

Effect of Functional Convenience and Representational Delight on Positive Emotional Effect and Impulse Buying of Discount Group Site Users in Indonesia

Aryo Bismo*, Sukma Putra, Haryadi Sarjono and Lessya Nasrul

Department of Management, BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta 11480, Indonesia

ABSTRACT

This research investigated the relationship between website quality (functional convenience and representational delight) to consumer online impulse buying with positive emotion as mediating variable, in brief, how functional convenience and representational delight on the website could affect visitors' emotion positively, that led into impulse buying. This research was tested on 388 respondents through an online questionnaire. The research scope was several discount group sites in Indonesia. Respondents were Indonesians that once shopped at that discount group. This research used SEM-PLS method with the assistance of SmartPLS v3.2.6 software as a calculation tool. The result of this research showed there was a positive and significant effect from Functional Convenience and Representational Delight on Impulse Buying, either simultaneously or partially through Positive Emotional Affect as a mediating variable.

Keywords: Functional convenience, online impulse buying, positive emotion, representational delight

INTRODUCTION

The results of MasterCard's research during the period of May to June 2015 that involved Indonesian millennial respondents (18-29 years), showed the tendency that Indonesian millennial shopped impulsively, the research stated that as many as 50% of the Indonesian Millennial was the second most impulsive customers in the Asia Pacific, below Thailand with the impulse buyers as many as 60% (Primadhyta, 2015).

ARTICLE INFO

Article history:

Received: 03 October 2019

Accepted: 12 March 2020

Published: 26 June 2020

E-mail addresses:

aryobismo19212@gmail.com; aryo.bismo001@binus.ac.id

(Aryo Bismo)

sputra@binus.edu (Sukma Putra)

haryadi_s@binus.edu (Haryadi Sarjono)

lessyanasrul12@gmail.com (Lessya Nasrul)

* Corresponding author

It was supported with data from Nielsen (2016), which says that Indonesia scored 119 points in the Consumer Confidence Index, where a value exceeding 100 indicated a high level of customer confidence in shopping. This showed that Indonesian people, in general, were not afraid to spend their money on shopping transactions. Massive advertising also takes a major part, to make consumers become impulsive buyers and form the characteristics called *shopaholics* (Alfi, 2017).

The story continues with investigations made by Shoppercentric ‘Pull the trigger...’ (2011) which indicated that customers who made online transactions were more impulsive and making a lot of purchases that were not planned. It is seen by the data that said customers who made impulse buying through online transactions grew by 28% in 2011. While in the same year, the number of food and beverage categories purchased impulsively increased three times from the purchases in 2008 (Liao et al., 2016). If it is continued until 2018, with support in the technology evolution and the spread of internet network in Indonesia, we can imagine how fast this behaviour will grow.

Impulsive shopping activities occurred around 40% on online transactions, according to this data there was still more opportunity to investigate regarding this matter, therefore requiring more detailed research on this field especially investigating the impulsive attitude of customers (Turkyilmaz et al., 2015). Another data provided, in a survey by *shop percent* to 1047 British consumers in 2012, 76% reported that they purchased food

impulsively; 57% said they were shopping for products such as fashion impulsively, and 28% said they were buying expensive products such as electronics impulsively (Floh & Madlberger, 2013).

Following this phenomenon, the development of the e-commerce industry in Indonesia has encouraged people to freely choose products through their gadget that leads to impulsive behaviour (Olavia, 2015). To fulfil customer expectations when they shop online, one of the factors to fulfil this expectation is website quality; for example, the website is expected to run smoothly because every consumer has a different purpose when visiting the website (McGovern, 2016).

When shopping or doing online transactions, a website is a bridging tool between customers and sellers. Therefore, the website should be the main focus for e-commerce retailers. Nowadays, customers will be able to evaluate the product through online features on the website.

Based on previous research from Shirmohammadi et al. (2015) there are two elements of a website that can create impulsive behaviours, such as *functional convenience (merchandise attractiveness; site ease of use)* and *representational delight (enjoyment; website communication style website)*. This research said that the most important element that affected impulsive behaviour in the sequence was *merchandise attractiveness, enjoyment, website communication style, and ease of use*.

