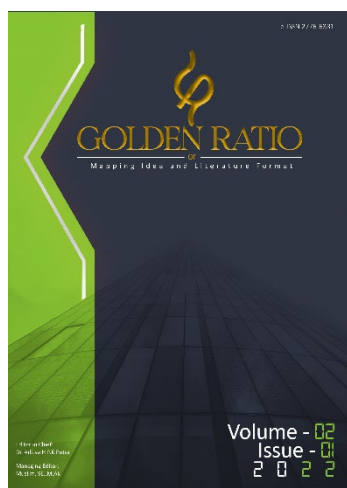




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MAPPING IDEA & LITERATURE FORMAT

Technology Acceptance Model in Supporting the Tendency to Use Applications and Impulsive Buying on Purchase Decisions

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Abstract This article presents the results of the mapping carried out taken from various sources with a total of 20 articles that are used as mapping materials. Starting from 2004 to 2021. Based on existing theory, TAM consists of several factors, namely Risk Factors, Usefulness, and added value where the stronger these factors are, the stronger a technology can be accepted. The perceived ease can trigger impulse buying and purchasing decisions. The purpose of this study is to determine the relationship and correlation between TAM and impulse buying on purchasing decisions among students who use shopee e-commerce as a shopping medium.

Keywords: TAM, Impulsive Buying, Purchase Decision, Consumer Behaviour, E-commerce.

JEL Classification Code: M30, M31, MO

1. INTRODUCTION

A study by Lee et al. (2011) entitled consumer's decision to shop online: The moderating role of Positive Informational Social Influence. Using a reasoned action theory approach has theoretical implications between positive informational linkages to purchasing decisions in online shopping. In addition, a study Kumar Sharma, (2014) entitled The Impact on Consumer Buying Behavior: Cognitive Dissonance using a cognitive dissonance theory approach explores the factors that create cognitive dissonance in consumer purchasing decisions, especially among buyers of consumer goods in urban areas. Some of them are family status, religious values, customs, and beliefs. In addition to these findings, those who make packaging the most critical factor in consumer purchasing decisions, according to research Ahmed et al. (2014) entitled Impact of Product Packaging on Consumer's Buying Behavior to have a conclusion that packaging elements such as color, packaging material, packaging design, and innovation are more important factors when consumers make purchasing decisions. The purchase decision is made quickly without thinking wisely and considering all available information and alternatives called impulse buying according to research (Bhakat & Muruganatham, 2013) with the title A Review of Impulse Buying Behavior with a theory of individualism and collectivism approach which has implications comprehensive analysis of the factors that influence impulse buying.

In addition, research Banerjee & Saha, (2012) with the title Impulse Buying Behavior in Retail Stores has implications that trigger impulse buying in consumers found in price rationalization and discounts that influence purchasing decisions. Research related to impulse buying was conducted Chen (2008) entitled Online impulse buying and product involvement with the theory of the participation in consumer behavior approach, which implies higher impulse buying tendencies and higher product involvement is positively associated with higher impulse buying. Higher in online store shopping, but not with offline in-store shopping. Furthermore, research conducted by Wells et al. (2011) entitled Online Impulse Buying: Understanding the Interplay between Consumer Impulsiveness and Website Quality with a State-Trait Theory approach has implications that the objective quality of the website is

essential, the impulsive nature inherent in consumers is also a crucial factor for understanding individuals react impulsively to different levels of website quality. Regarding the quality of the website, TAM has a perception of convenience following research conducted by Guo et al. (2021) entitled An auction-enabled collaborative routing mechanism for omnichannel on-demand logistics through transshipment, which has implications related to the use of technology for logistics convenience. Online shopping. In addition, research conducted by (Jang & Noh, 2011) entitled Customer acceptance of IPTV service quality with the theory of planned behavior approach has implications for service quality influencing perceived benefits, perceived ease of use, and perceived enjoyment. Then for the research conducted by Xia et al. (2018) with the title A TAM-based approach to explore the effect of online experience on destination image: A smartphone user's perspective with the theory of reasoned action (TRA) and the view of planned behavior (TPB) has implications for perceived usefulness and ease of use are important factors that improve the online shopping experience by users with existing smartphone applications.

