

DAFTAR PUSTAKA

- Adrian, A., Fiza, A. K., & Zulvia, Y. (2022). The Influence of Website Personality and Website Quality with Hedonic Shopping Motivation as Intervening on Online Impulsive Buying Behavior in Generation Y in Padang City. *Proceedings of the Eighth Padang International Conference On Economics Education, Economics, Business and Management, Accounting and Entrepreneurship*, 259–269. <https://doi.org/10.2991/AEBMR.K.220702.039>
- Ahdiat, A. (2024, October 10). *Jumlah Pengguna E-Commerce di Indonesia Meningkat 2020-2024*. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/6707a52f50651/jumlah-pengguna-e-commerce-di-indonesia-meningkat-2020-2024>
- Ajeng, B. (2021). *Barenbliss Resmi Hadir di Indonesia, Cocok untuk Kamu K-Beauty Enthusiasts* | [kumparan.com](https://kumparan.com/kumparanwoman/barenbliss-resmi-hadir-di-indonesia-cocok-untuk-kamu-k-beauty-enthusiasts-1wPbcA36j5o/1). <https://kumparan.com/kumparanwoman/barenbliss-resmi-hadir-di-indonesia-cocok-untuk-kamu-k-beauty-enthusiasts-1wPbcA36j5o/1>
- Akram, U., Ansari, A. R., Fu, G., & Junaid, M. (2020). Feeling hungry? let's order through mobile! examining the fast food mobile commerce in China. *Journal of Retailing and Consumer Services*, 56, 102142. <https://doi.org/10.1016/J.JRETCONSER.2020.102142>
- Akram, U., Ansari, A., Services, C. Y.-J. of R. and C., & 2023, undefined. (2023). Cosmetics makers have always sold 'hope in a jar'! Understanding the cosmetics purchase intention in the Chinese mobile commerce environment. *Journal of Retailing and Consumer Services*, 2023•Elsevier, 73. <https://doi.org/10.1016/j.jretconser.2023.103337>
- Alfisyahr, R., & Lusy Deasyana Rahma Devita. (2019). Impact of Brand Image, Country of Origin, and Interpersonal Influences on Purchase Intention. *Advances in Economics, Business and Management Research*, 93. <https://doi.org/10.2991/aicobpa-18.2019.43>
- Ali, S., Akter, S., Fogarassy, C., Rosen, M. A., Micillo, R., & Alfieri, M. L. (2021). Analysis of Circular Thinking in Consumer Purchase Intention to Buy Sustainable Waste-To-Value (WTV) Foods. *Sustainability* 2021, Vol. 13, Page 5390, 13(10), 5390. <https://doi.org/10.3390/SU13105390>
- Andalas, S. F. T. (2024, June 12). *209,3 Juta Orang di Indonesia Menggunakan Smartphone pada Tahun 2023*. Goodstats.

<https://data.goodstats.id/statistic/2093-juta-orang-di-indonesia-menggunakan-smartphone-pada-tahun-2023-cbha0>

- Andini, N. S. (2024). *Compas Data Market Insight: Shopee Dominasi Top Market Share Kategori Beauty & Care di Ecommerce February 2024 - Kompas*. <https://kompas.co.id/article/top-market-share-kategori-beauty-care-2024/>
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77–95. [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1)
- Ashraf, A. R., Thongpapanl Tek, N., Anwar, A., Lapa, L., & Venkatesh, V. (2021). Perceived values and motivations influencing m-commerce use: A nine-country comparative study. *International Journal of Information Management*, 59, 102318. <https://doi.org/10.1016/J.IJINFOMGT.2021.102318>
- Barta, S., Gurrea, R., & Flavián, C. (2023). Using augmented reality to reduce cognitive dissonance and increase purchase intention. *Computers in Human Behavior*, 140, 107564. <https://doi.org/10.1016/J.CHB.2022.107564>
- Basit, A., Khalid, I., Social, L. M.-A. U. J. of, & 2022, undefined. (2022). Antecedents of Impulsive Buying Behavior through M-commerce in the Textile Sector of Pakistan. *Ajss.Abasyn.Edu.PkA Basit, I Khalid, L MaroofAbasyn University Journal of Social Sciences*, 2022•*ajss.Abasyn.Edu.Pk*, 15, 2022. <https://doi.org/10.34091/AJSS.15.1.06>
- Bikash Hazarika, B., Mousavizadeh, M., & Tarn, M. (2019). A COMPARISON OF HEDONIC AND UTILITARIAN DIGITAL PRODUCTS BASED ON CONSUMER EVALUATION AND TECHNOLOGY FRUSTRATION. *JISTEM - Journal of Information Systems and Technology Management*, 16, e201916008. <https://doi.org/10.4301/S1807-1775201916008>
- Blut, M. (2016). E-Service Quality: Development of a Hierarchical Model. *Journal of Retailing*, 92(4), 500–517. <https://doi.org/10.1016/j.jretai.2016.09.002>
- Cao, D., Meadows, M., & Ma, X. (2024). Thinking fast and slow: a revised SOR model for an empirical examination of impulse buying at a luxury fashion outlet. *European Journal of Marketing*, 58(1), 342–368. <https://doi.org/10.1108/EJM-01-2022-0046/FULL/XML>
- Casteel, A., & Bridier, N. L. (2021). DESCRIBING POPULATIONS AND SAMPLES IN DOCTORAL STUDENT RESEARCH. *International Journal of Doctoral Studies*, 16, 339–362. <https://doi.org/10.28945/4766>
- Cecianti, V., and, S. H.-C. R. on B., & 2021, undefined. (2021). Factors affecting online impulse buying on social commerce in Indonesia: The moderation role of perceived financial risk. *Contemporary Research on Business and Management*. <https://doi.org/DOI10.1201/9781003196013-58>

