

The Impact of Digital Marketing and Electronic Word of Mouth on Impulse Buying of Adidas Running Shoes in Surabaya

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Abstract

The fashion industry, primarily running shoes, has become a significant market phenomenon in modern society. From 2019 to 2023, Nike and Adidas were the dominant competitors in the Indonesian sports footwear industry. However, Adidas experienced a decline in its market share beginning in 2021. The purpose of this study is to examine The Impact of Digital Marketing and Electronic Word of Mouth (e-WoM) on the impulse buying of Adidas running shoes. The research employs a quantitative research strategy that utilizes a survey methodology. A total of 100 participants were selected through purposive sampling methods. The study sample is composed of adult residents of Surabaya, aged 17 years and older, who have previously acquired information about Adidas products and have engaged in impetuous purchasing. A five-point Likert scale questionnaire was employed to capture primary data, which was subsequently analyzed using Structural Equation Model (SEM) PLS. The results suggest that impulsive purchasing is significantly influenced by both digital marketing and e-WoM, with e-WoM exhibiting a more significant impact.

Keywords: *digital marketing; e-WoM; impulse buying*

INTRODUCTION

The business landscape has been considerably influenced by advancements in the application of digital marketing, particularly in the purchasing decision-making process and the interaction between companies and consumers (Erwin et al., 2023). The role of consumers has been transformed from passive recipients to active participants in communication and purchasing as a result of the evolution of digital technology, particularly the internet and social media (Claudia et al., 2021). Digital marketing simplifies the process of searching for product information, comparing options, and placing orders by enabling real-time and global communication and transactions (Rahmawati, 2023). In the digital environment, consumers are now actively pursuing information, interacting, and making purchasing decisions based on personal experiences and recommendations from other consumers, resulting in a shift in the traditional marketing paradigm.

The aggregate transaction value of the digital economy in Southeast Asia increased by 11% to USD 218 billion in 2023, with Indonesia leading the pack at USD 82 billion, according to the e-Economy SEA 2023 report by Google, Temasek, and Bain & Company (Annur, 2023). This phenomenon suggests a transition in consumer behavior from traditional purchasing to online impetuous buying. Social media serves as a hybrid of technology and social interaction that offers users personal value (Putusottama, 2021). It aids consumers in making purchasing decisions by providing information on product quality, price, brand, and reviews from other consumers (Nursyamsi et al., 2022).

Impulsive decisions are fostered by the convenience and accessibility of online purchasing. Impulse purchasing is stimulated by discounts, product reviews (e-WoM), and e-commerce recommendations (Hartin, 2023). Consumer perceptions of products or brands are significantly impacted by E-WoM, which operates through digital platforms (Umbara, 2021). When making

online purchasing decisions, consumers are inclined to take into account the experiences and opinions of others.

The fashion industry, particularly athletic shoes and footwear, has attracted substantial attention, with sales increasing annually, particularly among the younger demographic. According to Euromonitor International (2023), Nike and Adidas have maintained their dominance in the Indonesian athletic shoe market from 2019 to 2023. Nike's market share has increased from 31% to 36%, while Adidas' has decreased from 26% to 23%. This change is indicative of the substantial demand for shoes as an integral component of daily activities and lifestyle.

Adidas has effectively utilized social media, influencer marketing, and innovative technology to fortify its brand through an effective digital marketing strategy (Jiang, 2023). Athletic shoes have become an essential component of Indonesian fashion, particularly among young people. Nevertheless, Adidas' popularity has been subject to fluctuations, as evidenced by a decrease in the top brand index from 34.7% in 2020 to 22.4% in 2024 (Topbrand-award.com, 2024). Adidas' market share decreased from 57.2% in 2019 to 53.4% in 2021, despite a minor increase to 55.1% in 2022, suggesting that this decline could potentially impact sales (Andersen, 2023).

Consumer trust and interest in products may be diminished by negative e-WoM (Azzahra et al., 2022). Impulse buying has been demonstrated to be influenced by digital marketing and e-WoM, with certain studies demonstrating substantial relationships (Azzahra et al., 2022; Immawati & Anggi, 2023). Conversely, other research presents conflicting findings, demonstrating that e-WoM does not influence impulse buying (Hasim & Lestari, 2022; Puspita et al., 2023). Consequently, additional research is required to investigate the impact of digital marketing and e-WoM on impulse purchasing behavior. The researcher is therefore interested in the study of "The Impact of Digital Marketing and e-WoM on Impulse Buying of Adidas Running Shoes."

