

A Comparative Study of Gen Z Consumer Behavior of Shopee Users in Surakarta

Fadilla Nur Aisyah¹  **Ali Zainal Abidin²**


^{1,2} *Development Economics, Universitas Muhammadiyah Surakarta*

Abstract

This study aims to compare the level of consumptive behavior among Generation Z users of the Shopee application in Surakarta City based on their status as students, university students, and young workers. The rapid growth of the e-commerce, accompanied by the convenience of digital features such as free shipping, flash sales, product reviews, and digital payment systems, has driven changes in Generation Z's consumption patterns. This research employed a descriptive quantitative approach with a purposive sampling technique involving 102 respondents, consisting of 34 high school, 34 university students, and 34 young workers. Data were collected through Likert-scale questionnaires and interviews, then analyzed using descriptive statistics with assistance of SPSS version 25. The results indicate differences in the level of consumptive behavior among the groups, where university students exhibit the highest average level of consumptive behavior, followed by young workers, while high school students show the lowest level. These differences are influenced by income level, lifestyle, and social environmental factors such as peer influence and social media. Furthermore, Shopee features that most influence purchasing decisions are product reviews and ratings, free shipping, and flash sales, while Shopee Live and PayLater show a more limited influence. Comparatively, this study demonstrates that Generation Z's consumptive behavior develops in line with changes in socio-economic status and the intensity of e-commerce platform usage.

Keyword: Consumptive behavior, Generation Z, Shopee, Comparative Study

Copyright (c) 2026 **Fadilla Nur Aisyah**

 Corresponding author :

Email Address : b300220223@student.ums.ac.id



INTRODUCTION

Generation Z is a group born between 1997 and 2012 who grew up in an environment heavily influenced by information technology and global digitalization. They are known for their rapid adaptation to technology, connecting their daily activities with social media, streaming services, and e-commerce platforms (Williams et al., 2010). This digital advancement has transformed the way they consume goods and services, with purchasing decisions no longer solely based on basic needs but also driven by lifestyle, emotions, and social interactions in the digital space. Constant exposure to social media, influencers, and online communities has shaped new lifestyle standards, fueling the desire to follow trends and own products perceived as representing social status. This situation has given rise to the FOMO and YOLO phenomena, which encourage excessive shopping, particularly online.

Ease of access, numerous promotions, and support for digital payment systems on e-commerce platforms further increase the tendency to purchase based on wants rather than needs. According to a Katadata survey, Shopee is one of the most widely used platforms by Generation Z due to its various features, such as free shipping, flash sales, live streaming, and digital payment services like ShopeePay and SpayLater, which make transactions more convenient and faster. According to IPSOS research, Shopee is listed as the e-commerce platform with the highest usage rate, at 62% compared to other platforms. This high usage rate among other platforms indicates that its promotional strategies and features can trigger impulse purchases and increase consumption.

This phenomenon is not limited to certain regions but is widespread across Indonesia, including the city of Surakarta. According to the Surakarta City Statistics Agency (2025), the population aged 15-29 was 119,482, representing a significant proportion of the total productive population. According to Atmaja & Susanti (2022), factors such as lifestyle and financial literacy significantly influence the consumer behavior of Shopee users in Surakarta.

Research by Zuhri (2021) found a significant influence on the intensity of online shopping access on social media among residents of Surakarta City. However, studies comparing Gen Z consumer behavior based on status and financial independence, such as students, college students, and workers, using a comparative approach, are still limited. Given the strong demographic characteristics and e-commerce usage patterns in Surakarta, supported by local government efforts to encourage online transactions (Nugraha, 2023), this city is a relevant area to examine differences in Gen Z consumer behavior among Shopee users.

This study aims to compare the online shopping habits of students, college students, and workers and assess the factors that influence their purchasing decisions. The main focus of this study is to identify differences in consumer behavior levels between these three groups and examine the role of internal and external factors in shaping their consumption tendencies.

Consumptive behavior

Consumptive behavior can be defined as an individual's tendency to excessively purchase goods or services, no longer focused on primary needs but rather driven by emotional, social, and psychological drives (Fatmawatie, 2022). For Gen Z Shopee users, this tendency is further strengthened by the ease of the app's features and the influx of promotions, coupled with differences in financial capabilities and experiences. In the context of Gen Z Shopee users, the need recognition stage is often triggered not by an immediate need, but by exposure to promotions such as flash sales or free shipping. Product information is generally obtained from reviews and ratings from other users, while the final purchase decision is often facilitated by the ease of transactions offered. As a result, consumption activities for Gen Z are not merely utilitarian but also a means of self-expression, building social image, and obtaining psychological satisfaction.

