14-18 tahun	13	8,7%
19-23 tahun	91	60,7%

Age group	Frequency	Percentage
24-29 tahun	46	30,7%

Table 2 indicates that 91 respondents (60.7%) were aged 19–23, compared with 46 (30.7%) aged 24–29 and 13 (8.7%) aged 14–18. These values describe the respondent distribution in the thesis and account for the concentration of young adults. The age-group labels have been retained from the source despite their rounded treatment of a birth-year-defined cohort.

Table 3. Monthly online shopping frequency on Shopee

Purchases per month	Frequency	Percentage
1-3 kali	65	43,3%
4-6 kali	48	32%
Lebih dari 6 kali	37	24,7%

Table 3 shows that 65 participants (43.3%) reported one to three online purchases per month, 48 (32.0%) reported four to six, and 37 (24.7%) reported more than six. Such activity implies repeated opportunities to encounter commercial content, although purchase frequency should not be interpreted as the frequency of impulsive purchases. The profile provides context for the later path estimates, which concern questionnaire-based construct scores.

Measurement Model: Convergent and Discriminant Validity

Table 4. Indicator outer loadings

Construct	Indicator	Outer loading
Live Streaming (X1)	LS1	0,861
	LS2	0,899
	LS3	0,837
	LS4	0,749
Flash Sale (X2)	FS1	0,931
	FS2	0,886
	FS3	0,715
	FS4	0,805
	FS5	0,942
E-WOM(X3)	E1	0,736
	E2	0,718
	E3	0,890
	E4	0,852
	E5	0,778
Hedonic Shopping Motivation (X4)	HSM1	0,959
Hedonic Shopping Motivation (X4)	HSM2	0,911
	HSM3	0,898
	HSM4	0,950
	HSM5	0,925
	HSM6	0,957
Impulsive Buying (Y)	IB1	0,842

Construct	Indicator	Outer loading
	IB2	0,937
	IB3	0,783
	IB4	0,883

Table 4 presents the original 24 item-level loadings. Live-streaming items range from .749 to .899, flash-sale items from .715 to .942, E-WOM items from .718 to .890, hedonic-motivation items from .898 to .959, and impulsive-buying items from .783 to .937. Every reported value exceeds .70. These results support indicator reliability for the specified reflective constructs. The loadings are reproduced without recalculation or exclusion of weaker items.

Table 5. Average variance extracted (AVE)

Construct	AVE	Assessment
Live Streaming (X1)	0,703	Valid
Flash Sale (X2)	0,740	Valid
E-WOM (X3)	0,636	Valid
Hedonic Shopping Motivation (X4)	0,871	Valid
Impulsive Buying (Y)	0,745	Valid

Table 5 provides the AVE estimates, ranging from .636 for E-WOM to .871 for hedonic shopping motivation. Since every value exceeds .50, the measures explain a majority of their indicators' variance. This complements the loading results and supports convergent validity. An AVE estimate describes the adequacy of an item set; it is not a direct measure of a construct's effect on impulsive buying.

Table 6. Indicator cross-loadings

Item	Live streaming	Flash sale	E-WOM	Hedonic motivation	Impulsive buying
LS1	0,861	0,161	0,423	0,303	0,346
LS2	0,899	0,156	0,426	0,481	0,230
LS3	0,837	0,353	0,257	0,211	0,353
LS4	0,749	0,184	0,350	0,595	0,138
FS1	0,300	0,931	0,111	0,146	0,494
FS2	0,079	0,886	0,009	0,140	0,340
FS3	0,265	0,715	0,258	0,381	0,375
FS4	0,223	0,805	0,136	0,346	0,450
FS5	0,245	0,942	0,028	0,196	0,402
E1	0,450	0,012	0,736	0,213	0,164
E2	0,278	0,271	0,718	0,275	0,387
E3	0,388	0,117	0,890	0,450	0,429
E4	0,332	0,054	0,852	0,426	0,318
E5	0,302	-0,048	0,778	0,198	0,269
HSM1	0,360	0,270	0,480	0,959	0,407
HSM2	0,440	0,217	0,314	0,911	0,181

Item	Live streaming	Flash sale	E-WOM	Hedonic motivation	Impulsive buying
HSM3	0,356	0,383	0,360	0,898	0,409
HSM4	0,348	0,184	0,368	0,950	0,357
HSM5	0,457	0,235	0,252	0,925	0,276
HSM6	0,402	0,238	0,477	0,957	0,362
Y1	0,342	0,506	0,296	0,371	0,842
Y2	0,301	0,448	0,440	0,299	0,937
Y3	0,314	0,185	0,412	0,335	0,783
Y4	0,261	0,488	0,332	0,302	0,883

Table 6 reproduces the cross-loading matrix. For each item, the loading on its intended construct is higher than its loading on the other four constructs. For example, LS1 has a loading of .861 on live streaming compared with .161–.423 on the other dimensions, and HSM1 has a loading of .959 on hedonic motivation. This is consistent with the discriminant-validity assessment used in the thesis. No HTMT values were included in the thesis's central results, so this article does not claim that an additional HTMT criterion was assessed.