- Chen, J. S., Kamalanon, P., & Janupiboon, T. P. (2022). Company websites and mobile apps versus social media: which service experience creates more customer value for online travel agencies? *Service Business*, 16(4), 1081–1110. <https://doi.org/10.1007/S11628-022-00511-X/FIGURES/4>
- Chen, L., Md. Salamun Rashidin, & Jian Wang. (2021). Determinants of Consumer's Purchase Intention on Fresh E-Commerce Platform: Perspective of UTAUT Model. *SAGE Journal*, 11(2). <https://doi.org/10.1177/21582440211027875>
- Chen, Y., Lu, Y., Gupta, S., & Pan, Z. (2020a). Understanding “window” shopping and browsing experience on social shopping website: An empirical investigation. *Information Technology and People*, 33(4), 1124–1148. <https://doi.org/10.1108/ITP-12-2017-0424/FULL/PDF>
- Chen, Y., Lu, Y., Gupta, S., & Pan, Z. (2020b). Understanding “window” shopping and browsing experience on social shopping website: An empirical investigation. *Information Technology and People*, 33(4), 1124–1148. <https://doi.org/10.1108/ITP-12-2017-0424/FULL/PDF>
- Chopdar, P. K., Paul, J., Korfiatis, N., & Lytras, M. D. (2022). Examining the role of consumer impulsiveness in multiple app usage behavior among mobile shoppers. *Journal of Business Research*, 140, 657–669. <https://doi.org/10.1016/J.JBUSRES.2021.11.031>
- Cuong, D. T. (2023). Online Impulsive Buying Behavior Using Partial Least Squares Algorithm. *Journal of ICT Standardization*, 11(3), 217–236. <https://doi.org/10.13052/JICTS2245-800X.1131>
- Deny, S. (2024, November 29). *Industri Kosmetik RI Moncer, Diproyeksi Raup Pendapatan USD 9,17 Miliar di 2024 - Bisnis Liputan6.com*. <https://www.liputan6.com/bisnis/read/5811441/industri-kosmetik-ri-moncer-diproyeksi-raup-pendapatan-usd-917-miliar-di-2024>
- Dewi, C. K., Mohaidin, Z., & Murshid, M. A. (2020). Determinants of online purchase intention: a PLS-SEM approach: evidence from Indonesia. *Journal of Asia Business Studies*, 14(3), 281–306. <https://doi.org/10.1108/JABS-03-2019-0086/FULL/PDF>
- Dincer, C., & Dincer, B. (2023). Social Commerce and Purchase Intention: A Brief Look at the Last Decade by Bibliometrics. *Sustainability 2023*, Vol. 15, Page 846, 15(1), 846. <https://doi.org/10.3390/SU15010846>
- Elegunde, A., Olajide Okunbanjo, & Babatunde Afolabi. (2024). Scaling in Quantitative Survey in Management Science Research: The Perspective of Likert Scale. *Annual Journal of Technical University of Varna*, 8(2). <https://doi.org/10.29114/ajtuv.vol8.iss2.321>

