The Impact of the E-Commerce Platform Interface on the Impulsive Shopping Behavior of Z Generation

Trinh Le Tan[1], Nguyen Duc Quang[2]

Abstract

E-commerce is one of the most well-known topics that academics are actively researching. The issue of internet purchase behavior is the main focus of that study. Likewise, members of Generation Z, or "Gen Z," are emerging as the most desirable target demographic as they now make up the bulk of the e-commerce market's consumer base. In this study, we will investigate the issue and offer guidance to the young generation Z since factors from the e-commerce floor have a significant impact on their buying habits. The article identifies four characteristics after analyzing primary data collected from a sample of young customers: Gen Z's impulsive online purchase behavior is impacted by elements including (1) product presentation, (2) promotion, (3) positive comment, and (4) perceived satisfaction through the mediating aspects of "impulsive buy promotion" and "Attitude behavior." The study uses a quantitative approach to analyze data from 200 valid questionnaires given to young people in Da Nang city in order to complete the proposed research model, which combines the Stimulus- Organism-Response (SOR), and extrinsic variables that affect how Generation Z uses e-commerce platforms to make purchases. First off, the SOR model only considers four external variables to have an effect on consumers' purchase decisions. However, future studies could examine additional external elements. Second, this study's goal is only one of several that help firms who already have a better grasp of customer behavior better comprehend Generation Z's impulsive online purchase habits. Customers from generation Z.

Keywords: GenZ, e-commerce, impulsive, shopping behavior, product introduction, promotion, positive comments

Introduction

The e-commerce industry has expanded quickly in recent years, particularly following the COVID-19 pandemic. Understanding the variables that affect customer behavior in this area has become more important as internet purchasing becomes more common. Customers are increasingly using e-commerce sites like Amazon, Alibaba, and eBay because of their accessibility, ease, and affordable prices (Nah, F., & Siau, K.,2020).

E-commerce has had a big impact on Gen Z, the group that was born between the middle of the 1990s and the middle of the 2012s. Gen Z's behavior and preferences have been significantly influenced by the fact that they are the first generation to have grown up wholly in the digital age and with the internet. Following are some examples of how this generation's behavior has been impacted by e-commerce. The user experience of an e-commerce platform is greatly influenced by its interface, and this is especially true for younger consumers who place a high value on usability and aesthetic appeal (Baloglu, S., & Pekcan, Y. A, 2006). Limited-time offers, E-commerce platforms often offer flash sales or limited-time discounts to create a sense of urgency and encourage immediate purchases. With the rise of online shopping, Gen Z has become more accustomed to making purchases online, rather than in physical stores. This shift has led to a greater

[1] Business Department, FPT University, Danang, Vietnam. Email: Tantl2@fe.edu.vn
[2] Law Faculty, Hutech University, Hochiminh city, Vietnam. Email: nd.quang@hutech.edu.vn

emphasis on convenience, promotion, price, in their purchasing decisions.

Potential customers can have a good buying experience when a product is shown in an online store using multiple elements like the product description, picture, categories, and recommendations. Customers could get dissatisfied and be less inclined to make an impulse buy if they can't find the item they want. Consequently, a key element in influencing consumers' impulsive purchasing behavior is product presentation. The diversity of items available also affects customer perception and might lead to feelings of fulfillment from impulsive purchases (Ahmad, M. B., Ali, H. F., Malik, M. S., Humayun, A. A., & Ahmad, S, 2019).

Gen Z also values authenticity and transparency, and they expect brands to be socially responsible and environmentally conscious. Gen Z now has an easier time researching companies and goods, comparing costs, and reading reviews so they can make wise judgments based on these principles.

This study looked at how Gen Z customers' tendency for impulsive purchasing is impacted by e-commerce platforms. The SOR model was utilized to analyze three stages leading to their impulsive buying decisions. Moreover, external and internal factors influencing their online shopping decisions were incorporated to enhance the accuracy of the research findings. By combining these elements, a comprehensive analysis of Gen Z's impulsive buying behavior was achieved. This study will be based on a survey of Gen Z's buying behavior in Da Nang.

Literature Review

Online Buying of Generation Z

In 2018 research (Nielsen) uncovered several online buying traits specific to Gen Z, which include their use of social media platforms to share opinions, exchange information, and assess products or brands. Furthermore, Gen Z customers tend to avoid brands with poor ethical reputations and prefer to experiment and explore new brands, with 75% of participants indicating an interest in change and innovation.

Marketers presently have the difficulty of influencing Gen Z consumers to make purchases and develop brand loyalty as a result of their distinctive features. This generation is well aware of the hazards involved in purchasing and is not usually brand loyal (Alanko, 2018). Also, they typically employ ad-blocking software and steer clear of internet ads (Fromm et al., 2018). Despite this, internet evaluations and suggestions from loved ones, coworkers, or other consumers regarding an item or organization have a significant impact on Gen Z.

To sum up, when it comes to online shopping, Gen Z tends to prioritize their personal preferences and the distinctiveness of products over brand names. Convenience, speed, variety, and entertainment are increasingly important to them. Moreover, brand value, openness, and product authenticity have an impact. This shift in consumer behavior highlights the need for marketers to create unique experiences that appeal to the specific desires and values of this generation.

Online Impulse Buying (OIB)

In 1951, West described impulsive buying as a consumer choice that takes place when the shopper enters the store without having prepared a list of items to buy. By 1987, Rook had further developed this description, defining impulse purchasing as the act of making a purchase when under the influence of a sudden, powerful, and enduring need.

When it comes to impulsive purchases, researchers are increasingly more interested in online platforms

than in conventional brick-and-mortar stores. Several studies have contributed to the creation of the concept of online impulse buying and improved understanding of the complex nature of impulsive consumer purchase behavior.

Recent research has looked at a number of variables that affect customers' online impulsive purchase behavior. Verhagen and Dolen (2011), for instance, conducted a study of 532 consumers at an online retailer in the Netherlands and discovered three factors: convenience (which includes appealing and simple-to-use features on the website), pleasure, and website interface that promote impulsive purchase. Similar to this, Bloomfield (2014) looked at the relationship between online design, product qualities, and impulsive purchasing. Moreover, Zhang et al. (2018) discovered that customer reviews online might potentially affect their decision to make an impulse purchase.

In today's world, online shopping has become the norm for most of the Gen Z population, and as a result, research on online impulse buying has become a popular topic of study.

Stimulus-Organism-Response (SOR) model

The S-O-R model, which stands for Stimuli-Organism-Response, was initially presented by Mehrabian and Russell in 1974 to examine consumer behavior in retail environments. This paradigm's three key parts are Stimuli, which are external signals that influence consumer behavior, Organism, which defines internal processes that link the stimulus to the consumer's final reaction, and Reaction, which is the result of the behavior. The S-O-R model seeks to take individual responses into account in order to explain how people's perceptions of and feelings toward external stimuli influence their purchase decisions or avoidance. This model has been extensively used to study customer behavior (Jacoby, 2002). Moreover, Shen and Khalifa (2012) proposed that the direct stimulation of the S-O-R model, the sense of presence, influences users' propensities for impulsive purchases through their sensory experiences.

