

## **ASBTRACT**

*This study examines how electronic commerce (e-commerce) will increase consumers impulsive buying behavior. In addition, this study examines how hedonic values influence their impulsive buying behavior in the context of e-commerce. Based on previous literature on browsing and Technology Acceptance Model (TAM), this study views hedonic browsing as the main driver of impulse buying in e-commerce.*

*This study adopts SEM-PLS to analyze the data obtained from an online questionnaire. Two main findings emerge, first visual appeal and portability affect hedonic searches and hedonic searches affect impulse buying. Second, visual appeal and portability indirectly influence impulse buying through hedonic searches. These findings provide an important reference for companies and retailers to encourage online impulsive buying behavior.*

*Keywords : Visual Appeal, Portability, Hedonic Browsing, Impulse Buying, E-commerce, Technology Acceptance Model (TAM)*