Jurnal Manajemen Bisnis Digital Terkini
Volume. 3 Nomor. 3 Juli 2026
e-ISSN: 3047-0552; p-ISSN: 3047-2199, Hal. 66-77
DOI: https://doi.org/10.61132/jumbidter.v3i3.1430
Tersedia: https://ejournal.arimbi.or.id/index.php/JUMBIDTER

The Effect of Affiliate Marketing Attractiveness on Impulse Buying

(A Study on Tiktok Shop In Generation Z)

Imam Gozali[1*], Bela Ayu Saputri[2]
[1-2]Department of Management, Faculty of Economics and Business, University of 17 August 1945 Semarang, Indonesia
Email: imam-gozali@untagsmg.ac.id[1], belaays141@gmail.com[2]

**Corresponding author: imam-gozali@untagsmg.ac.id*

Abstract. This study investigates the effects of affiliate marketing Attractiveness and flash sale promotions on impulse buying behavior among Generation Z users of TikTok Shop. Aquantitative research design was employed, utilizing a non-probability convenience sampling technique to recruit respondents from the target population. Data were collected through a structured questionnaire that had met the required validity and reliability standards. The collected data were analyzed using multiple linear regression with the assistance of SPSS version 25. The findings reveal that affiliate marketing Attractiveness exerts a positive and statistically significant effect on impulse buying. Likewise, flash sale promotions significantly stimulate consumers' impulsive purchasing behavior. These results highlight the strategic importance of leveraging credible and engaging affiliates alongside time-limited promotional campaigns to encourage spontaneous purchasing decisions among Generation Z consumers within the TikTok Shop ecosystem.

Keywords: Affiliate Marketing Attractiveness; Flash Sale Promotion; Generation Z; Impulse Buying; TikTok Shop.

1. INTRODUCTION

The rapid advancement of information technology has significantly transformed various aspects of modern society, including Indonesia. Its primary purpose is to facilitate human activities by improving the efficiency and effectiveness of daily tasks (Ahadiyah, 2024). Information technology is now extensively utilized for processing, managing, and analyzing data to generate information that is timely, accurate, relevant, and reliable (Lubis & Nasution, 2025). Beyond its application in government agencies and private organizations, technological innovation has also reshaped business practices by enabling entrepreneurs to expand their market reach and enhance business performance through digital platforms (Setiawan et al., 2019).

One of the most prominent outcomes of this technological advancement is the widespread use of social media in everyday life. According to Databoks, Indonesia's digital ecosystem is projected to reach approximately 143 million active social media users by 2026. Although this substantial user base presents enormous market opportunities, it also intensifies competition among social media platforms as they strive to attract and retain users, as illustrated in the following data:

Naskah Masuk: 17 Mei 2026; Revisi: 15 Juni 2026; Diterima: 18 Juli 2026; Terbit: 21 Juli 2026

Table 1. Social Media User Data in Indonesia in 2026

Social media	Number of users (million)
Active social media users	143
Whatsapp	91.7
Instagram	84.6
Facebook	83
TikTok	77.4

(Source: Databoks, 2026)

The data indicate that TikTok ranks fifth among the most widely used social media platforms in Indonesia, trailing behind major competitors such as WhatsApp and Instagram. Although this ranking reflects intense competition within the digital platform industry, TikTok has successfully differentiated itself by evolving into a leading social commerce platform through the introduction of TikTok Shop (Sari & Suratman, 2025). The platform's competitive advantage lies in its seamless integration of engaging entertainment content with an interactive online shopping experience, distinguishing it from conventional e-commerce platforms (Budianto et al., 2020).

The rapid growth of digital technology has also transformed consumer lifestyles, particularly among Generation Z. Individuals born between 1997 and 2012 have grown up in a highly digitalized environment, making technology an integral part of their daily activities. In Indonesia, TikTok Shop has emerged as one of the most preferred online shopping platforms among Generation Z users (Ahadiyah, 2024). Previous studies further suggest that many members of this generation exhibit relatively high levels of hedonic consumption, which influences their purchasing behavior (Zeta et al., 2025).

