



Analysis of Factors Triggering Consumptive Behavior: A Study of Institut Bisnis Nusantara Students

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ABSTRACT

This study aims to examine the influence of Flash Sale Programs (Sales Promotion), Shopping Lifestyle, and Content Marketing on the Consumptive Behavior of Institut Bisnis Nusantara students on the Shopee e-commerce platform. The population of this study consists of all Institut Bisnis Nusantara students who are aware of the Flash Sale program on Shopee, with a sample of 100 respondents. Data collection was conducted using a questionnaire method distributed through Google Forms. Data processing utilized the SmartPLS application through stages of outer model analysis, inner model analysis, and hypothesis testing. The research findings indicate that Flash Sale Programs or Sales Promotion and Content Marketing do not influence the Consumptive Behavior of Institut Bisnis Nusantara students on the Shopee e-commerce platform. Meanwhile, Shopping Lifestyle significantly influences the Consumptive Behavior of Institut Bisnis Nusantara students on the Shopee e-commerce platform. These results suggest that students are more influenced by their lifestyle patterns and shopping habits rather than promotional strategies or marketing content. The findings provide valuable insights for understanding student consumer behavior in digital marketplaces and highlight the importance of lifestyle factors in shaping purchasing decisions among young consumers.

Keywords: *Consumptive Behavior, Content Marketing, Sales Promotion, Shopee Flash Sale Program, Shopping Lifestyle*

INTRODUCTION

According to an article from Kompas.com, research firm Momentum Works recently released a report titled "Ecommerce in Southeast Asia 2023," which reveals various aspects of the electronic market in the region. One of its highlights is the

list of the six largest marketplaces in Indonesia. According to the report, Shopee ranks first as the largest marketplace in Indonesia for 2022, followed by Tokopedia, Lazada, Bukalapak, TikTok Shop, and BliBli. Shopee, which is part of SEA Limited, occupies the top position due to its most significant contribution to the overall e-commerce Gross Merchandise Value (GMV) in Indonesia. GMV represents the total value of purchases through these platforms, which essentially reflects the marketplace's revenue from user purchases. According to data from the report, Indonesia recorded a GMV of 51.9 billion US dollars or approximately Rp 773.7 trillion in 2022, with Shopee contributing around 36 percent of that amount, or approximately Rp 278.5 trillion, which is the highest figure compared to other marketplaces in Indonesia. Tokopedia, as a domestically developed marketplace, ranks second with a contribution of approximately 35 percent to Indonesia's total e-commerce GMV, which when calculated manually reaches around Rp 270.8 trillion (Riyanto & Pertiwi, 2023).

Research on consumptive behavior on the Shopee marketplace, which ranks first in Indonesia, becomes relevant because the phenomenon of increasing online transactions has significantly changed consumer shopping patterns (Chaffey & Ellis-Chadwick, 2019; Smith & Zook, 2020). With Shopee Marketplace being at the top in market share, a deep understanding of consumptive behavior on this platform will provide valuable insights for the e-commerce industry as a whole (Nurani et al., 2024). Furthermore, understanding consumer consumption patterns on the Shopee Marketplace can help companies improve marketing strategies, product development, and more effective customer service, as well as provide input to regulators in formulating policies that support the development of the e-commerce industry.

LITERATURE REVIEW

Consumptive Behavior

Consumptive behavior is the tendency of a person to purchase goods and services excessively or without rational consideration. This behavior is often driven by emotional impulses rather than actual needs (Schiffman & Wisenblit, 2019). According to Engel et al. (2019), consumptive behavior is "excessive consumption behavior, driven by emotional impulses, where individuals tend to purchase goods and services in quantities beyond their actual needs." This behavior is often influenced by advertising that stimulates consumer desires to own the latest products or participate in trends.

Consumptive behavior has negative impacts on financial problems. This occurs when consumptive behavior can cause a person to spend more money than they should, which can ultimately lead to financial problems such as debt. Another impact is on the environment, where excessive consumption also negatively impacts the environment because it encourages unsustainable production and causes an increase in waste (Dholakia, 2020).

