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Impulsive buying behavior on Instagram among generations Y and Z in Indonesia

Comportamiento de compra impulsiva en Instagram entre las generaciones Y y Z en Indonesia

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Abstract: Instagram has become a major platform for online shopping, especially among the younger generation. Understanding the factors that influence impulsive buying on social media has become increasingly relevant for marketers. This study examines the influence of Instagram usage intensity, extroversion, and positive shopping emotions on impulsive buying behavior, with a particular focus on generational differences between Generation Y and Generation Z. Data were collected from 442 respondents through a structured questionnaire and analyzed using SmartPLS 3.3.2 to test six hypotheses. Validity and reliability were assessed using Cronbach's alpha, composite reliability, and average variance extraction (AVE). Findings reveal that for Generation Z, frequent Instagram use and positive emotions significantly drive impulsive purchases. In contrast, for Generation Y, extroverted personality traits have a stronger influence on buying decisions. These results highlight distinct psychological patterns across generations in online shopping behavior. The study provides practical insights for marketers seeking to tailor their strategies to meet generational preferences. By identifying different behavioral drivers, it contributes to the growing literature on digital consumer behavior and guides brands operating in social media environments.

Keywords: behavior, emotional, consumption, generation Y, generation Z, Instagram, impulsivity, personality.

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Resumen: Instagram se ha convertido en una importante plataforma para las compras en línea, especialmente entre la generación más joven. Comprender los factores que influyen en las compras impulsivas en las redes sociales resulta cada vez más importante para los profesionales del marketing. Este estudio examina la influencia del uso de Instagram, la extroversión y las emociones positivas relacionadas con las compras en el comportamiento de compra impulsiva, con énfasis en las diferencias generacionales entre la Generación Y y la Generación Z. Se recopilaron datos de 442 encuestados mediante un cuestionario estructurado y se analizaron con SmartPLS 3.3.2 para comprobar seis hipótesis. Se evaluaron la validez y la fiabilidad mediante el alfa de Cronbach, al igual que la fiabilidad compuesta y la extracción de la varianza media (AVE). Los resultados revelan que, para la Generación Z, el uso frecuente de Instagram y las emociones positivas impulsan significativamente las compras impulsivas. Por el contrario, para la Generación Y, los rasgos de personalidad extrovertida tienen una mayor influencia en las decisiones de compra. Estos resultados muestran los patrones psicológicos entre generaciones en el comportamiento de compra online. El estudio ofrece información práctica a los profesionales del marketing que buscan adaptar sus estrategias para satisfacer las preferencias generacionales. El poder identificar los diferentes factores que impulsan el comportamiento contribuye a la creciente bibliografía sobre el comportamiento del consumidor digital y sirve de guía a las marcas que operan en entornos de redes sociales.

Palabras clave: comportamiento, emoción, consumo, Generación Y, Generación Z, Instagram, impulsividad, personalidad.

Introduction

Among the many social media today, Facebook and Instagram are widely used platforms for promoting products and conducting online sales. This is influenced by the number of active users of these two social media which is quite a lot compared to others, making them social activities with the highest number of online business accounts (Lajnef, 2023). In Indonesia, the adoption of these platforms is particularly striking. By 2024, Instagram is projected to have 90 million active users in Indonesia (Rizaty, 2024), reflecting significant growth from 22 million in 2016. This rapid increase underscores Instagram's role as a dominant space for consumer interaction and commercial activities. Moreover, Indonesian consumers spend an average of 3 hours and 16 minutes per day on social media, with a notable portion of this time dedicated to browsing and shopping (Mustikasari, 2018), making social media a fertile ground for influencing consumer behavior.

There is an important factor that influences impulsive online purchases, namely the presence of positive consumer shopping emotions (Zhao *et al.*, 2022). This positive shopping emotion can be influenced by several factors such as online sales promotions, the intensity of use of Instagram (social media), the value of hedonic spending, and extraversion personality (Helmi *et al.*, 2023). Internal stimulus factors predominantly influence consumer emotions which ultimately lead to impulsive online purchases (Lee and Wu, 2017). These internal factors are the hedonic and utilitarian values of the consumer. A hedonistic lifestyle often emphasizes pleasurable experiences and the avoidance of unpleasant or painful ones. Hedonic influences consumer emotions in making online (Giovanni and Handriana, 2024). However, utilitarian motives do not always affect impulsive online purchases, although they always result in customer satisfaction with the products they buy and this is different from hedonic motives that always encourage impulsive buying (Lee and Wu, 2017).

Lajnef (2023) said that social media networks can increase the self-esteem of individual users and the assessment of high self-esteem in social media can reduce the level of consumer self-control which will ultimately encourage impulsive purchases. One benefit of advertising on Instagram is the ability to collaborate with popular users or influencers who have a strong follower base to promote a company's products. Instagram users who have many followers will give a big influence on people impression (Kristi and Aruan, 2023). Another researcher suggested that the artists used to endorse products influence the buying behavior of young women (Djafarova and Rushworth, 2017). Individuals with lower self-esteem on social media are more likely to be influenced by the opinions of others.

In their research Turkyilmaz *et al.* (2015) revealed the results that agreeableness, openness to change, and extraversion are directly proportional and have a positive influence on online consumer shopping attitudes. Helmi *et*

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al. (2023) suggested that open attitude towards new things influences adventure motivation and consumer ideas, extraversion is closely related to social motivation, neuroticism is related to lack of social motivation, and caution is related to motivation to obtain comfort. The influence of personality in this study will ultimately encourage the emergence of positive emotions in consumers when making online purchases and then imply impulsive buying online. This study aims to analyze Buying Behaviors Y and Z Different. Where comparative studies between generations are rarely carried out, especially on buying behavior, so this is a novelty that needs to be explored. The findings of this study can serve as a useful reference in the practical world in evaluating the purchasing behavior of each generation and the steps for making decisions more appropriately.

This study examines Instagram as a central platform shaping purchasing behavior in Generation Y and Z, focusing on how usage intensity and interaction with content influence online impulse buying. Instagram's visual and trend-driven nature makes it an ideal context for this exploration. The novelty of this research lies in its comparative approach, analyzing how psychological traits like extraversion and emotional responses to shopping mediate the impact of Instagram use across generations. While prior studies have separately explored social media, personality, emotions, and impulsive buying, few have integrated these elements into a unified model. This study fills that gap by revealing how the interplay of Instagram engagement, personality traits, and emotional responses drives impulsive purchases differently in Gen Y and Gen Z.