One of the defining characteristics of Generation Z is their susceptibility to the Fear of Missing Out (FOMO), a psychological phenomenon that motivates individuals to stay continuously connected with emerging trends. This tendency often stimulates impulsive buying behavior by encouraging spontaneous purchasing decisions in response to attractive online stimuli (Nomleni et al., 2024). Impulse buying refers to an unplanned and spontaneous purchasing decision that is primarily driven by external stimuli rather than rational evaluation (Luh et al., 2023). Within the TikTok Shop ecosystem, such behavior is commonly stimulated through affiliate marketing and flash sale promotions.

Affiliate marketing has become one of the most effective digital marketing strategies for increasing product sales by leveraging affiliates' credibility, communication skills, and creative content to build consumer trust and expand market reach (Sinurat et al., 2025). Empirical evidence reported by Kembau and Christanti (2025), Rosyiidah et al. (2025), Rahmawati and Samiono (2024), and Annisa and Apriyana (2025) demonstrates that affiliate

Attractiveness positively influences impulse buying behavior. In contrast, Ardianah (2025) found that affiliate Attractiveness does not significantly affect consumers' impulsive purchasing decisions, indicating inconsistent findings in the existing literature.

Another important factor associated with impulse buying in e-commerce is flash sale promotion (Putri, 2024). Time-limited promotional campaigns encourage consumers to make immediate purchasing decisions by creating a sense of urgency and scarcity. Several studies have reported that flash sale promotions significantly increase impulse buying behavior (Supriyatna, 2025; Wiyono, 2023; Zakiyah et al., 2025; Ramadhan & Wardi, 2025). However, these findings are not universally supported. Suharyati (2023), for example, reported that flash sale promotions do not significantly influence impulse buying, suggesting the need for further empirical investigation.

Given the inconsistent findings reported in previous studies, further research is required to clarify the relationships among affiliate marketing Attractiveness, flash sale promotions, and impulse buying behavior. Therefore, this study aims to examine the effects of affiliate marketing Attractiveness and flash sale promotions on impulse buying among Generation Z users of TikTok Shop.

2. LITARATUR REVIEW

Impulse Buying

Impulse buying refers to a spontaneous purchasing behavior that occurs without prior planning or deliberate intention (Pratomo, 2025). This type of buying behavior has become an important concern for businesses because it contributes significantly to achieving marketing and promotional objectives by encouraging unplanned consumer purchases (Nugroho et al., 2025). According to Japarianto (2020), impulse buying is primarily influenced by two broad categories of factors, namely situational factors and individual characteristics. Situational factors include external stimuli such as promotional activities, store atmosphere, and product displays, whereas individual characteristics involve consumers' psychological conditions, emotions, and personal tendencies.

Drawing on the classification proposed by Loudon and Bitta, as cited in Pratomo (2025), impulse buying can be categorized into four types:

Pure Impulse Buying

Refers to completely unplanned purchases that deviate from consumers' usual purchasing patterns and are made without careful consideration.

Suggestion Impulse Buying

Suggestion impluse buying occurs when consumers encounter a product for the first time and decide to purchase it immediately because they perceive that it may fulfill a potential need.

Reminder Impulse Buying

Reminder impulse buying arises when consumers see a product and are reminded that they need to replenish or replace an item they have previously used or whose supply is running low.

Planned Impulse Buying

Planned Impulse Buying occurs when consumers intend to make purchases but postpone their decisions until they encounter attractive promotional offers, such as discounts, coupons, or special price incentives.

Overall, impulse buying represents more than merely spontaneous shopping behavior. It reflects a complex interaction between consumers' psychological conditions and external environmental stimuli. Purchasing decisions are made instantly at the point of purchase, either in physical retail stores or digital shopping platforms, without extensive cognitive evaluation. Consequently, impulse buying is often driven by emotional responses rather than rational decision-making processes, making it a critical phenomenon in contemporary consumer behavior research.