According to Tata et al. (2021), indicators of consumptive behavior consist of five elements: Purchase Frequency, which measures how often a person makes purchases of goods or services; Purchase Amount, referring to the amount of funds spent on purchases; Purchase Motivation, examining the reasons or drives behind purchases, whether more towards needs or wants; Social Influence, assessing how much influence friends, family, or social media have on purchasing decisions; and Post-Purchase Regret, which evaluates feelings of regret or dissatisfaction after making a purchase.

Sales Promotion

Sales promotion is a marketing technique designed to encourage the purchase or sale of products or services in the short term. This strategy is often used to attract consumer attention, increase interest, and accelerate purchasing decisions (Belch & Belch, 2018; McCarthy, 1960). Sales promotion also often aims to increase sales volume within a certain time period.

According to Kotler & Keller (2016), sales promotion is "a variety of short-term incentives to encourage the purchase or sale of a product or service." Sales promotion includes various marketing communication tools designed to stimulate faster or larger purchases by consumers or traders.

As stated by Kotler & Keller (2016), indicators of sales promotion consist of the following elements: Sales Volume Increase, measuring changes in the number of product or service sales during and after sales promotion; Purchase Frequency, assessing how often consumers purchase products or services during sales promotion; Store or Website Traffic Increase, tracking changes in the number of visitors to physical stores or websites during sales promotion; Brand Awareness, evaluating the level of increase in consumer awareness about products or brands during and after sales promotion; Conversion Rate, calculating the percentage of visitors who make purchases during sales promotion; and Consumer Response to Incentives, measuring the level of consumer response to various incentives such as discounts, coupons, or special offers.

Shopping Lifestyle

Shopping lifestyle refers to a person's lifestyle driven by habits, preferences, and behavior in shopping. This lifestyle is more than just the act of buying goods; it encompasses social, emotional, and psychological aspects that underlie a person's shopping behavior. In the modern context, shopping lifestyle is also influenced by digital technology, social media, and changes in social values (Hines & Bruce, 2018).

According to Solomon (2020), shopping lifestyle is "the way in which individuals integrate shopping activities into their daily lives, reflecting their values, attitudes, and interests toward consumption." This shopping lifestyle is

often influenced by the need for self-expression, social trends, and personal preferences for certain types of products.

The impact of shopping lifestyle on marketing includes personalization, where marketers must focus more on personalization in their marketing strategies. By understanding consumer shopping lifestyles, companies can create more relevant and attractive offers. Another impact is on experiential marketing, where brands now invest more in creating immersive and engaging shopping experiences, both in physical stores and online. The goal is to increase consumer engagement and build long-term loyalty (Pine & Gilmore, 1999; Solomon, 2020).

According to Vithayathil et al. (2020), measurement of shopping lifestyle can be conducted using the following indicators: Shopping Frequency, measuring how often consumers engage in shopping activities; Types of Products Purchased, identifying product categories frequently bought by consumers; Social Media and Social Influence, evaluating the influence of social media and friend or family recommendations on purchasing decisions; Time Spent Shopping, measuring the duration of time spent searching for and buying products; and Online vs Offline Shopping Preferences, examining consumer choices between online shopping and shopping in physical stores.

Content Marketing

Content marketing is a marketing strategy that focuses on creating and distributing relevant, consistent, and valuable content to attract and retain a clearly defined audience, as well as drive profitable customer action (Rose & Pulizzi, 2018; Ryan, 2020). Content marketing does not focus on direct sales, but rather on building sustainable relationships with consumers through information and education (P. Kotler & Armstrong, 2017; Philip Kotler et al., 2016).

According to Pulizzi (2014), content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action. In the digital era, the creation and distribution of content marketing must also consider ethical and legal aspects. The proliferation of digital content on various platforms has raised concerns about content authenticity, intellectual property rights, and responsible content creation practices (Hakiki et al., 2024). These factors can influence how consumers perceive and respond to marketing content, particularly among educated audiences who are more aware of digital content ethics.

According to Meire et al. (2019) and Tuten & Solomon (2020), measuring content marketing can be done using the following indicators: Content Quality, assessing the relevance, uniqueness, and added value of the content presented; Frequency and Consistency, measuring how often content is published and consistency in its delivery; Engagement, evaluating audience interaction with content, such as comments, likes, and shares; Relevance, determining the suitability

of content with audience needs and interests; and Influence on Purchase Decisions, measuring how much the content influences consumer purchase decisions.

