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Do Promotion, Rating, E-Store Design, and Personality Influence Impulse Buying in Generation Z and Millennials?

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ABSTRACT

Generation Z & Millennial is the largest internet user, also the largest e-commerce consumer in Indonesia together with the Millennial Generation. On the other hand, Generation Z & Millennial is the age group with the largest impulse buying behavior, namely around 41%. From the perspective of platform companies and traders on the platform, this is a positive phenomenon, because it can increase sales. Thus, it is necessary to test and study further the factors that influence impulse-buying behavior as a basis for developing company marketing strategies to develop target markets to other generations. Based on previous research findings and based on this, this research aims to test and analyze the influence of promotions, ratings, e-store design on online impulse-buying behavior, and personality as moderating variable. The research population is Generation Z & Millennial. The number of samples is 276. The sampling technique was carried out using a nonprobability sampling technique. An analytical method using Structural Equation Model based on Partial Least Square. The research results showed that promotion and personality each have a significant and positive effect on online impulsive buying. Meanwhile, e-store design and ratings do not have a significant and positive effect on online impulse buying. Thus, the marketing strategy needed is a promotional strategy and determining the right target market so that online impulsive buying transaction transactions increase which benefits the company.

Keywords: Promotions, Ratings, E-Store Design, Personality, Impulse-Buying_Gen Z & Millenial
JEL Classification: M310

1. INTRODUCTION

The growth of internet users globally from year to year is increasing, and so is the growth of internet users in Indonesia. Internet use is carried out for various purposes, including entertainment, disbursement of information, and economic transactions. Transactions of economic witnesses can be through social media, Facebook, Instagram, Tik Tok, Youtube, or online marketplaces, including Shopee, Tokopedia, Lazadi, Bibli, etc. Economic transactions via the internet are referred to as e-Commerce. The growth of e-Commerce users is explained in the following Figure 1.

From the Figure 1, it can be seen that there has been a growth in e-commerce users in Indonesia both based on last year's data and predictions. In 2023 it is predicted to increase to 212.2 million from the previous 204 million. In 2019 the number of e-commerce was 168.3 million. Of this amount, Gen Z and Millennials contributed to 85% of e-commerce transactions in 2019. The remainder was carried out by various generations. Various define the boundaries of Gen Z, Gen Z are those born between 1996 and 2012.

One of the consumer behaviors that is becoming a phenomenon at the moment and needs to get the attention of researchers is impulse buying behavior (Akyus, 2018), namely consumer behavior in making purchases spontaneously, without prior planning based on internal consumer factors, namely certain emotions, can also be based on external factors. According to Liu et al. (2013) impulse buying is caused by external factors. Furthermore, according to

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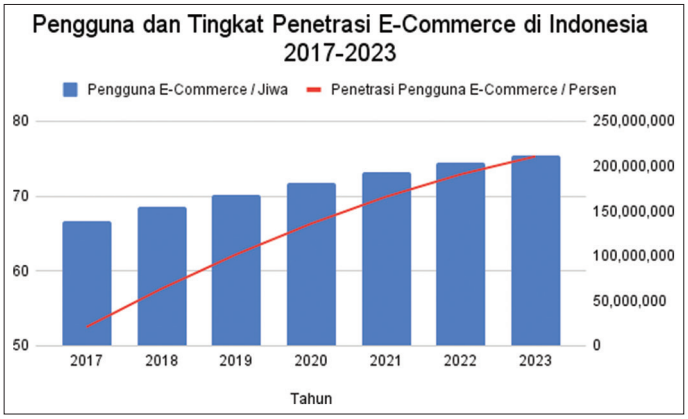
Figure 1: Levels of E-Commerce Users in Indonesia 2017-2023



Source: Databoks.katadata.co.id (2019)

(Djafarova and Bowes, 2021), 41% of Generation Z customers are impulsive shoppers, followed by 34% of Millennials and 32% of Generation X. Thus, Gen Z has the highest percentage of impulse buying compared to millennials and generation Z. Impulse buying benefits companies, because the purchasing process is carried out quickly by consumers. However, sales achievement is still 41% from Generation Z, and 32% from Millennials. Thus, from this phenomenon and the fact that most generations of Z do impulse buying, it is necessary to explore further to obtain the factors that cause impulse buying in Gen Z, so that it becomes the basis for e-commerce companies to increase their sales by developing strategies marketing based on impulse consumer behavior in making purchasing decisions.

