

The Influence of Live Streaming, Price Discount, and Shopping Lifestyle on Impulsive Buying Behavior Among Shopee App Users: A Study on West Jakarta Society

Amanda Putri Aurelia¹, Daru Asih²

Faculty of Economic and Business, Mercu Buana University, Indonesia

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ABSTRACT

This study investigates the influence of live streaming, price discounts, and shopping lifestyle on impulsive buying behavior among Shopee users in West Jakarta. The research is motivated by the growing trend of e-commerce activities and the need to understand consumer behavior in digital shopping environments. A quantitative research design was employed, using purposive sampling methods to survey 160 Shopee users through online questionnaires. The variables analyzed include live streaming, price discount, shopping lifestyle as independent variables, and impulsive buying as the dependent variable. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess validity, reliability, and structural path relationships. The findings reveal that shopping lifestyle has a significant and positive effect on impulsive buying behavior, indicating that individuals with a higher propensity for shopping are more likely to make unplanned purchases. However, live streaming and price discount were found to have no significant impact on impulsive buying. This suggests that while marketing strategies like live streaming and discounts are widely used, their effectiveness in triggering impulse buying is limited unless aligned with consumers' shopping lifestyles. The study emphasizes the importance for marketers and platform managers to target segments with high shopping lifestyles and develop campaigns that appeal to emotional and habitual aspects of shopping. Future research is suggested to expand the sample size and geographic scope for broader generalizability. The study contributes to the literature on digital consumer behavior and offers practical insights for e-commerce practitioners aiming to boost impulsive purchases.

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Corresponding Author:

Daru Asih,
Faculty of Economic and Business,
Mercu Buana University,
Meruya Selatan Street, Kembangan, West Jakarta, Indonesia.
Email: daru_asih@mercubuana.ac.id

1. INTRODUCTION

The modern era has brought developments in every aspect of human life. One of the significant developments being the internet. This is evidenced by a survey conducted by Indonesian Internet Service Providers Association (APJII) show on Indonesiabaik.id (2023), which reported that internet users in the 2022-2023 period reached 215.63 million people, an increase of 2,67%

Compared to 210,03 million users in the 2021-2022 period. Internet advancement has been utilized by business actors to create a convenient medium for buying and selling activities, namely e-commerce that have become a new business model.

The Influence of marketplace is increasingly visible in the continuity of Indonesia's economy and public welfare. According to Bank Indonesia (BI), the value of electronic trade transactions reached IDR 453,75 trillion throughout 2023 (Elena, 2024). Although this value did not meet the expected target of IDR 474 trillion, it was considered close, with prediction for 2024 and 2025 to increase by 2,8% and 3,3%, respectively (Angela, 2024) The high interest in online shopping has created substantial acces traffic to popular marketplaces in Indonesia. From January to December 2023, Shopee recorded about 2,3 billion visits, Tokopedia 1,2 billion visits, Lazada 762,4 million visits, Blibli 337,4 million visits, and Bukalapak 168,2 million visits (Databoks, 2024).

Shopee is succeeded in leading the online marketplace industry in Indonesia. This is proven by the high number of visits to the Shopee app, which increased by 41,39%, notably higher than its competitors. Shopee's attractiveness creates the possibility of impulsive buying behavior among its app users. According to research by Nulaili & Wulandari (2024), promotional strategies such as discounts and special offers can encourage impulsive buying behavior. Impulsive buying behavior is a phenomenon that is interesting and important to study in the context of consumer behavior, especially in the digital trading era where people can easily access information and conduct transactions.

With the presence of marketplaces, business actors find it easier to launch marketing strategies and potential consumers are most easily tempted to make purchases. Impulsive buying is a behavior where individuals tend to buy spontaneously or without prior planning and without much consideration (Liska & Utami, 2023). Studying impulsive buying is essential for providing additional insight for business actors to design effective marketing strategies, as impulsive buying arises as a reaction to aggressive marketing strategies, creating golden opportunities for businesses to align their marketing strategies with their targets.