The aim of the research is: 1.) Does Instagram intensity have a positive effect on positive shopping emotions? 2.) Does extraversion personality have a positive effect on positive shopping emotions? 3.) Do positive shopping emotions have a positive effect on impulsive online purchasing? 4.) Does Instagram usage have a positive effect on impulsive online purchases? 5.) Does extraversion personality have a positive effect on impulsive buying online? 6.) Are generation y and z moderate intensity of Instagram usage, extraversion personality to positive shopping emotion and impulse buying online?

Methodology

Theoretical model and hypotheses

Web browsing initiates online purchasing by providing information and selecting websites (Solberg Söilen, 2024). Consumer browsing time positively correlates with purchases (Sun *et al*., 2024). Facebook usage intensity is measured by time spent, number of friends, and group memberships (Li, 2020). Personality traits like neuroticism, agreeableness, and openness significantly influence online purchasing decisions, with emotions playing a key role (Bosnjak *et al*., 2007; Turkyilmaz *et al*., 2015).

Emotions influence impulsive buying, driven by factors like arousal and comfort (Weinberg and Gottwald, 1982). Impulsive purchases are often unplanned and driven by emotions, which can be influenced by web browsing and social media (Singh *et al*., 2023). Positive emotions from online shopping increase unplanned purchases (Verhagen and Van Dolen, 2011). Social media platforms such as Instagram have been found to boost users' self-esteem while also diminishing self-control, potentially encouraging impulsive purchasing behavior (Jin and Phua, 2014).

Zhang *et al*. (2018) found that browsing behavior and website quality affect impulsive online purchases, with personality traits acting as moderators. Extraversion tends to increase impulsiveness, while neuroticism shows inconsistent effects (Hendrawan and Nugroho, 2018).

As digital adopters, Generation Y is comfortable navigating e-commerce platforms, shaped by their early exposure to the internet and social networking sites. Both generations interact with social media differently, influencing their impulsive buying tendencies. Generation Y often values authenticity and experience, making them responsive to influencer recommendations and perceived website quality, fac-

tors previously noted in the literature (Jin and Phua, 2014; Verhagen and Van Dolen, 2011). In contrast, Generation Z, grew up immersed in a digital environment, is more accustomed to fast-paced, visually rich platforms like TikTok and Instagram Reels. They tend to seek instant gratification and are more reactive to visual cues and flash promotions. Beyond general usage and emotional responses, elements like algorithm-driven content and short-form video engagement may reduce self-control and intensify impulsive buying among Gen Z. Their rapid browsing patterns and constant exposure to personalized content set them apart from Gen Y in the online shopping context.

H_1: The intensity of Instagram usage tends to enhance positive emotions in shopping.

Extroverts feel energized when interacting with others. The bustling retail environment and interactions with salespeople give them the opportunity to socialize and connect with others. For extroverts, the shopping experience is an adventure (Alves Gomes *et al*., 2022). For them, shopping is a dynamic experience, an opportunity to explore products, enjoy engaging displays, and immerse themselves in various atmospheres (Dwivedi *et al*., 2021). Both Generation Y and Z are generally receptive to new products or unfamiliar brands, and technologies like shopping apps or social media enhance interaction between consumers and brands (Dobre *et al*., 2021). These patterns suggest that extraversion positively influences emotional responses during shopping.

Although extroversion generally enhances positive shopping emotions, the way these emotions emerge can differ between Generation Y and Z. Extroverted Gen Y individuals may derive enjoyment from social shopping experiences —whether interacting in physical stores or sharing purchases on platforms like Facebook or Instagram, often valuing peer recommendations and social approval. In contrast, Gen Z, as digital natives, are more responsive to real-time, visually rich content on platforms like TikTok and Instagram Reels. Their positive emotions may be sparked by viral trends, unboxing videos, or interactive shopping challenges that allow for self-expression and broader social validation. These differences suggest that while the underlying premise is the same, the way extroversion triggers positive shopping emotions is highly dependent on each generation's digital environment and habits.

H_2: Extraversion personality tends to enhance positive emotions in shopping.

When people feel happy, satisfied, or entertained while shopping, they tend to be more impulsive. Positive emotions can reduce rational considerations and encourage spontaneous actions (Listriyani, 2019). Emotions such as joy or surprise can create a sense of urgency, making consumers feel the need to buy a product immediately before the opportunity is lost. Online shopping is often associated with a pleasant and satisfying experience. When consumers feel happy, they are more likely to buy a product without careful consideration (Setiawan and Ardani, 2022). Social media and product reviews can influence consumer emotions. When they see others enjoying a particular product, they may feel compelled to buy it too. Promotions that emphasize the experience and benefits of the product can attract consumers' attention and encourage impulsive purchases (Sun *et al*., 2024). Attractive website design, entertaining content, and friendly customer service can increase consumers' positive emotions. Thus, it can be said that Shopping Emotions have a positive effect on Impulsive Online Purchasing.

Gen Y (millennials), who grew up alongside the early e-commerce boom, tend to experience a surge in impulse buying when positive shopping emotions are triggered by factors such as nostalgia, exclusive offers, or familiar brand recognition. For them, impulse buying is often a form of instant gratification that complements a lifestyle already familiar with online shopping. On the other hand, Gen Z, who are true digital natives, are more responsive to positive shopping emotions that come from engaging

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visual content, relevant influencers, or interactive, gamified shopping experiences. Their impulsivity is often triggered by a sense of FOMO (fear of missing out) about the latest trends or the urge to express identity through products that are trending on social media.

H_3 : Positive Emotions in Shopping tend to enhance Impulsive Online Purchases.

Instagram is often used to showcase new and exciting products. The more a person uses Instagram, the more likely they are to see products that can tickle their fancy. Instagram can create a feeling of FOMO (Fear of Missing Out), where a person feels worried about missing out on a popular or limited product (Kristi and Aruan, 2023). This can encourage impulse buying. Instagram can be a place to compare yourself to others. When someone sees someone else owning a particular product, they may feel compelled to buy the same product to increase their social status. By understanding the relationship between Instagram usage and impulse buying, online businesses can develop more effective strategies to increase sales and build customer loyalty.

