

BAB V

PENUTUP

5.1. Kesimpulan

Penelitian ini mengkaji hubungan antara *Perceived Informativeness*, *Perceived Persuasiveness*, *Trust*, *Flow Experience*, *Serendipity*, dan *Impulsive Buying* dalam konteks penggunaan fitur Find Similar di TikTok Shop. Sebanyak 206 responden yang merupakan pengguna TikTok di Indonesia dan pernah menggunakan fitur tersebut berpartisipasi dalam penelitian ini. Analisis data dilakukan menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) untuk menguji hubungan antarvariabel yang diajukan dalam model penelitian. Berdasarkan hasil analisis yang diperoleh, dapat disimpulkan bahwa beberapa hubungan antar variabel tidak menunjukkan pengaruh yang signifikan. Hasil penelitian menunjukkan bahwa *Perceived Informativeness* dan *Perceived Persuasiveness* sebagai stimulus dalam kerangka S-O-R berperan penting dalam membentuk kondisi psikologis pengguna, khususnya *Trust* dan *Flow Experience*. Selanjutnya, *Flow Experience* terbukti menjadi faktor yang secara langsung mendorong terjadinya *Impulsive Buying* pada pengguna fitur Find Similar TikTok Shop. Temuan ini menunjukkan bahwa perilaku pembelian impulsif pada konteks *AI-based visual discovery* lebih banyak dipengaruhi oleh pengalaman eksplorasi yang menyenangkan dan keterlibatan pengguna selama menggunakan fitur dibandingkan oleh kepercayaan pengguna terhadap sistem secara langsung. Selain itu, penelitian ini juga menunjukkan bahwa *Trust* berperan penting dalam menciptakan pengalaman *Serendipity*, yaitu pengalaman menemukan produk yang

relevan secara tidak terduga selama proses eksplorasi berlangsung. Demikian penelitian ini memperkuat penerapan teori S-O-R dalam menjelaskan bagaimana *stimulus* yang berasal dari kualitas informasi dan daya persuasif rekomendasi visual mampu membentuk kondisi psikologis pengguna sebelum akhirnya menghasilkan *response* perilaku berupa *Impulsive Buying* pada pengguna fitur Find Similar TikTok Shop. Berdasarkan hasil penelitian yang telah dilakukan, diperoleh beberapa kesimpulan sebagai berikut:

1. *Flow Experience* berpengaruh positif dan signifikan terhadap *Impulsive Buying*. Semakin tinggi tingkat keterlibatan, kenyamanan, dan fokus pengguna selama menggunakan fitur Find Similar, maka semakin tinggi kecenderungan pengguna untuk melakukan pembelian secara spontan.
2. *Serendipity* tidak berpengaruh signifikan terhadap *Impulsive Buying*. Pengalaman menemukan produk secara tidak terduga belum mampu mendorong pengguna untuk melakukan pembelian impulsif secara langsung.
3. *Serendipity* berpengaruh positif dan signifikan terhadap *Flow Experience*. Pengalaman menemukan produk yang relevan secara tidak terduga mampu meningkatkan keterlibatan dan kenyamanan pengguna selama proses eksplorasi produk berlangsung.
4. *Trust* tidak berpengaruh signifikan terhadap *Impulsive Buying*. Tingkat kepercayaan pengguna terhadap fitur Find Similar belum mampu mendorong perilaku pembelian impulsif secara langsung.

5. *Trust* berpengaruh positif dan signifikan terhadap *Serendipity*. Semakin tinggi tingkat kepercayaan pengguna terhadap sistem rekomendasi, maka semakin besar kemungkinan pengguna mengalami pengalaman menemukan produk yang relevan secara tidak terduga.
6. *Trust* tidak berpengaruh signifikan terhadap *Flow Experience*. Kepercayaan terhadap fitur Find Similar belum mampu meningkatkan keterlibatan dan kenyamanan pengguna secara langsung selama proses eksplorasi produk.
7. *Perceived Informativeness* berpengaruh positif dan signifikan terhadap *Trust*. Informasi yang relevan, lengkap, dan mudah dipahami mampu meningkatkan kepercayaan pengguna terhadap rekomendasi yang diberikan fitur Find Similar.
8. *Perceived Informativeness* tidak berpengaruh signifikan terhadap *Flow Experience*. Kualitas informasi yang baik belum tentu meningkatkan pengalaman keterlibatan pengguna selama proses eksplorasi produk berlangsung.
9. *Perceived Persuasiveness* berpengaruh positif dan signifikan terhadap *Trust*. Rekomendasi produk yang menarik dan meyakinkan mampu meningkatkan keyakinan pengguna terhadap kemampuan sistem dalam memberikan hasil pencarian yang sesuai dengan kebutuhan mereka.
10. *Perceived Persuasiveness* berpengaruh positif dan signifikan terhadap *Flow Experience*. Semakin menarik dan persuasif rekomendasi yang diberikan fitur Find Similar, maka semakin tinggi keterlibatan dan kenyamanan pengguna selama proses eksplorasi produk berlangsung.

5.2. Implikasi Manajerial

Hasil penelitian mengindikasikan bahwa *Flow Experience* menjadi faktor yang memberikan pengaruh paling kuat terhadap perilaku *Impulsive Buying* pada pengguna fitur Find Similar di TikTok Shop. Oleh sebab itu, pengembangan fitur rekomendasi perlu diarahkan tidak hanya pada penyajian informasi produk yang memadai, tetapi juga pada penciptaan pengalaman eksplorasi yang lebih menarik, interaktif, dan menyenangkan bagi pengguna. TikTok Shop dapat meningkatkan kualitas pengalaman tersebut melalui penyempurnaan algoritma rekomendasi sehingga produk yang ditampilkan menjadi lebih relevan dengan preferensi pengguna serta mampu mempertahankan keterlibatan pengguna selama proses pencarian produk berlangsung.

Hasil penelitian juga menunjukkan bahwa *Perceived Persuasiveness* memiliki pengaruh positif terhadap *Trust* dan *Flow Experience*. Temuan ini mengindikasikan bahwa daya tarik rekomendasi produk menjadi aspek penting dalam meningkatkan kepercayaan dan keterlibatan pengguna. Oleh karena itu, TikTok Shop perlu memastikan bahwa rekomendasi yang ditampilkan tidak hanya relevan, tetapi juga mampu meyakinkan pengguna melalui visual produk yang menarik, deskripsi yang jelas, serta kesesuaian rekomendasi dengan riwayat pencarian maupun preferensi pengguna. Semakin personal dan relevan rekomendasi yang diberikan, semakin besar kemungkinan pengguna mempercayai sistem dan menikmati proses eksplorasi produk.

Selanjutnya, *Perceived Informativeness* terbukti berpengaruh terhadap *Trust*. Hasil ini menunjukkan bahwa kualitas informasi produk tetap menjadi aspek penting dalam membangun kepercayaan pengguna terhadap sistem rekomendasi. Oleh karena itu, *TikTok Shop* perlu memastikan bahwa setiap produk yang direkomendasikan dilengkapi dengan informasi yang lengkap dan mudah dipahami, seperti spesifikasi produk, harga, variasi produk, ulasan konsumen, serta informasi penjual. Ketersediaan informasi yang memadai dapat membantu pengguna mengevaluasi produk dengan lebih mudah dan meningkatkan keyakinan terhadap hasil rekomendasi yang diberikan sistem.

Temuan penelitian juga menunjukkan bahwa *Trust* berpengaruh terhadap *Serendipity*. Hal ini mengindikasikan bahwa kepercayaan terhadap sistem rekomendasi dapat meningkatkan keterbukaan pengguna terhadap berbagai alternatif produk yang ditampilkan. Oleh karena itu, *TikTok Shop* perlu menjaga kualitas dan konsistensi rekomendasi yang diberikan agar pengguna merasa nyaman dalam mengeksplorasi produk baru. Ketika pengguna mempercayai sistem rekomendasi, peluang munculnya pengalaman menemukan produk yang menarik dan relevan secara tidak terduga akan semakin besar, sehingga pengalaman eksplorasi yang dirasakan pengguna menjadi lebih kaya dan menarik.

5.3. Keterbatasan Penelitian

Penelitian ini telah dilaksanakan dengan mengacu pada tahapan penelitian yang telah ditentukan. Meskipun demikian, masih terdapat beberapa keterbatasan yang perlu diperhatikan dalam menginterpretasikan hasil penelitian. Keterbatasan tersebut dapat menjadi pertimbangan bagi penelitian berikutnya, disarankan untuk

memperluas model penelitian sehingga mampu menghasilkan pemahaman yang lebih menyeluruh terkait perilaku pengguna fitur Find Similar TikTok Shop.

