

JURNAL ILMIAH MANAJEMEN BISNIS DAN INOVASI
UNIVERSITAS SAM RATULANGI (JMBSI UNSRAT)

ONLINE CONVENIENCE MECHANISMS IN DRIVING IMPULSIVE BUYING ON
SOCIAL COMMERCE: A STIMULUS-ORGANISM-RESPONSE (S-O-R)
PERSPECTIVE

Widyasari Febrina Athidira, Yolanda Masnita, Kurniawati

Universitas Trisakti, Indonesia

ARTICLE INFO

Keywords:

Impulsive Buying Behavior; Social commerce; Online convenience; Hedonic value; Attitude toward online impulsive buying; Stimulus-Organism-Response

Kata Kunci:

Perilaku Pembelian Impulsif; Perdagangan sosial; Kemudahan daring; Nilai hedonis; Sikap terhadap pembelian impulsif daring; Stimulus-Organisme-Respons

Corresponding author:

Widyasari Febrina Athidira
prasastiayundari31@gmail.com

Abstract. *The development of social commerce in Indonesia has driven changes in consumer behavior, particularly the increasing tendency toward impulsive buying influenced by shopping convenience and psychological factors. This study aims to analyze the effects of access convenience, search convenience, and relationship convenience on impulsive buying behavior with hedonic value and attitude toward online impulsive buying as mediating variables. This research employs a quantitative approach with a cross-sectional design. Data were collected through an online survey of social commerce users and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results show that access convenience and search convenience have a positive effect on hedonic value, while relationship convenience has a positive effect on attitude toward online impulsive buying.*

Abstrak. Perkembangan social commerce di Indonesia telah mendorong perubahan perilaku konsumen, khususnya meningkatnya kecenderungan pembelian impulsif yang dipengaruhi oleh kemudahan berbelanja dan faktor psikologis. Studi ini bertujuan untuk menganalisis pengaruh kemudahan akses, kemudahan pencarian, dan kemudahan hubungan terhadap perilaku pembelian impulsif dengan nilai hedonis dan sikap terhadap pembelian impulsif online sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan desain cross-sectional. Data dikumpulkan melalui survei online pengguna social commerce dan dianalisis menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa kemudahan akses dan kemudahan pencarian memiliki pengaruh positif terhadap nilai hedonis, sedangkan kemudahan hubungan memiliki pengaruh positif terhadap sikap terhadap pembelian impulsif online.

INTRODUCTION

Current technological advances have brought many changes to people's lifestyles, including the use of the internet to meet daily needs. Indonesia, as an archipelagic nation with a large population and high internet utilization rate, has great opportunities in developing e-commerce as a modern trading platform that offers convenience and practical payment systems (Aisah & Yuli, 2025). This condition certainly opens opportunities for companies to market and sell their products through e-commerce platforms. Bank Indonesia reports reveal that e-commerce transaction values in Indonesia have experienced significant increases every year over the past decade. This transaction growth has been very rapid. According to the report, e-commerce transaction values in 2024 are estimated to reach Rp689 trillion, an increase of 20.45% compared to 2023, which stood at Rp572 trillion (<https://insight.kontan.co.id/news/>). This phenomenon shows that consumer behavior in online shopping is increasing. Moreover, advances in digital technology have changed shopping patterns through e-commerce as it can provide convenience for consumers in purchasing products and services online. This convenience then triggers increased spontaneous or impulse buying (Huang et al., 2024).

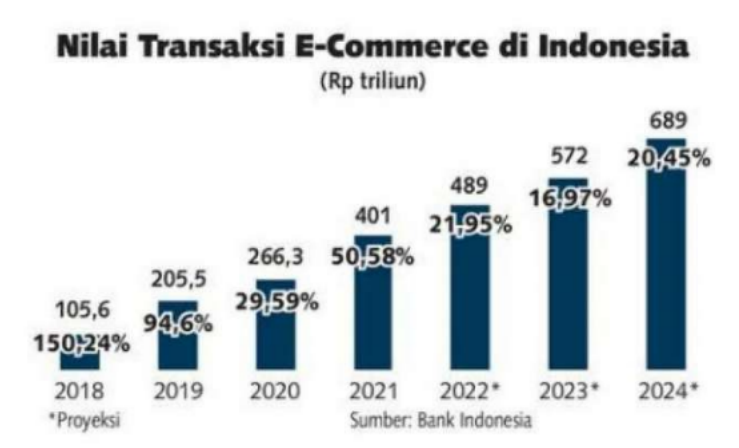


Figure 1. Graph of E-commerce Transaction Value Growth in Indonesia 2018-2024

Source: <https://insight.kontan.co.id/news/>

The reasons consumers buy a product or service are usually related to the desire to fulfill their needs. However, increasing busyness and the complexity of modern society also trigger various levels of stress. This situation encourages the emergence of a new phenomenon, namely a shift in shopping purposes that are now not only about fulfilling needs but also becoming enjoyable activities to relieve stress and maintain mental health (Asad et al., 2021). This condition shows that consumer decisions in buying are not solely based on rational considerations but are also influenced by emotional factors, pleasure, and lifestyle. To understand how stimuli in the online shopping process can influence consumer impulsive behavior, this research refers to the Stimulus-Organism-Response (S-O-R) theory developed by Mehrabian and Russell (1974). This theory explains that human behavior is influenced by three main components: (1) Stimulus, in the form of environmental stimuli received by individuals; (2) Organism, namely internal psychological conditions such as emotions,

assessments, and attitudes; and (3) Response, namely actions or decisions that emerge as a result of these psychological processes. In the e-commerce context, stimuli can be in the form of ease of access, product search features, and forms of service provided by platforms. These stimuli then affect consumers' internal conditions such as the emergence of hedonic value and attitude toward impulsive buying, which ultimately triggers responses in the form of impulsive buying behavior. Thus, S-O-R theory becomes a relevant conceptual basis for viewing the psychological mechanisms between stimulus factors of online convenience and relationship convenience toward consumer impulsive buying behavior on e-commerce platforms.

One important factor affecting consumer behavior when making purchases on e-commerce is online convenience, which includes five dimensions: access convenience, search convenience, evaluation convenience, transaction convenience, and possession convenience. Online convenience becomes a key element in shaping consumer responses during the purchase process (Ilankadhir & Mutya, 2025). Of these five dimensions, two that have the greatest influence are access convenience and search convenience (Ilankadhir & Mutya, 2025). The access convenience dimension is a combination of speed and ease for consumers in searching for information and shopping on e-commerce and is a crucial aspect for consumers in shopping convenience (Lina et al., 2022). Meanwhile, the search convenience dimension refers to the ease and speed consumers obtain in finding and selecting products they want to buy. Companies can increase this convenience by providing more optimal product search and selection features, as well as more complete information so consumers can make purchasing decisions more accurately (Shankar & Rishi, 2020).

