

ABSTRACT

Currently, the shopping patterns of the public have shifted from conventional to modern. As a result, the value of e-commerce transactions in Indonesia has increased year after year. About 52.3% of consumers are interested in conducting online transactions due to flash sale programs in e-commerce, and this preference can be an online market opportunity to stimulate impulsive buying. Approximately 50% of online purchases are classified as impulse buying, and about 85% of transactions are conducted by consumers aged 18-35 years.

There are consequences of continuous impulsive buying behavior that can lead to unfavorable and negative aspects. However, it has been found that the meaning of impulse buying behavior is very broad and unclear. There are types of impulsive purchases that can be tolerated in Islamic values, such as suggestion impulse buying, reminder impulse buying, and planned impulse buying. This study aims to analyze the decision of Generation Z consumers to engage in normal impulse buying, looking at factors such as scarcity messages, price discounts, and product information. This study uses a quantitative approach with Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis using the SmartPLS 3 application.

The results of this study show that scarcity messages, price discounts, and product information have a positive and significant impact on arousal and attitude toward flash sales. However, there are different results in consumer responses regarding purchasing decisions with normal impulse buying limits. Arousal was not proven to mediate the stimulus towards a response to normal impulse buying. It can be concluded that Generation Z consumers in this study are aware of Islamic consumption values that can control the urge to engage in impulse buying.

Keywords: Impulse Buying, Normal Impulse Buying, Flash Sale, Stimulus Organism Response Theory