The S-O-R model was developed in 1974 by Mehrabian & Russell to investigate consumer behavior in commercial settings. This model has three components: Stimulus (S), Organism (O), and Response (R). The S-O-R model aims to take individual responses into account when describing how people view and react to outside stimuli and how it influences their behavior as consumers. The model has been used extensively over the years to investigate consumer behavior, and several researchers have made use of it to identify the variables that influence online impulsive purchase behavior. Liu et al. (2013), for instance, by combining the two aspects of marketing strategy and information technology, it was successfully possible to construct a unique model that identified the precise factors driving impulsive purchasing behavior. Similar to this, Sultan et al. (2018) used the SOR model to identify certain factors influencing impulse purchase behavior. In reality, by modifying the SOR model, there is still more study to be done on the stimuli, emotional reactions, and impulse purchases of customers (Ahmad et al., 2019).

Data Source

Table 1: External variables explored across different database.

External variable	Databases			Total
	Google Scholar	Science Direct	Sagepub	
Perceived enjoyment (PE)	11	1	1	13
Usefulness (UF)	9			9
Trust (TR)	8		1	9
Awareness (AW)	10			10
Product presentation (PP)	8		1	9
Positive comments (PC)	8	1	1	10
Promotion (PR)	9		1	10

Research Framework and Hypotheses

Product Presentation

Potential customers can have a good buying experience when a product is shown in an online store using multiple elements like the product description, picture, categories, and recommendations. Customers could get.

dissatisfied and be less inclined to make an impulse buy if they can't find the item they want. So, a key aspect in influencing customers' impulsive purchase behavior is product presentation (Chen-Yu & Seock, 2002). The diversity of items available also affects customer perception and might lead to feelings of fulfillment from impulsive purchases (Theodoridis & Chatzipanagiotou, 2009). In the end, online retailers with a large selection and diversity of items stand a better chance of persuading customers to make impulsive purchases (Aragoncillo & Ors, 2018).

Promotion

A set of motivating methods called promotions are used to persuade customers to buy goods or services right away in the near term (Keller & Kotler, 2012). Promotional programs' main objective is to directly influence consumers' purchase decisions. According to Jamal & Lodhi (2015), enticing promotions can greatly raise the possibility of prompting customers to make impulsive purchases. So, in both online and offline environments, promotions are the most often employed sales promotion approach (Bahrah & Fachria, 2021). Discounts and complimentary product samples may ultimately persuade buyers to make impulsive or last-minute purchases.

Positive Comments (Social Network)

According to the idea of subjective norms, which defines how an individual perceives societal pressures to engage in or refrain from a specific action, social network influence refers to external variables that have an impact on a person's conduct (Ajzen, 1991). Lin (2007) highlights the importance of group reference in the context of online shopping and argues that reference groups have a direct impact on one's ability to make purchases online.

Due to the prominence of social media sites like YouTube, Facebook, Tiktok, and Instagram, people can easily share their experiences and thoughts with others online. Consumers may share a variety of experiences and rate the goods and services they use on their own forums and platforms that e-commerce firms have developed (Anderson et al., 2011). This strategy works especially well at convincing customers to make impulsive purchases (Xiang et al., 2016).

Positive comments and feedback on social media platforms, particularly when it comes to online shopping, have an impact on customers' impulse buying tendencies and how they regard businesses, which makes impulse buying even more prevalent (Kim & Johnson, 2016).

Perceived Enjoyment

The term perceived pleasure (PE) refers to the joyous feelings people get when engaging with their surroundings. Perceived satisfaction is seen as a key component affecting customer behavior in the Technological Acceptance Model (TAM).

Perceived happiness in the context of e-commerce, especially when contrasted to physical purchase experiences, favorably influences consumer attitudes of online shopping (Ha & Stoel, 2009). PE is also a metaphor for the hedonic value of online shopping (Hess et al., 2014).

In conclusion, customers are more likely to participate in impulsive purchasing behavior and modify their OIB behavior if they feel good about their online shopping experiences and have pleasant feelings (Sohn & Lee, 2017).

Urge To Buy Impulsively

Hirschman (1985) asserts that a consumer's personal ideas and motivations can significantly affect their inclination to engage in impulsive purchasing behavior. Once this need is sparked, the impulse to make an impulsive purchase decision intensifies and persists, finally prompting a quick response. As a result, the desire to make an impulsive purchase might be considered the start of the real impulsive purchasing process.

Many traits, such as the website interface, are important in the context of e-commerce, product information, and browsing behaviors, have been discovered that might encourage a consumer's desire to participate in impulsive purchase behavior (Verhagen & Dolen, 2011). These components might result in a hedonic experience that tempts users to make hasty online purchases (Huang, 2016).

H1: *PE has a favorable impact on on AC.*

H2: *UF has a favorable impact on AC.*

H3: *TR has a favorable impact on AC.*

H4: *AW has a favorable impact on AC.*

H5: *PP has a favorable impact on AC.*

H6: *PC has a favorable impact on AC.*

H7: *PP has a favorable impact on RC.*

H8: *PC has a favorable impact on RC.*

H9: *PR has a favorable impact on RC.*

H10: *AC has a favorable impact on AI.*

H11: *RC has a favorable impact on AI.*

H12: *AC has a favorable impact on CI.*

H13: *RC has a favorable impact on CI.*

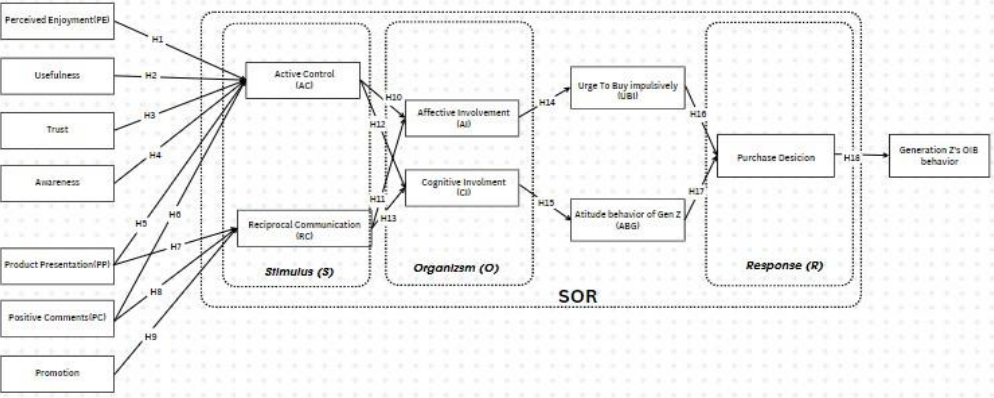**H14:** *AI has a favorable impact on UBI.*

H15: *CI has a favorable impact on ABG.*

H16: *UBI has a favorable impact on PD.*

H17: *ABG has a favorable impact on PD.*

H18: *PD has a favorable impact on GOB.*

Figure 1: Proposed Conceptual Framework

Five empirical hypotheses were developed to reach the objective of this study on the basis of a theoretical framework that was elaborated in the literature review and supported in the data analysis section.

