ANALYSIS OF THE IMPACT OF E-SERVICE QUALITY, USER EXPERIENCE, AND SALES PROMOTION ON IMPULSIVE BUYING IN THE SOCO BY SOCIOLLA AND SEPHORA APPLICATIONS

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ABSTRACT

This study uses the PLS-SEM method to explore the effect of e-service quality, user experience, and sales promotion on impulse buying behavior on the SOCO by Sociolla and Sephora applications. The research is motivated by the competitive landscape of the e-commerce beauty and cosmetics sector, which demands an understanding of factors influencing impulsive buying. While previous studies emphasize e-service quality and user experience in customer satisfaction, their direct impact on impulsive buying remains unclear. Active users of the SOCO by Sociolla and Sephora applications provided information via an online questionnaire, which was then evaluated using SmartPLS. The findings demonstrate that sales promotions have a major and advantageous impact on impulsive purchasing, emphasizing the effectiveness of alluring offers like discounts, free shipping coupons, and special promotions for new users in inciting impulsive purchases. On the other hand, although crucial for overall satisfaction, e-service quality and user experience have no direct bearing on impulsive buying in this study. Current solutions focus on enhancing sales promotion strategies to attract more customers. However, further improvements in service quality and user experience could lead to higher customer loyalty and repeat purchases. Conclusively, the study offers significant perspectives to the e-commerce sector regarding the significance of inventive sales promotion tactics in stimulating spontaneous purchasing tendencies, underscoring the necessity of a well-rounded strategy that takes user experience and service quality into account.

I. INTRODUCTION

E-commerce applications have become one of the main means for people to fulfill their shopping needs more efficiently since the COVID-19 pandemic [1]. The existence of e-commerce applications makes it easier for people to shop through websites and mobile applications, allowing shopping activities to be conducted more easily anytime and anywhere. The rise of e-commerce applications has made people's lifestyles more dynamic, encouraging them to meet the demands of their lifestyles. This trend leads people to follow trends based on their wants rather than their needs [2].

As social creatures who need the confidence to socialize with others, humans need to take care of themselves to always look clean and well-groomed, so cosmetics are needed to help with self-care [3]. Cosmetics are a mixture of substances commonly used to care for the body and increase one's self-confidence [4]. Cosmetic products are often associated with beauty, but they are not only used to beautify the body; they can also be used to maintain skin health [5].

The BPOM (National Agency of Drug and Food Control)-certified cosmetic items are sold through SOCO (Sociolla Connect), a reliable online trade platform from Sociolla, providing the best quality in terms of cost and customer feedback [1]. Through this e-commerce site, consumers may either trade for things or just read product reviews left by prior customers. In Indonesian society, e-commerce through Sociolla's SOCO is becoming more and more popular. Wahid's research (2023), which claims that Sociolla gets favorable feedback from consumers and devoted clients, is evidence of this. Due to the favorable response, Sociolla has been able to expand and currently has 50 locations in 30 cities in Indonesia (marketing.co.id).

As a leader in the beauty industry, Sephora offers a wide array of high-quality products, including makeup,

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skincare, and perfumes. The store not only ensures the quality of its products but is also committed to creating a pleasant shopping experience for customers. With both a physical and online presence, Sephora provides convenient options for beauty lovers [6]. As an e-commerce application, it not only provides high-end beauty products but also serves as a platform for consumers to discover various leading brands that are not yet physically present in Indonesia. In one app, Sephora provides easy access to cosmetic products from Nars, Rosebud Salve, Soap and Glory, Make Up For Ever, and even exclusive collections from Sephora Collection. This creates a unique and comprehensive beauty product shopping experience for users [7].

E-service quality is one of the factors that can influence purchasing decisions in e-commerce. Services that effectively and efficiently promote sales, meet customer needs, and meet customer expectations, such as guaranteed consumer security and privacy in responding to complaints without causing problems [5]. In addition, user experience is also an essential factor for a mobile application. The better the user experience an application provides, the more satisfied the user will feel, and the higher the loyalty provided will be [8].

