

UNRAVELING THE IMPULSE TO BUY AMONG INDONESIAN FEMALE GENERATION Z THROUGH E-COMMERCE DURING LIVE STREAMS

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengkaji secara komprehensif hubungan kausal antara motivasi wanita Generasi Z Indonesia untuk berpartisipasi dalam e-commerce sosial, kecanduan mereka terhadap media sosial, dan kecenderungan mereka untuk membeli barang secara impulsif. Untuk penelitian ini, informasi diperoleh langsung dari survei yang dikirim melalui Google Formulir dan diisi lengkap oleh 415 pengguna e-commerce sosial Gen Z perempuan Indonesia menggunakan metode pengambilan sampel bertujuan. Kami menganalisis data menggunakan PLS-SEM 4. Temuan penelitian menunjukkan bahwa kecanduan media sosial secara signifikan meningkatkan dorongan untuk membeli di kalangan pengguna Gen Z perempuan Indonesia ketika mereka berpartisipasi dalam siaran langsung di platform e-commerce, lebih dari motivasi mereka untuk terlibat dalam e-commerce sosial. Selain itu, penelitian ini menemukan bahwa motivasi keterlibatan e-commerce sosial memediasi hubungan antara kecanduan media sosial dan pembelian impulsif. Hasil penelitian ini memiliki implikasi praktis bagi bisnis untuk mengkaji pengaruh kontak parasosial dan motivasi emosional dalam e-commerce sosial, yang sangat penting untuk memahami proses dasar perilaku pembelian impulsif pada Generasi Z, khususnya di kalangan wanita. Memahami lanskap digital dan kepekaan audiens target sangat penting untuk merumuskan taktik pemasaran yang efektif.

Kata Kunci: Kecanduan Media Sosial, Motivasi Keterlibatan Social Ecommerce, Dorongan untuk Membeli Impulsif

ABSTRACT

The goal of this study is to fully look at the causal relationship between the motivation of Indonesian Generation Z women to participate in social e-commerce, their addiction to social media, and their tendency to buy things on impulse. For this study, the information was obtained directly from a survey sent via Google Forms and fully completed by 415 Indonesian female Gen Z social e-commerce users using a purposive sampling method. We analyzed the data using PLS-SEM 4. The research findings show that social media addiction significantly increases the impulse to buy among Indonesian female Gen Z users when they participate in live streams on e-commerce platforms, more so than their motivation for social e-commerce engagement. Additionally, this study found that social e-commerce engagement motivation mediates the relationship between social media addiction and impulse buying. The results of this study hold practical implications for businesses to examine the influences of parasocial contact and emotional motivation in social e-commerce, which is crucial for understanding the underlying processes of impulsive purchasing behavior in Generation Z, particularly among females. Understanding the digital landscape and sensibility of the target audience is essential for formulating effective marketing tactics.

Keywords: Social Media Addiction, Social Commerce Engagement Motivation, Urge to Impulse Buy

1. INTRODUCTION

Social media use is changing human history. The swift expansion of the internet has resulted in platforms with transformative capabilities that can surpass the limitations of place and time. Facebook, Instagram, TikTok, and YouTube have become global centers of interaction, offering instant communication, creative entertainment, promising business opportunities, and effective educational tools. This drastic change confirms that social media is not just a temporary trend but a transformative force redefining people's lifestyles. With visual appeal, interactivity, and smart

algorithms, social media offers a captivating experience that draws users deeper into the digital world.

Popular platforms used by Indonesian society, such as WhatsApp, Instagram, and TikTok, offer modern and innovative conversation spaces. The presence of short texts, captivating images, and creative videos provides a more personal and expressive communication style. Features like comments, direct messages, and live streams create wonderful interaction, as if every individual is in the same virtual space. At high speed, social media is transforming communication into something more practical while also strengthening human connection. This phenomenon is concrete proof of how technology acts as a revolutionary force, transforming the global communication landscape.

Based on ([APJII, 2024](#)) figures from 2024, there are 221.56 million internet users, constituting 79.36 percent of Indonesia's population. Among the total number of internet users, Generation Z predominantly contributes to internet usage. This statistic demonstrates that Generation Z is the most engaged demographic in internet usage in Indonesia. This generation's dominance signifies their crucial position in the Indonesian digital ecosystem, reflective of the broader internet user demographic. Generation Z, having matured alongside technology breakthroughs, exhibits distinct traits that position them as pivotal influencers in the adoption of digital services and online consumption patterns, including e-commerce ([Alzoubia et al., 2022](#)).