Table 2: Research variables and hypotheses

Dependent Variable	Independent Variables		Hypotheses
Active Control (AC)	Perceived enjoyment (PE)	H1	PE has a favorable impact on AC
	Usefulness (UF)	H2	UF has a favorable impact on AC
	Trust (TR)	H3	TR has a favorable impact on AC
	Awareness (AW)	H4	AW has a favorable impact on AC
	Product presentation (PP)	H5	PP has a favorable impact on AC
	Positive comments (PC)	H6	PC has a favorable impact on AC
Reciprocal Communication (RC)	Product presentation (PP)	H7	PP has a favorable impact on RC
	Positive comments (PC)	H8	PC has a favorable impact on RC
	Promotion (PR)	H9	PR has a favorable impact on RC
Affective Involvement (AI)	Active Control (AC)	H10	AC has a favorable impact on AI
	Reciprocal Communication (RC)	H11	RC has a favorable impact on AI
Cognitive Involvement (CI)	Active Control (AC)	H12	AC has a favorable impact on CI
	Reciprocal Communication (RC)	H13	RC has a favorable impact on CI
Urge to buy impulsively. (UBI)	Affective Involvement (AI)	H14	AI has a favorable impact on UBI
Attitude behavior of Gen Z (ABG)	Cognitive Involvement (CI)	H15	CI has a favorable impact on ABG
Purchase decision (PD)	Urge to buy impulsively. (UBI)	H16	UBI has a favorable impact on PD
	Attitude behavior of Gen Z (ABG)	H17	ABG has a favorable impact on PD
Generation Z's OIB behavior (GOB)	Purchase decision (PD)	H18	PD has a favorable impact on GOB

Research Methodology

Data collection

A questionnaire was used in this study to collect data in a quantitative way. Students (Gen Z) who have

made purchases on an e-commerce platform in Danang, Vietnam, responded to an online survey. The PLS-SEM document is used to determine the minimum sample size using the "10-fold rule." as Barclay et al. (1995) contend. Also, this has been highlighted in earlier research on the quantitative technique for choosing sample sizes (Chin, 1998; Hair et al., 2021). The sample size is at least 100 replies since the research model includes a total of 15 variables that reflect 15 relationships at latent variables. In conclusion, 200 persons participated in the poll, including all of the approved representatives. 200 is therefore seen as an appropriate number for a representative sample.

Survey structure

The responders were emailed a questionnaire online. The poll is divided into two main sections: (1) questions on the participant's demographics and shopping habits; and (2) inquiries about the influence of e-commerce platforms on Gen Z's impulsive purchasing patterns. Like other studies, this one uses a 5-point Likert scale to assess responses "from 1 to 5", or the degree of strongly disagreeing to strongly agreeing.

Pilot study

In a preliminary research, 15 participants in Da Nang, Vietnam randomly chose peers from the Generation Z to utilize e-commerce sites to make impulsive purchases. For all reliability indicators that are assessed using the Cronbach's Alpha index, it must be higher than 0.7. (Hair et al., 2021). As a consequence, Table 4 includes all the trustworthy data that may be used to support the entire research.

Table 3: Results of the pilot test are based on the scale's reliability rating.

Dimension	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Active Control (AC)	0.947	0.947	0.974	0.949
Affective Involvement_(AI)	0.890	0.890	0.948	0.901
Attitude behavior of Gen Z_(ABG)	0.942	0.943	0.972	0.945
Awareness (AW)	0.652	1.115	0.768	0.582
Cognitive Involvement (CI)	0.884	0.891	0.945	0.896
Perceived enjoyment (PE)	0.684	0.772	0.794	0.565
Positive comments (PC)	0.963	0.963	0.976	0.931
Product presentation (PP)	0.917	0.953	0.947	0.856
Promotion (PR)	0.934	0.935	0.958	0.885
Reciprocal Communication_(RC)	0.857	0.857	0.933	0.875
Trust (TR)	0.685	-0.232	0.146	0.323
Urge To Buy impulsively_(UBI)	0.824	0.847	0.918	0.849
Usefulness (UF)	0.772	1.505	0.807	0.589

Measurements

This paper's goal is to investigate how the user interface of e-commerce platforms affects generation Z's impulsive buying behavior. It does this by compiling data from earlier studies on generation Z's online shopping habits and combining the use of the OIB and SOR models, which each have eleven constructs and 36 items. Some variables include AW (3 items), PP (3 items), PC (3 items), PR (3 items), PR (3 items), AC (2 items), RC (2 items), AI (2 items), CI (2 items), UBI (2 items), ABG (2 items), PD (1 item), and GOB (1 item), to name a few. Table 3 shows the results after integrating and altering assessment items from previous research, then verifying their reliability in a pilot study.

Table 4: Measurement items of constructs in the model

Constructs	Codes	Measurement items	Sources
Perceived enjoyment (PE)	PE1	I once regretted making purchases based on product enjoyment	Oliver, R. L. (1993) Oliver, R. L. (1997)
	PE2	I believe companies intentionally use perceived. enjoyment to influence buying behavior	
	PE3	I will buy the product if I think that product. makes me Perceived enjoyment	
Usefulness (UF)	UF1	Finding the goods, I wish to purchase is made. simpler for me thanks to an e-commerce site	Brynjolfsson, E., Hu, Y. J., & Simester, D. (2011) Park, C. W., Mothersbaugh, D. L., & Feick, L. (1994)
	UF2	Anywhere, anytime I can shop on e-commerce. platform	
	UF3	When shopping on an e-commerce platform, I don't need to be curious about the price, material, color,	
Trust (TR)	TR1	I feel secure when I can check the product. before receiving and paying	Bhatnagar, A., Misra, S., & Rao, H. R. (2000)
	TR2	I can easily recognize the reputation of the store. on the e-commerce platform	
	TR3	If I receive a bad product, I can refund it immediately	
Awareness (AW)	AW1	I find that Gen z these days often look forward to the sale day of each month to be able to buy. discounted goods on e-commerce	Nguyen, H., Sohal, A. S., & Prajogo, D. I. (2018) Brown, J. J., & Reingen, P. H. (1987). Huang, L., Liu, Y., & Ba, S. (2017).
	AW2	I started shopping more online on e-commerce. platforms because I was surrounded by a lot of people using it	
	AW3	Because I know that the e-commerce platform has many promotions, so I used it	
Product presentatio n (PP)	PP1	I buy product on an e-commerce platform because I am attracted by the product. presentation	Kim, H., & Lennon, S. J. (2013). Engelland, B. T., & Gouthier, M. H. (2012).
	PP2	I think e-commerce platforms should give priority to improving product presentation. quality	
	PP3	I think that e-commerce platform product presentation significantly influences customers. purchase choices	
Positive comments (PC)	PC1	I always read positive comments about a product before buying online	Park, D. H., Lee, J., & Han, I. (2007). Ladhari, R., Souiden, N., & Dufour, B. (2018).
	PC2	Good online reviews are, in my opinion, important variables to take into account before making a purchase	
	PC3	If I am pleased with the product I buy, I will provide positive reviews on e-commerce. websites	