Table 7. Internal consistency of the study constructs

Construct	Cronbach's α	rho_a	rho_c	Assessment
Live Streaming (X1)	0,866	0,914	0,904	Valid
Flash Sale (X2)	0,909	0,921	0,934	Valid
E-WOM(X3)	0,859	0,890	0,897	Valid
Hedonic Shopping Motivation (X4)	0,971	0,992	0,976	Valid
Impulsive Buying (Y)	0,885	0,900	0,921	Valid

Table 7 reports alpha coefficients between .859 and .971, rho_a between .890 and .992, and rho_c between .897 and .976. Every value surpasses the .70 criterion specified in the thesis. High consistency among hedonic-motivation indicators warrants attention when the instrument is adapted, but the published output alone is insufficient to diagnose item redundancy. These results establish the internal consistency of the reported measurements within the surveyed sample.

Structural Model and Hypothesis Testing

Table 8. Coefficient of determination for impulsive buying

Endogenous construct	R^2	Adjusted R^2
Impulsive Buying (Y)	0.618	0.605

Table 8 shows R^2 = .618 and adjusted R^2 = .605 for impulsive buying. The explanatory model therefore accounts for 61.8% of the observed variance in the construct, while the adjusted figure is 60.5% after accounting for the model specification. The remaining proportion is not explained by the included predictors. These estimates convey explanatory performance

within this non-random sample; they should not be read as evidence of causal identification or general-population prediction.

Table 9. Predictive relevance

Endogenous construct	Q^2	Source assessment
Impulsive Buying	0.588	Moderat

Table 9 provides Q^2 = .588, labelled "moderate" in the original output table. This positive value supports predictive relevance under the assessment procedure reported in the thesis. The label is retained as part of the source evidence; its interpretation should be viewed alongside the estimation method and model context rather than as a universal performance classification.

Table 10. Individual effect sizes for impulsive buying

Predictor	f^2	Source assessment
Live Streaming (X1)	0.283	Moderat
Flash Sale (X2)	0.058	Moderat
E-WOM(X3)	0.213	Moderat
Hedonic Shopping Motivation (X4)	0.138	Moderat

Table 10 identifies live streaming as the strongest relative contributor (f^2 = .283), followed by E-WOM (.213), hedonic shopping motivation (.138), and flash sales (.058). The source table labels these effects "moderate"; on frequently used reference thresholds, the latter two values are more consistent with small effects. The numerical values have been preserved and provide a useful qualification to the path coefficients: statistical significance is not synonymous with equal substantive contribution.

Table 11. Reported model fit indices

Estimated model	SRMR	NFI
	.066	.797

Table 11 reports SRMR = .066 and NFI = .797. The SRMR is below the .08 threshold applied in the source, indicating an acceptable residual-based approximation under that guideline. NFI should be interpreted cautiously because its value does not establish unequivocal model fit by itself. These indices supplement, but do not replace, evidence from measurement quality and the structural paths.

Growth: Journal Management and Business
Volume 04 No 02 October 2026
E ISSN : 3031-7959