Furthermore, a research entitled "Advertising and Its Influence on Consumer Behavior" Personal et al. (2012) states that Advertising is a way of communication to convince the audience to purchase a product or service and convey information to viewers. This paper examines the relationship between environmental response and emotional response, which is the independent variable, and the dependent variable is consumer buying behavior. Regarding the research entitled "Consumer Behavior: a Literature Review" (Pachauri, 2004), consumer buying behavior has become integral to strategic market planning. To develop a framework for the study of consumer behavior, it is helpful to begin by considering the evolution of the field of consumer research and the various paradigms of thought that have influenced the discipline. As described in this article, a set of dimensions can be identified in the literature to characterize and differentiate various consumer research perspectives. The research Feng Xuanxiaoqing, (2012) related to impulsive buying A study of the factors that affect the impulsive cosmetics buying of female consumers in Kaohsiung analyzed the factors that determine impulse buying and used questionnaires and focus group surveys on studying the characteristics that determine the impulsive cosmetic purchases of female consumers.

Study by Park et al. (2006) with the title A structural model of fashion-oriented impulse buying behavior related to impulse buying to examine the causal relationship between fashion involvement, positive emotions, hedonic consumption tendencies, and fashion-oriented impulse buying in shopping. Structural equation model using correlation matrix with maximum likelihood estimated by LISREL 8.53. Findings - Fashion involvement and positive emotions positively affect consumers' fashion-oriented impulse buying behavior, with fashion involvement having the most significant impact. Hedonic consumption tendencies are essential mediators in determining fashion-oriented impulse buying. In line with this research, it refers to the same study conducted by Sharma & Nanda, (2012) with the title Impulse buying at airport terminals: A case of Indian consumers, which aims to analyze the relationship between impulse buying tendencies, searches, and impulse purchases in the airport environment. The results showed that although impulse buying tendencies were found to have a negative relationship with impulses, people who had high impulse buying tendencies tended to explore more. This suggests that browsing activity is shared in an airport environment but may not necessarily lead to impulse buying. This has several important implications for airport retailers. In addition, the research conducted by Seher et al. (2012) with the title Impact of colors on advertisement and packaging on buying behavior aims to know the relationship between various color schemes in advertising and buying behavior. The results showed that the color scheme and promotion strongly influence purchasing behavior. Strategies that discuss how to improve product color schemes and the use of color in advertising are also discussed. Research on TAM was also conducted by Mahfouz et al. (2020) entitled An overview of and factor analytic approach to flow theory in online contexts with a flow theory approach from literature in various disciplines, including information systems, e-commerce, marketing, digital games, user interfaces, management, and cultural context. Flows can play an essential role in user experience and affect user interactions with sites, computing devices, or applications. Factor analysis revealed three dimensions of flow experience: control, attention focus, and cognitive enjoyment. The three dimensions have a very low correlation. Empirical research conducted by Diwanji & Cortese (2020) under the title Contrasting user-generated videos versus brand-generated

videos in e-commerce discusses the comparison of user-generated videos and brand-made videos on perceptions, attitudes, and purchase intentions of online shoppers. The technology acceptance model guides this study. The video source is a factor between subjects. The findings show that online shoppers do not differentiate between the two video sources when evaluating the perceived usefulness of the video. In contrast, user-generated videos had a significantly more significant impact on attitudes toward advertising and attitudes toward brands than videos created by brands. Furthermore, video source has no significant primary effect on buyers' purchase intention. Theoretical and practical implications are discussed.

Furthermore, in a study conducted by (Lorente-Martínez et al., 2020) under the title Analysis of the adoption of customer-facing InStore technologies in retail SMEs based on a framework inspired by TOE and TAM, this study analyzes the drivers of these decisions by businesses. Small and medium enterprises using a survey methodology. The results show that attitude towards technology is the strongest predictor of intention to adopt CFIST, highlighting the role of top management in technology decisions. This conclusion has important implications for practitioners. This study is the first to discuss the adoption of CFIST by SMEs and therefore opens the way for further studies on the impact and adoption of in-store technology on SMEs. The research study that discusses the next TAM is Acceptance of mobile commerce in low-income consumers: evidence from an emerging economy conducted by (Dakduk et al., 2020). This study examines the intention to use m-commerce in low-income consumers in Indonesia. Ecuador extended the integrated theory of acceptance and use of technology (UTAUT2) model to include trust and perceived security constructs. The results showed that facilitating conditions, hedonic motivation, habits, and perceived confidence significantly and positively predicted intentions to use m-commerce. The best predictor is ameliorating condition followed by the perceived trust. Contrary to expectations, performance expectations, social influence, and perceived security do not significantly affect the intentions of low-income consumers to use m-commerce. This study yielded differing results in the significant constructs used to validate UTAUT2, further highlighting the need to test this model in different countries further. UTAUT2's core construct relationships vary by country of study, perhaps because differences in national culture and economic development may moderate the impact of explanatory constructs of technology adoption.

