

DAFTAR PUSTAKA

- Agrawal, D. K. (2022). Determining behavioural differences of Y and Z generational cohorts in online shopping. *International Journal of Retail and Distribution Management*, 50(7), 880–895.
- Agrawal, S., & Sareen, SA (2016). Penjualan Kilat – Pengubah Permainan dalam Industri E-Commerce India. *Jurnal Internasional Riset dan Inovasi Mutakhir*, 4(1), 343–348.
- Agustina, R. S., Mufti, A. M., Rahmawati, I., & Fahrani, I. (2024). Analisis Kecenderungan Pembelian Secara Impulsif Ditinjau Dari Sudut Pandang Islam. *J-EBI Jurnal Ekonomi dan Bisnis Islam*, 3(01), 52-60.
- APJII. (2024). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. Jakarta: Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). Retrieved from <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Areta, T. D., & Khairina, N. (2024). Dampak Discount Promotion pada Platform E-Commerce terhadap Perilaku Impulsive Buying. *Flourishing Journal*, 4(1), 41-46.
- Ariyanti, L., & Iriani, S. S. (2022). Pengaruh promosi penjualan dan electronic word of mouth terhadap pembelian impulsif pada saat special event day (studi pada konsumen shopee jawa timur). *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(5), 491-508.
- Badan Pusat Statistik. (2023). 10 provinsi dengan jumlah usaha e-commerce terbanyak di Indonesia. GoodStats. <https://data.goodstats.id/statistic/10-provinsi-dengan-jumlah-usaha-e-commerce-terbanyak-di-indonesia-r11ET>
- Badan Pusat Statistik. (2024). *Penduduk Kelompok Umur (Jiwa) 2021-2023*. Retrieved from Badan Pusat Statistik Kota Semarang: <https://semarangkota.bps.go.id/id/statistics-table/2/NDkjMg==/penduduk-kelompok-umur.html>
- Belk, R. W. (1974). An Exploratory Assesment of Situational Effect in Buyer Behavior. *Journal of Marketing Research*, Vol 11, 156-163.
- Boeker, M., & Urman, A. (2022, April). An empirical investigation of personalization factors on TikTok. In *Proceedings of the ACM web conference 2022* (pp. 2298-2309).

- Bulele, Y. N. (2020). Analisis fenomena sosial media dan kaum milenial: studi kasus tiktok. In *Conference on Business, Social Sciences and Innovation Technology* (Vol. 1, No. 1, pp. 565-572).
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business horizons*, 63(4), 469-479.
- Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2015). *Digital business and e-commerce management*. Pearson Uk.
- Chan, T., Cheung, C., & Lee, Z. (2017). The state of online impulse-buying research: A literature analysis. *Information and Management*, Vol 54, 204-217.
- Chang, H. H., & Chen, S. W. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online Information Review*, Vol 32, No 6, 818-841.
- Dermawansyah (2020).” Pengaruh Progran Flash Sale Terhadap Perilaku Impulsive Buying Konsumen Marketplace”. *Journal Of Ekonomik Edukation and Enterpreneurship Study* (JE3S) Vol 1, No 2
- Donovan, R. J., & Rossiter, J. R. (1982). Store Atmosphere: An Environmental Psychology Approach. *Journal of Retailing*, Vol 58, No 1, 34-57.
- eCBD. (2024). *Makin Maju, Pertumbuhan E-Commerce Indonesia yang Diprediksi Tertinggi di Dunia*. GoodStats. <https://data.goodstats.id/statistic/makin-maju-pertumbuhan-e-commerce-indonesia-yang-diprediksi-tertinggi-di-dunia-QiN5h>
- Engel, J., Blackwell, R., & Miniard, P. (1994). *Perilaku Konsumen* (6th ed.). Jakarta: Binarupa Aksara.
- Fadzaki, K., & Rahmayanti. (2023). Pengaruh Fashion Involvement, Promosi, dan Religiusitas terhadap Impulse Buying dengan Shopping Emotion sebagai Variabel Intervening. *Mabny: Journal of Sharia Management and Business*, 3(2).
- Fathia, N., & Vania, A. (2023). Impulsive buying behavior: scarcity impact of flash sale through arousal as mediating variable. *Jurnal Mantik*, 7(3), 1766-1776.
- Febrilia, I., & Warokka, A. (2021). Consumer traits and situational factors: Exploring the consumer's online impulse buying in the pandemic time. *Social Sciences & Humanities Open*, 4(1), 100182.
- Ferdinand, A. (2020). *Metode penelitian manajemen: Pedoman penelitian untuk skripsi, tesis, dan disertasi ilmu manajemen* (6th ed.). Semarang: Universitas Diponegoro.

