



The Effect of TikTok Shop Impulse Buying On The Fashion Product Consumption Behavior Of Female Students At Smk Negeri 2 In Cirebon City

Arguna¹, Farida Nurfalah²

Universitas Swadaya Gunung Jati, Indonesia. Email: arguna.122100022@ugj.ac.id

Universitas Swadaya Gunung Jati, Indonesia. Email : farida.nurfalah@ugj.ac.id

Corresponding Author: farida.nurfalah@ugj.ac.id

Abstract

Background. Adolescent consumption patterns are influenced by the rise of social media platforms, such as TikTok Shop, which combine entertainment and shopping on a single platform.

Aims. This study investigates the impact of impulse buying on TikTok Shop on the fashion consumption behavior of female students at SMK Negeri 2 in Cirebon City.

Methods. The study employed a quantitative method and involved 77 respondents, selected using the Slovin formula with a 10% margin of error. Data were collected via a Likert-scale questionnaire and analyzed using SPSS 2023 through validity, reliability, normality, linearity, and simple linear regression tests.

Result. The analysis results indicate that impulse buying has a significant influence on consumption behavior. This means that the higher the students' tendency to make impulsive purchases, the higher their consumption behavior. There is a significant and positive relationship between the tendency toward impulse buying and the students' consumer behavior, with a correlation coefficient (R) of 0.548 and a coefficient of determination (R²) of 0.301. This implies that a one-unit increase in impulse buying will increase consumer behavior by 0.451, in accordance with the regression equation $Y = 7.621 + 0.451X$.

Conclusion. The results of this study are expected to help parents, educators, and digital marketers understand how social media, particularly TikTok, influences adolescent consumption behavior.

Implementation. These findings can also serve as a reference for teaching adolescents about financial literacy and how to exercise self-control while shopping in the internet age.

Keywords: impulse buying, social commerce, TikTok Shop, consumer behavior, fashion products.



© 2026 The Author(s). This article is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/), which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source.

INTRODUCTION

The consumption and communication behaviors of modern society have changed significantly as a result of advances in digital technology. The transformation of social media into commercial platforms that combine entertainment and digital economic activities is a

prominent phenomenon. Social commerce is the integration of social media and e-commerce that allows customers to interact and transact directly. TikTok Shop, one of the fastest-growing e-commerce platforms in Indonesia, has transformed consumer shopping behavior, particularly among teenagers.

DataReportal reports that there are more than 126 million active TikTok users in Indonesia, making Indonesia one of the countries with the largest TikTok user base. The majority of TikTok users are Gen Z, or those aged 16 to 24. (DataReportal, 2024) This group is known as “digital natives” and is highly attuned to trends and how they consume digital content; they are more likely to make impulse purchases, which means they make decisions spontaneously without giving it much thought beforehand. (Rook, 1987). Video-based social media platforms like TikTok have transformed the way teenagers’ shop and engage with trends. Through engaging video content and compelling promotions, TikTok Shop allows users to make purchases directly. This encourages people to become more consumer-oriented (Annur, 2023).

Findings from initial observations and interviews with 10th- and 11th-grade female students at SMK Negeri 2 in Cirebon indicate that this phenomenon is particularly prevalent among those who tend to be materialistic and are easily influenced by fashion trends and social media influencers. Since these students are active on TikTok, it is suspected that they experience an impulsive urge to make purchases without realizing it. According to (Nurfalah, Kholil, et al., 2020). It is hoped that students will use social media to foster a positive sense of self. As young adults and the future leaders of the nation, with a strong sense of purpose and high integrity, it is also hoped that students will be able to avoid a culture that is overly “narcissistic.”

This study involved female students in a fashion design class; these students interact more frequently with fashion products and trends, a situation that fosters greater knowledge, understanding, and interest in the world of fashion. Therefore, this study aims to further investigate the consumption behavior of fashion design students, particularly to determine whether their understanding of fashion encourages them to purchase clothing items or, conversely, makes them more selective and rational when making purchasing decisions. Since age and gender indicate factors related to shopping, and impulsive tendencies to make purchases are often more common in certain social groups or demographics (Kacen & Lee, 2002). A previous study by Kacen dan Lee (2002) found that younger shoppers tend to make impulse purchases. Older adults, on the other hand, may be better able to control their emotions and themselves.

