



## Impulse Buying Behavior of Generation Z Urban Muslims on Shopee

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### Abstract

*This study aims to analyze the effect of flash sales and free shipping taglines on impulse buying behavior among Generation Z urban Muslim users of the Shopee marketplace. The research design employs quantitative methods with a sample size of 97 Generation Z urban Muslim respondents in Banjarmasin City. The data analysis utilizes multiple linear regression. The results showed that flash sale significantly affects impulsive buying behavior, while the free shipping tagline has no significant effect. This study contributes to providing empirical evidence about the behavioral preferences of Generation Z urban Muslim consumers, especially impulse buying behavior in online shopping. In the context of marketing, e-commerce platforms must consider the distinctive characteristics of Generation Z urban Muslims when developing promotional strategies to boost sales.*

**Keywords:** Flash Sale; Free Shipping Tagline; Impulse Buying; Generation Z and Urban Muslim.

### INTRODUCTION

The advent of e-commerce has precipitated a profound transformation in global shopping habits, with a particularly pronounced impact observed among urban communities. In Indonesia, a Muslim-majority country, this digital transformation is particularly evident among Generation Z urban consumers. Generation Z is the

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consumer segment controlling and shaping urban Muslims' behavioral trends. Recent survey findings indicate that 72% of Gen Z Indonesians engage in online shopping, with Shopee emerging as one of the most popular platforms (IDN Research Institute, 2024). The Shopee marketplace has experienced a 38% growth rate year-to-date (YTD) as of September 2023 (Katadata.co.id, 2023). Generation Z urban Muslims exhibit a greater propensity for participation and interaction in online commerce than their predecessors (Anggraini & Nusrida, 2022). Although there is still a preference for shopping in physical stores, Generation Z is more inclined to conduct commercial transactions through digital platforms (Ayuni, 2019; Derbani et al., 2022). For Generation Z, information and technology are integral aspects of their lives from an early age (Priporas et al., 2017).

A substantial proportion of the urban Muslim population comprises Generation Z, a notable and expanding cohort of online consumers. This community exhibits distinctive characteristics in its online shopping behavior, shaped by Islamic values, urban lifestyle trends, and exposure to digital technology. Muslim communities, including Generation Z, tend to incorporate religious values into their behavior, both in business (Mustaqim et al., 2022) and in their purchasing decisions. It demonstrates a preference for goods and services that comply with Islamic rules (Floren et al., 2019; ; Iqbal & Nisha, 2016; Junaidi, 2021; Khan et al., 2017; Muflih & Juliana, 2020; Razak, 2023; Sharma et al., 2017). Furthermore, urban Muslim Generation Z is also susceptible to social media trends, promotions, and discounts, which can precipitate impulsive buying behavior (Djafarova & Bowes, 2021; Muhammad et al., 2023; Rokhman & Andiani, 2020). By elucidating the motivators of impulse buying in this demographic, e-commerce can devise pertinent and efficacious strategies.

In recent years, e-commerce platforms, including Shopee (Shopee.co.id, 2024), have used flash sales and free shipping taglines as marketing stimuli to encourage impulsive online shopping behavior. Marketing stimuli are the dominant external factor in triggering impulse purchases (Iyer et al., 2019; Park et al., 2012; Verhagen & van Dolen, 2011). The meta-analysis study by Iyer et al. (2019) showed that marketing stimuli can directly affect customers' impulse buying behavior, with communication and price stimuli having the most crucial effects. Other studies show that flash sales effectively create urgency (Liu et al., 2021; Zhang et al., 2018), and free shipping services can influence value perception



and purchase decisions (Huang et al., 2019). Both can potentially increase the incidence of impulse buying (Lamis et al., 2022; Martaleni et al., 2022; Yendola & Windasari, 2022), especially among young consumer demographics, who are more susceptible to price stimuli. In Islamic marketing, this behavior raises ethical questions regarding overconsumption and self-control, which are critical concerns in Islamic teachings. Therefore, understanding how these elements influence the impulse buying behavior of urban Muslim Generation Z on Shopee is crucial for developing ethical and effective marketing strategies.