Literature Review

Digital Marketing

Digital marketing, as defined by Philip Kotler and Kevin Keller (2016), refers to the strategic use of digital technologies, particularly the Internet, along with mobile phones, display advertising, and other digital communications, to promote products or services. Digital marketing refers to the strategic use of digital tools and platforms to use the capabilities of the internet and other digital media in order to efficiently and creatively target consumers in a timely, relevant, personalized, and cost-effective manner. Digital marketing, as defined by Dave Chaffey (2019), refers to the strategic use of digital platforms to advertise and market items or services to specific target audiences, including individual customers and corporations.

Digital marketing has the potential to impact impulsive purchasing behaviour through various mechanisms. Web-based promos and discounts implemented through digital marketing strategies have the potential to stimulate consumers into making impulse buying (Fachruraji and Padmalia, 2023). Digital marketing facilitates the improvement of service quality in the digital business environment by utilizing e-commerce platforms or websites. This strategic approach has the potential to strengthen consumer trust and promote product awareness (Pratiwi and Suwitho, 2020). Moreover, the hedonic motivations and emotions of customers can be influenced by digital marketing tactics, as evidenced by the substantial influence of social media promotions on impulse procurement (Prihadi, Irawan, and Subroto, 2022). Prior research substantiates these phenomena, suggesting that digital marketing has the potential to impact impulsive purchasing, as demonstrated by studies conducted by (Amelda, Alamsjah, and Elidjen 2021; Agung, Marta, and Christanti 2021; Umbara 2021).

e-WoM

Hening (2004) defines e-WoM (electronic Word of Mouth) as the expression of consumer thoughts pertaining to a brand through internet platforms, irrespective of their nature (Indriani and Pasharibu, 2020). Electronic Word-of-Mouth (e-WoM) is of paramount importance in molding and exerting influence on the attitudes of internet users (Radiansyah, 2022). Online platforms have emerged as a formidable medium for consumers to articulate their viewpoints, regarded as more potent than conventional Word of Mouth (WOM) because of its wider accessibility and reach (Djanjar et al., 2023). Positive evaluations frequently incite readers or social media users to engage in impulsive buying, which refers to making purchasing decisions without prior planning. Prior studies conducted by Effendi et al. (2020), Rahmaningsih and Sari (2022), and Pambagyo and Karnawati (2020) have demonstrated that electronic word-of-mouth (e-WoM) has a robust and favorable influence on impulsive purchasing.

Impulse Buying

Impulse buying is defined as the act of making impulsive and unexamined purchases without careful deliberation, driven by the emotional behavior of consumers (Santoso, 2023). Online impulse buying, as defined by Audina et al. (2023), refers to the act of making purchases on marketplaces driven by a feeling of excitement and without adequate premeditation. Consumer shopping is commonly perceived as a means to mitigate stress and alter one's emotional state, yet it might result in impulsive purchases (Virly and Muhid, 2023). Impulse buying, as defined by Rook and Fisher, refers to the act of making purchases without prior consideration, motivated by emotional psychological factors associated with the goods and manipulative tactics employed by marketers (Fachruraji and Padmalia, 2023). Yanzhou (2021) categorises impulsive buying into four distinct types: pure impulse, reminder impulse, suggestion impulse, and planned impulse. The determinants of impulse buying encompass product pricing, marketing tactics, individual consumer traits, emotions and mood, social context, product category, store atmosphere, and demographic variables (Aprianur, 2020; Putri et al., 2022). Impulse buying is characterized by three key indicators: purchase spontaneity, disregard for consequences, sudden want to buy, and inability to resist internal desires (Herdiana and Supriyono, 2023).

Considering the research goals and the literature analysis, the study's conceptual framework is depicted in Figure 1 below:

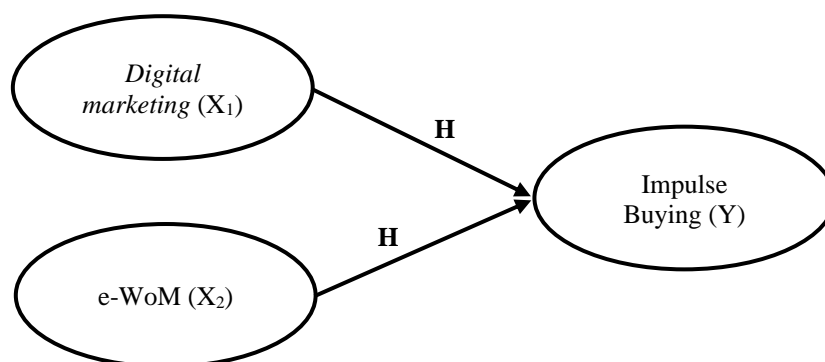


Figure 1. Conceptual Framework

Based on previous research findings and the conceptual framework, the hypotheses of the study, which are provisional answers to the formulated research questions, are as follows:

H1: Digital marketing is hypothesized to have a positive effect on impulse buying of Adidas running shoes in Surabaya.