1. Penelitian ini belum mempertimbangkan intensitas penggunaan fitur Find Similar TikTok Shop sebagai salah satu kriteria dalam proses penyaringan responden. Responden dalam penelitian ini hanya diseleksi berdasarkan pengalaman pernah menggunakan fitur Find Similar tanpa mempertimbangkan frekuensi maupun tingkat penggunaan fitur tersebut. Kondisi ini memungkinkan adanya perbedaan tingkat pengalaman antar responden dalam berinteraksi dengan fitur Find Similar yang belum dapat dijelaskan secara lebih rinci. Selain itu, fitur Find Similar merupakan fitur yang tidak selalu digunakan secara konsisten oleh seluruh pengguna TikTok Shop dan dapat dimanfaatkan untuk tujuan yang berbeda, seperti mencari referensi produk, membandingkan alternatif produk, maupun melakukan pembelian. Perbedaan intensitas dan tujuan penggunaan tersebut berpotensi memengaruhi tingkat kepercayaan, pengalaman eksplorasi, serta kecenderungan perilaku pembelian yang ditunjukkan oleh masing-masing responden.
2. Penelitian ini menggunakan fitur Find Similar TikTok sebagai objek penelitian, namun tingkat familiaritas responden terhadap fitur tersebut belum dapat diidentifikasi secara mendalam. Berdasarkan proses penyebaran kuesioner, ditemukan bahwa sebagian responden belum sepenuhnya mengenali fitur Find Similar berdasarkan nama fiturnya dan baru memahami fitur tersebut setelah dijelaskan sebagai fitur “Temukan yang Serupa” yang muncul ketika pengguna melakukan pause pada video produk di TikTok. Kondisi ini menunjukkan

bahwa pengalaman dan pemahaman responden terhadap fitur Find Similar kemungkinan tidak sepenuhnya seragam. Perbedaan tingkat familiaritas tersebut berpotensi memengaruhi cara responden mengevaluasi rekomendasi produk, membentuk pengalaman eksplorasi, maupun memberikan penilaian terhadap pernyataan dalam kuesioner penelitian.

3. Mayoritas responden yang terlibat dalam penelitian ini berada pada kelompok usia 17–22 tahun dengan persentase sebesar 76,2% dari total responden penelitian. Dominasi kelompok usia tersebut menyebabkan hasil penelitian lebih banyak merepresentasikan perilaku pengguna muda dalam menggunakan fitur Find Similar TikTok Shop. Sementara itu, kelompok usia yang lebih dewasa kemungkinan memiliki karakteristik yang berbeda dalam memproses informasi, mengevaluasi rekomendasi produk, maupun mengambil keputusan dalam pembelian platform digital. Oleh karena itu, hasil penelitian ini perlu dipahami dengan mempertimbangkan bahwa mayoritas responden berasal dari kelompok usia muda dan belum sepenuhnya merepresentasikan seluruh segmen pengguna TikTok.

5.4 Saran untuk Peneliti Selanjutnya

Keterbatasan yang masih ditemukan dalam penelitian ini dapat menjadi bahan pertimbangan bagi penelitian selanjutnya untuk mempertimbangkan intensitas penggunaan fitur Find Similar TikTok Shop sebagai salah satu kriteria dalam proses pemilihan responden. Pengelompokan responden berdasarkan frekuensi penggunaan fitur, seperti pengguna aktif dan pengguna dengan intensitas penggunaan yang lebih rendah, dapat memberikan pemahaman yang lebih

mendalam mengenai perbedaan tingkat kepercayaan, pengalaman eksplorasi, maupun kecenderungan perilaku pembelian selama menggunakan fitur *AI-based visual discovery*. Penelitian selanjutnya disarankan juga untuk dapat memperluas karakteristik responden agar lebih beragam dari segi usia, pekerjaan, maupun tingkat pendapatan. Keterlibatan kelompok responden yang lebih *heterogen* diharapkan mampu memberikan gambaran yang lebih sesuai mengenai perilaku pengguna TikTok Shop serta meningkatkan representativitas hasil penelitian dalam menjelaskan perilaku konsumen pada berbagai segmen pengguna platform. Selanjutnya disarankan juga untuk mengidentifikasi tingkat familiaritas responden terhadap fitur Find Similar TikTok Shop secara lebih mendalam. Pengukuran tersebut dapat dilakukan dengan mempertimbangkan tingkat pemahaman responden terhadap fungsi, cara penggunaan, maupun pengalaman penggunaan fitur dalam aktivitas pencarian produk. Langkah tersebut diharapkan dapat memberikan gambaran yang lebih akurat mengenai bagaimana pengguna memahami dan memanfaatkan fitur Find Similar dalam proses eksplorasi produk. Penelitian selanjutnya juga dapat memperluas objek penelitian pada fitur rekomendasi lain maupun platform *e-commerce* dan *social commerce* yang berbeda untuk memperoleh pemahaman yang lebih luas mengenai perilaku pengguna dalam memanfaatkan teknologi rekomendasi berbasis *artificial intelligence*.

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18.09

WhatsApp

Saya percaya dengan hasil pencarian yang disarankan oleh fitur Find Similar di TikTok.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya percaya bahwa fitur Find Similar dapat diandalkan untuk menemukan produk yang sedang saya cari.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

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18.09

WhatsApp

Flow Experience

Bagian ini menanyakan **perasaan Anda saat sedang mengeksplorasi fitur** Find Similar, khususnya mengenai seberapa asyik, fokus, dan larutnya Anda saat melihat-lihat hasil rekomendasi produk.

Keterangan:

1: Sangat Tidak Setuju

2: Tidak Setuju

3: Netral

4: Setuju

5: Sangat Setuju

Saya menggunakan fitur Find Similar di TikTok hingga saya larut dalam pencarian produk.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

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18.09

WhatsApp

Saya cenderung menghabiskan banyak waktu dalam pencarian produk ketika menggunakan fitur Find Similar di TikTok.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya seringkali melupakan tujuan awal pencarian produk yang saya inginkan ketika menggunakan fitur Find Similar di TikTok.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

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18.10

WhatsApp

Serendipity

Bagian ini berkaitan dengan **pengalaman tak terduga yang menyenangkan**, seperti momen ketika Anda secara kebetulan menemukan produk atau barang bagus yang tidak direncanakan sebelumnya saat menggunakan fitur ini.

Keterangan:

1: Sangat Tidak Setuju

2: Tidak Setuju

3: Netral

4: Setuju

5: Sangat Setuju

Saya mendapatkan informasi baru "yang tidak terduga" terkait suatu produk saat menggunakan fitur Find Similar di TikTok.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

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18.10

WhatsApp

Saya berhasil menemukan produk yang saya inginkan atau butuhkan secara kebetulan ketika menggunakan fitur Find Similar di TikTok.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Bagi saya, rekomendasi produk yang ditampilkan oleh fitur Find Similar di TikTok sering kali memberikan kejutan yang menyenangkan.

Sangat Tidak Setuju

1

2

3

4

Sangat Setuju

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18.10

WhatsApp

Sangat Setuju

Saya menemukan cara baru untuk berbelanja menggunakan fitur Find Similar di TikTok.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali

Berikutnya

Kosongkan formulir

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Google Formulir

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18.10

WhatsApp

Urge to Buy Impulsively

Bagian terakhir ini bertujuan untuk **mengetahui apakah penggunaan fitur Find Similar memicu keinginan spontan atau dorongan mendadak di benak Anda untuk segera membeli produk tanpa adanya rencana** belanja sebelumnya.

Keterangan:
1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

Saya sering mengalami dorongan untuk membeli produk dengan tiba-tiba saat menggunakan fitur Find Similar di TikTok.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali

Berikutnya

Kosongkan formulir

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18.10

WhatsApp

Saya tiba-tiba ingin membeli produk yang direkomendasikan oleh fitur Find Similar di TikTok, selain produk utama yang saya inginkan.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya sering kali mengalami "pembelian tidak terencana" ketika muncul rekomendasi produk lain dari fitur Find Similar di TikTok.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali

Berikutnya

Kosongkan formulir

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18.10

WhatsApp

Saya tiba-tiba ingin membeli produk yang direkomendasikan oleh fitur Find Similar di TikTok, selain produk utama yang saya inginkan.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya sering kali mengalami "pembelian tidak terencana" ketika muncul rekomendasi produk lain dari fitur Find Similar di TikTok.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali

Berikutnya

Kosongkan formulir

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Google Formulir

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18.10

WhatsApp

Sangat Setuju

Saya terdorong membeli produk secara spontan atau segera karena rekomendasi fitur Find Similar di TikTok.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali

Berikutnya

Kosongkan formulir

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WhatsApp

Sangat Setuju

Saya terdorong membeli produk secara spontan atau segera karena rekomendasi fitur Find Similar di TikTok.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali

Berikutnya

Kosongkan formulir

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Apakah formulir ini tampak mencurigakan? [Laporkan](#)

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18.10

WhatsApp

Profil Responden

Pada bagian ini digunakan untuk mengetahui tentang data umum responden.