- Fiore, A. M., & Kim, J. (2007). An integrative framework capturing experiential and utilitarian shopping experience. *International Journal of Retail and Distribution Management*, Vol 35, No 6, 421-442.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92.
- Ghozali, I. (2023). *Aplikasi analisis multivariate dengan program IBM SPSS 29*. Semarang: Badan Penerbit Universitas Diponegoro.
- Grewal, D., Roggeveen, AL, Compeau, LD, & Levy, M. (2012). Strategi penetapan harga berbasis nilai ritel: Era baru, teknologi baru, konsumen baru. *Jurnal Ritel Ulang*, 88(1), 1–6.
- Gunawan, H., Andara, M. R., & Hardayu, A. P. (2025). Dampak media sosial, influencer marketing dan periklanan online terhadap perilaku pembelian impulsif generasi Z di Indonesia: Peran FOMO. *Jurnal Review Pendidikan dan Pengajaran*, 8(1), 874–880.
- Gupta, P., & Harris, J. (2010). Bagaimana rekomendasi e-WOM memengaruhi pertimbangan produk dan kualitas pilihan: Perspektif motivasi untuk memproses informasi. *Jurnal Riset Bisnis*, 63(9–10), 1041–1049.
- Handayani, F., Evelina, L., Sylvina, V., & Lestari, A. (2019). Digital influencer in product promotion: fostering consumers' trust by engaging followers. In *WoMELA-GG 2019: The 1st Workshop on Multimedia Education, Learning, Assessment and its Implementation in Game and Gamification in conjunction with COMDEV 2018, Medan Indonesia, 2019*.
- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh influencer marketing sebagai strategi pemasaran digital era moderen (Sebuah studi literatur). *Eksekutif*, 15(1), 133-146.
- Hayu, R. S., & Arianto, D. (2023). The Effect of Shopping Lifestyle, E-Payment and Free Shipping Promotion of Impulse Buying On TikTok Shop Users in Indonesia. *International Research Journal of Economics and Management Studies IRJEMS*, 2(2).
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. *Journal of interactive marketing*, 18(1), 38-52.

- Hermawan, A., & Rofiq, A. (2025). The effect of flash sale on impulsive buying: The mediating role of positive emotion and the moderating role of fear of missing out (FOMO) among Shopee users in Malang. Universitas Brawijaya Repository.
- Hermawan, D., & Rofiq, A. (2024). The effect of flash sale on impulsive buying with positive emotion as mediating variable among Shopee users in Malang City. *East Asian Journal of Multidisciplinary Research*, 3(6), 2067–2078.
- Hermayanti, A & Suantiaji. (2022). Analisis Faktor Yang Mempengaruhi Tingkat Pembelian Impulsif Konsumen Di Pasar Modern Kota Tegal Pada Masa Pandemi Covid-19. *Monex: Journal of Accounting Research*, 11(01), 49-60.
- Hidayah, N. S., Suhud, U., & Febrilia, I. Analysis of Impulsive Buying Among Generation Z and Millennials in Bekasi City: What is the Role of Flash Sale and Live Shopping?. *International Journal Of Education, Social Studies, And Management (IJESSM)*, 5 (1), 185-199.
- Hidayat, M. J. (2010). *An Introduction to the Sharia Economic*. Zikrul Hakim.
- Honeybill, J. (2023). Purchase Intention in TikTok Streaming Commerce: The Role of Engagement and Trust. *Journal of Innovation and Entrepreneurship*, 12(1), 1–15.
- Irfany, M. I., Khairunnisa, Y., & Tieman, M. (2024). Factors influencing Muslim Generation Z consumers' purchase intention of environmentally friendly halal cosmetic products. *Journal of Islamic Marketing, Vol. 15 No. 1*, 221-243.
- K'adekova, Z., & Holiencinová, M. (2018). Pemasaran influencer sebagai fenomena modern yang menciptakan batas baru peluang virtual. *Communication Today*, 9(2), 90–105.
- Karim, A. A. (2015). *Ekonomi Mikro Islam (Edisi Kelima)*. PT. Raja Grafindo Persada.
- Kerlinger, F. N. (2000). *Foundations of behavioral research (4th ed.)*. Fort Worth, TX: Harcourt College Publishers.
- Kim, J., & Eastin, M. S. (2021). Influencer credibility and purchase intention: Examining the role of perceived similarity and parasocial interaction. *Journal of Interactive Advertising*, 21(2), 76–91.