This tendency is influenced by both internal and external factors. Internally, consumptive behavior is related to personal motivation, age, gender, income level, economic situation, and individual personality traits (Melinda et al., 2022). Younger age groups tend to be more susceptible to advertising and trends, while income determines purchasing power. Personality and motivation contribute to shaping an

individual's financial management, while lifestyle drives certain spending patterns. Externally, family, peer groups, and social media influence consumption patterns. A family's economic situation can determine spending limits and habits, while the influence of friends and social media exposure encourages individuals to follow trends and influence purchasing decisions, particularly among Generation Z. This form of consumer behavior can be seen in impulsive purchases without careful consideration, excessive spending that risks weakening financial control, and irrational purchases simply to follow trends (Haryanto & Aosyld, n.d.).

Generation Z

Generation Z is known as digital natives who grew up in a fully digitally connected environment. They possess a high level of technological expertise and adapt quickly to change. Exposure to digital advertising, a tendency toward spontaneous purchases, and an orientation toward speed and convenience characterize this generation. Their lives are highly integrated with the internet and social media, coupled with social awareness and a drive to seek new experiences instantly, making online shopping the most efficient option (Sifa, 2024). Their consumption preferences are more directed toward e-commerce than shopping in physical stores. Although often considered impulsive, Gen Z's online shopping habits also involve rational considerations related to utility and efficiency. The intensity of digital interactions makes social media and e-commerce platforms play a role in shaping and reinforcing consumer behavior. Social media platforms such as Instagram, TikTok, and YouTube serve not only as entertainment but also as sources of reference, inspiration, and product evaluation. The integration of social media with digital commerce through live streaming features is further accelerating the shift in consumption patterns to online systems.

Shopee

In this context, Shopee is considered capable of providing an engaging shopping experience that aligns with the preferences of young users. The platform's success is related to its aggressive marketing strategy and its ability to adapt features to local consumer habits. Generation Z tends to make impulsive purchases when they find a bargain, and Shopee facilitates this tendency through various supporting features (Alajlan & Saleh, 2024). The app's ease of use and the quality of product information have been shown to significantly influence Gen Z purchasing decisions in Surakarta (Wahit et al., 2023). Features like Shopee Live, discount promotions, free shipping, flash sales, product reviews, and easy transactions make the shopping process more practical and enticing. Interaction through live broadcasts increases purchase intention, while price promotions provide a perception of added value and customer satisfaction (Purwoko et al., 2025). Reviews and ratings from other users build trust before a transaction is made. Meanwhile, the SpayLater service can trigger impulse purchases due to its ease of payment, while ShopeePay provides fast, secure, and efficient transactions tailored to the characteristics of the digital generation (Setiawati et al., 2024).

Findings from various previous studies also strengthen the relationship between Shopee users and Generation Z consumer behavior. Digital literacy, lifestyle, and intensity of e-commerce use have been shown to significantly influence the consumer behavior of Gen Z students. Surakarta (Intan & Mahanani, 2025). Sales

promotions and electronic word of mouth (WOM) encourage impulsive purchases among young users (Palura & Nugroho, 2025). Furthermore, service quality, product quality, and customer trust play a significant role in determining purchasing decisions on Shopee (Amira et al., 2025). Lifestyle factors and financial literacy have also been shown to influence the consumer behavior of Shopee users in Surakarta, although some previous studies have focused on millennials (Atmaja & Susanti, 2022).

RESEARCH DESIGN AND METHODOLOGY

This study uses a quantitative descriptive approach to describe the consumer behavior of Generation Z Shopee app users in Surakarta City and to analyze the differences in consumer behavior between students, college students, and young workers. Data were collected through an online questionnaire distributed to respondents who met the criteria: they were Generation Z, resided in Surakarta City, and were active Shopee users.

The study was conducted in Surakarta City in October 2025, with Generation Z participants consisting of students, college students, and young workers. The sampling technique used was purposive sampling, with the sample size determined using the Slovin formula at a 10 percent margin of error, resulting in 102 respondents.