Nevertheless, these two online convenience factors do not always affect impulsive behavior directly, but rather through psychological factors such as hedonic value. Several previous studies show that hedonic value plays an important role in triggering impulsive buying because consumers obtain emotional satisfaction and entertainment from shopping activities (Ilankadhir & Mutya 2025). Additionally, hedonic value can encourage consumers to seek more products and services on e-commerce (Al Halbusi et al., 2024). Understanding how access convenience and search convenience affect impulsive buying through the role of hedonic value becomes increasingly crucial for digital platform managers in designing strategies that can enhance consumer shopping experiences (Ilankadhir & Mutya, 2025).

Besides that, with increasingly fierce competition in the e-commerce industry, companies are required to present shopping experiences that are not only efficient but also provide comfort to their consumers. In addition to online convenience factors, there are several other factors that play a role in influencing impulsive buying. One factor that is expected to have a strong influence on impulsive buying behavior is relationship convenience, which relates to how e-commerce companies can provide personalized service and more attention to their consumers so as to foster a sense of closeness and consumer comfort toward the e-commerce platform, which ultimately has the potential to increase impulsive buying behavior (Lina et al., 2022). However, the influence of relationship convenience does not always affect impulsive buying behavior directly. Psychological factors such as attitude toward online impulsive buying play an important bridging role in this relationship. Positive attitudes toward impulsive buying can strengthen consumers' tendency to make spontaneous decisions when they feel convenience in building relationships with shopping platforms (Lina et al. 2022).

Based on the phenomenon and description above, the research problem formulation for this study is as follows: does access convenience have a significant effect on hedonic value, does search convenience have a significant effect on hedonic value, does relationship convenience affect attitude toward online impulsive buying, does hedonic value have a significant effect on impulsive buying behavior, and does attitude toward online impulsive buying affect impulsive buying behavior. This research is a development of previous research that aims to provide a more comprehensive understanding of the psychological and situational mechanisms that drive consumer impulsive buying behavior, and adds a new unique variable, namely relationship convenience as a novelty in this research, while providing practical contributions to the development of effective marketing strategies and providing theoretical and practical understanding of consumer psychological mechanisms in impulsive buying behavior through the S-O-R theory perspective as the main foundation.

LITERATURE REVIEW

Theoretical Background

Commerce in the digital environment reflects conditions when consumers interact through online platforms that offer various forms of convenience while conducting the purchasing process. Wahab (2022) and Charles & Kanani (2025) suggest that multitasking activities often performed by users in online spaces can affect consistency in purchasing behavior that was initially planned. Additionally, positive emotions such as happiness, enthusiasm, and satisfaction shared with friends or family on social networks also become triggers for increasing unplanned purchasing tendencies. Research by Jebarajakirthy & Shankar (2021) confirms that ease of access and transaction convenience on digital platforms play an important role in increasing hedonic value felt by consumers. In line with this, Mehrabian & Russell (1974) and Shankar & Rishi (2020) state that the Stimulus-Organism-Response (S-O-R) framework is highly relevant in explaining consumer behavior dynamics.

The S-O-R model introduced by Mehrabian & Russell (1974) aims to examine how environmental elements can influence individual actions. In this framework, stimulus is defined as an external stimulus that has the potential to change someone's behavior, while organism refers to the internal state or psychological process of individuals as a reaction to the stimulus. When the stimulus affects the organism, a response is formed, namely actual behavior or actions expressed as a result of these internal changes. Shankar & Rishi (2020), Nigam et al. (2023), Pereira et al. (2023), and Mutya & Ilankadhir (2025) distinguish stimuli into two main groups: object psychology and social psychology. Object psychology stimuli are related to factors such as the level of complexity of an activity or duration of interaction, while social psychology stimuli describe aspects of the social environment that also shape individual behavior.

In social commerce practice, various forms of online convenience act as stimuli that affect consumers' emotional conditions, which can subsequently lead to impulsive buying behavior. These emotional conditions are reflected in hedonic value, namely feelings of enjoyment, pleasure, and positive emotional experiences that arise when consumers interact on digital platforms. Lina et al. (2022) emphasize that this internal state functions as the main driver of impulsive actions as a response. Meanwhile, Venkatesh et al. (2012), Hassan et al. (2023), and Shankar & Rishi (2020) confirm that hedonic value has a significant influence on purchasing

tendencies. If hedonic value is not aligned with the impulsive buying behavior that occurs, it indicates a misalignment between the stimulus received by consumers and their internal reactions.

Although the S-O-R model has been used by various studies such as Nigam A. (2023), Pereira (2023), and Lina et al. (2022) to study social commerce and consumer behavior, previous studies are generally still limited to some aspects of online convenience as stimuli. This deficiency is particularly visible in the context of developing countries such as Indonesia, which has unique characteristics in consumer behavior. This research seeks to fill this gap by evaluating various dimensions of convenience more broadly and deeply. Additionally, this research focuses on hedonic value as an internal condition that drives impulsive buying, different from other research that emphasizes more utilitarian value. This approach aligns with the characteristics of social commerce that tend to emphasize entertainment and pleasure aspects in purchasing activities.

Therefore, the application of the S-O-R model in this research enables the compilation of a strong and systematic theoretical framework to connect external factors in the form of online convenience dimensions, internal psychological conditions in the form of hedonic value, and behavioral responses in the form of impulsive buying. Besides expanding the application of the model in the social commerce domain, this research also provides practical implications for business actors and digital platform developers in improving service quality and presenting more satisfying shopping experiences for consumers.

2.2 Impulsive Online Buying Behaviour

The existence of the internet, which has now become an important part of daily activities, allows consumers to access product information instantly, thereby increasing the possibility of impulsive buying behavior compared to traditional shopping patterns. The development of social media also opens new spaces for marketers to expand promotional strategies and influence consumer purchasing decisions, including purchases that are impulsive in nature (Alalwan et al., 2017; Kapoor et al., 2018; Dwivedi et al., 2021). Therefore, understanding the dynamics of impulsive buying becomes crucial for the business world. Sharma et al. (2010) confirm that online shopping behavior is often triggered by emotional factors, spontaneity, and low cognitive control, where attractive product displays increasingly strengthen these impulsive drives. In line with this, several studies show that online consumers are more vulnerable to making impulsive purchases compared to buyers in physical stores (Park et al., 2012; Ozen & Engizek, 2014). Wu et al. (2015) add that digital marketing stimuli can reduce risk perception in initial product searches and make it easier for consumers to make purchases directly (Madhavaram & Laverie, 2004; Jeffrey & Hodge, 2007; Lo et al., 2016).