Promotion (PR)	PR1	I once bought a product online just because it was on promotion, even though I didn't really. need it at the time.	Lichtenstein, D. R., Netemeyer, R. G., & Burton, S. (1990). Choi, J., Lee, H., & Yoo, C. W. (2017). Kacen, J. J., & Lee, J. A. (2002).
	PR2	Discounts and promotions make me shop more	
	PR3	I have a feeling that promotions on e-commerce platforms are more geared toward Gen Z consumers than other age groups.	
Active Control (AC)	AC1	I usually limit my budget or spending when. shopping online	Verhagen, T., & van Dolen, W. (2011).
	AC2	I used to abandon an online shopping cart. before completing a purchase	
Reciprocal Communic ation (RC)	RC1	I had a negative customer service experience. with an e-commerce platform	
	RC2	I often recommend the e-commerce platform to my friends or family members based on my experience	Liu, Y., Li, H., & Hu, F. (2019).
Affective Involvemen t (AI)	AI1	I once switched to another e-commerce. platform because of a negative emotional experience with the original platform	Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010).
	AI2	I feel it is very important that the e-commerce platform I purchase from is transparent and honest in marketing and advertising.	Krasnova, H., Günther, O., Spiekermann, S., & Koroleva, K. (2010).
Cognitive Involvemen t (CI)	CI1	I usually spend time researching products before buying online on e-commerce platform	Huang, K. W., Chou, P. F., & Lu, C. J.
	CI2	I will give up my intention to buy the product if the product information is incomplete or unclear	(2019).
Urge to buy impulsively (UBI)	UBI1	Gen Z nowadays is inspired to make purchases. on e-commerce platforms for a variety of reasons, in my opinion	Fatahi, M., & Salimi, H. (2020). Wu, J. H., Chen, Y. H., & Chung, Y. S. (2017).
	UBI2	I was encouraged to buy goods by that e-commerce platform	
Attitude behavior of Gen Z (ABG)	ABG1	I think reading other customer reviews will help. me be more confident in my purchase	Park, C. W., Lee, J., & Han, J. Y. (2007).
	ABG2	I want to see the product from multiple angles. and be able to make payments quickly.	
Purchase decision (PD)	PD1	I decided to buy online thanks to the convenience, reputation, and meeting my needs	Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008).
Generation Z's OIB behavior	GOB	I decided to buy goods because of the elements on the e-commerce platform that stimulated me and my emotional behavior was dominated by those things and that made me overcome. self-control to buy goods	Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999).

Data analysis

The SmartPLS 4 tool was used in this study to evaluate the data that was gathered. Hair et al. (2021) claim that PLS-SEM is a good tool for assessing structural and measurement models since it can produce more precise estimates. The theoretical model is judged using two criteria: convergent validity and discriminant validity. The authors examined external loadings and retrieved the average variance (AVE),

and composite reliability to determine convergent validity (CR). Findings revealed that every result was higher than 0.7, supporting the convergent's validity. Moreover, the Fornell-Larcker cross-load criteria was utilized to assess discriminant validity. This need was mentioned by Henseler et al. (2015). By examining the Variance Inflation Factor (VIF), which should be multicollinearity, greater than 2.0 and lower than 5.0 problems were evaluated (Hair et al., 2021).

The determining factor is an indicator of how effectively a proposed model can forecast results (R^2). A squared correlation depicts the association between two particular endogenous factors. A score of 0.75 or higher denotes a strong relationship, 0.50 or higher a moderate relationship, and 0.25 or below a poor relationship (according to Hair et al., 2021). The route coefficient is a valuable measure to take into account while analyzing the many postulated linkages in the suggested model. Although this study employed bootstrapping approaches to determine the relevance of each path in the model, partial least squares (PLS) cannot directly examine the significance of path coefficients.

Result

Demographic data

Table 5 lists the findings of a survey that 200 participants completed in Danang, Vietnam. The respondents were equally divided by gender, with 108 women and 92 men responding. The respondents were all members of Generation Z and ranged in age from 11 to 27. Their responses were categorized into five levels ranging from lowest to highest agreement. Level 3, which indicated the strongest attraction to purchasing on e-commerce platforms, was preferred by 97 respondents (49%), while Levels 4 and levels 5 were favored by only 50 respondents (25%) and 43 respondents (22%). Additionally, the survey included a question about the amount spent shopping on e-commerce, with 200 respondents answering. Of those, 55% spend between 1M and 2M VND (110 respondents), and 45% spend between 500,000 VND and 1M VND (90 respondents). These results suggest that the survey provided an unbiased evaluation of Gen Z citizens in Danang and that their responses were suitable for the survey's objectives.

Table 5: Summary of the profile of respondents

Items		Frequency	Percentage
Gender	Male	92	46%
	Female	108	54%
Age	11 - 27	127	64%
	28 - 32	73	37%
	Over 32	0	0%
Location	Danang	200	100%
	Others	0	0%
Items		Frequency	Percentage
I feel drawn to make purchases on the ecommerce marketplace	1	0	0%
	2	10	5%
	3	97	49%
	4	50	25%
	5	43	22%
The amount you spend shopping on the e-commerce platform in a month	Under 500.000 VND	0	0%
	500.000 VND - 1M	90	45%
	1M - 2M	110	55%
	Over 2M	0	0%

Measurement model evaluation

According to the findings in Table 6, every external load component has coefficients more than 0.7, which denotes a high convergence value. Additionally, the AVE values surpass 0.5, indicating that the indicator's reliability has been satisfactorily met. Thus, these outcomes prove that the works meet essential requirements of reliability and convergent validity. While most of the internal VIF values range between 2.0 and 5.0, PC1, PC2,

PC3, PR2 and PR3 exhibit VIF values exceeding 5.0, suggesting a high chance of severe multicollinearity at those two values.

