

## E-COMMERCE INFLUENCE ON GEN Z'S ONLINE IMPULSIVE BUYING IN HO CHI MINH, VIETNAM: A LITERATURE REVIEW

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### Abstract

E-commerce profoundly influences Generation Z's consumer behavior, with a significant majority engaging in transactions through electronic platforms. This shift has led to a surge in impulsive buying, primarily influenced by socially connected online platforms. A research article investigating online impulsive buying behavior among Gen Z in Ho Chi Minh, Vietnam identified key factors: Product presentation, Promotion, Positive social feedback, and Perceived enjoyment. The study employed a comprehensive mixed-method approach, incorporating both qualitative and quantitative methods. The findings were based on the meticulous analysis of 333 valid questionnaires distributed among the youth population in Ho Chi Minh City, Vietnam. This study is about the literature review part.

**Keywords:** E-commerce, Generation Z, Online Impulse Buying Behavior (OIB).

### 1. INTRODUCTION

Since the onset of the Covid-19 pandemic, the e-commerce industry has experienced a remarkable surge in growth (Tra, 2021). This growth trend continues to escalate, significantly influencing the purchasing intentions and behaviors of consumers who increasingly opt for online shopping, facilitated by the seamless connectivity offered by the global technological landscape (Nguyen & Nguyen, 2022). Notably, the rise of e-commerce is intricately linked with Generation Z, a cohort known for its penchant for thorough research prior to making purchasing decisions, shaped by their formative years during the Great Recession. Moreover, characterized by their tech proficiency and heavy reliance on the internet, this demographic cohort (Mohd Johan, Md Syed & Mohd Adnan, 2022) plays a pivotal role in shaping the e-commerce landscape. Hence, an in-depth analysis of the buying habits of young consumers emerges as a critical strategic imperative for e-commerce enterprises.

Furthermore, the transformation within the e-commerce sector is unveiling a novel trend in customer-business interaction (Cambra-Fierro et al., 2021). This shift extends beyond conventional website platforms or electronic marketplaces to the emergence of live-stream sales and visual video platforms, enabling direct sales to customers. This evolution underscores the increasing emphasis on interactivity, highlighting its pivotal role in shaping customers' perceived value on e-commerce platforms, particularly about luxury items (Yu & Zheng ,2022)

Nevertheless, regardless of the nature of its evolution, the transformation in e-commerce is fundamentally oriented towards meeting the demands of customers, particularly those belonging to Generation Z. Several critical factors, such as price, security, quality, and delivery service on e-commerce platforms, have been singled out as pivotal in this context

(Wei, Yi, Johan, Zaki & Zhucheng, 2023). Above all, the primary focus for young customers is the fulfillment of their expectation before their needs (Gajewska, Zimon, Kaczor & Madzik, 2019). When a business's offerings align with the desires of customers, it engenders a sense of satisfaction and elation among them.

The impact of e-commerce benefits on online impulsive buying behavior (OIB) has been extensively studied in the literature. Akram et al. (2017) illustrated the strong influence of hedonic motivation on consumer behavior, particularly in the context of online impulsive purchasing decisions. Their findings shed light on the significant role of hedonic motivation in driving impulsive buying behavior in online settings, contributing to a deeper understanding of consumer behavior in e-commerce.

Additionally, Gulfraz, Sufyan, Mustak, Salminen & Srivastava's (2022) study made a valuable contribution to the existing literature by exploring the relationship between online impulsive buying and online customer experiences. Their research provides insights into the nuanced dynamics of impulsive buying in the digital landscape, enriching the understanding of consumer behavior and online shopping experiences.

Furthermore, it is noteworthy to highlight the significance of Generation Z in the context of online impulsive buying behavior. In the contemporary digital era, Generation Z demonstrates a compelling affinity towards online shopping, prompting businesses to focus on engaging and catering to this demographic. As a result, the prevalence of OIB behavior is notably pronounced among individuals belonging to Generation Z. Priporas et al. (2017) emphasized the heightened frequency of impulsive shopping behavior among Generation Z, underlining their inclination towards innovation, personality, trends, and impulsive consumption patterns.

In conclusion, the relationship between e-commerce benefits and OIB behavior is a multifaceted and dynamic area of study, as evidenced by the diverse findings and insights provided by the aforementioned studies. Businesses must recognize the influence of hedonic motivation and the impact of Generation Z on online impulsive buying behavior, to effectively engage with and serve the evolving preferences of contemporary consumers.