Jenis Kelamin *

☐ Laki-laki

☐ Perempuan

Usia *

☐ 17-22 Tahun

☐ 23-28 Tahun

☐ 29-34 Tahun

☐ 35-40 Tahun

☐ >40 Tahun

Pendidikan Terakhir *

☐ SMA/SMK

☐ D1/D2/D3/D4

☐ S1

Pekerjaan *

☐ Pelajar/Mahasiswa

☐ Pegawai Swasta

☐ Pegawai Negeri

☐ Wiraswasta/Pengusaha

☐ Lainnya

Rata-rata pengeluaran (Per Bulan) *

☐ < Rp 1.000.000

☐ Rp 1.000.000 - Rp 3.000.000

☐ Rp 3.001.000 - Rp 5.000.000

☐ > Rp 5.000.000

Rata-rata pendapatan (Per Bulan)

☐ < Rp 1.000.000

☐ Rp 1.000.000 - Rp 3.000.000

☐ Rp 3.001.000 - Rp 5.000.000

☐ > Rp 5.000.000

Produk apa yang sering anda cari dan temukan dengan bantuan fitur Find Similar di TikTok? (Boleh memilih lebih dari satu)

☐ Pakaian/Aksesori (Baju, celana, sepatu)

☐ Kecantikan (Make-Up, Skincare)

☐ Perabotan Rumah Tangga (Meja, pecah belah)

☐ Gadget (Ponsel, laptop, tablet)

☐ Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)

☐ Lainnya

docs.google.com

18.11

WhatsApp

Pendidikan Terakhir *

Pada bagian ini digunakan untuk mengetahui tentang data umum responden.

Jenis Kelamin *

☐ Laki-laki

☐ Perempuan

Usia *

☐ 17-22 Tahun

☐ 23-28 Tahun

☐ 29-34 Tahun

☐ 35-40 Tahun

☐ >40 Tahun

Pendidikan Terakhir *

☐ SMA/SMK

☐ D1/D2/D3/D4

☐ S1

Pekerjaan *

☐ Pelajar/Mahasiswa

☐ Pegawai Swasta

☐ Pegawai Negeri

☐ Wiraswasta/Pengusaha

☐ Lainnya

Rata-rata pengeluaran (Per Bulan) *

☐ < Rp 1.000.000

☐ Rp 1.000.000 - Rp 3.000.000

☐ Rp 3.001.000 - Rp 5.000.000

☐ > Rp 5.000.000

Rata-rata pendapatan (Per Bulan)

☐ < Rp 1.000.000

☐ Rp 1.000.000 - Rp 3.000.000

☐ Rp 3.001.000 - Rp 5.000.000

☐ > Rp 5.000.000

Produk apa yang sering anda cari dan temukan dengan bantuan fitur Find Similar di TikTok? (Boleh memilih lebih dari satu)

☐ Pakaian/Aksesori (Baju, celana, sepatu)

☐ Kecantikan (Make-Up, Skincare)

☐ Perabotan Rumah Tangga (Meja, pecah belah)

☐ Gadget (Ponsel, laptop, tablet)

☐ Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)

☐ Lainnya

docs.google.com

18.11

WhatsApp

Rata-rata pengeluaran (Per Bulan) *

Pada bagian ini digunakan untuk mengetahui tentang data umum responden.

Jenis Kelamin *

☐ Laki-laki

☐ Perempuan

Usia *

☐ 17-22 Tahun

☐ 23-28 Tahun

☐ 29-34 Tahun

☐ 35-40 Tahun

☐ >40 Tahun

Pendidikan Terakhir *

☐ SMA/SMK

☐ D1/D2/D3/D4

☐ S1

Pekerjaan *

☐ Pelajar/Mahasiswa

☐ Pegawai Swasta

☐ Pegawai Negeri

☐ Wiraswasta/Pengusaha

☐ Lainnya

Rata-rata pengeluaran (Per Bulan) *

☐ < Rp 1.000.000

☐ Rp 1.000.000 - Rp 3.000.000

☐ Rp 3.001.000 - Rp 5.000.000

☐ > Rp 5.000.000

Rata-rata pendapatan (Per Bulan)

☐ < Rp 1.000.000

☐ Rp 1.000.000 - Rp 3.000.000

☐ Rp 3.001.000 - Rp 5.000.000

☐ > Rp 5.000.000

Produk apa yang sering anda cari dan temukan dengan bantuan fitur Find Similar di TikTok? (Boleh memilih lebih dari satu)

☐ Pakaian/Aksesori (Baju, celana, sepatu)

☐ Kecantikan (Make-Up, Skincare)

☐ Perabotan Rumah Tangga (Meja, pecah belah)

☐ Gadget (Ponsel, laptop, tablet)

☐ Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)

☐ Lainnya

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18.12

WhatsApp

Fitur Find Similar TikTok

nangkydanuarta129@gmail.com [Santi akun](#)

Alamat email Anda akan direkam saat formulir ini dikirimkan

Bagian Akhir dan Terima kasih

Terima kasih telah membantu saya dalam perjalanan penelitian ini. Setiap pilihan jawaban anda adalah suatu data yang akan sangat berharga untuk masa depan saya dan penelitian ini.

Setiap data yang anda berikan hanya akan digunakan untuk kepentingan penelitian.

Salam hangat,
Agustya Nangky Danuarta.

Kembali

Kirim

Kosongkan formulir

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Lampiran 2. Penyebaran Kuesioner



Lampiran 3. Data Responden dan Jawaban

Timestamp	Apakah Anda pernah menggunakan fitur Find Similar sebelumnya?	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	Rata-rata Pengeluaran (per Bulan)	Rata-rata Pengeluaran (per Bulan)
3/25/2026 18:25:52	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/25/2026 18:30:25	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/25/2026 18:44:55	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/25/2026 19:36:28	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/25/2026 20:43:00	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
3/25/2026 21:02:02	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
3/25/2026 21:49:10	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/25/2026 22:10:40	Ya	Perempuan	23-28 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/26/2026 13:29:11	Ya	Perempuan	23-28 Tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/26/2026 15:58:32	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/27/2026 17:36:56	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000

3/27/2026 18:23:14	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/27/2026 18:38:16	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/28/2026 14:19:26	Ya	Perempuan	17-22 Tahun	D1/D2/D3/ D4	Wiraswasta/Peng usaha	Rp 1.000.000 - Rp 3.000.000	> Rp 5.000.000
3/28/2026 20:17:59	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pegawai Swasta	Rp 3.001.000 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 12:13:40	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 12:48:00	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 18:17:20	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 18:22:02	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/29/2026 18:25:29	Ya	Laki-laki	23-28 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 18:30:56	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	
3/29/2026 18:35:57	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 18:37:05	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 18:38:06	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/29/2026 18:38:22	Ya	Laki-laki	23-28 Tahun	S2	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/29/2026 18:39:15	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000

3/29/2026 18:40:31	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/29/2026 18:41:41	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 18:41:41	Ya	Perempuan	29-34 Tahun	S1	Wiraswasta/Peng usaha	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/29/2026 18:41:44	Ya	Laki-laki	23-28 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 18:43:11	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 18:45:02	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 18:45:48	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 18:55:41	Ya	Perempuan	23-28 Tahun	S1	Lainnya	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 18:55:49	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/29/2026 19:05:29	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 19:06:17	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/29/2026 19:07:03	Ya	Laki-laki	23-28 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/29/2026 19:13:44	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
3/29/2026 19:17:08	Ya	Laki-laki	23-28 Tahun	D1/D2/D3/ D4	Wiraswasta/Peng usaha	> Rp 5.000.000	> Rp 5.000.000
3/29/2026 19:19:37	Ya	Laki-laki	23-28 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	> Rp 5.000.000

3/29/2026 19:22:08	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 3.001.000 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 19:22:36	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000
3/29/2026 19:40:15	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/29/2026 19:43:18	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/29/2026 19:47:35	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasis wa	< Rp 1.000.000	< Rp 1.000.000
3/29/2026 19:49:23	Ya	Perempuan	17-22 Tahun	S1	Lainnya	< Rp 1.000.000	< Rp 1.000.000
3/29/2026 20:04:07	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 21:06:35	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasis wa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
3/29/2026 21:27:35	Ya	Laki-laki	23-28 Tahun	S1	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 21:45:56	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 22:07:34	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Wiraswasta/Peng usaha	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/29/2026 22:17:18	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 22:28:03	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/29/2026 23:18:54	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 23:21:40	Ya	Perempuan	17-22 Tahun	S1	Lainnya	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000

3/29/2026 23:21:59	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
3/29/2026 23:24:15	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/29/2026 23:25:12	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/29/2026 23:29:37	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	> Rp 5.000.000	> Rp 5.000.000
3/29/2026 23:32:43	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 23:33:12	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/29/2026 23:34:22	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/29/2026 23:41:43	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/29/2026 23:56:43	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/30/2026 0:10:04	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 0:10:33	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 0:26:53	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/30/2026 0:33:20	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 0:36:48	Ya	Laki-laki	29-34 Tahun	SMA/SMK	Pegawai Swasta	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
3/30/2026 1:01:15	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000