2. Literature Review Procedure

This study uses a literature review approach with a literature mapping sample of 20 articles from 2004 to 2021 (e.g., Impulsive Buying, Technology Acceptance Models, Purchase Decisions, Consumer Behavior, E-commerce). Research results from Ghani et al. (2017) with the Planned of behavior and Reasoned Action theory approach show that task-matched technology, attitudes, subjective norms, and perceived behavioral control have a significant positive effect on textile cyberpreneur behavioral intentions. The task-technology fit of construction has also been the most influential factor in the adoption of intent. Dakduk et al. (2020) A theoretical approach to the Unified Theory of Acceptance and Use of Technology (UTAUT) shows that facilitating conditions, hedonic motivation, habits, and perceived trust significantly and positively predict intentions to use m-commerce. The best predictor is reducing requirements, followed by the perceived trust. Chin et al. (2018) utilizing the Theory of Reasoned of Action approach and the theory of motivational expectations, the results show that institutional loyalty plays a vital role in consumers' intentions to install mobile applications. Trust and its antecedent, security, had a strong positive relationship with the choice to install mobile applications, while risk and its forerunner, privacy, had a weak and insignificant relationship. (Rodríguez et al., 2020) with a trust commitment theory approach, the findings show that B2B selling is a complex process that is not easy to digitize.

On the other hand, there are several obstacles to overcome. The results generally contextualize the main ones, while the specifics focus on the enablers and barriers in complex B2B selling. Budd & Vorley, (2013) research results show that the development of improved connectivity and speed, geographic coverage, and bandwidth is significant, which means that airport and telecommunications companies invest in infrastructure to stay active on the ground to facilitate cellular activities and airlines develop m-commerce strategies—enabling them to take advantage of the benefits of mobile commerce in an

increasingly digitized era of marketing. Xia et al. (2018) with the theory of reasoned action (TRA) and the idea of planned behavior (TPB) approaches. The results show that perceived usefulness and ease of use are essential factors for users' enhanced online experience with smartphone applications. There is a positive relationship between online user experience and cognitive and affective images. What's more, these two factors contribute positively to the overall goal of the picture. (Vidhya & Tamizhijothi, 2014) with the theory of reasoned action (TRA) and the idea of planned behavior (TPB) approaches, the results found that most respondents determined their needs before shopping. Most respondents made impulse purchases because they were reasonable or cheap prices. It also identified that most of them felt happy after making an impulse purchase. Most of the respondents preferred impulse purchases because of a recommendation from their friends. (Feng Xuanxiaoqing, 2012) the results of the study show that impulse buying intentions have a significant and positive effect on the impulse factor, namely women in buying or shopping. Impulse buying behavior was significantly and positively affected based on the characteristics of women's impulsiveness when they had more money; their impulsive buying intention became stronger. By Seher et al. (2012) the results show that buying behavior is strongly influenced by the color scheme of the product and the presence of advertising. (Hussain et al., 2011) research results show that impulse buying increases when items are discounted, the internet offers easy access to product purchases, and online shopping offers an extraordinary variety of products. Online advertising attracts customers to buy more. Credit cards have a high rate of impulse buying. Table 1 illustrates the results of the literacy mapping that we have summarized. In connection with the presentation in the Introduction section, the proportion of our analysis results has also been stated in section 3.