In general, this article represents a significant supplement in part of the literature review, drawing its primary theoretical framework from the work of Nguyen & Nguyen (2022) who allowed the authors to continue writing this article. The central focus of this research revolves around delving into the "**E-commerce influence on Gen Z's online impulsive buying in Ho Chi Minh, Vietnam: A literature review.**" The objective is to conduct an in-depth exploration based on data collected from Generation Z consumers who actively engage in online buying in Vietnam. The survey specifically targets individuals in Ho Chi Minh City, recognized for its status as the most populous and culturally diverse city in Vietnam. By examining the online shopping patterns of Generation Z in this vibrant urban center, the research endeavors to unearth valuable insights into the interplay of e-commerce and impulsive buying behavior within this demographic.

## 2. LITERATURE REVIEW

### 2.1 Online buying in Generation Z's era

The exploration of consumer purchasing behavior represents a multifaceted domain, portraying a dynamic reality that resists easy categorization. This complexity has been underscored by the seminal work of Blackwell et al. (2006), emphasizing the intricate nature of understanding consumer behavior. Delving into the intricacies of consumer behavior is not a straightforward endeavor, yet it holds immense significance as it unravels the underlying motives dictating why, when, and how consumers make purchasing decisions, as elucidated by Kumar et al. (2014).

Amidst the contemporary digital landscape, the investigation into customer purchasing patterns has surged in popularity, with a heightened emphasis on crafting digital strategies to engage with consumers effectively. Marketers are increasingly leveraging digital platforms, notably e-commerce channels, to establish connections and foster interactions with their target audience, as highlighted by the research of Krishen et al. (2021). Consequently, the majority of consumer transactions transpire on e-commerce platforms in today's globalized marketplace, symbolizing a pervasive shift towards online purchasing behaviors that resonate on a worldwide scale, as evidenced by the findings of Shao et al.(2022).

In the contemporary Generation Z era, the younger demographic is inclined towards online consumption driven by individual preferences and distinctive product attributes. Their buying habits online are frequently characterized by a preference for product uniqueness rather than brand association, with a keen eye on discovering novel and exclusive items across social media platforms. Presently, an increasing number of young consumers are actively seeking shopping experiences that offer convenience, speed, diversity, along with a substantial element of entertainment and excitement (Westmark & Hondar, 2020) within the realm of Online Shopping platforms. This shift underscores the evolving landscape of consumer behavior and the growing importance of personalized, engaging shopping encounters in the digital age.

### 2.2 Online Impulse Buying (OIB) Theories

Online impulsive shopping represents a rapid and hedonistically complex purchasing behavior marked by spur-of-the-moment decisions, often at the expense of deliberate evaluation of alternatives and future consequences (Sharma et al., 2010). This phenomenon is notably prevalent in the e-commerce domain, particularly among Generation Z, whose exposure to vast information on e-commerce platforms facilitates swift, emotionally driven, and time-pressured purchasing decisions. Consequently, impulsive buying behavior is frequently characterized by a lack of careful consideration (Sudirjo et al., 2023).

The allure of swift and convenient purchases at the mere click of a button has profoundly transformed consumer habits, fostering impulsive buying decisions driven by emotions and spontaneity. As Generation Z seamlessly navigates the digital marketplace, the

factors influencing their impulse purchases and the ensuing consequences have become significant areas of research interest. Recent studies have delved into various factors shaping consumers' online impulsive buying behavior, such as Bloomfield's (2014) exploration of the interplay between product attributes, web design, and impulsive buying, as well as Zhang et al.'s (2018) identification of the influence of online reviews on impulsive shopping. Furthermore, recent research by Zhang & Shi (2022) has underscored the direct impact of social presence on the impulsive buying behavior of young consumers.

In essence, comprehending the dynamics of Generation Z's online impulsive shopping behavior not only elucidates their consumption patterns but also provides valuable insights for e-commerce businesses seeking to enhance the Online Customer Shopping Experience (OCSE) and optimize strategies to effectively engage with and influence the impulsive buying behaviors of their digital-native clientele (Barari et al., 2020).

