

REFERENSI

- Aggarwal, P., Jun, S. Y., & Huh, J. H. (2011). Scarcity messages-A consumer competition perspective. *Journal of Advertising*, 40(3), 19-30. doi:10.2753/JOA0091-3367400302
- Akcay, O., Dalgin, M. H., & Bhatnagar, S. (2011). Perception of color in product choice among college students: a cross-national analysis of USA, India, China and Turkey. *International Journal of Business and Social Science*, 2(21).
- Amaldoss, W., & Jain, S. (2005). Pricing of conspicuous goods: A competitive analysis of social effects. *Journal of Marketing Research*, 42(1), 30-42.
- Anwar, A., Waqas, A., Zain, H. M., & Kee, D. M. H. (2020). Impact of music and colour on customers' emotional states: An experimental study of online store. *Asian Journal of Business Research*, 10(1), 104-125.
- Badan Pusat Statistik (BPS). (2020). Statistik E-Commerce 2020.
- Badan Pusat Statistik (BPS). (2021). Statistik E-Commerce 2021.
- Bagchi, R., & Cheema, A. (2013). The effect of red background color on willingness-to-pay: the moderating role of selling mechanism. *Journal of Consumer Research*, 39(5), 947-960.
- Bellizzi, J. A., & Hite, R. E. (1992). Environmental color, consumer feelings, and purchase likelihood. *Psychology & marketing*, 9(5), 347-363.
- Brock, T. C., & Ostrom, T. M. (1968). Implications of commodity theory for value change. *Psychological foundations of attitudes*. Academic Press.
- Chaffey, D. (2015). *Digital Business and E-commerce Management: Strategy, Implementation and Practice* Sixth ed. Pearson Education Limited.
- Chang, H. J., Yan, R., & Eckman, M. (2014). Moderating effects of situational characteristics on impulse buying. *International Journal of Retail & Distribution Management*, 42(4), 298-314. doi:10.1108/ijrdm-04-2013-0074
- Chen, Y., & Wu, C. (2016). Influence of Website Design on Consumer Emotion and Purchase Intention in Travel Websites. *International Journal of*

Technology and Human Interaction, 12(4), 15-29.
doi:10.4018/ijthi.2016100102

- Cialdini, R. B. (2009). *Influence: Science and Practice* 5th Edn Boston.
- Cooper, D.R. and P. Schindler. (2003). *Business Research Methods*, Edisi ke-8. McGraw Hill, New York.
- Crowley, A. E. (1993). The two-dimensional impact of color on shopping. *Marketing letters*, 4(1), 59-69.
- Elliot, A. J., Fairchild, M. D., & Franklin, A. (Eds.). (2015). *Handbook of color psychology*. Cambridge University Press.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business research*, 54(2), 177-184.
- Fox, J., & Weisberg, S. (2020). *car: Companion to Applied Regression*. [R package]. Retrieved from <https://cran.r-project.org/package=car>.
- Friedrich, T., & Figl, K. (2018). Consumers' Perceptions of Different Scarcity Cues on E-commerce Websites.
- Google, Temasek, Bain & Company (2020). *E-Conomy SEA 2020 Report*. e-Conomy SEA 2020 report – Google. economysea.withgoogle.com
- Grossman, R. P., & Wisenblit, J. Z. (1999). What we know about consumers' color choices. *Journal of marketing practice: Applied marketing science*.
- Guo, J., Xin, L., & Wu, Y. (2017). Arousal or not? The effects of scarcity messages on online impulsive purchase. *International Conference on HCI in Business, Government, and Organizations* (pp. 29-40). Springer, Cham.
- GW. (2020). *Commerce and Shopping Habits Since Coronavirus*. Retrieved from <https://www.gwi.com/reports/commerce>
- Ha, Y., & Lennon, S. J. (2010). Online visual merchandising (VMD) cues and consumer pleasure and arousal: Purchasing versus browsing situation. *Psychology & Marketing*, 27(2), 141-165.
- Hsieh, Y. C., Chiu, H. C., Tang, Y. C., & Lee, M. (2018). Do colors change realities in online shopping?. *Journal of interactive marketing*, 41, 14-27.