3/30/2026 1:32:43	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000
3/30/2026 3:00:40	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
3/30/2026 3:24:37	Ya	Perempuan	29-34 Tahun	SMA/SMK	Pegawai Swasta	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 4:52:00	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/30/2026 5:47:27	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	> Rp 5.000.000	> Rp 5.000.000
3/30/2026 6:09:30	Ya	Laki-laki	23-28 Tahun	SMA/SMK	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 6:45:49	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 7:00:36	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/30/2026 7:03:14	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/30/2026 7:24:04	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/30/2026 8:24:37	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/30/2026 9:07:25	Ya	Perempuan	17-22 Tahun	S1	Pegawai Swasta	> Rp 5.000.000	> Rp 5.000.000
3/30/2026 9:08:21	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 9:08:21	Ya	Perempuan	23-28 Tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 9:09:29	Ya	Perempuan	23-28 Tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000

3/30/2026 9:15:07	Ya	Perempuan	23-28 Tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 9:17:06	Ya	Laki-laki	29-34 Tahun	SMA/SMK	Pegawai Swasta	> Rp 5.000.000	> Rp 5.000.000
3/30/2026 9:18:12	Ya	Perempuan	23-28 Tahun	SMA/SMK	Wiraswasta/Peng usaha	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/30/2026 9:19:13	Ya	Perempuan	29-34 Tahun	SMA/SMK	Pegawai Swasta	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/30/2026 9:19:20	Ya	Perempuan	29-34 Tahun	S1	Pegawai Swasta	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
3/30/2026 9:19:28	Ya	Laki-laki	23-28 Tahun	D1/D2/D3/ D4	Pegawai Swasta	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/30/2026 9:20:42	Ya	Perempuan	23-28 Tahun	D1/D2/D3/ D4	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 9:21:51	Ya	Perempuan	23-28 Tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 10:38:11	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 11:49:57	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	< Rp 1.000.000	
3/30/2026 13:26:49	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 13:33:20	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	> Rp 5.000.000
3/30/2026 13:36:32	Ya	Perempuan	23-28 Tahun	S1	Pelajar/Mahasis wa	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/30/2026 14:28:16	Ya	Laki-laki	17-22 Tahun	D1/D2/D3/ D4	Pegawai Swasta	> Rp 5.000.000	> Rp 5.000.000
3/30/2026 17:55:23	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000

3/30/2026 18:57:19	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 21:48:12	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
3/30/2026 22:06:26	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 0:37:47	Ya	Laki-laki	23-28 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 0:41:45	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 0:44:31	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 0:46:01	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 4:59:35	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000
3/31/2026 6:05:54	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 6:07:32	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 6:19:12	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	
3/31/2026 6:51:37	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/31/2026 7:16:17	Ya	Perempuan	17-22 Tahun	SMA/SMK	Lainnya	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 7:24:01	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/31/2026 8:20:15	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000

3/31/2026 8:57:43	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pegawai Swasta	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 9:11:14	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 9:17:36	Ya	Laki-laki	17-22 Tahun	S1	Lainnya	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 9:36:44	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000
3/31/2026 9:42:06	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 10:03:39	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/31/2026 10:16:33	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasis wa	< Rp 1.000.000	Rp 3.001.000 - Rp 5.000.000
3/31/2026 11:05:10	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 13:55:41	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 14:33:21	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 15:16:12	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	< Rp 1.000.000	< Rp 1.000.000
3/31/2026 16:34:37	Ya	Perempuan	17-22 Tahun	SMA/SMK	Lainnya	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
3/31/2026 18:43:49	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 18:46:49	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 18:47:10	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000

3/31/2026 18:49:55	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 18:50:04	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 18:53:57	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 19:00:08	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 19:00:34	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	> Rp 5.000.000
3/31/2026 19:00:42	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 19:01:04	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 19:03:17	Ya	Perempuan	17-22 Tahun	D1/D2/D3/ D4	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
3/31/2026 19:09:55	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 19:10:32	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 19:20:51	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 19:26:30	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 19:37:14	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	> Rp 5.000.000	> Rp 5.000.000
3/31/2026 19:42:10	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 19:52:31	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000

3/31/2026 19:56:32	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 20:00:04	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 20:00:51	Ya	Laki-laki	17-22 Tahun	S1	Pegawai Swasta	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/31/2026 20:31:42	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000
3/31/2026 21:32:25	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
3/31/2026 21:59:11	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 22:31:50	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
3/31/2026 22:36:09	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
4/1/2026 0:39:45	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/1/2026 6:29:07	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
4/1/2026 8:37:45	Ya	Laki-laki	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	
4/1/2026 13:11:17	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/1/2026 13:49:15	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
4/1/2026 14:38:03	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/1/2026 16:00:34	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000

4/1/2026 18:13:10	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Lainnya	> Rp 5.000.000	> Rp 5.000.000
4/1/2026 18:48:04	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
4/1/2026 19:01:56	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/1/2026 20:14:27	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/1/2026 20:33:06	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
4/2/2026 6:21:50	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/2/2026 10:45:13	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/2/2026 18:12:35	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
4/2/2026 18:16:24	Ya	Laki-laki	29-34 Tahun	S1	Pegawai Swasta	> Rp 5.000.000	> Rp 5.000.000
4/2/2026 18:17:05	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
4/2/2026 18:21:01	Ya	Perempuan	23-28 Tahun	D1/D2/D3/ D4	Lainnya	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
4/2/2026 18:27:06	Ya	Perempuan	23-28 Tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	> Rp 5.000.000
4/2/2026 18:27:23	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/2/2026 18:29:23	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/2/2026 18:35:02	Ya	Laki-laki	23-28 Tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000

4/2/2026 18:47:58	Ya	Perempuan	23-28 Tahun	S1	Wiraswasta/Peng usaha	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
4/2/2026 18:52:06	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/2/2026 18:58:36	Ya	Laki-laki	17-22 Tahun	S1	Pegawai Swasta	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
4/2/2026 19:13:50	Ya	Laki-laki	17-22 Tahun	S1	Pegawai Swasta	Rp 3.001.000 - Rp 5.000.000	> Rp 5.000.000
4/2/2026 20:03:03	Ya	Perempuan	23-28 Tahun	S1	Pegawai Swasta	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
4/2/2026 20:36:36	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
4/2/2026 20:59:02	Ya	Perempuan	17-22 Tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/2/2026 21:06:49	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/2/2026 21:52:12	Ya	Laki-laki	23-28 Tahun	S1	Pegawai Swasta	> Rp 5.000.000	> Rp 5.000.000
4/2/2026 22:03:18	Ya	Perempuan	17-22 Tahun	S1	Lainnya	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
4/2/2026 22:14:56	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
4/2/2026 22:19:30	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/3/2026 9:12:40	Ya	Laki-laki	17-22 Tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/3/2026 11:54:42	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasis wa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/3/2026 12:29:40	Ya	Laki-laki	23-28 Tahun	S1	Lainnya	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000

4/3/2026 12:30:30	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	< Rp 1.000.000
4/3/2026 15:49:44	Ya	Perempuan	23-28 Tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Rp 3.001.000 - Rp 5.000.000
4/3/2026 17:07:18	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/3/2026 18:31:21	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/3/2026 20:01:10	Ya	Perempuan	17-22 Tahun	S1	Lainnya	< Rp 1.000.000	< Rp 1.000.000
4/4/2026 0:16:53	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/4/2026 10:51:26	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
4/4/2026 18:03:59	Ya	Perempuan	23-28 Tahun	S1	Pegawai Swasta	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
4/4/2026 22:16:58	Ya	Perempuan	17-22 Tahun	S1	Lainnya	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
4/8/2026 14:49:22	Ya	Perempuan	17-22 Tahun	S1	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
4/16/2026 14:33:24	Ya	Laki-laki	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000
4/16/2026 14:37:10	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000
4/16/2026 14:37:30	Ya	Perempuan	17-22 Tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000
4/16/2026 14:38:05	Ya	Perempuan	23-28 Tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.001.000 - Rp 5.000.000	Rp 3.001.000 - Rp 5.000.000

Produk apa yang sering anda cari dan temukan dengan bantuan fitur Find Similar di TikTok? (Boleh memilih lebih dari satu)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Lainnya
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)

Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Gadget (Ponsel, laptop, tablet)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)

Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu)
Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga), Lainnya
Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)

Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu)
Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)

Lainnya
Pakaian/Aksesori (Baju, celana, sepatu)
Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Lainnya
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu)
Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu)

Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Perabotan Rumah Tangga (Meja, pecah belah)
Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)

Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Lainnya
Gadget (Ponsel, laptop, tablet)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga), Lainnya
Kecantikan (Make-Up, Skincare)
Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Lainnya
Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare)
Kecantikan (Make-Up, Skincare), Gadget (Ponsel, laptop, tablet)

Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)
Pakaian/Aksesori (Baju, celana, sepatu)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga), Lainnya
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah)
Pakaian/Aksesori (Baju, celana, sepatu), Kecantikan (Make-Up, Skincare), Perabotan Rumah Tangga (Meja, pecah belah), Gadget (Ponsel, laptop, tablet), Barang Koleksi/Hobi (Sepeda, kamera, alat olahraga)

PI1	PI2	PI3	PP1	PP2	PP3	PP4	T1	T2	T3	FE1	FE2	FE3	S1	S2	S3	S4	IB1	IB2	IB3	IB4
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Why online consumers have the urge to buy impulsively: roles of serendipity, trust and flow experience

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Abstract

Purpose – This study aims to investigate some determinants of impulse buying in online shopping and then indicate the underlying mechanism regarding why consumers have the urge to buy impulsively.