The intensity of Instagram usage does have a positive effect on impulsive online purchases, but the manifestation is different for Gen Y and Gen Z. For Gen Y (millennials), the intensity of Instagram usage in driving impulsive purchases is often related to exposure to targeted promotions, convincing product reviews from fellow users, or endorsements from figures who are considered authentic and credible in a particular niche. They may spend more time comparing products, reading in-depth reviews, and weighing value before finally being driven to buy impulsively by limited offers or curiosity. Meanwhile, Gen Z, as digital natives who grew up with Instagram as an integral part of their daily lives, shows impulsiveness that is more quickly triggered by highly engaging and immersive visual content (e.g. Reels or Stories), the influence of viral trends, and direct recommendations from influencers or peers they follow. They are more susceptible to the FOMO (fear of missing out) phenomenon and the urge to immediately own a product that is being talked about or shown off on their feed, making Browse intensity a direct trigger for impulsive purchases.

H_4 : The intensity of Instagram usage tends to enhance Impulsive Online Purchases.

Outside, is one of the main dimensions of Big Five's theory, which can affect the purchase of online pulse. The rich people who are superior often have features such as excellent energy, social communication and trends to find stimulation and new experiences. Outsiders often seek stimulation and excitement. They are generally more responsive to external stimuli and social cues, which can increase the likelihood of impulsive online purchases (Yulianto *et al*., 2021). For instance, eye-catching advertisements or limited-time promotions may easily capture their attention and trigger spontaneous buying decisions. Their tendency to value others' opinions and engage actively in online communities makes them more susceptible to product recommendations or trending items shared by peers (Noviantari and Rahardja, 2022). In some cases, impulse buying may serve as a form of virtual social interaction, allowing extroverts to feel more connected to the broader online environment (Nahai, 2012). Although extraversion is positively associated with online impulse buying, it does not act in isolation. Other contributing factors such as financial literacy, website design, and personal context also influence this behavior. Therefore, while a positive relationship exists, its strength and expression can vary among individuals.

Although extroversion is generally associated with online impulse buying in both Generation Y and Generation Z, the underlying motivations differ. For extroverted millennials (Gen Y), impulsive purchases are often driven by a desire to maintain social relevance, follow peer trends, or affirm identity through socially approved products. Their decisions tend to be shaped by familiar influencers or recommendations within their personal network. Conversely, extroverted Gen Z consumers display more spontaneous behavior, influenced by vi-

ral trends, online challenges, and the urge to share experiences instantly on platforms like TikTok or Instagram. Their impulse buying is tightly linked to real-time digital engagement and the influence of widely followed online personalities.

H_5 : Extraversion personality tends to enhance on Impulsive Online Purchases.

For Generation Y, Instagram is not just a place to share personal moments with friends, but also a means to expand their network and even promote their business or professional activities. Generation Z is known as "digital natives" and tends to spend more time on Instagram for a variety of content types, including short videos, memes, and interactions with influencers. Generation Y tends to use a variety of channels to shop, including brick-and-mortar stores, e-commerce, and mobile apps. They value the convenience of shopping online but still visit a physical store for an in-person experience. Furthermore, Generation Y Values an integrated and enjoyable shopping experience, with an emphasis on good customer service. Meanwhile, Generation Z Shops more often online, especially through mobile apps (Dobre *et al.*, 2021). They are very familiar with shopping directly in apps and often use features like live shopping. Generation Z also tends to Prioritize speed and convenience in the purchasing process. They may be less patient with long or complicated processes (Sudirjo *et al*., 2023).

Extraversion, or the tendency to be social, energetic, and open to new experiences, influences how Generation Y (Millennials) and Generation Z behave when shopping online. Generation Y wants a balance between online and offline shopping and values good customer service. Generation Z prioritizes speed, convenience, and a fully digital and interactive shopping experience (Brand *et al*., 2022). Generation Y tends to feel regret after impulse purchases and is budget conscious (Gupta *et al*., 2023). Generation Z is more influenced by aesthetics and social engagement, with impulse purchases often triggered by visual factors and current trends. Generation Y's emotional response to offers is often related to excitement and FOMO (fear of missing out) which can motivate impulse purchases (Kristi and Aruan, 2023). Generation Z, on the other hand, has a quicker emotional response and is stimulated by the latest trends and interactive content that piques their interests and emotions. To examine whether the structural relationships in the research model differ between Generation Y and Generation Z, the following hypotheses are proposed:

H_{6a}: The effect of Instagram usage intensity on positive shopping emotions differs substantially between Generation Y and Generation Z.

H_{6b}: The effect of extraversion on positive shopping emotions differs substantially between Generation Y and Generation Z.

H_{6c}: The effect of Instagram usage intensity on online impulse purchases differs substantially between Generation Y and Generation Z.

H_{6d}: The effect of extraversion on online impulse purchases differs substantially between Generation Y and Generation Z.

H_{6e}: The effect of positive shopping emotions on online impulse purchases differs substantially between Generation Y and Generation Z.

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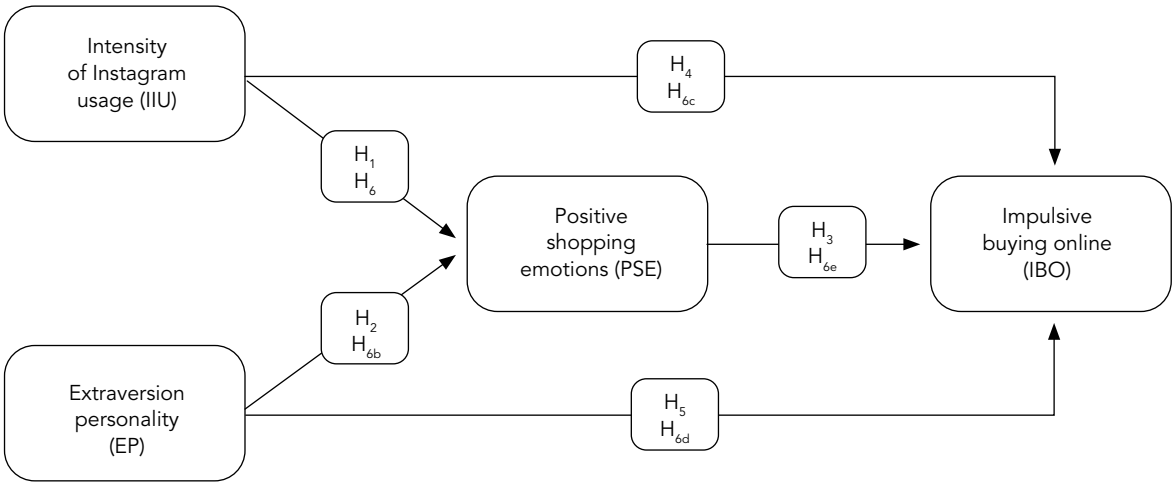
Figure 1
Conceptual framework