Research conducted by Bano and Yang (2022), Pereira et al. (2023), Lina et al. (2022), Han (2023), and Nigam et al. (2023) reveals that impulsive buying is a buying action that occurs spontaneously, unplanned, and unscheduled without considering the impact or consequences. Findings by Bano and Yang (2022) and Pereira et al. (2023) show that this behavior is triggered by the intensity of impulse, interest, and emotional reactions that arise even in initially planned purchasing situations. Sarwar et al. (2020) add that more than 60% of transactions on social commerce platforms are impulsive purchases. In line with the statement (Enjelina & Masnita, 2022) reveal that consumers utilize live streaming shopping features as a means to reduce

product search time, enable direct two-way interaction, and facilitate instant purchasing processes. This condition creates a shopping experience that is more practical, fast, and efficient, thus potentially increasing consumers' tendency to make purchases. In line with this, findings by Xiang et al. (2016) confirm that the level of convenience has a significant influence on the emergence of impulsive buying behavior.

Hoang and Dang (2024) reveal that social media users often make purchases without initial purpose, influenced by stimuli that trigger impulsive responses. Additionally, studies by Sarwar et al. (2020, 2023), Nigam et al. (2023), and Pereira et al. (2023) show that advertising exposure on platforms such as Facebook, Instagram, and WhatsApp accelerates the emergence of impulsive buying behavior. Saha et al. (2021) confirm that content in the social commerce environment creates a strong hedonic experience that encourages consumers to make impulsive purchases. This condition raises important questions about whether similar dynamics also occur in low-income countries that have limitations in technology utilization.

2.3 Social Commerce

Social commerce is part of online commerce that utilizes Web 2.0 technology, so the element of trust becomes very important to minimize uncertainty in online transactions. The concept of social commerce allows consumers to create and share photos and videos, as well as provide reviews or ratings of products or services they purchase (Oesman et al., 2024). Online social commerce is understood in various ways in different contexts. Zhao et al. (2023) define it as the integration between social media and online shopping activities. This phenomenon creates interaction spaces between consumers and encourages unplanned group purchases. Attar et al. (2022) emphasize that information shared on social commerce platforms is a form of content, while reviews and ratings given by customers become a source of value. Additionally, social commerce also builds community networks. In line with findings by Rahman et al. (2023), Tseng (2023), Tomasi (2020), Wang et al. (2024), and Hoang and Dang (2024), social commerce is described as an activity that is easy, interesting, enjoyable, and motivating.

Although ResearchAndMarkets.com (2023) projects that the global social commerce market will reach 8.5 trillion USD by 2030, understanding of online convenience factors that influence purchasing behavior through hedonic value in the context of social commerce is still limited. Research results by Jebarajakirthy and Shankar (2021) and Chong et al. (2023) show that online convenience is closely related to high interactivity levels and rich sensory stimuli on social commerce, thus triggering impulsive buying. However, the United Nations (2022) report confirms that customer interaction in social commerce is still a challenge, especially in low-income countries that have limitations in understanding new technologies.

Findings by Gupta et al. (2024) and Al Halbusi et al. (2024) show that social commerce can increase customer pleasure and satisfaction. Hedonic value is intrinsic and evokes affection that influences consumers to make unplanned purchases. According to Venkatesh et al. (2012) and Hassan et al. (2023), up-to-date sites and applications integrated with social media platforms such as Instagram, WhatsApp, and Facebook are able to present interactions that trigger excitement and encourage impulsive buying. Thus, studying social commerce convenience and impulsive buying behavior through customer hedonic value in middle-income

countries like Indonesia can provide important insights for marketing strategies and decision-making in digital environments. Zhao et al. (2023) results also show that impulsive buying behavior increases in the context of online social commerce.

2.4 Online Convenience

Online convenience is increasingly receiving attention because consumers want to minimize time and effort in shopping. Mahapatra (2017) and Lina et al. (2022) state that convenience becomes an important determinant in customer interest because it facilitates access and use of websites. Additionally, research by Thakur et al. (2018) and (Jebarajakirthy & Shankar, 2021) shows that online convenience also encourages the emergence of impulsive buying behavior. In the context of digital commerce, Al Hami and Sobaih (2023) confirm that convenience includes various benefits, including shopping flexibility anytime and from anywhere, while findings by Shankar and Rishi (2020) highlight that digital payment systems increase the convenience of transaction and delivery processes.

Research by Shagem et al. (2022) and Lina et al. (2022) also found that customers prefer social media platforms to save time while managing other activities. Various studies show that high levels of convenience strengthen the relationship between customers and businesses, thus encouraging loyalty when this convenience is consistently provided (Shankar & Rishi, 2020; Jebarajakirthy & Shankar, 2021; Lina et al., 2022; Tomasi & Ilankadhir, 2024).

Although there is no consensus yet regarding dimensions of online convenience, several researchers identify access, search, evaluation, transaction, and possession or post-possession as key components of online convenience (Duarte et al., 2018; Shankar & Rishi, 2020; Tomasi & Ilankadhir, 2024; Jebarajakirthy & Shankar, 2021; Mahapatra, 2017; Khan et al., 2022). These dimensions contribute to the emergence of impulsive buying in social commerce through faster and more efficient shopping processes.

However, studies that examine in depth how these convenience factors influence impulsive buying through hedonic value are still limited, especially in developing countries that have limitations in understanding new technologies. This gap shows that the social commerce phenomenon has not yet received academic attention commensurate with its rapid growth. Therefore, this research explores the influence of convenience dimensions---access, search, evaluation, transaction, and possession/post-possession---on impulsive buying through hedonic value in the online social commerce environment.

2.4.1 Access Convenience

Access convenience in the social commerce environment refers to customers' ability to access sellers' products in real time. Saha et al. (2021) and Lina et al. (2022) confirm that access barriers can reduce satisfaction levels and affect customer purchasing decisions. Disruptions to online product access can even cause sellers to lose customers. Tomasi and Ilankadhir (2024) and Shankar and Rishi (2020) state that access aspects include ease of platform navigation, product availability, and time and location flexibility for customers.

