

## ABSTRACT

The year 2023 has entered the era of the industrial revolution 4.0, where technological developments are currently experiencing very rapid progress which is marked by digitalization in various lines of life so that it can encourage changes in the perspective of human life, including product innovation in relation to new technology-based businesses, one of which is an online food and beverage ordering platform. This then makes people aware to take advantage of technological developments to meet their daily needs more efficiently and effectively, one of which is to fulfill the need to buy food by ordering food online. Shopee food in introducing and marketing its newest service, requires marketing communication to attract customers to try food delivery services from Shopee.

This thesis investigates the dynamic interplay between ShopeeFood discount promotions and impulsive buying behavior within the context of Generation Z consumers in the burgeoning food delivery market. As the Generation Z cohort emerges as a pivotal force in the consumer landscape, understanding their response to digital marketing strategies, particularly discount promotions in the realm of food delivery, becomes paramount.

The research adopts a comprehensive approach, utilizing both qualitative and quantitative methodologies. Through surveys and in-depth interviews, the study delves into the nuanced motivations driving impulsive buying tendencies among Generation Z individuals when presented with ShopeeFood discount promotions. By scrutinizing the intricate relationship between impulsivity, discount stimuli, and the convenience of food delivery services, the study sheds light on the multifaceted decision-making processes of this demographic.

Key findings underscore the significant impact of ShopeeFood discount promotions in triggering impulsive buying behavior among Generation Z. The allure of discounts, coupled with the convenience of food delivery, emerges as a potent catalyst for impulsive purchases. Additionally, the research unravels nuanced insights into the specific preferences and behaviors that characterize impulsive buying within the Gen Z cohort in the context of food delivery services.

This study not only contributes to the existing body of knowledge on consumer behavior but also provides practical implications for marketers, businesses, and platform operators in tailoring strategies to effectively engage and influence the impulsive buying tendencies of Generation Z consumers within the competitive landscape of food delivery. As the digital marketplace continues to evolve, understanding the dynamics between discount promotions and impulsive buying behaviors becomes instrumental in devising strategies that resonate with the unique preferences of Generation Z.

**Keywords :** *Impulsive Buying, Discount Promotion, Gen Z, Food Delivery*