Hypothesis Development

Research by Andriana et al. (2020) shows that HARBOLNAS sales promotion has a partial effect on the consumptive behavior of Universitas Bina Sarana Informatika students. This is reinforced by research by Winarta et al. (2019) which shows that sales promotion has a positive effect on student consumptive behavior.

H1: Sales Promotion influences the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

Marlina and Lusia (2023) in their research show that Shopping Lifestyle has a positive and significant effect on consumptive behavior of online shopping on TikTok Shop. The same results are also shown in research by Putri et al. (2024) with results that Shopping Lifestyle has a positive and significant effect on the Consumptive Behavior of Online Fashion Consumers at TikTok Shop Candy Lady Store Bandar Lampung.

H2: Shopping Lifestyle influences the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

Research by Saskia (2024) shows results that TikTok content marketing has a positive and significant effect on the consumptive behavior variable of students at the Faculty of Islamic Economics and Business IAIN Manado. This is reinforced by research by Ishomi & Sulistyowati (2024), which shows that content on social media has a positive and significant effect on consumptive behavior among Universitas Negeri Surabaya students.

H3: Content Marketing influences the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

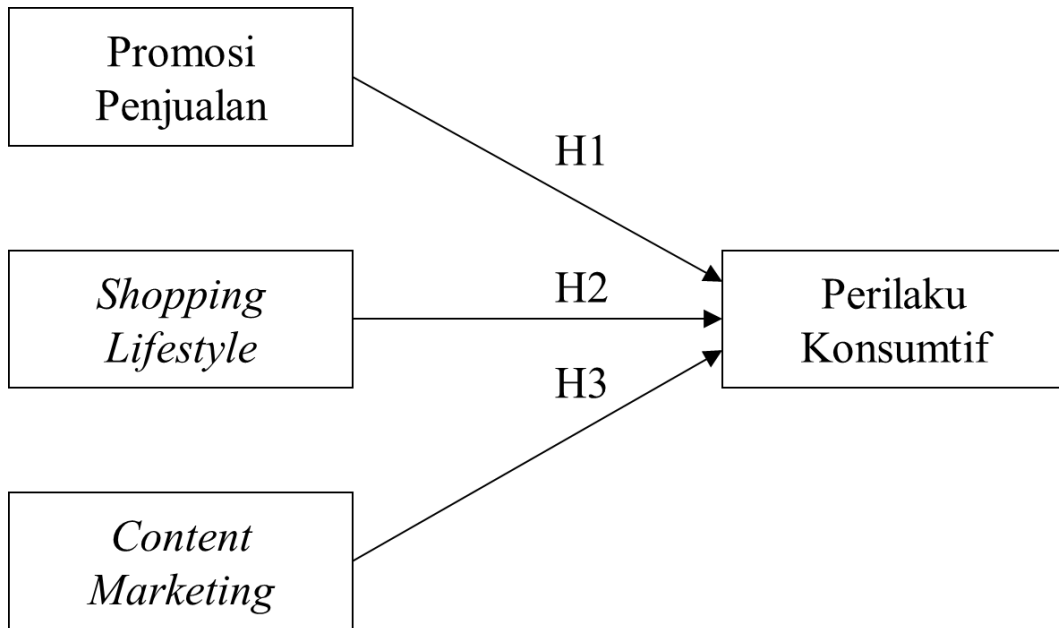


Figure 1 Research Model
Source: Author's Analysis

RESEARCH METHODOLOGY

The population in this study consists of Institut Bisnis Nusantara students who are aware of the Flash Sale program from Shopee, whose exact number is unknown. Since the population size in this study is not known with certainty, the calculation of the sample size can use the Cochran formula, as shown in the formula below:

$$n = \frac{z^2 pq}{e^2}$$

Description:

n = Required sample size

z = Value in the normal curve for 5% deviation, with a value of 1.96

p = Probability of being correct 50% = 0.5

q = Probability of being wrong 50% = 0.5

e = Sampling error rate

Based on this formula, the calculation is performed as follows:

$$n = \frac{1,96^2 \cdot 0,5 \cdot 0,5}{0,1^2} = \frac{0,9604}{0,01} = 96,04 \approx 100$$

Therefore, the sample size in this study is 100 samples.