Online impulse buying is a phenomenon that occurs with the development of buying and selling transactions both online and offline. According to Redine et al. (2022), impulse buying is in the development stage with the phenomenon shifting from offline marketing transactions to online marketing. The ease of online transactions with the ease of accessing the products offered by the company, as well as the ease of purchasing transactions using credit cards are triggers for the emergence of online impulse buying (Dekimpe et al., 2020; Redine et al., 2022). According to Singh et al. (2023), Han (2023), Wegmann, (2023), Xiang et al. (2016) the impact of the development of social media is to trigger the development of online impulse buying.

Apart from that, impulse buying occurs due to the increasing number of companies' efforts to attract consumers on the one hand, and developments in consumer behavior triggered by factors outside and within themselves, on the other hand, giving rise to the phenomenon of impulse buying. According to several researchers, impulse buying is an unplanned, unintentional purchase, made quickly, without following the purchase decision stages, preceded by exposure to stimuli both from outside and within oneself (Zheng et al., 2019; Redine et al., 2022). The motivation from within is in the form of hedonic motivation, which is the opposite of utilitarian motivation, namely the motivation for planned shopping and regular purchases (Radine et al., 2022). The theory underlying the increase in impulse buying is the theory of cleanliness and motivation caused by e-store design and promotions that motivate impulse buying efforts (Lo et al., 2016). This model is combined with the Howard Sheth Model, namely the Reference Point Model, namely determining factors to understand consumer behavior that is inconsistent with time (Vijay and Kumar, 2020).

Joseph and Balqiah (2021) argue that the factors causing impulse buying are external factors, namely price promotions in the form of discounts (Liu and Xie, 2020), and endorsements. Djafarova and Bowes (2021) also argue that celebrity endorsements influence impulse buying behavior. Furthermore, Wu et al. (2020) argue that the factors that influence online impulse buying are perceived risk, e-store design, and flow state. Arthur et al. (2020) also have the same opinion that e-store design influences online impulse buying. Other influencing factors according to him are salespersons and promotions. Like Joseph and Balqiah (2021), Djafarova and Bowes (2021), Arthur et al. (2020), Nguyen and Nguyen (2022) and Iyeri et al. (2020) argue that promotions influence impulse buying. According to Ahmed et al. (2023), of the 5 personality dimensions, those that influence impulsive buying are conscientiousness and Neuroticism, while the other three dimensions have no influence. The dimensions of conscientiousness are achievement, competency, diligence, responsibility, self-reliance, and strong will (Tsao and Chang, 2010; Turkyilmaz et al., 2015). Meanwhile, neuroticism can also be referred to as emotional instability or vice versa emotional instability (Ahmed et al., 2023). Personality with hedonic values and feel the urge to buy as moderators. Liu and Xie (2020) and Lina et al. (2021) use attitude as a mediator that bridges the influence on impulsive buying behavior. Meanwhile, Foroughi et al. (2013) uses hedonic values and feel the urge to buy as moderators.

Consumers evaluate online product reviews using ratings, suitability of text ratings, source, number of likes, and the overall number of positive and negative reviews (Benedicktus et al. 2010; Pan and Zhang, 2011; Schlosser, 2011). Reviews in the form of ratings are called ratings. Online buyers' habits make purchasing decisions after studying consumer ratings and reviews (Freedman, 2011). Based on previous research (Pustap and Wulandari, 2020), ratings have an influence on online purchases. According to this, rating is the variable being tested considering that online transactions require ratings to determine the quality of a shop or product. In contrast to the above, Masitoh et al. (2024) argue that ratings and reviews do not influence impulse buying. Apart from that, another factor that influences impulse buying is store e-design (Sindhu and Kloep, 2020; Lo et al., 2016). In accordance with this opinion, store atmosphere influences purchasing decisions (Mellinda et al, 2023). Contrary to this opinion, store atmosphere does not influence impulse buying (Natalia et al., 2022).

The phenomenon that occurs is that 41% of Gen Z and 32% of Gen Millennials make impulsive purchases, meaning that Gen Z and Gen Millennials are the most dominant groups that make impulsive purchases. However, the contribution to total e-commerce transactions is not optimal. so it needs to be optimally encouraged by answering questions related to the factors that influence Gen Z and Gen Millennials in making impulsive purchases.

Some of the influencing factors include ratings, e-store designs that are contradictory among several researchers. Pustap and Wulandari (2020) stated that ratings affect impulse buying.

