|  |  |
| --- | --- |
|  | |
| Journal Name: | [**Asian Journal of Economics, Business and Accounting**](https://journalajeba.com/index.php/AJEBA) |
| Manuscript Number: | **Ms\_AJEBA\_141187** |
| Title of the Manuscript: | **Impulse Buying in the Context of E-Commerce: An Empirical Study on Shopee Users in Indonesia** |
| Type of the Article | **Original Research Article** |

|  |  |  |
| --- | --- | --- |
| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | The manuscript studies impulse buying behaviour in the context of e-commerce, specifically focusing on Shopee users in Indonesia. Given the rapid expansion of online retail and the psychological triggers involved in consumer behaviour, this study addresses a timely and relevant topic. It contributes to the academic literature by examining not only internal motivators like fashion involvement and lifestyle but also external factors like promotions. In addition, it provides empirical data that can help marketers and platform developers design more targeted strategies. Overall, this research is significant for scholars, digital marketers, behavioural economists, and e-commerce platforms operating in similar cultural contexts. | Yes, this manuscript contributes to the scientific community by exploring the factors that can influence impulse buying among Shopee e-commerce users, particularly in Purwokerto. This research can be applied in the field of management, particularly in marketing. The results of this study can be utilized by Shopee e-commerce to enhance its marketing strategy, enabling it to continue attracting consumers and driving purchases. |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | Yes, the title is suitable. It is clear, specific, informative, and captures the core theme (impulse buying), the context (e-commerce), population/sample (Shopee users), and geographical focus (Indonesia). It successfully sets the expectation for a research-based analysis. However, this slight revision will help to improve readability while preserving all essential information: “Impulse buying behaviour in e-commerce: An empirical analysis of Shopee users in Indonesia” | Yes, the title is appropriate for the research conducted. Thank you for the suggestion. I will use it for a more appropriate title. |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | The Abstract is generally well written and includes essential components – aims, methodology, results, and conclusion. However, the following suggestions will help improve the work:   * Integrate the “area of study as well as the duration” more smoothly into the abstract instead of listing it as a separate item. * Mention the sample size and sampling method clearly within the flow of the paragraph. * The adjusted R2 value of 81.8% is quite high; a sentence to acknowledge or explain this unusually strong model performance would improve scientific transparency. * Consider using terms like “respondents” or “participants” consistently (currently, both “people” and “respondents” are used). * Minor language adjustment: “The higher a person’s interest in fashion…” can be more formally phrased. | Aims: This study aims to examine the influence of fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation on impulse buying.Study design: This study employs a quantitative approach, utilizing an online questionnaire for data collection.Methodology: This research was conducted in Purwokerto from February to June. The population of this study consists of residents who live in Purwokerto. Samples in this study were selected by the purposive sampling method. The number of samples in this study was determined based on the Roscoe formula which states that the optimal sample size is at least 10 times the number of variables. Therefore, the researcher took a sample size of 160 respondents. However, because there were 21 outlier data, the data used was only 139. This Shopee is the e-commerce platform being analyzed. The research test was conducted using SPSS 26 and the analysis method used was multiple linear reggresion.Results: The results showed that fashion involvement, shopping lifestyle, and sales promotion had a significant positive effect on impulse buying. Meanwhile, the hedonic shopping motivation variable has no effect on impulse buying. The adjusted R-squared coefficient of determination test results show a value of 81.8% which indicates that the regression is strong. This high adjusted R-squared value is due to the suitability of the regression model used and the variables used in relation to the research context. These result indicate that the independent variables used in the model are able to explain most of the variation in the dependent variable. Fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation variables are able to influence impulse buying by 81.8% while 18.2% is influenced by other factors.Conclusion: The results of this study suggest that individuals with greater interest in fashion, exhibiting a more prominent shopping lifestyle, and exposure to more attractive sales promotion may increase the possibility of enganging in impulse buying behavior. The implication of this study is the importance of the Shopee e-commerce platform in optimizing marketing strategies that focus on increasing consumer interest in fashion, creating an entertaining shopping experience, and presenting attractive promotional offers to trigger impulse purchases more effectively. The author has revised the abstract in response to the provided suggestions. |