The sampling technique used in this study is purposive sampling, which is a sample determination technique with certain considerations (Creswell, 2018; Darmadi, 2013; Sugiyono, 2011). The specific consideration in this study refers to students at Institut Bisnis Nusantara who have shopped on Shopee e-commerce within the past month.

In this study, the researcher uses a Partial Least Square (PLS) based Structural Equation Modeling (SEM) approach. PLS is a structural equation model based on

components or variance. Structural Equation Modeling (SEM) is a field of statistical study that can test a series of relatively difficult-to-measure relationships simultaneously (Ghozali, 2016; Hussein, 2015).

RESULT AND DISCUSSION

The convergent validity value represents the loading factor value for latent variables with their indicators. The tested value is said to be valid if the loading factor value is greater than 0.7. The results of the factor loading in this study are as follows:

Table 1 Outer Loading

VARIABLE	INDICATOR	OUTER LOADING	REMARK
Consumptive Behavior	PK1	0.800	VALID
	PK2	0.862	VALID
	PK3	0.863	VALID
	PK4	0.850	VALID
	PK5	0.761	VALID
Sales Promotion	PP1	0.879	VALID
	PP2	0.875	VALID
	PP3	0.863	VALID
	PP4	0.840	VALID
	PP5	0.841	VALID
	PP6	0.763	VALID
Shopping Lifestyle	SLS1	0.877	VALID
	SLS2	0.841	VALID
	SLS3	0.894	VALID
	SLS4	0.786	VALID

Source: Author's Analysis

Based on Table 1, the summary of convergent validity results shows that all indicators have outer loading values greater than 0.7. Therefore, it can be concluded that all indicators are declared valid.

Discriminant validity is examined by comparing the discriminant validity with the Square Root of Average Variance Extracted (AVE). If the square root value of AVE for each construct is greater than the correlation value between the construct and other variables in the model, then it is said to have good discriminant validity, and the expected AVE value is greater than 0.5.

Table 2 Discriminant Validity

VARIABLE	AVE
Perilaku Konsumtif	0.686
Promosi Penjualan	0.713
Content Marketing	0.669
Shopping Lifestyle	0.716

Source: Author's Analysis

Based on Table 2 above, it is known that the AVE value for each variable has a value greater than 0.5, so it can be stated that each variable has good discriminant validity.

This value indicates internal consistency, where a high composite reliability value shows the consistency of each indicator's score in measuring its construct. The expected composite reliability value is greater than 0.7.

Table 3 Composite Reliability

VARIABLE	COMPOSITE RELIABILITY
Consumptive Behavior	0.916
Sales Promotion	0.937
Shopping Lifestyle	0.938
Content Marketing	0.924

Source: Author's Analysis

Based on Table 3 above, it can be obtained that the composite reliability value for each variable shows values greater than 0.7, which means that the results of each variable have met composite reliability requirements and can therefore be declared reliable.

Cronbach's Alpha is used to measure reliability. A variable can be declared reliable if it has a Cronbach's Alpha value greater than 0.7.

Table 4 Cronbach's Alpha

VARIABLE	CRONBACH ALPHA
Consumptive Behavior	0.885
Sales Promotion	0.919
Shopping Lifestyle	0.920
Content Marketing	0.901

Source: Author's Analysis

Based on Table 4 above, it can be seen that the Cronbach's Alpha value of each research variable has met the requirements for Cronbach's Alpha value, so it can be concluded that all variables are declared reliable.