According to preliminary research conducted to 30 respondents regarding the impulsive buying behaviour, 56% of them were interested in buying impulsively just because of the merchandise attractiveness displayed on the website, following 43% respondent that said they impulsively bought a product on the website because of ease of use of the website.

Although not all customers decide to make an impulsive buying because of these factors, the more experience that they feel, the higher the likelihood that an impulsive buying will occur. Customers with high impulsive desires will be able to influence positively and negatively based on varying levels of website quality. Therefore, e-commerce must pay attention to customer experience, especially when interacting or transacting through their website, in advance, positive experiences need to maintain and improved (Shirmohammadi et al., 2015)

Moreover, with the development of current online features, e-commerce can stimulate customer emotions, that effect on their self-control, and encourage impulsive buying (Pappas et al., 2014).

Based on the phenomena above regarding online impulse buying behaviour, further research conduct regarding impulsive buying behaviour from website quality perspective, and discuss whether functional convenience and representational delight really have a positive emotional effect on website visitors and whether it will lead to impulsive buying behaviour on coupon website customers in Indonesia or not.

Literature Review

Consumer behaviour is a study of the processes involved when individuals or groups choose, buy, use, or determine products, services, ideas, or experiences to meet their needs and wants (Solomon, 2007). According to Simamora (2008), consumer behaviour is emphasized more as a decision-making process; a decision-making process that requires individual activities to evaluate, obtain, use, or organize goods and services.

Based on consumer behaviour theory, further elaboration regarding impulsive buying behaviour revealed about characteristics of impulsive buying behaviour, the first characteristic of impulse buying is an unplanned purchase. When a customer decides to buy a product directly at that time, and it is not a response to a previously identified problem or desire while in a shopping environment, this is considered a characteristic of impulse buying. The second characteristic is the openness of stimuli. A stimulus is something that evokes or raises an action. The third characteristic is speed; the customer makes a decision on the spot without any evaluation of the consequences that will be incurred when deciding to buy a product (Shirmohammadi et al., 2015).

The impulsive buying behaviour is always affected by the customer's emotion. Emotion is something strong, tending to be an uncontrollable feeling that affects behaviour. Emotions lead to recognizable, specific feelings, and the influence of the likes or dislikes of such specific feelings

(Hawkins et al., 2007). Emotions are divided into two, namely: positive emotions and negative emotions. Emotions are the deciding factor and the intermediary that will cause the customer's desire to shop impulsively. Positive emotional affect is the level from which one feels enthusiastic and inspired.

This research tries to explain how customers' positive emotional factors will affect impulsive buying behaviour. One of the factors that can affect the emotion of customers is through website quality. According to Shirmohammadi et al. (2015), attractive merchandise and special offers can generate an emotional response which is positive feelings such as joy.

The experience of ease felt by online visitors in using the site also very important, Shirmohammadi et al. (2015) found a positive outcome of usability, including ease of use, had a positive impact on positive emotions and negative impacts on negative emotions. While Shiau and Chau (2015) said that online store enjoyment could also be stimulated by using music as a background and displaying interesting visual effects; it also could add a significant effect to positive emotions.

Positive emotions tend to be more liable to make customers more impulsive (Shirmohammadi et al., 2015). Liao et al. (2016) stated that the emotional and cognitive results of online stores could influence unplanned purchasing decisions.

Based on previous research from Shirmohammadi et al. (2015), there are two elements of the website that are more

easily seen to create impulsive buying behaviour namely functional convenience (merchandise attractiveness, site ease of use) and representational delight (enjoyment, style).

Sinuraya and Dewi (2015) revealed that the appearance of a website was important because it could lead to impulse-buying decisions. This is seen from the results of their research that showed that the representational delight variable was more influential than the functional convenience variable and had no effect on impulsive buying.

There is a total of four variables in this research which are functional convenience, representational delight, positive emotional affect, and impulse buying. According to Valacich et al. (2007), functional convenience refers to the availability of convenient characteristics that help the interaction with the consumer interface. This includes such characteristics as the site's ease of use and ease of navigation. Functional convenience becomes the main focus for consumers when the basic needs of structural firmness have been met. Consumer users of previously reviewed sites show that the characteristics associated with functional convenience are secondary requirements compared to structural firmness.