Several practical observations and studies have noted gender differences in shopping (Underhill, 2000) (Dittmar et al., 1995) found that both men and women tend to instinctively buy different products and use various considerations when doing so. Additionally, it is known that women are more likely to make impulse purchases. This phenomenon has social and educational implications. A survey conducted by Katadata Insight Center in 2023 found that TikTok Shop users in Indonesia reported having made spontaneous purchases, particularly fashion items such as clothing, shoes, and accessories. This indicates that younger users tend to be more consumption-oriented; this phenomenon suggests that exposure to digital ads on TikTok Shop can directly influence shopping habits. (Katadata Insight Center, 2023).

Found that both men and women tend to instinctively buy different products and use various considerations when doing so. Additionally, it is known that women are more likely to make impulse purchases. This phenomenon has social and educational implications. A survey conducted by Katadata Insight Center in 2023 found that TikTok Shop users in Indonesia reported having made spontaneous purchases, particularly fashion items such as clothing, shoes, and accessories. This indicates that younger users tend to be more consumption-oriented; this phenomenon suggests that exposure to digital ads on TikTok Shop can directly influence shopping habits.

Many previous studies have focused on young adult consumers or college students in major cities such as Jakarta, Bandung, and Surabaya. Few studies have examined the consumption behavior of vocational high school students, particularly in areas like Cirebon. Nevertheless, the teenage demographic is a highly promising group and is particularly susceptible to the influence of TikTok. Fashion is often used as a way to follow social trends and express one's identity; this underscores the importance of research focusing on the relationship between impulse buying and purchasing behavior among .

This study is important because the phenomenon of impulse buying on TikTok Shop is becoming increasingly prevalent among teenagers, particularly vocational high school girls who are active on social media. According to Hawkins Stern's (1962) theory of impulse buying, spontaneous purchasing behavior is triggered by external stimuli, such as promotions, discounts, and social influence. In the case of TikTok Shop, these stimuli come from video content, influencers, and attractive promotions, which can encourage students to buy something without giving it a second thought. Since most previous studies have been limited to conventional shopping behavior, the urgency of this research lies in the effort to adapt Hawkins Stern's theory to a digital context. Impulsive behavior triggered by social media can lead teenagers to become more consumptive, which can affect how they manage their money and

their lifestyle. This research is necessary to determine the influence of impulse buying on TikTok Shop on the consumptive behavior of female students at SMK Negeri 2 Kota Cirebon and to build a foundation of knowledge for students regarding wise consumption. This research is important to help businesses, educators, and parents understand adolescent consumption behavior in the internet era.

The general objective of this study is to determine the extent to which impulse buying on TikTok Shop influences the consumption behavior of fashion products among female students at SMK Negeri 2 in Cirebon City. It is hoped that this study will serve as a reference for business owners and digital marketers in developing effective communication strategies to influence the consumption behavior of these students. Additionally, this study is expected to contribute to the advancement of communication research, particularly regarding impulse buying and consumption behavior. To serve as an empirical reference for future research examining the relationship between impulse buying and consumption behavior.

LITERATURE REVIEW

Social media platforms like TikTok also serve as a means to foster emotional connections between users and the content they consume, in addition to showcasing products. Visual experiences, positive reviews, and interactions with influencers increase the likelihood of impulse buying. This is particularly important for vocational high school students because they tend to be more emotional, easily influenced by trends, and have not yet learned how to manage their finances. Hawkins Stern's theory (1962) can be used to explain the phenomenon of impulse buying on TikTok Shop as a form of spontaneous reaction to digital stimuli. Regarding the influence of social media on the consumption behavior of the younger generation.

A study by Vitara and Kurniawati (2023) found that engagement with TikTok has a significant impact on the tendency to purchase fashion products. The more frequently users interact with TikTok promotional content—by liking, commenting on, or watching promotional videos—the more likely they are to make impulse purchases. According to additional research conducted by (Lang, 2024) In Pontianak, consumers' positive emotions are significantly influenced by online reviews and social media, which trigger impulsive purchasing behavior. However, the study also found that if emotional factors and trust in information sources are not present, visual content does not always have a direct impact on impulsive purchases. (Vitara & Kurniawati, 2023).

