

ABSTRACT

First, this study aims to examine direct effect from situational factors of the scarcity message and serendipity information on online impulsive buying and indirect effect mediated by perceived enjoyment in the millennial generation in Kota Malang. Second, the study further assesses the moderating role of the hedonic shopping motive on the relationship between scarcity message and serendipity information on online impulsive buying. Data were gathered by using purposive sampling technique, total sample obtained was 240 respondents. Data were analyzed using confirmatory factor analysis, validity and reliability tests, and structural equation modeling (SEM). The results confirm that situational factors positively have direct effect on online impulsive buying and indirect effect mediated by perceived enjoyment in the millennial generation in Kota Malang. The hedonic shopping motive positively moderates the relationship between scarcity message and online impulsive buying, but does not moderate the relationship between serendipity information and online impulsive buying. These findings recommend online sellers to use scarcity message and serendipity information as a consideration in selling their products. These factors have the potential to motivate consumers to buy hedonistically with impulsive buying intentions.

Keywords: *Scarcity Message, Serendipity Information, Hedonic Shopping Motive, Perceived Enjoyment, Online Impulsive Buying.*