Representational delight is about the characteristics that are not directly related to completing an online shopping activity but can enhance the shopping experience by stimulating the human senses and making the shopping activities enjoyable (Verhagen & Dolen, 2011).

Positive emotional affect is the level from which one feels enthusiastic, enthusiastic, and inspired. According to Turkyilmaz et al. (2015), impulsive buying is classified as those bought with sudden payment without any need or desire to buy the products for a specific category or to fulfil a specific task.

According to Mavlanova (2014), there are three basic needs that are required to create a website that can be accepted by the buyers, namely structural firmness (SF), functional convenience (FC), and representational delight (RD). The three architectural sizes of this website, are sorted according to the level of importance, can be seen in Figure 1.

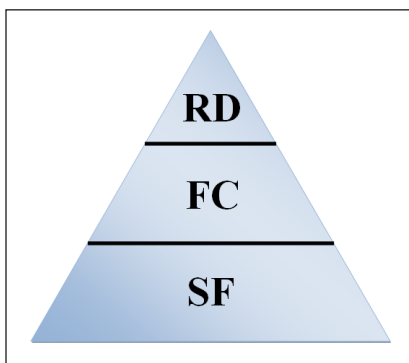


Figure 1. Pyramid of website architecture quality level

The lower in the pyramid, the more important the factor is, and vice versa much as in Maslow's hierarchy of needs (Mavlanova, 2014). This level dictates the functionality and usefulness of each factor; structural firmness is at the base level because it represents the most fundamental needs of a site which are privacy and security. After

structural firmness is met, then the next focus is the fulfilment of functional convenience and then representational delight at the top (Valacich et al., 2007), this is the reason why this research is using representational delight as one of the variables.

The Relationship between Functional Convenience, Representational Delight and Emotions

Emotion consists of two basic outcomes whether it is positive or negatives, both emotions outcomes are common between genders, age groups, and also can be found in all cultures. In a study conducted by Madhavaram and Laverie (2004), it was found that website elements such as functional convenience (merchandise attractiveness; site ease of use) and representational delight (enjoyment; website communication style) were more likely to cause impulsive buying attitudes.

Becherer and Halstead (2004) found that special offered and positive emotions such as fun having an influence on emotional response. In addition, a study conducted by Shirmohammadi et al. (2015) found that merchandise attractiveness (functional convenience) and enjoyment (representational delight) were the most influential dimensions for customers' positive emotion. Therefore, based on the description of the results of the research, the hypotheses proposed in this study are:

H1: There is a positive influence of functional convenience on positive emotional affect

H2: There is a positive influence of representational delight on positive emotional affect

Relationship between Functional Convenience, Representational Delight and Emotions with Impulse Buying

According to Floh and Madlberger (2013), the three types of atmospheric cues in the e-store are content, navigation (ease of use) and design. Research conducted by Koufaris and Hampton-Sosa (2002) found that enjoyment also had a positive impact on impulse buying.

Liu and Sutanto (2012) found that the visual appearance of a site, site ease-of-use and product availability could lead to online impulse-buying. Ltifi (2013) also found that the attributes of a site such as navigation, visual displays and customized reviews were three causes that could improve impulse-buying. High-quality sites will increase the desire to make impulsive purchases on the site.

In addition, research conducted by Sinuraya and Dewi (2015) found that functional convenience and representational delight simultaneously had an impact on unplanned purchases. This study yielded the conclusion that representational delight was very important to the decision of impulsive buying. Based on the description of the results of the research, the hypotheses proposed in this study are:

H3: There is a positive influence of functional convenience on impulse buying

H4: There is a positive influence of representational delight on impulse buying

Research conducted by Verhagen and Dolen (2011) found that there was a significant influence of functional convenience and representational delight on impulse buying mediated by positive emotions from consumers. According to this study, emotions play a very important role as an intermediary between functional convenience, representational delight and impulse buying. Adelaar et al. (2003) found that positive emotions could positively influence impulse buying.