Table 1. Contribution of Generations to the Internet
Source: APJII, 2024

Generation	Number (in millions)
Generation Alpha	20,34
Generation Baby Boomers	14,34
Generation X	41,89
Generation Z	76,85
Generation Millennials	67,87

Currently, social commerce is the latest trend that combines online shopping and social media. This feature allows people to buy goods directly from social media sites without leaving the app. Instagram, Facebook, and TikTok all already have built-in shopping features, allowing users to view and purchase items without having to go to another website. Their platform allows brands to promote and sell their products more seamlessly with the content they share. Due to its simplicity, social commerce is gaining popularity as a method for firms to directly engage with consumers. Social commerce provides a more convenient and enjoyable shopping experience for users. With product recommendations tailored to individual preferences, social commerce is a highly effective tool for brands to increase sales and engagement. The rapid proliferation of social media platforms has fundamentally reshaped consumer behavior, particularly influencing how individuals interact with brands and make purchasing decisions within the digital sphere ([Aydin, 2019](#); [Busalim & Asadi, 2025](#) and [Sherly & Keni, 2022](#)). Because of this growth, there is now a new field called "social commerce." This is where business and social interaction come together, giving people new ways to interact and buy things.

In the past few years, live streaming has become one of the most well-known ways to use social media. Platforms like Facebook, Instagram, YouTube, and TikTok all have live streaming features that let users talk directly to their viewers. Not only do famous people and leaders use live streaming, but so do businesses and brands to talk to customers in real time. The best thing

about live video is that you can interact directly with the viewers. Users can leave notes, ask questions, and have a more personal and open experience. CNN Indonesia published an IPSOS study online on Thursday, January 18, 2024. It indicated that the Shopee Live feature is the most popular among local companies and small and medium-sized businesses. The indicators were based on awareness, the most popular live streaming feature (awareness), the most popular marketplace for local brands and small businesses, and share of value. As shown in Table 2, Shopee Live leads in all three areas ([CNN Indonesia, 2024](#)).

Table 2. E-commerce live streaming trends based on indicators
 Source : [CNN Indonesia, 2024](#)

	Indicator		
	Awareness	Marketplace	Share of value
1	Shopee Live (96%)	Shopee Live (88 %)	Shopee Live (44 %),
2	TikTok Live (87%)	TikTok Live (61 %)	TikTok Live (28 %)
3	Lazada Live (71 %)	Lazada Live (35 %)	Lazada Live (17 %)
4	Tokopedia Play (62 %)	Tokopedia Play (27 %).	Tokopedia Play (12 %)

The Indonesian Internet Service Providers Association ([APJII, 2024](#)) conducted a poll on the most frequented online shopping platforms in Indonesia in 2024, states that the most frequently accessed marketplace by Indonesians, based on generation, is Shopee, which is the top choice for Indonesian netizens who enjoy shopping. Participants from all groups mostly use Shopee, including Gen Z (born 1997–2012), Millennials (born 1981–1996), Gen X (born 1965–1980), Baby Boomers (born 1946–1964), and Pre-Boomers (born before 1945). Gen Z (52.97%), Millennials (52.85%), Gen X (54.24%), Baby Boomers (55.25%), and Pre-Boomers (100%) all picked Shopee as their "favorite" shopping platform.

Social media addiction in Generation Z in Indonesia can be defined as a compulsive and excessive pattern of social media use, resulting in significant disruption to daily life, social functioning, and psychological well-being ([Nurohmat et al., 2024](#)). Generation Z, born from the mid-1990s to the early 2010s, is the initial digital native generation, having been raised in the digital era, thereby rendering social media an essential component of their everyday existence. The unique characteristics of Gen Z, such as their high dependence on digital technology and desire to always be connected, contribute to their vulnerability to the phenomenon of social media addiction ([Chetioui & Bouzidi, 2023](#)). Social commerce is when e-commerce sites include social features like ratings, reviews, recommendations, and discussion forums to make purchasing online better. Some well-known social commerce sites are TikTok Shop, Facebook Shop, Instagram Shopping, and others. Through this platform, people can purchase and sell items and also communicate with each other through social features like comments, sharing, and showing off stuff to friends. This research's theoretical framework will combine the Stimulus-Organism-Response theory with the constructs of social media addiction, social commerce participation incentive, and impulsive buying habits. ([Li et al., 2022](#); [Moghddam et al., 2024](#); and [Suprawan et al., 2024](#)). Specifically, it can help explain how stimuli from social media platforms can trigger changes in the psychological conditions of Gen Z, such as social media addiction, which then manifest in impulsive buying behavior.

