

SYSTEMATIC LITERATURE REVIEW: FAKTOR-FAKTOR YANG MEMPENGARUHI IMPULSIVE BUYING PADA GENERASI Z DI ERA DIGITAL

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Abstract

This systematic literature review examines the factors influencing impulsive buying behavior among Generation Z in the digital era. The research problem addresses the increasing tendency of Generation Z to engage in unplanned purchases through ecommerce platforms, driven by various digital marketing strategies and psychological factors. This study employs a systematic literature review methodology, analyzing 20 relevant research articles published between 2023- 2025 from national and international journals. The review identifies key factors affecting Generation Z's impulsive buying, including digital marketing elements (live streaming, affiliate marketing, social media advertising), brand-related factors (brand image, celebrity endorsers, influencer credibility), promotional strategies (sales promotion, discount vouchers, flash sales), psychological factors (FOMO, hedonic motivation, scarcity), and technological innovations (AI recommendations, payment methods). The findings reveal that live streaming and social media advertising have the most significant impact on impulsive buying behavior, while brand image and digital marketing strategies collectively create a powerful influence on Generation Z's purchasing decisions. This research contributes to understanding the complex interplay between digital marketing tactics and consumer psychology in shaping impulsive buying patterns among the digital-native generation.

Keywords: digital era, generation z, impulsive buying,

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