Affiliate Marketing Attractiveness

Affiliate marketing Attractiveness refers to a marketing strategy in which companies collaborate with individuals, commonly known as affiliates, to promote their products or services through digital platforms (Ahadiyah, 2024). Under an affiliate marketing program, merchants and affiliates establish a contractual partnership in which affiliates receive compensation based on their marketing performance. To maximize promotional effectiveness, affiliates primarily utilize online platforms, particularly social media, to create engaging content and influence consumer purchasing decisions (Wine et al., 2024). The rapid advancement of digital technology has strengthened the role of affiliate marketing as an effective promotional strategy because it enables businesses to enhance consumer trust, broaden market reach, and improve product visibility in a cost-efficient manner (Rofa'ah, 2025).

Flash Sale Promotion

Flash sale promotion is a marketing strategy that offers substantial price discounts on selected products for a limited period, encouraging consumers to make immediate purchasing decisions (Syauqi, 2022). The limited availability of both time and promotional offers creates a sense of urgency that reduces consumers' opportunity to carefully evaluate their purchasing decisions, thereby increasing the likelihood of impulse buying (Zakiyah et al., 2025). As one of the most widely adopted digital marketing tactics, flash sales are specifically designed to stimulate spontaneous purchases by combining attractive discounts with time constraints. This strategy also capitalizes on consumers' Fear of Missing Out (FOMO), motivating them to complete transactions quickly before the promotional offer expires.

3. HYPOTHESIS DEVELOPMENT

The first hypothesis is developed based on the concept of affiliate marketing, in which affiliates act as marketing partners who promote products through digital platforms using a performance-based compensation system (Annisa & Apriyana, 2025). Affiliates possessing high levels of credibility, effective communication skills, creativity, and uniqueness are more capable of attracting consumers' attention, building trust, and stimulating spontaneous purchasing behavior. These characteristics increase the persuasive power of promotional content, thereby encouraging consumers to make unplanned purchasing decisions. This argument is supported by the findings of Rahmawati and Samiono (2024) and Kembau and Christanti (2025), who reported that affiliate marketing Attractiveness has a positive and significant influence on impulse buying behavior in the digital marketplace.

H1: Affiliate Marketing Attractiveness has a positive and significant effect on impulse buying.

The second hypothesis is derived from the concept of flash sale promotion, which offers substantial discounts on selected products for a limited period to create a sense of urgency and product scarcity (Zakiyah et al., 2025). Such promotional strategies encourage consumers to make immediate purchasing decisions by reducing the time available for careful evaluation. In addition to limited promotional periods and attractive discounts, the optimization of digital media further strengthens consumers' intention to purchase impulsively. Previous empirical studies by Syauqi (2022) and Ariescy (2024) consistently demonstrate that flash sale promotions positively and significantly influence impulse buying behavior by creating psychological pressure to avoid missing valuable purchasing opportunities.

H2: Flash Sale Promotion has a positive and significant effect on impulse buying.

The conceptual framework of this research is as follows:

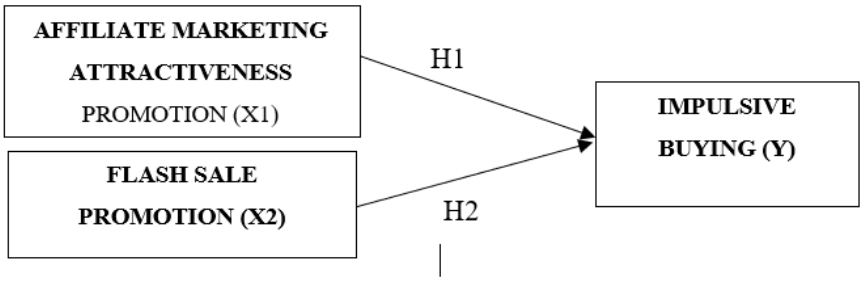


Figure 1. Research framework

4. METHOD

This study employed a quantitative research approach to examine the relationships among the proposed variables. The target population consisted of Generation Z individuals who actively use TikTok, although the exact population size was unknown. Therefore, the sample size was determined using Cochran's (1977) formula with a 5% margin of error, resulting in a final sample of 120 respondents.