Design/methodology/approach – A total of 315 valid data were collected from consumers who had online shopping experience through an online survey. These data were then analyzed by structural equation modeling (SEM) to test the hypotheses and proposed model.

Findings – The results illustrate that consumers' serendipity, trust and flow experience facilitate impulse buying. Some inner relationships among the three factors have also been illustrated. Finally, antecedents of trust and flow experience were examined from a perspective of perceived information value.

Originality/value – This research provides new insights into existing literature on impulse buying in online shopping by developing a well-organized framework, which emphasizes the role of serendipity in motivating the urge to buy impulsively. Besides, it also extends the understanding of flow experience and trust in the process of online impulse buying.

Keywords Impulse buying, Serendipity, Flow experience, Trust, Urge to buy impulsively

Paper type Research paper

1. Introduction

Impulse buying is a sudden, compelling and hedonically complex purchasing behavior, which lacks deliberate consideration of all available information and choice alternatives (Shen and Khalifa, 2012). It is a very common action and tendency in purchase process. Online marketing information can more easily attract consumers' attention and stimulate their desires to buy products that they have no plan to purchase (Huang, 2016). Existing literature indicated that about 68% of online purchases are made on impulse (Hu *et al.*, 2019). As e-retailers, to promote such profitable shopping trend and increase sales, it is worthwhile to understand how the urge to buy impulsively can be influenced, especially when online consumers are exposed to marketing stimuli.

Due to the prevalence and complexity of impulse buying, such shopping phenomenon existing in traditional offline transactions has attracted a lot of research interest for many decades (e.g. Clover, 1960; Puri, 1996). In the context of online shopping, the situation is similar. Determinants of the urge to buy impulsively and their underlying mechanisms have been analyzed from many perspectives (e.g. Huang, 2016; Chung *et al.*, 2017; Zhang *et al.*, 2018; Hu *et al.*, 2019). Yet, although the research perspectives of prior studies are varied, the source of impulse seems to be consistent. Online consumers were found to have a trend to be stimulated into a need for instant gratification by purchasing some products or services,



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especially when they perceived positive emotions, including excitement and enthusiasm, in browsing activities (Verhagen and van Dolen, 2011). Positive emotion in impulse buying tendency can be resulted from content attractiveness and social capital (Huang, 2016), hedonic shopping value (Chung *et al.*, 2017), perceived value of online reviews (Zhang *et al.*, 2018), affective trust of recommenders (Chen *et al.*, 2019), consumers' self-esteem (Mundra, 2020), etc. But, on the other hand, consumers' positive emotion might also be triggered by some surprise and "fortunate discoveries by accidents" (Beale, 2007) in online shopping process, which is called serendipity. Serendipitous experiences can yield unplanned and impromptu consumers to perceive shopping value differently from the way rational consumers do (Chung *et al.*, 2017). High serendipity perceived by consumers in a product-search mechanism will enhance their decision satisfaction (Yi *et al.*, 2017). It is likely to be another approach to motivate consumers' positive emotions, which in turn trigger their impulsiveness. However, to the best of our knowledge, few studies have examined the role of serendipity in impulse buying. To bridge this research gap, the current study intends to take serendipity into consideration when analyzing consumers' urge to buy impulsively.

Furthermore, impulse buying is a complicated process, and no single factor can work alone. In addition to serendipity, high level of trust develops consumer's confidence of gaining expected useful products or services in their interactions with e-retailers, which contribute to positive relationships and emotional bonds (Elahi *et al.*, 2017; Chen *et al.*, 2018). Besides, flow experience is an optimal and pleasing experience regarding deep involvement, happiness and exhilaration (Csikszentmihalyi, 2008). Individuals in a good mood and with positive feelings when they shop are more likely to have an increased urge of impulse buying (Beatty and Ferrel, 1998). As a result of this, when exploring online consumers' impulsive buying, trust and flow experience have been selected as two important research perspectives by previous researchers (Wu *et al.*, 2016). But, on the other hand, although trust and flow experience are effective approaches to explain impulsive behaviors, as mentioned above, serendipity might exist in the impulse buying process. Whether serendipity plays some roles in affecting online consumers' trust and flow experience has never been examined. To better indicate the underlying mechanism of impulse buying and provide a more comprehensive theoretical lens to understand how consumers' impulsive behaviors can be affected, it is necessary to explore online impulse buying by considering serendipity, trust and flow experience together and then examine whether exists some inner relationships among them. Besides, antecedents of these factors are also required to be further revealed based on the current online shopping context.

Based on the above motivations, this study attempts to investigate the determinants of online impulse buying by taking account of serendipity, flow experience, trust and their antecedents, and then provides a new approach to understand the underlying mechanism regarding why online consumers have the urge to buy impulsively.

2. Theoretical background and hypotheses

2.1 Impulse buying

Impulse buying is a type of purchase that a consumer makes but has not planned in advance (Stern, 1962). It can be described as high emotional activation, low cognitive control and spontaneous behavior in the proximity of an appealing product or service (Sharma *et al.*, 2010). In online shopping, impulse buying has been further highlighted. Online consumers are constantly exposed to marketing stimuli. The ease of searching and buying process along with lack of social pressures can increase consumers' tendencies to act impulsively (Ek Styvén *et al.*, 2017). At the same time, e-retailers are also provided with more cost-effective means for product or service promotion (Lin and Lin, 2013). Therefore, it is assumed that online shopping has created new opportunities for increasing impulsive purchase possibilities (Sun *et al.*, 2012; Wu *et al.*, 2020). Although impulsive purchase behaviors seem like low self-control, weak self-discipline, immaturity and some other defects in personal

people and a given environment (Björneborn, 2017; Zhou *et al.*, 2018). In other words, interactions between individuals and environments they belong to appear to be important for serendipity to occur (McCay-Peet *et al.*, 2015). In the era of Web 2.0, personal bonds in online social networking environments can inspire ideas and steer individuals toward new topics, which can be regarded as an important driver of serendipitous encounters (Lutz *et al.*, 2017). When surfing on websites (including online shopping platforms), serendipitous information that is related to one's interest can be discovered by coincidence in online interactions. As indicated in prior literature, impulsive buying tends to be spontaneous and made without significant reflection when triggered by some external stimuli (Beatty and Ferrell, 1998; Stern, 1962). If people discover new items and directions that have not been otherwise considered during a process of online browsing, they will enjoy and remain highly engaged in that experience (Yi *et al.*, 2017; Foster and Ford, 2003). When browsing online shopping websites, serendipitous information will enhance users' experience through the "Aha! moment" (Chung *et al.*, 2017). In such an unexpected and surprising situation, unplanned and impromptu consumers are likely to perceive shopping value differently from the way rational consumers do. Consequently, an urge to buy impulsively may more easily be motivated. On the other hand, surprise and pleasure brought about by serendipity may also contribute to flow experience. Prior research has revealed that serendipitous experience will satisfy individuals' curiosity and motivate intrinsic pleasure, and then lead them to be immersed in some contexts, which is likely to increase the possibility of flow experience (Lu and Cheng, 2020). When shopping online, if consumers continuously experience surprise and pleasure brought by serendipity, their curiosity will be satisfied, which enables them to perceive intrinsic enjoyment. Furthermore, they are likely to be unaware of the passage of time and immersed in online shopping environment, thereby entering the flow experience. Accordingly, the following two hypotheses were proposed:

- H2a. Serendipity has a positive impact on the urge to buy impulsively.
- H2b. Serendipity has a positive impact on flow experience.

2.4 Trust

Trust is a psychological state that can be described as one's confidence in his or her opponent in the beliefs that the opponent's promises or appointments are reliable (Doney and Cannon, 1997; Moorman *et al.*, 1992). In many transactional/buyer-seller relationships, trust is a crucial factor that can reduce perceptions of risk and uncertainty (Gefen *et al.*, 2003). It helps consumers overcome concerns regarding their interactions with vendors and then encourages transaction behaviors. In online shopping, consumers' uncertainty exists because they cannot touch, feel or try the product before purchasing, which seems to be a significant concern for purchase decision (Tam *et al.*, 2019). Therefore, trust is still a foundation of e-commerce as a result of the absence of effective regulation over the opportunistic behaviors (Lu *et al.*, 2016). It enables decision-making more efficient by simplifying the acquisition and interpretation of information. Receivers are less likely to screen information for validity when the information is received from a trusted source (McEvily *et al.*, 2003). For consumers, if the buying decision process is simpler, they are more likely to buy on impulse (Stern, 1962). The same situation also applies to online shopping. Some studies have found that online consumers would be more vulnerable to trusted e-vendors, which tends to generate the willingness toward carrying out online impulse buying (Wu *et al.*, 2016). Specially, when consumers purchase something from a shopping website, the trust belief encourages them to engage in online transactions and thus form a direct link to influence impulse buying. In addition, users with high level of trust are usually more open minded and less fearful toward the use of internet. They tend to be more willing to

characteristics, such shopping practices may lead to some hedonic and pleasant consequences (Hu *et al.*, 2019). More importantly, understanding consumers' impulse temptation is an important approach to enhance sales for e-retailers.