The research data sources consisted of primary and secondary data. Primary data were obtained through interviews and a four-level Likert-based questionnaire that measured consumer behavior, internal and external factors, and the role of Shopee features. Secondary data were obtained from publications from the Central Statistics Agency (BPS), national and international journals, previous research, and relevant online sources. The research instrument was developed based on variables of consumer behavior, internal and external factors, and Shopee features, which were then developed into indicators and questionnaire statements. Data analysis was carried out descriptively quantitatively through the process of coding, scoring, and presenting data in the form of tables, numbers, and percentages to describe the consumer behavior patterns of Generation Z Shopee users in Surakarta City.

RESULT AND DISCUSSION

The questionnaire data were analyzed to obtain information regarding minimum, maximum, average, and standard deviation values. Based on the results of the research conducted on the student, college, and worker respondent groups, a summary of the descriptive data is presented in the table 1.

Table 1. Description of Consumer Behavior Data

| Statistic Result | Consumer Behavior | | |
|------------------|-------------------|---------|--------|
| | Student | College | Worker |
| N | 34 | 34 | 34 |
| Min | 31 | 56 | 48 |
| Max | 91 | 97 | 100 |
| Aean | 56.85 | 76.15 | 74.47 |

Std.Dev 15.475 11.524 13.020

Based on Table 1, the data shows that there are differences in the level of consumer behavior that varies among the three groups of respondents. The student group recorded the highest average value of 76.15, surpassing the worker group which was at 74.47 and the student group which had the lowest average at 56.85. It is known that the average value of student consumer behavior is superior by 19.30 points compared to students, but only a small difference of 1.68 points when compared to workers. On the other hand, the worker group has the highest maximum value reaching 100, while the lowest minimum value is in the student group, which is 31. Meanwhile, the standard deviation value for the student group is the highest (15.475), followed by workers (13.020) and students (11.524) this shows that the differences or variations in the value of student consumer behavior are more diverse compared to the student and worker groups which tend to have concentrated or uniform data. To provide a more detailed picture of the distribution of consumer behavior data in each group of students, students and workers. The frequency distribution data for consumer behavior is presented in Figure 1.

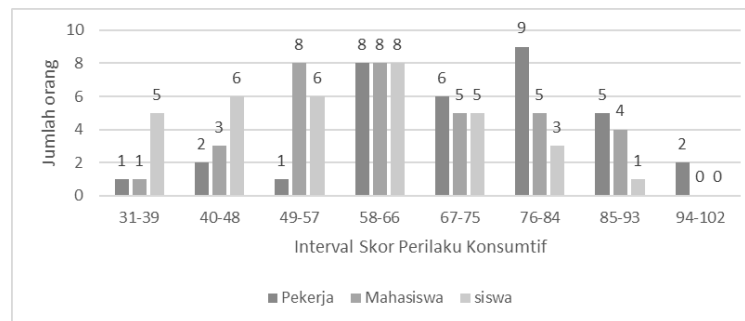


Figure 1. Frequency Distribution

Figure 1 shows the frequency distribution of consumer behavior scores, mapping the differences in consumption patterns between the student, college, and worker groups. The histogram reveals a clear distinction. The frequency distribution of data for the worker group shows the most intense consumer behavior trend, tending toward high scores. This is evident from the low frequency of respondents in the score interval below 31-57, but experiencing a significant spike in the upper score interval. The peak distribution for this group is in the 76-84 interval, with the highest number reaching 9 respondents. The dominance of the data on the right side of the graph indicates that the majority of workers have a tendency towards a more consumerist lifestyle compared to other groups.

Conversely, the student group shows a strong pattern of data concentration in the middle score area. High data concentrations for this group are in the 49-57 and 58-66 intervals, each with 8 respondents. Although there is a data distribution in the high interval of 4 respondents, the overall distribution curve for students is more stable. In addition, the student group displays the most widespread distribution characteristics. This group dominated the frequency at the lowest score interval, with 5 respondents in the 31-39 age range and 6 respondents in the 40-48 age range. This was a higher number than the workers and students, indicating a relatively lower level of consumer behavior in some groups. Overall, the data shows that students are the group with the highest average consumer tendencies, although the workers group recorded the

highest maximum score. This indicates that some workers have very high consumer behavior, but overall, student consumer behavior is more consistent and evenly distributed.