https://lenteranusa.id/

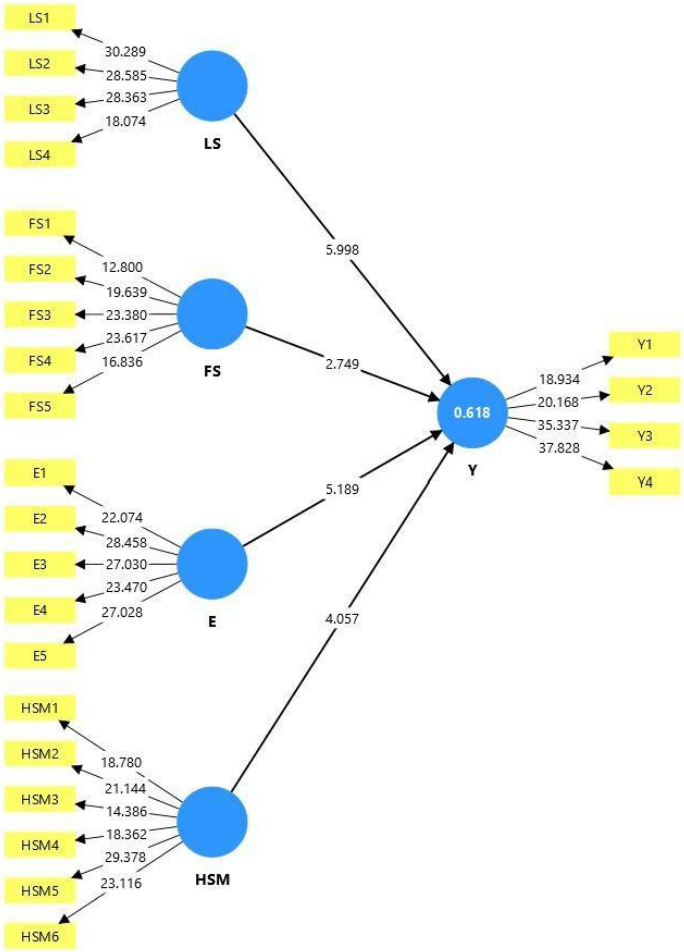


Figure 3. SmartPLS bootstrapping output

Figure 3 reproduces the thesis's bootstrap diagram. It illustrates the estimated directional paths linking all four predictors to impulsive buying, with each relationship then quantified in the source path-coefficient table. The graphic serves as an overview of the tested model; the significance decisions below rely on the tabulated bootstrap estimates rather than on visual inspection of the arrows.

Table 12. Bootstrapped structural path coefficients

Path	β	Mean	SD	t	p
Live Streaming (X1) → Impulsive Buying (Y)	0,360	0,360	0,060	5,998	0,000
Flash Sale → Impulsive Buying (Y)	0,165	0,173	0,060	2,749	0,006
E-WOM→ Impulsive Buying (Y)	0,349	0,342	0,067	5,189	0,000
Hedonic Shopping Motivation → Impulsive Buying (Y)	0,246	0,248	0,061	4,057	0,000

Table 12 displays four positive and statistically significant paths. Live streaming has the largest coefficient (β = .360, t = 5.998, p < .001), narrowly exceeding E-WOM (β = .349, t = 5.189, p < .001). Hedonic shopping motivation also has a significant positive association (β = .246, t = 4.057, p < .001), as does flash sales (β = .165, t = 2.749, p = .006). Reported p values of .000 in the source are presented here in narrative form as p < .001 in line with common statistical reporting conventions; no coefficient has been changed. All four directional hypotheses, H1–H4, are supported. The original thesis also proposes an integrated H5, but no separate joint-significance test is available in the supplied results; model R^2 describes joint explanatory capacity without independently confirming a statistical omnibus hypothesis.

Discussion

Interactive Shopping and Time-Limited Promotions

The estimated effect of live streaming is the most pronounced among the four predictors. Its coefficient and f^2 point in the same direction, suggesting that interactive broadcasts make a relatively substantial contribution to spontaneous purchasing in the surveyed Shopee population. Product demonstrations, real-time host responses, promotional offers, and the perceived credibility of a presenter can make a purchase feel less uncertain or more immediately attractive. This interpretation is compatible with accounts of live shopping as an interactive commercial experience (Luo et al., 2023; Song & Liu, 2021) and with empirical work on broadcaster engagement (Dang-Van et al., 2023). It also accords with Indonesian studies connecting live video promotion and unplanned purchasing (Faradiba & Syarifuddin, 2021; Fitryani et al., 2021; Savitri & Riva'i, 2024).

The positive flash-sale coefficient is smaller but remains statistically supported. Time-limited reductions may intensify the perceived cost of postponing a transaction, encouraging a rapid decision even when the product was not part of a prior shopping plan. This finding aligns with evidence that short-lived discount programmes can be associated with impulse buying (Luthfia, 2023; Rachmawati, 2022; Salwalani & Nugraha, 2025). Yet the f^2 value of .058 suggests that flash sales offer less explanatory value in this model than live interaction and peer reviews. In an environment where promotions are routine, a discount may attract attention without being sufficient to dominate a purchase decision. The data do not test scarcity perception or emotional urgency as mediators, so those explanations should remain provisional.