H2: e-WoM is hypothesized to have a positive effect on impulse buying of Adidas running shoes in Surabaya.

RESEARCH METHOD

The present study utilises a quantitative methodology, namely a survey approach, to investigate the phenomena of impulse purchasing for Adidas running shoes. The research population is both non-limited and diverse, consisting of persons living in Surabaya who are above the age of 17, have been informed about Adidas items, and have participated in impulsive purchasing. The sampling method employed is purposive sampling, selected based on specific criteria. The sample size consists of 100 respondents, chosen according to the guideline of using 10 times the number of indicators in the study. Primary data is obtained by administering a questionnaire to the research sample. The survey employs a five-point Likert scale to assess the participants' interpretations of the study statements. Partial Least Squares (PLS) is a statistical method used for data analysis in Structural Equation Modeling (SEM). Synthetic Element Method Partial Least Squares (SEM PLS) is chosen for its capacity to examine causal connections between latent variables and its adaptability in representing intricate interactions among variables (Hair et al. 2019).

RESULTS AND DISCUSSIONS

1. Outer Model Measurements

An analysis of the PLS output diagram reveals that the factor loading values for each indicator exceed 0,5, suggesting that these indicators well represent the measured construct. Furthermore, the diagram illustrates the path coefficients on the arrows connecting exogenous and endogenous variables. These path coefficients denote the direct impact of external factors on internal factors. The coefficient of the regression from digital marketing to impulse buying is 0,347, but the coefficient of the regression from electronic word-of-mouth to impulse buying is 0,570, These findings suggest that electronic word-of-mouth (e-WoM) has a more significant influence on impulsive purchasing as compared to digital marketing. Furthermore, Figure 2 displays the R-Square (R^2) values, which are situated within the circular region of the endogenous variable (impulsive buying).

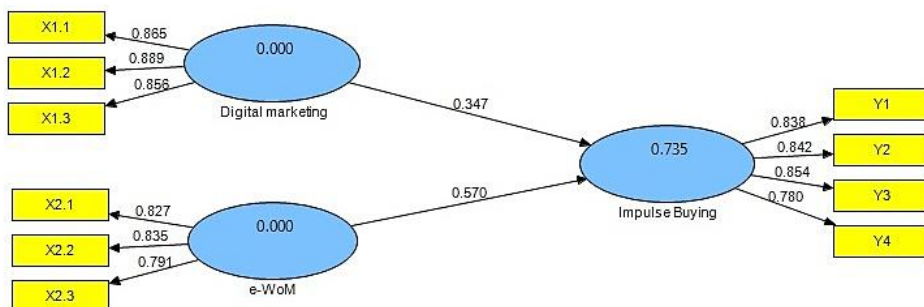


Figure 2. Outer Model with Factor Loading, Path Coefficient and R-Square
Source: Output SmartPLS (2024)

The assessment of the outer model is carried out by means of the Average Variance Extracted (AVE), Composite Reliability, and Latent Variable Correlations tests. Analytical Variance Extracted (AVE) is employed for each construct to guarantee the accuracy of the model being used. An appropriately designed model will have an Average Variance Extracted (AVE) value for each construct above 0,5, therefore demonstrating that the construct satisfies the criteria for convergent validity. Hence, the implemented measurement model is both valid and reliable. The Average Variance Extracted (AVE) values in this work are included in Table 1:

Table 1. Average Variance Extracted (AVE)

	AVE
Digital marketing (X1)	0,756878
e-WoM (X2)	0,668846
Impulse Buying (Y)	0,687369

Source: Processed from data (2024)