Furthermore, findings by Jebarajakirthy and Shankar (2021) and Mutya and Ilankadhir (2025) show that ease in accessing and obtaining shopping services becomes a very important

factor for customers. Today's consumers expect fast and simple access to shopping services anytime and anywhere. Lina et al. (2022) and Tomasi and Ilankadhir (2024) also highlight that traditional retailers cannot move their physical locations to increase service reach. In contrast, social commerce actors do not require large physical stores; they can utilize user-friendly websites and social media platforms such as Instagram, TikTok, and Facebook to provide attractive marketing and shopping experiences. Therefore, access convenience becomes a basic element that must be fulfilled in online shopping. Based on this foundation, the following hypothesis can be proposed:

H1. Access Convenience is a determinant that has a significant impact on Hedonic Value

2.4.2 Search Convenience

Search convenience refers to the extent to which customers can easily obtain information on social commerce platforms. Saha et al. (2021) state that search convenience occurs when customers can find desired products, share information with friends, and compare prices in real time in the social commerce environment. Findings by Duarte et al. (2018) show that search experience plays an important role in customers' shopping journey, so customers no longer need to visit physical stores. A website's failure to display product information well can even cause customers to cancel their purchasing decisions.

Mahapatra (2017), Shankar and Rishi (2020), and Jebarajakirthy and Shankar (2021) also reveal that customers tend to search for information in the early stages of the purchasing process. Therefore, social commerce becomes an easily searchable and efficient information source to meet shopping needs. Furthermore, Lina et al. (2022) and Tomasi and Ilankadhir (2024) emphasize that customers appreciate platforms that can provide comfortable, efficient, and time-saving search experiences. Online service providers that deliver relevant, accurate, and up-to-date information enable customers to access valuable content through their mobile devices and interact with friends or family.

Based on the above description, the following hypothesis can be proposed:

H2. Search Convenience is a determinant that has a significant impact on Hedonic Value

2.4.3 Relationship Convenience

Increasing competition in the online market makes simply displaying product or service catalogs no longer adequate for maintaining business sustainability. Relationship convenience refers to the extent to which online retailers provide personalized service and special attention to their customers (Zahid et al., 2022). Online buyers expect individual service to reduce the time and effort needed in searching for information and determining purchasing choices (Lovelock & Patterson, 2015). To face competition, many online retailers utilize personalization features to differentiate their products and services, thus improving customer experience and convenience (Zahid et al., 2022). Through these personalization features, customers can understand information faster and more easily, which ultimately improves the shopping experience (Lovelock & Patterson, 2015).

Additionally, online sellers provide decision-making support tools such as recommendation agents, shopping bots, and even human assistants to simplify the purchasing

process and enhance user experience (Christopher et al., 2013). Based on the above description, the following hypothesis can be proposed:

H3. Relationship Convenience is a determinant that has a significant impact on Attitude Towards Online Impulsive Buying Behaviour

2.4.4 Hedonic Value

Hedonic value is an intrinsic factor that plays a role in encouraging technology adoption and utilization. Venkatesh et al. (2012) and Hassan et al. (2023) interpret it as a sense of pleasure and satisfaction that arises when individuals use a technology. Gupta et al. (2024) found that in the context of social commerce, consumers feel excitement thanks to the ease of real-time transaction processes, availability of quick recommendations, and access to products with competitive prices. Continuous website updates also create comfortable online interactions, thus encouraging the emergence of unplanned buying behavior.

In addition, Al-Adwan and Al-Debei (2024) and Al Halbusi et al. (2024) confirm that hedonic value encourages consumers to explore more products and services on digital platforms. Although studies by Penney et al. (2021) in Ghana and Thaker et al. (2022) in Malaysia show that hedonic value does not have a significant effect on technology adoption, Venkatesh et al. (2012) and Gupta et al. (2024) emphasize that enjoyable online experiences have the potential to increase consumers' tendency to make impulsive purchases. Based on this argument, the following hypothesis can be proposed:

H4. Hedonic Value is a determinant that has a significant impact on Attitude Towards Online Impulsive Buying Behaviour

2.4.5 Attitude Toward Online Impulsive Buying Behaviour

Attitude is understood as a comprehensive, stable, and continuous evaluation of individuals, places, or specific objects. In general, attitude reflects a person's tendency to feel positive or negative toward an object, while attitude toward behavior refers to the level of individual acceptance or rejection of a particular action. Attitude is a multidimensional construct that includes cognitive, affective, emotional, value, and awareness elements. Based on the attitude classification proposed by Eroglu et al. (2001), this research uses two main dimensions, namely cognitive attitude and affective attitude. Cognitive attitude reflects an individual's assessment of an object based on its function and benefits (Fiore & Kim, 2007; Celebi, 2015), while affective attitude is related to feelings and sensations that arise when individuals use or interact with that object (Fiore & Kim, 2007).

Novak et al. (2003) show that both cognitive and emotional attitudes play a role in influencing online impulsive buying. Findings by Babin et al. (2004) and Zheng et al. (2019) also confirm that these two attitude dimensions are mutually complementary and have a positive relationship. Previous research has proven the connection between cognitive and affective attitudes with online impulsive buying behavior (Kim & Eastin, 2011; Verhagen & Van Dolen, 2011; Zheng et al., 2019). Based on this review, the following hypothesis can be proposed:

H5. Attitude Towards Online Impulsive Buying Behaviour is a determinant that has a significant impact on Impulsive Buying Behaviour.

The conceptual framework of this research is built based on the Stimulus-Organism-Response (S-O-R) theory which views that external stimuli (stimulus) from the online shopping environment can influence individuals' psychological conditions (organism), which subsequently produce responses in the form of buying behavior. In this model, access convenience, search convenience, and relationship convenience function as stimuli that are expected to be able to influence consumers' internal processes. Access convenience and search convenience are assumed to create ease in accessing and searching for products on e-commerce platforms, which then increases consumers' hedonic value. Meanwhile, relationship convenience is perceived to be able to build emotional closeness with consumers and form positive attitudes toward impulsive buying. Hedonic value and attitude toward impulsive buying serve as organism variables that mediate the influence of stimuli toward the final response, namely impulsive buying behavior. Thus, this research model tests the influence of three online convenience stimuli on impulsive behavior through consumer psychological mechanisms in the form of hedonic value and attitude toward online impulsive buying.