Indonesians tend to have impulsive buying behavior, feeling they want to buy products or services without careful planning. This behavior arises due to emotional or situational impulses. This impulsive buying behavior encourages e-commerce to develop marketing strategies (sales promotion) to attract people's attention and encourage unplanned purchases. Consumers who make impulsive purchases often make purchases without sorting out what they need but tend to make more frequent purchases of a particular brand or product at that time [9].

This research focuses on two beauty e-commerce applications, namely SOCO by Sociolla and Sephora – Beauty Shopping. This restriction helps the author to understand the beauty shopping experience on these two platforms deeply. However, keep in mind that the study results may not be fully applicable to other beauty e-commerce apps, and the presence of external factors such as changes in market trends may affect the generalizability of the study findings. Nonetheless, the authors recognize this limitation to keep the research results accurate, especially in the context of SOCO by Sociolla and Sephora – Beauty Shopping. Therefore, this research focuses on analyzing the effect of E-Service Quality, User Experience, and Sales Promotion on impulsive buying behavior in the SOCO by Sociolla application and the Sephora – Beauty Shopping application, without implementation. Through this research, the authors seek to understand the extent to which these three factors influence consumer behavior in the context of impulsive buying.

II. RESEARCH METHOD

This study uses the SEM method to examine the impact of sales promotion, user experience, and e-service quality on impulse purchases. SEM (Structural Equation Model) is a type of multivariate analysis used in the data analysis of this study to complete the explanatory model. By combining structural techniques, factor analysis, and path analysis with the PLS-SEM method, the validity and reliability of the outer model are confirmed, and the model explains the relationship between the variables in the model [10]. The population of this study is all Indonesian residents who use the SOCO by Sociolla and Sephora applications. Data collection in this study was conducted directly from participants using a questionnaire in the form of Google Forms, which was then distributed through social media X and WhatsApp. Purposive sampling with Lemeshow's method was used to calculate the sample size, resulting in a sample of 386 people. Users of the Sephora or SOCO by Sociolla application on Android or iOS smartphones who have completed at least one transaction and are at least 17 years old were sampled.

A. Literature Review

1. E-Service Quality

E-service quality is a part of a company's strategy to achieve excellence, whether by becoming a market leader or adopting strategies that ensure continuous growth [8]. E-service quality measures the quality of electronic services, considering factors such as speed, reliability, ease of use, and other aspects that affect the online user experience. It can be assessed by the extent to which a website provides effective and efficient customer facilities, from the shopping process to the delivery of products or services [11]. There are two criteria for evaluating e-service quality: good and bad. However, it is essential to remember that e-service quality is flexible, changeable, and not permanent [8]. There are seven indicators of e-service quality:
a. Efficiency: The speed of accessing the application.
b. Fulfillment: The guarantee of order delivery and availability of goods.
c. System Availability: Ensuring the application does not experience downtime when accessed by users.
d. Privacy: The security of customer data.
e. Responsiveness: Measuring how quickly the application responds to user requests.

    f.   Compensation: Providing a guarantee of compensation if something goes wrong with the application.

    g.   Contact: The availability of customer service assistance through online channels provided in the application [12].

2. User Experience

User experience refers to users' overall interaction and experience when dealing with a product, service, or system. User experience is a crucial factor in the success of a mobile application. If an application offers an excellent and exciting user experience, users will feel satisfied and develop loyalty. Conversely, if the user experience improves, users may become dissatisfied and leave [13]. Beyond satisfaction, user experience can impact the perception and reputation of a mobile application. A positive user experience can enhance the image and attractiveness of the application, build user trust, and improve its overall perception. Conversely, a negative user experience can harm the application's reputation. The indicators of user experience are as follows:

    a.   Sense (sensory experience): This involves perceptions around visual aspects, facilities, and products, creating an experience focused on appearance and sensation.

    b.   Feel (emotional experience): This relates to the quality of service, and the emotional impact users feel, emphasizing experiences related to feelings.

    c.   Think (cognitive experience): This focuses on how users think and remember information about an application.

    d.   Act (action experience): This pertains to the actions users take when using the application and is essential for evaluating the extent to which the application meets user expectations.

    e.   Relate (interaction experience): This involves receiving and giving recommendations to friends, which is an integral part of the overall user experience [14].