However, the results of research by Masitoh et al. (2024) stated that ratings have no effect on impulse buying. In addition, Arthur et al. (2020), Sindhu and Kloep (2020) stated that e-store design has an effect on impulse purchases. However, the results of research by Natalia et al. (2022) showed that e-store design has no effect on impulse buying. According to several researchers above, promotions affect impulsive buying. However, in reality, promotions are very intensive and massive in e-commerce, while the level of impulse buying is not comparable to the intensity of promotions, especially from Gen Z. This means that there is a possibility that current promotions are not in accordance with the personalities of Gen Z & Gen Millennials. So personality factors need to be used as a moderator.

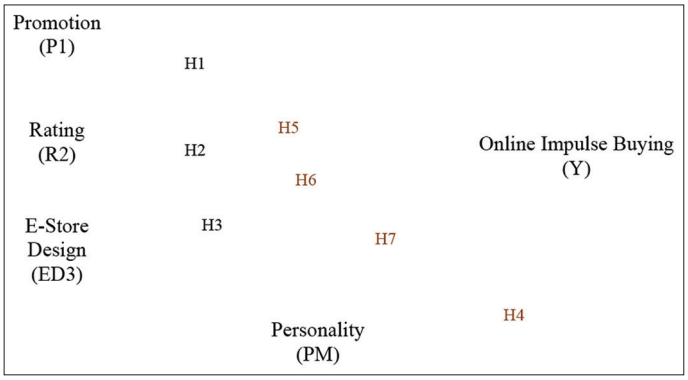
Based on the gap phenomenon and the researchers' findings above, this study aimed to test and analyze effects of the promotions, ratings, and e-store design on online impulse buying moderated by personality. It is hoped that the results of this research will contribute to the business world in determining their marketing strategies, especially regarding promotions such as what is needed and what target markets need to be targeted at Gen Z and Gen Millennials. Apart from that, it provides further contributions to researchers on how and what kind of research needs to be carried out with the results of this research, namely what other factors need to be researched in order to increase online impulse buying which can benefit the company and provide a wider discourse to the world. knowledge, especially marketing knowledge. The following is a hypothesis and research model to carry out the research objectives.

The following is a detailed hypothesis

- H_1 = The promotion affects online impulse buying Generation Z
- H_2 = The rating affects the online impulse-buying of Generation Z
- H_3 = E-store design affects the online impulse-buying of Generation Z
- H_4 = Personality affects online impulse buying Generation Z
- H_5 = Personality moderates the effect of promotions on Generation Z's impulse buying.
- H_6 = Personality moderates the effect of ratings on Generation Z's impulse buying.
- H_7 = Personality moderates the effect of electronic stores on Generation Z's impulse buying.

The following is a framework or research model (Figure 2).

Figure 2: Model of Research



2. METHOD

This research uses quantitative research methods. Quantitative research methods are based on the philosophy of positivism, used to research a specific population or sample. The sampling technique uses stratified judgment sampling, and data collection uses research instruments, data analysis is quantitative/statistical in order to test the predetermined hypothesis.

Table 1: Variable Indicators

Variable	Indicators	Source of Reference
Promotion (P1)	(P1.1) Discount Promotion	Joseph and Balqiah, 2021
	(P1.2) Endorsment	Djavarova and Bowes, 2021
	(P1.3) Advertising	Nguyen and Nguyen, 2022
	(P1.4) Sales Promotion	Iyer et al., 2020 Arthur et al., 2020
Rating (R2)	(R2.1) Rating Information is Trusted	
	(R2.2) Rating Presentation Technologi	Nguyen and Nguyen, 2022
	(R2.3) Answering the need for product information	Hanifah and Wulandari 2021
	(R2.4) Answering the need for information about online marketplaces	
E-Store (ED3)	(ED3.1) Find product easily	Wu et al., 2020
	(ED3.2) nformation about the product is adequate	
	(ED3.3) Transactions are carried out quickly	
	(ED3.4) Store atmosphere (design)	Arthur et al., 2020
	(ED3.5) Adequate product description	Nguyen and Nguyen, 2022
Personality (PM)	PM.1 as intraverted, reserved, quiet	Ahmed et al., 2023
	PM.2 as critical, quarrelsome	
	PM.3 as sympathetic, warm	Badgaiyan and Verma, 2014
	PM.4 competence, dan having the will	
	PM.5 undisciplined, careless	Tsao and Chang, 2010
	PM.6 as a person who is anxious, easily angered	Turkyilmaz et al., 2015
	PM.7 as calm and emotionally stable	
Online Impulse Buying Behavior (OIBB)	(OIBB.1) Usually buy unwanted products	Barcelona et al., 2022
	(OIBB.2) Usually make buying decisions without thinking about it beforehand	
	(OIBB.3) Usually make buying decisions without prior planning	
	(OIBB.4) Always happy every time make a sudden purchase	

