

Factors Influencing Impulsive Buying Behavior Among Generation Z TikTok Users in Jakarta

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Abstract-- This study explores the factors that drive impulsive buying behavior among Generation Z TikTok users in Jakarta. We focused on five key aspects: Entertainment, Interaction, Trendiness, Customization, and Word of Mouth, examining how each influences the tendency to make spontaneous purchases. Using a quantitative approach, we gathered data through online questionnaires, targeting Gen Z individuals born between 1997 and 2012 who are active on TikTok. Our sample comprised 200 respondents, carefully selected to provide relevant insights. The analysis was conducted using multinomial logistic regression to understand the strength and significance of each factor's impact. Our findings reveal important insights for marketers looking to harness the power of TikTok to influence young consumers' purchasing decisions. This research highlights the critical role of engaging content, social interactions, and personalized experiences in driving impulsive buying behavior on social media platforms.

Keywords: Social Media Marketing, Entertainment, Interaction, Trendiness, Customization, Word of Mouth, Impulsive Buying Behavior

INTRODUCTION

The rapid advancement of technology in the digital era has significantly transformed human life, particularly through the increasing use of internet technology. This technological progress has facilitated access to information, enabling people to meet their needs more efficiently and effectively. As of January 2023, data from We Are Social indicates that Indonesia has 212.9 million internet users, representing 77% of the population (Kepios, 2023).

Social media stands out as a prominent aspect of this digital revolution, offering easily accessible platforms for information exchange and communication. Popular platforms like Instagram, Facebook, YouTube, TikTok, and Twitter have become integral to daily life. Among these, TikTok has emerged as a particularly influential platform, ranking as the fourth most-used and third most-favored social media platform in Indonesia (We Are Social, 2023).

TikTok, which focuses on visual content in the form of short videos, gained immense popularity during the Covid-19 pandemic. The platform provided much-needed entertainment and a sense of connection during a time of global isolation. As of January 2023, TikTok had an estimated 1.05 billion users globally, with Indonesia contributing 109.9 million users, making it the second-largest user base in the world (Sadya, 2023; We Are Social, 2023).

Social media marketing has become a strategic and essential tool for businesses, enabling them to build their influence, reputation, and brand awareness within a community of potential customers. It focuses on creating engaging content that attracts attention and encourages sharing across social networks (Goyal, 2018). TikTok, in particular, has become a crucial platform for content creators and companies to market their products. The platform's unique short video format allows for diverse product marketing, including fashion, electronics, and home necessities.

One of the notable features of TikTok is its "For You Page" (FYP) system, which tailors content to user preferences and enhances content reach and engagement. This algorithm-driven system helps new creators reach wider audiences and encourages users to engage with content that aligns with their interests. Trends like "TikTok Poison," which include product reviews and unboxing videos, drive user curiosity and influence purchasing behavior. However, while TikTok offers significant marketing advantages, it can also foster a consumptive lifestyle and impulsive buying behavior among its users (Heri Mahyuzar & Tundo, 2022; Gratia et al., 2022).

Impulsive buying behavior is characterized by spontaneous and unplanned purchases driven by emotional impulses, often without consideration of long-term consequences (Fauzi & Welsa, 2019). Previous research has shown that social media marketing can significantly influence impulsive buying behavior (Baladini et al., 2021). Given the substantial

influence of TikTok on its users, this study aims to investigate the factors that drive impulsive buying behavior among Generation Z TikTok users in Jakarta, focusing on the roles of Entertainment, Interaction, Trendiness, Customization, and Word of Mouth.

This research aims to provide valuable insights for marketers seeking to leverage TikTok for promotional strategies and to understand how various aspects of social media marketing influence impulsive purchasing decisions among young consumers. The findings of this study will contribute to the broader understanding of consumer behavior in the context of rapidly evolving digital platforms.