| Is the manuscript scientifically, correct? Please write here. | The general methodology and statistical analysis (SPSS) are appropriate for the study’s goals. The hypotheses are tested logically, and the results are clearly presented. However, the manuscript is partially scientifically correct because:   * it does not include reliability or validity measures, which are crucial for evaluating the internal consistency of the constructs. * The operationalization of variables is not described in detail, that is, there is no mention of how “fashion involvement” or “hedonic motivation” was measured. * The choice of purpose sampling, while practical, limits generalizability and should be more critically acknowledged. | 1. The validity test is used to measure whether a questionnaire is valid or not (Ghozali, 2021). A questionnaire is said to be valid if it has a value of r count greater than r table. Based on the results of the validity test calculation, this study show that all statements for the impulse buying, fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation variables are valid because they have a value of r count > r table (0,166) or a significance level < 0,05.   A reliability test is a test that shows the extent to which a measuring instrument can be trusted or consistent (Ghozali, 2021). A questionnaire is said to be reliable if it has a Cronbach’s Alpha value of more than 0,70. Based on the results of the reliability test calculation, this study shows that the Cronbach’s Alpha value on the impulse buying, fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation variables is > 0,70. This means that all statements for this study are reliable.   1. How the variables fashion and hedonic shopping motivation are measured has been added to the research methodology. The following are the details.   Impulse buying is measured using indicators are derived from Padmasari & Widyastuti, (2022), which include spontaneous purchases, buying goods without thinking, buying goods according to current feelings, being obsessed with shopping, and a tendency to buy even though they don't need it.  Fashion involvement is measured using indicators are derived from Japarianto & Sugiharto, (2011), which include having the latest trend clothes, fashion is important, different models from others, showing one's own character, knowing someone from the clothes used, and knowing in advance the latest fashion.  Shopping lifestyle is measured using indicators are derived from Japarianto & Sugiharto, (2011), which include shopping for the most famous brands, believing that the famous brands they buy are of the best quality, buying different brands, and believing that there are other brands with the same quality as those purchased.  Sales promotion is measured using indicators are derived from Padmasari & Widyastuti, (2022), which include discounts, coupons, and special events.  Hedonic shopping motivation is measured using indicators are derived from Utami, (2017), which adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping.   1. Thanks for your input. The author realizes that use of purposive sampling does have limitations have been further explained in the conclusion section. The limitations in this study are that it only focuses on the people of Purwokerto and uses Shopee e-commerce. In addition, this study only examined four factors (fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation) while there are other factors that can influence impulse buying. Future research is recommended to expand the sample size and add other factors such as fear of missing out (FOMO) and positive emotion. And it is recommended for future research to use sampling techniques that allow broader generalization.   The author has revised the manucript in response to the provided suggestions |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The references are recent (2020-2024) and cover key studies. However, some references need formatting corrections (APA 7th style).  A few key international studies on impulse buying, especially meta-analyses or theoretical reviews, could help to strengthen the theoretical foundation. | Yes, the references used are adequate. Most of the references used are from research conducted between 2020 to 2024. The author has added the suggested referenced titled “Relationship of service quality dimensions, customer satisfaction and loyalti in e-commmerce: A case study of the Shopee app” researched by Pei-Ling Sheu and Shu-Chun Chang (2022). |
| Is the language/English quality of the article suitable for scholarly communications? | Generally, yes, but some sections require refinement for clarity and conciseness.   * Avoid redundancy * Minimize passive voice where active voice is clearer * Consider minor proofreading or copyediting for fluency. | Yes, author have improved sentence repetition, improved the used of passive voice, and improved spelling and grammar to make the text easier to understand. |
| Optional/General comments |  |  |

|  |  |  |
| --- | --- | --- |
| **PART 2:** | | |
|  | **Reviewer’s comment** | **Author’s comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in details)* |  |