3. Sales Promotion

Sales promotion is an activity used to increase market sales [9]. It is needed to increase sales and attract consumers to buy the products offered. One effort in sales promotion is to present free shipping vouchers, discounts for trending products, and discounts for new users. In addition, the seller can also hold an exciting campaign. The campaign will arouse consumer interest in buying the product and participating in the campaign. The indicators owned by sales promotion consist of the following:

    a.   Frequency of sales promotion: This refers to how often the application conducts sales promotions over a certain period.

    b.   Quality of sales promotion: This includes how consumers see the promotion positively and significantly benefiting the company.

    c.   Quantity of sales promotion: this assesses the total promotion offered to potential buyers.

    d.   Time of sales promotion: this is used to measure the duration of the promotion provided by the application.

    e.   The accuracy of sales promotion goals refers to the requirements that must be met to ensure the promotion reaches the desired consumer target [15].

4. Impulsive Buying

Impulsive buying is the behavior of consumers who make purchase transactions unplanned. Without sufficient consideration, an emotional urge from within that causes this cannot be suppressed to make transactions [16]. As a result of this behavior, consumers can feel satisfaction after making a purchase, although in the end, it can cause regret. There are four indicators of impulsive buying, namely spontaneous purchases, purchases without thinking, rush purchases, and purchases driven by emotional conditions [17]. The indicators possessed by impulsive buying consist of the following:

    a.   Spontaneity is out of control. Difficult-to-control spontaneous actions often characterize it. Consumers tend to make sudden purchasing decisions without careful planning.

    b.   Psychological conflict: This causes consumers to experience emotional conflict or inner dilemma beforehand, resulting in buying behavior without sufficient consideration.

    c.   Non-cognitive evaluation: This makes decisions that often arise without rational consideration or deep thinking, based more on emotional impulses or sudden desires [18].

E-Service Quality is one of the variables chosen to influence User Experience because it has a direct impact on how users feel and interact with electronic services. This study selected E-Service Quality because of its important role in shaping user perceptions and satisfaction with the experience of using electronic applications or services.
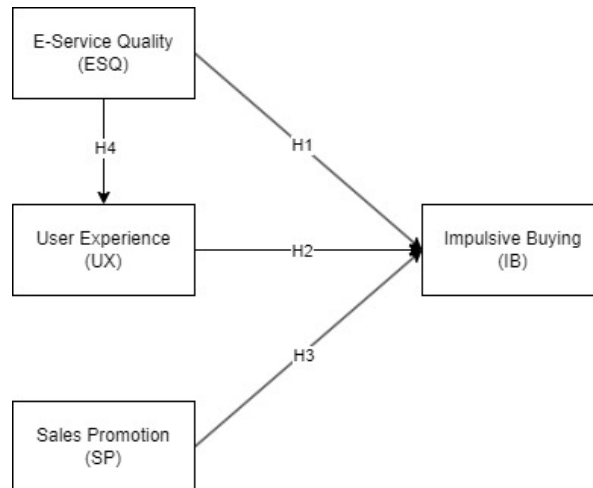
B. Framework of Thought

Figure 1. Framework

C. Hypotheses

H1: The E-Service Quality variable is expected to have an impact on Impulse Buying.
H2: The User Experience variable is expected to have an impact on Impulse Buying.
H3: The Sales Promotion variable is expected to have an impact on Impulse Buying.
H4: The E-Service Quality variable is expected to have an impact on User Experience.