- Indonesia.go.id. (2021, Februari 23). *Bisnis E-Commerce Semakin Gurih*. Retrieved from Indonesia.go.id - *Bisnis E-Commerce Semakin Gurih*
- Inman, J. J., Peter, A. C., & Raghubir, P. (1997). Framing the deal: The role of restrictions in accentuating deal value. *Journal of Consumer Research*, 24(1), 68-79.
- Jang, W. E., Ko, Y. J., Morris, J. D., & Chang, Y. (2015). Scarcity message effects on consumption behavior: Limited edition product considerations. *Psychology & Marketing*, 32(10), 989-1001.
- Kalskaya, Y. A. (2020). Overview of various color models of computer graphs. *Язык в сфере профессиональной коммуникации*.— Екатеринбург, 2020, 538-543.
- KataData. (June 9, 2021). *Gaji Generasi Z dan Milenial Banyak Dibelanjakan di E-Commerce*. Retrieved from <https://databoks.katadata.co.id/datapublish/2021/06/09/gaji-generasi-z-dan-milenial-banyak-dibelanjakan-di-e-commerce>
- Kemp, S. (2019, Januari 21). *Digital 2019: Indonesia*. *Digital 2019: Indonesia* — DataReportal – Global Digital Insights
- Kemp, S. (2020, Februari 18). *Digital 2020: Indonesia*. *Digital 2020: Indonesia* — DataReportal – Global Digital Insights
- Kemp, S. (2021, Februari 11). *Digital 2021: Indonesia*. *Digital in Indonesia: All the Statistics You Need in 2021* — DataReportal – Global Digital Insights
- Khan, A. G. (2016). Electronic commerce: A study on benefits and challenges in an emerging economy. *Global Journal of Management and Business Research*.
- Kolenda, N. (2016). *The Psychology of Color*. Kolenda Entertainment LLC.
- Koo, D. M., & Ju, S. H. (2010). The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention. *Computers in human behavior*, 26(3), 377-388.
- Labrecque, L. I., & Milne, G. R. (2012). Exciting red and competent blue: the importance of color in marketing. *Journal of the Academy of Marketing Science*, 40(5), 711-727.

- Labrecque, L. I. (2020). Color research in marketing: Theoretical and technical considerations for conducting rigorous and impactful color research. *Psychology & Marketing*, 37(7), 855-863.
- Laudon, K. C. & Traver, C. G. (2018). *E-Commerce 2017: Business, Technology, Society*. Pearson.
- Lim, S. H., Lee, S., & Kim, D. J. (2017). Is online consumers' impulsive buying beneficial for e-commerce companies? An empirical investigation of online consumers' past impulsive buying behaviors. *Information Systems Management*, 34(1), 85-100.
- Ling, P. L., & Yazdanifard, R. (2015). What internal and external factors influence impulsive buying behavior in online shopping?. *Global Journal of Management and Business Research*.
- Lynn, M. (1991). Scarcity effects on value: A quantitative review of the commodity theory literature. *Psychology & Marketing*, 8(1), 43-57.
- Manganari, E. E., Siomkos, G. J., & Vrechopoulos, A. P. (2009). Store atmosphere in web retailing. *European Journal of Marketing*.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge: M.I.T. Press.
- Mehrabian, A., & Russell, J. A. (1974). The basic emotional impact of environments. *Perceptual and motor skills*, 38(1), 283-301.
- Mehta, R., & Zhu, R. (2009). Blue or red? Exploring the effect of color on cognitive task performances. *Science*, 323(5918), 1226-1229.
- Mohan, G., Sivakumaran, B. and Sharma, P. (2013). Impact of store environment on impulse buying behavior. *European Journal of Marketing*, 47(10), 1711-1732. <https://doi.org/10.1108/EJM-03-2011-0110>
- Muruganantham, G., & Bhakat, R. S. (2013). A review of impulse buying behavior. *International Journal of Marketing Studies*, 5(3), 149.
- Mutanafisa, T. A. & Retnaningsih (2021). The Effect of Sales Promotion and Knowledge on Impulsive Buying of Online Platform Consumers. *Journal of Consumer Sciences*, 6(1), 77-91.