Related Literature

Based on the stimulus-organism-response (S-O-R) framework, this study presents a conceptual model pertaining to environmental psychology (Mehrabian and Russell 1974). This concept illustrates that stimuli serve as antecedents that affect consumers' emotional states (organism),

perhaps resulting in changes in intention or conduct. Donovan & Rossiter, (1982) were the first to use the S-O-R structure in a store setting. The research explains that stimuli operationalized as environmental signals (atmospheric cues) influence an individual's emotional and cognitive state, which in turn leads to behavioral responses that may be approach or avoidance. Current literature uses the S-O-R model framework to predict online consumer behavior ([Li et al., 2022](#); [Moghddam et al., 2024](#); and [Suprawan et al., 2024](#)). A prior study effectively utilized the SOR model to clarify the purchasing behaviors of Gen Z consumers across various dimensions. The SOR paradigm has been utilized to investigate the effects of celebrity endorsements on consumer advocacy, personalization, and entertainment objectives among young adults ([Suprawan et al., 2024](#)).

Urge to Impulse Buy (UIB)

The drive to engage in impulse purchasing can be defined as a transaction that is (1) abrupt and involuntary, (2) spontaneous, (3) driven by hedonistic desires, (4) unreflective and rapid, and (5) influenced by external stimuli ([A. H. Busalim et al., 2021](#) and [Goel et al., 2022](#)). The impulse to make impulsive purchases demonstrates a strong, unplanned desire to make purchases, sometimes without prior thought ([Vazquez et al., 2020](#)). Many experts agree that insufficient foresight and consideration lead to impulsive purchases, driven by internal and external impulses ([Chung et al., 2017](#) and [Vonkeman et al., 2017](#)). Impulsive buying is defined as purchases made without prior consideration and driven by a spontaneous desire that is difficult to resist, even if the item is not a primary need for the buyer ([Devano et al., 2023](#)). This phenomenon is characterized by a lack of deep reflection and consideration regarding the consequences of purchasing and is influenced by physical proximity or emotional attachment to the desired product ([Cuandra, 2022](#) and [Mardhiana, 2024](#)). Over 90% of those who make unplanned purchases say they didn't plan to buy anything, and about 40% of all consumer expenditure around the world comes from these kinds of transactions ([Singh et al., 2023](#)).

Social Media Addiction (SMA)

The extent to which social media becomes detrimentally integrated into an individual's everyday habits and social interactions might lead to obsessive behaviors ([Suprawan et al., 2024](#)). Compulsive and excessive use of social media, a hallmark of addiction, can intensify these emotional interactions. Addicts spend more time in brand-related locations, engage in brand-related activities, and continuously monitor social media for brand news. Continuous connection and emotional investment strengthen business loyalty. One of the key reasons Gen Z is addicted to social media is hedonic motivation, which means they utilize sites like Instagram and TikTok to obtain pleasure and rapid gratification. This drive is reinforced by features such as live shopping and influencer promotions, which offer immediate gratification and trigger impulsive buying behavior ([Ciocodeică et al., 2025](#)).

Social Commerce Engagement Motivation (SEM).

As defined by [Moghddam et al., \(2024\)](#). "Overall motivation for social commerce engagement" (OM-SCE) is a structured, multidimensional concept that delineates the impetus for participation in social commerce. It shows the main reasons why people interact with brands on social commerce sites. Social commerce engagement motivation encompasses the intrinsic and extrinsic factors that propel users to interact with social computing technologies for commercial purposes ([A. Busalim & Asadi, 2025](#)). These motives are multifaceted, typically deriving from social, technological, and individual variables that in combination cultivate an atmosphere conducive to active engagement and, frequently, impulsive purchasing behaviors ([A. Busalim & Asadi, 2025](#) and [Mardhiana, 2024](#)). Key social factors include the drive for social support, the

presentation of identity within social contexts, and the desire for social interaction ([Asanprakit & Kraiwanit, 2023](#)).

The correlation between social media addiction and Social Commerce Engagement Motivation.