### **2.3 Stimuli-Organism-Response (SOR) Model**

In 1974, Mehrabian and Russell introduced the S-O-R model (Stimuli-Organism-Response) to examine consumers' purchasing behavior within retail settings. This theoretical framework consists of three fundamental components: Stimuli (S), which function as instigators for consumer actions; Organism (O), which denotes internal processes or circumstances that mediate the connection between the stimulus and the individual's eventual reaction; and Response (R), the conclusive result that determines consumer behavior or avoidance. The SOR model aims to amalgamate individual reactions to clarify individuals' perceptions and sentiments towards external stimuli, subsequently influencing consumer behaviors. Additionally, contemporary studies are delving into consumers' stimuli, emotional reactions, and impulsive purchases by leveraging the framework of the SOR model (Ahmad et al., 2019). Expanding upon the SOR model, Mehtab, Ahmed & Sultan (2020) highlighted variables like product display, promotional campaigns, and store ambiance that influence impulsive buying tendencies.. Remarkably, Nguyen & Nguyen (2022) applied the SOR model in their research entitled "Influences of Factors on Online Impulse Buying Behavior of Generation Z: Case at Shopee Ltd., Vietnam," as a credible foundation for their investigation.

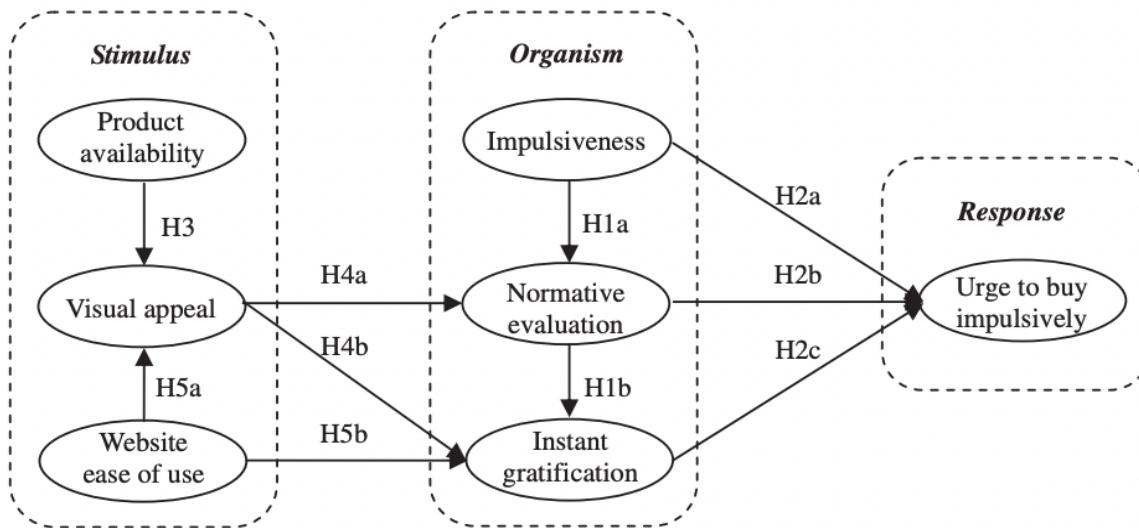
## **3. THEORETICAL FRAMEWORK**

### **3.1 Research model of Liu et al., (2013)**

In a research conducted at Zhejiang Normal University in 09, 2011, Liu et al. (2013) investigated impulsive shopping behavior, focusing primarily on students in the surveyed demographic. The primary objective of the study was to examine the influence of different website cues, such as product availability, user-friendliness, and visual appeal, on immediate satisfaction, normative evaluations, and impulsiveness.

By applying the Stimulus-Organism-Response framework, the research revealed that immediate satisfaction and impulsivity are the main determinants of impulsive shopping. It also highlighted the significance of user-friendly interfaces, appealing visuals, and

product availability in shaping impulsive tendencies. Nevertheless, the study faced limitations due to a convenience sample and the examination of only three visual cues present on websites that induce spontaneous purchases. Consequently, the authors suggest incorporating a more extensive range of attributes in future studies to enhance comprehension of impulse buying behaviors in online contexts, thus significantly contributing to the progression of knowledge in this field.