- Kompas.com. (2024, Juli 1). Hasil riset: Kebiasaan belanja Gen Z sangat dipengaruhi TikTok.
<https://money.kompas.com/read/2024/07/01/181000426/hasil-riset--kebiasaan-belanja-gen-z-sangat-dipengaruhi-tiktok>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Harlow: Pearson Education Limited
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024) *Principles of marketing 19th Edition*. England: Pearson Education Limited.
- Kupperschmidt, B. R. (2000). Tips to help you recruit, manage, and keep Generation X employees. *Nursing management*, 31(3), 58-60.
- Kurniati. (2016). *Teori Perilaku Konsumen Persepsi Ekonomi Islam*.
- Lamis, S. F., Handayani, P. W., & Fitriani, W. R. (2022). Impulse buying during flash sales in the online marketplace. *Cogent Business & Management*, 9(1), 2068402.
- Lavenia, G., & Erdiansyah, R. (2022). Analisis pengaruh influencer marketing dan perceived trust terhadap impulsive buying Menantea. *Prologia*, 6(2), 328–333.
- Lee, C.-H., & Chen, C.-W. (2021). Impuls Buying Behaviors in Live Streaming Commerce Based on the Stimulus-Organism-Response Framework. *Information*, 2-17.
- Lerner, J. S., Li, Y., Valdesolo, P., & Kassam, K. S. (2015). Emotion and decision making. *Annual review of psychology*, 66(1), 799-823.
- Lina, Y., Hou, D., & Ali, S. (2022). Impact of online convenience on generation Z online impulsive buying behavior: The moderating role of social media celebrity. *Frontiers in Psychology*, 13.
- Liska, M., & Utami, F. N. (2023). *The Influence of Shopping Lifestyle and Discount Prices on Impulsive Buying Through Tiktok Shop Media on Generation Z and Millennials in Jakarta*. *Management Studies and Entrepreneurship Journal*, 4 (5), 6215–6123.
- Madinah, C. A., Pratiwi, N. M. I., & Pujiyanto, A. (2025). Pengaruh influencer marketing dan flash sale terhadap impulsive buying behavior dengan hedonic shopping motivation sebagai variabel moderasi pada pengguna TikTok Shop generasi Z di Surabaya. *Journal Social Society*, 5(1), 548–562.
- Mahardika, T. P. (2020). Pengaruh Pengetahuan dan Religiusitas terhadap Minat Beli Produk Halal dengan Sikap Konsumen sebagai Variabel Mediasi. *Jurnal Manajemen (JM)*, 8(3).