METHODS

This research is conducted using a quantitative method approach. According to Hardani et al. (2020), a quantitative approach is a research method that focuses on collecting data from conditions or settings that occur naturally, then processed to obtain a comprehensive picture of a phenomenon. This approach not only seeks to measure variables objectively through numbers but also positions the researcher as the main instrument that plays a role in ensuring that the data collection process takes place systematically, directed, and contextually. Thus, quantitative research enables researchers to identify, describe, and analyze phenomena or events holistically and contextually to produce findings that can be scientifically accounted for (Rofiq et al., 2024). The design of this research uses cross-sectional as an approach to examine the influence of access convenience, search convenience variables (Shankar and Rishi, 2020; Lina et al., 2022; Tomasi and Ilankandar, 2025) and relationship convenience (Lina et al., 2022) on Impulsive buying behavior (Lina et al., 2022; Tomasi and Ilankandar, 2025), with hedonic value (Mutya & Ilankadhir, 2025) and attitude towards online impulsive buying (Lina et al., 2022) as mediating variables. According to Hunziker and Blankenagel (2024), cross-sectional design allows researchers to collect data at a specific time so that the data collection process can be done more efficiently and relatively quickly. This design also provides opportunities to build comprehensive models of relationships between variables. Thus, this approach is considered effective for describing conditions and consumer behavior patterns at a specific time, while facilitating the development of theoretical models relevant to the research context (Tomasi and Ilankandar, 2025).

The Likert scale is used as the main technique in the data collection process in this research. The instrument is arranged in the form of statements that must be assessed by respondents based on their level of agreement. Each item is accompanied by five answer choices, namely Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD) (Rofik et al., 2024). The use of a scale with five categories enables researchers to obtain more measurable data regarding respondents' perceptions and attitudes toward research variables. Additionally, the tiered answer choice structure provides a clearer picture of

the intensity of respondents' assessments, so that measurement results can be analyzed more deeply and produce more accurate and relevant interpretations according to research objectives (Tomasi and Ilankandar, 2025). The total number of questionnaire items from the variables used in this research is 21 statement items, the survey is conducted online using questionnaires distributed through online forms with a total sample of 210 respondents who will fill out the questionnaire (Tomasi and Ilankandar, 2025; Hair et al., 2021), this total number is obtained from the total number of questionnaire items multiplied by 10 to get an adequate sample size (Hair et al., 2021).

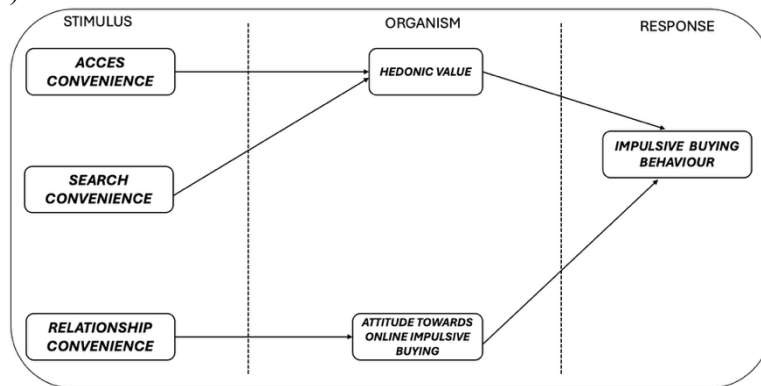


Figure 1. Conceptual Framework

Data analysis and processing are conducted using the Structural Equation Modeling (SEM) method using Smart PLS software. SEM is a multivariate analysis technique that integrates factor analysis and multiple regression, thus enabling researchers to test relationships between variables used simultaneously in one integrated model (Hair et al., 2021). To assess the validity and reliability of instruments, this research utilizes the outer model, which is evaluated through factor loading and Cronbach alpha values. A construct is stated to have adequate validity and reliability if the factor loading and Cronbach alpha values reach at least 0.7. Meanwhile, a model fit test is also conducted. The model fit test is conducted to assess the suitability of the overall structural model estimated using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach. Model fit evaluation aims to ensure that the research model built has an adequate level of suitability with empirical data so it is suitable for use in testing structural relationships between latent constructs (Hair et al., 2021; Tomasi and Ilankandar, 2025; Lina et al. 2022).

Table 1. Variable Indicators

Variabel	Item Pernyataan	Sumber
<i>Acces convenience</i>	AC 1 : Saya dapat mengakses platform social commerce kapan saja.	Tomasi Mutya and M. Ilankadhir (2025)
	AC 2 : Saya dapat berbelanja dari lokasi mana pun.	
	AC 3 : Situs/aplikasi mudah diakses dan tidak bermasalah.	
<i>Search Convenience</i>	SC 1 ; Informasi produk mudah ditemukan.	Tomasi Mutya and M. Ilankadhir (2025)
	SC 2 : Fitur pencarian memudahkan saya menemukan barang yang diinginkan.	

		SC 3 : Saya dapat menavigasi platform dengan cepat.	
<i>Relationship Convenience</i>		RC 1 : Penjual merespon dan memberikan perhatian lebih kepada saya secara personal	Mohammad Masukujjaman dkk (2022)
		RC 2 : Website tersebut mempunya area pesan untuk pertanyaan dan komen dari pembeli	
		RC 3 : Saya menerima ucapan terima kasih secara personal setelah pembeli melakukan pemesanan	
<i>Hedonic Value</i>		HV 1 : Saya merasa senang saat berbelanja di social commerce.	Tomasi Mutya and M. Ilankadhir (2025)
		HV 2 : Belanja secara online memberikan pengalaman yang menyenangkan.	
		HV 3 : Saya menikmati proses menjelajahi produk secara online.	
<i>Attitude Toward Online Impulsif Buying</i>		ATOIB 1 : Berbelanja dari web belanja online sangat efektif bagi saya	Mohammad Masukujjaman dkk (2022)
		ATOIB 2 : Berbelanja dari web belanja online sangat membantu bagi saya	
		ATOIB 3 : Berbelanja dari web belanja online sangat berguna bagi saya	
		ATOIB 4 : Berbelanja dari web belanja online sangat menyenangkan bagi saya	
		ATOIB 5 : Berbelanja dari web belanja online sangat menarik bagi saya	
		ATOIB 6 : Berbelanja dari web belanja online sangat nyaman bagi saya	
<i>Impulsive Buying Behaviour</i>		IBB1 : Selama berbelanja Online , saya membeli produk tanpa banyak berfikir terlebih dahulu	Tomasi Mutya and M. Ilankadhir (2025)
		IBB 2 : Saya cenderung membeli barang-barang yang tidak ingin saya beli saat berbelanja online.	
		IBB 3 : Ketika saya menemukan sesuatu yang saya suka di Sosial Media, saya langsung membelinya.	