**Figure 1: Research model of Liu et al., (2013) (Source Liu et al., (2013)**

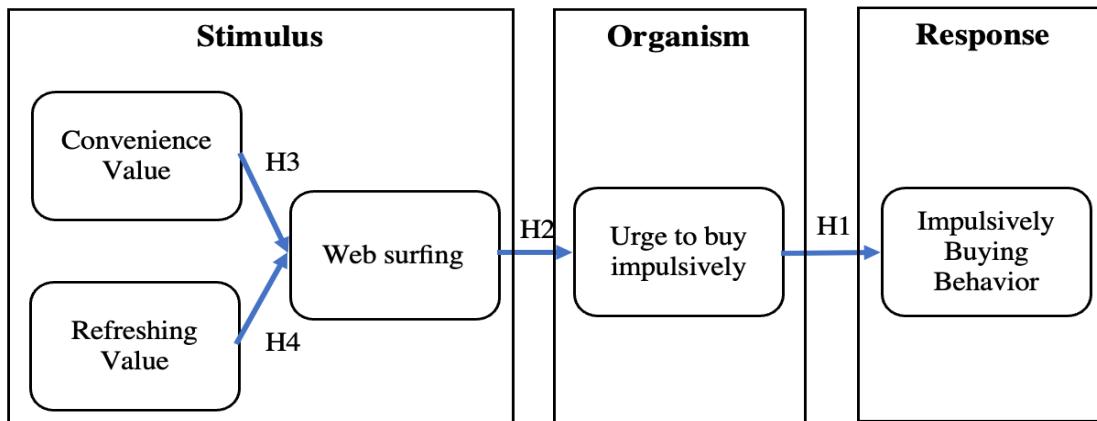
### 3.2 Research model of Nguyen-Viet & Diep (2022)

The investigation carried out by Nguyen-Viet & Diep (2022) led to the formulation of a conceptual research framework consisting of five key elements: Convenience value, Refreshing value, Web surfing, Urge to purchase impulsively, and Impulsive buying behavior. The study established four hypotheses, utilizing a convenient sampling technique and administering an online questionnaire to individuals who had engaged in spontaneous online transactions in the region of Ho Chi Minh City, resulting in a total of 404 valid responses.

The outcomes of the investigation demonstrate that the theoretical framework corresponds with empirical data in Ho Chi Minh City, Vietnam. The researchers effectively achieved their research aims and recognized the determinants that impact consumers' online impulsive buying behavior in the city, such as the impulse to buy spontaneously, web browsing, and pricing, among others. More specifically, the analysis uncovered that the impulse to buy impulsively (UIB) positively influences Online impulsive buying behavior (OIB).

Additionally, the research put forward recommendations to support internet vendors in developing suitable strategies and guidelines to improve online impulse purchasing behavior among customers in Ho Chi Minh City, Vietnam.

In summary, the investigation conducted by Nguyen-Viet & Diep (2022) presents valuable perspectives on the variables impacting impulsive online shopping habits among individuals in Ho Chi Minh City, Vietnam, and gives practical advice for digital retailers to optimize this facet of consumer behavior.

