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Price Discount, Shopping Lifestyle, and Perceived Ease of Use as Predictors of Impulse Buying Among Generation Z Shopee Users

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Abstract

The urgency of this study lies in the need to understand the factors driving impulse buying among Generation Z Shopee users amid the increasing ease of online shopping and digital promotions. This study examines price discount, shopping lifestyle, and perceived ease of use as predictors of impulse buying among Generation Z Shopee users in Karanganyar Regency. A quantitative cross-sectional survey was conducted with 100 respondents selected through purposive sampling. Data were collected using a 20-item questionnaire with a five-point Likert scale and analyzed using descriptive statistics, item-consistency evaluation, Cronbach's alpha, regression diagnostics, and multiple linear regression. The results show that price discount is positively and significantly associated with impulse buying ($B = 0.310$; $\beta = 0.244$; $p = 0.003$), as are shopping lifestyle ($B = 0.298$; $\beta = 0.256$; $p = 0.003$) and perceived ease of use ($B = 0.488$; $\beta = 0.431$; $p < 0.001$). The overall model is significant, $F(3, 96) = 63.268$, $p < 0.001$, with adjusted $R^2 = 0.654$. Perceived ease of use has the largest standardized coefficient, indicating that low platform-use friction is highly relevant to converting purchase urges into transactions. These findings extend understanding of online impulse buying by integrating three antecedent domains - marketing stimulus, consumer orientation, and technology facilitation - in the context of Generation Z on an e-commerce platform.

Keywords: *Price Discount, Shopping Lifestyle, Perceived Ease of Use, Impulse Buying, Generation Z, Shopee*

Introduction

The development of digital commerce has transformed purchasing from a relatively planned activity into a process that is increasingly rapid, mobile, integrated, and rich in stimuli. In e-commerce environments, consumers can move from information search to transaction in only a few steps while simultaneously being exposed to product recommendations, visual displays, price promotions, scarcity cues, user reviews, and navigation features that reduce transaction friction. This shift is important for consumer-behavior research because online purchase decisions are not always formed through lengthy evaluations of need. Some transactions may occur suddenly in response to a momentary urge that arises while consumers interact with the digital shopping environment. This phenomenon, known as impulse buying, has become an important topic in consumer behavior, retailing, and information systems research (Chan et al., 2017).

Conceptually, impulse buying is more than a purchase that was absent from a prior shopping list (Rahmah & Tamamudin, 2026). The characterized the buying impulse as an experience in which consumers feel a sudden, powerful, and persistent urge to purchase something immediately (Rook, 1987). Subsequently extended this perspective by showing that

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impulsive tendencies are also shaped by consumers' normative evaluations of whether such behavior is acceptable (Rook & Fisher, 1995). The impulse buying emerges through interactions among situational factors, individual differences, emotions, browsing activity, and the urge to buy impulsively (Beatty & Ferrell, 1998). Accordingly, impulse buying is better understood as a rapid, stimulus-driven behavior involving affective components and limited deliberation rather than simply as an unplanned purchase.

The migration of shopping activity to digital channels has made this mechanism increasingly complex (Anggreina et al., 2026). Through a systematic review of online impulse-buying research. The previous studied showed that online impulsive behavior results from the interaction of multiple factors that can be classified through a Stimulus-Organism-Response (S-O-R) perspective (Chan et al., 2017). Subsequent research has demonstrated that website attributes, navigation, shopping-experience quality, price, promotion, consumer characteristics, and psychological states may all contribute to spontaneous purchasing. Evidence on the role of platform quality and characteristics is also consistent with the previous studied, for example, showed that e-store design and navigation affect shopping enjoyment and subsequently impulse buying (Parboteeah et al., 2009; Wells et al., 2011; Verhagen & van Dolen, 2011; Floh & Madlberger, 2013). Whereas Kimiagari and Asadi Malafe (2021) found that navigability and price attributes are important predictors of online impulse buying, both directly and through browsing activity. These findings confirm that digital impulsive behavior cannot be explained by a single category of factors.

Recent literature further strengthens this multidimensional view. The previous study had already highlighted the conceptual fragmentation of impulse buying (Xiao & Nicholson, 2013). while the previous study concluded that impulse-buying research remains fragmented as the context shifts from physical stores to diverse digital channels (Redine et al., 2023). Likewise showed that digital impulse-buying literature has developed through diverse combinations of antecedents, mediators, moderators, and consequences (Kaur & Sharma, 2024). More importantly, the meta-analysis by previous studied, synthesizing 84 empirical results from 75 articles with 139,545 participants and 341 effects, identified four major groups of online impulse-buying determinants: situational stimuli, marketing stimuli, customer-related factors, and platform-related factors (Anoop & Rahman, 2025). Aggregate relationship strengths also differed across factor groups, and several relationships varied by cultural context, sample characteristics, sampling method, type of online commerce, and data-collection technique. This evidence indicates that the effectiveness of an antecedent of impulse buying is context-sensitive and provides a strong basis for examining multiple antecedent domains simultaneously.