- Elgayed, G. M., & Attia, S. T. (2023). Online Impulsive Buying Behavior: The Mediating Effect of Browsing on Egyptian Consumers. *Journal of Business and Management Sciences*, Vol. 11, 2023, Pages 34-45, 11(1), 34–45. <https://doi.org/10.12691/JBMS-11-1-3>
- Gómez-Carmona, D., Cruces-Montes, S., Marín-Dueñas, P. P., Serrano-Domínguez, C., Paramio, A., & García, A. Z. (2021). Do You See It Clearly? The Effect of Packaging and Label Format on Google Ads. *Journal of Theoretical and Applied Electronic Commerce Research* 2021, Vol. 16, Pages 1648-1666, 16(5), 1648–1666. <https://doi.org/10.3390/JTAER16050093>
- Gopal, S., Gil, M. T., Cydel Salian, B., & Baddaoui, J. (2024). Optimizing digital menus for enhanced purchase intentions: insights from India's restaurant industry in the post-COVID-19 era. *Cogent Business & Management*, 11(1), 2432536. <https://doi.org/10.1080/23311975.2024.2432536>
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/J.RMAL.2022.100027>
- Hair, J. F., G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt, Nicholas P. Danks, & Soumya Ray. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer Nature. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J. F., William C. Black, Barry J. Babin, & Rolph E. Anderson. (2019). *Eighth Edition - Multivariate Data Analysis*. Annabel Ainscow.
- Hamdani, T. (2023, November 24). *Ini Daftar E-commerce Paling Digandrungi Gen Z | IDN Times*. <https://www.idntimes.com/business/economy/ini-daftar-e-commerce-paling-digandrungi-gen-z-00-bvq5c-s2rtl5>
- Han, S., Yoon, J. H., & Kwon, J. (2021). Impact of Experiential Value of Augmented Reality: The Context of Heritage Tourism. *Sustainability* 2021, Vol. 13, Page 4147, 13(8), 4147. <https://doi.org/10.3390/SU13084147>
- Handayani, N. (2019). The Relationship between Product Browsing on Instagram and Shopping Motivation, and its Effects on Purchase Intention, Word-of-mouth Intention and Impulse Buying. *International Journal of Scientific & Engineering Research*, 10(1). <http://www.ijser.org>
- Hetti, S. M., Iskandar, D., & Sari, R. A. (2024, December 17). *Influencer Contributions, Hedonic Browsing and Visual Appeal Against Impulsive Buying Online Shopping Customers*. Jurnal Ekonomi. <https://doi.org/10.54209/ekonomi.v13i04>

- Hilmi, L. D., & Pratika, Y. (2021). PAYLATER FEATURE: IMPULSIVE BUYING DRIVER FOR E-COMMERCE IN INDONESIA. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(2). <https://doi.org/10.29040/IJEBAR.V5I2.2337>
- Hsieh, S. H., Lee, C. T., & Tseng, T. H. (2021). Branded app atmospherics: Examining the effect of pleasure–arousal–dominance in brand relationship building. *Journal of Retailing and Consumer Services*, 60, 102482. <https://doi.org/10.1016/J.JRETCONSER.2021.102482>
- Hu, L., Filieri, R., Acikgoz, F., Zollo, L., & Rialti, R. (2023). The effect of utilitarian and hedonic motivations on mobile shopping outcomes. A cross-cultural analysis. *International Journal of Consumer Studies*, 47(2), 751–766. <https://doi.org/10.1111/IJCS.12868>
- Indrawati, I., Ramantoko, G., Widarmanti, T., Aziz, I. A., & Khan, F. U. (2022a). Utilitarian, hedonic, and self-esteem motives in online shopping. *Spanish Journal of Marketing - ESIC*, 26(2), 231–246. <https://doi.org/10.1108/SJME-06-2021-0113/FULL/PDF>
- Indrawati, I., Ramantoko, G., Widarmanti, T., Aziz, I. A., & Khan, F. U. (2022b). Utilitarian, hedonic, and self-esteem motives in online shopping. *Spanish Journal of Marketing - ESIC*, 26(2), 231–246. <https://doi.org/10.1108/SJME-06-2021-0113/FULL/PDF>
- Ismagilova, E., Rana, N., Slade, E., & Dwivedi, Y. (2020). A Review and Weight Analysis of Factors Affecting Helpfulness of Electronic Word-of-Mouth Communications. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 469–479. https://doi.org/10.1007/978-3-030-39165-2_193
- Jabutay, F. A., & Limpachote, T. (2024). Young adults' perceived social isolation and e-impulse buying on social commerce platforms: linking roles of perceived stress and hedonic browsing. *Young Consumers*, 25(6), 807–823. <https://doi.org/10.1108/YC-11-2023-1910/FULL/PDF>
- Jasman, G. K., Loebis, H., & Utami, S. (2023). The Role of Hedonic Browsing in Mediating Interpersonal Influence, Visual Attractiveness, and Convenience in Encouragement to Make Impulse Buying On Gojek Tokopedia. *The International Journal of Business Management and Technology*, 7(5). www.theijbmt.com
- Johnstone, L., & Lindh, C. (2018). The sustainability-age dilemma: A theory of (un)planned behaviour via influencers. *Journal of Consumer Behaviour*, 17(1), e127–e139. <https://doi.org/10.1002/CB.1693>