Research locations in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek). The research was conducted in April 2024. The research population is Generation Z & Millennials, born from 1981 to 2017 in Indonesia, who live in Jabodetabek. The number of samples is determined based on the theory of Hair et al. (2006) because the exact population size is unknown. The minimum sample size is 5 times the number of questionnaires or multiples or 10 × 27 = 270. So that 276 respondents for this study have met the requirements. The number of questionnaires is specified. The sampling technique used is nonprobability sampling with purposive and snowball sampling. Where the research sample is determined based on the provisions specified by the population specifications and the questionnaire is distributed to respondents to pass on to their friends. The research variables consist of 6 variables, namely Promotion (P1), Rating (R2), E-Store Design (ED3), Personality (PM), Online impulse buying behavior (Y). To measure these variables, the dimensions, and indicators detailed in the following Table 1 are determined:

The data analysis technique used in this research is Structural Equation Modeling (SEM). According to Ghozali (2016) SEM is the second generation of multivariate analysis technique that allows researchers to test the relationship between complex variables, both recursive and non-recursive to obtain a comprehensive picture of the entire model. The tool used as a software in using SEM is Smart PLS. Before the data is tested, first the validity and reliability tests are carried out. Following are the stages in question,

- The first stage is to test the measurement model, which is to test each indicator's construct validity, variable validity and reliability.
- The second stage is to test the structural model which aims to determine whether there is an influence between variables/ correlation between constructs as measured using the t-test of

2.1. Measurement (Outer) Model

This study used a questionnaire to collect research data. To determine the level of validity and reliability of the questionnaire, the researchers used the SmartPLS 2.0 program. The validity testing procedure is convergent validity, namely by correlating the item score (component score) with the construct score which then produces a loading factor value. The loading factor value is said to be high if the component or indicator correlates more than 0.70 with the construct you want to measure. However, for research at the early stages of development, a loading factor of 0.5 to 0.6 is considered sufficient (Ghozali, 2016). Reliability states the extent to which results or measurements can be trusted or relied upon and provide relatively consistent measurement results after several measurements have been made. To measure the level of reliability of research variables, the coefficient alpha or cronbach's alpha and composite reliability are used. The measurement item is said to be reliable if it has an alpha coefficient value >0.6.

2.2. Structural (Inner) Models

The purpose of the structural model test is to see the correlation between the measured constructs which is the t test of the partial least squares itself. Structural or inner models can be measured by looking at the R-Square value of the model which shows how much influence the variables have in the model. Then the next step is the estimation of the path coefficient which is the estimated value for the path relationships in the structural model obtained by the bootstrapping procedure with a value that is considered significant if the t statistic value is >1.96 (5% significance level) or > 1.65 (significance level of 10 percent) for each of the linkages.

2.3. Hypothesis Test

Hypothesis testing in the partial least squares method is used for decision making based on P-values. Therefore the conditions for making the decision are as follows:

1. $P \leq 0.05$ ($\alpha = 5\%$) then Ha is accepted and H_0 is rejected.
2. $P > 0.05$ ($\alpha = 5\%$) then Ha is rejected and H_0 is accepted.

2.4. Moderating Hypothesis Testing

According to Sholihin and Ratmono (2013) in testing the hypothesis in this study, the basic decision makers are as follows:

- If the coefficient or path coefficient between the independent variable and the dependent variable from the direct effect to the indirect effect does not change and remains significant, then H_0 is accepted and Ha is rejected.
- If the coefficient or path coefficient between the independent variable and the dependent variable from the direct effect to the indirect effect drops in value and remains significant, then H_0 is rejected and Ha is accepted with partial mediation.
- If the coefficient or path coefficient between the independent variable and the dependent variable from the direct effect to the indirect effect drops in value and becomes insignificant, then H_0 is rejected and Ha is accepted with full mediation.