Generation Z is particularly relevant in this framework because this cohort grew up within a digital ecosystem and conducts a substantial share of information search, social interaction, entertainment, and consumption through connected devices. According to APJII data, Indonesia's internet penetration reached 80.66% in 2025, while Generation Z accounted for 25.54% of internet users, the largest contribution among generational groups. This close relationship with technology increases the frequency with which Generation Z interacts with commercial content, recommendations, promotions, and social cues on digital platforms. The previous study showed that advertising, opinion leaders, and user-generated content can evoke emotional responses that subsequently encourage impulse purchases among some Generation Z consumers (Djafarova & Bowes, 2021). In a context more closely aligned with this study, found that on the Shopee Video platform, time pressure, quantity pressure, economic benefits, social influence, and audiovisual stimuli are associated with Generation Z online impulse buying through arousal and pleasure (Ngo et al., 2024). Generation Z is therefore relevant not only

because of its high level of technology use, but also because it offers a theoretically important context for examining how marketing stimuli, consumer orientations, and platform characteristics relate to spontaneous purchasing.

Shopee was selected as the study context because the platform provides a transactional environment that integrates product choice, promotions, content, search features, payments, and interaction mechanisms within a single application. Data on e-commerce popularity in Indonesia in 2026 placed Shopee first at 73%, followed by TikTok Shop at 16%, Tokopedia at 7%, Lazada at 3%, and Blibli at 1% (Yonatan, 2026). The platform also employs various promotional mechanisms, including price discounts, vouchers, cashback, and flash sales, as important components of the Shopee shopping environment. In addition, a preliminary survey of 30 Generation Z Shopee users in Karanganyar Regency produced 71 agree responses out of 90 responses to three statements concerning interest in promotions or discounts, unplanned purchases, and purchase urges triggered by product variety, equivalent to 78.9% of all item responses. This figure is not treated as an estimate of the population prevalence of impulse buying because it was obtained from a small preliminary survey and calculated from total item responses. Nevertheless, it provides an initial indication that spontaneous purchasing is a relevant phenomenon for more systematic examination among Generation Z Shopee users in Karanganyar Regency.

To explain this phenomenon, the study focuses on price discount, shopping lifestyle, and perceived ease of use. These variables are not treated merely as three independent predictors but as representations of three distinct antecedent domains. Price discount represents a marketing stimulus, shopping lifestyle represents a customer-related orientation, and perceived ease of use represents a platform-related or technology-facilitating perception. This conceptual positioning is consistent with the previous studied, who identified marketing factors, customer-related factors, and platform-related factors as relevant groups of determinants of online impulse buying (Anoop & Rahman, 2025). From this perspective, the present study seeks to provide a more integrated explanation of how economic stimuli, consumption orientation, and low technology-use friction are simultaneously associated with impulse buying.

Price discount is a marketing stimulus that directly changes consumers' economic evaluation of an offer. In an e-commerce environment, a discount not only lowers the actual price but can also shape perceptions of savings, opportunities to obtain better value, and urgency to make a purchase. Previous studies showed that sales promotion can strengthen online impulse buying (Akram et al., 2018), whereas another study demonstrated that not all promotions have the same effect on impulsive behavior (Bandyopadhyay et al., 2021). Promotions with immediately received benefits, whether monetary-immediate or non-monetary-immediate, were shown to encourage impulse buying, while promotions with delayed benefits did not exhibit the same pattern. In the digital-purchase context, another study also found that price attributes are among the predictors of online impulse buying (Kimiagari & Asadi Malafe, 2021). The effect of discounts therefore concerns not only the magnitude of the price reduction, but also immediacy, perceived value, and the situation in which the offer is received.

This argument is relevant to e-commerce promotions that often combine discounts with limited periods, flash sales, vouchers, and other promotional programs. When consumers perceive that the opportunity to obtain a lower price is temporary, the time available to evaluate alternatives may narrow and purchase decisions may occur more quickly. Price promotions, however, do not always produce uniform responses. The previous studied showed that hidden-price promotions can raise consumers' expectations about the size of a discount and may even

reduce promotional effectiveness when the actual discount fails to meet those expectations (Li et al., 2022). Thus, the relationship between price discount and impulse buying may conceptually be expected to be positive, but it is neither automatic nor universal. Consumer conditions, promotional characteristics, and the way price benefits are perceived may still determine the strength of the relationship.