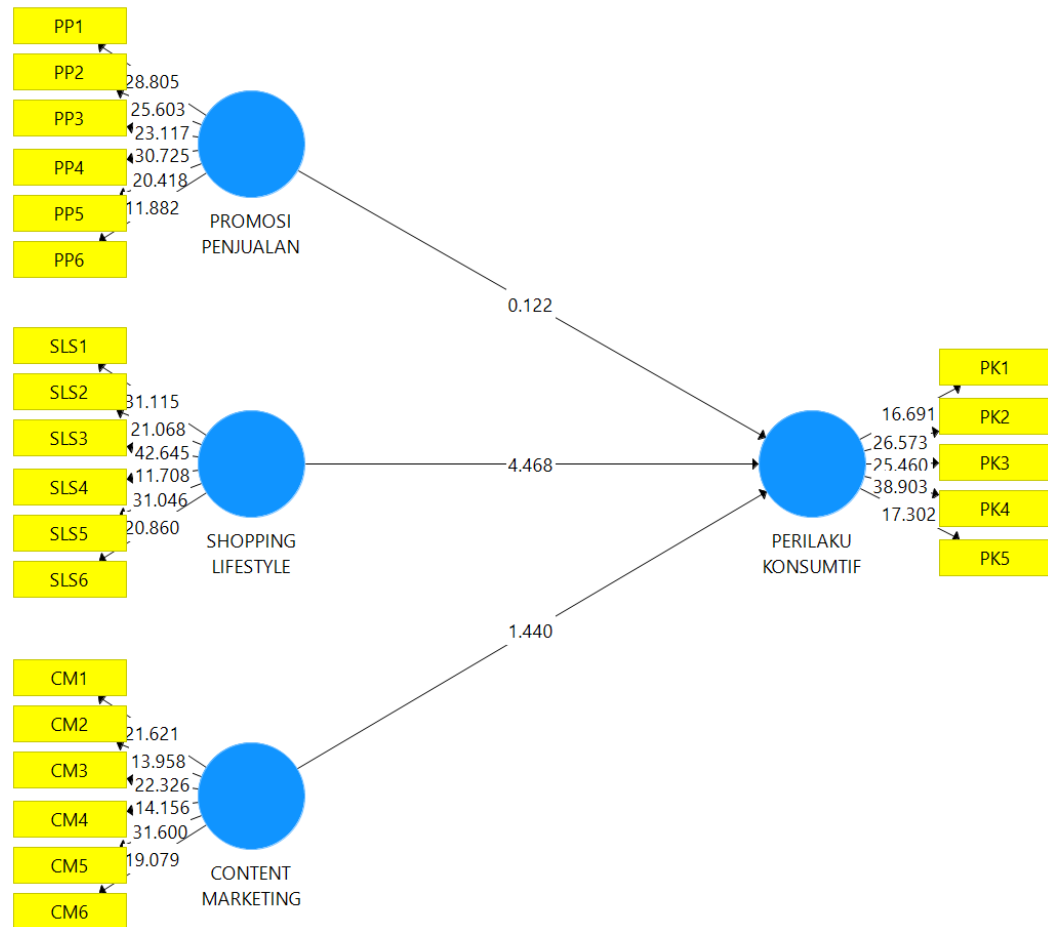


Figure 2 Inner Model Analysis Results

Source: Author's Analysis

The structural model or inner model is tested by examining the relationships between constructs. The relationships between constructs must consider the significance value, and the R-Square value can be used to assess the effect of certain exogenous latent variables on the independent variable if it has a significant influence.

The criteria for inner model analysis can be seen from the R-Square for dependent variables, Q-Square to show predictive relevance, and the significance of t-values. The R-Square value obtained through data processing shows results as shown in Table 5 below.

Table 5 R-Square Output Results

VARIABLE	R-SQUARE ADJUSTED
Consumptive Behavior	0,623

Source: Author's Analysis

From the data in Table 5 above, it can be seen that the Adjusted R-Square value for the Consumptive Behavior variable is 0.623. This value explains the percentage of Consumptive Behavior influenced by Sales Promotion, Shopping Lifestyle, and Content Marketing at 62.3%, while the remaining 37.7% is influenced by other factors outside the research model.

Hypothesis testing can be seen from the t-statistic value and probability value (p-values). The hypothesis in this study is stated as accepted if the t-statistic value is above 1.96 and the p-values must be below 0.05. The following are the hypothesis testing results based on SmartPLS output presented in Table 6 below.