Numerous studies have explored factors influencing impulsive buying behavior in e-commerce settings, considering variables such as live streaming, price discounts, and shopping lifestyle. For instance, research by Syamsiyah and Nirawati (2024) demonstrated a positive and significant of live streaming on impulsive buying among Shopee users in Surabaya. Similarity, Savitri et al. (2024) confirmed that live streaming positively influenced impulsive buying behavior on Shopee. Price discounts have also been widely studied, with several studies such as Titing et al. (2022) and Hamdan et al. (2022) finding significant positive effects on impulsive buying. Furthermore, shopping lifestyle reflecting consumer's habitual and emotional engagement with shopping has been consistently linked to impulsive buying in various contexts (Liska & Utami, 2023; Sopiyan & Kusumadewi, 2020).

However, there remain inconsistencies and gaps in the literature. Some studies found that live streaming does not have a significant effect on impulsive buying (Nuraini et al., 2023), suggesting that the effectiveness of live streaming might depend on contextual factors or the way interactions are conducted. Similarly, the influence of price discounts has yielded mixed results, with some research (Ittaquillah et al., 2020) showing no significant impact, indicating consumer skepticism or habituation to discount strategies. Moreover, prior research on shopping lifestyle's influence on impulsive buying has also shown contradictory findings; some studies report significant positive correlations, while others report no significant influence (Puspitasari & Telaumbanua, 2022; Titing et al., 2022).

Additionally, geographical contexts and sample characteristics vary widely across studies, often focusing on different cities or platforms, and there is limited research concentrated specifically on Shopee users in Jakarta Barat. This regional specificity is important as consumer behaviors are influenced by cultural and socio-economic factors. This study addresses these research gaps by examining the influence of live streaming, price discounts, and shopping lifestyle on impulsive buying behavior among Shopee users in West Jakarta. The research contributes to the literature on digital consumer behavior by providing evidence specific to the Indonesian e-commerce market. The findings reveal that shopping lifestyle significantly affects impulsive buying, whereas live streaming and price discounts do not exhibit significant effects in this setting.

Using a quantitative research approach, the study surveyed 160 Shopee users in West Jakarta through purposive sampling. Data were collected via online questionnaires and analyzed

with Partial Least Square Structural Equation Modeling (PLS-SEM) to validate measurement models and test hypothesized relationships.

Literature Review

Live Streaming

Live streaming is a modern marketing tool that merges real-time interaction and product demonstration, allowing consumers to obtain immediate information and engage interactively (Syamsiah & Nirawati, 2024). Several studies report that live streaming positively and significantly influences impulsive buying in e-commerce contexts (Savitri et al., 2024). Contrarily, some findings suggest this effect may not always be significant, possibly depending on supplementary factors like the credibility of streamers or influencers (Al Adawiyah & Haris, 2024).

Price Discount

Price discount remain a traditional and widely used marketing strategy to spur consumer interest by temporarily lowering prices (Ittaqullah et al., 2020). Research outcomes are mixed: some demonstrate significant positive impacts of discounts on impulsive buying (Hamdani et al., 2022), while others find no significant effect, attributing this to consumer habituation to discounts or their purchasing based primarily on genuine needs rather than promotion (Al Adawiyah & Haris, 2024).

Shopping Lifestyle

Shopping lifestyle encompasses consumer's habitual behaviors, attitudes, and preferences toward shopping. It is recognized as a critical determinant of impulsive buying, with individuals exhibiting pronounced shopping lifestyle more prone to impulsivity due to shopping being integral to their routine, identity, and emotional satisfaction (Sopiyan & Kusumadewi, 2020). Numerous studies confirm a significant positive link between shopping lifestyle and impulsive buying behavior (Cantikasari & Basiya, 2022), although some report contrasting findings, highlighting the complex, context-dependent nature of this relationship (Puspitasari & Telaumbanua, 2022).

Hypothesis Development

H1: Live streaming has a positive and significant effect on impulsive buying behavior among Shopee users in West Jakarta.

This reflects prior finding suggesting that live streaming facilitates engagement and emotional connection that may prompt impulsive buying (Savitri et al., 2024; Rizkya et al., 2024), while accounting for differing evidence warranting context-specific testing.