Functional convenience and representational delight have a significant effect on impulse buying based on research conducted by Shirmohammadi et al. (2015). This influence is mediated by the emotions of the consumer. Based on the description of the results of the research, the hypotheses proposed in this study are:

H5: There is a positive influence of positive emotional effect on impulse buying

H6: There is an indirect influence of functional convenience on impulse buying through positive emotional effect as an intermediary

H7: There is an indirect influence of representational delight on impulse buying through positive emotion affect as an intermediary

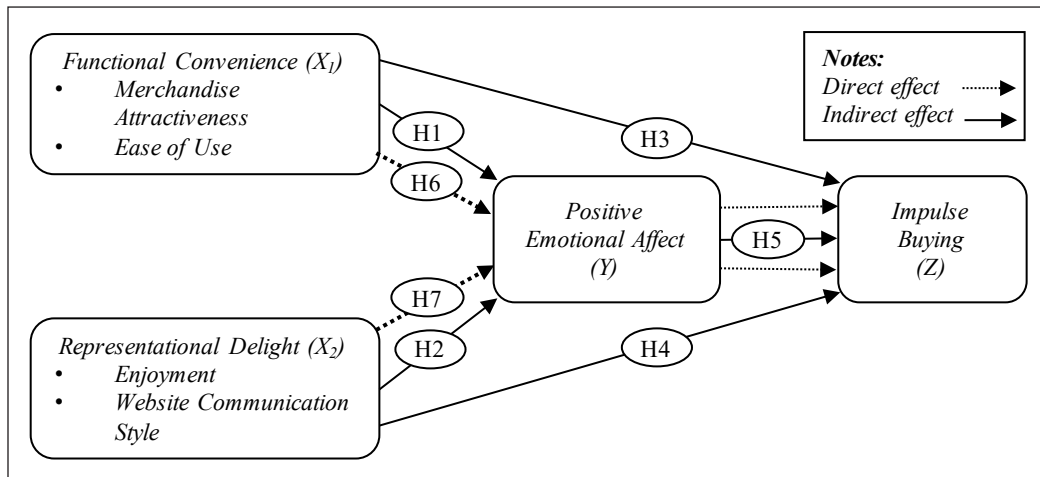


Figure 2. Research framework

MATERIALS AND METHODS

The research framework is shown in Figure 2. This research focused on investigating the behaviour of Indonesian customers who ever bought a product through discount group websites. The choice of this discount group websites is because this website is the most attractive among other e-commerce websites, especially on showing the merchandise attractiveness and representational delight.

A quantitative type of data was collected by collecting both primary and secondary data sources. Primary data of this research were collection of samples through a survey by the distribution of an online questionnaire to 388 respondents already calculated with a formula. Probability sampling method with simple random sampling was used in this research in choosing the samples. Respondents of this research were any customers that already purchased product on one of the discount group website. Secondary data were collected through articles on a journal, article website, books.

A Likert scale was used in this research scale with 1 (strongly disagree) to 5 (strongly agree) scale based on (Malhotra, 2009). The value of probability or acceptable level of significance used in this research was 0.05 ($\alpha = 5\%$).

This study used partial least square method (PLS) as an alternative method of structural equation modelling (SEM) method with the help of SmartPLS v 3.2.6 program as a tool to help the researchers assessed the influence of each relationship.

RESULTS AND DISCUSSIONS

The validity and reliability test was conducted on the questionnaires distributed in this research. There were 23 questions in total in this research, all of the questions were already tested with convergent validity, the convergent validity tested by the outer loading factors with 0.70 as a benchmark. It was said that if the outer loading was 0.70 the questions were valid.

The result was there was one indicator that was not valid because it had an Outer Loading correlation value smaller than 0.70. For this reason, a single indicator item Q14 (RD6 in Figure 3) must be removed so that the outer loading results are as follows:

Reliability test, tested by using Cronbach's alpha, all of the variables were already tested and the results of all variables indicated reliable which all of the variables were above 0.80 that considered high. The data were as follow: Functional convenience