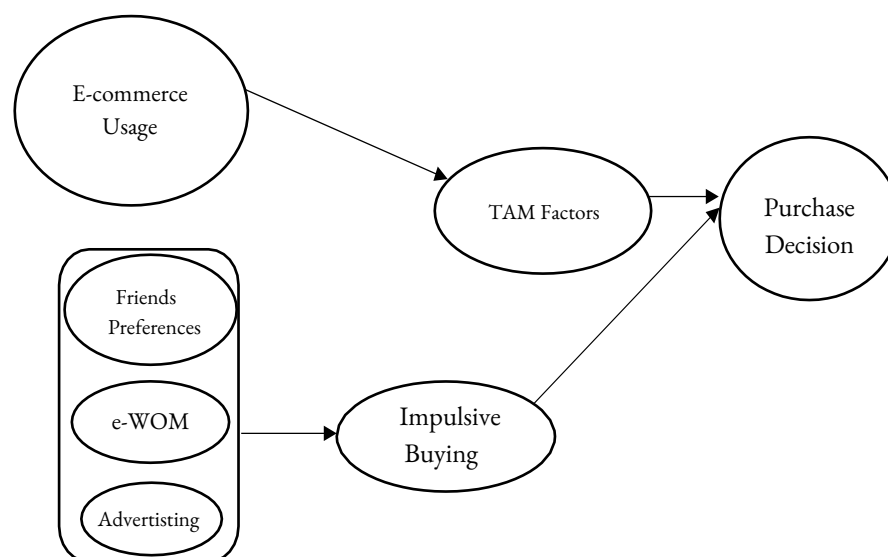


Figure 1: Conceptual Framework

3. Conclusion and Proposition

- H1: TAM has a significant positive relationship or influence on purchasing decisions.
 H2: Impulsive buying behavior has a significant positive relationship or influence on purchasing decisions.

Table 1: Mapping Literature

No	Author / Title	Research Purpose	Variable / Indicator	Theory	Result
1	(Lee et al., 2011) Consumer's decision to shop online: The moderating role of positive informational social influence	we explored how positive messages in online discussion forums may affect consumers' decisions to shop online. We used a laboratory experiment in which the treatment group was required to read positive messages about online shopping experience in an online discussion forum.	• Online shopping • Online discussion forum • Informational social influence • Electronic word of mouth (eWOM) • Belief	Theory of Reasoned Action (TRA)	Positive social influence was found to reinforce the relationship between beliefs about and attitude toward online shopping, as well as the relationship between attitude and intention to shop. We believe our alternative theory provides new insight into the complex processes through which social influence is brought to bear on consumers' online shopping decisions.
2	(Guo et al., 2021) An auction-enabled collaborative routing mechanism for omnichannel on-demand logistics through transshipment	This article proposes a new paradigm to deal with industrial and societal challenges, developing an auction-enabled collaborative routing mechanism for omnichannel on-demand logistics in a real-time transshipment network. We consider an online service platform for real-time management of on-demand pickup and delivery tasks, where multiple freight shippers can trade with multiple freight carriers. Freight shippers are retailers or individual customers, while freight carriers are a group of logistics service providers	• On-demand logistics • Online auctions • Collaborative routing optimization • Transshipment networks		The computational results have shown positive society impacts. Specifically, shippers' payments can be saved while carriers' profits are increased compared with other operative models which have been investigated in previous research studies or industry. In addition, a substantial reduction in CO2 emissions and vehicles required can be achieved. The main reason for the improvement in social welfare is due to the optimal network achieved through collaboration. We also numerically analyze the impacts of three key factors: growth in demand density,

No	Author / Title	Research Purpose	Variable / Indicator	Theory	Result
					urgency of tasks and flexible auction interval.
3	(Dakduk et al., 2020) Acceptance of mobile commerce in low-income consumers: evidence from an emerging economy	This paper examines the intention to use m-commerce in low-income consumers in Ecuador by expanding the original unified theory of acceptance and use of technology (UTAUT2) model to include the trust and perceived security constructs.	• m-commerce; UTAUT2 • Low-income consumer • Emerging markets • Social sciences • Business • Marketing • Applied psychology • Consumer psychology	Unified Theory of Acceptance and Use of Technology (UTAUT)	The results showed that facilitating conditions, hedonic motivation, habit, and perceived trust significantly and positively predict the intention to use m-commerce. The best predictor was facilitating conditions followed by perceived trust.
4	(Xia et al., 2018) A TAM-based approach to explore the effect of online experience on destination image: A smartphone user's perspective	This study employs an integrated approach based on the technology acceptance model (TAM) to examine online experience by combining design features and social factors. It also explores the interrelationships between online experience and smartphone users' destination image.	• Smartphone • TAM • Effectiveness • Online experience • Destination image	the theory of reasoned action (TRA) and the theory of planned behavior (TPB)	The results suggest that perceived usefulness and ease of use are important factors that enhanced users' online experience with smartphone applications. Positive relationships exist between users' online experiences and cognitive and affective image. Furthermore, both of these factors positively contribute to overall destination image.
5	(Mahfouz et al., 2020) An overview of and factor analytic approach to flow theory in online contexts	It is worthwhile to examine the effects of flow experience on users and incorporate these findings in designing engaging user experiences and interfaces in both web sites and mobile applications.	• Cognitive enjoyment • Ecommerce • Factor analysis • Flow • Flow theory • User experience	Flow theory	The factor analysis revealed three dimensions of flow experience: control, attention focus, and cognitive enjoyment. All three dimensions had very low correlations. No gender effect on flow was found.
6	(Diwanji & Cortese, 2020) Contrasting user generated videos versus	This empirical research compared the impact of user generated videos and brand generated videos on online shopper perceptions, attitudes and purchase intentions. The study was guided	• Ecommerce • Electronic word of mouth • Online retail • Online reviews	the theory of TAM	The findings indicated that online shoppers did not differentiate between the two video sources when