This study integrates the theoretical frameworks of Stimulus-Response (S-R) theory (Mehrabian & Russell, 1974) and Impulse Buying theory (Stern, 1962) to elucidate the influence of flash sales and free shipping taglines on the impulse buying behavior of Generation Z urban Muslims on Shopee. In the S-R framework, flash sales and free shipping taglines act as marketing stimuli that directly influence consumer responses in the form of impulse purchases. By focusing on this direct relationship, the research is expected to provide a more nuanced understanding of the direct effects of such marketing stimuli in the context of e-commerce. Meanwhile, the Impulse Buying theory provides a conceptual basis for understanding the impulse buying characteristics and process, including the factors that influence it.

While there have been numerous studies on impulse buying, a significant gap remains in understanding the behavior of Generation Z urban Muslim consumers in developing countries like Indonesia. Previous studies, such as those by Muhammad et al. (2023), Djafarova and Bowes (2021), and Ayuni (2019), have examined Generation Z impulse buying but did not focus on Muslim consumers. Similarly, Junaidi (2021), and Iqbal and Nisha (2016) have studied Muslim consumer preferences, but not in the context of Generation Z. Iyer et al. (2019) found that marketing stimuli can have a direct effect on impulsive buying behavior, but there is little exploration of the specific effects of flash sales (Lamis et al., 2022; Martaleni et al., 2022) and free shipping (Yendola & Windasari, 2022). The unique contribution of this study lies in its integration of an Islamic perspective in analyzing the impulse buying behavior of urban Muslim Generation Z on e-commerce platforms, focusing on designing ethical promotional strategies. This study promises to provide valuable insights for e-commerce marketers in designing effective and ethical promotional strategies

for Generation Z Muslim target consumers, thereby potentially benefiting the Muslim consumer community.

## LITERATURE REVIEW

### Stimulus-Response Theory

The Stimulus-Response (S-R) theory emphasizes the relationship between the stimulus (message or stimulus) and the response (reaction or behavior) of the individual receiving the stimulus. The fundamental concept of the relationship between stimulus (S) and response (R) was first posited by behaviorism experts. This theory was subsequently expanded by Mehrabian and Russell (1974) with the inclusion of the "Organism (O)" component, which represents the psychological structure of the individual, encompassing internal processes such as emotions, perceptions, thoughts, and feelings. These internal processes mediate the relationship between stimulus (S) and response (R). This development makes the theory more comprehensive in explaining human behavior, as it considers internal factors that influence how a person responds to external stimuli. In the field of marketing, stimulus-response theory is of particular significance in the context of understanding impulse buying behavior. Several studies have provided evidence to support the relationship between stimulus and response in the context of impulse buying behavior (Graa & Dani-Elkebir, 2012; Octavia, 2016; Phan et al., 2020; Wu & Lee, 2016). This theoretical framework emphasizes the influence of stimuli from the marketing environment on consumers' responses or reactions to impulse buying.

### Flash Sale

A flash sale is a promotional strategy that offers products at heavily discounted prices. The discount is time-limited, typically from a few hours to minutes, and the number of items available is restricted (Lamis et al., 2022; Liu et al., 2021; Sharma et al., 2024; Zhang et al., 2018). As a component of sales promotion tools, flash sales are included in short-term promotions to encourage the purchase of an item by providing specific offers to consumers in the form of discounts on a product at a specific time (Herlina et al., 2021). This strategy makes shopping more attractive and efficient, thereby increasing sales.



Increasing sales is one of the goals of flash sales. The introduction of a flash sale stimulus can influence consumer purchasing decisions. Flash sale programs can encourage purchases (Peng et al., 2019), increasing sales portfolios and customer engagement. Buyers benefit from being given items at promotional prices, even though these are limited in time. Time-limited promotions are more effective at reducing the likelihood of customers or potential customers looking for better deals (Aggarwal & Vaidyanathan, 2003). Furthermore, the existence of flash sale programs helps e-commerce platforms increase visitors (Agrawal & Sareen, 2016). In addition to serving as a business model (Liu et al., 2021), flash sales are employed for marketing purposes (Zhang et al., 2018) and promotional activities (Agrawal & Sareen, 2016; Lamis et al., 2022).

### **Free Shipping Tagline**

According to Chiaravalle and Schenck (2015), a tagline, a slogan, or a motto is a marketing tool that pairs a brand name with a summary of a product's positioning. The success of a tagline is contingent upon indicators of memorability/familiarity, differentiation, and the message of value (Firmansyah, 2022). Taglines or slogans are essential to brand or product identification and image (Abdi & Irandoust, 2013). The consistent and repeated use of taglines can enhance tagline recall. Consequently, the memorability of taglines can be regarded as a potential indicator of tagline effectiveness (Briggs & Janakiraman, 2017).