Table 6 Hypothesis Testing Results

EFFECT	ORIGINAL SAMPLE	T-STATISTIC	P-VALUES	REMARK
Sales Promotion → Consumptive Behavior	-0,022	0,122	0,903	H1 rejected
Shopping Lifestyle → Consumptive Behavior	0,625	4,468	0,000	H2 accepted
Content Marketing → Consumptive Behavior	0,220	1,440	0,151	H3 rejected

Source: Author's Analysis

1. The Effect of Sales Promotion on Consumptive Behavior

H0: Sales Promotion does not influence the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

H1: Sales Promotion influences the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

Based on Table 6 above, the t-statistic value of 0.122 is less than 1.96 and the p-values of 0.903 is greater than 0.05, thus H0 is accepted and H1 is rejected, which means that Flash Sale Programs or Sales Promotion do not influence the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

These results show that Flash Sale Programs or sales promotions conducted by Shopee, such as discounts, coupons, or special offers, do not have a significant influence on the consumptive behavior of IBN students. Students may be more critical in assessing the value of goods or services offered and are not easily tempted by promotions alone. This can also indicate that IBN students prioritize personal needs or other factors such as product quality, not just cheap prices.

These results can provide benefits for IBN students to learn to be wiser in managing their finances and not be too influenced by marketing tactics that focus on low prices. IBN students can also give more consideration to the quality and long-term benefits of products purchased, compared to just chasing momentary promotions.

2. The Effect of Shopping Lifestyle on Consumptive Behavior

H0: Shopping Lifestyle does not influence the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

H2: Shopping Lifestyle influences the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

Based on Table 6 above, the t-statistic value of 4.468 is greater than 1.96 and the p-values of 0.000 is less than 0.05, thus H0 is rejected and H2 is accepted, which means that Shopping Lifestyle influences the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

The finding that shopping lifestyle influences the consumptive behavior of students shows that lifestyle and shopping trends play a significant role in shaping consumptive behavior. IBN students who tend to follow trends or consumptive lifestyles are more vulnerable to being influenced by impulses to buy goods that may not be needed, just to maintain social image or follow the latest trends.

The benefits that can be drawn from these results are that IBN students can be more aware of social influences and trends in daily life, so they can be more critical in assessing whether certain purchases are made based on needs or just social impulses. In addition, by understanding the impact of shopping lifestyle, IBN students can develop healthier shopping habits and reduce unnecessary spending.

3. The Effect of Content Marketing on Consumptive Behavior

H0: Content Marketing does not influence the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

H3: Content Marketing influences the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

Based on Table 6 above, the t-statistic value of 1.440 is less than 1.96 and the p-values of 0.151 is greater than 0.05, thus H0 is accepted and H3 is rejected, which means that Content Marketing does not

influence the Consumptive Behavior of Institut Bisnis Nusantara students on Shopee e-commerce.

These results indicate that marketing content presented through social media, blogs, or videos does not have a significant influence on the consumptive behavior of IBN students. Students appear to be more capable of separating marketing content from their actual needs, so they are not significantly influenced by advertisements or promotions that appear online.

The benefits that can be drawn from these research results for students are that they can be more critical in evaluating information they receive from marketing content, so they are able to make more independent decisions based on needs, not advertising impulses. Students will also be more trained to question the motives behind marketing content and not be easily tempted to buy products just because of digital marketing influence.

CONCLUSION

Based on the hypothesis testing conducted, this study reveals important insights into the factors influencing consumptive behavior among Institut Bisnis Nusantara students on the Shopee e-commerce platform. The findings indicate that Flash Sale Programs or Sales Promotion do not significantly influence the consumptive behavior of IBN students, as evidenced by a t-statistic value of 0.122, which is less than 1.96, and a p-value of 0.903, which exceeds 0.05. Similarly, Content Marketing does not demonstrate a significant effect on consumptive behavior, with a t-statistic value of 1.440 below the threshold of 1.96 and a p-value of 0.151 above 0.05. These results suggest that IBN students exhibit a more rational and critical approach to their purchasing decisions, being less susceptible to promotional tactics and marketing content that typically drive impulsive buying behavior.

In contrast, Shopping Lifestyle emerges as the only significant predictor of consumptive behavior among IBN students on Shopee e-commerce, supported by a t-statistic value of 4.468, which exceeds 1.96, and a p-value of 0.000, which is well below 0.05. This finding underscores the substantial role that lifestyle patterns and shopping habits play in shaping consumer behavior among students. The results collectively suggest that educational institutions and students themselves should focus on developing awareness about lifestyle influences on spending patterns rather than solely addressing promotional stimuli. Understanding these dynamics can help students cultivate healthier financial habits and make more informed purchasing decisions that align with their actual needs rather than social pressures or lifestyle trends.

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