III. RESULT AND DISCUSSION

TABLE I.
RESULTS OF THE ANALYSIS OF RESPONDENT'S ANSWER INDEX REGARDING E-SERVICE QUALITY

Statement	1		2		3		4		5		Index
Items	F	%	F	%	F	%	F	%	F	%	
ESQ1	1	0,25%	3	0,74%	21	5,17%	230	56,65%	151	37,19%	85,96%
ESQ2	1	0,25%	0	0,00%	19	4,68%	166	40,89%	220	54,19%	89,75%
ESQ3	0	0,00%	3	0,74%	20	4,93%	149	36,70%	234	57,64%	90,25%
Average Index											88,65%

The average respondent index for the e-service quality variable is 88.65%. Based on the grading criteria, this figure is classified as excellent. This shows that many respondents agree with all of the assertions related to the e-service quality variable. As a result, these statements, based on current e-service quality indicators, provide a sufficient explanation for the variable.

TABLE II.
RESULTS OF THE ANALYSIS OF RESPONDENT'S ANSWER INDEX REGARDING USER EXPERIENCE

Statement	1		2		3		4		5		Index
Items	F	%	F	%	F	%	F	%	F	%	
UX1	0	0,00%	16	3,94%	53	13,05%	200	49,26%	137	33,74%	82,56%
UX2	2	0,25%	8	1,23%	36	5,91%	187	50,99%	173	41,63%	85,67%
UX3	0	0,00%	8	1,97%	35	8,62%	217	53,45%	146	35,96%	84,68%
Average Index											84,30%

The average respondent index for user experience variables is 84.30%. Based on the grading criteria, this statistic falls into the good category. This shows that most respondents agree with the statements that representing the user experience variable. Thus, these statements, derived from user experience indicators, have adequately explained the variable.

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TABLE III.
RESULTS OF THE ANALYSIS OF RESPONDENT'S ANSWER INDEX REGARDING SALES PROMOTION

Statement Items	1		2		3		4		5		Index
	F	%	F	%	F	%	F	%	F	%	
SP1	20	4,93%	99	24,38%	95	23,40%	136	33,50%	46	13,79%	65,30%
SP2	0	0,00%	19	4,68%	37	9,11%	206	50,74%	144	35,47%	83,40%
SP3	3	0,74%	20	4,93%	52	12,81%	220	54,19%	111	27,34%	80,49%
SP4	3	0,74%	33	8,13%	63	15,52%	177	43,60%	130	32,02%	79,60%
Average Index											77,22%

The average response rate for the sales promotion variable is 77.22%. Based on the grading criteria, this statistic falls into the good category. This demonstrates that the majority of respondents agree with all of the statements proposed to describe the sales promotion variable. Thus, these statements, derived from sales promotion indicators, provide an adequate explanation of the effectiveness of the sales campaign conducted.

TABLE IV.
RESULTS OF THE ANALYSIS OF RESPONDENT'S ANSWER INDEX REGARDING IMPULSIVE BUYING

Statement Items	1		2		3		4		5		Index
	F	%	F	%	F	%	F	%	F	%	
IB1	42	10,34%	122	30,05%	62	15,27%	116	28,57%	64	15,76%	61,87%
IB2	21	5,17%	44	10,84%	46	11,33%	174	42,86%	121	29,80%	76,26%
IB3	31	7,64%	96	23,65%	67	16,50	145	35,71%	67	16,50%	65,96%
Average Index											68,03%

The average respondent index for the impulsive buying variable is 68.03%. Based on the grouping of assessment criteria, this figure falls into the good enough category. This shows that most respondents agree with all the statements submitted to represent the impulsive buying variable. Thus, these statements, obtained from the indicators on impulsive buying, have provided an adequate understanding of impulsive buying behavior among respondents.