RESULTS AND DISCUSSION

Table 2. Respondent Characteristics

No.	Karakteristik	Kategori	Jumlah	Persentase
1	Jenis Kelamin	Laki-laki	95	31,67%
		Perempuan	205	68,33%
2	Usia	18-25 tahun	50	16,67%
		25-35 tahun	175	58,33%
		35-45 tahun	49	16,33%
		45 tahun ke atas	26	8,67%
3	Pendidikan	SMA / Sederajat	94	31,33%
		Diploma (D1,D2,D3,D4)	38	12,67%
		S1	147	49,00%

		Pascasarjana (S2/S3)	21	7,00%
4	Pekerjaan	Baby sitter	1	0,33%
		Guru	3	1,00%
		Ibu Rumah Tangga	32	10,67%
		Mahasiswa	4	1,33%
		Pegawai Negeri/ BUMN	56	18,67%
		Pegawai Swasta	116	38,67%
		Polri	1	0,33%
		TNI	12	4,00%
		Profesional (Dokter, Pengacara, dll)	24	8,00%
		Wiraswasta/Pengusaha	51	17,00%
5	Pendapatan perbulan	<3jt	37	12,33%
		3jt-5jt	127	42,33%
		5jt-10jt	88	29,33%
		>10jt	48	16,00%
6	Di Social Commerce mana saja Anda pernah membeli produk? (Boleh memilih lebih dari satu)	Lazada	3	0,56%
		Instagram Live	73	13,59%
		Shopee Live	185	34,45%
		Tiktok Live	194	36,13%
		Tokopedia Live	82	15,27%
7	Sudah berapa lama Anda melakukan pembelian di Social Commerce?	3 Bulan	104	34,67%
		>3 Bulan	196	65,33%
8	Saya sering membeli di platform social commerce	Kadang-kadang	81	27,00%
		Sering	219	73,00%
9	Saya sulit menahan diri saat saya melakukan pembelian barang di social commerce	Ya	200	66,67%
		Tidak	100	33,33%
10	Saat saya membeli barang di social commerce, saya membeli dengan tidak terencana	Ya	201	67,00%
		Tidak	99	33,00%

Source: data processed with SmartPLS

Table showing demographic data including gender, age, education, occupation, monthly income, social commerce platforms used, duration of use, frequency of purchases, and impulsive buying tendencies. Based on the data above, information regarding research respondent characteristics was obtained. Research respondents were dominated by women with a total of 205 people (68.33%). The largest result was in the productive age, namely 25-36 years (58.33%), with a bachelor's degree education level (49%). Most respondents are private sector employees (38.67%). These results show that respondents of productive age and working as employees or workers tend to shop online more often, both planned and unplanned purchases (impulsive buying). The majority of respondents (42.33%) have an average monthly expenditure of Rp 3,000,000 - Rp 5,000,000. Most respondents use TikTok live (36.13%) and

Shopee live (34.45%) when making online purchases. Most respondents (65.33%) have used Social Commerce for purchasing goods for more than 3 months, and this activity is quite often done (73% of respondents). In addition, most respondents (66.67%) find it difficult to resist when purchasing goods on Social Commerce and most respondents (67%) make unplanned purchases of these goods.

Table 3. Validity, Reliability, and Descriptive Statistics Tests

Statment	Factor Loading	Desicion	Cronbach's Alpha	Desicion	Mean	Std. Dev.
<i>Access Convenience</i>			0.788	Reliable		
AC1	0,850	<i>Valid</i>			4.373	0.853
AC2	0,806	<i>Valid</i>			4.353	0.861
AC3	0,858	<i>Valid</i>			4.323	0.901
<i>Search Convenience</i>			0.819	Reliable		
SC1	0,883	<i>Valid</i>			4.367	0.875
SC2	0,809	<i>Valid</i>			4.293	0.861
SC3	0,876	<i>Valid</i>			4.307	0.883
<i>Relationship Convenience</i>			0.777	Reliable		
RC1	0,811	<i>Valid</i>			3.917	0.988
RC2	0,839	<i>Valid</i>			4.103	0.909
RC3	0,829	<i>Valid</i>			3.957	1.024
<i>Hedonic Value</i>			0.831	Reliable		
HV1	0,892	<i>Valid</i>			4.237	0.861
HV2	0,858	<i>Valid</i>			4.110	0.901
HV3	0,844	<i>Valid</i>			4.133	0.918
<i>Attitude Toward Online Impulsive Buying</i>			0.911	Reliable		
ATOIB1	0,843	<i>Valid</i>			3.920	1.065
ATOIB2	0,816	<i>Valid</i>			3.950	1.062
ATOIB3	0,846	<i>Valid</i>			3.980	1.080
ATOIB4	0,834	<i>Valid</i>			3.977	1.031
ATOIB5	0,826	<i>Valid</i>			3.817	1.091
ATOIB6	0,821	<i>Valid</i>			4.030	1.040
<i>Impulsive Buying Behaviour</i>			0.864	Reliable		
IBB1	0,921	<i>Valid</i>			3.470	1.263
IBB2	0,863	<i>Valid</i>			3.333	1.320
IBB3	0,875	<i>Valid</i>			3.657	1.211

Source: data processed with SmartPLS

Table 3 results show that all indicators have factor loading values above 0.50, with the majority being above 0.80, so they can be stated to meet convergent validity criteria. In addition, all research constructs have Cronbach's Alpha values > 0.70 , which indicates a good level of reliability and internal consistency. These findings confirm that the research instrument is able to measure the constructs of access convenience, search convenience, relationship convenience, hedonic value, attitude toward online impulsive buying, and impulsive buying behavior

accurately and stably. These results are in line with findings by Tomasi Mutya & M. Ilankadhir (2025) which show that convenience dimensions and hedonic value have high measurement reliability in the context of online social commerce, and are consistent with Lina Y et al. (2022) which confirms the stability of attitude and impulsive behavior constructs in online shopping studies.