Implementing the Stimulus-Organism-Response framework, this research posits a serial-multiple indirect relationship in which social media addiction serves as a stimulus, eliciting emotional responses such as brand love and brand addiction, which in turn catalyze compulsive purchasing behaviors among Generation Z consumers in fandom contexts ([Suprawan et al., 2024](#)). Specifically, the SOR model posits that external stimuli from the environment, such as social media content, trigger internal organismic processes, including perceptual and emotional reactions, which in turn lead to observable behavioral responses like compulsive buying ([Vazquez et al., 2020](#)).

H1 : Social media addiction have positive effect on Social Commerce Engagement Motivation

The link between social media addiction and social commerce impulse buying

The substantial time spent by Indonesian Gen Z students, averaging over four hours daily on various social media platforms, illustrates the extensive incorporation of these digital environments into their daily lives, further predisposing them to such purchasing behaviors ([Dalimunthe et al., 2025](#)). These platforms often include features like Instagram Stories and live shopping sessions, as well as endorsements from influencers. Together, these features create a sense of urgency and excitement around new products, which makes people want to buy them right away. ([Ciocodeică et al., 2025](#)).

H2 : Social media addiction have positive effect on Urge For Impulse Buying

The correlation between Social commerce Engagement Motivation and Urge for Impulse Buying in social commerce

[Suprawan et al., \(2024\)](#) conducted an investigation demonstrating the impact of targeted advertising and social media engagement on brand affection, subsequently leading to compulsive purchasing behavior among Generation Z. Social media addiction inspired Gen Z impulsive buying through brand love and addiction. The extensive use of social media and the availability of discounts on live-streaming platforms also make Gen Z more likely to buy things on impulse ([Refasa et al., 2023](#); [Thuy et al., 2024](#)). Digital payment options like e-wallets and PayLater are also making it easier for Gen Z to buy things on a whim, which is changing the way they shop in a big way ([Djamhari et al., 2024](#)). In this context, an in-depth exploration of the impact of parasocial interaction and emotional motivation in social e-commerce becomes crucial for understanding the underlying mechanisms of Gen Z's impulsive buying behavior ([Mardhiana, 2024](#)).

H3 : Social commerce Engagement Motivation have positive effect on Urge for Impulse Buying

The connection between social media addiction and the urge for impulse buying, mediated by social commerce engagement motivation.

Social commerce has revolutionized the e-commerce domain by amalgamating social and commercial elements into a unified online platform ([Bugshan & Attar, 2020](#)). The phenomenon of impulse buying is growing stronger with the introduction of digital promotion features such as flash sales, live shopping, and emotionally packaged sponsored content on platforms like TikTok, Shopee, and Instagram. This development indicates that impulse buying is not merely a spontaneous reaction but rather part of a new consumption pattern shaped by personalization algorithms and intensive exposure to visual content ([Lee & Chen, 2021](#)). [Gao et al., \(2024\)](#)

research confirms that rapid and instant digital interactions also strengthen impulsive tendencies, especially in young generations familiar with online culture. Therefore, social media engagement is an important indicator measured to determine how effective the business's campaign strategy is. Therefore, increasing engagement will bring many benefits to the business

H4 : The Social commerce Engagement Motivation mediates the relationship between Social Media Addiction toward Urge for Impulse Buying

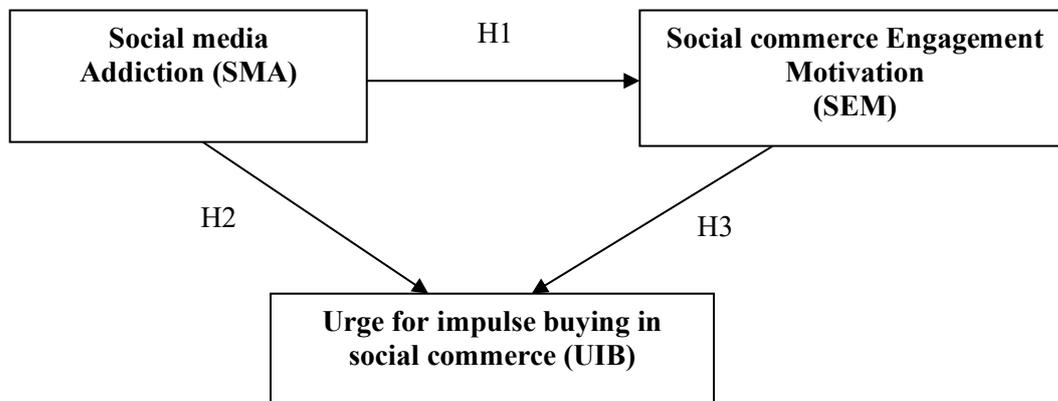


Figure 1. Research model

This study seeks to examine the causal relationship between social commerce participation motivation, social media addiction, and impulsive buying behavior among Generation Z females in Indonesia. This study will investigate the direct impact of social media addiction on the inclination to participate in social commerce and whether it serves as a mediator in the link between engagement motivation and impulsive buying habits.