Data collection and sample description

This study employs a quantitative research approach to investigate the effects of variables such as Intensity of Instagram Usage (IIU), Extraversion Personality (EP), Positive Shopping Emotions (PSE), and Impulsive Buying Online (POI) among Generation Z and Generation Y consumers. The sample of this study is 229 consumers as Z Generation and 213 Y Generation in, Indonesia. These respondents used data taken from e-commerce users whose ages were classified into Generation Z and Generation Y respectively.

The sampling method used in this study is convenience sampling, which was selected due to its practicality and effectiveness in reaching the target population of Instagram users. Convenience sampling allows for the collection of data from readily available respondents who meet the inclusion criteria, thus facilitating the timely completion of the research.

The sample size was determined based on power analysis to ensure sufficient statistical power for hypothesis testing. A power analysis was conducted to estimate the minimum sample size needed to detect significant effects with a desired level of confidence (typically 0.80) and a significance level (α) of 0.05. The sample sizes of 229 Generation Z and 213 Generation Y were chosen to ensure adequate representation and robust results while accommodating the data collection constraints.

Methods

An online questionnaire survey was conducted to explore the relationships among the intensity of Instagram usage, extraversion personality, positive shopping emotions, and impulsive buying online. The questionnaire was divided into two sections: the first section collected demographic information about the respondents. The questionnaire contains items with a Likert scale approach that are selected directly by respondents. In contrast, the second section included 18 questions related to the research constructs, as detailed in Table 2. Respondents were asked to rate these questions using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). Demographic control questions (age, gender, education, using Instagram, and online buying frequency) help researchers understand the profile of participants. This is important for generalizing findings to a broader population or identifying specific groups that may respond differently.

The questionnaire was distributed via Google Forms, with a response period of approximately two months. For hypothesis testing, Structural Equation Modeling (SEM) using SmartPLS was employed. SmartPLS was chosen due to its flexibility in handling non-normally distributed data and its ability to accommodate various indicators (categorical, ordinal, interval, and ratio scales) within the same model.

Table 1
Summary of respondent's background

		Total (n= 442)		Y Generation (n=213)		Z Generation (n=229)	
				Frequency	%	Frequency	%
Gender	Males	185	41,86	105	49,29	80	34,93
	Females	257	58,14	108	50,71	149	65,07
Educations	Elementary school	3	0,68	1	0,47	2	0,87
	Junior high school	5	1,13	0	0	5	2,18
	Senior high school	87	19,73	19	8,92	68	29,69
	Diploma	26	5,89	11	5,16	15	6,55
	Undergraduate	281	63,72	142	66,67	139	60,70
	Postgraduated	38	8,62	38	17,84	0	0
	Doctoral	2	0,23	2	0,94	0	0
Using Instagram (year)	< 1 tahun	32	7,24	19	8,92	13	5,68
	1-3 tahun	111	25,11	56	26,29	55	24,02
	>3-5 tahun	141	31,90	68	31,92	73	31,88
	>5 tahun	158	35,75	70	32,87	88	38,42
Online buying frequency	Maximum	200		200		200	
	Minimum	1		1		1	

Results and discussion

The results of the data analysis, including reliability, construct validity, PLS regression, and multi-group analysis, are presented below.

First, the reliability and validity of the measurement model were examined. All the indicators of Generation Y are reported in Table 2, along with their means, standard deviations, and factor loadings. The scores of Cronbach's Alpha, Average Variance Extracted (AVE), and Construct Reliability (CR) are higher than acceptable levels, as presented in Table 3. Two items (IIU5 and IIU6) had factor loadings lower than the cut-off point of 0.70 (Figure 2) and were then excluded from the modified model (Figure 3).

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Table 2

Mean, standard deviation, and factor loading of each measurement item Z Generation

	Measured Item	Mean	Std. Deviation	Factor Loading
The intensity of Instagram usage (IIU)				
IIU1	Open longer Instagram accounts in a day	3.21	0.987	0.863
IIU2	Access more Instagram accounts in a day	3.239	0.966	0.868
IIU3	Access Instagram to make product purchases	3.784	0.904	0.788
IIU4	Open longer Instagram accounts in a day	3.981	0.883	0.774
Extraversion Personality (EP)				
EP1	Often greet other people first	4.061	0.719	0.857
EP2	High level of socialization	3.845	0.861	0.801
EP3	The level of communication attractiveness	3.681	0.846	0.745
EP4	High level of activity	3.831	0.805	0.803
Positive Shopping Emotions (PSE)				
PSE1	Happyness when shopping online	3.545	0.741	0.864
PSE2	Feeling satisfied when shopping online	3.366	0.749	0.896
PSE3	Feel a different passion when shopping online	3.441	0.727	0.887
Impulsive Buying Online (IBO)				
IBO1	Spur on spontaneous purchases	2.911	0.977	0.798
IBO2	Difficult to stop buying	2.366	0.996	0.859
IBO3	Always buy online	2.573	1.017	0.868
IBO4	Tendency of buying right away	2,549	0.956	0.890
IBO5	Tendency to buy without planning	2.427	1.003	0.843

Table 3
Reliability, validity, correlations and square roots of AVE's Y Generation

	Cron-bach's Alpha	AVE	CR	Fornell-Lacker Criterion				Heterotrait-Monotrait Ratio			
				IIU	EP	PSE	IBO	IIU	EP	PSE	IBO
Intensity of Instagram usage (IIU)	0.842	0.679	0.894	0.824	0.323		0.442		0.385		0.508
Extraversion Personality (EP)	0.820	0.644	0.878		0.802						
Positive Shopping Emotions (PSE)	0.858	0.779	0.913	0.330	0.249	0.882	0.449	0.385	0.283		0.503
Impulsive Buying Online (IBO)	0.905	0.726	0.930		0.239		0.852		0.253		