The second domain is shopping lifestyle. The concept of lifestyle has long been used in marketing to understand patterns of consumer life through activities, interests, and opinions. The positioned lifestyle segmentation as a way of understanding markets based on how individuals live and engage in consumption activities (Plummer, 1974). In the shopping context, shopping lifestyle can be viewed as an orientation reflected in the allocation of time, attention, preferences, interests, and expenditures toward shopping activities. To position this construct within the international literature, however, shopping lifestyle needs to be understood more broadly than purchase frequency alone. Shopping experiences can generate two distinct forms of value - utilitarian shopping value and hedonic shopping value while identified hedonic motivations including adventure, gratification, role, value, social, and idea shopping. Shopping may therefore serve recreational, emotional, social, and expressive functions in addition to the instrumental function of acquiring goods (Arnold & Reynolds, 2003).

The relationship between shopping orientation and impulse buying is supported by contemporary research. The previous study emphasized the importance of hedonic browsing in mobile impulse buying (Zheng et al., 2019). The hedonic shopping motivations play an important role in the relationship between personal values and impulse buying across two different samples (Coelho et al., 2023). These findings support the proposition that when consumers perceive shopping as enjoyable, stimulating, or part of self-expression, their responses to products and promotional stimuli may become more spontaneous. Among Generation Z, this relationship is particularly relevant because shopping experiences frequently intersect with content consumption, social influence, trends, and digital entertainment. Shopping lifestyle is therefore positioned in this study as a consumer orientation that may increase exposure and responsiveness to consumption stimuli.

Nevertheless, shopping lifestyle should not be equated with impulse buying. An individual may enjoy shopping, follow trends, or pay considerable attention to products without necessarily making spontaneous transactions. This distinction is important so that the model does not assume that an orientation toward shopping automatically produces impulsivity. The shopping enjoyment operates alongside other factors, including the availability of time and money, affect, browsing activity, and the urge to buy. Recent meta-analytic evidence likewise indicates that customer-related factors are only one category of antecedents alongside situational, marketing, and platform factors (Anoop & Rahman, 2025). Shopping lifestyle therefore needs to be considered together with external stimuli and technological characteristics to assess its contribution to impulse buying more proportionately.

Testing this model remains relevant for several reasons. First, recent systematic reviews and meta-analyses indicate that online impulse buying is multidimensional and context-dependent, with findings that cannot yet be fully generalized across settings (Anoop & Rahman, 2025; Kaur & Sharma, 2024; Redine et al., 2023). Second, prior studies examine diverse antecedents, including promotions, website cues, hedonic motivation, social influence, and platform experience, highlighting the need for a parsimonious model integrating marketing stimuli, consumer orientation, and technological facilitation. Third, Generation Z consumers may respond differently to media characteristics and social cues, meaning findings from other

consumer groups or platforms may not directly apply to Generation Z Shopee users (Djafarova & Bowes, 2021; Ngo et al., 2024). Research also suggests that application characteristics, effort expectancy, and promotions may shape different forms of impulse buying among young consumers (Gupta et al., 2024). Finally, evidence that culture and e-commerce types moderate several relationships reinforces the importance of examining online impulse buying across diverse digital-market contexts (Anoop & Rahman, 2025).

Table 1. *Synthesis of the Literature and Study Positioning*

Domain	Key literature	Relevant findings	Position in this study
Conceptualization of impulse buying	Chan et al. (2017)	Impulse buying is sudden, stimulus-driven, and influenced by situational and individual factors.	Impulse buying is treated as a behavioral response rather than merely an unplanned purchase.
Marketing stimulus	Bandyopadhyay et al. (2021); Kimiagari & Asadi Malafe (2021)	Promotions with immediate benefits and price attributes can encourage impulsive decisions.	Price discount represents an economic/promotional stimulus.
Platform/technology facilitation	Wu et al. (2016)	Ease of use and navigation reduce user effort and are relevant to impulsive purchasing processes.	Perceived ease of use represents low friction in platform use.
Generation Z and digital commerce	Djafarova & Bowes (2021); Ngo et al. (2024)	Social, economic, and audiovisual stimuli are relevant to Generation Z impulse buying.	The relationships are tested among Generation Z Shopee users.
Integrative evidence	Redine et al. (2023); Kaur & Sharma (2024); Anoop & Rahman (2025)	Online impulse-buying antecedents span situational, marketing, consumer, and platform factors and are context-dependent.	The study integrates three antecedent domains in one parsimonious model.

Based on this synthesis, the contribution of the study is not positioned merely in the use of Karanganyar Regency as the research location or in retesting three variables previously examined in other studies. Instead, the contribution lies in the parsimonious integration of three antecedent domains - marketing stimulus, consumer shopping orientation, and technology facilitation - to explain impulse buying among consumers who are highly connected to digital technology. This positioning is supported by literature showing that online impulse buying results from combinations of environmental stimuli, consumer characteristics, and platform characteristics.