2. RESEARCH METHODS

This study is designed to analyze the behavior of Indonesian Gen Z women who utilize social media platforms such as WhatsApp, Instagram, and TikTok; belong to particular communities; and engage in online shopping during live streams. To select a sample for data analysis, the purposive sampling technique uses specified criteria. (Hair et al., 2022, 4) stated that structural equation modeling can be used to assess whether there is a direct error between two latent variables (constructs) by analyzing the trends in their connection. Here are some requirements: Participants must be women aged 17 to 28, social media users, members of a community or followers of Instagrammers or influencers to validate their connection to social media, and have made an online transaction while visiting a live stream on one of the e-commerce platforms (Shopee, TikTok, Tokopedia, and others).

Tabel 4. Research constructs items

Source: Authors' own work

	Measurement items	Sources
SMA1	When I don't check my social media, I feel cut off from my friends.	(Suprawan et al., 2024)
SMA2	I wish everyone would utilize social media to talk to each other.	Sultan (2020)
SMA3	It would make me sad if I couldn't utilize social media at all.	
SMA4	When I can't get on social media, I become frustrated.	
SMA5	Usually, I talk to other individuals on social media.	

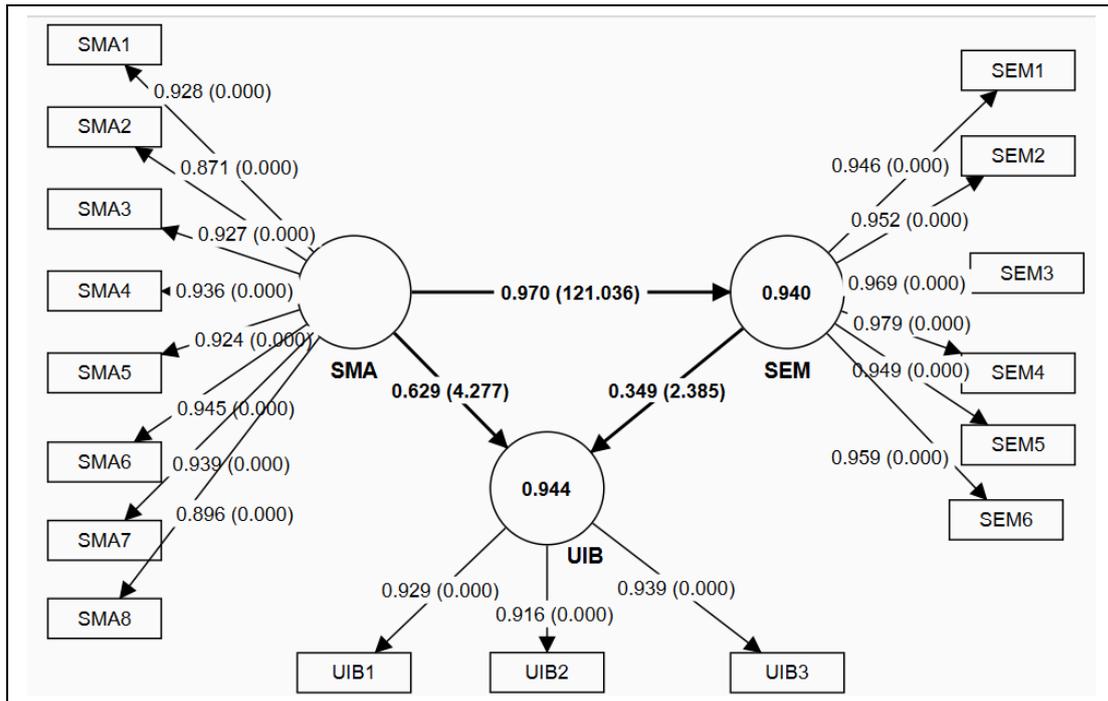
SMA6	Social media is a big part of how I get along with other people.	
SMA7	I like monitoring my social media account.	
SMA8	I use social media every day.	
SEM1	I feel like I have something in common with those who think the same way about live-streamed entertainment.	(Moghddam et al., 2024)
SEM 2	I can simply find the things I wish to purchase from live-streamed content.	
SEM 3	I enjoy watching live content.	
SEM 4	I can find out about live-streamed content on online marketplaces faster than I can on other online media like webpages, Facebook, or Twitter.	
SEM5	I can get incentives for watching live-streamed stuff.	
SEM6	When I watch live-streamed content, I may forget about actual life.	
UIB1	I saw it on ABC's [social media] and wanted to buy it right away.	(A. H. Busalim et al., 2021)
UIB2	After seeing it on ABC's [social media page], I had to get it.	
UIB3	When I saw it on ABC's [social media], I was very tempted to buy it.	