Figure 2
Research model of Y Generation

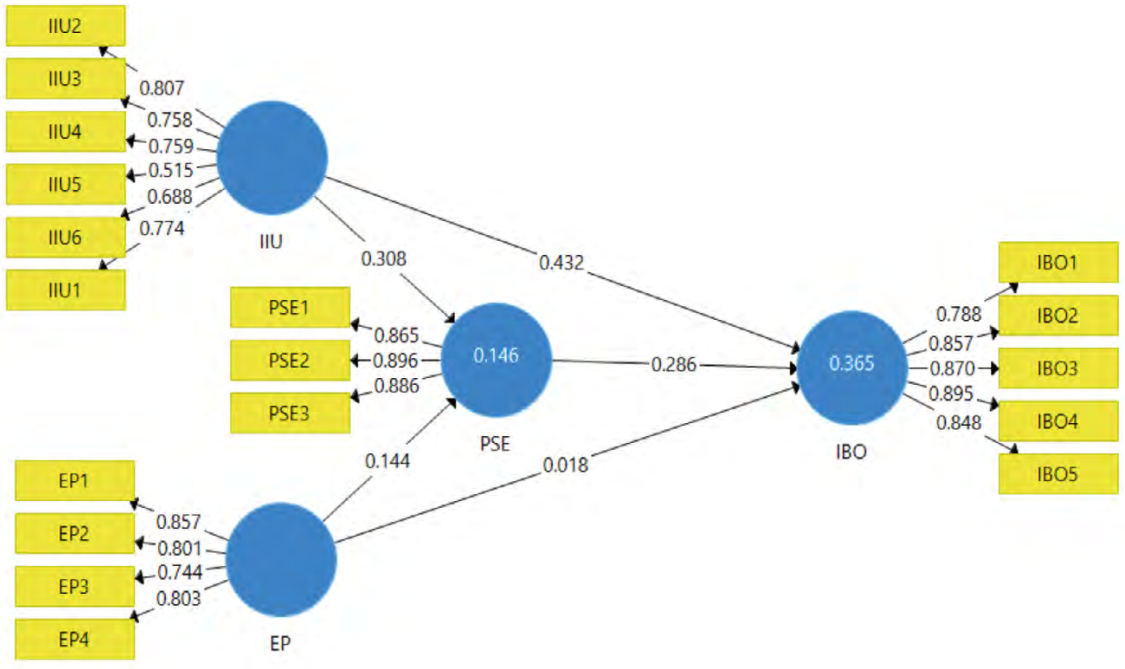

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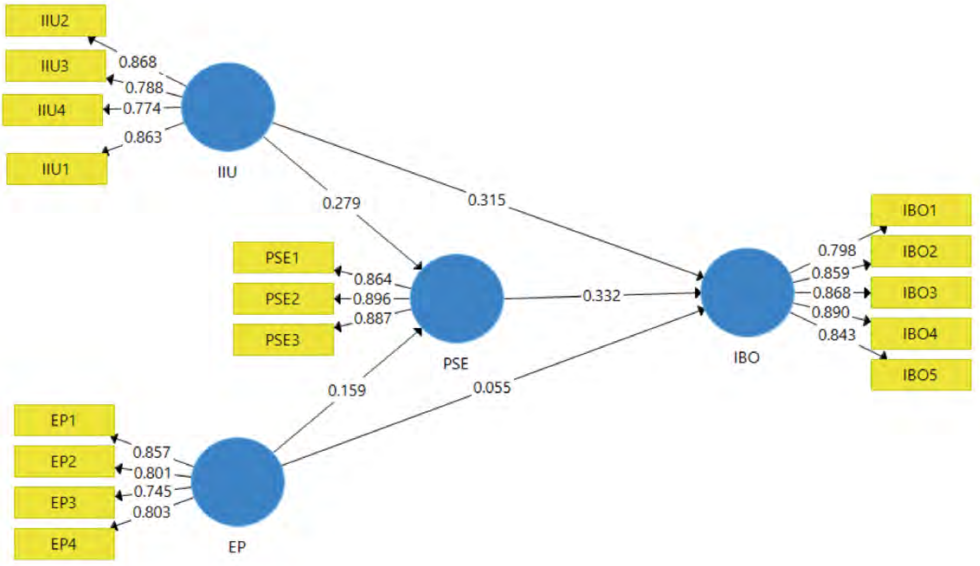
Figure 3
Revised research model of Y Generation



Likewise, upon analyzing the first-stage model for Gen Z (Figure 4), three items (IIU4, IIU5, IIU6) had loadings less than 0.70 and were removed. The modified model is presented in Figure 5. Tables 4 and 5 provide descriptive statistics and reliability and validity results for Generation Z. The revised model, with weak indicators removed, demonstrated good psychometric properties.