H2: Price discounts have a positive and significant effect on impulsive buying behavior among Shopee users in West Jakarta

Echoing mixed research, this hypothesis states price discounts can trigger spontaneous purchases by enhancing perceived value, though effect magnitude might be influenced by consumer awareness and shopping habits (Hamdani et al., 2022; Titing et al., 2022)

H3: Shopping lifestyle has a positive and significant effect on impulsive buying behavior among Shopee users in West Jakarta.

Supported by extensive prior research, this hypothesis holds that consumers with high shopping lifestyle involvement, characterized by frequent and emotionally motivated shopping, tend to exhibit more impulsive buying behavior (Cantikasari & Basiya, 2022; Sopiyan & Kusumadewi, 2020).

2. RESEARCH METHOD

This study employed a quantitative research design with casual analysis approach to examine the influence of live streaming, price discounts, and shopping lifestyle on impulsive buying behavior among Shopee users in West Jakarta. The causal design was chosen to determine the cause and effect relationships between the independent variables live streaming, price discounts, and shopping lifestyle and the dependent variable, impulsive buying behavior.

The population targeted in this research consists of Shopee users residing in West Jakarta who frequently engage in online shopping activities on the Shopee platform. Due to the undefined total number of this population, purposive non-probability sampling was applied, selecting respondents based on specific criteria: individuals who actively shop on Shopee and reside in West Jakarta. A total of 160 respondents participated, ensuring an adequate sample size in line with recommended guidelines for structural equation modeling.

Data were collected using an online questionnaire distributed through social media channels targeted to the study population. The questionnaire was developed based on validated instruments from previous studies and adapted to the local context. It included items measuring the constructs of live streaming, price discount, shopping lifestyle, and impulsive buying behavior, operationalized using ordinal scales.

Each variable was carefully defined and measured through multiple indicators: live streaming assessed through source credibility, product knowledge, and communication messages, price discount evaluated based on discount magnitude, duration of using, and product categories, shopping lifestyle characterized by activities, interests, and opinions related to shopping habits, and impulsive buying behavior captured through cognitive and affective dimensions including unplanned purchases and emotional purchase triggers.

Data analysis was conducted using Partial Least-Squares Structural Equation Modeling (PLS-SEM). This approach allowed for the evaluation of measurement validity and reliability, as well as structural relationships between variables. Measurement validity was assessed through convergent and discriminant validity tests, including outer loadings, average variance extracted (AVE), cross loadings, Fornell-Larcker criterion, and heterotrait-monotrait ratio (HTMT). Reliability was checked through Cronbach's alpha and composite reliability indices. Structural model evaluation included multicollinearity assessment with variance inflation factors (VIF), determination of explained variance (R-Square), effect size (F-Square), and hypothesis testing with bootstrap procedures analyzing t-statistics and p-values. This methodological framework ensured robust and systematic investigation of the hypothesized relationships, providing empirical evidence on factors influencing impulsive buying behavior in the digital marketplace environment of Shopee users in West Jakarta.

3. RESULTS AND DISCUSSIONS.

Respondent Data

This study involved 160 Shopee users from West Jakarta who met specific sampling criteria. Female respondents predominated, accounting for over half of the sample, with a majority aged between 21 and 30 years old. Most participants had attained at least secondary education. These demographics align with the typical profile of e-commerce customers in Indonesia's urban areas, particularly reflecting younger female shoppers who are more prone to impulsive buying behavior.

Tabel 1. Respondent Data

| Gender | N | Percentage |
|-----------------------------|-----|------------|
| Male | 52 | 32,5% |
| Female | 108 | 67,5% |
| Age | | |
| <18 | 6 | 3,8% |
| 18-27 | 88 | 55% |
| 28-43 | 48 | 30% |
| 44-59 | 18 | 11,3% |
| >60 | 0 | 0 |
| Monthly Cost | | |
| < Rp 1.000.000 | 35 | 21,9% |
| Rp 1.000.001 - Rp 5.000.000 | 77 | 48,1% |

| | | |
|-------------------------------|----|-------|
| Rp 5.000.001 - Rp 10.000.000 | 42 | 26,3% |
| Rp 10.000.001 - Rp 20.000.000 | 5 | 3,1% |
| > 20.000.000 | 1 | 0,6% |