Table 6: Convergent Validity

Constructs	Items	Outer Loading	VIF	Cronbach's Alpha	CR	AVE
Perceived enjoyment (PE)	PE1	0.834	1.147	0.676	0.790	0.285
	PE2	0.768	2.579			
	PE3	0.628	2.355			
Usefulness (UF)	UF1	0.955	1.218	0.768	0.793	0.570
	UF2	0.647	2.753			
	UF3	0.617	2.637			
Trust (TR)	TR1	-0.351	2.004	0.678	0.010	0.285
	TR2	-0.496	1.813			
	TR3	0.697	1.158			
Awareness (AW)	AW1	0.886	2.161	0.652	0.783	0.592
	AW2	0.964	2.170			
	AW3	0.251	1.054			
Product presentation (PP)	PP1	0.948	4.208	0.913	0.945	0.851
	PP2	0.953	4.538			
	PP3	0.865	2.391			
Positive comments (PC)	PC1	0.955	6.643	0.961	0.975	0.928
	PC2	0.953	6.074			
	PC3	0.982	11.986			
Promotion (PR)	PR1	0.899	2.628	0.930	0.955	0.877
	PR2	0.949	6.143			
	PR3	0.961	6.942			
Active Control (AC)	AC1	0.971	4.695	0.940	0.971	0.944
	AC2	0.971	4.695			
Reciprocal Communication (RC)	RC1	0.933	2.162	0.846	0.928	0.867
	RC2	0.929	2.162			
Affective Involvement (AI)	AI1	0.946	2.648	0.882	0.944	0.894
	AI2	0.946	2.648			
Cognitive Involvement (CI)	CI1	0.951	2.622	0.881	0.943	0.893
	CI2	0.939	2.622			
Urge to buy impulsively (UBI)	UBI1	0.903	1.938	0.821	0.917	0.847
	UBI2	0.937	1.938			
Attitude behavior of Gen Z (ABG)	ABG1	0.969	4.529	0.938	0.970	0.941
	ABG2	0.971	4.529			

A crucial indicator for evaluating discriminant validity is the Fornel-Larcker scale. These values must be calculated by calculating the square root of the average variance extracted (AVE) and comparing it to the loading indicators in the relevant rows and columns (Hair et al., 2021). If the correlation values in each row are

Table 9 and Figure 2 exhibit the results of the hypothesis test of the suggested research model. Four endogenous variables were examined by the model: AC, AI, ABG, CI, GOB, PD, RC, and UBI. In total, sixteen of the eighteen theories were proven correct. AC (β=0.477, p <0.001), RC (β=0.48, p <0.001) have positive relation to **AI**. In affecting **AC**, PC (β=1.507, p <0.001), UF (β=-0.52, p <0.05) have positive impact but AW (β=-0.003, p >0.05), PE(β=-0.487, p >0.05), PP (β=-0.599, p>0.05) and TR (β=0.181, p>0.05) have little to no impact to AC therefore will not be validated. CI (β=0.842, p <0.001) has positive relation with **ABG**. Continue to assess **CI's**

greater than the AVE's square root coefficients but still too low, discrimination may still be regarded as satisfactory (Rahim & Magner, 1995). Nonetheless, Table 7 demonstrates that each construct has adequate discrimination for the subsequent variables: AC (0.971), AI (0.946), ABG (0.970), AW (0.770), CI (0.945), GOB (1.000), PE (0.748), PC (0.963), PP (0.923), PR (0.937), PD (1.000), RC (0.931), TR (0.534), UBI (0.920), and UF (0.755). This implies that the indications for the other constructions were interchangeable.

Table 7: Discriminant validity (Fornell-Larcker Scale)

	AC	AI	ABG	AW	CI	GOB	PE	PC	PP	PR	PD	RC	TR	UBI	UF
AC	0.971														
AI	0.934	0.946													
ABG	0.915	0.953	0.970												
AW	-0.332	-0.379	-0.375	0.770											
CI	0.947	0.866	0.842	-0.240	0.945										
GOB	0.707	0.800	0.751	0.075	0.645	1.000									
PE	-0.641	-0.710	-0.712	0.535	-0.599	-0.468	0.748								
PC	0.961	0.914	0.885	-0.359	0.981	0.648	-0.668	0.963							
PP	0.653	0.750	0.757	-0.294	0.603	0.704	-0.866	0.636	0.923						
PR	0.971	0.967	0.937	-0.244	0.943	0.807	-0.611	0.958	0.667	0.937					
PD	0.947	0.938	0.876	-0.351	0.915	0.717	-0.622	0.959	0.662	0.952	1.000				
RC	0.952	0.935	0.888	-0.312	0.957	0.717	-0.618	0.986	0.599	0.976	0.968	0.931			
TR	-0.491	-0.419	-0.465	0.494	-0.473	0.040	0.143	-0.545	0.095	-0.459	-0.471	-0.541	0.534		
UBI	0.952	0.912	0.901	-0.288	0.982	0.674	-0.653	0.973	0.692	0.955	0.947	0.947	-0.439	0.920	
UF	0.647	0.563	0.469	-0.399	0.726	0.175	-0.597	0.757	0.281	0.595	0.657	0.727	-0.534	0.659	0.755

Structural Model Evaluation

The R2 values for AC are high (0.945), AI is high (0.895), ABG is high (0.709), and CI are displayed in Table 8. (0.93, high), GOB (0.515, moderate), PD (0.868, high), RC (0.988, high), UBI (0.832, high). Thus, the design of the suggested research model indicates that it possesses a high predictivity.

**Table 8:** The value of R² for coefficient of determination

Dependent variables	R Square	Levels
Active Control (AC)	0.945	High
Affective Involvement_(AI)	0.895	High
Attitude behavior of Gen Z_(ABG)	0.709	High
Cognitive Involvement (CI)	0.930	High
Generation Z's OIB behavior (GOB)	0.515	Moderate
Purchase decision (PD)	0.868	High
Reciprocal Communication_(RC)	0.988	High
Urge To Buy impulsively_(UBI)	0.832	High

relationship we see that both AC (β=0.38, p <0.01) and RC (β=0.596, p <0.001) have positive impact to the hypothesis. We also see here that PD (β=0.717, p <0.001) has validated support to **GOB**. ABG(β=0.215, p <0.001), UBI (β=0.733, p <0.001) positively impact **PD**. Assessing **RC**, we see that PC (β=0.620, p <0.001), PP (β=-0.089, p <0.001) and PR (β=0.441, p <0.001) are all supported. Lastly, UBI are supported by AI (β=0.912, p <0.001).

Table 9: Hypotheses testing results.