Taglines play a role in building brand awareness and creating strong brand associations. Brand awareness and association will impact product popularity and consumer perception. The efficacy of a tagline can be gauged by examining its impact on brand awareness, brand perception, and consumer behavior (Purwanto & Umam, 2019; Sukma & Rivaldo, 2022). An effective tagline should contribute to increasing brand awareness and creating, supporting, or changing the brand image or perception (Cheema et al., 2016; Kohli et al., 2007). A compelling tagline can significantly increase brand awareness, a key goal of any marketing strategy. This increase in brand awareness is in accordance with the purpose of advertising, which is to increase consumers' knowledge of the advertised brand.



## Impulse Buying

The term “impulse buying” is defined as a purchase decision made without prior planning and in a spontaneous manner (Sumarwan et al., 2011). Schiffman and Kanuk (2011) define impulse buying as an emotional decision based on solid desires and emotions and often the basis for purchasing something. Impulse buying can be classified into four distinct categories (Loudon & Bitta, 1993; Stern, 1962), namely:

1. Pure Impulse Buying

It is a type where consumer purchases do not go through a consideration process, or buyers do not make purchases that are the same as their usual patterns.

2. Reminder Impulse Buying

The consumer remembers, sees, and needs the product because of the reduced inventory.

3. Suggestions Impulse Buying

Consumers do not know about the product, but when they see it for the first time, they still purchase it because of the possibility of purchasing it.

4. Planned Impulse Buying

The consumer enters the store with intentions and expectations of transactions based on special prices, favorites, and coupons.

Several factors can influence impulse buying, including product characteristics, marketing stimuli, and individual differences. Individuals who seek variety are more prone to impulse buying (Sharma et al., 2010). Chang et al. (2011) found that consumers’ positive emotional responses to the store environment can result in impulse buying. The inclination of consumers to purchase without considering the utility of a product leads to a tendency to satisfy emotional needs, thereby highlighting the fundamental role that emotions play in the purchasing process (Tirtayasa et al., 2020). The prevalence of emotional consumer tendencies can be augmented by implementing sales promotions, particularly those utilizing online applications, which can foster hedonic shopping motivation (Kuncoro et al., 2023). Furthermore, hedonic



shopping can increase impulse buying (Mustikasari & Ariyani, 2022; Rajan, 2020). Martaleni (2022) confirms that consumer emotions mediate how flash sales can influence online shopping impulse buying. Flash sales, which create a sense of urgency, scarcity (Eisend, 2008), and time constraints (Aggarwal & Vaidyanathan, 2003; Marjerison et al., 2022), can encourage consumers to impulse purchases and a higher propensity for post-purchase regret (Marjerison et al., 2022). Similarly, the free shipping tagline can lead consumers to make impulse purchases (Anggraini et al., 2023; Aprilia et al., 2023). However, there is often a minimum purchase requirement to receive the free shipping promo, so it seems to trick consumers (Huang et al., 2019). This minimum purchase requirement may motivate consumers to increase their spending and pursue promotional benefits. Free shipping taglines create a perception of reduced costs, encouraging impulse shopping, which may also diminish their impact on impulsive behavior (Hayu & Arianto, 2023).

From an Islamic perspective, excessive and uncontrolled consumption behavior, including impulse buying, is considered to be at odds with the principles of moderation and self-control that are taught in Islam. Islamic teachings espouse the concepts of *wasathiyah* (balance) and *maslahah* (benefit), which encourage prudent and responsible consumption. Excessive impulse purchases can be considered *israf* (extravagance), which is prohibited in Islam (Ilhaamie & Salwa, 2018; Khan, 2020). Consequently, it is imperative to comprehend how Islamic values impact impulse buying behavior to develop ethical and Sharia-compliant marketing strategies.