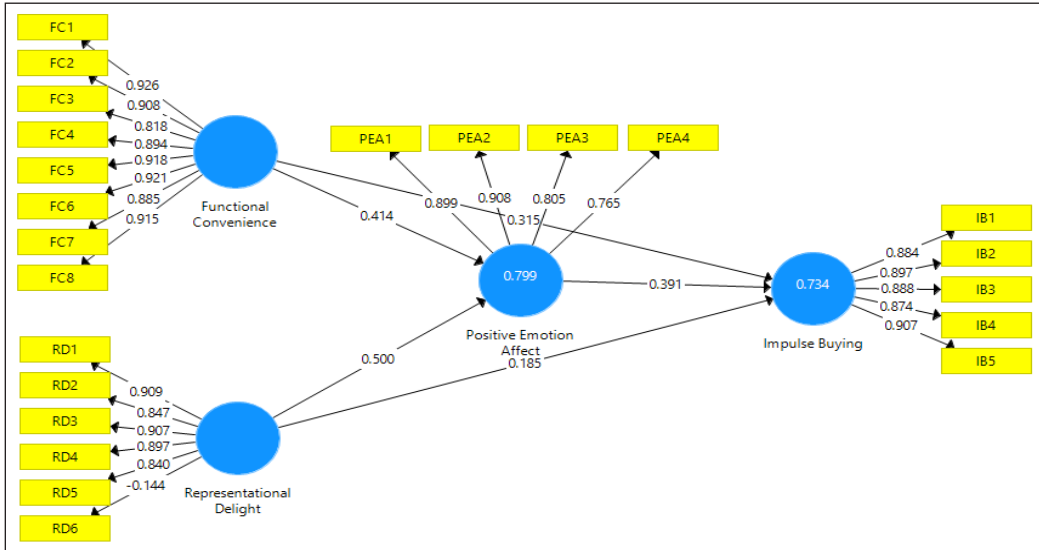


Figure 3. Outer loading result

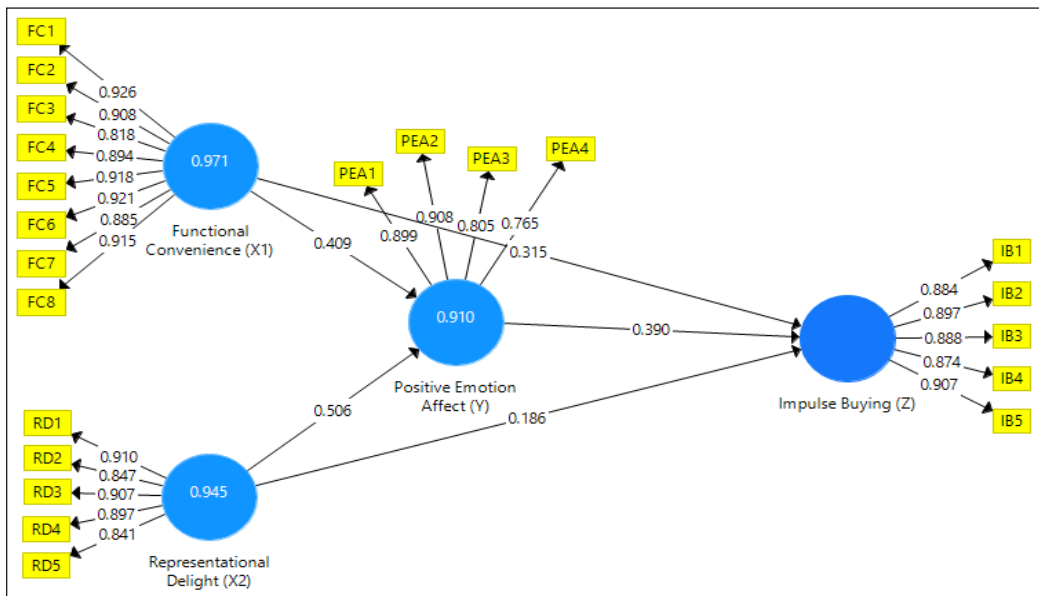


Figure 4. Outer loading results after RD6 indicator removed

0.971, Representational delight 0.945, Positive emotion affect 0.910 and Impulse buying 0.950 (Figure 4).

To determine the model fitness, the structural model test already conducted with measuring the R^2 , both Positive emotions Affect and Impulse buying behaviour as dependent variables had 0.734 and 0.800 respectively. It is shown in Table 1 that the independent variables can explain enough of the dependent variable.