THEORETICAL FOUNDATION

Social Media

Social media platforms have become integral to modern communication, enabling users to share information, engage with content, and build communities. According to Van Dijk (2017), social media are platforms that focus on user interaction, providing tools for collaboration and content sharing. Boyd (2017) further describes social media as a combination of software enabling individuals and communities to gather, share, communicate, and collaborate. These platforms thrive on user-generated content (UGC), where users create and share content rather than relying on traditional media editors (Siregar, 2022). This user-centric approach facilitates a wide range of activities, including social interactions, information exchange, and collaboration in various formats such as writing, visuals, and audio-visuals.

A. Social Media Marketing

Social media marketing leverages social media platforms to build a company's influence, reputation, and brand within a community of potential customers. Gunelius (2010) defines social media marketing as a form of marketing aimed at creating awareness, recognition, and action towards a brand, product, or business through social websites. Evans & McKnee (2010) emphasize engaging users online through social media, where customers naturally spend their time. This type of marketing focuses on producing content that captures attention and encourages sharing, thereby driving traffic and engagement.

According to Kim & Ko (2012), Social Media Marketing comprises five key dimensions:

1. **Entertainment:** Entertainment refers to the fun and enjoyment derived from social media content. It includes attractive images, videos, and texts that users find pleasurable. From a hedonic perspective, social media users seek entertainment and amusement, making it a strong motivator for media consumption. Various studies have shown that entertainment is a significant driver of media use and user-generated content consumption.
2. **Interactions:** Interactions on social media fundamentally alter communication between brands and customers. Social interaction encourages users to engage with brand-related platforms, facilitating discussions and exchanges of ideas. According to Kim & Ko (2012), interactions enable two-way communication, allowing users to share opinions and information easily. This interaction fosters a sense of community and connection among users.
3. **Trendiness:** Trendiness in social media refers to the latest information and topics discussed by users. It involves staying updated with current trends and participating in new activities or cultures. Users often turn to social media for the latest news and trends, considering it a more trusted source than traditional promotional activities. Trendiness enhances users' sense of belonging and relevance in their social circles.
4. **Customization:** Customization allows social media to meet individual preferences, enhancing user experience and brand affinity. According to Schmenner (1986), customization matches and expresses brand individuality, building stronger loyalty. On social media, customization involves tailoring content to audience preferences, making it easily accessible and user-friendly.
5. **Word of Mouth (WOM):** WOM refers to the sharing of information and opinions among users about a brand. It is a powerful tool for social media marketing, providing credibility, empathy, and relevance. Research by Gruen et al. (2006) indicates that WOM has greater influence on customers than marketer-generated information. Social media facilitates electronic WOM (eWOM), where users share brand-related content with their networks, significantly impacting purchasing decisions.

Customer Behavior

Schiffman and Kanuk (2021) define customer behavior as the actions of individuals in searching, buying, using, evaluating, and disposing of products or services. It involves decisions on how to spend resources such as time, money, and effort on consumption-related items. This field of study examines what, why, when, where, and how often consumers buy or use products, and their post-purchase behavior (Sumarwan, 2014).

Impulsive Buying Behavior

Impulsive buying behavior is characterized by spontaneous, unplanned purchases driven by emotional impulses. Rook & Fisher (1995) describe it as buying without prior planning, often influenced by emotional drives rather than rational factors. Verplanken & Herabadi (2021) identify cognitive and affective aspects of impulsive buying:

1. **Cognitive Aspects:** These involve mental processes related to thinking, understanding, and interpreting. In impulsive buying, cognitive aspects include urgency and disregard for future consequences, leading to spontaneous purchases without thorough consideration. **Affective Aspects:** These involve emotions, moods, and feelings. Impulsive purchases are often driven by the desire for immediate satisfaction and emotional responses, such as happiness or pleasure from buying something new.

According to Coley & Burgess (2002), impulsive buying behavior can be broken down into specific dimensions:

- **Cognitive Deliberation:** Consumers act without prolonged thought, driven by a sense of urgency.
- **Disregard for the Future:** Consumers overlook future consequences in favor of immediate gratification.
- **Positive Buying Emotions:** Consumers feel emotional satisfaction from their purchasing activities.
- **Mood Management:** Impulsive purchases are often made to manage or improve one's mood.

This theoretical foundation provides a comprehensive understanding of the factors influencing impulsive buying behavior among TikTok users, setting the stage for the empirical analysis in this study.