Actually, impulse buying often has two processes: desire and behavior. Consumers usually first have the spontaneous urge to purchase something and then actually performing impulsive buying behaviors (Beatty and Ferrell, 1998). The urge to buy impulsively can be considered as an emotional medium for impulse buying. This type of urge can block consumers from searching for alternatives and thus leads them to exhibit impulsive buying behavior (Lee *et al.*, 2009). That is why, Leong *et al.* (2017) pointed out that the higher the urge to purchase, the tendencies to engage in impulsive buying would also be higher. In recent years, many empirical studies have also shown the positive relationship between consumers' urge and actual impulsive buying behaviors (e.g. Zhang *et al.*, 2018; Leong *et al.*, 2018). Therefore, this study mainly focuses on the urge to buy impulsively that has been shown to precede impulse actions to a large extent.

2.2 Flow experience

Flow experience is a holistic sensation that people feel when they act with deep involvement and concentration in reaction to environmental stimuli (Csikszentmihalyi, 2008). It is an optimal psychological state in which people immerse in their favorable activities and cannot recognize changes in their surroundings (Csikszentmihalyi and LeFevre, 1989). In recent years, flow experience has been considered as an important factor during the navigation of online shopping. When browsing shopping websites, flow experience perceived by online consumers often influences their final purchase decision to some extent (e.g. Hsu *et al.*, 2012; Liu *et al.*, 2016).

The important role of flow experience in driving impulse buying has also been revealed by some empirical studies in the area of online shopping (e.g. Wu *et al.*, 2016; Huang, 2016). As a crucial determinant of subjective enjoyment, the flow state can generate positive attitudes for online consumers, which will yield increased pleasant experience (Hsu *et al.*, 2016). Prior literature indicated that individuals in a good mood are more likely to buy impulsively or overspend (Wu *et al.*, 2016). Moreover, as a pleasing psychological state, flow experience strengthens and motivates more exploratory browsing behaviors on shopping websites (Guo and Poole, 2009). When conducting an explorative searching, consumers are more easily affected by environmental stimuli, which may induce them to make impulse purchases (Zhang *et al.*, 2018; Floh and Madlberger, 2013). All the above studies reported a potential effect for the link of flow experience to online impulse buying. Actually, in the context of online shopping, the flow state has been regarded as an emotional view of consumers when analyzing impulse buying (Wu *et al.*, 2020). Accordingly, we proposed the following hypothesis:

H1. Flow experience has a positive impact on the urge to buy impulsively.

2.3 Serendipity

Serendipity is defined as the faculty of making happy and unexpected discoveries by accident (Foster and Ford, 2003). It is a "fortunate accident" marked by interruption or discontinuity triggered by an individual's valuable interaction with ideas, information, objects or phenomena (McCay-Peet *et al.*, 2015). When discovering serendipitous information, individuals are likely to be attracted and even surprised, followed by a period of incubation, leading to insight and value (Yi *et al.*, 2017; Chung *et al.*, 2017; Agarwal, 2015). From above descriptions, it is not difficult to find that serendipity has two fundamental properties: unexpectedness and value. Unexpectedness is the premise and its most obvious feature, while value is the guarantee of all serendipitous experience.

Previous researchers argued that serendipity should never reside inside environment alone nor inside people alone, but should be viewed as the relational phenomenon between

venture beyond the predefined offerings or processes of online services and explore alternatives (Lutz *et al.*, 2017; Büttner and Göritz, 2008). For consumers, such an attitude may contribute to their willingness of being more open to new and surprising encounters (Lutz *et al.*, 2017). Therefore, in the process of online shopping, consumers with higher level of trust are likely to have stronger willingness to be open to new and surprising encounters and thus be more willing to venture beyond the predefined offerings and explore alternatives (Büttner and Göritz, 2008), which increases the likelihood of experiencing serendipity. Finally, trust also provides consumers with a subjective guarantee of obtaining a good experience in the future. When examining online purchase, researchers have empirically indicated that high level of trust can enhance consumers' flow experience (Gao *et al.*, 2015). E-retailers honoring benevolence, integrity and predictability throughout will enhance trust perceived by people, which enables consumers to concentrate on their undertakings and immerse in purchase (Wu and Chang, 2005). Because of this, in e-commerce, trust acts as a psychological shortcut and mechanism to abate uncertainty and complexity, which enables consumers to focus on the online shopping process. In such state, flow experience is more likely to be motivated. Accordingly, we proposed the following three hypotheses:

H3a. Trust has a positive effect on the urge to buy impulsively.

H3b. Trust has a positive effect on serendipity.

H3c. Trust has a positive effect on flow experience.

2.5 Antecedents of flow experience and trust

To make our research framework more comprehensive and well rounded, we further examined some antecedents of serendipity, flow experience and trust, which help us better understand the underlying mechanism of impulse buying. With the huge popularity of Web 2.0 applications, a set of social components such as peers' recommendations, consumer ratings and online reviews have been introduced in the process of e-commerce (Li *et al.*, 2013). These components enable online consumers to gather multiple sources of product/service information. As subjective perception and evaluation of information play an important role in online purchase process, especially aiding consumers' final decisions (Bai *et al.*, 2015; Zhou *et al.*, 2017), the current research examines whether dimensions of information value perceived by online consumers can work as antecedents of serendipity, flow experience and trust, which further influence serendipity and impulsive buying. According to prior literature, perceived information value in the online shopping process of Web 2.0 era can be divided into two dimensions: perceived informativeness and perceived persuasiveness (Zhou *et al.*, 2017; Liu *et al.*, 2019).

2.5.1 Perceived informativeness. Informativeness indicates the availability of all relevant information for users. People who perceived high level of informativeness corresponds to being interactive, intelligent and rich in terms of resources and knowledge (De Pelsmacker *et al.*, 1998). When shopping online, perceived informativeness represents consumers' overall perceptions regarding the information quality of products or services, which are evaluated by some characteristics such as timeliness, relevance and completeness of content (Zhang *et al.*, 2014; Zhou *et al.*, 2017).

Informativeness of content is a significant factor in forming consumer's positive attitude toward a commercial website. Gunelius (2010) pointed out that browsing timely and comprehensive information about a company's products/services posted on online social media could aid brand awareness and recognition. Nowadays, many social networking features have been applied to e-commerce, especially some informative reviews can be viewed as a type of supplemental content that assists consumers to reduce uncertainty (Zhang *et al.*, 2014), thereby trust is more likely to be fostered in such context. Furthermore, consumers'

positive attitudes are linked with perceived informativeness, which then induces their involvement in activities on online shopping platforms (Mazaheri *et al.*, 2011). They will more easily immerse in browsing high-quality content and involving in shopping process. On the contrary, poor information quality may undermine shopping experience as consumers need to spend much more effort on scrutinizing information (Gao *et al.*, 2015). High-quality information representing the accurate, complete and current content posted on online shopping platforms has been shown to contribute to consumers' flow experience (Hausman and Siekpe, 2009). That is because informative content is more likely to grab consumers' attention (Lin *et al.*, 2019). When shopping online, if consumers receive content regarding products or services with high informativeness from e-retailers, the flow experience would be easily perceived. Accordingly, we proposed the following hypotheses:

H4a. Perceived informativeness is positively associated with trust.

H4b. Perceived informativeness is positively associated with flow experience.

2.5.2 Perceived persuasiveness. Perceived persuasiveness refers to general perceptions regarding the strength of information that can be evaluated based on its reliability, validity and objectivity (Zhang *et al.*, 2014). Strong information enables consumers to form a favorable attitude toward a product or service. Such information with objective, understandable content and packed with concrete data has been proved to provide consumers with positive utility (Petty and Cacioppo, 1984; Eagly and Chaiken, 1993). If consumers perceive the information to be of high utility, they will spend more time on evaluating the content and thus enhance perceived persuasiveness (Zhou *et al.*, 2017).

In online shopping, persuasive information also comes from other experienced online consumers. Objective reviews and comments posted by peers with sufficient reasons rather than just expressing feelings will influence consumers' attitudes toward products and e-vendors (Park *et al.*, 2007). Empirical research has shown that mutual trust toward an online shopping platform and its members would be triggered by some strong and persuasive information (Liu *et al.*, 2019). Persuasive information would promote online consumers' positive attitude (Park *et al.*, 2007). If consumers of an online shopping website can be provided persuasive information, they may trust e-retailers on it, and meanwhile, considered this website as trustworthy. Besides, excellent information quality is able to increase users' emotional involvement and attachment to a community (Jang *et al.*, 2008). When perceiving persuasive content of products or services posted on online shopping platforms with high reliability, validity and objectivity, online consumers are easily reach the state of high involvement and concentration by reducing the cognitive efforts needed to identify required information, emphasizing the shopping experience, forgetting about the elapsed time and losing self-recognition (An *et al.*, 2021). In this environment, consumers tend to deeply focus on their online shopping process and reach the state of flow due to the reduction of cognitive load when searching for additional information from shopping websites. Hence, we formulated the following two hypotheses:

H5a. Perceived persuasiveness is positively related to trust.