This approach is not intended as a complete test of the S-O-R framework because the study does not model an organism variable as a psychological mediator. Rather, it draws on multidomain insights from the S-O-R literature and meta-analytic syntheses to position each predictor more clearly at the conceptual level. Accordingly, price discount is not viewed simply as a promotional variable, shopping lifestyle is not treated merely as a lifestyle label, and perceived ease of use is not reduced to application convenience. The three constructs represent different sources of influence on spontaneous purchasing. This positioning also avoids claiming novelty solely on the basis of the study location.

Empirically, Karanganyar Regency provides a relevant setting because it contains a substantial base of young consumers suitable for observing digital shopping behavior. Given the high intensity of internet use among younger generations and the preliminary indication of spontaneous purchasing among local Shopee users, this setting enables the study to provide micro-level evidence from Indonesia's digital market that can be compared with international

findings. The local context, however, is treated as an empirical setting rather than the primary source of research novelty.

Based on these arguments, this study aims to analyze the effects of price discount, shopping lifestyle, and perceived ease of use on impulse buying among Generation Z Shopee users in Karanganyar Regency. Three hypotheses are tested. First, price discount is expected to have a positive effect on impulse buying because immediately perceived price benefits can increase transaction attractiveness and accelerate purchase decisions. Second, shopping lifestyle is expected to have a positive effect on impulse buying because a stronger orientation toward shopping experiences and activities can increase exposure and responsiveness to consumption stimuli. Third, perceived ease of use is expected to have a positive effect on impulse buying because ease of platform use reduces the effort and transaction barriers separating a purchase urge from its realization. Testing these relationships is expected to provide a more integrated understanding of how marketing stimuli, consumer orientation, and technology facilitation are associated with impulsive purchasing in an e-commerce environment.

Method

This study employed a quantitative cross-sectional survey design to analyze the relationships of price discount, shopping lifestyle, and perceived ease of use with impulse buying among Generation Z Shopee users in Karanganyar Regency. The data were derived from respondents' answers to a structured questionnaire distributed online. The unit of analysis was the individual Shopee user. The empirical model included three predictor variables - price discount (X1), shopping lifestyle (X2), and perceived ease of use (X3) - and one response variable, impulse buying (Y). The study was observational because there was no experimental manipulation of promotions, platform characteristics, or respondent behavior. Regression coefficients are therefore interpreted as conditional statistical associations between each predictor and impulse buying after accounting for the other predictors in the model, rather than as evidence of experimental causality.

Population, Sample, and Sampling Technique

The study population comprised Generation Z residents of Karanganyar Regency. The number of Generation Z residents in the area in 2024 was reported as 275,080. Because no sampling frame was available that specifically identified all members of the population who were also active Shopee users and met the study criteria, respondents were selected using non-probability purposive sampling. The respondent criteria were: (1) aged 15-28 years; (2) residing in Karanganyar Regency; and (3) actively using Shopee for online purchases during the two-month period specified in the original study. The sample analyzed consisted of 100 respondents.

The minimum sample requirement was determined using the following formula for estimating population proportion.

$$n = Z^2 p(1 - p) / e^2$$

where n denotes the minimum sample size, Z is the standard normal value corresponding to the confidence level, p is the assumed proportion, and e is the error level used in the calculation. The study used Z = 1.96, p = 0.50, and e = 0.10, giving:

$$n = (1.96)\ ^2(0.50)\ (0.50) / (0.10)^2 = 96.04$$

This value served as a practical basis for setting the sample size at 100 respondents. Because respondents were selected through purposive non-probability sampling, the parameter

e = 0.10 is treated as part of the original study's sample-size procedure and is not interpreted as a probabilistic margin of sampling error for the entire population.

Data Collection and Research Instrument

Primary data was collected using a structured questionnaire distributed online through Google Forms to respondents who met the study criteria. The instrument contained 20 statements divided equally across four constructs: five items for price discount, five for shopping lifestyle, five for perceived ease of use, and five for impulse buying.

Each statement was measured using a five-point Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Higher scores indicate stronger agreement with the characteristic represented by the corresponding item. Regression analysis used the construct scores generated in the original study.

Construct Operationalization

The four constructs were operationalized using the indicators employed in the research instrument. Table 2 summarizes the operational definitions, indicators, number of items, and instrument sources.