Research conducted by (Fitriyani et al. 2013) shows that conformity has a positive and significant relationship with consumerist behavior among college students living in dormitories. The results of this study indicate that the stronger the urge to conform to one's peer group, the greater the individual's tendency to engage in consumerist purchasing. Conformity arises due to social pressure, the need for acceptance, and the influence of reference groups that serve as behavioral models for adolescents. This study confirms that social factors, particularly peer groups, can contribute to triggering consumptive behavior in adolescents and young adults.

Impulse Buying Concept

The behavior of buying something on a whim without prior planning is known as impulse buying. According to Hawkins Stern (1962), impulse buying consists of four types: pure impulse (purely spontaneous purchases), reminder impulse (purchases made because of a reminder of a need), suggestion impulse buying (purchases influenced by suggestions or recommendations), and planned impulse buying (purchases that are generally planned but made due to a sudden promotion). (Rook, 1987) added that strong emotional drives and powerful external stimuli, such as advertisements, discounts, or attractive product displays, lead to this behavior.

Stimuli on TikTok Shop can take the form of promotional content, creative videos, product reviews, or influencer influence. Users who are frequently exposed to these stimuli tend to make spontaneous purchases without considering their actual needs. This demonstrates that digital marketing communication can significantly influence customers' feelings and behavior (Iyer et al., 2019).

According to (Sumartono, 2002), Psychological factors such as emotions, pride, and the desire for social recognition often lead to compulsive spending—that is, a person's tendency to buy fashion items not out of necessity, but because of desire, lifestyle, or the influence of their social environment. In the case of vocational high school students, social pressure to follow trends, maintain their appearance, or imitate the styles of content creators they see on TikTok.

Concepts of Consumer Behavior Theory

According to the proposed theory (Engel et al., 1995) Consumer behavior refers to the series of activities and processes involved in making choices, making purchases, using, and evaluating products—whether goods or services—to meet one's needs. It is not always limited

to the act of purchasing, but also encompasses the psychological and social aspects that occur both before and after the purchase takes place.

In the decision-making process, consumers generally go through five main stages: recognizing a problem, gathering information, evaluating options, making a purchase decision, and post-purchase behavior. This process shows that a purchase decision begins with a need; consumers then seek relevant information and consider the available options before finally deciding which product to buy. After the purchase is made, consumers evaluate the product based on their experience using it, which can influence their future purchasing decisions.

Overall, this theory of consumer behavior suggests that purchasing behavior is not solely driven by functional needs but is also influenced by emotions, perceptions, experiences, and social context. Marketers and communication researchers need this understanding to explain how consumers respond to marketing messages and how purchasing decisions are made in dynamic environments such as social media. (Engel et al., 1995).

TikTok as a Platform for Digital Content Consumption

TikTok has evolved from a short-form video entertainment platform into a digital consumption medium, meaning its users not only “consume content” but also “consume products” through recommendation algorithms, social interactions, and shopping features, such as TikTok Shop. TikTok’s primary focus is on the For You page, which delivers personalized content. TikTok’s recommendation algorithm combines user behavior signals (such as the number of videos watched, the number of videos liked, or preferred content categories) to display relevant content and maintain user engagement. (Zhang & Liu, 2021)

TikTok has three key characteristics as a digital consumption platform: (1) a personalization algorithm (FYP) that allows users to see relevant product content repeatedly, (2) a short-form video format featuring product demonstrations and “before-and-after” comparisons, making it engaging, and (3) social interactions, such as comments, live chats, and sharing, which generate social proof. These three characteristics support external stimuli, which, according to Hawkins Stern’s theory (1962), can drive impulsive purchases. Examples of external stimuli include the fear of missing out on trends, sudden promotions, or influencer recommendations.

TikTok Shop and TikTok Live Shop

A shopping feature that allows users to discover, view ads, and purchase items on TikTok without using other apps. Video content, live streams, product showcases, and purchase

links typically drive transactions, making the process from viewing content to checkout or payment quick and convenient. TikTok Shop Live features interactive capabilities offered by the TikTok platform that allow sellers or brands to sell products directly from live streaming sessions. This feature serves as both entertainment and a shopping experience within a single platform, enabling sellers to showcase products “live,” interact with different buyers, and respond to user questions or comments in real-time during the streaming session.