Figure 4
Research model of Z Generation

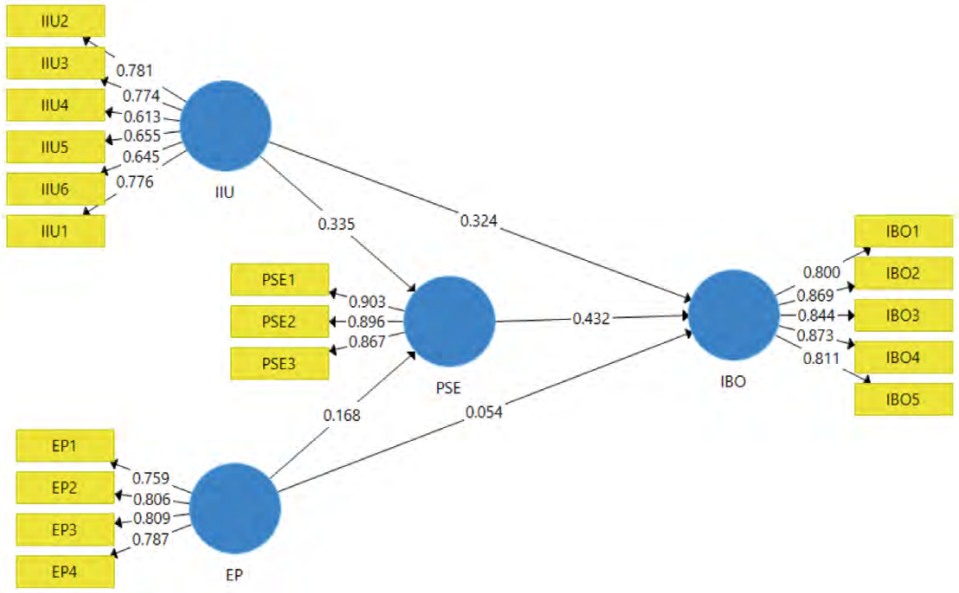


Figure 5

Revised research model of Z Generation

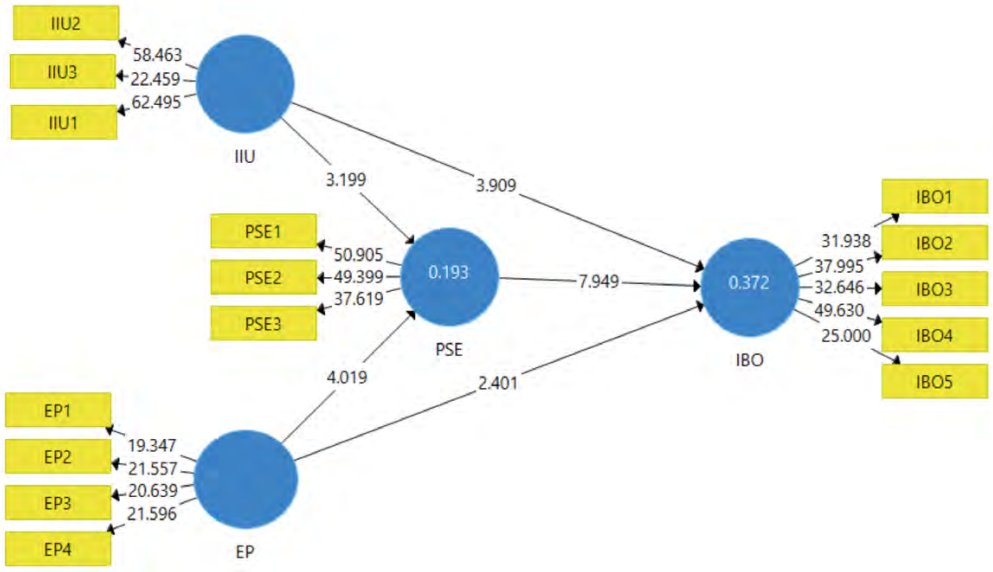


Table 4

Mean, standard deviation, and factor loading of each measurement item Z Generation

	Measured Item	Mean	Std. Deviation	Factor Loading
The intensity of Instagram usage (IIU)				
IIU1	Open longer Instagram accounts in a day			
IIU2	Access more Instagram accounts in a day	3	1.176	0.918
IIU3	Access Instagram to make product purchases	3.349	1.186	0.927
IIU4	Open longer Instagram accounts in a day	3.707	0.942	0.806
Extraversion Personality (EP)				
EP1	Often greet other people first	3.830	0.777	0.759
EP2	High level of socialization	3.773	0.877	0.806
EP3	The level of communication attractiveness	3.576	0.896	0.809
EP4	High level of activity	3.568	0.872	0.787
Positive Shopping Emotions (PSE)				
PSE1	Happyness when shopping online	3.546	0.917	0.904
PSE2	Feeling satisfied when shopping online	3.371	0.900	0.896
PSE3	Feel a different passion when shopping online	3.528	0.904	0.866

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Impulsive Buying Online (IBO)				
IBO1	Spur on spontaneous purchases	3.087	1.054	0.805
IBO2	Difficult to stop buying	2.598	1.084	0.867
IBO3	Always buy online	2.624	1.015	0.842
IBO4	Tendency of buying right away	2.616	1.058	0.873
IBO5	Tendency to buy without planning	2.467	1.096	0.810

Table 5

Reliability, validity, correlations and square roots of AVE's Z Generation

	Cronbach's alpha	AVE	CR	Fornell-Lacker Criterion				Heterotrait-Monotrait Ratio			
				IIU	EP	PSE	IBO	IIU	EP	PSE	IBO
Intensity of Instagram usage (IIU)	0.860	0.784	0.916	0.885	0.283		0.399		0.344		0.454
Extraversion Personality (EP)	0.801	0.625	0.869		0.790						
Positive Shopping Emotions (PSE)	0.867	0.790	0.919	0.326	0.293	0.889	0.579	0.373	0.343		0.641
Impulsive Buying Online (IBO)	0.896	0.705	0.923		0.302		0.840		0.346		

The last analyzed model based on a structural equation was run on the total number of 442 people (185 men and 257 women) with 213 representatives of Generation Y and 229 of Generation Z. Their educational levels were from elementary school to doctorate, and Generation Z used Instagram for over 5 years rather than Generation Y. Both generations showed a broad variety in their purchased products, with the maximum value of 200 and the minimum value of 1.

PLS analysis indicated significant variations between the younger and older generations. In the case of Generation Y, H1 to H4 received support, and H5 did not. On the contrary, all five hypotheses were supported for Generation Z. That is aligned with the work of Khan *et al*. (2016), who found that gender is a significant demographic dimension associated with impulsive buying behavior among Generation Y, while other factors, such as income, social influence, and extraversion personality, were not significant.

A more detailed breakdown among those in Generation Y by gender yields some interesting findings, however. For male participants, Hypotheses 1 and 5 were nonsignificant, whereas Hypotheses 2, 3, and 4 were significant. For women, there was no significant support for Hypotheses 2 and 5. Notably, extraversion did not directly contribute to impulsive online purchases in either subgroup. Extraversion, however, indirectly affected positive emotion shopping in males, whereas it did not in females. In contrast, the intensity of Instagram use is associated with positive emotion shopping among females, but not among males. These leading/trailing differences are highlighted as potentially distinct psychological or behavioral tendencies in those of the same generation..