According to Table 1, the Average Variance Extracted (AVE) values for digital marketing, electronic word-of-mouth (e-WoM), and impulse buying are 0,756878, 0,668846, and 0,687369, respectively. Provided that all these values exceed 0,5, it suggests strong convergent validity, therefore establishing the measurement model as both valid and trustworthy. Additionally, the composite reliability value can be used to evaluate the reliability of a build. A build is considered dependable if its calculated composite reliability value is more than 0,70, This observation implies that the indicators exhibit a high degree of consistency and stability in assessing the targeted latent variable. The composite dependability values included in this work are presented in Table 2 below:

Table 2. Composite Reliability

	AVE
Digital marketing (X1)	0,903260
e-WoM (X2)	0,858275
Impulse Buying (Y)	0,897795

Source: Processed from data (2024)

According on Table 2, the Composite Reliability values for digital marketing, e-WoM, and impulse buying are 0,903260, 0,858275, and 0,897795, respectively. The fact that all of these values above 0,70 suggests that the indicators for these variables exhibit consistency and reliability.

The final assessment of the outer model entails the examination of the Latent Variable Correlations, which illustrate the relationships between variables within the model. A high correlation value suggests a robust relationship between variables, with a maximal correlation value of 1. This implies that a modification in one variable is accompanied by a corresponding modification in another variable. Table 3 below illustrates the latent variable correlations encountered in this investigation:

Table 3. Latent Variable Correlations

	Digital marketing (X ₁)	e-WoM (X ₂)	Impulse Buying (Y)
Digital marketing (X1)	1,000000		
e-WoM (X2)	0,764402	1,000000	
Impulse Buying (Y)	0,731462	0,824200	1,000000

Source: Processed from data (2024)

According on Table 3, the value of 0,824200 indicates a highly significant correlation between impetuous buying and e-WoM. Following this, the correlation between impetuous buying and digital marketing is 0,731462. These high correlations indicate that e-WoM has a more significant impact on impulse buying than digital marketing, underscoring the significance of e-WoM in marketing strategies that are designed to influence impulse purchasing behavior.

2. Inner Model R-Square

The R-Square value was utilized to evaluate the structural model's goodness-of-fit. The R-Square value in the equations between latent variables indicates the degree to which exogenous (independent) variables can explain the endogenous (dependent) variables, as illustrated in Table 4:

Table 4. R-Square

	R-Square
Digital marketing (X1) e-WoM (X2)	
Impulse Buying (Y)	0,735423

Source: Processed from data (2024)

According to Table 4, the R-Square value is 0,735, which suggests that the digital marketing and e-WoM variables can account for 73.5% of the variation in impulse purchasing. The remaining 26,5% (100% - 73,5%) can be attributed to other variables that were not taken into account in this study.

3. The Impact of Digital Marketing on Impulse Buying

The research findings suggest that impulse purchasing behavior is significantly and positively impacted by digital marketing. This analysis demonstrates a direct correlation between impulse purchasing and digital marketing, as an increase in digital marketing activities leads to a rise in consumer impulse buying behavior. This implies that consumers may be encouraged to make impulsive purchases through the implementation of effective digital marketing strategies, including flexible communication, appealing promotions, and interactions through digital media. The importance of this relationship emphasizes the critical role that digital marketing plays in influencing the hasty, unconsidered purchase decisions of consumers. Consequently, in order to optimize their influence on impulse purchasing behavior, organizations should consistently refine their digital marketing strategies. This conclusion lends credence to the research hypothesis that impulse purchasing behavior among consumers is substantially improved by digital marketing.

Furthermore, a descriptive statistical analysis of the digital marketing variable demonstrates that respondents consistently assigned high ratings to a variety of indicators. The digital media employed by Adidas is highly interactive, frequently promotes products, and allows for flexible communication, as evidenced by the average scores of indicators such as interactivity, demassification, and asynchronicity, which were all above 4.

Demassification is the most influential indicator of the digital marketing variable on impulse purchasing, as indicated by the T-statistic value in the outer loading region. This underscores the significance of marketing strategies that prioritize segmentation and personalization in order to improve consumer impulse purchasing behavior. Adidas' demassification strategy entails a variety of initiatives that capitalize on digital innovation, strategic collaborations, and personalization to identify and target more diverse and specific market segments. Adidas remains committed to investing in research and development to develop innovative products that are specifically designed to meet the requirements of consumers. This includes responsive cushioning in its running shoes and stylish athleisure apparel (Alkan 2023). Adidas is able to target specific market segments, such as

streetwear enthusiasts and environmentally conscious consumers, through collaborations with renowned athletes, designers, and luxury brands. For example, the Yeezy product line was developed in collaboration with Kanye West, and the eco-friendly sportswear collections were developed in collaboration with Stella McCartney (FounderClix 2023). These collaborative products are frequently published in limited quantities, which induces a sense of exclusivity and urgency among consumers, prompting them to make impulsive purchases immediately upon their release.