### **Generation Z Urban Muslim Behavior**

Generation Z is the demographic group comprising individuals born from 1995 to 2010. This generation grew up in the digital era and is characterized by the massive use of technology, gadgets, social media, and e-commerce platforms (Priporas et al., 2017). One key differentiating factor between Generation Z and preceding generations is their adeptness in navigating and utilizing information and technology. Generation Z urban Muslims are more active and engaged in online shopping than previous generations (Anggraini & Nusrida, 2022). While there is still a tendency to shop in physical stores, Generation Z seems to do more online shopping (Derbani et al., 2022; Ayuni, 2019). This generation grew up in



the internet era and thus has an excellent opportunity to become consumers of technology products. Ease of use and perceived usefulness of online shopping platforms are essential factors that influence the purchase intentions of Generation Z urban Muslims.

Generation Z urban Muslims' consumer behavior is deeply rooted in their religious beliefs. While factors such as promotional stimulus, product recommendations and reviews, discounts, online shopping atmosphere (Nugraha et al., 2023; Setiawan & Supriyanto, 2023), and hedonic shopping motivation (Mustikasari & Ariyani, 2022) often lead them to make impulse purchases, they always consider the halal aspects of the purchased products. This is especially true for food products (Juliana et al., 2024) and cosmetics (Razak, 2023; Adiba, 2019). Their commitment to halal products adds a significant layer to their consumer behavior, reflecting their dedication to their religious beliefs. Islamic values such as honesty, transparency, and fairness in transactions also influence their purchasing decisions (Iqbal & Nisha, 2016).

### **Theoretical Framework and Hypotheses Development**

This study integrates the Stimulus-Response (S-R) theory and Impulse Buying theory as a conceptual foundation to explain the influence of flash sales and free shipping taglines on the impulse-buying behavior of Generation Z urban Muslims at Shopee. In this study, flash sales and free shipping taglines act as marketing stimuli (S) that can directly influence consumer responses in impulse buying behavior (R). Although this study does not explicitly measure consumers' internal processes (O), with this approach, it is possible to analyze the direct influence of Shopee's marketing stimulus on the purchasing behavior of Generation Z urban Muslims. This approach also considers the unique characteristics of this consumer group, who grew up in the digital age yet are also influenced by Islamic values in their purchasing decisions (Floren et al., 2019; Junaidi, 2021). This S-R theoretical framework aligns with previous research that shows that marketing stimuli emerge as key triggers and can directly affect customers' impulse buying behavior (Iyer et al., 2019).

Flash sales, as a promotional strategy that creates a sense of urgency, scarcity (Eisend, 2008), and time constraints (Agrawal & Sareen, 2016; Aggarwal



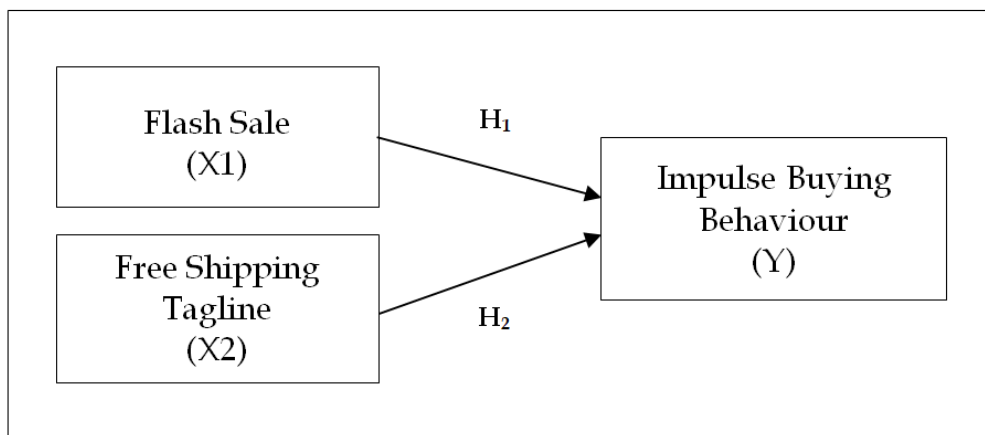


& Vaidyanathan, 2003; Marjerison et al., 2022; Liu et al., 2021; Zhang et al., 2018), have been shown to be effective in driving impulse purchases (Lamis et al., 2022; Martaleni et al., 2022). Research by Martaleni et al. (2022) shows that flash sales can trigger positive emotions that increase consumers' tendency to make impulse purchases. Therefore, the first hypothesis proposed is:

**H<sub>1</sub>**: The Flash Sale significantly affects the Impulse Buying Behavior of Generation Z urban Muslim users of the Shopee Marketplace.