Table 2: Profile respondent

Subject	Frequency	Percent
Gender		
Man	93	33.7
Women	183	66.3
Total	276	100
Ages		
12-27 years old	244	88.4
28-43 years old	32	11.6
Total	276	100.0
Respondent's work		
Housewife	1	0.4
Student	193	69.9
Employee	48	17.4
Businessman	4	1.4
Profession (Lecturer, Lawyer, Doctor etc.)	16	5.8
Ohers	14	5.1
Total	276	100
Location of Respondent's Residence		
West Jakarta	60	21.7
Centre Jakarta	33	11.9
South Jakarta	29	10.5
East Jakarta	41	14.9
North Jakarta	1	0.4
Bekasi	60	21.7
Depok	11	4
Bogor	11	4
Tangerang	30	10.9
Total	276	100
Expenses per month (Rupiahs)		
<5.000.000	238	86.2
5.000.000–10.000.000	32	11.6
>10.000.000	6	2.2
Total	276	100.0

Table 3: The loading factors

Indicators	Promotion (P1)	Rating (R2)	E-store design (ED3)	Personality (PM)	Purchase intention (Y)
P1.1 Discount Promotion	0.605				
P1.2 Endorsement	0.857				
P1.3 Advertising	0.869				
P1.4 Sales Promotion	0.795				
R2.1 Rating Information Trust		0.601			
R2.2 Rating presentation technology		0.913			
R2.3 Answering the need for product information quality		0.769			
R2.4 Answering the need information online marketplaces		0.786			
ED3.1 Find product easily			0.752		
ED3.2 Information about product adequate			0.774		
ED3.3 Transactions are carried out quickly			0.747		
ED3.4 Store atmosphere design			0.802		
ED3.5 Adequate product description			0.660		
PM.5 Undisciplined careless				0.879	
PM.6 as a person who is anxious easily angered				0.853	
Y.1 Usually buy unwanted products					0.872
Y.2 Usually buying decisions without thinking about it before hand					0.926
Y.3 Usually buying decisions without prior planning					0.894

3. RESULTS

The research results include several parts, including respondent profiles, loading factors which are the results of variable indicator tests. Reliability and validity of variables, the coefficient of determination, and hypothesis test results. The following are presented in sequence.

3.1. Profile Respondent

There were 276 research respondents who met the sample requirements to represent the population, after deleting some respondent data because they did not meet the specified sample criteria. The following is the respondent profile (Table 2).

There are 2 times more female respondents than male respondents. The first category, 12-27 years, includes 244 respondents, representing 88.4% of the total respondents. This indicates that the majority of respondents fall within the age range of 12-27 years or called Generation Z. The second category, 28-43 years is Generation Millennial, consisting of 24 respondents, making up 8.7% of the total respondents. The highest monthly expenditure is <5,000,000 Rupiahs, which is 86.2%. This is consistent with the fact that the majority of respondents are Generation Z who are students and university students. The cumulative percent shows the accumulation of the percentage of respondents in each category sequentially, starting from the lowest category to the highest. In this case, when reaching the highest category, all respondents have been accounted for, totalling 100%.

3.2. Validity dan Reliability Analysis

There are several indicators whose indicator value is <0.6 so they need to be removed because they are unable to construct and build the variables. Indicators that were removed before further processing included indicators from personality variables (PM.1, PM.2, PM.3, PM.4) and one indicator of online impulse buying. Below (Table 3) the loading factors, there are indicators that meet validity standards (>0.6) so that they are able to construct variables.

Table 4: Reliability and validity variable

Variables	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Promotion (P1)	0.793	0.866	0.622
Rating (R2)	0.860	0.855	0.601
E-Store Design (ED3)	0.817	0.864	0.560
Personality (PM)	0.667	0.857	0.750
Online Impulse Buying (Y)	0.879	0.926	0.806

Table 5: The coefficient of determination

Independent variable	R-square	R-square adjusted
Online impulse buying (Y)	0.122	0.112

Furthermore, the following Table 4 shows the reliability of the variables measured from Cronbach's alpha, rho A, and composite reliability values, and the validity of the variables measured from the Average Variance Extracted (AVE).