- Kakuko, A., Paul Oyile, Patrick Owoche, & Richard Ronoh. (2024). Assessing the Influence of Product Page Design on Purchasing Influence of Products in Online Marketplaces. *INTERNATIONAL JOURNAL OF RESEARCH AND INNOVATION IN APPLIED SCIENCE (IJRIAS)* , 9(9). <https://doi.org/10.51584/IJRIAS.2024.909056>
- Kim, E., Shoenberger, H., & Sun, Y. (2021). Living in a Material World: Sponsored Instagram Posts and the Role of Materialism, Hedonic Enjoyment, Perceived Trust, and Need to Belong. *Social Media and Society*, 7(3). <https://doi.org/10.1177/20563051211038306>
- Kimiagari, S., & Asadi Malafe, N. S. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior. *Journal of Retailing and Consumer Services*, 61, 102567. <https://doi.org/10.1016/J.JRETCONSER.2021.102567>
- Kizgin, H., Ahmad Jamal, Yogesh K. Dwivedi, & Nripendra P. Rana. (2020). The impact of online vs. offline acculturation on purchase intentions: A multigroup analysis of the role of education. *Journal of Business Research*, 130, 724–735. <https://doi.org/10.1016/j.jbusres.2020.05.011>
- Kurniawati, D., & Judisseno, R. K. (2022). PENGGUNAAN SKALA LIKERT UNTUK MENGANALISA EFEKTIVITAS REGISTRASI STAKEHOLDER MEETING: EXHIBITION INDUSTRY 2020. *Proceeding Seminar Nasional Riset Terapan Administrasi Bisnis & MICE*, 10(1), 142–152. <https://prosiding-old.pnj.ac.id/index.php/snr/b/article/view/5581>
- Lee, H. (2024). Interest-Based E-Commerce and Users' Purchase Intention on Social Network Platforms. *IEEE Access*, 12, 87451–87466. <https://doi.org/10.1109/ACCESS.2024.3417440>
- Lee, U. K., & Kim, H. (2022). UTAUT in Metaverse: An “Ifland” Case. *Journal of Theoretical and Applied Electronic Commerce Research* 2022, Vol. 17, Pages 613-635, 17(2), 613–635. <https://doi.org/10.3390/JTAER17020032>
- Lee, Y. Y., Gan, C. L., & Liew, T. W. (2022). The Impacts of Mobile Wallet App Characteristics on Online Impulse Buying: A Moderated Mediation Model. *Human Behavior and Emerging Technologies*, 2022(1), 2767735. <https://doi.org/10.1155/2022/2767735>
- Levrini, G. R. D., Chen, Z., Fang, J., Lin, B., & Shen, B. (2023). Study of Consumers' Purchase Intentions on Community E-commerce Platform with the SOR Model: A Case Study of China's “Xiaohongshu” App. *Behavioral Sciences* 2023, Vol. 13, Page 103, 13(2), 103. <https://doi.org/10.3390/BS13020103>

- Liao, Y. K., Wu, C. Y., Truong, G. N. T., & Do, Y. T. (2022). The Roles of Service Recovery and Perceived Justice on Post-Recovery Satisfaction in M-Commerce. *Sustainability* 2022, Vol. 14, Page 14838, 14(22), 14838. <https://doi.org/10.3390/SU142214838>
- Lim, Z. W., Yong, Y. C., Tan, C. H., & Chan, M. S. (2024). Impact of Social Media Marketing on Gen Z's Cosmetic Brand Awareness. *International Journal of Management, Finance and Accounting*, 5(1), 64–84. <https://doi.org/10.33093/IJOMFA.2024.5.1.3>
- Liu, P., Li, M., Dai, D., & Guo, L. (2021). The effects of social commerce environmental characteristics on customers' purchase intentions: The chain mediating effect of customer-to-customer interaction and customer-perceived value. *Electronic Commerce Research and Applications*, 48, 101073. <https://doi.org/10.1016/J.ELERAP.2021.101073>
- Liu, X., Yan, M., Deng, L., Li, G., Ye, X., & Fan, D. (2022). Sampling Methods for Efficient Training of Graph Convolutional Networks: A Survey. *IEEE/CAA Journal of Automatica Sinica*, 9(2), 205–234. <https://doi.org/10.1109/JAS.2021.1004311>
- Lu, H. H., Chen, C. F., & Tai, Y. W. (2024). Exploring the roles of vlogger characteristics and video attributes on followers' value perceptions and behavioral intention. *Journal of Retailing and Consumer Services*, 77, 103686. <https://doi.org/10.1016/J.JRETCONSER.2023.103686>
- Lukman. (2024, October 14). *Bare Essentials of Beauty: Barenbliss Rayakan Tiga Tahun di Indonesia dengan Trilogy of Beauty dan Produk Terbaru - Koran Times*. <https://korantimes.com/2024/10/14/bare-essentials-of-beauty-barenbliss-rayakan-tiga-tahun-di-indonesia-dengan-trilogy-of-beauty-dan-produk-terbaru/>
- Mae. (2024, April 27). *Belanja Kecantikan Warga RI Hampir Rp 3 T, Lebih Besar dari Makanan*. <https://www.cnbcindonesia.com/research/20240427110427-128-533935/belanja-kecantikan-warga-ri-hampir-rp-3-t-lebih-besar-dari-makanan>
- Mahaputra, M., ... M. M.-I. J. of, & 2023, undefined. (2023). The influence of perceived usefulness, perceived ease of use and social influence on mobile commerce usage activities. *Greenation International Journal of Tourism and Management*, 1(1), 8–15. <https://doi.org/10.38035/gijtm.v1i1.17>
- Martín-Consuegra, D., Díaz, E., Gómez, M., & Molina, A. (2019). Examining consumer luxury brand-related behavior intentions in a social media context: The moderating role of hedonic and utilitarian motivations. *Physiology & Behavior*, 200, 104–110. <https://doi.org/10.1016/J.PHYSBEH.2018.03.028>