Conversely, the free shipping offer can serve as an incentive to influence consumers' perceived value and subsequent purchase decisions. The free shipping incentive can engender a perception of cost reduction (Huang et al., 2019), encouraging consumers to make impulsive purchases (Yendola & Windasari, 2022). However, research by Hayu and Arianto (2023) suggests that the effect of the "free shipping" tagline might depend on consumer characteristics. Consequently, the second hypothesis proposed is:

**H<sub>2</sub>**: The Free Shipping Tagline significantly affects the Impulse Buying Behavior of Generation Z urban Muslim users of the Shopee Marketplace.



**Figure 1: Framework**

## RESEARCH METHOD

This research employs quantitative methods. Sampling was conducted using the purposive sampling method (Purwohedi, 2022; Kothari, 2004). The

population of this study is Generation Z urban Muslims in Banjarmasin City, South Kalimantan Province, Indonesia, aged 15-24 years, who have shopped at Shopee Marketplace and are Muslims. The sample size was determined using the Cochran formula (Sugiyono, 2015) with a sampling error of 10%. These criteria yielded a sample size of 97 Generation Z urban Muslims from an unknown population. The data were obtained by distributing questionnaires containing statements to the participants, who were also invited to complete the questionnaires using Google Forms. The data collection instrument employed a Likert scale. The data analysis involved instrument testing, classical assumption testing, multiple linear regression, a t-test, and an analysis of the coefficient of determination (Kothari, 2004; Sugiyono, 2015).

## RESULTS AND DISCUSSION

### Results

#### Validity and Reliability Test

The validity test aims to measure the validity of the items in the questionnaire. A statement is deemed to be valid if its Pearson Product Moment correlation value is greater than the specified critical value (*r* table). The resulting calculations are presented in tabular form below:

**Table 1** *Validity Test Results*

Variable	r count	r table
Flash Sale (X1)	0,604	0,374
Free Shipping Tagline (X2)	0,679	0,374
Impulse Buying (X3)	0,754	0,374

As shown in Table 1, the validation test results indicate that the Flash Sale (X1), Free Shipping Tagline (X2), and Impulse Buying (Y) variables are all valid, as evidenced by a *r*-count greater than the *r*-table value (0.374).

The reliability test is a procedure used to assess the consistency of responses to questionnaire items. A questionnaire is deemed reliable if the respondent provides a consistent response to each item. The following table presents the calculated results:



**Table 2** *Reliability Test Results*

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Standard</b>
Flash Sale (X1)	0,802	0,70
Free Shipping Tagline (X2)	0,755	0,70
Impulse Buying (Y)	0,931	0,70

As presented in Table 2, the resulting data from the reliability test indicate that all variables are reliable. This is evidenced by the Cronbach-Alpha values for the Flash Sale (X1), Free Shipping Tagline (X2), and Impulse Buying (Y) variables exceeding 0.70 (Chin, 1998; Hair et al., 2019).

### Classic Assumption Test

#### Normality Test

The normality test is utilized to determine if the residual values produced by the regression model exhibit normal distribution. The subsequent table displays the outcomes of the normality test:

**Table 3** *Normality Test Results*

Asymp. Sig. (2-tailed)	.179c
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The significance value derived from the Kolmogorov-Smirnov test is 0.179, indicating adherence to the established criterion that the asymptotic significance value should exceed 0.05 for normal distribution to be affirmed.

#### Multicollinearity Test

A diagnostic procedure for multicollinearity is utilized to evaluate the degree of linear association among the independent variables.

**Table 4** *Multicollinearity Test Results*

	<b>Tolerance</b>	<b>VIF</b>
Flash Sale	.769	1.300
Free Shipping Tagline	.769	1.300

The tolerance for the Flash Sale variable (X1) and Free Shipping Tagline (X2) is 0.769, which is greater than 0.10. Additionally, the VIF value for these variables is 1.300, which is less than 10. Therefore, it can be concluded that there is no multicollinearity present.

### Heteroscedasticity Test

A heteroscedasticity test is employed to ascertain whether there is unequal variance of residuals across all observations.

**Table 5** *Heteroscedasticity Test Results*

	<b>Significance</b>
Flash Sale	.789
Free Shipping Tagline	.074

The significance value of the Flash Sale (X1) variable is 0.789, while that of the Free Shipping Tagline (X2) is 0.074. As the former exceeds 0.05, heteroscedasticity is not present.