A non-probability sampling technique, specifically convenience sampling, was applied to recruit participants based on their accessibility and willingness to participate in the study (Statistika et al., 2024). Data were collected through a structured questionnaire administered online using Google Forms. The questionnaire link was distributed via various social media platforms to individuals who met the predetermined sampling criteria. The collected data were subsequently analyzed using IBM SPSS Statistics version 25.

5. RESULTS AND DISCUSSION

Instrument Testing

Validity Test

The validity test was conducted to evaluate the extent to which the questionnaire items accurately measured the intended research constructs. An item was considered valid when its calculated correlation coefficient (r-count) exceeded the critical value of the correlation coefficient (r-table). As presented in Table 2, all questionnaire items produced r-count values greater than the corresponding r-table values, indicating that every measurement item satisfied the validity requirement and was therefore appropriate for subsequent statistical analysis.

.

Table 2. Validity Test Results

Variables	Question items	R table	R count	Sig.	Note:
Affiliate Marketing Attractiveness (X1)	X1.1	0.853	0.2353	0.00	*Valid*
	X1.2	0.879	0.2353	0.00	*Valid*
	X1.3	0.842	0.2353	0.00	*Valid*
	X1.4	0.735	0.2353	0.00	*Valid*
Flash Sale Promotion (X2)	X2.1	0.826	0.2353	0.00	*Valid*
	X2.2	0.777	0.2353	0.00	*Valid*
	X2.3	0.751	0.2353	0.00	*Valid*
	X2.4	0.758	0.2353	0.00	*Valid*
Impulse Buying (Y)	Y1	0.827	0.2353	0.00	*Valid*
	Y2	0.865	0.2353	0.00	*Valid*
	Y3	0.766	0.2353	0.00	*Valid*
	Y4	0.891	0.2353	0.00	*Valid*

(Source: Data Analysis, 2026)

Reliability Test

Reliability testing aims to assess the consistency of respondents' answers to questions on a research questionnaire. Research data is considered reliable if the Cronbach's Alpha value is > 0.70.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Note:
Affiliate marketing Attractiveness (X1)	0.845	Reliable
Flash Sale Promotion (X2)	0.780	Reliable
Impulse Buying (Y)	0.857	Reliable

(Source: Data Analysis, 2026)

The results in table 3 show that the results of the questionnaire that had been distributed were reliable, because the respondents' answers to the statements for each variable were stable or consistent.

Classical Assumption Test

Normality Test

The normality test aims to evaluate whether residual data is normally distributed. This test is performed using the Kolmogorov–Smirnov method. Data is considered normal if the significance value (Sig.) is > 0.05.

Table 4. Normality Test Results

	Unstandardized Residual
Asymp. Sig. (2–tailed)	,200

(Source: Data Analysis, 2026)

The data in this research is proven to be normally distributed, because the Sig. value is 0.200 > 0.05.

Multicollinearity Test

The multicollinearity test aims to avoid strong relationships or high correlations between independent variables in a regression model. If the VIF value is <10 and the tolerance value is ≥0.10, multicollinearity is not present.

Table 5. Multicollinearity Test Results

Coefficientsa			
Model		**Collinearity Statistics**	
		Tolerance	**VIF**
1	*Affiliate ATTRACTIVENESS (X1)*	,730	1,371
	Flash Sale Promotion (X2)	,730	1,371

(Source: Data Analysis, 2026)

The results in table 5 of the multicollinearity test for this research show that no multicollinearity was found or did not occur.

Heteroscedasticity Test

A heteroscedasticity test is performed to ensure that the residual variance remains constant at each level of the independent variable. The Glejser test is used to test for heteroscedasticity. A significance value >0.05 indicates no heteroscedasticity, and a significance value <0.05 indicates the presence of heteroscedasticity.