- Masitoh, M. R., Wibowo, H. A., Prihatma, G. T., & Miharja, D. T. (2023). Pengaruh Visual Appeal, Sales Promotion, Dan Hedonic Browsing Terhadap Mobile Impulse Buying Pelanggan M-Commerce Shopee. *Jurnal Manajemen Perusahaan: JUMPA*, 2(2), 10–26. <https://doi.org/10.30656/JUMPA.V2I2.7247>
- Megawati, V., & Dyah Trisnawati, J. (2022). Influence of Interpersonal Influence, Visual Appeal, Portability, Hedonic Browsing and Utilitarian Browsing on Urge to Buy Impulsively on Traveloka Application Users in Surabaya. *PROSENAMA*, 2(1), 60–71.
- Migliore, G., Wagner, R., Cechella, F. S., & Liébana-Cabanillas, F. (2022). Antecedents to the Adoption of Mobile Payment in China and Italy: an Integration of UTAUT2 and Innovation Resistance Theory. *Information Systems Frontiers* 2022 24:6, 24(6), 2099–2122. <https://doi.org/10.1007/S10796-021-10237-2>
- Minhas, W. A., & Muhammad Furqan. (2023). Effect of interpersonal influence, altruism and environmental knowledge on green purchase behavior through environmental attitude and green purchase intention. *The Journal of Commerce*, 3, 1–20.
- Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2021). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research* 2022, Vol. 17, Pages 89-103, 17(1), 89–103. <https://doi.org/10.3390/JTAER17010005>
- Mufadhzil, & Alversia, Y. (2021). The influence of browsing motivation toward consumer impulse buying behavior on Indonesian M-commerce. *Contemporary Research on Business and Management*, 178–181. <https://doi.org/10.1201/9781003196013-44>
- Müller-Pérez, J., Acevedo-Duque, Á., Rettig, P. V., García-Salirrosas, E. E., Fernández-Mantilla, M. M., Izquierdo-Marín, S. S., & Álvarez-Becerra, R. (2023). Consumer Behavior after COVID-19: Interpersonal Influences, eWOM and Digital Lifestyles in More Diverse Youths. *Sustainability* 2023, Vol. 15, Page 6570, 15(8), 6570. <https://doi.org/10.3390/SU15086570>
- Natalia, T. (2024). *Lampau Wardah, Hanasui Jadi Kosmetik Paling Laris Jelang Lebaran*. <https://www.cnbcindonesia.com/research/20240408105805-128-529320/lampau-wardah-hanasui-jadi-kosmetik-paling-laris-jelang-lebaran>
- Nazirah, U., Utami, S., & Ma'ruf, J. J. (2022). INVESTIGATION INTO M-COMMERCE CONSUMERS HEDONIC BROWSING AND THE IMPACT

- ON URGE TO BUY IMPULSIVELY. *Jurnal Ilmiah Teunuleh*, 3(2), 103–117.
<https://doi.org/10.51612/TEUNULEH.V3I2.89>
- Nguyen, N. T. T., Vo, V. T. T., & Nguyen, A. T. (2024). Effects of TikTok Influencers on the Purchase Intention of Gen-Z: Cosmetic Industry. *Journal of Economics and Management Sciences*, 7(1), p1. <https://doi.org/10.30560/JEMS.V7N1P1>
- Nguyen, T. H. N., Tran, N. K. H., Do, K., & Tran, V. D. (2024). The Role of Product Visual Appeal and Sale Promotion Program on Consumer Impulsive Buying Behavior. *Emerging Science Journal*, 8(1), 297–309.
<https://doi.org/10.28991/ESJ-2024-08-01-021>
- Nguyen, T. T., Thi, H., Truong, T., & Le-Anh, T. (2023). Online Purchase Intention Under the Integration of Theory of Planned Behavior and Technology Acceptance Model. *Original Research SAGE*, 1–16.
<https://doi.org/10.1177/21582440231218814>
- Noura Elysha, C., & Kardison Lumban Batu, dan. (2024). Analisis Pengaruh Visual Appeal dan Portability terhadap Urge to Buy Impulsively. *Journal of Research on Business and Tourism*, 4(1), 1–21. <https://doi.org/10.37535/104004120241>
- Nugraha, Y. D., Suliyanto, Permana, R. M. T., Azib, & Hadiarti, D. (2024). Impulsive purchase behaviour of Z generation of Muslim women on TikTok shop: the application of S-O-R framework. *Journal of Islamic Marketing*, 15(2), 493–517. <https://doi.org/10.1108/JIMA-06-2022-0182/FULL/PDF>
- Oktaviani, R. D., Naruetharadhol, P., Padthar, S., & Ketkaew, C. (2024). Green Consumer Profiling and Online Shopping of Imperfect Foods: Extending UTAUT with Web-Based Label Quality for Misshapen Organic Produce. *Foods* 2024, Vol. 13, Page 1401, 13(9), 1401.
<https://doi.org/10.3390/FOODS13091401>
- Panopoulos, A., Poulis, A., Theodoridis, P., & Kalampakas, A. (2022). Influencing Green Purchase Intention through Eco Labels and User-Generated Content. *Sustainability* 2023, Vol. 15, Page 764, 15(1), 764.
<https://doi.org/10.3390/SU15010764>
- Parasuraman, A., Valarie A. Zeithaml, & Arvind Malhotra. (2005). E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality. *Sage Journal*, 7(3).
- Pillai, R., Sivathanu, B., Rana, N. P., & Struweg, I. (2024). Assessing the Determinants of Metaverse Adoption for E-Commerce Retailing. *Journal of Computer Information Systems*.
<https://doi.org/10.1080/08874417.2024.2416452>