### Multiple Regression Analysis

The outcomes of the multiple regression analysis are displayed in the subsequent table.

**Table 6** *Multiple Regression Analysis Results*

	<b>Unstandardized B</b>
(Constant)	-6.361
Flash Sale	.840
Free Shipping Tagline	.380



It is known that the regression equation from multiple data is:

$$Y = -6,361 + 0,840X1 + 0,380X2 + e$$

The constant value of -6.361 means that if all independent variables (X1 and X2) are zero, then the predicted value for impulse buying behavior (Y) is -6.361. This negative value has no practical interpretation in this context, as it is difficult to imagine a situation where both independent variables are zero simultaneously. The coefficient of X1 (Flash Sale) is positive, at 0.840. This indicates that if there is a 1 unit increase in the Flash Sale variable, Generation Z's impulse buying behavior will increase by 0.840 units, assuming that the other independent variable (X2) remains constant. The coefficient of X2 (Free Shipping Tagline) is positive, which is 0.380. This shows that if there is a 1 unit increase in the Free Shipping Tagline variable, Generation Z's impulse buying behavior will increase by 0.380 units, assuming that the other independent variables (X1) remain constant.

### Coefficient of Determination Test

This examination is employed to assess the extent to which the model can elucidate the fluctuations in the dependent variable. The measurement is articulated on a spectrum ranging from zero to one. A diminished R<sup>2</sup> value indicates a restricted capacity of the independent variables to explicate the variations in the dependent variable.

**Table 7** *Coefficient of Determination (R<sup>2</sup>) test results*

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>
.265	.249	6.717

The R square value obtained is 0.265 or equal to 26.5%, which means that 26.5% of Generation Z's impulse buying behavior is affected by the flash sale variable and the free shipping tagline. The remaining 73.5% is affected by other variables outside this study.

## Hypothesis Test

The results of the T-test are presented in the table below:

**Table 9** *T-Test Results*

	<b>T</b>	<b>Sig.</b>
Flash Sale	3.912	.000
Free Shipping Tagline	1.881	.063

The flash sale variable (X1) on impulse buying behavior obtained the calculation results with a positive coefficient value, namely a t count of 3.912 greater than the t table of 1.986 with a significance result of 0.000 less than 0.05. This shows that flash sales (X1) positively and significantly affect the impulse buying behavior of Generation Z users of the Shopee Marketplace in Banjarmasin, where  $H_1$  can be accepted.

The results of the T-test on the free shipping tagline variable (X2) on impulse buying behavior are calculated with a positive coefficient value, namely thing 1.881 is smaller than t table 1.986 with a significant result of 0.063 greater than the significance level of 0.05. This shows that the free shipping tagline variable (X2) does not have a positive and significant effect on the impulse buying behavior of Generation Z urban Muslim users of the Shopee Marketplace in Banjarmasin, where  $H_2$  is rejected.

## Discussion

The results of our study are significant, indicating that flash sales have a positive and significant influence on the impulse buying behavior of Generation Z urban Muslims. This finding aligns with the Stimulus Response Theory developed with the Organism component by Mehrabian and Russell (1974). The flash sale (S) acts as an external stimulus that triggers the consumer's internal state, which drives impulse buying behavior (R). This marketing stimulus is proven to encourage impulse purchases. Our finding is also consistent with previous research, which reveals that flash sales can drive impulse purchases among Generation Z consumers on e-commerce platforms (Lamis et al., 2022; Martaleni et al., 2022; Peng et al., 2019). The external stimulus of flash sales



has been demonstrated to elicit positive emotional responses in consumers, subsequently influencing their inclination to engage in impulse buying behavior (Martaleni et al., 2022). This is consistent with the theory that flash sales create a sense of urgency, scarcity (Eisend, 2008), and time constraints (Aggarwal & Vaidyanathan, 2003; Marjerison et al., 2022) that encourage consumers to make impulse purchases. The limited availability of products and the transitory nature of flash sales create a perception of scarcity, prompting consumers to act promptly. Furthermore, the substantial discounts available during flash sales enhance consumers' perceived value, encouraging them to make purchases even when unplanned (Peng et al., 2019). The aforementioned purchase decisions by Stern (1962) and Loudon and Bitta (1993) can be classified as pure impulse purchases that deviate from the consumer's normal or planned buying patterns. These purchases are made without prior intention or intention to purchase the item regularly. The appeal of discounts offered through flash sales can be attributed to this phenomenon.