Occupation

| | | |
|--------------------|----|-----|
| Housewife | 17 | 11% |
| University Student | 62 | 38% |
| Government Worker | 10 | 6% |
| Corporate Worker | 49 | 31% |
| Student | 6 | 4% |
| Profesional Worker | 2 | 1% |
| Police / Army | 3 | 2% |
| Business Owner | 11 | 7% |

Buying Frequency

| | | |
|---------|----|--------|
| 1 times | 15 | 9,40% |
| 2 times | 38 | 23,80% |
| 3 times | 55 | 34,40% |
| 4 times | 25 | 15,60% |
| 5 times | 27 | 16,90% |

| Product Category | | |
|---------------------|----|-------|
| Book & Stationary | 8 | 5,0% |
| Electronic | 11 | 6,9% |
| Fashion | 54 | 33,8% |
| Medical | 12 | 7,5% |
| Other | 9 | 5,6% |
| Automotive | 9 | 5,6% |
| Household Furniture | 11 | 6,9% |
| Beautycare | 46 | |

Measurement Model E valuation

Reliability and validity analyses were conducted to validate the measurement model. All indicators showed outer loadings greater than 0.7, confirming individual item reliability. The internal consistency was demonstrated by Cronbach's alpha and composite reliability values exceeding the accepted thresholds of 0.6 and 0.7 respectively. Convergent validity was satisfied with AVE values over 0.5. Moreover, discriminant validity assessed via HTMT ratios revealed that all constructs were empirically distinct, with values below the critical value of 0.9. These indicators confirm the robustness of the measurement model for further structural analysis.

Tabel 2. Measurement Items and Validity Assessment

| Construct | Items | Outer Loading | Cronbach Alpha | Composite Reliability | AVE |
|---------------------------|-------|---------------|----------------|-----------------------|-------|
| Live Streaming | LS1 | 0,813 | 0,934 | 0,939 | 0,717 |
| | LS2 | 0,836 | | | |
| | LS3 | 0,859 | | | |
| | LS4 | 0,842 | | | |
| | LS5 | 0,862 | | | |
| | LS6 | 0,842 | | | |
| | LS7 | 0,862 | | | |
| Price Discount | PD1 | 0,784 | 0,790 | 0,803 | 0,704 |
| | PD2 | 0,864 | | | |
| | PD3 | 0,867 | | | |
| Shopping Lifestyle | SL2 | 0,871 | 0,844 | 0,855 | 0,670 |
| | SL3 | 0,741 | | | |
| | SL4 | 0,825 | | | |
| | SL5 | 0,807 | | | |
| | SL6 | 0,807 | | | |
| Impulsive Buying | IB1 | 0,805 | 0,932 | 0,933 | 0,679 |
| | IB2 | 0,865 | | | |

| | |
|-----|-------|
| IB3 | 0,836 |
| IB4 | 0,867 |
| IB5 | 0,801 |
| IB6 | 0,868 |
| IB7 | 0,800 |
| IB8 | 0,741 |

Discriminant validity assesses the degree to which constructs are empirically distinct from one another (Hair et al., 2022). One common method to evaluate this is the heterotrait-monotrait ratio (HTMT), which calculates the average correlations between indicators of different constructs. An HTMT value below 0.9 is considered acceptable (Hair et al., 2022). Referring to the HTMT values presented in the table, all inter-construct correlations fall below the 0.9 threshold—for instance, Shopping Lifestyle and Discounts show a HTMT of 0.86, Live Streaming and Discounts 0.889, and Live Streaming and Impulse Buying 0.712. These results confirm that each construct maintains adequate discriminant validity, indicating that the indicators distinctly capture their respective constructs without excessive overlap.