- Poureisa, A., Aziz, Y. A., & Ng, S. I. (2024). Swipe to Sustain: Exploring Consumer Behaviors in Organic Food Purchasing via Instagram Social Commerce. *Sustainability* 2024, Vol. 16, Page 2338, 16(6), 2338. <https://doi.org/10.3390/SU16062338>
- Prawiro, J. S. (2023). Impact of Visual Appeal and Portability Towards Online Purchase Intention of Online Mobile Game Content in Indonesia. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 6(2), 471–485. <https://doi.org/10.31538/IJSE.V6I2.3159>
- Pristl, A. C., Kilian, S., & Mann, A. (2021). When does a social norm catch the worm? Disentangling social normative influences on sustainable consumption behaviour. *Journal of Consumer Behaviour*, 20(3), 635–654. <https://doi.org/10.1002/CB.1890>
- Pundir, S., & Hendijani, R. B. (2024). Boosting Economic Growth: Strategic Insights On Impulse Buying In Mobile Commerce. *International Journal of Innovative Research and Advanced Studies*, 11(7). www.ijiras.com
- Putri, S. A. (2024, August 9). Perbedaan Gen-Z dan Millenial Saat Belanja Produk Kecantikan | POPBELA.com. <https://www.popbela.com/beauty/make-up/ini-perbedaan-gen-z-dan-millenial-saat-belanja-produk-kecantikan-00-mfw3q-860npq>
- Qi, X., & Ploeger, A. (2021). An integrated framework to explain consumers' purchase intentions toward green food in the Chinese context. *Food Quality and Preference*, 92, 104229. <https://doi.org/10.1016/J.FOODQUAL.2021.104229>
- Rainer, P. (2023). Provinsi RI Dengan Pengeluaran Per Kapita Tahunan Tertinggi, Adakah Provinsimu? - GoodStats. <https://goodstats.id/article/provinsi-ri-dengan-pengeluaran-per-kapita-tahunan-tertinggi-adakah-provinsimu-PS1sI>
- Rita, P., Tiago Oliveira, & Almira Farisa. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*.
- Rizti, F. (2024, June 3). Penggunaan Makeup Bagi Wanita Indonesia, Penting atau Tidak? - GoodStats Data. <https://data.goodstats.id/statistic/penggunaan-makeup-bagi-wanita-indonesia-penting-atau-tidak-ojOvk>
- Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*, 56(8), 1748–1768. <https://doi.org/10.1108/MD-04-2017-0363/FULL/PDF>
- Salimon, M. G., Kareem, O., Mokhtar, S. S. M., Aliyu, O. A., Bamgbade, J. A., & Adeleke, A. Q. (2023). Malaysian SMEs m-commerce adoption: TAM 3, UTAUT 2 and TOE approach. *Journal of Science and Technology Policy*