In contrast to the clear influence of flash sales, our findings indicate that the free shipping tagline (S), when used as an external stimulus, did not have a significant impact on the impulse buying behavior (R) of Generation Z urban Muslims. This result is particularly notable as it contrasts with studies suggesting that free shipping significantly affects impulse buying behavior (Anggraini et al., 2023; Yendola & Windasari, 2022). Taglines or slogans can enhance brand awareness and foster robust associations (Cheema et al., 2016; Purwanto & Umam, 2019; Sukma & Rivaldo, 2022). Effective taglines can facilitate consumers' comprehension of the advertised brand (Kohli et al., 2007). Using the tagline free shipping means a discount can encourage consumers who intend and expect to make transactions based on specific discounts to make impulse purchases. Stern (1962) and Loudon and Bitta (1993) categorize this impulse purchase as planned buying. The free shipping tagline should be considered as an additional incentive for consumers. Generation Z urban Muslims prioritize price discounts over free shipping, likely due to their tendency to compare prices before purchasing. According to Hayu and Arianto (2023), social branding with the free shipping tagline has yet to succeed because it does not align with the agreed-upon tagline. Furthermore, the intensifying rivalry between e-commerce platforms can also impact the efficacy of the free shipping tagline. Many e-commerce platforms offer analogous promotions, rendering the tagline less appealing to consumers,

notably Generation Z. Consequently, the free shipping tagline needs to influence the impulse purchase decisions of Generation Z consumers more.

The study reinforces the idea that different marketing stimuli have varying levels of effectiveness in influencing consumer behavior. With their inherent characteristics of urgency and scarcity, flash sales create strong emotional responses that lead to impulsive buying decisions. In contrast, while valued, free shipping does not evoke the same urgency and is thus less effective in prompting immediate, unplanned purchases. This differentiation in the effectiveness of marketing stimuli underscores the need for targeted and nuanced marketing strategies that consider the specific psychological triggers of the target audience.

The study also highlights the importance of considering cultural and religious contexts in understanding consumer behavior. While the study did not find a significant impact of free shipping on impulse buying, it suggests that the shopping behavior of Generation Z urban Muslims is influenced by their cultural and religious values, which may shape their response to different marketing stimuli. This implies that marketers need to be mindful of these factors when designing promotions and incentives for this demographic.

## CONCLUSION

The empirical conclusions of this study emphasize the effectiveness of flash sales as a marketing tool for driving impulse purchases among Generation Z urban Muslims while also revealing the limited impact of free shipping in this context. The sense of urgency and scarcity created by flash sales can lead to immediate and unplanned purchases, increasing overall sales volume. Conversely, while free shipping is generally a popular incentive, this study demonstrates that the strategy is less effective in motivating impulse purchases among urban Muslim Generation Z. Marketplaces need to reassess the emphasis on free shipping in their marketing strategies and should position it as an added benefit rather than a primary promotional tool.

Understanding that not all promotional strategies have the same impact across different consumer segments is crucial. These findings emphasize the need for e-commerce platforms to meticulously consider the psychological and cultural factors influencing consumer behavior when developing their promotional strategies. It is crucial for marketplaces to invest in personalized marketing





strategies, taking into account the distinctive preferences and behaviors of urban Muslim Generation Z. By employing data analytics to categorize this demographic based on shopping habits, marketplaces can enhance the efficacy and resonance of their promotions, ensuring a more tailored approach to reaching their target audience.

While this study provides valuable insights, some limitations need to be recognized. The limited sample coverage of Generation Z urban Muslim consumers limits the generalisability of the findings. It is advisable that subsequent research broaden the geographical scope and undertake a comparative analysis of impulse buying behaviors across different generations and between Muslim and non-Muslim consumers. Such comparative studies may enhance the understanding of the complexities of consumer behavior in the digital era. Furthermore, examining additional variables that may affect impulse buying behavior, such as the degree of religiosity or the ethical considerations surrounding consumption in Islam, could yield more profound insights. By acquiring a more expansive comprehension of consumer behavior, e-commerce platforms can formulate sustainable and more efficacious strategies to align with customer expectations in the continuously evolving digital landscape.

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