- Majid, M. K. A., Sa'dullah, N., & Rahmawati, L. (2024). Fenomena dan perilaku belanja online melalui TikTok Shop pada Generasi Z perspektif konsumsi Islam. *Jurnal Ilmiah Ekonomi Islam*, 10(2), 1796–1806.
- Manan, Muhammad Abdul. 2012. *Hukum Ekonomi Syari'ah dalam Perspektif Kewenangan Peradilan Agama*. Jakarta: Kencana Prenada Media Group.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
- Mankiw, N. G. (2018). *Principles of Microeconomics* (8th ed.). Boston: Cengage Learning.
- Mannheim, K. (1952). The sociological problem of generations. *Essays on the Sociology of Knowledge*, 306, 163-195.
- Martaleni, M., Hendrasto, F., Hidayat, N., Dzikri, A. A., & Yasa, N. N. K. (2022). Flash sale and online impulse buying: Mediation effect of emotions. *Innovative Marketing*, 18(2), 49.
- McKenzie, L. (2024). Social Commerce 2.0: Consumer Behavior on TikTok Shop. *International Journal of Digital Marketing Trends*, 9(1), 1–15.
- Mehrabian, A., & Russell, J. A. (1974). An Approach to Environmental Psychology, In Fisher, Feffery D Paul A Bell and Andrew Baum *Environmental Psychology*, 2nd ed. New York: Holt, Rinchard and Winston.
- Meiyandri, V., & Heng, L. (2025). Influencer marketing and purchasing decisions: The mediating role of E-WOM on TikTok. *Target: Jurnal Manajemen Bisnis*, 7(2), 111–120.
- Mertaningrum, N. L. P. E., Giantari, I. G. A. K., Ekawati, N. W., & Setiawan, P. Y. (2025). Price discount, influencer and impulsive buying: When emotions overpower logic on social media. *Edelweiss Applied Science and Technology*, 9(7), 1960-1971.
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce? The role of SOR theory. *International Journal of Web Information Systems*, 17(4), 300-320.
- Muflih, M. (2006). *Perilaku Konsumen dalam Perspektif Ilmu Ekonomi Islam*. Raja Grafindo Persada.
- Munifatussa'idah, N., & Sulaeman, A. (2022). Islamic Consumption Behavior and Its Impact on Impulse Buying among Muslim Consumers. *Journal of Islamic Economics and Business Research*, 10(3), 145–156.

- Najjar, L.J. (2011). Kemajuan dalam desain antarmuka pengguna e-commerce. Simposium tentang Antarmuka Manusia, 292–300.
- Ngo, T. T. A., Nguyen, H. L. T., Nguyen, H. P., Mai, H. T. A., Mai, T. H. T., & Hoang, P. L. (2024). A comprehensive study on factors influencing online impulse buying behavior: Evidence from Shopee video platform. *Heliyon*, 10(15).
- Oktavyana, K., Habra, M. D., Fikri, M. H., & Siregar, H. (2024). Pengaruh program gratis ongkir, discount, dan flash sale terhadap impulse buying (Studi kasus pengguna TikTok Shop pada masyarakat di Dusun Pembangunan I Desa Sekip Lubuk Pakam). *Jurnal Mirai Management*, 9(1), 1016–1024.
- Oskar, D. P., Mariana, R., & Wahyuni, R. (2024). Emosi Positif Sebagai Mediator Antara Shopping Lifestyle dan Impulse Buying. *Psyche 165 Journal*, 201-206.
- Pandiangan, V., Tumbuan, W. J., & Saerang, R. T. (2024). The Influence of Product Quality, Lifestyle, And Influencer Marketing on Impulse Buying of Skintific Products at The Tiktok Shop Among Generation Z. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 12(01), 640-651.
- Park, Eun Joo., Eun, Young Kim., Judith, Cardona Forney. (2006). A Structural Model of Fashion-oriented Impulse Buying Behavior. *Journal of Fashion Marketing and Management*. Vol. 10 No.4: 433-446.
- Pindyck, R.S., & Rubinfeld, D.L. 2015. *Microeconomics* (8 th ed.; S. Yagan, Ed.). England: Pearson Education.
- Premananto, Gancar Candra. (2007). Proses Pengambilan Keputusan Pembelian Impuls dengan Pendekatan Psikologi Lingkungan dan Rantai Kausalitas. *Jurnal Antisipasi*, No.1, Hal. 172-184.
- Priyono, M. B., & Sari, D. P. (2023). Dampak Aplikasi Tiktok Dan Tiktok Shop Terhadap UMKM Di Indonesia. *Jurnal Ilmiah Wahana Pendidikan*, 9(17), 497–506.
- Purba, N., Ekonomi, F., Bisnis, D., Uin, I., Utara, S., & Yahya, M. (2021). Revolusi Industri 4.0 : Peran teknologi dalam eksistensi penguasaan bisnis dan implementasinya. *Jurnal perilaku dan strategi bisnis*, 9 (2), 91-98.
- Rafsanjani, M. A., Wulandari, S. S., Wardoyo, D. T. W., Soesatyo, Y., Srisuk, P., & Saphira, H. V. (2025). Unveiling Impulsive Buying Behavior During E-Commerce Discount Events Among College Students. *International Journal of Emerging Research and Review*, 3(2), 000092-000092.