Table 6
Path coefficients of Y Generation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EP ⟶ IBO	0.055	0.057	0.061	0.903	0.367
EP ⟶ PSE	0.159	0.164	0.059	2.709	0.007
IIU ⟶ IBO	0.315	0.317	0.063	5.021	0.000
IIU ⟶ PSE	0.279	0.281	0.064	4.354	0.000
PSE ⟶ IBO	0.332	0.335	0.065	5.096	0.000

Table 7
Path coefficients of Z Generation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EP ⟶ IBO	0.139	0.138	0.058	2.401	0.017
EP ⟶ PSE	0.308	0.315	0.077	4.019	0.000
IIU ⟶ IBO	0.214	0.214	0.055	3.909	0.000
IIU ⟶ PSE	0.238	0.234	0.075	3.199	0.001
PSE ⟶ IBO	0.431	0.434	0.054	7.949	0.000

A multivariate analysis was conducted according to the study's comparative purpose using SmartPLS. As presented in Table 8, there is no significant difference between Hypotheses H6a-H6e at 5% level. At the 10% level, however, the impact of positive emotion shopping on impulsive online buying was found to be significantly different (H6e). It suggests that emotional cues may contribute to impulsive behavior to a greater extent in one generation relative to the other.

Table 8
Multi group analysis Y and Z Generation

	Generation Y (n=213)		Generation Z (n=229)		PLS-MGA	
	R-square		R-square			
Positive Shopping Emotion	0,132		0,193			
Impulse Buying Online	0,301		0,372			
	Coefficient	t-value	Coefficient	t-value	Coeff. diff	p-value
Intensity of Instagram Use ⟶ Positive Shopping Emotion	0.279	0.903	0.238	3.199	0.015	0.876

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	Coefficient	t-value	Coefficient	t-value	Coeff. diff	p-value
Extraversion Personality ⟶ Positive Shopping Emotion	0.159	0.059	0.308	4.019	-0.047	0.635
Intensity of Instagram Use ⟶ Impulsive Buying Online	0.315	0.063	0.214	3.909	0.068	0.421
Extraversion Personality ⟶ Impulsive Buying Online	0.055	0.064	0.139	2.401	-0.023	0.784
Intensity of Instagram Use ⟶ Positive Shopping Emotion	0.332	0.065	0.431	7.949	-0.140	0.078

This study's findings highlight several key insights into impulsive online buying behavior among Instagram users in Indonesia, particularly when comparing Generation Y and Generation Z. These findings contribute to the understanding of the interplay between social media usage, personality traits, emotional responses, and generational factors in shaping consumer behavior.

Generational differences in the behavior of impulsive shopping

The results indicate significant generational differences in the factors influencing impulsive buying behavior. For Generation Z, the intensity of Instagram usage and positive shopping emotions exert a stronger influence on impulsive purchases. As explained in the research of Hidayat *et al.* (2023), the characteristics of Generation Z as digital natives who are accustomed to quick, visually engaging online interactions and are more emotionally driven in their consumption behaviors. In contrast, while Instagram usage intensity also influences impulsive buying for Generation Y, their behavior is more moderated by practical considerations, and extraversion personality traits do not directly lead to impulsive purchases.

The findings of this study make a meaningful contribution to the literature on online impulsive buying, offering empirical insights that distinguish the behavioral drivers of Generation Y and Generation Z. In contrast to Hidayat *et al*. (2023), which discuss Gen Z more broadly as digital natives, this study provides specific evidence that Instagram usage intensity and positive shopping emotions are key predictors of impulsiveness among Gen Z consumers, likely due to their sensitivity to visually and emotionally engaging content. For Generation Y, the study reveals a more nuanced pattern: extroversion does not directly drive impulsive buying behavior. Instead, practical considerations appear to play a moderating role, suggesting that prior research may have overstated the uniform influence of personality traits across age groups. These distinctions help clarify the generational differences in the psychological mechanisms underlying online impulsive behavior, providing a more targeted understanding for both academics and practitioners.

From a practical standpoint, the study's findings offer valuable insights for marketers and brands utilizing Instagram as a digital marketing platform. Recognizing generational differences in shopping behavior enables more targeted and effective communication strategies. For Generation Z, marketing efforts should prioritize visually engaging content, emotionally resonant influencer collaborations, and time-sensitive promotions that align with their tendency toward spontaneous, emotion-driven purchases. In contrast, strategies targeting Generation Y may benefit from emphasizing functional value, credible product reviews, and informative content that support more deliberate decision-making processes. While Instagram can still function as an initial point of engagement for Gen Y, their purchasing behavior may be more influenced by rational evaluation than emotional immediacy.

The role of Instagram usage

The results indicate that the intensity of Instagram use has a significant positive effect on shopping-related emotions for both Generation Y and Generation Z. This suggests that Instagram serves as more than just a promotional platform, but contributes to shaping consumers' emotional experiences, which can, in turn, drive impulsive purchasing behavior. These findings are consistent with the study by Djafarova and Rushworth (2017), which highlights how social media platforms, such as Instagram, foster emotional engagement through visual aesthetics and interactive features. Such engagement strengthens the emotional connection between users and products, increasing the likelihood of spontaneous purchases.

Although both generations are influenced by Instagram in their shopping behavior, they engage with the platform in different ways. Generation Z, having grown up in a fully digital environment, tends to respond more strongly to content that is visually appealing, interactive, and practical. For them, Instagram serves as a source of quick and stimulating shopping experiences, often triggering impulsive buying behavior. This aligns with Brand *et al*. (2022), who noted that Gen Z is particularly responsive to digital content that conveys a sense of trendiness and exclusivity.

In contrast, Generation Y typically views Instagram as a supplementary tool that enhances their decision-making process. Rather than using the platform as a primary shopping channel, they rely on it to gather product information, read reviews, and find relevant promotions. Gonzalez *et al.* (2013) support this view, showing that Generation Y appreciates shopping experiences that combine online convenience with offline assurance, thus valuing Instagram more for its informational than emotional appeal.

These findings offer a valuable extension of prior research on social media's role in consumer behavior. While previous studies such as Djafarova and Rushworth (2017) emphasize the emotional influence of visual social media platforms, this study contributes further by uncovering generational nuances. It confirms that for Gen Z, emotional and impulsive responses are driven by visually stimulating and trend-driven content. Meanwhile, Gen Y approaches the platform more deliberately, using it to support informed, planned purchases. This contrast offers a more refined understanding than previous studies that tend to generalize online shopping behavior across age groups.