Construct validity is demonstrated through Composite Reliability and Average Variance Extracted (AVE). Composite Reliability: This is a kind to Cronbach's Alpha but is more suitable for models with multiple indicators per construct. Composite reliability and Cronbach's Alpha measures the reliability of variable and should ideally exceed 0.7 for acceptable reliability. Average Variance Extracted (AVE) indicates the variable. It assesses convergent validity, with values ideally above 0.5 suggesting that the construct explains more variance than measurement error. Examining the data, Composite Reliability and AVE values validity. AVE of 0.560, indicating reliable measurement and convergence with other measures of the same construct. In summary, the data offers insights into both construct reliability (via Cronbach's Alpha) and construct validity (via Composite Reliability and AVE), demonstrating the consistency and accuracy of the measures employed in the study.

3.3. The Coefficient of Determination

Below is the table of determination coefficient and an explanation of the analysis of determination (Table 5).

The Table 5 above shows R2 is around 12.2%. This means that the variation in Online Impulse Buying (Y) can be explained by a model involving independent variables such as E-Store Design (ED3), Promotion (P1), and Rating (R2) of 12.2%, the remaining 87.8% is explained by variables independent that is not explained in this study. The percentage of 12.2% indicates that the model has relatively low explanatory power, because most of the variation in Online Impulse Buying (Y) is explained by other factors not included in the model. The Adjusted R Square value of 11.2% is slightly lower than R^2, indicating the large power of adjustment for the number of independent variables in the model. Overall, both the R^2 and Adjusted R^2 values indicate that this model is only able to explain a small portion of the variation in online impulse buying behavior. This shows that there are many other influential factors that have not been included in this model. This opens up opportunities for further research.

3.4. Hypothesis Test Results

Path analysis is used to answer the hypothesis and determine the effect of the independent variable on the dependent variable. The results of the T statistic and P-value, Sample Mean, and Original Sample are presented in the Table 6.

Hypothesis Test Results contained in the Path analysis/results (Table 6) show that the promotion variable (P1) has a significant and positive effect on impulse buying intention because the P Value of 0.000 is smaller than 0.05 and the T Calculation of 4.191 is greater than T Table 1.96. The magnitude of the effect is 27.4%, which is shown by the Original Sample value of 0.274. Likewise, the Personality variable has a significant and positive effect on Impulse Buying Intention, because the P Value of 0.000 is smaller than 0.05 and the T Calculation of 9.436 is greater than the T-Table of 1.96. The magnitude of the effect is 47.3% as shown by the Original Sample value of 0.473.

The rating variable (R2) does not have a significant and positive influence on impulse buying intention because the P value of 0.250 is greater than 0.05 and the T count of 1.152 is smaller than the T-table of 1.96. Likewise, the E-Store Design variable (ED3) does not have a significant and positive effect on impulse buying because the P value of 0.934 is greater than 0.05 and the calculated T of 0.083 is much smaller than the T table of 1.96.

The Personality variable (PM) is not capable of being a moderation that strengthens or weakens the influence of the independent variable on the dependent variable (Table 6), because its P > 0.05 and T calculated is smaller than 1.96.

4. DISCUSSION

The findings of this research are very interesting, because it turns out that only promotion and personality have a direct influence on the impulse buying intentions of Generation Z and Millennial consumers. Personality also cannot act as a variable that moderates the promotion of impulse buying intentions. Thus, the right promotion can influence an increase in impulse buying intentions, whatever the consumer's personality. In other words, all types of Generation Z and Millennial consumer personalities can be directed to buy through impulse purchases that begin with intention through the right promotions. The research results are in accordance with the opinions of (Anggarwati et al., 2023; Nguyen and Nguyen, 2022; Djafarova and Bowes, 2021; Joseph and Balqiah, 2021; Arthur et al., 2020; Liu and Xie, 2020, Iyeri et al., 2020; Solomon, 2020), and are further supported by (Chauhan et al., 2023), (Dinesh and Bhoopathy, 2019), (Wiranata and Hananto, 2020), and (Rahmawati and Primanto, 2021), which also states that various types of promotions such as discounts, advertising, endorsements, and sales promotions have a direct influence on impulse buying intentions. that promotions influence impulse buying. Promotions in this research include discounts, endorsements, advertising and sales promotions which have a direct effect on impulse buying. Furthermore, the results of this research can be the basis for developing a company's marketing strategy to increase sales quickly and precisely.