Table 6. Heteroscedasticity Test Results

	Sig.
Affiliate ATTRACTIVENESS (X1)	,979
Flash Sale Promotion (X2)	,690

(Source: Data Analysis, 2026)

The results of the heteroscedasticity test in this research show a Sig value for each variable > 0.05 so that no symptoms of heteroscedasticity were found in this research.

Multiple Linear Regression Analysis

The following are the results of multiple linear regression and their discussion:

Table 7. Multiple Linear Regression Results

Coefficientsa					
	Unstandardized Coefficients		**Standardized Coefficients**		
Model	**B**	**Std. error**	**Beta**	**t**	**Sig.**
(Constants)	2,767	1,983		1,395	,166
Affiliate Attractiveness	,345	,144	,238	2,388	,019
Flash sale promotion	,271	,126	,214	2,151	,034

(Source: Data Analysis, 2026)

Table 7 shows the results of the regression coefficient calculation with hypothesis testing. Based on the table, the following regression equation model is obtained:

$$Y = b1X1 + b2X2 + e$$

$$Y = 0.238\ X1 + 0.214\ X2 + e$$

The regression equation can be interpreted as follows:

The regression results indicate that the Affiliate Attractiveness variable has a positive coefficient ($b_1 = 0.238$), demonstrating a positive relationship with impulse buying. This means that an increase in affiliate attractiveness is associated with an increase in impulse buying, assuming the flash sale promotion variable remains constant. Likewise, the Flash Sale Promotion variable has a positive coefficient ($b_2 = 0.214$), indicating that flash sale promotions also have a positive effect on impulse buying. In other words, the more intensive and attractive the flash sale promotion, the greater the likelihood that consumers will engage in impulse buying, assuming the affiliate attractiveness variable remains constant.

Hypothesis Testing

This test is conducted by examining the significant column for each independent variable with a significance level of <0.05. The t-test can be seen in Table 8.

Table 8. Hypothesis Test Results

Coefficientsa					
	Unstandardized Coefficients		**Standardized Coefficients**		
Model	**B**	**Std. error**	**Beta**	**t**	**Sig.**
(Constants)	2,767	1,983		1,395	,166
Affiliate Attractiveness	,345	,144	,238	2,388	,019
Flash sale promotion	,271	,126	,214	2,151	,034

(Source: Data Analysis, 2026)

This hypothesis test was conducted to determine the partial influence of each variable on the dependent variable. Based on the results of Table 8, the hypothesis test analysis can be explained as follows: a.) Affiliator Attractiveness (X1) has a Sig value of 0.19 < 0.05 so that affiliate Attractiveness is proven to have a significant influence on impulsive purchases, b.) Flash sale promotion (X2) has a Sig value of 0.034 < 0.05 so that flash sale promotion is proven to be significant for impulsive purchases.

Analysis of the Coefficient of Determination (R2)

The R2 test is used to determine the extent of the contribution of the influence of Affiliate Attractiveness and flash sale promotions on impulsive purchases.

Table 9. Results of the Coefficient of Determination

Model Summary				
Variables	**R**	**R square**	**Adjusted R Square**	**Std. Error of the estimate**
Affiliate Attractiveness and flash sale promotions	,394	,155	,141	3.76496

(Source: Data Analysis, 2026)

Based on the test results in Table 9, a coefficient of determination of 0.141 was obtained. This value indicates that the ability of the independent variables consisting of affiliate

Attractiveness (X1) and flash sale promotions (X2) to explain variations or changes in the dependent variable of impulsive buying (Y) is 14.1%.

Meanwhile, the remaining 85.9% is explained by other variables outside this research model, such as internal consumer factors (emotional conditions and lifestyle), other situational factors, or the influence of social media platforms other than the stimuli studied.