Relationship	Original sample (□)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Decision
AC -> AI	0.477	0.477	0.069	6.955	0.000	Support
AC -> CI	0.380	0.381	0.045	8.383	0.000	Support
AI -> UBI	0.912	0.911	0.017	52.239	0.000	Support
ABG -> PD	0.215	0.216	0.051	4.251	0.000	Support
AW -> AC	-0.003	-0.041	0.088	0.033	0.973	Not support
CI -> ABG	0.842	0.840	0.029	29.143	0.000	Support
PE -> AC	-0.487	-0.336	0.276	1.763	0.078	Not support
PC -> AC	1.507	1.394	0.258	5.844	0.000	Support
PC -> RC	0.620	0.620	0.031	19.850	0.000	Support
PP -> AC	-0.599	-0.408	0.335	1.785	0.074	Not support
PP -> RC	-0.089	-0.089	0.007	13.609	0.000	Support
PR -> RC	0.441	0.441	0.030	14.762	0.000	Support
PD -> GOB	0.717	0.713	0.047	15.108	0.000	Support
RC -> AI	0.480	0.479	0.069	6.996	0.000	Support
RC -> CI	0.596	0.594	0.046	12.854	0.000	Support
TR -> AC	0.181	0.083	0.181	0.999	0.318	Not support
UBI -> PD	0.733	0.732	0.050	14.692	0.000	Support
UF -> AC	-0.520	-0.441	0.224	2.321	0.020	Support

Figure 2. Structural model
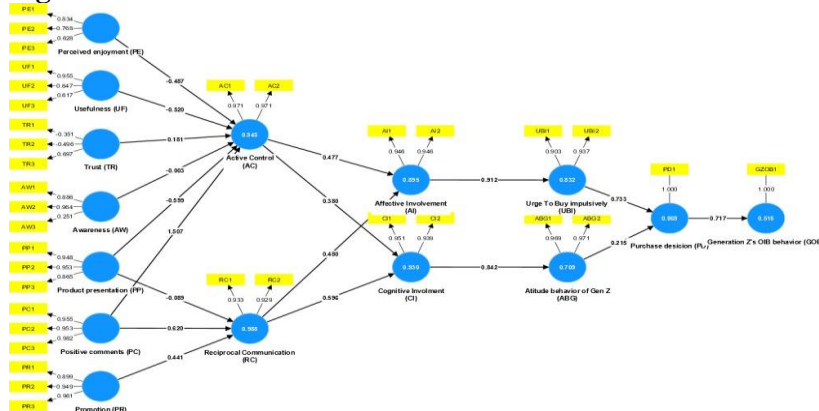
Managerial Implications

Implications for "Perceived Enjoyment" Factor

Encouraging Gen Z to make spontaneous online purchases is crucial but challenging. The key factor is

that the e-commerce platform's content and experience must be compelling enough to entice consumers to browse extensively and make a purchase on a whim. E-commerce platforms need to develop tactics that make the shopping experience more enjoyable and engaging to stimulate customers' desire. Additionally, creating effective content is crucial for brands to connect with young customers and convince them to purchase products that they may not have considered otherwise. Telling relevant stories is an effective strategy to motivate customers to make unplanned purchases. Marketers should focus on creating increasingly captivating and appealing shopping apps to stimulate Gen Z's impulsive shopping behavior. The visual tools available on e-commerce platforms provide an advantage over traditional stores, as images and language can effectively create a sense of urgency and urge customers to make impulsive purchases.

Implications for "product presentation" factor

Customers, especially those from Gen Z, increasingly desire personalized experiences from companies. To meet these expectations, businesses should suggest products that match customers' preferences, behaviors, and personalities. Customers often make subjective purchasing decisions based on factors like color, shape, and material. Therefore, e-commerce sites must continually improve their appeal by providing more precise tools, such as featured images and pop-ups, to create market stimuli like hot-selling products, promotions, and similar items. This will create the impulse to buy the product on the spot. To build consumer loyalty, product information also has to be entertaining in addition to being factual. Businesses may do this by periodically introducing new products and switching out important components in a few weeks.

Consequences of the "positive comments" component

To attract Gen Z and retain customers, e-commerce platforms need to become a place where they can share stories and connect with each other. This creates a strong network between businesses and consumers, builds trust, and expands territory quickly. However, with customers having many platforms to share opinions, they often trust people similar to them rather than brands.

Therefore, e-commerce platforms need to maximize user-generated content and encourage product reviews and comments. Additionally, it is important to encourage interaction between unfamiliar consumers to create a creative and diverse community.

Also, it is advised that e-commerce platforms make presenting customer reviews, photos, videos, and questions and answers a priority in order to give customers pertinent information about their specific needs and issues. Gen Z, in essence, is heavily impacted by outside variables that may have an effect on their impulsive online shopping behaviors. Both Key Opinion Consumers (KOCs) and Key Opinion Leaders (KOLs) (KOCs)may therefore be effectively used in marketing efforts to influence customers to make quick purchase choices.

Limitation and future research direction

The impacts of the e-commerce platform interface on impulsive purchase behavior among Gen Z are the focus of this research study, which also contains reviews of the relevant literature and data from databases that were acquired from reliable sources. There are certain restrictions with this research, though, and there are also some areas that ought to have been included but were unintentionally left out. Therefore, future studies on the subject could be addressed. The first is limited in scope and sample. If the sample is not large enough, it sometimes fails to give a clear overview of a generation's personality. The scope of the survey is only in Gen Z in Da Nang, which doesn't reflect it all because Gen Z in bigger and smaller cities sometimes have a different mindset and perspective. The study's ability to quantify impulsive purchase behavior just at one particular period may not accurately reflect the long-

term effects of the e-commerce platform interface on Gen Z consumers' behavior. Finally, research may be influenced by other factors that lead to inaccurate impulsive shopping behavior assessments. This method may be influenced by a tendency towards social desirability, in which respondents may not give correct answers due to the desire to present themselves in a positive way. Since then, the results from the survey are also not completely accurate. Therefore, in future studies, if possible, improve the above limitations to make it clearer and more certain.

Conclusion

This study examines Gen Z's impulsive purchase behavior through e-commerce platforms using the Stimulus-Organism-Response (SOR) Model and researches the components that drive it to determine which ones are most significant. The SOR from 200 investigations was combined and expanded to create an extended model. As a consequence, the study demonstrates that PC, PP, and TR favorably influence PD as compared to extrinsic factors. Moreover, both PC, PP, and TR strongly influence GOB in the SOR structure.

This study has identified factors that attract public interest in online shopping applications and stimulate impulsive shopping behavior, including: (1) Product presentation, (2) Promotions, (3) Comment positivity and

(4) Perceived enjoyment are variables affecting impulsive online shopping habits of Generation Z. Research shows Perceived enjoyment, Positive comments and Trust influence impulsive buying behavior through e-commerce platforms. However, according to research results, Promotion has not yet had an effect on impulsive buying behavior. So floor management should use targeted promotions as targeted promotions, based on consumer data and behavior, can be more effective in triggering behavior. impulse buying. For example, a promotion for a product that a consumer has previously viewed or added to their cart may be more successful than a general promotion. If consumers believe they are receiving a good bargain or excellent value for their money, they are more inclined to make impulsive purchases. Promotions that offer discounts, free gifts, or other incentives can help create this perception of value.