Table 2. *Operationalization of Study Constructs*

Construct	Operational definition	Indicators	Source
Price discount (X_1)	Respondents' perceptions of reductions from the normal prices of products offered on Shopee.	Magnitude of discount; timing of discount; variety of discounted products.	Sinaga et al. (2023)
Shopping lifestyle (X_2)	Respondents' orientation toward shopping activities as reflected in activities, interests, and opinions.	Activity; interest; opinion.	Astuti & Pratiwi (2024)
Perceived ease of use (X_3)	Respondents' perceptions of the extent to which Shopee is easy to understand and use without requiring substantial effort.	Easy to learn; easy to use; easy to understand; flexible interaction; time efficiency.	Aziziyah (2022)
Impulse buying (Y)	Respondents' tendency to make spontaneous and unplanned purchases when interacting with products or the Shopee shopping environment.	Spontaneity; strength, compulsion, and intensity; excitement and stimulation; disregard for consequences.	Astuti & Pratiwi (2024)

For price discount, two items measured the magnitude of the discount, one item measured the timing of the discount, and two items measured the variety of discounted products. For shopping lifestyle, two items represented activity, one represented interest, and two represented opinions. For perceived ease of use, each indicator (easy to learn, easy to use, easy to understand, flexible interaction, and time efficiency) was represented by one item. For impulse buying, two items measured spontaneity, while strength/compulsion /intensity, excitement and stimulation, and disregard for consequences were each represented by one item.

Instrument Evaluation

To ensure the quality of the research instrument, the questionnaire underwent validity and reliability testing. Validity testing was conducted using Pearson correlation to determine the accuracy of statement items in measuring the research variables; an instrument is considered valid if the p-value (significance) is less than 0.05. Reliability testing aimed to assess the stability and consistency of respondents' answers; the questionnaire is deemed reliable if it yields a Cronbach's Alpha value of at least 0.60.

This study employs multiple linear regression analysis; therefore classical assumption tests were required to ensure the regression model's suitability as an estimation tool. The tests conducted included checks for multicollinearity, autocorrelation, heteroscedasticity, and normality. Multicollinearity was assessed using tolerance and VIF values, with the model considered free from multicollinearity if tolerance > 0.1 and VIF < 10. Autocorrelation was tested using the runs test, where a p-value $\geq$ 0.05 indicates the absence of autocorrelation. Heteroscedasticity was tested using the Park method, with a p-value $\geq$ 0.05 indicating that the model passed the test. Normality testing was performed using the Kolmogorov-Smirnov test to examine the distribution of residuals, with a p-value $\geq$ 0.05 indicating a normal distribution.

The data analysis techniques employed in this study include descriptive analysis and inferential statistics. Respondent characteristics and the status of research variables were described through descriptive analysis based on data obtained from the questionnaires. Inferential statistics were used to process sample data to test hypotheses and determine relationships between variables that could be generalized to the population. Relationships between variables were analyzed using multiple linear regression; partial effects were tested using the t-test, model precision was evaluated via the F-test, and the contribution of independent variables to the dependent variable was measured using the coefficient of determination (R^2).

Results

The analysis was based on 100 Generation Z Shopee users. Respondent characteristics provide important context for understanding the consumer group on which the model estimates are based. Distributions by gender, age, highest education level, purchase frequency, and domicile are presented in Table 3.

Table 3. *Respondent Characteristics*

Characteristic	Category	n	%
Gender	Female	62	62
	Male	38	38
Age	15-19 years	14	14
	20-24 years	62	62
	25-29 years	24	24
Highest education	Junior high school	7	7
	Senior high school/equivalent	62	62
	Diploma I-III	3	3
	Bachelor's degree	28	28
	Master's degree	0	0
Purchase frequency	2 times	13	13
	3 times	9	9
	More than 3 times	78	78
Reported domicile	Karanganyar Regency	85	85
	Outside Karanganyar Regency	15	15

The sample was predominantly female (62%), while males represented 38% of respondents. The largest age group was 20-24 years (62%), followed by 25-29 years (24%) and 15-19 years (14%). In terms of education, 62% had completed senior high school or equivalent, 28% held a bachelor's degree, 7% had completed junior high school, and 3% held a Diploma I-III qualification. No respondents reported a master's degree.

Respondents also had relatively substantial transaction experience: 78% reported making purchases through Shopee more than three times, while 13% reported two purchases and 9%

three purchases. Thus, most respondents were not merely familiar with Shopee but had repeated transaction experience. The domicile data indicated that 85% of respondents were in Karanganyar Regency and 15% were outside Karanganyar Regency. The discrepancy between these domicile data and the sampling criteria is noted as a study limitation. Similarly, the results table used an age category of 25-29 years, whereas the initial respondent criterion specified ages 15-28 years; without respondent-level data, this reporting discrepancy cannot be verified further.

Reliability Test

The instrument consisted of 20 items, with five items each for price discount, shopping lifestyle, perceived ease of use, and impulse buying. All items produced item-total correlation significance values reported by SPSS as 0.000 and reported in this article as $p < 0.001$. Thus, all items showed significant associations with their respective construct scores according to the item-total correlation procedure used in the study.