Based on the calculation of indirect effect of SmartPLS software v 3.2.6, the results obtained are shown in Table 2.

After obtaining the results of the indirect influence of each research variable, the total value of the influence of each research variable must be assessed. Calculations can be done through manual calculations or by using SmartPLS software support. The result of the indirect effect of total value according to SmartPLS software v 3.2.6 is as follows:

Based on Table 3, it can be seen that the functional convenience variable has a greater direct effect on the impulse buying variable with a value of 0.315 when compared with the direct influence of the

Table 1
Path coefficients

	Functional Convenience	Impulse Buying	Positive Emotion Affect	Representational Delight
Functional Convenience		0.315	0.409	
Impulse Buying				
Positive Emotion Affect		0.390		
Representational Delight		0.186	0.506	

Table 2
Indirect effects

	Functional Convenience	Impulse Buying	Positive Emotion Affect	Representational Delight
Functional Convenience			0.159	
Impulse Buying				
Positive Emotion Affect				
Representational Delight			0.197	

Table 3
Total effects

	Functional Convenience	Impulse Buying	Positive Emotion Affect	Representational Delight
Functional Convenience		0.474	0.409	
Impulse Buying				
Positive Emotion Affect		0.390		
Representational Delight		0.384	0.506	

representational delight variable on the impulse buying variable with a value of only 0.186.

Compared with the indirect effect through the positive emotional effect variable, the functional convenience variable had a greater influence when compared with the representational delight variable with the total value of the total effects (Table 5) at 0.474 and 0.384 respectively. Based on the final results of this research all hypotheses in this research are accepted, with the final result as in Table 4.

Based on the results of this study it can be concluded that Functional convenience had a significant effect on impulse buying, either directly or indirectly through positive emotional effect as an intermediary. The relationship between the variables generated was positive and very strong. This shows that the relationship between these variables was directly proportional which was the higher the increase in functional convenience, the higher the impulse buying by consumers of discount group sites in Indonesia.

Representational delight had a significant effect on impulse buying, either directly or indirectly through positive emotional effect as an intermediary. The relationship between the variables generated was positive and very strong. This shows that the relationship between these variables was directly proportional, the higher the representational delight increase, the higher the impulse buying by consumers of discount group sites in Indonesia.

Positive emotional effect had a significant effect on impulse buying. The relationship between the variables generated was positive and very strong. This shows that the relationship between these variables was directly proportional, the higher the increase in positive emotional affect, the higher the impulse buying by consumers of discount group sites in Indonesia.

When combined, functional convenience and representational delight also had a significant effect on impulse buying. The relationship between these variables was positive and very strong. This suggests

Table 4
Research summary

Hypothesis	Original Sample (O)	Nature of Relationship	T-Statistic	T-Value	Effect	Result
Hypothesis 1	0.409	Positive	6.082	>1,96	Direct	Accepted
Hypothesis 2	0.506	Positive	7.731		Direct	Accepted
Hypothesis 3	0.315	Positive	3.512		Direct	Accepted
Hypothesis 4	0.186	Positive	2.240		Direct	Accepted
Hypothesis 5	0.390	Positive	5.058		Direct	Accepted
Hypothesis 6	0.409 and 0.315	Positive	6.082 and 3.512		Indirect	Accepted
Hypothesis 7	0.506 and 0.186	Positive	7.731 and 2.240		Indirect	Accepted

that the higher the increase in functional convenience and representational delight, the higher the impulse buying by consumers of discount group sites in Indonesia.

The effect of functional convenience variables is greater when compared with the influence of representational delight variables according to the results of this study, both directly and overall in total influence. The total value of the influence of functional convenience relation to impulse buying was 0.474. The influence of representational delight variable to impulse buying in total was only 0.384. This shows that the variable functional convenience was more influential on the tendency of customer discount group sites in Indonesia to perform impulse buying actions.

CONCLUSIONS

Based on the results and conclusions obtained, the suggestions that can be used as input and consideration for the discount group sites industry in Indonesia are elaborated in the following paragraphs.