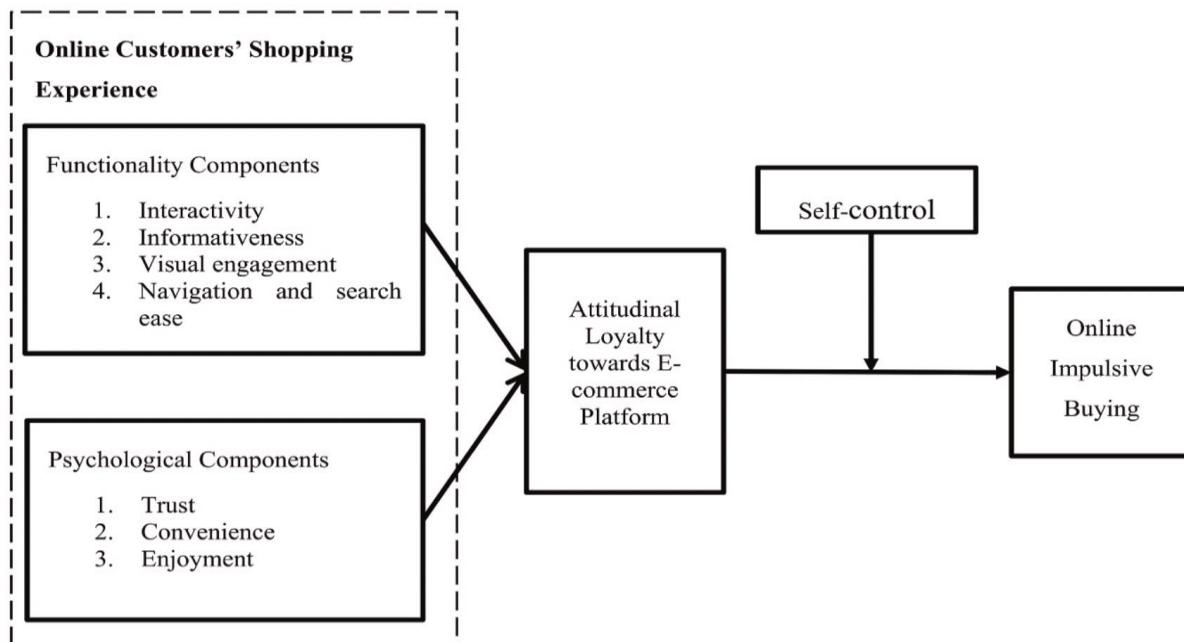


**Figure 2: Research model of Nguyen-Viet & Diep (2022) (Source: Nguyen-Viet & Diep, 2022)**

### 3.3 Research model of Gulfraz et al. (2022)

Gulfraz et al. (2022) undertook an exhaustive investigation to delve deep into the significant implications of the online customer shopping experience (OCSE) on impulsive purchasing behavior. This comprehensive research endeavor involved a meticulous analysis that included the dissemination of an online survey to 1489 participants across renowned Chinese e-commerce platforms such as Jindong and Taobao. The outcomes of this study vividly showcased a strong and undeniable correlation between diverse components of OCSE and impulsive tendencies in online shopping behaviors.

The particular interest is the detailed exploration of how customer loyalty acts as a mediator in shaping perceptions, coupled with the counteractive effect of customer self-restraint moderating impulsive behaviors. These insightful findings not only augment the current understanding of impulsive online transactions but also shed light on the intricate dynamics of customer interactions within the digital retail landscape. By offering such nuanced insights, this research significantly enriches the scholarly discourse surrounding impulsive online behaviors and customer engagements in the realm of digital commerce, contributing valuable knowledge to the academic literature in this domain..

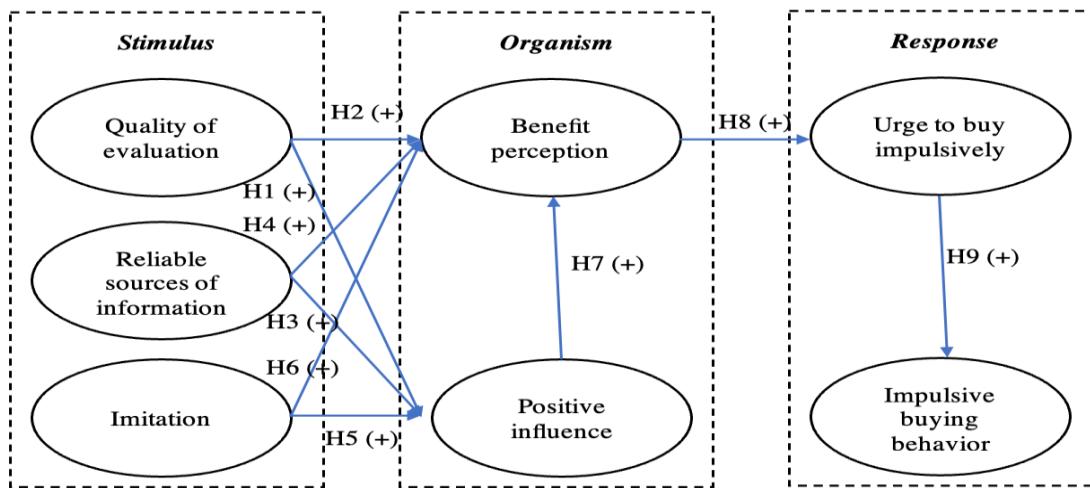


**Figure 3: Research model of Gulfraz et al. (2022) (Source: Gulfraz et al., 2022)**

### 3.4 Research model of Le & Tran (2023)

In this study, the investigation meticulously applies the SOR (Stimulus-Organism-Response) framework to delve into the impact of social interactions on impulsive online purchasing behavior within the context of Vietnam. The thorough examination involving 282 participants led to the discovery of compelling insights. Firstly, it was revealed that the quality of evaluation and imitation plays a pivotal role as essential prerequisites for shaping the perceived benefit of online reviews. Secondly, the study uncovered that reliable sources of information and perceived advantages exert a direct and indirect influence on generating positive impact, subsequently affecting the urge to buy impulsively and impulsive buying behavior.