Based on descriptive statistics, most indicators on access convenience, search convenience, and hedonic value variables have mean values above 4.00, which reflects respondents' positive perceptions of online convenience and enjoyable shopping experiences. Conversely, the impulsive buying behavior variable shows relatively more moderate mean values with higher standard deviations, indicating variations in impulsive behavior tendencies among respondents. This pattern is consistent with findings by Lina et al. (2022) which state that although the level of online convenience is high, the expression of impulsive behavior is not always uniform, and supports the argument by Mutya & Ilankadhir (2025) that the influence of convenience on impulsive buying works through psychological mechanisms such as hedonic value and consumer attitudes.

Table 4. Hypothesis Testing Results

No.	Hipotesis	T Statistics	P Values	Keputusan
H1	<i>Access Convenience → Hedonic Value</i>	3,710	0,000	H1 Supported
H2	<i>Search Convenience → Hedonic Value</i>	6,326	0,000	H2 Supported
H3	<i>Relationship Convenience → Attitude Towards Online Impulsive Buying</i>	9,309	0,000	H3 Supported
H4	<i>Hedonic Value → Impulsive Buying Behaviour</i>	2,421	0,016	H4 Supported
H5	<i>Attitude Towards Online Impulsive Buying → Impulsive Buying Behaviour.</i>	3,929	0,000	H5 Supported

Source: data processed with SmartPLS

Based on the hypothesis testing results using the Structural Equation Modeling (SEM-PLS) approach as presented in Table 4, all causal relationships proposed in the research model are proven to be statistically significant with p-values < 0.05. These findings show that the conceptual model based on Stimulus-Organism-Response (S-O-R) has strong explanatory power in explaining the psychological mechanisms and impulsive buying behavior of consumers in the context of online social commerce.

Effect of Access Convenience on Hedonic Value (H1)

Test results show that access convenience has a positive and significant effect on hedonic value ($T = 3.710$; $p = 0.000$), so H1 is accepted. This finding indicates that the easier consumers access social commerce platforms—whether in terms of time, location, or system stability—the higher the value of pleasure, emotional comfort, and positive experiences felt during the shopping process. Theoretically, this result is in line with the Stimulus-Organism-Response framework, where access convenience acts as an external stimulus that can influence consumers' internal psychological conditions in the form of hedonic value. This finding

strengthens research results conducted by Tomasi Mutya & M. Ilankadhir (2025) which state that ease of access is the main determinant in forming consumers' hedonic experiences in the social commerce environment. In addition, this result is also consistent with research by Lina Y et al. (2022) which found that fast and flexible access increases feelings of pleasure and consumer emotional engagement, especially in productive age groups and digital generations.

Effect of Search Convenience on Hedonic Value (H2)

Hypothesis H2 is also empirically supported, with a T-statistics value of 6.326 and $p = 0.000$. The relatively high T value shows that search convenience is a very strong predictor of hedonic value. This confirms that ease in finding product information, efficient platform navigation, and clarity of search features can enhance enjoyable and entertaining shopping experiences.

This finding extends the study results of Mutya & Ilankadhir (2025) which confirm that search convenience is not merely a functional factor but also has significant emotional implications. In addition, this result is consistent with Lina et al. (2022) which state that fast and intuitive search experiences strengthen consumers' exploratory pleasure, thus increasing the potential for impulsive purchases to occur indirectly through hedonic value.

Effect of Relationship Convenience on Attitude Toward Online Impulsive Buying (H3)

H3 test results show that relationship convenience has a positive and significant effect on attitude toward online impulsive buying ($T = 9.309$; $p = 0.000$). The very high T-statistics value indicates that ease in building personal relationships with sellers or platforms—such as quick responses, personal communication, and individual attention—has a crucial role in forming consumers' positive attitudes toward online impulsive buying.

This finding strengthens the results of Lina et al. (2022) which confirm that social interaction and service personalization in social commerce can create a sense of emotional closeness, which subsequently forms permissive attitudes toward impulsive behavior. Meanwhile, research by Mutya & Ilankadhir (2025) emphasizes more functional convenience aspects; therefore, this research result provides novelty contributions by confirming the role of relationship convenience as a social stimulus that influences the attitude dimension in the S-O-R model.

Effect of Hedonic Value on Impulsive Buying Behaviour (H4)

Hypothesis H4 is also statistically supported, with a T value = 2.421 and $p = 0.016$. This finding shows that hedonic value has a positive effect on impulsive buying behavior, although the strength of the influence is relatively more moderate compared to other relationships in the model. Conceptually, this result confirms that when consumers feel pleasure, entertainment, and positive emotional experiences while shopping online, they tend to make spontaneous purchases without prior planning. This finding is consistent with research by Mutya & Ilankadhir (2025) which places hedonic value as the main psychological mediator between online convenience and impulsive behavior. In addition, this result is in line with Lina et al. (2022) which confirm that hedonic value becomes a strong internal trigger in the context of social commerce, especially when supported by interactive and attractive visual features.

Effect of Attitude Toward Online Impulsive Buying on Impulsive Buying Behaviour (H5)

H5 test results show that attitude toward online impulsive buying has a positive and significant effect on impulsive buying behavior ($T = 3.929$; $p = 0.000$). This finding indicates that the more positive consumers' attitudes toward online impulsive buying, the greater their tendency to realize this behavior in practice.

This result is consistent with Lina et al. (2022) which emphasize that attitude functions as a proximal predictor of actual behavior. In the S-O-R perspective, attitude acts as an organism that bridges external stimuli with behavioral responses. This research also extends the findings of Mutya & Ilankadhir (2025) by showing that in addition to hedonic value, attitude toward impulsive buying is an important psychological mechanism that directly drives impulsive behavior in the social commerce environment.

Overall, these results confirm that all research hypotheses (H1-H5) are empirically supported, and the research model has good capability in explaining the relationships between the tested variables.

Table 5. Model Fit Test Results

	Saturated Model	Estimated Model
SRMR	0.067	0,111
d_ ULS	1,038	2,826
D_ G	0,485	0,593
Chi Square	880.446	970,746
NFI	0,794	0.773

Source: data processed with SmartPLS

Model fit evaluation results show that the estimated structural model has an adequate level of suitability with empirical data. The SRMR value in the saturated model of 0.067 is below the recommended threshold (≤ 0.08), indicating good model fit, while the SRMR value in the estimated model of 0.111 is still acceptable in the context of complex and predictive SEM-PLS models. The d_ ULS and d_ G values show moderate differences between saturated and estimated models, which indicate that the model structure remains stable after the estimation process. In addition, the NFI value approaching 0.80 shows a fairly good level of model fit. Overall, these results confirm that the Stimulus-Organism-Response (S-O-R) based model that integrates online convenience, hedonic value, and attitude toward online impulsive buying is deemed appropriate for structural relationship testing, in line with approaches and empirical findings in previous research in the context of online social commerce.

