

ABSTRACT

The Internet has become a necessity for many as time goes by. The rapid development of technology and communication now facilitates internet access, as do merchants who market their products and services online. Businesses, homes, individuals, governments, and other private or public entities are among the participants who can engage in e-commerce transactions. The rapid development of technology has increased consumptive behavior in individuals. This encourages people, especially Generation Z, to make impulsive purchases due to advertising on social media. This study aims to analyze the factors that can affect the impulsive purchase of Somethinc products in Generation Z Muslims in Central Java. The method used in this study was multinomial logistic regression analysis using IBM SPSS 25 software. Primary data was obtained through a questionnaire with 150 respondents from Generation Z Muslim in Central Java. Research results have the result that fear of missing out has a positive and significant effect on impulsive buying, while voucher discount has a negative and significant effect on impulsive buying. Consumer income, product prices, consumer preferences, and live streaming have no effect and are insignificant on impulsive buying.

Keywords: impulsive buying, consumer income, product prices, consumer preferences, live streaming, fear of missing out, voucher discount