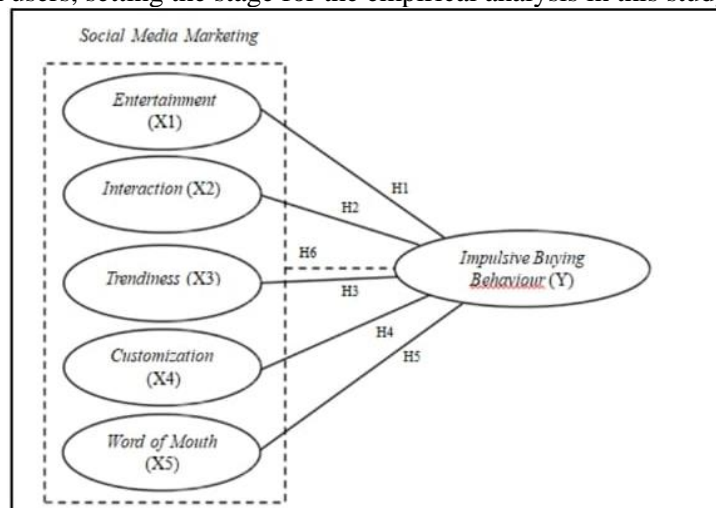


Figure 1. Research Framework (Source: Authors, 2023)

METHODOLOGY

Research Design

This study employs a quantitative research design to investigate the factors influencing impulsive buying behavior among TikTok users. Quantitative research is suitable for this study as it allows for the collection and analysis of numerical data, providing a clear and objective understanding of the relationships between variables. The research adopts a descriptive approach, utilizing statistical methods to describe and interpret the data collected from respondents.

Population and Sample

Population: The target population for this study comprises Generation Z TikTok users, born between 1997 and 2012, who are domiciled in DKI Jakarta. This population is chosen because Generation Z is known for its high engagement with social media platforms, particularly TikTok.

Sample: A sample size of 200 respondents was selected for this study. The sample size is determined using the Lemeshow formula, which is appropriate for calculating sample sizes in studies where the population size is unknown. Purposive sampling, a non-probability sampling technique, is employed to ensure that the sample is representative of the target population. The criteria for selecting respondents are:

1. Individuals born between 1997 and 2012 (Generation Z).

2. Residents of DKI Jakarta.
3. Active TikTok users for at least three months.
4. Have made at least one unplanned purchase while using TikTok.

Data Collection

Primary Data: Primary data is collected through an online survey using Google Forms. The questionnaire is designed to capture respondents' experiences and perceptions related to TikTok usage and impulsive buying behavior. The survey includes questions related to the independent variables (Entertainment, Interaction, Trendiness, Customization, Word of Mouth) and the dependent variable (Impulsive Buying Behavior).

Secondary Data: Secondary data is obtained from existing literature, including articles, journals, websites, books, and previous research studies. This data provides a theoretical foundation and context for the study.

Questionnaire Design

The questionnaire is structured into several sections:

1. **Demographic Information:** Questions related to age, gender, occupation, and online shopping expenditure.
2. **Social Media Usage:** Questions about TikTok usage patterns and engagement.
3. **Independent Variables:**
 - **Entertainment:** Questions measuring the entertainment value of TikTok content.
 - **Interaction:** Questions assessing the level of social interaction on TikTok.
 - **Trendiness:** Questions evaluating the respondents' perception of trendiness on TikTok.
 - **Customization:** Questions related to the customization features of TikTok.
 - **Word of Mouth:** Questions about the influence of word-of-mouth communication on TikTok.
4. **Dependent Variable:**
 - **Impulsive Buying Behavior:** Questions measuring the frequency and nature of impulsive purchases made on TikTok.

A Likert scale is used for most questions, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to quantify respondents' attitudes and perceptions.

Data Analysis

Descriptive Statistical Analysis: Descriptive statistics are used to summarize the demographic characteristics of the respondents and their responses to the questionnaire items. Measures such as mean, standard deviation, and frequency distributions are calculated to provide a detailed overview of the data.