A. Validity Test

TABLE V.
OUTER LOADING

E-Service Quality		User Experience		Sales Promotion		Impulsive Buying	
ESQ1	0.735	UX1	0.711	SP1	0.820	IB1	0.809
ESQ2	0.588	UX2	0.809	SP2	0.659	IB2	0.756
ESQ3	0.787	UX3	0.718	SP3	0.608	IB3	0.813
				SP4	0.734		

The table above displays the results of computing the outer loading value for each statement that exceeds 0.5 in each variable [19]. This demonstrates the legitimacy of the questions utilized. The lowest value is in the ESQ2 statement item (0.588), while the highest is in the SP1 item (0.820).

TABLE VI.
HTMT

	E-Service Quality	Impulsive Buying	Sales Promotion	User Experience
E-Service Quality				
Impulsive Buying	0,149			
Sales Promotion	0,345	0,845		
User Experience	0,599	0,280	0,554	

The results of testing discriminant validity on the data show that all HTMT (Heterotrait-Monotrait Ratio) values are below 0.9, indicating validity. This demonstrates that all indicators in the model have discriminated well in measuring each variable [19].

TABLE VI.
AVERAGE VARIANCE EXTRACTED

Variable	Average Variance Extracted (AVE)
E-Service Quality	0.511
User Experience	0.558
Sales Promotion	0.504
Impulsive Buying	0.629

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The test results show that all variables are considered valid because the test result value exceeds 0.5 for each variable, indicating adequate validity for all variables tested [19].

B. *Reliability Test*

TABLE VIII.
CRONBACH'S ALPHA AND COMPOSITE RELIABILITY

Variable	Cronbach's Alpha	Composite Reliability
E-Service Quality	0.540	0.755
User Experience	0.611	0.791
Sales Promotion	0.674	0.800
Impulsive Buying	0.705	0.836

Table 8 shows that all variables have composite reliability scores above 0.7 [20]. This signifies that the model fulfills the standard standards. The variable with the highest composite dependability value is impulsive purchase (0.836), while the lowest value is e-service quality (0.755).

Cronbach's alpha is a metric that measures a variable's minimal reliability. Cronbach's alpha must be at least 0.5 [21]. As a result, if the test results generate a value greater than the minimum threshold, the variable is considered dependable. Impulsive buying has the greatest Cronbach's alpha value, 0.705, while e-service quality has the lowest value, 0.540.

C. *Inner Model*

TABLE IX.
R-SQUARE

Variable	R-Square	R-Square Adjust
User Experience	0,142	0,139
Impulsive Buying	0,367	0,363

The results in Table 9 show that e-service quality, user experience, and sales promotion all increase impulsive buying by 36.3%. Furthermore, e-service quality improves user experience by 13.9%. Other independent variables not included in this study account for 63.7% and 86.1% of the variation in impulsive buying and user experience, respectively.

TABLE X.
Q-SQUARE

Variable	SSO	SSE	$Q^2 (= 1 - SSE/SSO)$
E-Service Quality	1218.000	1218.000	
User Experience	1218.000	1132.109	0.071
Sales Promotion	1624.000	1624.000	
Impulsive Buying	1218.000	946.603	0.223

Table 10 displays the test findings, which reveal that a Q-square value of 0.071 indicates poor predictive relevance and a value of 0.223 suggests intermediate predictive relevance [22].

TABLE XI.
F-SQUARE

	E-Service Quality	User Experience	Sales Promotion	Impulsive Buying
E-Service Quality		0.165		0.000
User Experience				0.000
Sales Promotion				0.527
Impulsive Buying				

According to the F-square test results above, e-service quality has a significant influence on user experience, with a value of 0.527. Meanwhile, sales promotion has a minor effect on impulsive purchase with a value of 0.165 [22].