- Rahmah, N., & Idris, M. (2018). Impulsive buying behaviour dalam perspektif ekonomi islam. *Jurnal Ekonomi Bisnis Syariah*, 1(2), 88-98.
- Rahmawati, I., & Lestari, D. (2021). Pemahaman nilai konsumsi Islam dan perilaku pembelian impulsif pada konsumen Muslim milenial. *Jurnal Ekonomi Syariah*, 13(2), 145–156.
- Rook, D. W. (1987). The buying impulse. *Journal of consumer research*, 14(2), 189-199.
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 22(3), 305–313.
- Rozalinda. (2016). *Ekonomi Islam (Teori dan Aplikasinya pada Aktivitas Ekonomi)*. Rajawali Pers.
- Schiffman, L. G., & Wisenblit, J. L. (2020). *Consumer behavior* (13th ed.). Pearson Education.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Chichester: John Wiley & Sons.
- Setiawan, A. J., & Sahetapy, W. L. (2022). *Pengaruh hedonic consumption terhadap impulse buying dengan positive emotion sebagai variabel intervening pada event flash sale Sociolla*. *AGORA*, 10(1).
- Shamim, K., Azam, M., & Islam, T. (2024). How do social media influencers induce the urge to buy impulsively? Social commerce context. *Journal of Retailing and Consumer Services*, 77, 103621.
- Shao, Z. (2024). How the characteristics of social media influencers and live content influence consumers' impulsive buying in live streaming commerce? The role of congruence and attachment. *Journal of Research in Interactive Marketing*, 18(3), 506-527.
- Shimp, TA (2014). *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi* (HB Sena, F. Santi, & AP Dewi, Penerjemah). Jakarta: Salemba Empat.
- Sholekhah, A. (2023). Pengaruh program flash sale Tik Tok Shop terhadap impulsive buying pada generasi Z menurut etika konsumsi dalam ekonomi syariah. *Mu'amalatuna: Jurnal Ekonomi Syariah*, 6(1).
- Simanjorang, R., & Nawawi, Z. M. (2022). The Role Of Social Media Tiktok In Increasing The Interest In Entrepreneurship In The Millenial Generation. *Journal of Business, Social and Technology (Bustechno)*, 3(1), 10–13.