No	Author / Title	Research Purpose	Variable / Indicator	Theory	Result
	brand generated videos in ecommerce	by the technology acceptance model. Source of videos was a between-subjects factor.	- Purchase intentions - User generated content		evaluating the perceived usefulness of the videos. Conversely, user generated videos had a significantly greater impact on attitude toward the ad and attitude toward the brand than brand generated videos.
7	(Lorente-Martínez et al., 2020) Analysis of the adoption of customer facing InStore technologies in retail SMEs	Based on a TOE and TAM inspired framework, this study analyses the drivers of such decision by small and medium size enterprises using a survey methodology.	- Brick and mortar - CFIST - Digitalisation - In-store technologies - Retail - SME - TAM - TOE	Individual theory	The results show that the attitude towards technology is the strongest predictor of the intention to adopt CFIST, highlighting the role of the top management in technology decisions. This conclusion has important implications for practitioners.
8	(Chen, 2016) Online impulse buying and product involvement	This study investigates impulse buying behaviors in both traditional store and online shopping contexts.	- Impulse Buying Tendency - Involvement		The results show that impulsive buying tendency and involvement with clothing products is positively associated with impulse buying behavior of clothing in traditional store shopping, but not online.
9	(Sharma & Nanda, 2016) Impulse buying at airport terminals: A case of Indian consumers	The present study has been undertaken to analyze the interrelationship between impulse buying tendency, browsing and impulse purchase in the airport environment.	- Airport Retail - Consumer Buying Behavior - Impulse buying tendency - Browsing - Impulse Purchase		The results of the study indicate that although impulse buying tendency was found to have a negative association with impulse, however the people having high impulse buying tendency are likely to browse more.

No	Author / Title	Research Purpose	Variable / Indicator	Theory	Result
10	(Bhakat & Muruganatham, 2017) A Review of Impulse Buying Behavior	The purpose of this paper is to provide a detailed account of the impulse buying behavior by compiling the various research works literature in the field of Retailing and Consumer Behavior.	• impulse buying • impulsiveness • online impulse • consumer behavior • hedonic motivation • retailing	the theory of individualism and collectivism	Indian retailing environment will provide lot of scope for consumer to become impulsive in offline as well as online retail situation for different product categories. Keeping in mind the universal nature of impulse buying, it can be capitalised by retailers to benefit their respective businesses.
11	(Banerjee & Saha, 2016) Impulse Buying Behaviour in Retail Stores –	This has led to the purpose of this research which is to understand what triggers impulse buying and how does sensory marketing aid impulse buying behaviour.	• Impulse • Buying Behaviour • Retail • Stimuli • Organised • Consumers.		The attitude and perception of customers towards impulse buying is largely shaped by the factors of visual merchandising and sensory cues of „sight“. While olfactory cues have only limited contribution to consumer buying behaviour. Sound and touch also play significant role in determining the amount of time a customer spends in a store and the result of increased time spent on the intention to purchase.
12	(Pachauri, 2016) Consumer Behaviour: a Literature Review	This article aims to identify different streams of thought that could guide future consumer research.	• Consumer Buying Behaviour • Traditional Perspectives • Rational Perspectives • Cognitive • Traits • Conventional • Attitudinal • Situational • Positivist Paradigm	Cognitive theory the theory of marginal utility	research focuses on the subjective aspects of the consumption experience, such as hedonic consumption. in order to achieve a broader understanding of the impact of consumption on the consumer without any