Discussion

The results of the hypothesis test show that Affiliate Attractiveness has a significant influence on impulsive purchases (sig. 0.019 < 0.05). Thus, the first hypothesis (H1) is accepted. This finding indicates that the higher the affiliate Attractiveness, which includes credibility, communication skills, creativity, and uniqueness, the higher the tendency of Generation Z consumers to make impulsive purchases. The affiliate's ability to build trust instantly is a key factor that encourages unplanned transactions. These results are in line with research (Rahmawati & Samiono, 2024) as well as (Annisa & Apriyana, 2025) which states that an attractive visual appearance and high credibility of the party promoting the product contribute significantly in triggering spontaneous consumer shopping decisions on digital platforms.

The statistical analysis results show that the flash sale promotion variable has a positive and significant influence on impulse buying. Based on the hypothesis test, a significance value of 0.034 < 0.05 was obtained. Thus, the second hypothesis (H2) states that flash sale promotions have a positive and significant influence. These results indicate that promotional schemes with tight time limits and free discounts successfully create psychological urgency and a perception of scarcity. This condition encourages Generation Z consumers to ignore logical considerations and prioritize emotional impulses when making transactions. This finding is supported by research (Zakiyah et al., 2025), (Ramadhan & Wardi, 2025), And (Wiyono, 2023) which confirms that flash sales are the main stimulus in triggering spontaneous shopping decisions on digital platforms.

6. CONCLUSION AND SUGGESTIONS

This study shows that affiliate appeal and flash sale promotions partially and simultaneously have a positive and significant influence on Generation Z's impulsive purchases on TikTok Shop. The creativity of affiliate communication and the urgency of limited-time price offers are the primary drivers of unplanned purchases. The regression model in this study was declared valid through classical assumption testing, with a contribution of 14.1%, while the remainder was influenced by factors outside this study.

Given the coefficient of determination of 14.1%, 85.9% of other factors influence impulsive buying. Future researchers are advised to examine other variables such as app usability, customer reviews, or psychological factors such as self-reward. Future researchers could also expand the study to other generational groups or broader geographic regions to determine if there are significant behavioral differences.

REFFERENCE

Ahadiyah, FN (2024). The Development of Information Technology to Increase Online Business. 1(1), 41–49.

Annisa, FN, & Apriyana, N. (2025). The Influence of TikTok Affiliate Features on Impulsive Buying of Fast Fashion Products.

Ardianah, SD (2025). The Influence of Affiliate Marketing and Live Streaming on Impulse Buying with Consumer Trust as a Mediating Variable. 14(2), 589–606.

Ariescy, RR et al. (2024). The Effect of Flash Sales and Live Streaming on Impulsive Purchases on the Shopee Marketplace in Surabaya City. 9(1), 285–292. https://doi.org/10.33087/jmas.v9i1.1598

Budianto, AE, Iswahyudi, D., & Dianawati, E. (2020). Implementation of E-Commerce for Developing Market for Student Entrepreneurship Products. 5(2), 461–469.

Japarianto, E. (2020). THE EFFECT OF SHOPPING LIFE STYLE AND FASHION INVOLVEMENT ON IMPULSE BUYING BEHAVIOR OF HIGH-INCOME SOCIETY IN SURABAYA.

Kembau, AS, & Christanti. (2025). THE EFFECT OF CONTENT AND AFFILIATE MARKETING STRATEGIES ON IMPULSE BUYING: THE ROLE OF MEDIATION. 36(2), 198–223.

Lubis, RA, & Nasution, MIP (2025). Implementation of Data Quality Processing Efforts to Improve Consistent Information. 02(June), 207–214.

Luh, N., Erma, P., Ayu, IG, Giantari, K., Ekawati, NW, & Setiawan, PY (2023). Online Impulsive Shopping Behavior. 12(3), 605–616.

Nomleni, KEJ, Tetus, F., Timo, N., Nomleni, KEJ, Tetus, F., & Timo, N. (2024). ONLINE TOWARDS IMPULSIVE BUYING IN GEN Z. 8(1), 40–51.