Comparative Levels of Consumer Behavior Between Gen Z Groups

The results of the study indicate differences in consumer behavior levels among students, university students, and young workers in Generation Z who use the Shopee app in Surakarta City. Students have a higher consumer tendency than students, while young workers fall in the middle. This difference indicates that even though respondents come from the same generation and use similar e-commerce platforms, consumption patterns still vary across groups. The findings of this study align with those of Atmaja & Susanti (2022), which showed that lifestyle significantly influences the consumer behavior of Shopee users in Surakarta. This study confirmed that individuals with a predisposition for a consumer lifestyle are more responsive to the convenience and shopping incentives offered by e-commerce platforms. Furthermore, previous research by Riantisari et al. (2025) also found that Generation Z consumer behavior is related to individual characteristics and increasingly intense digital transaction habits. Based on these findings, the researchers argue that differences in consumer behavior levels between students, college students, and young workers are influenced not only by the use of Shopee as a shopping platform but also by differences in social roles, levels of independence, and consumer decision-making habits within each group. Therefore, this study confirms the findings of previous studies and demonstrates that Generation Z consumer behavior is heterogeneous and influenced by the conditions and social position of each group in the context of e-commerce use.

The student group exhibited the lowest levels of consumer behavior comparatively. Quantitatively, their scores were predominantly in the low to moderate category with limited purchase frequency. Interview results corroborate these findings, with students stating that they primarily shop on Shopee for basic needs such as school supplies and daily necessities. Limited pocket money forces them to be selective in their purchases, although they are still driven by discounts, popular trends, and attractive product displays. This finding aligns with research (Jeciou et al., 2024), which found that students have lower online shopping intensity than other early adults. However, impulse purchases still occur, but generally for low-cost products, so low consumption is more influenced by financial constraints.

College students exhibit higher levels of consumption than students, with scores distributed in the moderate to high range. Based on interviews, student purchases are generally for college and daily needs, but are often triggered by promotions that create the perception of lower prices. The flexibility of funding sources makes them more responsive to features such as flash sales, free shipping, and Shopee Live. These findings align with research. Consumptive behavior and online purchasing are prevalent among Generation Z students (Dwi Syahban et al., 2025). Despite their relatively greater freedom, interviews indicate that students still strive to be selective, although they often purchase items that are rarely used due to the allure of promotions and product quality discrepancies.

The working class exhibits relatively high and stable levels of consumptive behavior, supported by a regular income. Interviews indicate that workers utilize Shopee for time efficiency and the convenience of fulfilling daily needs without having to delay purchases. Access to ShopeePay and SpayLater encourages higher transaction

frequency. This condition aligns with findings that increased financial resources and exposure to digital promotions correlate with increased consumptive behavior (Kholida & Puspita Rini, 2025). However, interviews also indicate unplanned purchases due to perceived low prices and experiences of product discrepancies, indicating the potential for impulsiveness remains despite high purchasing power. Overall, levels of consumptive behavior increase gradually from school to university to working. Interview results show a shift in motives from meeting basic needs (students), to combining needs and lifestyle (students), to an orientation toward practicality and efficiency with stronger purchasing power (workers). This gradual pattern reinforces the view that Generation Z's consumer behavior is heterogeneous and evolves with changes in age and socioeconomic status (Pohan et al., 2025).