Cross-Tabulation Analysis: Cross-tabulation is used to analyze the relationships between demographic variables and the main variables of interest. This method helps identify patterns and correlations within the data.

Multinomial Logistic Regression: Multinomial logistic regression is employed to assess the impact of the independent variables on the dependent variable, Impulsive Buying Behavior. This statistical method is suitable for modeling relationships where the dependent variable is categorical. The regression analysis provides coefficients for each independent variable, indicating the strength and significance of their influence on impulsive buying behavior.

Instrument Tests:

- **Validity Test:** Validity of the questionnaire items is assessed using factor analysis to ensure that the questions accurately measure the constructs they are intended to measure.
- **Reliability Test:** Reliability is tested using Cronbach's Alpha to ensure the internal consistency of the questionnaire items. A Cronbach's Alpha value above 0.60 is considered acceptable for this study.

Research Hypotheses

Based on the theoretical framework and literature review, the following hypotheses are proposed:

1. **H1:** Entertainment significantly influences Impulsive Buying Behavior.
2. **H2:** Interaction significantly influences Impulsive Buying Behavior.
3. **H3:** Trendiness significantly influences Impulsive Buying Behavior.

4. **H4:** Customization significantly influences Impulsive Buying Behavior.
5. **H5:** Word of Mouth significantly influences Impulsive Buying Behavior.
6. **H6:** The combined effect of Entertainment, Interaction, Trendiness, Customization, and Word of Mouth significantly influences Impulsive Buying Behavior.

Ethical Considerations

The study adheres to ethical standards in research. Participation in the survey is voluntary, and respondents are assured of the confidentiality and anonymity of their responses. Informed consent is obtained from all participants before they complete the questionnaire. The data collected is used solely for academic purposes and is securely stored to protect the privacy of the respondents.

FINDINGS

Instrument Test

Validity Test: The validity test results indicate that all questionnaire items have positive r-values greater than the r-table values, confirming that each item is valid. Factor analysis confirms that the items accurately measure the constructs of Entertainment, Interaction, Trendiness, Customization, Word of Mouth, and Impulsive Buying Behavior.

Reliability Test: The reliability test results show that each variable has a Cronbach's Alpha value above 0.60, indicating that the questionnaire items are reliable. The internal consistency of the items is satisfactory, ensuring the reliability of the measurements.

A. Analysis of Respondent Characteristics

- **Gender:** Out of the 200 respondents, 36 (18%) are male and 164 (82%) are female. This suggests a higher participation rate among female respondents.
- **Age:** The majority of respondents (176, or 88%) are aged between 21-25 years, followed by 20 respondents (10%) aged 16-20 years, and 4 respondents (2%) aged above 26 years.
- **Occupation:** Most respondents are students (156, or 78%), followed by private employees (24, or 12%), students (10, or 5%), self-employed individuals (4, or 2%), civil servants (3, or 1.5%), and others (3, or 1.5%).
- **Online Shopping Expenditure:** 149 respondents (74.5%) spend below IDR 2,000,000 on online shopping, 39 respondents (19.5%) spend between IDR 2,000,001 and IDR 4,000,000, 6 respondents (3%) spend between IDR 4,000,001 and IDR 6,000,000, and 3 respondents (1.5%) spend above IDR 6,000,001.

Descriptive Analysis

Entertainment:

- Average value: 4.35
- Highest average score: "I feel entertained when watching content on TikTok" (4.58)
- Lowest average score: "I feel comforted when I can participate in TikTok such as giving likes, comments, and shares" (3.94)

Interaction:

- Average value: 4.19
- Highest average score: "I can find out information through TikTok" (4.58)
- Lowest average score: "I can discuss via TikTok" (3.83)

Trendiness:

- Average value: 4.47
- Highest average score: "I can find out the latest information about a product through TikTok" (4.5)
- Lowest average score: "I get the latest news via TikTok" and "I can find out the up-to-date discussion topics via TikTok" (both 4.45)

Customization:

- Average value: 4.22
- Highest average score: "I can use TikTok easily anytime" (4.52)
- Lowest average score: "I can express my thoughts freely through TikTok" (3.88)

Word of Mouth:

- Average value: 4.0
- Highest average score: "I recommend TikTok to others" (4.05)
- Lowest average score: "I will invite other people to use TikTok" (3.95)

Impulsive Buying Behavior:

- Average value: 3.80

- Highest average score: "I feel happy when I buy a product on TikTok" (4.13)
- Lowest average score: "I don't think long when I buy a product on TikTok" (3.81)

Multinomial Logistic Regression Test

Goodness of Fit Test: The model fit test results indicate that the regression model is suitable, with Pearson's chi-square significance value of 0.091, which is greater than 0.05.