Additionally, Adidas effectively engages with consumers through the use of digital platforms and social media. Adidas collaborates with influencers to expand its audience and generates captivating content on Twitter, YouTube, and Instagram. Digital campaigns that incorporate interactive elements such as hashtags, user-generated content, and challenges enhance consumer engagement and encourage impetuous purchases (Adams 2018). Adidas also enhances its e-commerce platform to offer a personalized purchasing experience, including detailed product descriptions, personalized product recommendations, and customer reviews. Exclusive benefits are provided by membership programs such as the Adidas Creators Club, which encourage impulse purchasing and increase customer loyalty. Adidas 2020 demonstrates its dedication to sustainability by promoting eco-friendly products such as Primeblue and Primegreen and collaborating with Parley for the Oceans. This initiative is intended to attract environmentally conscious consumers, enhance the brand's positive image, and encourage impulse purchasing. With its innovative and customized approaches, this demassification strategy effectively engages a variety of market segments, thereby substantially enhancing consumer impulse purchasing behavior.

In summary, successful digital marketing strategies not only increase brand recognition and user engagement, but also directly influence consumer impulse purchasing behavior. Adidas has effectively established an environment that is conducive to impulse purchasing through its innovative digital campaigns, thereby corroborating the research findings that digital marketing has a substantial impact on impulse buying.

This research is substantiated by numerous prior studies that demonstrate the substantial impact of digital marketing on impulse purchasing behavior. According to a study conducted by Prihadi et al. (2022), impulse purchasing is influenced by hedonic motivation, which is influenced by digital marketing, pay-later systems, and Harbolnas discounts. Despite the fact that impulse purchasing is not directly influenced by digital marketing, hedonic motivation is a critical mediating variable. In addition, Buana et al. (2024) conducted research that demonstrated that digital marketing has a substantial and beneficial influence on the impulse purchasing of skincare products among teenagers. This underscores the significance of effective digital marketing strategies. This conclusion is also corroborated by Rahmawati's (2023) research, which demonstrates that impulse purchasing on the Shopee e-commerce platform is mediated by digital marketing, which in turn influences electronic word of mouth, promotions, and pricing. Reinforcing the validity and relevance of this research, these three studies are consistent with the findings that digital marketing plays a crucial role in driving impulse purchasing behavior.

4. The Influence of e-WoM on Impulse Buying

The findings of this study indicate that impulsivity purchasing behavior is substantially affected by electronic Word of Mouth (e-WoM). The majority of respondents frequently access information, write, and read reviews, and contemplate recommendations from other users regarding Adidas products through digital media, as indicated by descriptive statistical analysis. e-WoM indicators, including information access intensity, opinion valence, and recommendation content, have high average scores, as indicated by the descriptive statistical results. This suggests that respondents are highly engaged in the process of obtaining information about Adidas products through digital media. Furthermore, the examination of latent variable correlations indicates that e-WoM has a more

profound impact on impulse purchasing than digital marketing. This implies that, despite the influence of digital marketing, e-WoM has a more significant impact on impulse purchasing in this study. The significance of marketing strategies that are designed to manage and leverage e-WoM to improve consumer impulse purchasing behavior is underscored by the high correlation between e-WoM and impulse buying.

The valence of opinion has the highest T-statistic value in the outer loading of the three e-WoM indicators that were measured. This suggests that the quality and sentiment of user-written reviews substantially influence consumers' impulsive purchasing decisions. The research indicates that impulse purchasing behavior is significantly influenced by e-WoM, as the majority of respondents frequently access information, write and read reviews, and consider the recommendations of other users regarding Adidas products through digital media. Impulse purchasing behavior is typically stimulated by increased e-WoM activity, as consumer perceptions and purchase decisions are rapidly and decisively influenced by reviews and recommendations from other users. For instance, a user who reads favorable reviews of Adidas running shoes on an e-commerce platform is highly likely to be spontaneously motivated to make a purchase, particularly if the reviews emphasize product quality, appealing offers, and positive user experiences.