- Statista. (2024). *Countries with the largest TikTok audience as of July 2024 (in millions)*. Worldwide: Laura Ceci. Retrieved from <https://proxy.parisjc.edu:8293/statistics/1299807/number-of-monthly-unique-tiktok-users/#:~:text=As%20of%20July%202024%2C%20Indonesia,around%20120.5%20million%20TikTok%20users>.
- Stern, H. (1962). The Significance of Impulse Buying Today. *Journal of Marketing*, 26(2), 59.
- Sugiyono. (2023). *Metode penelitian kuantitatif, kualitatif, dan kombinasi (mixed methods)*. Alfabeta.
- Sundström, M., Hjelm-Lidholm, S., & Radon, A. (2019). Clicking the boredom away—Exploring impulse fashion buying behavior online. *Journal of Retailing and Consumer Services*, 47, 150-156.
- Supriatno, G., & Pratminingsih, S. A. (2025). *Impulse buying and the mediating role of positive emotion*. *Journal of E-Business*, 10(1), 45–58.
- Sutabri, T. (2012). *Konsep sistem informasi*. Penerbit Andi.
- Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*, 15(S1), S71–S83.
- Wardhana, A. (2024). *Perkembangan E-Commerce di Indonesia* (M. Pradana, Ed.). <https://www.researchgate.net/publication/384189474>
- Watson, D., Clark, L. A., & Tellegan, A. (1998). Development and Validation of Brief Measures of Positive and Negative Affect: The PANAS Scales. *Journal of Personality and Social Psychology*, 74, 1063-1070.
- Watty, F. (2025). *Gen Z online shopping behavior – statistics & facts*.
- We Are Social. (2024). *Alasan Masyarakat Memilih Belanja Secara Daring (Online)*.
- Wijianto, H. S., Djunaidi, D., & Rahmadi, A. N. (2024). The Influence of Flash Sales and Free Shipping on Shopee on Impulsive Buying Among Gen Z in Nganjuk Regency. *JEM17: Jurnal Ekonomi Manajemen*, 9(2).
- Wulandari, N. T., Prihatini, A. E., & Farida, N. (2023). Pengaruh Emosi Positif Dan Promosi Penjualan Terhadap Perilaku Pembelian Impulsif Pada Konsumen Shopee (Studi Kasus Pada Mahasiswa Universitas Diponegoro). *Jurnal Ilmu Administrasi Bisnis*, 12(1), 81-91.

- Wulandari, N. T., Prihatini, A. E., & Farida, N. (2023). Pengaruh Emosi Positif Dan Promosi Penjualan Terhadap Perilaku Pembelian Impulsif Pada Konsumen Shopee (Studi Kasus Pada Mahasiswa Universitas Diponegoro). *Jurnal Ilmu Administrasi Bisnis*, 12(1), 81-91.
- Xiang, L., Zheng, X., Lee, M., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, Vol 36, 333-347.
- Yanti, N. (2023). Analisis Pengaruh Flash Sale dan Gratis Ongkir di Tiktok Shop Terhadap Perilaku Impulsive Buying Menurut Perspektif Ekonomi Islam. *Jurnal Ar-Ribhu*, 6(1), 486-500
- YouGov. (2024). *Channel Belanja Online Terfavorit Warga Indonesia*. <https://data.goodstats.id/statistic/shopee-jadi-e-commerce-terpopuler-selama-ramadan-2024-okoyp>
- Youn, S., & Faber, R. J. (2000). Impulse buying: Its relation to personality traits and cues. *Advances in consumer research*, 27(1).
- Yustanti, N. V., Ariska, Y. I., & Ervina, R. (2022). Dampak Tagline “Gratis Ongkos Kirim” dan Program Flash Sale pada Marketplace Shopee untuk Mendorong Impulsive Buying secara Online. *Journal Ekombis Review*, 10, 109–120.
- Zaenudin, A. (2024). *Influencer di Media Sosial, Penantang Tangguh Iklan Konvensional*. Tirto.id. Diakses dari <https://tirto.id/influencer-di-media-sosial-penantang-tangguh-iklan-konvensional-cEfr>
- Zhang, L., Wang, M., & Liu, G. (2018). Flash sale events and consumer behavior: The role of scarcity and urgency in driving impulse purchases. *Journal of Retailing and Consumer Services*, 52, 101912.
- Zhao, J., Sun, G., Loh, G. H., & Xie, Y. (2012). Energy-efficient GPU design with reconfigurable in-package graphics memory. In *Proceedings of the 2012 ACM/IEEE international symposium on Low power electronics and design* (pp. 403-408).
- Zhao, Y., Li, Y., Wang, N., Zhou, R., & Luo, X. (2022). A meta-analysis of online impulsive buying and the moderating effect of economic development level. *Information Systems Frontiers*, 24(5), 1667-1688.