In addition, TikTok also offers live product reviews, exclusive deals available only during live streams, and direct product purchases via links displayed in the stream. One of the most effective promotional methods is TikTok Shop Live, which offers a more personalized and interactive shopping experience for users, while capitalizing on the tendency for users to make impulse purchases while watching emotionally engaging content. (Satya Pradhana & Saputro, 2025)

RESEARCH METHOD

A quantitative method of causal association was used in this study to determine the relationship between variables. This method was chosen because it can accurately measure cause-and-effect relationships using statistical analysis. The focus of this study is to analyze how impulse buying influences consumer behavior when shopping through TikTok Shop. Numerical data was collected using a quantitative approach to identify patterns and relationships between variables (Sugiyono, 2018). The research subjects were female students at SMK Negeri 2 Cirebon, and the research focus was the effect of impulse buying of fashion products on TikTok Shop on consumer behavior. The research site, SMK Negeri 2 Cirebon, is located at Jl. Dr. Cipto Mangunkusumo, Pekiringan, Kesambi District, Cirebon City, West Java.

This study uses the Slovin method to calculate the sample size with a 10% margin of error.

$$n = \frac{N}{1+N(e^2)} = \frac{325}{1+325(0.1^2)}$$

$$n = \frac{325}{1+3.25} = \frac{325}{4.25} = 76.47 \approx 77$$

Definition:

N = total population

n = total sample size

e = allowable error (error term)

The consumer behavior theories of Engel, Blackwell, and Miniard (1995) and Hawkins and Stern’s theory of impulse buying (1962) were used as research instruments. A closed-ended questionnaire was used. The questionnaire contained 21 statements, with the study covering

twelve statements for the impulse buying variable and nine statements for the consumer behavior variable. The questionnaire was designed using a Likert scale.

Likert scale instructions:

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = strongly agree

This study used Pearson's product-moment correlation for validity testing, in which an item is considered valid if the calculated r is greater than the table r . Furthermore, the reliability of the instrument was tested using Cronbach's Alpha, and the questionnaire was considered reliable if the alpha value was > 0.60 . To test the hypothesis and examine the direction and magnitude of the effect of variable X (impulse buying) on variable Y (consumptive behavior), simple linear regression analysis was performed with the following regression equation:

$$Y = a + bX + e,$$

where Y represents consumption behavior, X represents impulse buying, a is a constant, b is the regression coefficient, and e is the error term.

DISCUSSION

A study conducted among female students at SMK Negeri 2 in Cirebon City demonstrates how impulse buying on TikTok Shop influences their behavior when purchasing fashion items. The research data was analyzed using SPSS 2023 after being collected from 77 respondents via a Likert-scale questionnaire. This chapter begins the analysis with a presentation of the respondents' profiles. Next, instrument quality was assessed through validity and reliability tests to determine the suitability of the research measurement tools. Prior to hypothesis testing via simple linear regression, regression analysis prerequisite tests were conducted to ensure that the model used met statistical assumptions.

The theories employed include the concept of impulse buying as a spontaneous purchase triggered by environmental stimuli (Stern, 1962) and consumer behavior theory, which explains how psychological and social factors influence the purchase decision-making process (Engel et al., 1995). This chapter not only discusses the test results but also explains how impulse buying influences the consumption behavior of teenagers on TikTok Shop. All respondents in this study were female (77 respondents or 100%), and most were aged 15–16

years. The majority of respondents were in 10th grade (72.7%), indicating that most respondents were in the first and second years of high school.

The majority of respondents reported having used TikTok for more than two years (61%) and spending more than two hours on it every day; in fact, 50.6% of them spend more than three hours on it every day. This indicates that TikTok is extremely popular and used intensively, and this influences their consumption behavior. One factor that can influence teenagers' self-confidence is their appearance, particularly how they perceive their body shape, weight, and conformity to desired appearance standards. In this study, perceptions of physical appearance can encourage female students to pay attention to fashion items that are currently popular on TikTok Shop. The desire to look attractive, follow a certain style, and boost self-confidence is one of the factors driving female students to make impulsive fashion purchases. Thus, physical appearance is linked to consumer behavior, as the drive to improve or enhance. (Nurfalah, Fajarianto, et al., 2020)

In terms of the source of their shopping funds, the majority of respondents (66.2%) use their allowance as their primary source, while some respondents receive money from their parents. Regarding fashion expenses on TikTok, the majority of respondents (46.8%) spend between 50,000 and 100,000 rupiah, with only a few spending more than 150,000 rupiah. Therefore, it can be concluded that most respondents are teenagers who have been using TikTok for quite some time. They spend varying amounts of money, but most spend a moderate amount on fashion products.