TABLE XII.
MODEL FIT

	Saturated Model	Estimated Model
SRMR	0.095	0.115
NFI	0.529	0.498

According to Table 12, the SRMR for the saturated model is 0.095 and for the estimated model is 0.115. This

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shows that, while the model matches the data pretty well, there is a minor discrepancy that is still acceptable. Furthermore, the NFI for the saturated model was 0.529, and the estimated model was 0.498, showing a fair fit, if not optimum [22].

D. Hypothesis Test

TABLE XIII.
T-STATISTIC

	Original Sample (O)	T Statistic (|O/STDEV|)	P Values
E-Service Quality (ESQ) →Impulsive Buying (IB)	−0.011	0.276	0.782
User Experience (UX) →Impulsive Buying (IB)	−0.017	0.333	0.739
Sales Promotion (SP) →Impulsive Buying (IB)	0.613	15.272	0.000
E-Service Quality (ESQ) → User Experience (UX)	0.376	7.675	0.000

According to Table 13 above, the test results suggest that the e-service quality variable has an original sample value of -0.011. The data processing findings show that the t-statistic value is 0.276, which is less than the t-table value of 1.984, and the significance value (P value) is 0.782, which is more than 0.05 [23]. This demonstrates that e-service quality has no significant detrimental impact on impulsive buying. As a result, the research hypothesis claiming that e-service quality influences impulsive buying is rejected.

Table 13 further reveals that the user experience variable test results had an initial value of -0.017. The data processing findings show a t-statistic value of 0.333, which is less than the t-table value of 1.984, and a significance value (P value) of 0.739, which is more than 0.05 [23]. This demonstrates that user experience has no major detrimental impact on impulsive purchases. As a result, the research hypothesis claiming that user experience influences impulsive buying is rejected.

Furthermore, Table 13 shows that the test results of the sales promotion variable have an original value of 0.613. The data processing findings show a t-statistic value of 15.272, which is higher than the t-table value of 1.984, and a significance value (P Value) of 0.000, which is less than 0.05 [23]. This demonstrates that sales promotions have a big and favorable impact on impulse purchases. As a result, the research hypothesis claiming that sales promotions influence impulsive purchase is accepted.

Furthermore, Table 13 shows that the original value of the test results for the e-service quality variable is 0.376. The data processing findings show a t-statistic value of 7.675, which is higher than the t-table value of 1.984, and a significance value (P Value) of 0.000, which is less than 0.05 [23]. This demonstrates that e-service quality has a considerable and beneficial impact on the user experience. As a result, the research hypothesis that e-service quality has an impact on user experience has been accepted.

E. Discussion

1. Impact of E-Service Quality on Impulsive Buying

The hypothesis testing results show that the variable e-service quality has no significant effect on impulsive buying behavior. As a result, the hypothesis that e-service quality has a large effect on impulsive buying is rejected. Users of the SOCO by Sociolla and Sephora apps commonly endure outages, sluggish response times, and other technical issues that impair their purchasing experiences. While e-service quality is important, elements such as sales promotions, delightful shopping experiences, and appealing offers may have a greater impact on driving impulsive purchases.

This finding is different from the results of Arthur Joshua and Rosali Sembiring (2023), who stated that the e-service quality variable has a positive and significant influence on impulsive buying [24]. Several factors could contribute to this discrepancy, including variations in the number of questionnaire statements and the number of respondents, which in this case was limited to a sample of 110. Additionally, the scope of respondents being confined to a single area, Jakarta, may have influenced the results. Furthermore, the focus of the research on a different e-commerce application, Shopee, might also play a significant role in these differences.

2. Impact of User Experience on Impulsive Buying

The hypothesis testing results show that the user experience variable has no meaningful effect on the impulsive buying variable. As a result, the notion that user experience has a major effect on impulsive buying is not valid. The SOCO by Sociolla and Sephora apps have attempted to deliver an appealing visual experience as well as high-quality service, but these efforts have had little impact on impulse purchases. Technical difficulties, such as difficulty finding products, poor answers, and other concerns, can all detract from the online buying experience.