CONCLUSIONS

This research aims to analyze the effects of access convenience, search convenience, and relationship convenience on impulsive buying behavior with hedonic value and attitude toward online impulsive buying as mediating variables in the context of social commerce in Indonesia. SEM-PLS analysis results show that access convenience and search convenience have positive effects on hedonic value, while relationship convenience has a positive effect on attitude toward online impulsive buying. Furthermore, hedonic value and attitude toward online impulsive buying are proven to have significant effects on impulsive buying behavior. These findings confirm that consumers' psychological mechanisms play an important role in bridging the influence of online convenience on impulsive buying behavior. Thus, the Stimulus-Organism-Response (S-O-R) model is stated to be relevant and capable of explaining consumers' impulsive behavior in the social commerce environment.

Theoretical Implications

Theoretically, this research extends the application of the Stimulus-Organism-Response (S-O-R) model in the context of social commerce in developing countries. This research confirms that online convenience dimensions function not only as functional factors but also as stimuli that trigger emotional responses and consumer attitudes. The integration of relationship convenience as a social stimulus provides novelty contributions by emphasizing the role of personal relationships and attitudes in forming impulsive buying behavior, particularly through the psychological pathways of hedonic value and attitude toward online impulsive buying.

Practical Implications

Practically, this research result provides direction for social commerce platform managers to optimize access and search convenience through simple interface design, fast navigation, and informative search features. In addition, strengthening relationship convenience through service personalization, quick responses, and more humanistic interactions can form consumers' positive attitudes and encourage impulsive buying. Marketing strategies that emphasize convenience and emotional experiences are expected to increase consumer engagement and digital platform sales performance.

Research Limitations

This research has several limitations. First, the use of cross-sectional design limits the research's ability to capture changes in consumer behavior dynamically. Second, data collected through online questionnaires are self-reported, thus potentially causing perception bias. Third, this research only focuses on several dimensions of online convenience without including other factors such as trust, risk perception, or transaction security.

Suggestions And Recommendations

Future research is advised to use longitudinal design to observe changes in consumers' impulsive behavior over time. In addition, adding psychological and situational variables such as trust, risk perception, and transaction security is recommended to enrich the research model. Comparative research across platforms or across countries can also be conducted to increase the generalization of findings in the context of social commerce.

REFERENCES

- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. In *Telematics and Informatics* (Vol. 34, Issue 7, pp. 1177–1190). Elsevier Ltd. <https://doi.org/10.1016/j.tele.2017.05.008>
- Charles, G., & Kanani, R. (2025). Antecedents of social commerce purchase intention: evidence from Tanzanian social media users. *Cogent Business and Management*, 12(1). <https://doi.org/10.1080/23311975.2024.2447409>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>

- Enjelina, R., & Masnita, Y. (2022). (diisi oleh editor) Fenomena Live Streaming Shopping guna Meningkatkan Impulsive Buying Intention dalam E-commerce: Kajian SOR. *EKOMA : Jurnal Ekonomi*, 1(1).
- Hassan, M. S., Islam, M. A., Yusof, M. F. bin, Nasir, H., & Huda, N. (2023). Investigating the Determinants of Islamic Mobile FinTech Service Acceptance: A Modified UTAUT2 Approach. *Risks*, 11(2). <https://doi.org/10.3390/risks11020040>
- Influence of Utilitarian Shopping Value, Personal Innovativeness and Electronic Word of Mouth on Mobile Shopping: A Conceptual Framework. (2022). *Asian Journal of Research in Business and Management*. <https://doi.org/10.55057/ajrbm.2022.4.1.5>
- Jebarajakirthy, C., & Shankar, A. (2021). Impact of online convenience on mobile banking adoption intention: A moderated mediation approach. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102323>
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in Social Media Research: Past, Present and Future. *Information Systems Frontiers*, 20(3), 531–558. <https://doi.org/10.1007/s10796-017-9810-y>
- Lina, Y., Hou, D., & Ali, S. (2022a). Impact of online convenience on generation Z online impulsive buying behavior: The moderating role of social media celebrity. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.951249>
- Lina, Y., Hou, D., & Ali, S. (2022b). Impact of online convenience on generation Z online impulsive buying behavior: The moderating role of social media celebrity. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.951249>
- Mehrabian, A., & Russell, J. A. (1974). *@ Percep~al and Motor Skills 1974 Monograph Supplement 1-V38* (Vol. 38).
- Mutya, T., & Ilankadhir, M. (2025). Exploring multifaceted convenience factors in online social commerce: the role of hedonic value in shaping impulse buying behaviour. *Journal of Economic and Administrative Sciences*, 1–18. <https://doi.org/10.1108/JEAS-10-2024-0423>
- Nigam A, B. A. P. V. S. S. (2023). Impulse purchases during emergency situations: exploring permission marketing and the role of blockchain. *Industrial Management & Data Systems*, Vol. 123 No. 1 , 155–187.
- Park, E. J., Kim, E. Y., Funches, V. M., & Foxx, W. (2012). Apparel product attributes, web browsing, and e-impulse buying on shopping websites. *Journal of Business Research*, 65(11), 1583–1589. <https://doi.org/10.1016/j.jbusres.2011.02.043>
- Pereira ML, de L. M. P. M. S. J. M. C. H.-M. M. (2023). Impulse buying behaviour in omnichannel retail: an approach through the stimulus-organism-response theory . *International Journal of Retail & Distribution Management*, Vol. 51 No. 1, 51(1), 39–58.
- Shankar, A., & Rishi, B. (2020). Convenience matter in mobile banking adoption intention? *Australasian Marketing Journal*, 28(4), 273–285. <https://doi.org/10.1016/j.ausmj.2020.06.008>
- Sharma, P., Sivakumaran, B., & Marshall, R. (2010). Impulse buying and variety seeking: A trait-correlates perspective. *Journal of Business Research*, 63(3), 276–283. <https://doi.org/10.1016/j.jbusres.2009.03.013>
- Venkatesh, V., Walton, S. M., & Thong, J. Y. L. (n.d.). *Quarterly Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology I*. <http://about.jstor.org/terms>
- Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, 36(3), 333–347. <https://doi.org/10.1016/j.ijinfomgt.2015.11.002>