To be able to cause impulse buying behaviour, web designers should strive to always improve and ensure that the functional convenience and representational delight of discount group sites can be met properly. Functional convenience is the second basic requirement after the structural firmness of a site. The functional convenience variable has a greater influence on the attitude of impulse buying customers of discount group sites, so if you want to create an attitude of impulse buying customers, discount group sites industry

players must pay more attention to this variable.

Dimensions that need to be considered for web designers of functional convenience variables are attractiveness and ease of use merchandise. The more attractive the product offered, the greater the tendency for a consumer to make impulsive purchases at discount group sites. In addition to interesting products, products should also be in accordance with the interests of Indonesian consumers.

Based on the results of the study, it was found that Indonesians were very interested in spending their money on coupons or discounts on food and beverage products. The ease when using the website as a medium for making transactions also needs to be considered because almost all consumers expect convenience when making transactions at discount group sites, such as ease of access, ease of navigation and layout of the site.

Dimensions that need to be considered for web designers of representational delight variables are enjoyment and website communication style. Feelings of pleasure from a consumer when making transactions at discount group sites will be able to influence emotions and their desire to make impulsive buying transactions. The feeling of pleasure can be generated through the design of an attractive site using images that can move, there are videos of the product and the presence of background music. So that the tendency of consumers to make purchases that are not planned will be greater.

Another dimension of representational delight is the website communication style. Based on the results of research, consumers do not like the way to communicate that is pushy or pushy. They prefer a friendly way of communication. In addition, consumers want customer service to have knowledge or master information about existing products on the coupon site.

The development of the digital era and the internet in Indonesia is very rapid. This should be put to good use by the discount group sites industry in Indonesia to be able to expand the market. Based on research, researchers found that there are still quite a lot of people, especially millennial who do not know about coupon sites and cannot distinguish coupon sites from other e-commerce sites. Companies that are engaged in the coupon site industry can collaborate with the product owner company to be able to help socialize about how to use coupons that have been purchased from coupon sites or can provide information that the company has collaborated with coupon sites so that the introduction of coupon sites at Indonesia will be even better. Through discount group sites in Indonesia, product-owned companies can increase their brand awareness so that they can expand the market.

Further Research

In this research, it was found that functional convenience variables had more influence on the attitude of impulse buying customers in account group sites in Indonesia. This shows that the Indonesian people pay more

attention to the technical and process of a site, especially coupon sites. In addition, positive emotions also have a large role in generating impulse buying attitudes, especially on the representational delight variable; positive emotions produce a greater effect if given a stimulus from the representational delight variable. In this research also found that the influence of functional convenience and representational delight is positive and significant for customers of discount group sites in Indonesia. Unlike the case with the results of research conducted by Sinuraya et al. (2015) conducted to customers from Elevania.co.id website which resulted that the functional convenience variable had no effect on impulsive buying behaviour on customers. This shows that, if the research object is different the results of research with the same variable can be different it may be one of the reasons to conduct this research with different objectives.

ACKNOWLEDGEMENT

Special thanks to the IMHA 2018 committee members and UPM *Pertanika* Journal team, which have assisted to publish this article.

REFERENCES

- Adelaar, T., Chang, S., Lancendorfer, K., Lee, B., & Morimoto, M. (2003). Effects of media formats on emotions and impulse buying intent. *Journal of Information Technology*, 18(4), 247 – 266.
- Alfi, A. N. (2017). *Ini kaitan perilaku belanja dan kondisi emosional seseorang* [This is related to shopping behavior and emotional condition of a person]. Retrieved September 25, 2017, from <http://lifestyle.bisnis.com/>