As shown by a more in-depth analysis of impulse buying, pure impulse (spontaneous purchases) and reminder impulse (purchases triggered by reminders) have the greatest influence on consumer behavior. Both of these dimensions have extremely high significance levels ($p < 0.001$), indicating that product reminders and spontaneous prompts from TikTok Shop content significantly encourage female students to purchase items. Additionally, the suggestion and planned impulse dimensions also have an effect, but with lower significance levels ($p < 0.05$). This suggests that suggestion or planning still motivates purchases, but not as strongly as spontaneous impulses. According to these findings, female students are more likely to make purchases due to strong external stimuli rather than logical considerations or careful planning.

The results of the instrument validation test indicate that all statements related to the variables Impulse Buying (X) and Consumption Behavior (Y) are valid. This is because each calculated r value is greater than the table r value of 0.227. The reliability test results indicate that both variables exhibit good consistency; the Impulse Buying variable has a Cronbach's

Alpha value of 0.766, and the Consumption Behavior variable has a Cronbach’s Alpha value of 0.760. Furthermore, the results of the normality test show a significance value of 0.200, indicating that the residual data are normally distributed since this value is greater than 0.05. The results of the linearity test also indicate that the relationship between the Impulse Buying variable and the Consumption Behavior variable is linear, as evidenced by a deviation from linearity value of 0.503, which is greater than 0.05. The results of the heteroscedasticity test also showed a significance value of 0.200. Therefore, both the instruments and the data used in this study meet the requirements for validity, reliability, normality, linearity, and heteroscedasticity, making them suitable for simple linear regression analysis.

The Effect of X1 (Pure Impulse Buying) on Y (Consumer Behavior)

Table 1. Linear Regression of X1 on Y

Dimension X	R	R ²	Sig.	Conclusion
Pure Impulse	0,470	0,221	0,000	Significantly influential

Source: Research Findings

The correlation coefficient for the pure impulse dimension, 0.470, indicates a positive relationship of moderate strength between pure impulse buying and consumptive behavior. The R² value of 0.221 indicates that the pure impulse dimension accounts for 22.1% of the variation in consumptive behavior, and the significance value of 0.000 < 0.05 indicates that this effect is statistically significant. This means that the more frequently female students make spontaneous, unplanned clothing purchases when they see items on TikTok Shop, the higher their consumptive behavior. The results indicate that the sudden urge to buy something is one of the key components influencing female students’ consumptive behavior.

The Effect of X2 (Reminder) on Impulse Buying (Y) (Consumer Behavior)

Table 2. Linear Regression of X2 on Y

Dimension X	R	R ²	Sig.	Conclusion
Reminder Impulse	0,469	0,220	0,000	Significantly influential

Source: Research findings

With a correlation coefficient of 0.469, the reminder impulse dimension also shows a moderate positive relationship with consumptive behavior. The R² value of 0.220 indicates that

the reminder impulse dimension accounts for 22.0 percent of the variation in consumptive behavior, and the significance value of $0.000 < 0.05$ indicates that this effect is statistically significant. This means that the more often female students are prompted to buy something because they see products that represent specific needs or desires, the more likely they are to make a purchase. Exposure to content, live shopping, discounts, and product displays can trigger consumers' memories of items they previously desired, which in turn encourages them to make a purchase. These results indicate that reminder factors have nearly the same influence as pure impulse in shaping consumer behavior.

The Effect of X3 (Suggestion and Impulse Buying) on Y (Consumer Behavior)

Table 3. Linear Regression of X3 on Y

Dimension X	R	R ²	Sig.	Conclusion
Suggestion Impulse	0,377	0,142	0,001	Significantly influential

Source: Research findings

With a correlation coefficient of 0.377, the impulse suggestion dimension shows a positive relationship of moderate strength. The R² value of 0.142 indicates that impulse suggestion accounts for 14.2% of the variation in consumer behavior, and the significance value of $0.001 < 0.05$ indicates that this effect is significant. This means that the more students purchase items on TikTok Shop due to suggestions or recommendations provided by the store's content, the higher their consumer behavior becomes. Although the influence is smaller than that of pure impulse and reminder impulse, this aspect remains important because TikTok Shop is highly effective at building recommendations through product reviews, influencers, and engaging visuals. Therefore, indirect prompts or recommendations from digital content can still trigger consumer behavior.