The study's findings emphasize the critical importance of evaluation quality and imitation as fundamental factors that contribute significantly to the perceived benefits derived from online reviews, with the presence of reliable information sources enhancing the overall positive influence. Moreover, positive emotions were identified as a direct influencer of impulsive buying tendencies, showcasing a strong correlation with impulsive buying behavior. Notably, the study did not establish significant relationships between trustworthy sources and perceived value, or between evaluation quality and imitation regarding their impacts on positive influence. These comprehensive findings provide valuable insights into the intricate dynamics of social interactions and their influence on impulsive online buying behavior, enriching the body of knowledge in this area.



**Figure 4: Research model of Le & Tran (2022)** (Source: Le & Tran, 2023)

## 4. HYPOTHESES AND RESEARCH MODEL

### 4.1 Product presentation (PP)

The availability of a product is conveyed through various definitions, encompassing product descriptions, product images, product catalog diversity, and personalized product recommendations within the online store, all catering to the diverse shopping preferences of potential consumers. Certainly, that is the inability of consumers to locate the products they desire can lead to feelings of disappointment, subsequently diminishing the feelings of impulsive purchases. The findings from the research conducted by Theodoridis & Chatzipanagiotou (2009) emphasize that consumers' perception of product variety and availability significantly influences their perception of store image and satisfaction.

Consequently, e-commerce platforms can motivate impulse purchases by diverting shoppers' attention from their purchasing behavior and instilling excitement about the products. A wealth of product information becomes a critical determinant of joy, satisfaction, and purchasing ease, thereby fueling consumers' impulsive buying urges. Notably, the significance of informativeness has been underscored by authors such as Liu et al. (2013), Nguyen-Viet & Diep (2022), and Gulfraz et al. (2022). Given these premises, the author has postulated the first hypothesis:

**Hypothesis 1: Product presentation positively impacts (+) the urge to buy impulsively.**

### 4.2 Promotion (PR)

Promotions are a collection of diverse incentives crafted to encourage consumers to make purchases of products or services in impulsive term (Kotler & Keller ,2016). The primary aim of promotions is to directly influence consumer purchases. For instance, discounted items often heighten consumer awareness of savings and the value obtained from the reference price. Bahrah & Fachria (2021) proved this by highlighting that

promotions represent the most prevalent form of sales promotion, both online and offline. Moreover, promotions can furnish tangible rewards, offsetting the sense of guilt experienced by impulse shoppers following uncontrolled or excessive purchases.

E-commerce platforms commonly employ various forms of promotional pricing, including pricing below the regular rate (discounting), special event pricing, and limited-time offers. In Jamal & Lodhi's (2015) study, the authors admitted that products featuring promotional programs are more adept at eliciting impulsive buying behavior compared to regular goods. Similarly, in the model presented by Nguyen-Viet & Diep (2022), promotion is regarded as a source of renewing value. Building upon these insights, the author sets forth the second hypothesis:

***Hypothesis 2: Promotion positively impacts (+) the urge to buy impulsively.***

#### **4.3 Positive Comments (PC)**

According to Kotler (2003), general consumer comments from various groups play a crucial role in shaping individuals' attitudes and behaviors directly or indirectly. These comments often exert pressure on individuals, prompting them to adopt new behaviors, alter their attitudes, and make different product choices. Reference groups, which encompass consumer comments, consist of diverse social entities like communities, families, and acquaintances.

Moreover, the decision-making processes of today's youth unfold at a rapid pace compared to previous generations, primarily due to their easy access to and reliance on the opinions of seasoned shoppers through the Internet. In a study investigating online purchasing and impulsive buying behavior, Le & Tran (2022) have illustrated how reference group opinions function as a dependable source of information that positively influences consumers' behaviors in the online buying realm.