Another finding is that personality influences impulse buying intentions. Personality indicators that pass the validity test are negative personalities, namely undisciplined, careless and easily angered. The results of this study are in accordance with the research results of Ahmed et al. (2023) that neuroticism influences impulsive buying, where neuroticism includes emotional instability or vice versa emotional instability (Ahmed et al., 2023). Furthermore, according to Ahmed et al. (2023), conscientiousness and neuroticism influence impulse buying. However, conscientiousness, which includes achievement, competence, perseverance, responsibility, independence, and strong will (Tsao and Chang, 2010; Turkyilmaz et al., 2015), was not tested in this study because the indicators that represent conscientiousness are not valid. or unable to construct personality variables. Based on this, companies can offer products that are needed, especially by the Gen Z and Millennial communities who are easily angry and ignore discipline. Companies can also target target markets that do not yet have this personality, but need to

Table 6: Hypothesis test result

Hyphothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P values
Promotion (P1) -> Online Impulse Buying (Y)	0.274	4.191	0.000
Rating (R2) -> Online Impulse Buying (Y)	−0.109	1.152	0.250
E-Store Design (ED3) -> Online Impulse Buying (Y)	−0.006	0.083	0.934
Personality (PM) -> Online Impulse Buying (Y)	0.473	9.436	0.000
Moderating Effect PMP1 -> Online Impulse Buying (Y)	0.094	1.223	0.222
Moderating Effect PMR2 -> Online Impulse Buying (Y)	−0.023	0.320	0.749
Moderating Effect 3 PMED3-> Online Impulse Buying (Y)	0.025	0.375	0.708

strengthen promotional strategies to suit what Gen Z and Gen Millennial consumers want and expect.

Furthermore, another interesting finding is that e-store ratings and design do not influence the impulse buying intentions of Generation Z and Millennial consumers. The results of this research agree with the opinion (Natali et al., 2024) that e-store design does not influence impulse buying. Apart from that, it is not in accordance with the research results (Mellinda et al., 2023; Sindhu and Kloep, 2020), because the two researchers conducted research on sales in malls and cafes, not online. Mellinda et al. (2023) conducted research that influences purchasing decisions. In purchasing decisions there are stages, unlike in impulse buying, so studying the store atmosphere is one of the stages and is something to consider. Apart from that, the results of this research are in accordance with the opinion of Masitoh et al., 2024 that e-store ratings do not influence impulse buying. However, it is not in accordance with research results (Pustap and Wulandari, 2020) that e-store ratings influence purchasing decisions. This difference of opinion is caused by the same reasons as outlined above, that the intention or impulsive purchasing decision does not go through the decision-making stages, one of which includes various considerations, including ranking considerations. In impulse buying, if the consumer wants the product he wants, then he quickly makes the purchase without thinking twice, even though the product is not in his purchasing plan, without paying attention. e-store ranking or design. This finding is different from the intention to purchase according to plan, and the desired product of course goes through a purchasing decision process which requires stages, including evaluation of the rating and design of the e-store.

5. CONCLUSION AND SUGGESTION

Generation Z and Millennial consumers' intention to buy impulsively is only influenced by negative promotions and personalities. Promotions can directly influence impulse buying intentions, whatever the personality of Generation Z and Millennial consumers. This means that Generation Z and Millennial consumers who have negative or positive (good) personalities will be influenced by attractive promotions, in this case promotions in the form of endorsements and advertisements as well as sales promotions. Personality cannot moderate e-ratings and e-store design. Thus, e-rating and e-store still do not influence impulse buying intentions in Generation Z and Millennials, either directly or moderately. Thus, the results of this research need to be the basis for preparing marketing strategies for companies that implement digital marketing, and need to determine the right target market so that there is an increase in online impulsive buying. In detail, the contribution to company management and for academics and researchers for further research is presented below.

Based on the research results, the advice given to management is the need to determine the right promotional strategy for Generation Z and Millennial consumers to make impulse purchases so that they can speed up sales transactions that benefit the company, as part of the company's marketing strategy. These promotions include discount promotions, endorsements, advertising and sales promotions, which are indicators that construct promotion variables. Companies need to target their target market precisely at Generation Z and Millennials, especially consumers who have undisciplined, careless personalities, as well as individuals who are anxious and easily angered. Apart from that, it is recommended for future researchers to develop personality variable with more indicators, especially positive indicators. So that further questions can be developed whether positive personality also influences online impulse buying, considering that the weakness of this research is the lack of diversity of personality variable indicators. Furthermore, the results of this research show that there are still many factors that can influence online impulse buying. This opens up opportunities for future researchers to explore further, including the other side of personality, namely conscientiousness.

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