References

Nah, F., & Siau, K. (2020). COVID-19 pandemic – role of technology in transforming business to the new normal. In C. Stephanidis, S. Yamamoto, H. Mori, G. Meiselwitz, F. F.-H. Nah, & K. Siau (Eds.), Lecture notes in computer science (pp. 585–600). Switzerland, AG: Springer Nature.

Baloglu, S., & Pekcan, Y. A. (2006). The website design and Internet site marketing practices of upscale and luxury hotels in Turkey. Tourism Management. https://doi.org/10.1016/j.tourman.2004.07.003

Ling, L, P., & Yazdanifard, R. (2015). What internal and external factors influence impulsive buying behavior in online shopping? Global JournalsInc, 15(5), 24-32. http://www.journalofbusiness.org/index.php/GJMBR/article/view/1703.

Ahmad, M. B., Ali, H. F., Malik, M. S., Humayun, A. A., & Ahmad, S. (2019). Factors affecting impulsive buying behavior with mediating role of positive mood: An empirical study.European Online Journal of Natural and Social Sciences,8(1), pp-17

Gilal, F. G., Gilal, N. G., Tariq, B., Gilal, R. G., Gilal, R. G., Gong, Z., & Channa, N. A. (2020). Intergenerational differences in fans' motivation to watch the T20 world cup: a generation cohort theory perspective. International Journal of Sports Marketing and Sponsorship, 22 May.

Mudambi, S. M., & Schuff, D. (2010). What makes a helpful online review? A study of customer reviews on Amazon.com. MIS Quarterly: Management Information Systems, 34(1), 185–200. https://doi.org/10.2307/20721420.

Shimp, T. A. (2007). Integrated Marketing Communications in Advertising and Promotion – 7th (International Student) Edition. China: Thompson South-Western.

Ahmad, M. B., Ali, H. F., Malik, M. S., Humayun, A. A., & Ahmad, S. (2019). Factors affecting impulsive buying behavior with mediating role of positive mood: An empirical study.European Online Journal of Natural and Social Sciences,8(1), pp-17.

Ajzen, I. (1991). The Theory of Planned Behavior. Organizational Behavior and Human Decision Processes, 50(2), 179-211. http://dx.doi.org/10.1016/0749-5978(91)90020-T

Akram, U., Hui, P., Khan, M. K., Hashim, M., Qiu, Y., & Zhang, Y. (2017, July). Online impulse buying on "double eleven" shopping festival: An empirical investigation of utilitarian and hedonic motivations. InInternational Conference on Management Science and Engineering Management (pp. 680-692). Springer, Cham.

Al-Azzawi, G. A., Miskon, S., Abdullah, N. S., & Ali, N. M. (2021, October). Factors Influencing Customers' Trust in E-Commerce during COVID-19 Pandemic. In2021 7th International Conference on Research and Innovation in Information Systems (ICRIIS)(pp. 1-5).IEEE.

Alanko, P. J. (2018). Mapping eWOM effectiveness for Generation Z consumers: An integrative approachand Its Effective Implementation. International Journal of Business and Social Science, 7(4),243–252.

Anderson, K. C., Knight, D. K., Pookulangara, S., & Josiam, B. (2014). Influence of hedonic and utilitarian motivations on retailer loyalty and purchase intention: a facebook perspective.Journal of Retailing and Consumer Services,21(5), 773-779.

Aragoncillo, L., & Orus, C. (2018). Impulse buying behaviour: an online-offline comparative and the impact of social media.Spanish Journal of Marketing-ESIC.

Zhang, K. Z., Xu, H., Zhao, S., & Yu, Y. (2018). Online reviews and impulse buying behavior: the role of browsing and impulsiveness. Internet Research.

Yang, L.,Ji, J.,Wang, M.,Wang, Z. The manufacturer's joint decisions of channel selections and carbon emission reductions under the cap-and-trade regulation. J. Clean. Prod. 2018, 193, 506–523.

Xiang, L., Zheng, X., Lee, M. K., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. International journal of information management, 36(3), 333-347.41. Yang, L.,Ji, J.,Wang, M.,Wang, Z. The manufacturer's joint decisions of channel selections and carbon emission reductions under the cap-and-trade regulation. J. Clean. Prod. 2018, 193, 506–523.42. Zhang, K. Z., Xu, H., Zhao, S., & Yu, Y. (2018). Online reviews and impulse buying behavior: the role of browsing and impulsiveness. Internet Research.

Bahrah, E. N., & Fachira, I. (2021). TheInfluence of E-Commerce Marketing on Impulsive Buying Behaviour. Advanced International Journal of Business

Entrepreneurship and SMEs, 3(9), 349-361. Bahrah, E. N., & Fachira, I. (2021). TheInfluence of

E-Commerce Marketing on Impulsive Buying Behaviour. Advanced International Journal of Business, Entrepreneurship and SMEs, 3(9), 349-361.

Bloomfield, M. T. (2014). Impulse cues on the Facebook pages of apparel retailers. University of Delaware.

Cha, J. (2011). Exploring the internet as a unique shopping channel to sell both real and virtual items: A comparison of factors affecting purchase intention and consumer characteristics.Journal of Electronic Commerce Research,12(2), 115.

Chen-Yu, J. H., & Seock, Y. K. (2002). Adolescents' clothing purchase motivations, information sources, and store selection criteria: a comparison ofmale/female and impulse/nonimpulse shoppers.Family and Consumer Sciences Research Journal,31(1), 50-77.

West, C. J. (1951). Results of two years' of study into impulse buying.Journal of Marketing (pre-1986),15(000003), 362.

Chiu, C. M., & Wang, E. T. (2008). Understanding Web-based learning continuance intention: The role of subjective task value.Information & management,45(3), 194-201.

Cho, J., Ching, G. S., & Luong, T. H. (2014). Impulse buying behavior of Vietnamese consumers in supermarket setting. International Journal of Research Studies in Management, 3(2), 33-50.

Chowdhury, F. (2020). The Impact of Socio-Cultural Factors in Impulse Purchasing Behaviour of Clothes in Bangladesh.J. Bus. Adm,41, 15-28.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13 (3), 319-340.

Dawson, S.; Kim, M. (2009). External and internal trigger cues of impulse buying online. Direct Mark. Int. J. 3, 20–34

Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry.Journal of Retailing and Consumer Services,59, 102345.

Ha, S., & Stoel, L. (2009). Consumer e-shopping acceptance: Antecedents in a technology acceptance model.Journal of business research,62(5), 565-571.

