


## The Influence Of Advertising And Brand Image On Gen Z's Impulsive Buying Behavior

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Article Info	ABSTRACT
<p><b>Keywords:</b> Advertising, Brand Image, Impulsive Buying, Gen Z</p>	<p>This study aims to analyze the influence of advertising and brand image on impulsive buying behavior of Gen Z. The object of this study is Gen Z consumers who have engaged in impulsive buying behavior, while the subjects are e-commerce consumers in Indonesia. The number of samples in this study was 100 respondents. Sampling was carried out using purposive sampling technique . Data analysis was carried out using multiple linear regression analysis. The measurement scale used a Likert scale of 1-5 and data analysis used SPSS. Based on the results of the analysis carried out, it shows that: first, advertising has a significant effect on impulsive buying behavior of Gen Z. Second, brand image has a significant effect on impulsive buying behavior of Gen Z. Future research needs to include other variables that have not been tested in this study in order to explain more comprehensively the impulsive buying behavior of Gen Z.</p>
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### INTRODUCTION

The development of technology and digitalization has significantly changed the way humans interact, communicate, and shop (Haryanto et al., 2021; Zhang et al., 2020). In this modern era, consumers are not only facilitated by fast access to information, but are also faced with various increasingly sophisticated marketing strategies (Pratama & Wijaya, 2022). One phenomenon that attracts attention is impulsive buying behavior , which is a person's tendency to make spontaneous purchases without prior planning (Rook, 1987, in Chen et al., 2021). This behavior is often triggered by external factors such as advertising and brand image, which are the main tools for companies to influence consumer decisions (Haryanto et al., 2021).

Generation Z, born between 1997 and 2012, is a demographic group that is highly exposed to technology and social media (Pratama & Wijaya, 2022). They grew up in an environment rich in digital content, including personalized advertising based on their interests and online behavior (Zhang et al., 2020). The characteristics of Gen Z that are attached to technology, adapt quickly, and tend to be easily influenced by trends, make them a prime target for marketers (Haryanto et al., 2021). In addition, Gen Z is also known as a generation that has quite significant purchasing power, even though most of them are still in the early stages of their careers or education (Chen et al., 2021). This makes them an interesting group

to study, especially in the context of impulsive buying behavior (Pratama & Wijaya, 2022).

Advertisements as one of the key elements in marketing, play an important role in shaping consumer perceptions and decisions (Haryanto et al., 2021). With the existence of digital platforms such as Instagram, TikTok, and YouTube, advertisements are not only presented in traditional forms, but also through creative content tailored to Gen Z preferences (Zhang et al., 2020). Interesting and relevant advertisements can trigger positive emotions, which ultimately encourage impulsive purchases (Chen et al., 2021). On the other hand, brand image is also a determining factor in purchasing decisions. A strong and positive brand image can create consumer loyalty and trust, thereby increasing the likelihood of impulsive purchases (Pratama & Wijaya, 2022).

This study aims to analyze in more depth the influence of advertising and brand image on impulsive buying behavior in Generation Z. By understanding the factors that drive this behavior, companies can design more effective marketing strategies to reach and influence Gen Z (Haryanto et al., 2021). In addition, this study is also expected to contribute to the development of marketing science, especially in the context of consumer behavior of the younger generation in the digital era (Zhang et al., 2020). Through a comprehensive approach, this study will reveal how advertising and brand image interact to create impulsive buying tendencies, as well as their implications for business and academic practice (Chen et al., 2021).

## METHOD

The object of this study is gen z consumers , while the subject of this study is e-commerce in Indonesia. In this study, the type of data used by researchers is primary data obtained from the results of questionnaires that have been distributed to e-commerce consumers in Indonesia related to the variables studied, namely: advertising, brand image and impulsive buying. The sampling technique used in this study is purposive sampling, where sampling aims to obtain information from specific groups. The respondent criteria in this study are consumers who have engaged in impulsive buying behavior in e-commerce. The number of samples in this study is 100 respondents who have met the research respondent criteria

## DISCUSSION

### Research Results and Discussion

Table 1. t-Test Results

Model	Variables	Standardized Coefficients Beta	t	Sig.
1	(Constant)		2.170	0.026
	Advertisement (X1)	0.317	4.01	0.000
	Brand Image (X2)	0.374	4.31	0.000

Source: Processed primary data, 2025.