Tabel 3. Heterotrait Monotrait Test (HTMT)

| | Shopping Lifestyle (X3) | Discounts (X2) | Impulse Buying (Y) | Live Streaming (X1) |
|-------------------------|-------------------------|----------------|--------------------|---------------------|
| Lifestyle Shopping (X3) | | | | |
| Sale Discounts (X2) | 0,86 | | | |
| Impulse Buying (Y) | 0,92 | 0,741 | | |
| Live Streaming (X1) | 0,846 | 0,889 | 0,712 | |

Structural Model Evaluation

An examination of the structural model was performed to test the hypothesized relationships and predictive accuracy. Multicollinearity was ruled out, as all VIF scores fell well below the threshold of 3. The R^2 values demonstrated varying levels of explained variance among constructs; notably, Shopping Lifestyle explained a significant portion of the variance in impulsive buying. The Q^2 predictive relevance metrics further supported the model's capability to forecast endogenous constructs. The path coefficients were interpreted for their statistical significance in the next stage.

Tabel 4. Result of R^2

| Variable | R^2 |
|------------------|-------|
| Impulsive Buying | 0,618 |

Tabel 5. Result of F^2

| Variable | F^2 | Description |
|---------------------------------------|-------|-------------------|
| Live Streaming > Impulsive Buying | 0,01 | Low Effect |
| Price Discount > Impulsive Buying | 0,02 | Low Effect |
| Shopping Lifestyle > Impulsive Buying | 0,32 | Moderating Effect |

Testing The Hypothesis

Analysis showed that Shopping Lifestyle exerted a statistically significant positive effect on impulsive buying, underscoring its role as a key factor in triggering unplanned purchases. In contrast, the influences of Live Streaming and Price Discounts on impulsive buying were not statistically

significant. This suggests that promotional tactics alone may be insufficient to induce impulsive purchases; instead, inherent consumer shopping habits and lifestyles hold more substantial sway over impulsive behaviors within the Shopee user base in West Jakarta.

Tabel 6. Result of Hypotheses Test

| | Hypotheses | Original Sample | Standard Deviation | T Statistics | P Values | Result |
|----|---------------------------------------|-----------------|--------------------|--------------|----------|-----------------|
| H1 | Live Streaming > Impulsive Buying | 0,136 | 0,104 | 1,303 | 0,193 | Not significant |
| H2 | Price Discount > Impulsive Buying | 0,157 | 0,081 | 1,933 | 0,053 | Not significant |
| H3 | Shopping Lifestyle > Impulsive Buying | 0,555 | 0,095 | 5,84 | 0,000 | Significant |

4. CONCLUSION

General Conclusion

This study examined the influence of live streaming, price discounts, and shopping lifestyle on impulsive buying behavior among Shopee users in West Jakarta. The findings revealed that shopping lifestyle has a significant and positive impact on impulsive buying behavior, indicating that consumers with a higher propensity to shop are more likely to make impulsive buying. Conversely, live streaming and price discounts showed no significant effect on impulsive buying behavior in this context. These results suggest that while marketing tools like live streaming and price discounts are common strategies, their effectiveness in driving impulse buying depends heavily on alignment with consumer's shopping lifestyle and emotional engagement.

Practical Implication and Recommendation

For marketers, business managers, and policy makers, understanding the critical role of shopping lifestyle in impulsive buying is essential. It is recommended that businesses segment their consumer base according to shopping lifestyle to tailor marketing campaigns that resonate emotionally and habitually with their target audience. Incorporating credible and influential streamers or micro influencers during live streams can build trust and spur spontaneous purchases. Offering product bundles aligned with consumer preferences may also facilitate multiple simultaneous purchases. Additionally, consumers are advised to develop self-awareness about their shopping habits, utilize wishlists to curb impulsiveness, and set spending budgets to manage impulsive buying responsibly.

Suggestion

Future research should aim to expand the sample size and geographic scope to enhance the representativeness and generalizability of the findings. Researchers are encouraged to explore additional variables, including internal psychological factors like personality differences, to gain a deeper understanding of impulsive buying triggers. Investigating the roles of emerging marketing strategies and technological advancements, such as augmented reality or personalized marketing, could provide further valuable insights into consumer behavior in e-commerce. Longitudinal studies assessing behavioral changes overtime would also enrich the knowledge on how impulsive buying evolves in dynamic digital environments.

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