No	Author / Title	Research Purpose	Variable / Indicator	Theory	Result
			Non-Positivist Paradigm.		particular intent to change or influence the process.
13	(Ahmed et al., 2019) Impact of Product Packaging on Consumer's Buying Behavior	The objective of this study is to determine role of packaging on consumer's buying behavior. The purpose of this research is to examine the essential factors, which are driving the success of a brand.	- Packaging - Buying behavior - Purchase decision		most consumers like the product quality after they purchased their desired packaged product. Based on those facts, we cannot say there is a 100% equal relationship between good package and good product quality, but there is a positive thinking and trend about well-designed package shows high product quality.
14	(Feng Xuanxiaoqing, 2018) A study of the factors that affect the impulsive cosmetics buying of female consumers in Kaohsiung	This research analyzed the factors which determine impulsive buying, and used questionnaires and a focus group survey in order to study the factors that determine female consumers' impulsive purchases of cosmetics.	- impulsive trait - impulse buying tendency - cosmetics marketing - promotion strategy - in-store marketing		Impulse buying intention is significantly and positively influenced by factors affecting impulse buying Female consumers' buying. Impulse buying behavior is significantly and positively affected by characteristic impulsivity When highly impulsive female consumers have more money, their impulse buying intention becomes stronger
15	(Seher et al., 2016) Impact of colors on advertisement and packaging on buying behavior	Purpose of this research paper is to find out relationship between varying color scheming in advertising and buying behavior.	- Advertisement - Packing - Buying behavior - Colors selection		Results indicated that buying behavior is greatly influenced by color scheming of a product and its advertisement.
16	(Wells et al., 2017) Online Impulse Buying : Understanding the Interplay between	This paper reports on two empirical studies that examine the interplay between a consumer's inherent impulsiveness to buy and website quality. the inherent impulsiveness of a	- Individual Characteristic: Impulsiveness - Environmental Characteristic: Website Quality	the latent state-trait theory	Consumers with high degrees of impulsiveness tend to be more positively influenced by a high-quality

No	Author / Title	Research Purpose	Variable / Indicator	Theory	Result
	Consumer Impulsiveness and Website Quality *	consumer is also a critical factor for understanding how and why individuals react impulsively to varying degrees of website quality.	Urge to Buy Impulsively		website. At the same time, highly impulsive consumers are more negatively influenced by a low-quality website. Thus, while the objective quality of an e-commerce website is an important factor, an understanding of the inherent impulsiveness of the consumer base is a critical factor for understanding how and why consumers react to varying degrees of website quality.
17	(Personal et al., 2018) Effective advertising and its influence on consumer buying behavior	This paper examines the relationship between environmental response and emotional response which are independent variables with dependent variable i.e. consumer buying behavior.	- Emotional Response - Environmental Response - Consumer Buying Behavior	attitude theory consumer	Findings of this study show the moderate relationship between independent variables and dependent variable. It shows that consumer purchase those brands from which they are emotionally attached.
18	(Kumar Sharma, 2014) The Impact on Consumer Buying Behaviour: Cognitive Dissonance	This paper has explored the factors that create cognitive dissonance in consumer buying decision making particularly among the consumer goods purchaser in the city area. Some of these are family status, religious value, customs, belief etc. the study also reveals the problems and identified probable solutions to overcome these problems.	- Consumer behaviour, - marketing, - consumer dissonance, - Product involvement.	The theory of cognitive dissonance is	This article explores the implications of cognitive dissonance on varied aspects of consumer buying behaviour. Some of the factors leading to dissonance post purchase.
19	(Park et al., 2006) A structural model of fashion-oriented impulse buying behavior	This study aims to examine the causal relationships among fashion involvement, positive emotion, hedonic consumption tendency, and fashion-oriented impulse buying in the context of shopping.	- Fashion, - Buying behaviour		Fashion involvement and positive emotion had positive effects on consumers' fashion-oriented impulse buying behavior with fashion involvement

No	Author / Title	Research Purpose	Variable / Indicator	Theory	Result
					having the greatest effect. Hedonic consumption tendency was an important mediator in determining fashion-oriented impulse buying
20	(Jang & Noh, 2011) Customer acceptance of IPTV service quality dengan pendekatan theory of planned behavior	The purpose of this article is to provide insights into the effects of Internet Protocol Television (IPTV) service quality and reveal mediation effects in the process of forming the repurchase intention. This study incorporates additional theoretical construct, perceived enjoyment, to reflect IPTV characteristics using extended technology acceptance model (TAM).	• Customer service • Design • Enjoyment • IPTV service quality • Security • TAM	theory of technology acceptance model, The theory of planned behavior postulates	The results of this study are as follows. First, IPTV service quality is summarized as design, security, and customer service, which is supported by second-order factor analysis. Service quality had an influence on perceived usefulness, perceived ease of use, and perceived enjoyment. Second, perceived ease of use had a significant effect on perceived enjoyment, and perceived usefulness also had an effect on repurchase intention. Third, attitude, trust, and satisfaction had a positive effect on repurchase intention. To reveal the impact on repurchase intention of the IPTV service quality, this study proposes customer acceptance on IPTV service based on a modified TAM.

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