3. RESULTS AND DISCUSSION

The survey found the following characteristics of respondents:

Table 3. Respondents' Profiles in the Research

Characteristic	Description	Frequency	Percentage
Gender	Female	415	100
Young adults aged	17 to 19 years	69	16,7
	20 to 22 years	128	30,8
	23 to 25 years	119	28,7
	26 to 28 years	99	23,8
Jobs	Students	96	23,1
	Private employees	232	55,9
	Entrepreneur	87	21
Last education	Senior High School	143	34,5
	Associate's Degree	63	15,2
	Bachelor	209	50,3
Most Commonly Used Application for Live-Stream Shopping	Shopee	121	29
	Tokopedia	73	17,4
	TikTok	123	29,6
	Instagram	98	23,6
	other	2	0,4
Most Frequently Purchased Products During Live Shopping	Skincare	92	21
	Cosmetics	111	25
	Fashion	169	40
	Bag	12	2
	Electronic	3	7
	Household needs	21	5
	Others	7	1



Note SMA = Social Media Addiction ; SEM = Social commerce Engagement Motivation; UIB = Urge to Impulse Buy

Table 5. Reliability, Convergence, Discriminant Validity and Fornell-Larcker Criterion

	SEM	SMA	UIB	Cronbach's alpha	Rho_a	Rho_c	R Square	R Square adjusted	AVE
SEM	0,959			0,983	0,983	0,986	0,940	0,940	0,920
SMA	0,970	0,921		0,974	0,975	0,978	---	---	0,848
UIB	0,959	0,968	0,928	0,920	0,922	0,949	0,944	0,944	0,861

Table 6. Discriminant Validity Using HTMT Method

	SEM	SMA	UIB
SEM			
SMA	0,990		
UIB	0,973	0,921	

Table 7. Result of Hypotheses Testing

Relationships	Original Sample	Sample Mean	Standard Error	t-Statistics	p-values	Supported
SMA → SEM	0,970	0,970	0,008	121,036	0,000	Yes
SMA → UIB	0,629	0,633	0,147	4,277	0,000	Yes
SEM → UIB	0,349	0,345	0,146	2,385	0,017	Yes
SMA → SEM → UIB	0,339	0,335	0,142	2,390	0,017	Yes

Note SMA = Social Media Addiction ; SEM = Social commerce Engagement Motivation; UIB = Urge to Impulse Buy

Firstly, social commerce engagement motivation is influenced by social media addiction These results are consistent with (Suprawan et al., 2024) and (Sultan 2020). As we know, social media's power has successfully created new communities that connect across regions. Shared interests,

hobbies, and life goals form the basis for a virtual group with strong bonds. Society finds a sense of community without having to meet physically or know each other; thus, social interaction develops in a more inclusive direction. Online communities foster solidarity in various fields, ranging from shared interests and needs such as cosmetics and skincare, fashion, and health to business. The presence of this community strengthens the sense of social responsibility while also opening up broader opportunities for collaboration ([A. H. Busalim et al., 2021](#)). This transformation makes social media a vital space for modern society in strengthening global social networks. The motivation for engagement in social commerce encompasses the intrinsic and extrinsic factors that prompt female Generation Z to interact with brands and products on social media platforms, typically evident through active participation in user-generated content or product acquisitions via social commerce functionalities. This motivation may be affected by several psychological aspects, such as the inclination to socialize, pursue product knowledge, or derive enjoyment from online engagements.