Subsequently, the formulation of the third research hypothesis:

***Hypothesis 3: Positive comments positively impact (+) the urge to buy impulsively.***

#### **4.4 Perceived Enjoyment (PE)**

Perceived enjoyment can be defined consumer's perceived enjoyment and amusement while making purchases online, without considering future outcomes or consequences. The sensation of pleasure, though transient, exerts a profound influence on consumer behavior within the realm of online shopping. Presently, all shopping efforts can seamlessly unfold on e-commerce platforms, where perceived enjoyment emerges as a pivotal factor that positively shapes the attitudes of online shoppers (Ha & Stoel, 2009).

Moreover, in the present, the thrill experienced by young customers during online shopping assumes increasing significance, propelled by the continuous advancement and integration of technology in e-commerce operations, exemplified by technologies such as Augmented Reality and Virtual Reality (Basari & Dewanti, 2024).

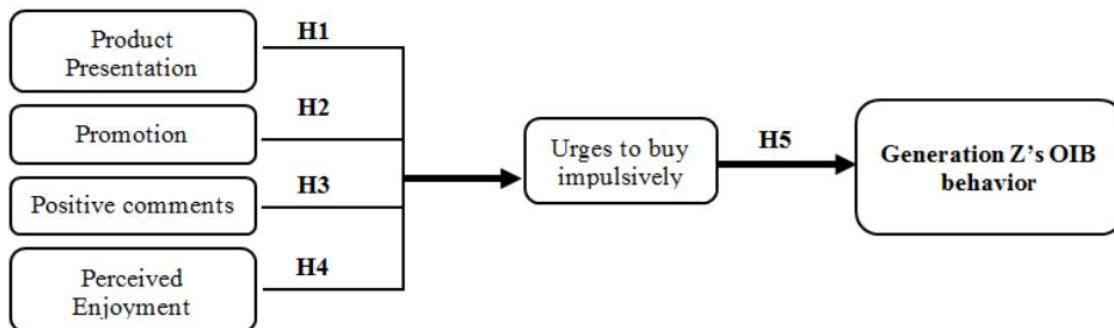
***Hypothesis 4: Perceived Enjoyment positively impacts (+) the urge to buy impulsively.***

#### 4.5 Urge to Buy Impulsively (UIB)

Upon the initiation of a consumer's inclination towards spontaneous purchasing behavior, the drive to make sudden decisions heightens, as suggested by Nguyen (2023). This escalation is linked to the satisfaction derived from various encounters during the buying process. In the realm of online commerce, the drive to make impromptu buys arises from positive reviews on the website interface, details about the product, convenience, and other motivating elements, all of which contribute to the stimulation of impulsive buying impulses (Huang, 2016). Moreover, several research studies that concentrate on impulsive buying tendencies have validated the direct association between impulsive buying tendencies and impulsive buying behavior (Le & Tran, 2022). Consequently, acknowledging the crucial role of impulsive buying, the author has opted to include impulsive buying as the fifth proposition in the framework.

**Hypothesis 5: Urge to buy impulsively has a positive impact to (+) Online Impulsive Buying behavior.**

From the above hypotheses, the author determined a conceptual model below:



**Figure 5: Conceptual model**

**(Source: Author)**

The model is constructed with the following hypotheses:

- **Hypothesis 1:** Product presentation (PP) positively impacts (+) the urge to buy impulsively.
- **Hypothesis 2:** Promotion (PR) positively impacts (+) the urge to buy impulsively.
- **Hypothesis 3:** Positive comments (PC) positively impact (+) the urge to buy impulsively.
- **Hypothesis 4:** Perceived Enjoyment (PE) positively impacts (+) the urge to buy impulsively.
- **Hypothesis 5:** Urge to buy impulsively (UIB) has a positive impact to (+) Online Impulsive Buying behavior (OIB)

## 5. RESEARCH METHODOLOGY

The qualitative aspect of this research process is predominantly centered on an in-depth examination of 04 precursor research models, which form the fundamental underpinnings for the development of a comprehensive conceptual framework.

In contrast, the quantitative research process involves the administration of a meticulously crafted questionnaire among Generation Z consumers who frequently engage in spontaneous purchases across various e-commerce platforms. Anticipating an example size of approximately 390 individuals, this study is adequately poised to meet the necessary prerequisites for executing both Exploratory Factor Analysis (EFA) and linear regression using statistical tools such as SPSS or AMOS to construct a foundational research model comprising independent and dependent variables. Additionally, the researcher intends to employ a non-probability sampling technique to target Generation Z students enrolled at the five largest private universities in Ho Chi Minh, Vietnam. This robust quantitative approach aligns with the ambition to derive comprehensive insights into the impulsive buying behaviors of Generation Z consumers within the context of e-commerce, thereby enriching the scholarly understanding of this dynamic consumer segment. .