Factors and features that influence Gen Z's consumer behavior

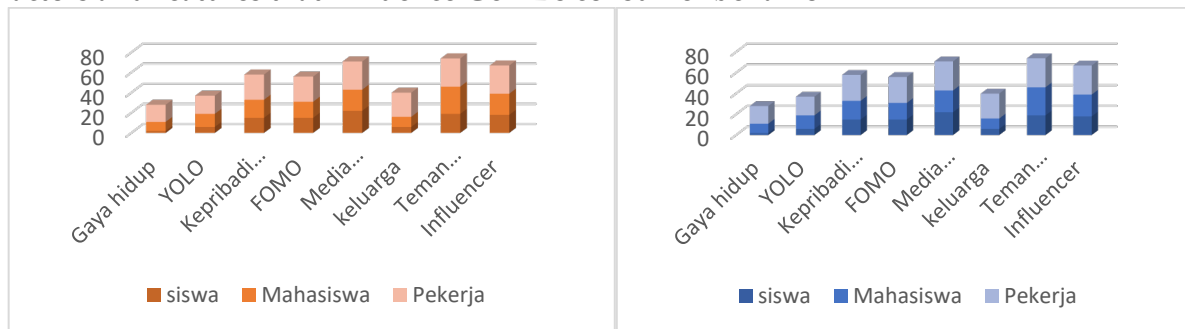


Figure 2. Factors and Features of Consumptive Behavior

Based on Figure 2, Generation Z's consumer behavior is influenced by a combination of interrelated external and internal factors. Internal factors include personality, lifestyle, income level, and mindsets such as the FOMO and YOLO principles that drive shopping decisions through digital media. Meanwhile, external factors include the influence of family, peers, social media, and influencers in everyday digital experiences. The combination of these two factors shapes how Generation Z makes purchasing decisions through e-commerce (Salsabila et al., 2024), although the degree of influence can vary across individuals and groups. Not all factors were agreed upon equally by the three respondents—schoolchildren, university students, and workers.

The most widely agreed factor was peers (73%), followed by social media (70%), influencers (66%), and personality (57%). The dominance of peer influence indicates that Generation Z's shopping decisions are largely driven by their immediate social environment and adaptation to social trends. Social media serves as a primary source of product exposure and repeated visual promotions, encouraging unplanned purchases. The more intense the exposure to digital content, the higher the tendency for impulsive buying (Wayan et al., 2024). In this context, social media serves as a consumption-inducing ecosystem, while influencers act as persuasive agents based on personal beliefs. Personality factors have a lower percentage but still shape consumer behavior because impulsiveness originates within the individual.

Interview results reinforce these quantitative findings. Income level or pocket money is the primary determinant of shopping freedom. Workers have more freedom due to a stable income, while students and some college students are still adjusting to limited funds. Lifestyle and the urge to follow trends (FOMO) influence all three groups, but their responses differ. Students tend to seek the cheapest options, while

students and workers have a more diverse choice based on their financial means. Interviews also revealed that friend recommendations, stories of product use experiences, and seeing close friends wearing certain items often trigger similar purchases across all groups. These findings suggest that online shopping for Generation Z is not only aimed at fulfilling functional needs but also serves as a means of self-expression and lifestyle. Comparatively, their consumer behavior is shaped not only by economic factors, but also by personality, peer influence, FOMO, and social media, which reinforce the urge to shop through digital platforms.

Figure 2 also shows that various features provided by Shopee play a role in driving purchasing decisions because they make the shopping process easier, more practical, and more engaging. The feature most approved by respondents is buyer reviews (91%), followed by free shipping and flash sales (88%), ease of transactions (80%), the return process (78%), and Shopee Live (60%). This high reliance on reviews indicates that Generation Z relies heavily on other users' experiences as a basis for trust before purchasing. Free shipping and flash sales create the perception of lower prices and a sense of urgency that encourages impulsive purchases (Rachmad Ramadhan et al., 2025). Ease of transactions and returns lowers perceived risk, increasing convenience and shopping frequency. Shopee Live provides entertainment and interaction, but its influence is more complementary than functional (Purwanti et al., 2025). In contrast, SPayLater received a more cautious response due to concerns about debt, in line with findings that not all Gen Z are comfortable using PayLater despite its potential to trigger impulsivity (Setiawati et al., 2024).

Interview results showed a relatively consistent pattern across the three groups, with varying emphasis. Students found free shipping and flash sales to be most influential because they reduce the burden of expenses with limited pocket money, while students and workers used reviews and ratings to minimize the risk of making the wrong purchase. Students and workers found free shipping to be a primary attraction, and reviews helped assess quality before a transaction. Comparatively, Shopee Live was only considered a supporting factor. Ease of transaction also had a strong influence. Students and students considered the fast and simple process to make shopping easier, but it also triggered impulsive purchases due to less conscious spending. These findings suggest that ease of transaction simultaneously reduces perceived risk and increases shopping intensity across all groups.

Regarding SPayLater, interview results revealed a cautious attitude. Students tended to avoid it due to concerns about exceeding their financial capabilities. Students and workers saw it as beneficial in urgent situations but were aware of the risk of debt if used. Uncontrolled use. Concerns about disrupting financial management are the primary reason for limiting usage. Comparatively, although the paylater feature offers convenience, Gen Z still demonstrates financial awareness and uses it selectively.