Table 4. *Summary of Item Consistency and Reliability*

Construct	Number of items	Item-total association	Cronbach's α	Criteria
Price discount	5	All items $p < 0.001$	0.663	Reliabel
Shopping lifestyle	5	All items $p < 0.001$	0.668	Reliabel
Perceived ease of use	5	All items $p < 0.001$	0.845	Reliabel
Impulse buying	5	All items $p < 0.001$	0.792	Reliabel

Cronbach's alpha indicated different levels of internal consistency across constructs. Perceived ease of use had the highest coefficient ($\alpha = 0.845$), followed by impulse buying ($\alpha = 0.792$), shopping lifestyle ($\alpha = 0.668$), and price discount ($\alpha = 0.663$). The latter two constructs showed more moderate internal consistency. Because the available measurement information was limited to item-total correlations and Cronbach's alpha, these findings are interpreted as evidence of internal consistency rather than as a complete assessment of construct validity.

Classical Assumption Test

Table 5. *Classical Assumption Test Results*

Classical Assumption Test	Test Results	Explanation
Multicollinearity Test	*Tolerance* (0,567), (0,497), (0,460) VIF (1,762), (2,012), (2,172)	Multicollinearity is not present
Autocorrelation Test	P (0,549)	No autocorrelation occurs
Heteroskedasticity Test	P (0,478), (0,175), (0,868)	Heteroskedasticity is not present
Normality Test	P (0,117)	Normally distributed

The series of classical assumption tests presented in Table 5 indicates that the regression model employed meets the criteria for analysis validity. Multicollinearity testing reveals that all independent variables have tolerance values above 0.10 and VIF values below 10, indicating the absence of strong relationships among the independent variables. The autocorrelation test using the runs test yielded an Asymp. Sig. (2-tailed) value of 0.549 greater than the 0.05 threshold indicating no evidence of autocorrelation.

Heteroscedasticity testing via the Glejser method resulted in significance values exceeding 0.05 for all variables, signifying the absence of heteroscedasticity. Normality testing yielded a Monte Carlo Sig. (2-tailed) value of 0.117 (> 0.05), demonstrating that the residuals are normally distributed. These results confirm that the regression model satisfies all classical assumptions, making it suitable for the subsequent stages of analysis.

Multiple Linear Regression Analysis

Table 6. *Multiple Linear Regression Analysis Results*

Model	Coefficients[a] Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	*Std.Error*	*Beta*		
(Constant)	-2,320	1,852		-1,253	0,213
Price Discount	0,310	,100	,244	3,105	0,003
Shopping Lifestyle	0,298	,098	,256	3,049	0,003
Perceived Ease of Use	0,488	,099	,431	4,948	0,000

Based on the data in Table 5, the multiple linear regression analysis yielded the equation Y = -2.320 + 0.310 X1 + 0.298 X2 + 0.488 X3 + e, indicating that Price Discount, Shopping Lifestyle, and Perceived Ease of Use share a positive relationship with Impulse Buying. Partial test results demonstrate that Price Discount (significance value 0.003 < 0.05), Shopping Lifestyle (significance value 0.003 < 0.05), and Perceived Ease of Use (significance value 0.000 < 0.05) all exert a significant influence on Impulse Buying.

F Test

Table 7. *F Test Result*

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	444,545	3	148,182	63,268	0,000[b]
	Residual	224,845	96	2,342		
	Total	669,390	99			

The F-test results in Table 7 show a calculated F-value of 63.268 with a significance level of 0.000 (< 0.05) therefore, the regression model is deemed valid and capable of predicting the influence of Price Discount, Shopping Lifestyle, and Perceived Ease of Use on Impulse Buying.

Coefficient of Determination Test (R^2)

Table 8. *Coefficient of Determination Test Results (R^2)*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,815[a]	,664	,654	1,530

Referring to Table 7, the adjusted R^2 value of 0.654 indicates that digital payment capabilities, digital financial literacy, and lifestyle account for 65.4% of the explanation for impulse buying, while the remaining 34.46% is influenced by variables outside the scope of the study, such as FOMO, flash sales, and e-WOM.

Discussion

Integration of the Main Findings

The results show that price discounts, shopping lifestyle, and perceived ease of use are simultaneously and significantly associated with impulse buying. This finding reinforces the view that online impulse buying is a multidimensional phenomenon that cannot be adequately explained by a single type of antecedent. tconsistently show that online impulse buying is shaped by combinations of situational stimuli and marketing. The stimuli, consumer characteristics, and platform characteristics (Chan et al., 2017; Redine et al., 2023; Kaur & Sharma, 2024; Anoop & Rahman, 2025). With adjusted R^2 = 0.654, the three-predictor configuration in this study demonstrates substantial explanatory power within the sample, although it does not encompass all psychological and social mechanisms recognized in the literature. The findings also support the study's conceptual positioning of price discount as a marketing stimulus, shopping lifestyle

as a consumer-related orientation, and perceived ease of use as technology/platform facilitation. This perspective is consistent with the multidisciplinary synthesis by the previous studied and the meta-analysis by previous studied, both of which emphasize that impulse buying involves interrelated internal and external antecedents (Xiao & Nicholson, 2013; Anoop & Rahman, 2025). Classic studies likewise emphasize that impulsivity contains elements of spontaneity, affective urge, limited deliberation, and individual differences (Rook, 1987; Rook & Fisher, 1995; Beatty & Ferrell, 1998; Verplanken & Herabadi, 2001).