The Effect of X4 (Planned Impulse Buying) on Y (Consumer Behavior)

Table 4. Linear Regression of X4 on Y

Dimension X	R	R ²	Sig.	Conclusion
Planned Impulse	0,229	0,052	0,045	Significantly influential

Source: Research findings

The correlation coefficient for the planned impulse dimension is 0.229, indicating a positive relationship, albeit one of low strength. The R² value of 0.052 indicates that only 5.2 percent of the variation in consumer behavior can be explained by the planned impulse dimension. The significance value of 0.045 < 0.05 indicates that this effect is still significant, although weaker than that of other dimensions. This means that the higher the tendency of female students to make purchases that were previously planned but ultimately triggered by circumstances on TikTok Shop, the more their consumer behavior increases, although this increase is not as significant as that of other impulse dimensions. These results indicate that the planning element remains important but is not dominant. Among female students at SMK Negeri 2 Kota Cirebon, consumptive behavior is more heavily influenced by reminders and spontaneous urges than by pre-planned purchases.

The Effect of X (Impulse Buying) on Y (Consumer Behavior)

Table 5. Full Linear Regression Model

Model	R	R²	Constants (a)	Coefficient X (b)	Regression Equation
X → Y	0,548	0,301	7,621	0,451	Y = 7,621 + 0,451X

Source: Research findings

The correlation coefficient (R) is 0.548 based on the linear regression table for the full model. These values indicate a positive relationship between purchasing tendencies and consumer behavior with a moderate level of strength. This means that the higher the likelihood of female students making impulsive purchases of fashion items on the TikTok store, the higher their consumer behavior. Additionally, the coefficient of determination (R²) of 0.301 indicates that 30.1% of the variation in consumer behavior can be attributed to purchasing impulses, while the remaining 69.9% is influenced by other variables not related to this study. According to the regression equation obtained, Y = 7.621 + 0.451X, consumptive behavior will increase by 0.451 units for every one-unit increase in purchase impulse. The constant value of 7.621 indicates that consumptive behavior maintains a certain baseline value even in the absence of purchase impulse. The results indicate that the desire to buy has a positive and significant effect on the purchasing behavior of female students at SMK Negeri 2 Kota Cirebon regarding fashion products. These results align with Hawkins Stern’s theory, which states that external stimuli cause impulsive purchases; as well as Engel, Blackwell, and Miniard’s consumer

behavior theory, which emphasizes that psychological, social, and emotional factors influence purchasing decisions. In the TikTok store, stimuli such as visual content, promotions, live shopping, and influencer influence can trigger spontaneous purchasing behavior among respondents.

CONCLUSION

Using a sample of 77 female students from SMK Negeri 2 in Cirebon, this study aims to determine how impulse buying on TikTok Shop influences consumer behavior regarding fashion products. The results of the instrument testing indicate that all statements meet the criteria for validity and reliability. Therefore, these statements are suitable for use in this study. Additionally, the data show no signs of heteroscedasticity, a normal distribution, and a linear relationship.

Impulse buying has a significant influence on consumer behavior, according to the results of a simple linear regression analysis. This means that the more often female students make unplanned fashion purchases on TikTok Shop, the more often they engage in consumer behavior. As shown by the regression equation obtained, which indicates that $Y = 7.621 + 0.451X$, an increase in consumer behavior will follow.

These findings reinforce our understanding of adolescent consumption behavior in the context of social commerce, particularly regarding the role of spontaneous purchasing impulses in excessive shopping habits. Future research is encouraged to include intervening variables and expand the study sample. Additionally, schools and students are encouraged to improve their financial literacy and self-control so they can make wiser decisions when shopping.