CONCLUSION

Based on this descriptive analysis, consumer behavior is demonstrated through purchasing tendencies influenced by desires, promotions, ease of transactions, and the purchase of items not strictly necessary. Indicators of consumer behavior are evident in responses to discounts and flash sales, shopping frequency, and the perception that online shopping on Shopee is easy. Comparatively, students exhibit the lowest levels of consumer behavior compared to college students and workers. This is due to limited

pocket money and the lack of a steady income, which leads them to be cautious, selective, and delay purchases. Although students are attracted to promotions and trends, their purchasing decisions are generally tailored to their financial capabilities, resulting in relatively limited shopping frequency. Among college students, consumer behavior is at an intermediate level. College students have greater flexibility than their peers, but still face financial constraints. This situation forces them to strive to balance needs and wants. Ease of transactions, free shipping, and product reviews often trigger impulsive purchases, even when financial considerations are taken into account. Meanwhile, workers exhibit the highest levels of consumer behavior. A steady income provides greater financial flexibility, leading to increased shopping frequency and value. Furthermore, the payment system and diverse transaction methods encourage workers to shop more frequently. However, consumer behavior in this group is more influenced by convenience and efficiency than limited funds.

Therefore, based on the findings of this study, it is recommended that Shopee users, especially students, improve their financial literacy and self-control when shopping online. Furthermore, the use of the PayLater feature should be limited and adjusted to their financial capabilities. Shopee is expected to strengthen education regarding digital financial management. Future research is recommended to use quantitative or mixed methods with a wider respondent base for more comprehensive results.

References:

- Agus Sifa', M. (2024). Perilaku Konsumen Generasi Z dalam Era E-Commerce : Studi Kasus tentang Belanja Online dalam Persepektif Ekonomi Islam. In *Journal of Sharia Economics* (Vol. 6, Number 1). <http://journal.uaindonesia.ac.id/index.php/JSE>
- Alajlan, M., & Saleh, M. (2024). Impact of Social Media advertisement and influencers on Compulsive Buying Mediated by Materialism: The Moderating Role of Narcissism. *International Journal Of Management & Information Technology*, 19, 1-13. <https://doi.org/10.24297/ijmit.v19i.9640>
- Amira, Refi Ayu Radia, Nazla Asyifah, Andera Khoirunisa, & Ardelia Putri. (2025). 12_Jurnal+Kualitas+Layanan,+Kualitas+Produk,+dan+Kepercayaan+Pelanggan (1). *Kualitas Layanan, Kualitas Produk, Dan Kepercayaan Pelanggan Terhadap Keputusan Pembelian Gen Z Pada Aplikasi Shopee Di Kota Surakarta*.
- Atmaja, R. M., & Susanti, D. A. (2022). Faktor-Faktor Yang Mempengaruhi Perilaku Konsumtif Pada Generasi Millennial Pengguna Shopee Di Solo. 8(01).
- Bisnis, B., Indrawan Purwoko, E., Zusrony, E., Hargyatni, T., Manajemen, P., Tinggi Ilmu Ekonomi Studi Ekonomi Modern, S., Bisnis, P., & Sains dan Teknologi Komputer, U. (2025). *The Effect Of Flash Sale Promo And Free Shipping From Shopee On Purchase Decisions Of Gen Z In Salatiga City*.
- Dwi Syahban, P., Ashilah, G., & Nur Fatimah, N. (2025). PT. Media Akademik Publisher Pengaruh Impulsivitas Terhadap Perilaku Konsumtif Mahasiswa Dalam Penggunaan Belanja Online Di Era Digital. *JMA*, 3(6), 3031-5220. <https://doi.org/10.62281>
- Fatmawatie. (2022). *E Commerce Dan Perilaku Konsumtif*. 1, 1-72.
- Haryanto, L., & Aosyld, F. (1997). *Perilaku Konsumtif Berdasar Locus Of Control Pada Remaja Putri*.
- Intan, J., & Mahanani, P. (2025). Pengaruh Literasi Digital, Gaya Hidup Dan E-Commerce Terhadap Perilaku Konsumtif Mahasiswa (Survei Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Slamet Riyadi Surakarta). 2(2), 148-157. <https://doi.org/10.61722/jrme.v2i2.4177>