Price Discount as a Marketing Stimulus

Price discount was positively associated with impulse buying (β = 0.244; p = 0.003). This finding indicates that consumers' perceptions of price reductions remain relevant after shopping lifestyle and perceived ease of use are controlled. A discount functions not only as a nominal price reduction but also as a change in the perceived advantage of the transaction. When the reference price and discounted price are displayed together, consumers receive an economic cue that may accelerate their evaluation of the purchase opportunity.

The previous studied showed that promotions with immediately received benefits, both monetary-immediate and non-monetary-immediate, more consistently encourage impulse buying than delayed benefits (Bandyopadhyay et al., 2021). The previous study also found that sales promotion influences online impulse buying and strengthens the effect of website quality (Akram et al., 2018). Meanwhile, the another studied positioned price attributes as direct predictors of online impulse buying and as stimuli operating through hedonic browsing (Kimiagari & Asadi Malafe, 2021). This evidence helps explain why discounts on digital platforms can function simultaneously as economic cues and experiential cues.

Shopping Lifestyle as a Consumer-Related Orientation

Shopping lifestyle was positively associated with impulse buying (β = 0.256; p = 0.003). This finding indicates that consumers' orientation toward shopping activities and shopping experiences contributes to impulse buying after price stimuli and platform convenience are considered. The finding is consistent with the distinction between utilitarian value and hedonic value in shopping experiences (Babin et al., 1994). Identified six hedonic shopping motivations. Shopping activities are not limited to acquiring products (Arnold & Reynolds, 2003). Shopping can provide enjoyment, stimulation, idea exploration, social experiences, satisfaction, and entertainment. In digital contexts, stronger shopping orientation increases consumers' exposure to products and various stimulus. The previous study found that hedonic shopping motivations mediate the relationship between personal values and impulse buying (Coelho et al., 2023).

The hedonic browsing directly affects the urge to make impulsive purchases in mobile commerce (Zheng et al., 2019). The previous study showed that perceived enjoyment and parasocial interaction in social commerce are associated with impulse-buying tendency and the urge to buy impulsively (Xiang et al., 2016). The functional and psychological dimensions of the online shopping experience are associated with online impulsive buying (Gulfraz et al., 2022). The previous study showed that application characteristics and promotions can differentiate pure impulse buying from suggestive impulse buying among young consumers (Gupta et al., 2024). Enjoyable shopping activities can increase engagement and browsing intensity. This condition provides greater opportunities for spontaneous purchases. Shopping lifestyle is not synonymous with impulsivity. Consumers may enjoy shopping while maintaining purchase plans. The present finding is better interpreted as evidence that consumers' shopping orientation

provides an additional contribution to impulse buying. The finding does not indicate that consumers who enjoy shopping automatically engage in impulsive purchases.

Perceived Ease of Use as Technology Facilitation

Perceived ease of use was the most notable finding, with the largest standardized coefficient ($\beta = 0.431$; $p < 0.001$). The identified website ease of use as an important cue for online impulse purchases that online consumers act as shoppers and system users (Wu et al. (2016). Flow, website quality, and trust therefore represent important elements in the online shopping experience. The previous study found that algorithm-performance expectancy can increase impulse buying through trust in algorithmic recommendations (Gallin & Portes, 2024). The previous study showed that content creativity in interest-based e-commerce can encourage positive attitudes and the urge to buy impulsively through technology acceptance mechanisms (Gong &Liu, 2025).

The relationship between perceived ease of use and impulse buying is not universal. The previous studied found a negative direct relationship between perceived ease of use and impulsive buying in mobile commerce, with hedonic and utilitarian value acting as moderators (Soomro & Habeeb, 2025). The previous study also showed that commerce type, cultural context, sample characteristics, and sampling methods can influence relationships between antecedents and online impulse buying (Anoop & Rahman, 2025). The largest standardized β in the present study should therefore be interpreted as a context-specific finding among Generation Z Shopee users in the research sample. The finding does not represent a universal ranking of impulse-buying antecedents.

Why Did Perceived Ease of Use Have the Largest Standardized Association?