## 6. RESULTS AND DISCUSSION

The Cronbach's Alpha coefficient of the scale underwent analysis to evaluate the reliability of the observed variables within the research model. The variable "OIB3," belonging to the dependent variable "Online Impulse Buying Behavior," was considered unreliable and subsequently eliminated. The initial EFA factor analysis produced a KMO coefficient of 0.906, with Bartlett's test indicating a significance level of 0.000, suggesting an overall correlation among the observed variables. Four factors were recognized with an Eigenvalue of 1.059. Nevertheless, the variable "PC3" failed to meet the criteria due to a discriminant value  $< 0.2$ . The second EFA examination demonstrated adequacy with a KMO coefficient of 0.894 and a significance level of 0.000 in Bartlett's test. This led to the identification of 4 clusters, explaining 60.82% of the extracted variance in the final EFA analysis.

The EFA assessment resulted in pinpointing 15 valuable variables categorized into 4 factors: Perceived Enjoyment (PE1, PE2, PE3, PE4); Promotion (PR1, PR2, PR3, PR4); Positive comments (PC1, PC2, NTK4); Product Presentation (PP1, PP2, PP3, PP4). A regression analysis was conducted for the 4 independent variables against the intermediary variable "Impulse purchase." The findings revealed that the variable "Promotion" (PR) lacked significance in the regression equation, leading to its exclusion. A subsequent regression analysis unveiled a statistically significant model, demonstrating the association between the three intermediary variables and the dependent variable through an equation where "Perceived Enjoyment" contributed 49.97%, "Product Presentation" contributed 31.57%, and "Positive comment" contributed 20.46% to the Urge to Impulsively Buying.

The regression analysis between the intermediary variable "Urge to Impulsively Buying" (UIB) and the dependent variable "Online Impulsive Buying Behavior" (OIB) displayed a statistically significant and definitive association. Subsequently, the PATH model was employed to examine the impact of 3 independent variables on "Online Impulsive Buying Behavior" via the mediating factor "Urge to Impulsively Buying." The adequacy coefficient R square was computed at 73.38%, signifying that the independent variables and the intermediary variable accounted for 73.38% of the variability in the dependent variable concerning Generation Z's Online Impulsive Buying Behavior.

## 7. LIMITATION AND FUTURE RESEARCH

The research subject matter embodies groundbreaking contributions aimed at offering a comprehensive perspective on the determinants of impulsive buying behavior, emphasizing the significance of impulsive purchases within the online shopping landscape. The research framework was meticulously developed by drawing insights from prior studies, enhancing its reliability and robustness. However, despite its strengths, several constraints within the study can be identified:

- Firstly, the research faces limitations concerning sample size, research scope, and the vast array of factors influencing the dependent variable, which may pose challenges in achieving a comprehensive understanding of impulsive buying behavior.
- Secondly, the investigation is constrained by its exclusive focus on Generation Z participants in Ho Chi Minh City, potentially limiting the generalizability of the findings to other regions. This constraint implies that the scales used may provide a somewhat relative assessment of impulsive online shopping behavior.
- Thirdly, the study heavily relies on theoretical frameworks and insights derived from international research, necessitating tailored adjustments to ensure the applicability of these constructs in the Vietnamese context.
- Lastly, the study's outcomes elucidated only 60.82% of the variance in impulsive buying behavior, hinting at the presence of unexplored factors that could potentially influence such behavior. This unveils avenues for further research to delve deeper into these unexplored dimensions and enhance the comprehensiveness of the study's findings and implications.

Within the listed limitations of this research above, the author identifies some future explorations. There are two potential research directions proposed for future study:

- Firstly, it is recommended that future studies incorporate longer-term assessments and larger sample sizes to facilitate a more comprehensive and objective evaluation of the issues pertinent to the research domain. By undertaking studies with broader scopes and greater sample sizes, employing probability sampling techniques, and categorizing subjects accordingly, researchers can enhance their findings and the validity of their conclusions.

- Secondly, future research can carefully find more basic theoretical content to build a much more complete model to more accurately and represent users' online buying behavior.

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