- Jeciou, P., 1*, P., Yuhdi, A., Maharani, F., Tarigan, B., Ningsih, W. D., Silaen, Y., & Sagala, V. M. (2024). Perilaku Konsumtif terhadap Belanja Online pada Pelajar di SMAS Arrahman Medan. In *Journal of Education Research* (Vol. 5, Number 4).
- Kalangan Anak Muda Di Solo Raya, B. (n.d.). *Pengaruh Minat Belanja Menggunakan E-commerce Shopee* (Vol. 1, Number 1).
- Kholida, A., & Puspita Rini, G. (2025). Exploring Gen Z Consumers' Impulse Buying Behaviour on E-commerce: An SDL Perspective. *Economics & Business Solutions Journal*, 09.
- Melinda,, Lisbeth Lesawengen,, & Fonyy J. Waani. (2022). *jis_vyl,+Melinda*.
- Nugraha, A. A. (2023). Efektivitas Penggunaan E-Commerce dalam Perkembangan Usaha Kecil Menengah di Kota Surakarta. *Jurnal Teknik Industri Terintegrasi*, 6(4), 1436–1444. <https://doi.org/10.31004/jutin.v6i4.21050>
- Palura, K. T., & Nugroho, B. (2025). Pengaruh Motivasi Belanja Hedonis, Gaya Hidup Berbelanja, Electronic Word Of Mouth Dan Promosi Penjualan Terhadap Pembelian Impulsif (Studi Kasus Gen Z Pengguna Shopee Di Kota Surakarta). In *Jurnal Keuangan dan Manajemen Terapan* (Vol. 6, Number 1). <https://ejournals.com/ojs/index.php/jkmt>
- Pohan, M. Z., Nasution, T. A., & Pohan, S. (2025). Gaya Hidup Konsumtif Generasi Z dalam Era Belanja Daring Indonesia). *Jurnal Ilmu Sosial Humaniora Indonesia*, 4(2), 237–246. <https://doi.org/10.52436/1.jishi.205>
- Purwanti, S., Alfando Wikandana Sucipta, J., & Kristian, D. (2025). Persepsi Generasi Z terhadap Fitur Shopee Live yang Mendorong Perilaku Pembelian Impulsif Saat Berbelanja di E-Commerce Shopee. *Jurnal Sosial Dan Teknologi (SOSTECH)*, 5(6).
- Rachmad Ramadhan, F., Sutiono Pratama Nugraha Prodi Manajemen, B., Ekonomi, F., & Nahdatul Ulama Yogyakarta, U. (2025). Pengaruh Flash Sale dan Gratis Ongkir terhadap Impulse Buying dengan Dimediasi oleh Hedonic Shopping pada Toko Online Shopee pada Gen Z di Yogyakarta The Effect of Flash Sale and Free Shipping on Impulse Buying Mediated by Hedonic Shopping at Shopee Online Store among Gen Z in Yogyakarta. In *Community Engagement & Emergence Journal* (Vol. 6).
- Salsabila, F. L., Widiyanarti, T., Ashari, S. D., Zahra, T., & Fadhilah, S. A. (2024). Pengaruh Globalisasi terhadap Perubahan Pola Komunikasi antar Budaya pada Generasi Z. *Indonesian Culture and Religion Issues*, 1(4), 13. <https://doi.org/10.47134/diksima.v1i4.110>
- Setiawati, E., Gede, I., & Oktora, N. (2024). The Effect Of Using Shopee Paylater On Impulse Buying With Hedonic Value As A Mediation Variable. *International Journal of Economic Literature (INJOLE)*, 2(12), 3860–3873.
- Wayan, N., Puspitadewi, S., & Fadhilah, F. (2024). *Pengaruh Media Sosial Terhadap Impulsive Buying*. 19(2), 241–248. <https://journal.umg.ac.id/index.php/psikosains>
- Williams, K. C., Page, R. A., Petrosky, A. R., & Hernandez, E. H. (2010). *Multi-Generational Marketing: Descriptions, Characteristics, Lifestyles, and Attitudes*.
- Zuhri, S. (2021). Pengaruh Intensitas Mengakses Online Shop Di Media Sosial Dan Intensitas Menggunakan Pelayanan Transportasi Online Go-Jek Terhadap Perilaku Konsumtif Masyarakat Di Kota Surakarta. *Jurnal Pendidikan Sosiologi Dan Antropologi*, 5(1), 36–52.