BIBLIOGRAPHY

- Clark, T. (Ed.). (2000). *Of minions and magnates: A commentary on Why we buy: The science of shopping*. *Journal of Marketing*, 64(4). 122–123.
- Digital 2024: Indonesia — DataReportal – Global Digital Insights*. (n.d.). Retrieved January 8, 2026, from <https://datareportal.com/reports/digital-2024-indonesia>
- Dittmar, H., Beattie, J., & Friese, S. (1995). Gender identity and material symbols: Objects and decision considerations in impulse purchases. *Journal of Economic Psychology*, 16(3), 491–511. [https://doi.org/10.1016/0167-4870\(95\)00023-H](https://doi.org/10.1016/0167-4870(95)00023-H)
- Engel, J. F. ., Blackwell, R. D. ., & Miniard, P. W. . (1995). *Consumer behavior*. Dryden Press.
- Fitriyani, N., Widodo, B., & Fauziah, N. (n.d.). *Hubungan Antara Konformitas Dengan Perilaku Konsumtif Pada Mahasiswa di Genuk Indah Semarang*.
- Indonesia Sabet Posisi Kedua Sebagai Negara Pengguna TikTok Terbanyak di Dunia pada Awal 2023*. (n.d.). Retrieved January 10, 2026, from

- <https://databoks.katadata.co.id/media/statistik/466c6a6ff70d832/indonesia-sabet-posisi-kedua-sebagai-negara-pengguna-tiktok-terbanyak-di-dunia-pada-awal-2023>
- Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2019). Impulse buying: a meta-analytic review. *Journal of the Academy of Marketing Science* 2019 48:3, 48(3), 384–404. <https://doi.org/10.1007/S11747-019-00670-W>
- Kacen, J. J., & Lee, J. A. (2002). The Influence of Culture on Consumer Impulsive Buying Behavior. *Journal of Consumer Psychology*, 12(2), 163–176. https://doi.org/10.1207/S15327663JCP1202_08
- Lang, R. (2024). Analisis Pola Perilaku Pembelian Impulsif Generasi Z di Pontianak pada Platform Social Commerce: SOR Theory. *JPEK (Jurnal Pendidikan Ekonomi Dan Kewirausahaan)*, 8(3). <https://doi.org/10.29408/jpek.v8i3.27831>
- Nurfalah, F., Fajarianto, O., Wihayati, W., & Santika, R. N. (2020). *Menciptakan Kepercayaan Diri Remaja Melalui Pengembangan Kepribadian* (Vol. 3). Online.
- Nurfalah, F., Kholil, ., Lestari, P., & Widaningsih, T. (2020). Students' Self Identity Model on Social Media Instagram: A Case of Swadaya Gunung Jati University, Cirebon West Java, Indonesia. *Asian Research Journal of Arts & Social Sciences*, 1–13. <https://doi.org/10.9734/ARJASS/2020/V12I230184>
- Perilaku Konsumen E-commerce Indonesia 2023*. (n.d.). Retrieved January 10, 2026, from <https://katadata.co.id/perilaku-ecommerce-2023>
- Rook, D. W. (1987). The Buying Impulse. *Journal of Consumer Research*, 14(2), 189. <https://doi.org/10.1086/209105>
- Satya Pradhana, K., & Saputro, E. P. (2025). *Pengaruh Live TikTok Shop Terhadap Perilaku Konsumtif di Kalangan Pengguna TikTok The Influence Of Live TikTok Shop On Consumer Behavior Among TikTok Users*. 13(1).
- Stern, H. (1962). The Significance of Impulse Buying Today. *Journal of Marketing*, 26(2), 59. <https://doi.org/10.2307/1248439>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif*.
Terperangkap dalam iklan: meneropong imbas pesan iklan televisi - Sumartono - Google Buku. (n.d.). Retrieved January 10, 2026, from https://books.google.co.id/books/about/Terperangkap_dalam_iklan.html?hl=id&id=H9mVNAAACAAJ&redir_esc=y
- Vitara, V., & Kurniawati1, M. (n.d.). *Pengaruh Social Media Engagement TikTok Terhadap Impulse Buying Produk Pakaian Pada Dewasa Awal*.
- Zhang, M., & Liu, Y. (2021). A commentary of TikTok recommendation algorithms in MIT Technology Review 2021. In *Fundamental Research* (Vol. 1, Number 6, pp. 846–847). KeAi Communications Co. <https://doi.org/10.1016/j.fmre.2021.11.015>