- Nezhad, Z. H., & Kavehnezhad, K. (2013). Choosing the right color: a way to increase sales. *International Journal of Asian Social Science*, 3(6), 1442-1457.
- Niranjanamurthy, M., Kavyashree, N., Jagannath, S., & Chahar, D. (2013). Analysis of e-commerce and m-commerce: advantages, limitations and security issues. *International Journal of Advanced Research in Computer and Communication Engineering*, 2(6), 2360-2370.
- Pavan, K. A. & Vidhya, S. (2021). Online marketing stimuli strategy and impulsive buying tendency. *Journal of Contemporary Issues in Business and Government*, 27(2), 2450-2461.
- Piron, F. (1991). Defining Impulse Purchasing. *ACR North American Advances*, 18, 509-514.
- R Core Team (2021). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from <https://cran.r-project.org>. (R packages retrieved from MRAN snapshot 2021-04-01).
- Reips, U. D. (2000). The Web experiment method: Advantages, disadvantages, and solutions. *Psychological experiments on the Internet* (pp. 89-117). Academic Press.
- Revelle, W. (2019). *psych: Procedures for Psychological, Psychometric, and Personality Research*. [R package]. Retrieved from <https://cran.r-project.org/package=psych>.
- Rook, D. W., & Gardner, M. P. (1993). In the mood: impulse buying's affective antecedents. *Research in consumer behavior*, 6(7), 1-28.
- Roux, C., Goldsmith, K., & Bonezzi, A. (2015). On the psychology of scarcity: When reminders of resource scarcity promote selfish (and generous) behavior. *Journal of consumer research*, 42(4), 615-631.
- Russell, J. A., & Mehrabian, A. (1977). Evidence for a three-factor theory of emotions. *Journal of research in Personality*, 11(3), 273-294.
- Saito, M. (2015). Comparative (cross-cultural) color preference and its structure. *Encyclopedia of Color Science and Technology*, 1-7.

- Sanbonmatsu, D. M., & Kardes, F. R. (1988). The effects of physiological arousal on information processing and persuasion. *Journal of Consumer research*, 15(3), 379-385.
- Schmidt, A. F., & Finan, C. (2018). Linear regression and the normality assumption. *Journal of clinical epidemiology*, 98, 146-151.
- Shi, T. (2013). The use of color in marketing: Colors and their physiological and psychological implications. *Berkeley Scientific Journal*, 17(1).
- Shi, X., Li, F., & Chumnumpan, P. (2020). The use of product scarcity in marketing. *European Journal of Marketing*.
- Song, M., Choi, S., & Moon, J. (2021). Limited time or limited quantity? The impact of other consumer existence and perceived competition on the scarcity messaging-Purchase intention relation. *Journal of Hospitality and Tourism Management*, 47, 167-175.
- The jamovi project (2021). *jamovi*. (Version 2.2) [Computer Software]. Retrieved from <https://www.jamovi.org>.
- Vainikka, B. (2015). Psychological factors influencing consumer behaviour.
- Walley, R. E., & Weiden, T. D. (1973). Lateral inhibition and cognitive masking: a neuropsychological theory of attention. *Psychological review*, 80(4), 284.
- Walter, T. F. (1967). Experimental Design: Theory and Application. *Ghalib Primlani Oxford and IBH Publishing Co*, 416.
- Warner, R. M. (2013). *Applied statistics: from bivariate through multivariate techniques: from bivariate through multivariate techniques (2nd Ed.)*. Sage.
- Whittler, T. E., & Manolis, C. (2015). Toward understanding persuasion expressions: the activation of attitudes. *Psychology & Marketing*, 32(8), 874-890.
- Wilms, L., & Oberfeld, D. (2018). Color and emotion: effects of hue, saturation, and brightness. *Psychological research*, 82(5), 896-914.

- Wu, C. S., Cheng, F. F., & Yen, D. C. (2008). The atmospheric factors of online storefront environment design: An empirical experiment in Taiwan. *Information & Management*, 45(7), 493-498.
- Wu, W. Y., Lee, C. L., Fu, C. S., & Wang, H. C. (2014). How can online store layout design and atmosphere influence consumer shopping intention on a website?. *International Journal of Retail & Distribution Management*.
- Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information & Management*, 58(1).
- Zhu, M., & Ratner, R. K. (2015). Scarcity polarizes preferences: The impact on choice among multiple items in a product class. *Journal of Marketing Research*, 52(1), 13-26.