Peer-Generated Reviews as a Purchasing Cue

E-WOM emerges as a strong correlate of impulsive buying, with a coefficient only slightly below that of live streaming. A large volume of favourable reviews, credible customer comments, recent photographs, or product-specific recommendations may support confidence at the moment a shopper is considering an item. This interpretation is consistent with research on consumer-generated digital evaluations (Khotimah & Sulistyowati, 2022) and Shopee-related work linking online review information to purchase activity (Ermawan & Yanny, 2025; Pratama & Nuvriasari, 2024). Other studies have associated E-WOM with decisions and interest in alternative product or service settings (Immanuel & Maharia, 2020; Putri, 2025), underscoring its broader informational role. The current results add evidence specific to impulsive purchasing, though they cannot determine if positive reviews created trust or merely accompanied an already developing desire to buy.

Live broadcasts and peer reviews offer distinct purchasing cues: immediate seller interaction versus prior customers' experiences. Their coefficients are similar, but the model

estimates independent direct relationships rather than an interaction. Claims that the channels reinforce one another would require an additional, explicitly tested interaction term.

Pleasure-Oriented Motives and Impulsive Purchasing

Hedonic shopping motivation demonstrates that impulse-related purchasing is not explained solely by platform functions. Consumers who browse for entertainment, stimulation, relief from boredom, or the pleasure of discovering products report a stronger tendency towards unplanned purchases. The positive coefficient is consistent with the motivational accounts offered by Prasetia (2020), Mamuaya (2021), and Sufyan et al. (2024), and with evidence connecting positive emotional experiences to impulse buying (Pratiwi & Puspaningrum, 2023; Sopiyan & Kusumadewi, 2020; Wahyuni & Setyawati, 2020). Thus, a commercially attractive offer may have different behavioural implications depending on whether the consumer approaches the platform with a clear purchasing goal or a desire for enjoyable browsing.

Despite its significant coefficient, hedonic motivation has a smaller effect size than either live streaming or E-WOM in the estimated model. It remains important because it concerns an internal shopping orientation that marketers cannot fully infer from exposure to a promotional feature. Previous studies of hedonic motives in online retail and product-specific contexts (Hasim & Lestari, 2022; Octaviana et al., 2022; Yonathan, 2022) reinforce the importance of distinguishing purchasing for enjoyment from purchasing because of need. The observed association does not justify treating Generation Z consumers as uniformly impulsive or portraying pleasurable shopping as inherently harmful. It identifies a tendency within the purposively selected respondents who had already experienced impulsive purchases.

Theoretical, Managerial, and Methodological Implications

Estimating the four predictors together enables a comparison of digital stimuli and shopping motivation among Jabodetabek Shopee users. Live streaming and E-WOM show stronger associations than hedonic motivation and flash sales. This extends studies focused on fewer predictors or other shopping contexts (Dude et al., 2022; Pratama & Nuvriasari, 2024; Ramadhan & Nugraha, 2024; Wulandari et al., 2025). The ranking pertains to this fitted sample, not every Shopee user.

For retailers, informative product demonstrations and responsive hosts warrant attention because effective live communication can shape the shopping encounter. Reviews should be transparent, current, and authentic, not selectively manipulated to simulate consensus. Flash-sale communication should make duration, prices, and conditions intelligible, allowing consumers to evaluate a purchase without misleading pressure. Awareness of hedonic motives also invites a responsible design perspective, including clear product information and opportunities for deliberation. Such practices reconcile commercial effectiveness with consumer autonomy and avoid interpreting a statistical association as a mandate to maximise unreflective buying.

Interpretation is limited by the cross-sectional design, purposive online recruitment, prior-impulse-purchase eligibility, and reliance on self-reported measures. The thesis reports cross-loadings but no HTMT table or separate omnibus significance test. Future studies should use broader samples, behavioural transaction records, longitudinal designs, and explicitly tested mechanisms involving urgency, trust, or emotional responses (Hair et al., 2021; Ghozali & Kusumadewi, 2023).

Conclusion

The study finds positive associations between live streaming, flash sales, E-WOM, hedonic shopping motivation, and impulsive buying among 150 purposively sampled Generation Z Shopee users in Jabodetabek. Live streaming carries the highest estimated standardised coefficient (β = .360), closely followed by E-WOM (β = .349); hedonic shopping motivation (β = .246) and flash sales (β = .165) also meet the reported significance threshold. The structural model explains 61.8% of the variance in the impulsive-buying construct (adjusted R^2 = 60.5%). The results highlight the explanatory relevance of interactive seller engagement, peer information, and consumer enjoyment within one marketplace setting. Practical applications should prioritise credible communication and transparent promotion. Future research should test the mechanisms connecting these factors with purchase behaviour and examine their stability across regions, product categories, and consumer profiles.

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