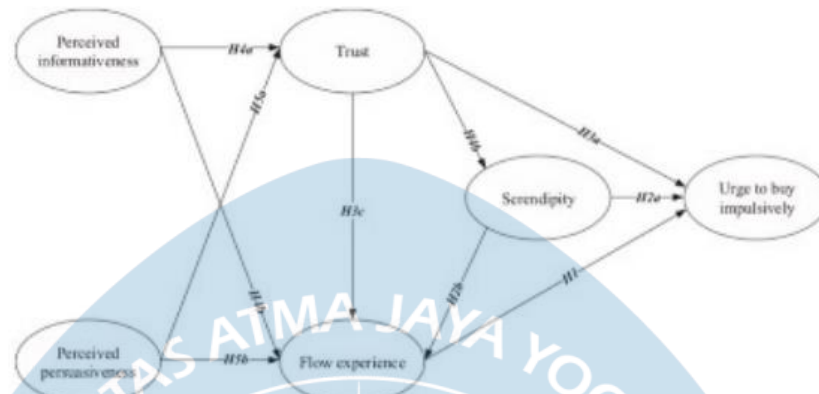
H5b. Perceived persuasiveness is positively related to flow experience.

In the light of the theoretical background, we proposed above hypotheses and then developed a research model, as shown in Figure 1.

3. Research method

3.1 Measurements

The items measuring the constructs in our research model were adapted from existing literature to suit the context of this study. Table 1 lists all the items. Perceived

Figure 1.
Research model

Constructs	Items	Loadings
Perceived informativeness	PI1: Tmall.com provides relevant information about the products/services	0.81
	PI2: Tmall.com provides complete information about the products/services	0.80
	PI3: Tmall.com provides timely information about the products/services	0.74
Perceived persuasiveness	PP1: The information about products/services posted on Tmall.com is convincing	0.79
	PP2: The information about products/services posted on Tmall.com is persuasive	0.86
	PP3: The information about products/services posted on Tmall.com is strong	0.79
	PP4: The information about products/services posted on Tmall.com is good	0.78
Trust	TRU1: Even if not monitored, I would trust Tmall.com to do the job right	0.84
	TRU2: I trust Tmall.com	0.85
	TRU3: I believe that Tmall.com is trustworthy	0.81
Flow experience	FE1: When browsing Tmall.com for online shopping, I felt totally captivated	0.86
	FE2: When navigating Tmall.com for online shopping, time seemed to pass very quickly	0.86
	FE3: When visiting Tmall.com for online shopping, I could temporarily forget concerns	0.77
Urge to buy impulsively	UBI1: I experienced a number of sudden urges to buy things when suffering on Tmall.com	0.84
	UBI2: I saw a number of things I wanted to buy even though they were not on my shopping list	0.85
	UBI3: I experienced strong urges to make unplanned purchases when browsing announcements on Tmall.com	0.85
	UBI4: I felt a sudden urge to buy something when doing shopping on Tmall.com	0.82
Serendipity	SE1: I obtained unexpected insights when doing shopping on Tmall.com	0.80
	SE2: I unexpectedly discovered by chance what I want to buy before when doing shopping on Tmall.com	0.85
	SE3: I found things that surprised me when doing shopping on Tmall.com	0.80
	SE4: I was able to see the ordinary in new ways when doing shopping on Tmall.com	0.81

Table 1.
Statistics of
construct items

informativeness and perceived persuasiveness were measured using items adapted from Zhang *et al.* (2014). Besides, we measured serendipity and flow experience using items modified from McCay-Peet and Toms (2011) and Kim *et al.* (2017), respectively. The items for trust were taken from Gefen (2000). Finally, urge to buy impulsively was measured by using items modified from Verhagen and van Dolen (2011). Seven-point Likert scales were employed to measure all the items in our questionnaire, ranging from "extremely disagree" = 1 to "extremely agree" = 7. As the survey was conducted in China, we used the translation-back-translation approach to convert all items into Chinese. In total, 20 graduate students who have online shopping experience and five information system scholars were invited to evaluate the ease of understanding of the questionnaire and its logical consistency. Some ambiguous or poorly worded items were revised to make sure clarity.

3.2 Data collection and participants

The data of the current research were collected through an online survey during the period from March 13 to May 5, 2020. The targeted respondents are consumers who have online shopping experience on Tmall.com (www.tmall.com), which is the biggest business-to-consumer (B2C) online shopping mall in China with hundreds of millions of online consumers. A snowball sampling method was employed to collect data. Snowball sampling has been widely used in qualitative research of social sciences. This method yields a study sample through referrals made among people who share or know of others and possess some characteristics that are of research interest (Biernacki and Waldorf, 1981). It allows for the sampling of natural interactional units such as groups established on online social networks.

A total of 353 respondents were investigated. After removing 17 participants who do not have any online shopping experience and 21 respondents owing to consistently identical responses for all questionnaire items, 315 valid responses were collected for this study. Among them, 44.8% were male ($n = 141$), and 55.2% were female ($n = 174$). The largest age group was 20–29, accounting for 56.8% ($n = 179$), and the 30–39 age group accounts for 19.4% ($n = 61$). Therefore, our target respondents mainly comprise of young and middle-aged people, which accounts for more than 60% of the total internet users in China and is also the major group of online shoppers (CNNIC, 2019). Besides, a majority of the respondents' income per month ranges from RMB3,000 to RMB8,000, accounting for 68.5%. This income range also represents about half of internet users in China (CNNIC, 2019). These results suggest in terms of age and income, our sample demographics and the authoritative investigations (CNNIC, 2019) are similar. Consequently, it can be thought that our sample represents the actual online consumers in China to some extent.

4. Data analysis and results

Structural equation modeling (SEM) based on maximum likelihood estimation was applied to estimate the coefficients of paths in our research model. SEM is a comprehensive approach for testing proposed hypotheses as well as assessing and modifying theoretical models. It provides researchers with ample means for examining relationships among latent variables while taking into account the (un)reliability of their indicators (Anderson and Gerbing, 1988; Baumgartner and Homburg, 1996). According to the two-step approach recommended by Anderson and Gerbing (1988), measurement model and structural model were examined.

4.1 Measurement model

The measurement model was evaluated by confirmatory factor analysis (CFA) using AMOS 23.0. To exhibit an adequate fit to the collected data, most model fit indices should exceed the

recommended value from previous studies. In the current study, every model fit index indicates an adequate fit to the collected data ($\chi^2/df = 1.39$, GFI = 0.93, AGFI = 0.91, NFI = 0.95, CFI = 0.98, RMSEA = 0.04). Then, Table 2 indicates the results of reliability and convergent validity testing. Cronbach's α for each construct is larger than 0.8, exceeding the threshold of 0.7 recommended by Nunnally (1978). Besides, all values of composite reliability (CR) range from 0.83 to 0.91, which are higher than 0.7. It means the standard suggested by Fornell and Larcker (1981) is met. Therefore, there is a good reliability of the scales.

Convergent validity can be judged by average variance extracted (AVE) and indicator loadings. In Table 2, all the values of AVE are higher than 0.6, exceeding the threshold of 0.50 (Fornell and Larcker, 1981). Meanwhile, every factor loading in Table 1 is significant and larger than 0.70. Therefore, all constructs exhibit good convergent validity. Besides, discriminant validity was checked by comparing the squared root of the AVEs of each construct with its corresponding correlations (Fornell and Larcker, 1981). Table 2 shows the results of discriminant validity testing. The diagonal elements are the square roots of AVE for the constructs that exceed other correlation coefficients, indicating all constructs carry sufficient discriminant validity.