The standardized coefficients were $\beta = 0.431$ for perceived ease of use, $\beta = 0.256$ for shopping lifestyle, and $\beta = 0.244$ for discount prices. Conceptually, price discount can create a reason to buy, shopping lifestyle can increase the propensity to engage in shopping, and perceived ease of use can determine how easily the urge is converted into action. These different functions may help explain why platform ease showed the largest standardized association in the model. In physical stores, several forms of friction separate desire from transaction: consumers must travel to a location, find the product, carry the item, queue, and complete payment. In e-commerce, much of this friction is transferred to interface architecture. When search, navigation, promotional information, checkout, and payment proceed smoothly, the time available to reconsider a purchase may become shorter. Findings by previous study are consistent with the interpretation that navigability and system ease can facilitate spontaneous decisions (Wu et al., 2016; Kimiagari & Asadi Malafe, 2021).

A standardized β coefficient, however, does not formally test whether the differences between coefficients are statistically significant. The appropriate statement is therefore that perceived ease of use had the largest standardized association in the model, rather than that it was 'statistically proven to be the most dominant variable.' This wording is important to keep the interpretation consistent with the information available from the regression analysis.

Integrative Interpretation: Stimulus, Orientation, and Facilitation

The three findings can be interpreted as complementary mechanisms. Price discounts provide an economic trigger that increases the attractiveness of a purchase opportunity. Shopping lifestyle provides a consumer orientation that increases engagement in the shopping process. Perceived ease of use provides transactional facilitation that reduces the cognitive and

operational costs of translating desire into action. This interpretation is consistent with the multidomain classifications in (Chan et al., 2017; Anoop & Rahman, 2025). This model also explains why an analysis focused only on promotions may provide an incomplete picture. Consumers may encounter an attractive discount, but the urge may fail to become a purchase if the search or transaction process is too complicated. Conversely, an easy-to-use application does not necessarily produce spontaneous purchases in the absence of sufficient stimuli or consumer engagement. Technology and marketing stimuli operate on consumers who possess particular orientations and experiences. The previous study similarly shows that atmosphere, convenience, enjoyment, and customer experience are important components of online impulse buying (Gulfraz et al., 2022).

The Generation Z context further strengthens the need for an integrative view. The previous study showed that digital content, opinion leaders, and user-generated content can influence Generation Z impulse purchases (Djafarova & Bowes, 2021). The previous study found that on Shopee Video, economic benefits, time pressure, quantity pressure, social influence, visual stimuli, and sound affect impulsive buying through pleasure and arousal (Ngo et al., 2024). Generation Z impulse buying therefore occurs in an environment that simultaneously combines economic, social, visual, and technological stimuli.

Positioning the Findings against the Research Gap

The research gap is not based only on differences between studies reporting significant and non-significant findings, but also on literature fragmentation and context dependency. The previous study show that online impulse buying has evolved across diverse digital channels with different configurations of antecedents, mediators, and moderators. The present study addresses this gap by showing that three antecedent domains can contribute simultaneously within a parsimonious model (Redine et al., 2023; Kaur & Sharma, 2024). First, marketing stimulus, consumer-related orientation, and platform facilitation all received empirical support. Second, the standardized coefficients were not uniform; perceived ease of use was higher than shopping lifestyle and price discount. Third, the descriptive pattern indicates that impulse buying in the sample was characterized more strongly by spontaneity and responses to promotions than by disregard for consequences.

Conclusion

This study analyzed price discount, shopping lifestyle, and perceived ease of use as predictors of impulse buying among Generation Z Shopee users in Karanganyar Regency. All three predictors were positively and significantly associated with impulse buying. Price discount produced $\beta = 0.244$ ($p = 0.003$), shopping lifestyle $\beta = 0.256$ ($p = 0.003$), and perceived ease of use $\beta = 0.431$ ($p < 0.001$). The overall model was significant, $F(3, 96) = 63.268$, $p < 0.001$, with adjusted $R^2 = 0.654$. Thus, the combination of marketing stimuli, consumer shopping orientation, and technology facilitation explained a substantial proportion of the variation in impulse buying within the sample.

The most important finding is that perceived ease of use had the largest standardized association. This result indicates that in e-commerce environments, ease of search, navigation, feature comprehension, and transaction completion can serve as important facilitators that shorten the distance between the emergence of a purchase urge and transaction completion. Theoretically, the study supports a multidomain approach to online impulse buying; managerially, the findings highlight the need to manage price promotions, shopping experience,

and platform usability in an integrated manner while maintaining transparency and consumer responsibility.

This study has several limitations, including the use of purposive non-probability sampling, the unavailability of respondent-level data for re-analysis, measurement evaluation limited to item-total correlations and Cronbach's alpha, and inconsistencies in the reported age and domicile categories in the source data. Future studies should use broader and more representative samples, systematically document and archive respondent-level raw data, evaluate constructs using CFA, composite reliability, AVE, HTMT, and/or McDonald's omega, and extend the model by examining mediators or moderators such as hedonic browsing, FOMO, social influence, trust, scarcity cues, or the urge to buy impulsively.

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