Nugroho, RL, Novitaningtyas, I., & Lionora, CA (2025). STORE ATMOSPHERE AS AN ANTECEDENT OF PURCHASE. 6(1), 45–58.

Pratomo, D. (2025). Impulsive Buying Tendencies Reviewed from an Islamic Perspective (Case Study of Visitors to Malioboro Mall Yogyakarta). 2(2), 240–252.

Putri, YM (2024). The Influence of Shopee Flash Sales on Impulsive Buying of Economics Education Students at Sriwijaya University. 4(2), 47–55.

Rahmawati, N., & Samiono, BE (2024). The Influence of Affiliate Marketing and Sales Promotion on Impulsive Buying in the Lazada Marketplace. November, 20–21.

Ramadhan, MR, & Wardi, Y. (2025). Journal of Business Economics Informatics: The Effect of Flash Sales on Impulse Buying: The Role of Positive Emotions as a Mediator in

Shopee Application Users. 7(2021), 551–557. https://doi.org/10.37034/infeb.v7i3.1225

Rofa'ah, A. (2025). THE EFFECT OF SHOPEE AFFILIATE AND TIKTOK AFFILIATE PROGRAMS ON STUDENTS' ONLINE IMPULSE BUYING DECISIONS.

Rosyiidah, N., Haniifah, N., Isbandi, FS, Rahayu, KA, & Natasha, AD (2025). The Influence of Social Media Use on Gen Z Mental Health Case Study: Survey of Gen Z Members on the Time They Spend on Social Media. 2(2), 1–16.

Sari, TO, & Suratman, A. (2025). Implementation of TikTok's Live Shopping Social Commerce Platform on Natureline Aromatherapy MSMEs. 288–309.

Setiawan, AR, Ekonomi, F., Bisnis, DAN, Islam, U., & Walisongo, N. (2019). Analytical study of zakat collection strategies at zakat houses.

Sinurat, W., Salqaura, SA, Manajemen, P., & Area, UM (2025). Analysis of Factors Influencing Live Streaming and Affiliate Marketing on Impulsive Buying. 4(2), 1350–1357.

Statistics, PS, Patompo, U., Mathematics, PS, Islam, U., Alauddin, N., Statistics, PS, Patompo, U., Statistics, PS, & Patompo, U. (2024). Convenience Sampling with Online Survey on Interest in Further Study of High School/Educational Students in South Sulawesi Province Arifin. 12(1).

Suharyati, SD (2023). THE INFLUENCE OF LIVE STREAMING SHOPPING AND FLASH SALE ON IMPULSIVE BUYING OF SHOPEE USERS. 2(4), 88–102.

Supriyatna, N. (2025). As-Syirkah: Islamic Economics & Financial Journal. 4, 100–109. https://doi.org/10.56672/assyirkah.v4i1.382

Syauqi, A. et al. (2022). The Influence of Cashback, Flash Sale, and the Tagline "Free Shipping" on Generation Z Consumer Impulse Buying on Shopee (Case Study of Students at the State Islamic University of North Sumatra). 2(2), 309–324.

Wine, T., Haq, A., & Supratman, LP (2024). Analysis of Digital Communication Strategies for Fashion and Beauty Marketing Affiliates on Shopee. 6(5), 1806–1812.

Wiyono, SH (2023). THE EFFECT OF VIRAL MARKETING, FLASH SALES, AND SHOPEE PAYLATER. 2, 497–505.

Zakiyah, MI, Mustaqim, M., Zaki, A., & Violita, CE (2025). THE EFFECT OF LIVE STREAMING, FLASH SALE, AND DOUBLE DAYS PROMOTION ON IMPULSIVE BUYING IN USERS. 14, 1223–1239. https://doi.org/10.34127/jrlab.v14i2.1450

Zeta, N.A., Najib, M., Permana, E., & Sinaga, L. (2025). Analysis of Gen Z's Impulsive Shopping Behavior on TikTok Shop, especially among Gen Z and Teenagers, to explore new topics. can be explained by utilizing the AIDA model. Anita et al. (2025). September.