The first finding in this study shows that: advertising has a significant value of 0.000, which is smaller than  $\alpha = 0.05$ , so it can be stated that advertising has a significant influence on the impulsive buying behavior of Gen Z. This means that the first hypothesis (H1) proposed in

this study is supported and also supports the results of previous studies that have been conducted. Advertising is one of the most effective marketing tools in shaping perceptions and influencing consumer behavior, especially in Generation Z. Gen Z, as a generation that grew up in the digital era, is highly exposed to advertising through various social media platforms such as Instagram, TikTok, and YouTube (Priporas et al., 2017). Advertisements that are creative, interactive, and relevant to Gen Z's lifestyle can trigger emotional responses that encourage impulsive buying behavior, namely purchases made spontaneously without prior planning (Rook, 1987). Research by Zhang et al. (2020) shows that digital advertisements that are visually and emotionally appealing can increase consumer buying interest, especially in the younger age group. This is in line with the findings of Aragoncillo and Orús (2018) who stated that personalized advertisements that are in line with Gen Z's preferences tend to trigger impulsive purchases. Advertisements featuring influencers or celebrities also have a significant influence on Gen Z's impulsive buying behavior, because they tend to identify with these figures (Putri & Santoso, 2021). In addition, research by Dharmesti et al. (2020) revealed that advertisements that create urgency, such as limited discounts or exclusive offers, can trigger impulsive responses in Gen Z. This mechanism is strengthened by the ability of digital advertising to convey messages quickly and massively, thus influencing purchasing decisions in a short time. Another study by Kim et al. (2021) also shows that advertisements that are interactive and involve active consumer participation, such as user-generated content, can increase emotional engagement and encourage impulsive buying behavior. Advertisements that are creative, relevant, and utilize digital platforms effectively can trigger emotional and cognitive responses that encourage impulsive buying.

The second finding in this study shows that: brand image has a significant value of 0.000, which is smaller than  $\alpha = 0.05$ , so it can be stated that brand image has a significant influence on the impulsive buying behavior of Gen Z. This means that the second hypothesis (H2) proposed in this study is supported and also supports the results of previous studies that have been conducted. Brand image is a consumer's perception of a brand that is formed through experience, marketing communications, and media exposure (Khan et al., 2022; Putri & Rahayu, 2021; Zhang et al., 2020; Lee & Kim, 2021; Smith et al., 2023). According to research by Khan et al. (2022), a strong brand image can create an emotional bond with consumers, especially Gen Z, who tend to choose brands that match their values and identities. This study shows that a positive brand image significantly increases impulsive buying behavior because consumers feel more confident and motivated to buy products spontaneously (Khan et al., 2022; Lee & Kim, 2021). In addition, research by Putri and Rahayu (2021) revealed that Gen Z is highly influenced by brand images promoted through social media. Platforms such as Instagram and TikTok have become the main channels for brands to build an attractive and relevant image to Gen Z's lifestyle (Putri & Rahayu, 2021; Smith et al., 2023). Continuous exposure to attractive brand content can trigger emotional responses that drive impulsive buying (Putri & Rahayu, 2021; Zhang et al., 2020). Furthermore, a study by Zhang et al. (2020) found that brand image perceived as "trendy" and "innovative" has a strong influence on Gen Z's impulsive buying behavior. This is because Gen Z tends to look

for products that can improve their social status in the eyes of their peers (Zhang et al., 2020; Johnson & Brown, 2022). Thus, brand image not only influences purchasing decisions but also strengthens the tendency to make impulsive purchases (Khan et al., 2022; Zhang et al., 2020; Lee & Kim, 2021). Another study by Lee and Kim (2021) showed that a consistent and authentic brand image can increase consumer trust, which in turn encourages impulsive buying. Meanwhile, Smith et al. (2023) emphasized the importance of personalization in building a brand image that is relevant to Gen Z. Johnson and Brown (2022) also found that a brand image perceived as "eco-friendly" can influence Gen Z's impulsive buying decisions, who are increasingly concerned about sustainability issues. In addition, research by Anderson et al. (2021) revealed that a strong brand image can reduce the risk perceived by consumers, thereby increasing the tendency to make impulse purchases. A study by Garcia et al. (2022) also showed that brand images promoted through influencers have a significant impact on Gen Z's impulsive buying behavior. Finally, a study by Wilson et al. (2023) found that brand images perceived as "unique" and "exclusive" can trigger impulse purchases because consumers want to stand out among their peers.

#### Determination Coefficient Test (R<sup>2</sup>)

**Table 2.** Results of the Determination Coefficient Test

Model	Adjusted R Square	Std. Error of the Estimate
1	0.507	3,503

Source: Processed primary data, 2025.

Based on the results of the determination coefficient test Adjusted size R<sup>2</sup> is 0.507. This means that the variation of the dependent variable, namely the purchasing decision (Y) in the model can be explained by the independent variables, namely: lifestyle (X1), price perception (X2) reference group (X3) by 50.7%, while the remaining 49.3% is explained by other variables outside the variation of this research variable, such as: price, discount, sales promotion and others.

## CONCLUSION

This study aims to analyze the influence of advertising and brand image on impulsive buying behavior in Generation Z in Indonesia. Based on data analysis conducted on 100 respondents, it was found that advertising and brand image significantly influence impulsive buying behavior of Generation Z. This finding suggests that attractive advertising and strong brand image can encourage Generation Z to make impulsive purchases. This is in line with the characteristics of Generation Z who tend to be easily influenced by digital content and have emotional attachments to brands that they consider relevant to their lifestyle.

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