Second, the results expose how social media addiction directly affects the urge to impulse buy; this is in line with previous studies from ([Suprawan et al. 2024](#)) and ([Abdelsalam et al., 2020](#)). Because social media seems to meet basic human needs, it is important to look into how people use these apps and what psychological factors affect their online social behavior ([Zhu et al., 2015](#)). Social commerce provides a more convenient and enjoyable shopping experience for users. With product recommendations tailored to individual preferences, social commerce is a highly effective tool for brands to increase sales and engagement. Although impulsive buying is often associated with unplanned behavior, not all unintentional purchases can be classified as impulsive, considering that impulsivity typically involves strong emotional urges and a compelling desire ([Singh et al., 2023](#)). Impulsive purchases are often triggered by various external stimuli, such as discounts, attractive product displays, or persuasive advertisements, which can trigger emotional and cognitive responses in consumers ([Djamhari et al., 2024](#)). Conversely, unintentional purchases can occur when consumers are seeking products not included in sales promotions, and when they discover a better offer, they buy it immediately ([Singh et al., 2023](#)).

Third, the motivation to engage in social commerce has a beneficial effect on the desire to buy things on impulse. For female Generation Z, appealing visual stimuli, scarcity promotions, and price discounts can induce impulse purchases, with positive emotional responses being a significant factor. Previous studies note the impact of parasocial interaction and emotional motivation in social e-commerce on impulsive buying behavior, which is often more prominent in Generation Z compared to other generations ([Moghddam et al., 2024](#)). Given their high engagement with social commerce platforms, understanding the mechanisms behind impulse buying among Indonesian Gen Z is crucial for both marketers and policymakers ([Thuy et al., 2024](#)). In this context, an in-depth exploration of the impact of parasocial interaction and emotional motivation in social e-commerce becomes crucial for understanding the underlying mechanisms of Gen Z's impulsive buying behavior. The rapid development of online shopping platforms with personalized recommendation features supported by advanced algorithms facilitates this impulse by shortening the path between desire and purchase.

Fourth, [Przybylski et al., \(2013\)](#) assert that social media engagement quantifies the extent of individuals' utilization of social media applications in their daily activities. These social media apps offer features that let users share experiences or moments, but they also have elements that encourage users to be open. Therefore, it seems to make sense to think that using these apps too much could lead to social media addiction because people derive a lot of pleasure from engaging

with the online world. Rewarding this conduct encourages people to share personal information, fostering trust within their social network and enhancing their social capital. Social influence, social media, and influencers also affect how Gen Z shops. They tend to buy things based on what they like and what is popular, not what they need. Furthermore, the pronounced collectivism in Indonesian society, which prioritizes group influence over individualism, further exacerbates Gen Z's propensity for impulsive purchases driven by familial and peer influences (Djamhari et al., 2024).

Theoretical And Practical Implications

The paper has numerous implications for theory in diverse aspects. Our research seeks to deepen our knowledge about social media addiction's impact on impulsive buying, a topic that has been insufficiently explored within the context of Indonesian Generation Z females. Second, this study adds to the body of knowledge in the field of e-commerce during live streams by showing that social media addiction and social media engagement motivation are good predictors of impulse purchases. Third, the study talked about how important social media is and how it might affect women's buying decisions during live streams. The present study aims to fill a gap in existing research by providing a thorough theoretical foundation for future scholars. People who work in marketing in Indonesia would profit from the results of this study.

4. CONCLUSION AND SUGGESTION

The results of this study strongly show that excessive use of social media applications can lead to unfavorable implications for users. Furthermore, social media addiction and the motivation to engage in social commerce can exacerbate these behaviors. This study improves our comprehension of the atypical use of social media platforms and offers significant practical ramifications.

It is recommended that further studies be done to look at Gen Z consumer behavior across a larger community, rather than just one generation in one city. These observations could lead to different conclusions. Comparing people from different generations and parts of the world helps us learn more about how impulse buying works. It seems important to include this alongside with the important effect of knowing about money on Gen Z's spontaneous buying in Indonesia, since knowing how to handle money well can lower the risk of getting into bad spending habits. Additionally, it's crucial to investigate how e-commerce app features such as personalized product suggestions and push alerts influence Gen Z's impulsive purchases. To make interventions that encourage responsible consumption more successful, we need to learn more about how digital technology, consumer psychology, and the larger social and economic context all affect each other.

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