- Management*, 14(1), 98–126. <https://doi.org/10.1108/JSTPM-06-2019-0060/FULL/XML>
- Salsabila. (2022). *Brand Lip Tint Terlaris di Indonesia: Barenbliss Juaranya*. <https://compas.co.id/article/lip-tint-terlaris-di-indonesia/>
- Salsabila. (2023). *5 Merk Lip Tint Terbaik di Shopee Ini Sukses Mencium Kemenangan*. <https://compas.co.id/article/5-merk-lip-tint-terbaik/>
- Sanny, L., Julianto, T. D., Savionus, S., & Kelen, B. W. bin Y. (2022). Purchase Intention in the Fashion Industry on Local and International E-Commerce in Indonesia. *International Journal of Asian Business and Information Management*, 13(2), 1–12. <https://doi.org/10.4018/IJABIM.20220701.OA4>
- Santo, P. E., & Marques, A. M. A. (2022). Determinants of the online purchase intention: hedonic motivations, prices, information and trust. *Baltic Journal of Management*, 17(1), 56–71. <https://doi.org/10.1108/BJM-04-2021-0140/FULL/PDF>
- Saputra, R. S. (2025, January 2). *Berbelanja Online di Shopee: Mengapa Lebih Populer daripada Toko Konvensional?* Kumparan. <https://kumparan.com/rizky-septiana/berbelanja-online-di-shopee-mengapa-lebih-populer-daripada-toko-konvensional-24CM9Qjs0V6/full>
- Sasmitha, N. G. Y., & Yoestini. (2022). PENGARUH DAYA TARIK VISUAL DAN PORTABILITAS TERHADAP IMPULSE BUYING MELALUI HEDONIC BROWSING SEBAGAI VARIABEL INTERVENING (Studi pada Pengguna Aplikasi Shopee di Kota Semarang). *Diponegoro Journal of Management*, 11(1), 343–354. <https://doi.org/10.2/JQUERY.MIN.JS>
- Scarpi, D. (2021). A construal-level approach to hedonic and utilitarian shopping orientation. *Marketing Letters*, 32(2), 261–271. <https://doi.org/10.1007/S11002-021-09558-8/METRICS>
- Scharrer, E., & Ramasubramanian, S. (2021). Quantitative research methods in communication: The power of numbers for social justice. *Quantitative Research Methods in Communication: The Power of Numbers for Social Justice*, 1–362. <https://doi.org/10.4324/9781003091653>
- Schmitz, A., Díaz-Martín, A. M., & Yagüe Guillén, M. J. (2022). Modifying UTAUT2 for a cross-country comparison of telemedicine adoption. *Computers in Human Behavior*, 130, 107183. <https://doi.org/10.1016/J.CHB.2022.107183>
- Scuderia, A. M. (2024, October 15). *Tren Kecantikan Dorong Lonjakan Notifikasi Kosmetik Indonesia - GoodStats Data*. <https://data.goodstats.id/statistic/tren-kecantikan-dorong-lonjakan-notifikasi-kosmetik-indonesia-g3FUS>

- Shahpasandi, F., Zarei, A., & Nikabadi, M. S. (2020). Consumers' Impulse Buying Behavior on Instagram: Examining the Influence of Flow Experiences and Hedonic Browsing on Impulse Buying. *Journal of Internet Commerce*, 19(4), 437–465. <https://doi.org/10.1080/15332861.2020.1816324>
- Sharma, V. M., & Klein, A. (2020). Consumer perceived value, involvement, trust, susceptibility to interpersonal influence, and intention to participate in online group buying. *Journal of Retailing and Consumer Services*, 52, 101946. <https://doi.org/10.1016/J.JRETCONSER.2019.101946>
- Silva, J. D. da, Ana Tereza Delapedra, Ana Maria Campos Manoel, & Isis Helena Martins Cassiolato. (2021). IMPACT OF PERSONAL VALUES ON POLITICAL CONSUMPTION: THE MODERATING ROLE OF INTERPERSONAL INFLUENCE IN SOCIAL MEDIA. *Consumer Behavior Review*, 5(3), 400–415. <https://doi.org/10.51359/2526-7884.2021.251206>
- Stefko, R., Radovan Bacik, Richard Fedorko, & Maria Olearove. (2022). Gender-generation characteristic in relation to the customer behavior and purchasing process in terms of mobile marketing. *Oeconomia Copernicana*, 13(1), 181–223.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Sutopo, Ed.; Edisi ke 2 Cetakan 3). ALFABETA.
- Tabassum, S., Khwaja, M. G., & Zaman, U. (2020). Can Narrative Advertisement and eWOM Influence Generation Z Purchase Intentions? *Information 2020*, Vol. 11, Page 545, 11(12), 545. <https://doi.org/10.3390/INFO11120545>
- Taeratanachai, C., Wonglorsaichon, P., & Agmapisarn, C. (2024). Relationship Quality as a Mediator of the Effects of Social Commerce on Purchase Intentions. *ABAC Journal*, 44(2), 94–122. <https://doi.org/10.59865/ABACJ.2024.20>
- Taherdoost, H. (2022). What are Different Research Approaches? Comprehensive Review of Qualitative, Quantitative, and Mixed Method Research, Their Applications, Types, and Limitations. *Journal of Management Science & Engineering Research*, 5(1), 53–63. <https://doi.org/10.30564/JMSER.V5I1.4538>
- Tamilmani, K., Rana, N. P., & Dwivedi, Y. K. (2021). Consumer Acceptance and Use of Information Technology: A Meta-Analytic Evaluation of UTAUT2. *Information Systems Frontiers*, 23(4), 987–1005. <https://doi.org/10.1007/S10796-020-10007-6/FIGURES/4>
- Testa, R., Rizzo, G., Schifani, G., Tóth, J., & Migliore, G. (2024). Critical determinants influencing consumers' decision-making process to buy green