Adidas's #MyNeoShoot campaign was instrumental in utilizing the Valence of Opinion to increase impulse purchasing in this context. The #MyNeoShoot campaign encouraged followers to generate and distribute Instagram posts that were inspired by the Neo brand, utilizing the hashtag #MyNeoShoot. Not only did this campaign enhance consumer engagement with the brand, but it also generated user-generated content that was highly influential. When consumers observe positive reviews and imaginative photographs from other users, they are considerably more inclined to make impulsive purchases and feel optimistic. The Valence of Opinion from these evaluations is crucial, as they establish a perception of the product's emotional appeal and high quality. In order to increase awareness and participation, Adidas also collaborated with prominent influencers, including Selena Gomez. Adidas acquired 41,000 new Instagram followers and received 71,000 mentions of the hashtag #MyNeoShoot as a consequence of this campaign (Blaque 2023). The campaign was deemed effective in its ability to generate a significant volume of user-generated content, increase interaction, and drive sales of Adidas products (Wixted 2023).

Adidas should strategically leverage favorable consumer reviews to encourage impulsive purchases. Adidas has the potential to implement additional campaigns similar to #MyNeoShoot, which would encourage users to share their favorable experiences with Adidas products on social media. Adidas can increase the visibility of favorable reviews and attract the attention of potential consumers by enhancing the volume of positive user-generated content. Furthermore, Adidas has the potential to develop its e-commerce platform by emphasizing positive reviews on product pages, such as through "Top Reviews" or "Most Helpful Reviews" sections. The Valence of Opinion can be further enhanced by collaborating with influencers and well-known athletes to provide positive reviews and product recommendations. Reviews from individuals with substantial social media followings can foster a greater sense of confidence in the product and motivate their followers to make impulsive purchases. Adidas should proactively monitor and respond to negative reviews in addition to concentrating on positive evaluations. Adidas can transform negative perceptions into positive experiences by demonstrating attentiveness and prompt responses to consumer complaints. This strategy will not only enhance the brand's image in the eyes of consumers, but also improve the Valence of Opinion.

The results of this study are corroborated by numerous prior studies that have illustrated the substantial impact of e-WoM on compulsive buying behavior. In their 2022 study on Tokopedia, Hasim and Lestari discovered that impulse purchasing was simultaneously influenced by e-WoM, discounts, hedonic shopping motivation, and shopping lifestyle, despite the fact that e-WoM did not

have a partial effect. This implies that e-WoM is relevant in a broader context and corroborates the results of this study, which underscore the significance of information access intensity through e-WoM in influencing impulse purchasing. In addition, Rahmaningsih and Sari (2022) demonstrated that the impulse purchasing of cosmetic products in Indonesia is significantly influenced by e-WoM on TikTok. This indicates that the urge to impulsively purchase products can be increased by the stimuli provided by e-WoM. Aurelia et al. (2021) discovered that the impulse buying behavior is substantially influenced by exposure to e-WoM through the hashtag #ShopeeHaul on TikTok. This finding suggests that the dissemination of product information on social media platforms can drive impulse buying. Finally, Hasanah and Sudarwanto's (2023) research in Surabaya determined that the impulse purchasing of fashion products among Generation Z is partially influenced by e-WoM on the TikTok app. This finding confirms the critical role that reviews and recommendations on social media platforms play in inspiring impulse buying.

CONCLUSION

The results of this study, which utilized Partial Least Squares (PLS) analysis, indicate that Adidas running shoes' impulse purchasing behavior is significantly influenced by both Digital Marketing and Electronic Word of Mouth (e-WoM). Impulsive purchases may be enhanced through the implementation of effective digital marketing strategies, while consumers' propensity to make impulsive purchases may be further bolstered by positive e-WoM. The significance of effectively managing digital marketing and e-WoM strategies to optimize consumer impulse purchasing behavior is underscored by the study. For example, the implementation of gamification strategies to administer e-WoM, such as the development of challenges or competitions that encourage users to share their experiences with Adidas products and the provision of prizes or discount coupons to the most outstanding reviews, can be advantageous. Furthermore, Adidas has the ability to develop more precise marketing campaigns that are informed by consumer behavior patterns by utilizing big data and analytics technologies.

Future research could investigate the influence of mediating variables, such as hedonic motivation, on the relationship between impulse purchasing and digital marketing. It could also examine the influence of e-WoM and digital marketing on more specific market segments, such as millennials or Generation Z. Additionally, the utilization of a wider range of research methodologies, including longitudinal studies or field experiments, could offer a more profound understanding of the dynamics of impulse purchasing behavior.

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