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3. Impact of Sales Promotion on Impulsive Buying

Hypothesis testing results show that the sales promotion variable has a strong positive effect on the impulsive purchase variable. Thus, the idea that sales promotions have a major effect on impulsive purchasing can be accepted. This finding is corroborated by study Arthur Joshua and Rosali Sembiring (2023), which indicates that sales promotions have a positive and significant effect on impulsive purchasing [24]. SOCO by Sociolla and Sephora programs commonly offer consumers profitable sales incentives like as discounts, promotional merchandise, and free gifts. Despite the reduced costs, the items' quality is consistent with that maintained at regular prices.

4. Impact of E-Service Quality on User Experience

These results indicate that e-service quality has a significant and positive influence on user experience, supported by previous research Cindy Ayu Putri and Paham Ginting (2021) [25]. This suggests that enhancements in e-service quality can effectively enhance the overall user experience of using the app. For instance, apps like SOCO by Sociolla and Sephora excel in establishing user trust through guaranteed security for stored user data, thereby alleviating concerns about potential threats to personal information. Additionally, these apps feature user-friendly navigation, seamless product access, and responsive customer service, all contributing to enhanced overall user satisfaction.

The study results show that E-Service Quality and User Experience do not significantly impact impulse purchases, which can be explained by several additional factors that may influence this behavior beyond the variables studied. Individual psychological factors, such as the impulsivity intrinsic to consumers, can play a significant role. In addition, environmental factors such as promotions from competitors, market trends, and changing consumer preferences also influence impulse purchase decisions. External factors such as economic conditions, government policies, and social changes also play an essential role. Other factors not covered in this study, such as cultural factors, personal values, and previous experience in online shopping, also influence. Therefore, considering these factors when formulating marketing strategies is essential. By understanding these additional factors, e-commerce companies can develop more holistic and diverse approaches. These strategies will help improve user experience and minimize the impact of impulse buying behavior on e-commerce platforms.

IV. CONCLUSION

According to the findings of the study, sales promotions have a large and favorable effect on impulse buying behavior. These findings demonstrate that sales promotions, such as discounts, promotional products, and gifts available through the SOCO by Sociolla and Sephora applications, can effectively entice users to make purchases without thorough planning. Despite the cheaper products, quality is maintained, resulting in a gratifying shopping experience and user loyalty to the app.

In addition, the findings show that e-service quality has a considerable and beneficial impact on user experience. This shows that systems such as Sociolla's SOCO and Sephora, which prioritize user data protection, simplicity of navigation, and prompt customer service, might improve overall user satisfaction. By maintaining data security and enabling straightforward navigation, these apps not only boost user trust but also increase the possibility of frequent contact with the items and promotions available.

Overall, this study emphasizes the relevance of sales promotion and e-service quality in the context of e-commerce. Recognizing that sales promotions encourage impulse purchases and e-service quality improves user experience, applications such as SOCO by Sociolla and Sephora can develop methods to maintain existing customers while attracting new ones. This synergy not only increases sales but also strengthens their competitive advantage in a highly competitive e-commerce sector.

This study has limitations that need to be clearly recognized, especially since it only focused on two e-commerce applications: SOCO by Sociolla and Sephora. This limitation may affect the generalizability of the results to a wider population. Each e-commerce app has unique characteristics and different users, and external factors such as market trends, economic conditions, government policies, social changes, and shifts in consumer preferences may also affect the generalizability of these results. Additionally, the rapid changes in these external factors may make it difficult to directly apply the findings of this study to a broader population.

Therefore, external factors such as economic conditions, government policies, social changes, and shifts in consumer preferences must be considered when generalizing the study's results to a wider population. In this context, follow-up research involving various e-commerce platforms and a broader population of users is recommended to strengthen the generalizability of the study's findings. This approach will provide a more

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comprehensive and relevant understanding of the factors influencing consumers' impulse buying behavior in diverse market contexts.

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