- cosmetics. A systematic literature review. *Journal of Global Fashion Marketing*, 15(3), 357–381. <https://doi.org/10.1080/20932685.2023.2268669>
- Thangavel, P., & Chandra, B. (2023). Two Decades of M-Commerce Consumer Research: A Bibliometric Analysis Using R Biblioshiny. *Sustainability* 2023, Vol. 15, Page 11835, 15(15), 11835. <https://doi.org/10.3390/SU151511835>
- Thomas, F. B. (2022). *The Role of Purposive Sampling Technique as a Tool for Informal Choices in a Social Sciences in Research Methods*. 2(5). www.justagriculture.in
- Venkatesh, V., Thong, J., quarterly, X. X.-M., & 2012, undefined. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS Quarterly*, 36, 157. <https://doi.org/10.2307/41410412>
- Vinerean, S., Budac, C., Baltador, L. A., & Dabija, D. C. (2022). Assessing the Effects of the COVID-19 Pandemic on M-Commerce Adoption: An Adapted UTAUT2 Approach. *Electronics* 2022, Vol. 11, Page 1269, 11(8), 1269. <https://doi.org/10.3390/ELECTRONICS11081269>
- Wu, Y., & Huang, H. (2023). Influence of Perceived Value on Consumers' Continuous Purchase Intention in Live-Streaming E-Commerce—Mediated by Consumer Trust. *Sustainability* 2023, Vol. 15, Page 4432, 15(5), 4432. <https://doi.org/10.3390/SU15054432>
- Yang, F., Tang, J., Men, J., & Zheng, X. (2021a). Consumer perceived value and impulse buying behavior on mobile commerce: The moderating effect of social influence. *Journal of Retailing and Consumer Services*, 63, 102683. <https://doi.org/10.1016/J.JRETCONSER.2021.102683>
- Yang, F., Tang, J., Men, J., & Zheng, X. (2021b). Consumer perceived value and impulse buying behavior on mobile commerce: The moderating effect of social influence. *Journal of Retailing and Consumer Services*, 63, 102683. <https://doi.org/10.1016/J.JRETCONSER.2021.102683>
- Yang, J., Cao, C., Ye, C., & Shi, Y. (2022). Effects of Interface Design and Live Atmosphere on Consumers' Impulse-Buying Behaviour from the Perspective of Human–Computer Interaction. *Sustainability* 2022, Vol. 14, Page 7110, 14(12), 7110. <https://doi.org/10.3390/SU14127110>
- Yaqub, M. Z., Badghish, S., Yaqub, R. M. S., Ali, I., & Ali, N. S. (2024). Integrating and extending the SOR model, TAM and the UTAUT to assess M-commerce adoption during COVID times. *Journal of Economic and Administrative Sciences*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/JEAS-09-2023-0259/FULL/XML>

- Yesidora, A. (2024, September 25). *Riset: TikTok Shop dan Shopee Kuasai Pasar Gen Z - E-commerce Katadata.co.id*. <https://katadata.co.id/digital/e-commerce/66f3eff8640e1/riset-tiktok-shop-dan-shopee-kuasai-pasar-gen-z>
- Yonatan, A. Z. (2021). *Shopee Jadi E-Commerce Terpopuler Selama Ramadan 2024 - GoodStats Data*. <https://data.goodstats.id/statistic/shopee-jadi-e-commerce-terpopuler-selama-ramadan-2024-okoyp>
- Zacharis, G., & Nikolopoulou, K. (2022). Factors predicting University students' behavioral intention to use eLearning platforms in the post-pandemic normal: an UTAUT2 approach with 'Learning Value.' *Education and Information Technologies*, 27(9), 12065–12082. <https://doi.org/10.1007/S10639-022-11116-2/FIGURES/2>
- Zaid, H. (2021, April). *Polarisasi E-commerce Berdasarkan Gender di Indonesia | kumparan.com*. <https://kumparan.com/tokyorio/polarisasi-e-commerce-berdasarkan-gender-di-indonesia-1vTwsqRjILd>
- Zeng, N., Liu, Y., Gong, P., Hertogh, M., & König, M. (2021). Do right PLS and do PLS right: A critical review of the application of PLS-SEM in construction management research. *Frontiers of Engineering Management*, 8(3), 356–369. <https://doi.org/10.1007/S42524-021-0153-5/METRICS>
- Zhang, L., Chen, M., & Zamil, A. M. A. (2023). Live stream marketing and consumers' purchase intention: An IT affordance perspective using the S-O-R paradigm. *Frontiers in Psychology*, 14, 1069050. <https://doi.org/10.3389/FPSYG.2023.1069050/BIBTEX>
- Zhang, M., Hasliza Hassan, & Melissa Wendy Migin. (2023). Exploring the Consumers' Purchase Intention on Online Community Group Buying Platform during Pandemic. *Sustainability*, 15(3). <https://doi.org/10.3390/su15032433>
- Zhang, N., Yu, P., Li, Y., & Gao, W. (2022). Research on the Evolution of Consumers' Purchase Intention Based on Online Reviews and Opinion Dynamics. *Sustainability* 2022, Vol. 14, Page 16510, 14(24), 16510. <https://doi.org/10.3390/SU142416510>
- Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, 48, 151–160. <https://doi.org/10.1016/J.IJINFOMGT.2019.02.010>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, 12, 644020. <https://doi.org/10.3389/FPSYG.2021.644020/BIBTEX>