- read/20170312/220/636181/ini-kaitan-prilaku-belanja-dan-kondisi-emosional-seseorang
- Becherer, R. C. & Halstead, D. (2004). Characteristics and internet marketing strategies of online auction sellers. *International Journal of Internet Marketing and Advertising*, 1(1), 24-37.
- Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425 – 439.
- Hawkins, D. I., Mothersbaugh, D. L., & Best, R. J. (2007). *Consumer behavior: Building marketing strategy* (10th ed.). New York, USA: McGraw-Hill Companies.
- Koufaris, M., & Hampton-Sosa, W. (2002). Customer trust online: Examining the role of the experience with the web site. *CIS Working Paper Series*. New York, USA: City University of New York.
- Liao, C., To, P.-L., Wong, Y.-C., Palvia, P., & Kakhki, M. D. (2016). The impact of presentation mode and product type on online impulse buying decisions. *Journal of Electronic Commerce Research*, 17(2), 153 – 168.
- Liu, Y., & Sutanto, J. (2012). Buyers' purchasing time and herd behavior on deal-of-the-day group-buying websites. *Electron Markets*, 22(2), 83 – 93.
- Ltifi, M. (2013). Antecedents and effect of commitment on the impulse buying by internet. *Journal of Internet Banking and Commerce*, 18(1), 1 – 22.
- Madhavaram, S. R., & Laverie, D. A. (2004). Exploring impulse purchasing on the internet. *Advances in Consumer Research*, 31, 59 - 66.
- Malhotra, N. K. (2009). *Basic marketing research* (3rd ed.). New Jersey, USA: Pearson Education.
- Mavlanova, T. (2014). The effect of cultural values on the perceptions of architectural quality of websites in E-Commerce. *AIS Electronic Library (AISeL)*, 1.
- McGovern, M. (July 30th 2016). *Customers want more: 5 new expectations you must meet now*. Retrieved September 10, 2017, from <http://www.customerexperienceinsight.com/customer-expectations-you-must-meet-now/>
- Nielsen. (2010). *Global consumer confidence, concerns and spending. A global Nielsen consumer report*. Retrieved September 22, 2017, from https://www.nielsen.com/content/dam/nielsen/en_us/documents/pdf/White%20Papers%20and%20Reports%20II/Q2-2010-Global-Consumer-Confidence.pdf
- Olavia, L. (2015). *Ada lima faktor pendorong "E-commerce" di Indonesia* [There are five factors driving "E-commerce" in Indonesia]. Retrieved August 11, 2017, from <http://www.beritasatu.com/ekonomi/310208-ada-lima-faktor-pendorong-ecommerce-di-indonesia.html>
- Pappas, I., Kourouthanassis, P. E., Giannakos, M. N., & Chrissikopoulos, V. (2014). Shiny happy people buying: The role of emotions on personalized e-shopping. *Electron Markets*, 24(3), 193-206.
- Primadhyta, S. (2015, November 2). *Generasi millennial RI paling impulsif belanja barang mewah* [RI Millenials are the most impulsive buyers of luxurious goods]. Retrieved October 12, 2017, from <https://www.cnnindonesia.com/ekonomi/20151102182452-92-88999/generasi-millennial-ri-paling-impulsif-belanja-barang-mewah>
- Pull the trigger for impulse. (2011). Retrieved August 14, 2017, from https://issuu.com/shoppercentric/docs/windows01_on_impulse?e=23309330/67431534
- Shiau, W.-L., & Chau, P. Y. (2015). Does Altruism matter on online group buying? Perspectives from egoistic and altruistic motivation online. *Information Technology and People*, 28(1), 677-678.

- Shirmohammadi, D., Ghane, N., & Ebrahimi, D. R. (2015). Investigating and prioritizing the effective factors on internet impulse buying behavior of customers (case study: discount group sites). *International Journal of Information, Business and Management*, 7(3), 275.
- Simamora, B. (2008). *Panduan riset perilaku konsumen* [Guide to consumer behavior research] (3rd ed.). Jakarta, Indonesia: Gramedia Pustaka Utama.
- Sinuraya, D. L., & Dewi, C. K. (2015). The influence of online store beliefs towards impulse buying (Study on ELEVENIA.CO.ID). *Journal The Winners*, 4(3), 64 – 70.
- Solomon, M. R. (2007). *Consumer behavior: Buying, having, and being* (7th ed.). New Jersey, USA: Pearson Education.
- Turkyilmaz, C., Erdem, S., & Uslu, A. (2015). The effects of personality traits and website quality on online impulse buying. *Procedia - Social and Behavioral Sciences*, 175, 98-105.
- Valacich, J. S., Parboteeah, D. V., & Wells, J. D. (2007). The online consumer's hierarchy of needs. *Communication of the ACM*, 50(9), 84 – 90.
- Verhagen, T., & Dolen, W. V. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information and Management*, 48, 320 – 327.