4.2 Structural model

The current research used AMOS 23.0 to test the structural model. The model fit indices for the structural model show a good fitness of the structural model ($\chi^2/df = 1.69$, GFI = 0.92, AGFI = 0.89, NFI = 0.93, CFI = 0.97, RMSEA = 0.05). Then, we examined significance of all structural paths and variance explained (R^2) of the endogenous variables. The path coefficients and their significance are shown in Table 3. It can be

Construct	CR	AVE	α	(1)	(2)	(3)	(4)	(5)	(6)
(1) Perceived persuasiveness	0.88	0.65	0.88	<i>0.81</i>					
(2) Perceived informativeness	0.83	0.61	0.82	0.62	<i>0.78</i>				
(3) Trust	0.87	0.70	0.87	0.65	0.63	<i>0.84</i>			
(4) Serendipity	0.89	0.67	0.89	0.45	0.43	0.69	<i>0.82</i>		
(5) Flow experience	0.87	0.69	0.86	0.48	0.55	0.63	0.55	<i>0.83</i>	
(6) Urge to buy impulsively	0.91	0.71	0.91	0.48	0.49	0.71	0.70	0.67	<i>0.84</i>

Note(s): α = Cronbach's α , CR = Composite reliability, AVE = Average variance extracted

Diagonal lines rendered in italics show the square of AVE of each construct

All correlations are significant at $p < 0.01$

Table 2.
Discriminant validity

Hypothesis	Path	Coefficient (β)	Supported or not
H1	Flow experience $\rightarrow$ urge to buy impulsively	0.30***	Yes
H2a	Serendipity $\rightarrow$ urge to buy impulsively	0.34***	Yes
H2b	Serendipity $\rightarrow$ flow experience	0.22**	Yes
H3a	Trust $\rightarrow$ urge to buy impulsively	0.29***	Yes
H3b	Trust $\rightarrow$ serendipity	0.69***	Yes
H3c	Trust $\rightarrow$ flow experience	0.31***	Yes
H4a	Perceived informativeness $\rightarrow$ trust	0.37***	Yes
H4b	Perceived informativeness $\rightarrow$ flow experience	0.25**	Yes
H5a	Perceived persuasiveness $\rightarrow$ trust	0.42***	Yes
H5b	Perceived persuasiveness $\rightarrow$ flow experience	0.03 ^{ns}	No

Table 3.
Path coefficients and
their significance

Note(s): * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; ns = not significant

found that almost all hypotheses are supported by the path analysis results, except H5b. In addition, this model indicated a good explanatory power for urge to buy impulsively ($R^2 = 63.6\%$) and serendipity ($R^2 = 47.2\%$), as well as for trust ($R^2 = 50.6\%$) and flow experience ($R^2 = 46.7\%$).

As the data we collected are self-reported, there is potential for common method variance (CMV). To address this issue, Harman's single-factor test was performed to examine the possible effects of CMV. Exploratory factor analysis with unrotated exploratory factor analysis was used to check the data. The results indicated that six factors were extracted from the data, and no single factor dominated the total variance. Therefore, CMV is not a serious problem. Moreover, an unmeasured latent method construct was added to further examine the CMV (Williams *et al.*, 1989). We allowed all measurement items to load on their theoretical constructs and the method construct. Then the fit of the common method model and the proposed measurement model was compared. The results of model comparison showed that the addition of the method construct did not result in a significant change of model fit ($\Delta\chi^2 = 14.33$, $\Delta df = 15$, $p > 0.50$). It further ensured that CMV was not a serious threat in the data analysis.

5. Discussion and implications

5.1 Discussion of findings

First, the current research integrates serendipity, trust and flow experience to reveal the urge to buy impulsively in online shopping process. Although online impulse buying has been discussed by prior studies (e.g. Verhagen and van Dolen, 2011; Zhang *et al.*, 2018; Chung *et al.*, 2017), our study examined it by emphasizing the role of serendipity and its related factors. Some inner relationships among serendipity, flow experience and trust have been indicated. Among them, serendipity plays a more important role. This finding confirms the claim that serendipitous information involving unexpected finding and worth can enhance a consumer's shopping experience (Kim *et al.*, 2013). It provides another approach to analyze consumers' positive emotion in online shopping, which has the potential to motivate impulsiveness. Besides, flow experience and trust have also been shown to positively affect impulse buying. For one thing, this result is partially consistent with Novak *et al.* (2000), indicating that flow experience attracts consumers and significantly affect subsequent attitudes and behaviors, including the impulsiveness to pay a price. For another, the important role of trust, which is considered as the source of serendipity and flow experience and then works as a motivator of the urge to buy impulsive with them together, has also been indicated. No matter in the online or offline contexts, impulsive buying has long been regarded as an affective and spontaneous process without a thoughtful consideration regarding why and for what reason one needs the product when triggered by some external stimuli (e.g. Beatty and Ferrell, 1998; Verhagen and van Dolen, 2011). Such finding supports the argument that impulsive buying does not depend on affective feelings alone. Cognitive deliberation and logical decision-making are still involved in that process (Chen *et al.*, 2016; Hu *et al.*, 2019). Here online consumers' judgment of trust reduces uncertainty and underlies risk assessments (Gefen *et al.*, 2003), which contribute to their cognitive processing in online purchase.

Second, perceived informativeness and perceived persuasiveness are antecedents of trust and flow experience in online shopping. Previous studies have found that users adopt both the central route and the peripheral route to process information (e.g. Lee and Hong, 2016; Zhou *et al.*, 2017). The current research shows more detailed dimensions of information value, which focuses on users' perception and evaluation of information based on the Web 2.0 shopping environment. Informative and persuasive content of products posted by e-retailers or other experienced consumers can give consumers a sense of assurance and establish an

impression of integrity and reliability, which then improves trustworthiness toward online retailers. Besides, informative information with relevant, complete and timely content enables consumers to form a favorable attitude toward a product/service (Angst and Agarwal, 2009; Zhou *et al.*, 2017). Such information improves the willingness to involve in online browsing and shopping process, which more easily triggers the perception of flow experience. Taken together, this study explores antecedents of serendipity, flow experience and trust from a perspective of information value in online shopping process, which better indicate the underlying mechanism of impulse buying. This effort makes our research model become more adapt to analyze impulse buying in the current Web 2.0 shopping environment.

Third, unexpectedly, perceived persuasiveness cannot significantly influence consumers' flow experience. One possible explanation is that flow experience is a compelling state that affects consumer behavior in online shopping (Koufaris, 2002). In this state, consumers will become fully involved in their interactions in online shopping sites, and thus, their rational judgment and analysis about the information regarding products or services are more likely to be weakened. Perceived persuasiveness represents the general perceptions regarding the strength of information depending on reliability, validity and objectivity, which require more rational thinking. Based on this point, perceived persuasiveness may not significantly affect flow experience.

5.2 Theoretical and practical implications

Several theoretical implications can be concluded from above empirical findings. First, the current study enriches existing literature on impulse buying in online shopping by developing a well-organized framework to indicate its determinants and the underlying mechanism. The relationships among serendipity, trust and flow experience have been examined to explain their roles in affecting online consumers' urge to buy impulsively. These findings provide future studies with a new insight into exploring how online consumers' impulsive buying can be influenced. Second, this study extends the understanding of trust in the process of impulsive buying. We found that online impulsive purchase was not totally free of cognitive processing. Some judgments based on cognition are also involved. Trust originated from general beliefs of an online shopping platform offers cognitive cues, which work as the basement of affective and spontaneous processes of impulsive buying. Third, some original motivators of impulsive buying have been revealed from a perspective of information value. The findings of current research showed more detailed dimensions: perceived informativeness and perceived persuasiveness, which focus on users' perception and evaluation of information. It not only reveals two sources of consumers' urge the buy impulsively, but also offers a new approach to examine subjective perception and evaluation of information in affecting online consumers' purchase behaviors or intentions for future studies.

The findings of this study also provide some managerial implications. First, some feasible guidelines have been offered for e-retailers to apply when organizing product or service information for consumers to promote their online shopping experiences. An open shopping platform with high-quality information can be regarded as a proper carrier of serendipity. As perceived informativeness and persuasiveness of content posted on online shopping platforms are sources of trust, which motivates serendipity, e-retailers should provide experienced consumers with incentives to encourage them to share shopping experiences with timely, complete and convincing content, such as first-hand pictures and descriptions. Meanwhile, cooperating with some core members of social media such as internet celebrities or stars to promote products or services is also a good idea. These people have power of influence in social network. Their sharing, recommendations and announcements are more likely to be considered as informative and persuasive content for their fans. Second, this

study offers new insights for shopping website designers and marketing managers to lead online consumers to open mind and immerse in shopping experience, which can motivate flow experience and serendipity. Specially, managers of online shopping platforms should focus on accumulating positive electronic word of mouth in their daily operations and develop a trustworthy brand image. Moreover, designers of online shopping systems are required to help consumers filter massive invalid information and keep informative and persuasive content posted on platforms, which help consumers better understand products or services and then reduce commerce risk perceptions. For example, consumers should be allowed to set filtering rules to distinguish content with high value they perceived from massive information and then incorporate these rules to the setting of their accounts.

Urge to buy
impulsively

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5.3 Limitations and future research

This study also contains several potential limitations. First, some researchers have pointed out that although the benefits of serendipity emerged across many categories of products, its effects would be less evident for durable goods that are relatively expensive or for products or services that require an extended amount of information gathering before being experienced (e.g. medical treatments) (Kim *et al.*, 2021). Therefore, future research should try to examine the detailed effects of serendipity occurring in different types of goods when investigating online impulse buying. Second, generalizability issues may occur in this study. The research sample of this study is limited to users on Tmall.com. Although Tmall.com is the largest B2C e-commerce website in China, consumers from different online shopping platforms and countries may have different attitudes toward impulse buying. Therefore, research in the next stage should investigate consumers from some worldwide online shopping malls such as Amazon and eBay and meanwhile invite respondents with diverse demographics (e.g. differential age group and incomes) to participate in our survey.

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