From a practical perspective, these insights are highly relevant for marketers seeking to design generation-specific strategies. To effectively engage Gen Z, brands should focus on creating immersive, visually rich, and trend-sensitive content that evokes immediate emotional responses and encourages fast purchasing actions. For Gen Y, marketing efforts should prioritize trustworthy product information, detailed reviews, and time-sensitive promotions that support more rational and research-based shopping behavior. By tailoring content to each group's unique motivations and shopping patterns, marketers can better allocate their resources and improve their effectiveness in driving online impulse purchases across generational segments.

The impact of personality traits

The results of this study indicate that extraversion personality traits significantly influence positive shopping emotions in both Generation Y and Generation Z. However, the direct effect of extraversion on impulsive buying behavior appears limited, particularly among Generation Y. This finding aligns with Bosnjak *et al*. (2007), who suggested that while extroverted individuals tend to enjoy the emotional and social aspects of shopping, their actual purchase decisions are often shaped by additional factors such as financial awareness or the desire for social approval.

Among Generation Z, the stronger link between extraversion and positive shopping emotions may reflect how their expressive and socially driven nature enhances their engagement in online shopping environments. This observation is supported by Alves Gomes *et al*. (2022), who found that highly extroverted youth are more

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responsive to interactive and socially stimulating digital shopping experiences. Similarly, Dwivedi *et al*. (2021) noted that extroverts within digitally native cohorts are more emotionally immersed in online shopping, often perceiving it not just as a transactional activity but as a socially engaging and enjoyable experience.

The mediating role of positive shopping emotions

Positive shopping emotions have been found to mediate the relationship between Instagram usage intensity and impulsive buying behavior. This mediating effect appears to be more pronounced among Generation Z, suggesting that emotional responses are more deeply embedded in their shopping experience. These results support Verhagen and Van Dolen (2011), who observed that emotions such as joy and satisfaction can enhance the link between visual exposure and impulsive purchasing tendencies.

Furthermore, Jin and Phua (2014) noted that visual and interactive platforms like Instagram can foster strong emotional involvement while diminishing self-control, creating favorable conditions for unplanned purchases. Their research also highlights how social media can elevate self-confidence and strengthen emotional reactions, which in turn affect purchasing decisions.

From a marketing perspective, these findings suggest the value of designing emotionally engaging content, such as endorsements from relatable influencers, visually striking advertisements, and interactive shopping features. This approach tends to resonate more with Generation Z, whose responses are often driven by emotionally stimulating digital experiences.

The role of positive emotions as a mediating factor between Instagram engagement and impulsive buying is especially notable given the demographic composition of the sample, which included a higher proportion of female respondents. Since women generally express and experience emotions more vividly in social settings, including online interactions, this emotional pathway may be more active. Instagram's visually rich environment, supported by influencer content and interactive tools, naturally evokes stronger emotional engagement, reinforcing the association between emotional arousal and impulse buying. This observation aligns with the findings of Verhagen and Van Dolen (2011), reinforcing the view that emotional involvement plays a central part in online consumer behavior. The more dominant presence of women in this study sample strengthens the findings of Jin and Phua (2014) that social media can reduce self-control and increase self-confidence which ultimately triggers impulsive buying. This indicates that women, especially Gen Z, may be more responsive to marketing strategies that emphasize emotional involvement through attractive visuals and strong narratives. Therefore, for marketers, creating content that targets emotional resonance, through relatable influencers, engaging visual aesthetics, and immersive shopping experiences, will be highly effective, especially as these strategies resonate strongly with the more emotional and actively engaged Gen Z female demographic on Instagram.

Conclusions

The analysis results highlight generational differences, particularly between Generation Y and Z, in online impulsive buying behavior. Extraversion does not directly influence impulsive purchases but acts through positive shopping emotions. In contrast, Instagram usage intensity affects impulsive buying both directly and indirectly via emotional engagement.

For marketers, especially those using Instagram, these findings offer practical insights. Generation Z, with higher Instagram activity, is more responsive to visual and emotional stimuli, despite having lower purchasing power.

To address the practical implications, companies should:

1. **Enhance Visual Appeal:** Use engaging product displays and interactive content to attract Gen Z.
2. **Build Trust:** Ensure transparent product info, secure transactions, and responsive service.

3. **Segment by Generation**: Tailor strategies to each group's preferences, Gen Z values experience and emotion, while Gen Y is more rational and information-driven.

Beyond age and income, understanding Generation Z requires deeper insight into their distinct values, preferences, and buying patterns. Understanding these generational traits helps marketers craft more targeted messages. By segmenting audiences based on personality, such as impulsive, frugal, or social types, strategies can be better aligned with consumer behavior. Generation X, shaped by economic instability, tends to be cautious and price-focused, even in spontaneous purchases. In contrast, Generation Z seeks emotionally engaging, unique shopping experiences, often driven by social influence rather than practicality. Though both groups are price-aware, Gen X makes more rational decisions, while Gen Z leans toward emotion-driven and spontaneous buying. Recognizing these differences allows marketers to tailor approaches that resonate with each group's values and preferences.

This study recognizes several limitations. The analysis focused on only three variables, which may not fully reflect the complexity of online impulse buying. Additionally, the sample was limited to Indonesian consumers, which may restrict the broader applicability of the findings. Future research should consider incorporating other factors, such as hedonic motivation, promotional influences, or higher-value product categories, to provide a deeper understanding of impulsive behavior. Cross-platform comparisons could also reveal how different digital environments shape buying decisions, especially for electronic products. While Indonesia offers important insights into emerging markets, further studies should explore how these results may translate to similar contexts by identifying shared patterns in digital engagement and consumer demographics. Moreover, although this research examined extraversion, it did not include introversion, which may drive different or opposing behaviors. Introverted individuals, who tend to be more reflective and less influenced by social stimuli, may be less prone to impulsive purchases. Including both traits would offer a more comprehensive view of personality's role in digital consumer behavior.

In summary, understanding the behavioral differences between Generation Y and Generation Z enables businesses to develop more targeted and effective marketing strategies. By addressing these generational preferences and leveraging Instagram's unique features, companies can better align their promotional efforts with consumer behaviors, ultimately enhancing their marketing effectiveness.

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