Hess, S., Surry, Y., Kron, R., Liljenstolpe, C., Lindberg, G., & Andersson, H. (2014). A hedonic analysis of the price for horse riding lessons in Sweden.Journal of Outdoor Recreation and Tourism,7, 65-74.

Theodoridis, P. K., & Chatzipanagiotou, K. C. (2009). Store image attributes and customer satisfaction across different customer profiles within the supermarket sector in Greece.European Journal of Marketing,43(5/6), 708-734.

Verhagen, T., & Van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. Information & Management, 48(8), 320-327.

Hirschman, A. O. (1985). Against parsimony: Three easy ways of complicating some categories of economic discourse.Economics & Philosophy,1(1), 7-21.

Huang, L. T. (2016). Flow and social capital theory in online impulse buying.Journal of Business research,69(6), 2277-2283.

Išoraitė, M., & Miniotienė, N. (2018). Electronic commerce: Theory and practice.

Theodoridis, P. K., & Chatzipanagiotou, K. C. (2009). Store image attributes and customer satisfaction across different customer profiles within the supermarket sector in Greece.European Journal of Marketing,43(5/6), 708-734.

Sohn, H. K., & Lee, T. J. (2017). Tourists' impulse buying behavior at duty-free shops: The moderating effects of time pressure and shopping involvement.Journal of Travel & Tourism Marketing,34(3), 341-356

Jacoby, J. (2002). Stimulus-organism-response reconsidered: an evolutionary step in modeling (consumer) behavior.Journal of consumer psychology,12(1), 51-57.

Jamal, M., & Lodhi, S. (2015). Consumer shopping behavior in relation to factors influencing impulse buying: A case of superstores in Karachi, Pakistan. International Journal of Scientific and Research Publications, 5(2), 41.

Shen, K. N., & Khalifa, M. (2012). System design effects on online impulse buying. Internet Research. Kabugumila, M.S., Lushakuzi, S., & Mtui, J.E. (2016). E-Commerce: An Overview of Adoption

Rook,   D.W.(1987).The buying impulse.Journal of consumer research,14(2), 189-199.

Priporas, C. V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda.Computers in Human Behavior,77, 374-381.

Keller, K. L., & Kotler, P. (2012). Branding in B2B firms. In Handbook of business-to-business marketing. Edward Elgar Publishing.

Munsch, A. (2021). Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration.Journal of Global Scholars of Marketing Science,31(1), 10-29.

Kim, A. J., & Johnson, K. K. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook.Computers in human behavior,58, 98-108.

Liao, C., To, P. L., Wong, Y. C., Palvia, P., & Kakhki, M. D. (2016). The impact of presentation mode and product type on online impulse buying decisions.Journal of Electronic Commerce Research,17(2), 153.

Lin, H. F. (2007). Predicting consumer intentions to shop online: An empirical test of competing theories.Electronic Commerce Research and Applications,6(4), 433-442.

Liu, Y., Li, H., & Hu, F. (2013). Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions. Decision Support Systems, 55(3), 829-837.

Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. Journal of Consumer Research, 20(3), 418-430.

Oliver, R. L. (1997). Satisfaction: A behavioral perspective on the consumer. McGraw-Hill.

Brynjolfsson, E., Hu, Y. J., & Simester, D. (2011). Goodbye Pareto principle, hello long tail: The effect of search costs on the concentration of product sales. Management Science, 57(8), 1373-1386

Park, C. W., Mothersbaugh, D. L., & Feick, L. (1994). Consumer knowledge assessment. Journal of Consumer Research, 21(1), 71-82.

Bhatnagar, A., Misra, S., & Rao, H. R. (2000). On risk, convenience, and Internet shopping behavior. Communications of the ACM, 43(11), 98-105.

Nguyen, H., Sohal, A. S., & Prajogo, D. I. (2018). Generational differences in online shopping behaviour: An exploratory study of baby boomers, Gen X and Gen Y/Z in Australia. Journal of Retailing and Consumer Services, 44, 240-247.

Brown, J. J., & Reingen, P. H. (1987). Social ties and word-of-mouth referral behavior. Journal of Consumer Research, 14(3), 350-362.

Huang, L., Liu, Y., & Ba, S. (2017). Understanding customers' repeat purchase intentions in B2C e-commerce: The roles of utilitarian value, hedonic value and perceived risk. Information Systems and E-Business Management, 15(3), 575-597.

Kim, H., & Lennon, S. J. (2013). Effects of visual and verbal information on attitudes and purchase intentions in internet shopping. Psychology & Marketing, 30(2), 94-107

Engelland, B. T., & Gouthier, M. H. (2012). Product presentation in direct marketing. Journal of Direct, Data and Digital Marketing Practice, 14(2), 91-97.

Park, D. H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. International Journal of Electronic Commerce, 11(4), 125-148.

Ladhari, R., Souiden, N., & Dufour, B. (2018). What motivates consumers to write online reviews? An empirical analysis of conventional and emerging motivations. Journal of Retailing and Consumer Services, 40, 221-230.

Lichtenstein, D. R., Netemeyer, R. G., & Burton, S. (1990). Distinguishing coupon proneness from value consciousness: An acquisition-transaction utility theory perspective. Journal of Marketing, 54(3), 54-67.

Choi, J., Lee, H., & Yoo, C. W. (2017). The impact of online and offline sales promotions on consumer purchase decisions: A conjoint analysis. Journal of Electronic Commerce Research, 18(1), 27-41.

Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. Journal of Consumer Psychology, 12(2), 163-176

Verhagen, T., & van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. Information & Management, 48(8), 320-327.

Liu, Y., Li, H., & Hu, F. (2019). The power of mobile word-of-mouth: Antecedents and consequences of perceived information credibility. Journal of Business Research, 94, 146-156.

Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. Journal of Marketing, 74(6), 1-17.

Krasnova, H., Günther, O., Spiekermann, S., & Koroleva, K. (2010). Privacy concerns and identity in online social networks. Identity in the Information Society, 3(2), 457-479.

Huang, K. W., Chou, P. F., & Lu, C. J. (2019). Consumers' intention to purchase group buying coupons: An application of the theory of planned behavior. Journal of Retailing and Consumer Services, 48, 44-52.

-Fatahi, M., & Salimi, H. (2020). Understanding the factors affecting Gen Z consumer behavior towards online shopping. Journal of Retailing and Consumer Services, 53, 101996.

Wu, J. H., Chen, Y. H., & Chung, Y. S. (2017). The effect of online retailer's service quality on social media users' purchase intentions. International Journal of Information Management, 37(2), 63-74.

Park, C. W., Lee, J., & Han, J. Y. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. International Journal of Electronic Commerce, 11(4), 125-148.

Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. Decision Support Systems, 44(2), 544-564.

Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. Journal of the Academy of Marketing Science, 27(2), 184-20