Determination Coefficient Test: The Nagelkerke value of 0.285 suggests that 28.5% of the variance in impulsive buying behavior is explained by the independent variables, while the remaining 71.5% is influenced by other factors not included in the study.

Parameter Test:

- **First Model (Disagree):**

- Equation: $\ln(Y/1-Y) = 7.935 - 1.213X_1 - 0.599X_2 + 1.749X_3 - 1.218X_4 - 1.018X_5$
- Entertainment (X1): Significance value = 0.091
- Interaction (X2): Significance value = 0.182
- Trendiness (X3): Significance value = 0.027
- Customization (X4): Significance value = 0.015
- Word of Mouth (X5): Significance value = 0.036

- **Second Model (Neutral):**

- Equation: $\ln(Y/1-Y) = 14.535 - 1.806X_1 - 0.270X_2 - 0.356X_3 - 0.774X_4 - 0.853X_5$
- Entertainment (X1): Significance value = 0.001
- Interaction (X2): Significance value = 0.390
- Trendiness (X3): Significance value = 0.401
- Customization (X4): Significance value = 0.065
- Word of Mouth (X5): Significance value = 0.046

- **Third Model (Agree):**

- Equation: $\ln(Y/1-Y) = 10.359 - 1.581X_1 - 0.459X_2 - 0.596X_3 - 0.262X_4 - 0.400X_5$
- Entertainment (X1): Significance value = 0.001
- Interaction (X2): Significance value = 0.079
- Trendiness (X3): Significance value = 0.113
- Customization (X4): Significance value = 0.473
- Word of Mouth (X5): Significance value = 0.056

Likelihood Ratio Test:

- Entertainment (X1): Significance value = 0.001
- Interaction (X2): Significance value = 0.271
- Trendiness (X3): Significance value = 0.075
- Customization (X4): Significance value = 0.033
- Word of Mouth (X5): Significance value = 0.023

Model Fitting Information: The model fitting criteria indicate a significant reduction in the -2 log likelihood value from 330.142 to 270.929, with a p-value of 0.000, confirming that the model is fit.

DISCUSSION

The analysis reveals several key insights into the factors influencing impulsive buying behavior among Generation Z TikTok users:

Entertainment: Entertainment significantly influences impulsive buying behavior. TikTok's engaging content creates a pleasurable experience for users, which drives spontaneous purchasing decisions. This finding aligns with Sudha & Bharathi (2018), highlighting the importance of entertainment in social media marketing.

Interaction: While interaction has a positive influence on impulsive buying behavior, it is not statistically significant. This result contrasts with previous studies suggesting that social interactions on social media can drive impulsive purchases. The difference may be due to the unique characteristics of TikTok interactions compared to other platforms.

Trendiness: Trendiness shows a positive but not significant influence on impulsive buying behavior. Despite TikTok's role in disseminating the latest trends, not all trends may align with individual user preferences, limiting their impact on impulsive purchases.

Customization: Customization significantly influences impulsive buying behavior. The ability to tailor content and experiences to individual preferences enhances user engagement and drives spontaneous purchases. This finding supports Aslam et al. (2021), emphasizing the value of personalized content in social media marketing.

Word of Mouth: Word of Mouth has a significant positive influence on impulsive buying behavior. Recommendations and reviews from other users build trust and credibility, encouraging spontaneous purchases. This finding is consistent with research by Gruen et al. (2006), highlighting the power of eWOM in shaping consumer behavior.

Combined Effect: The combined effect of Entertainment, Interaction, Trendiness, Customization, and Word of Mouth significantly influences impulsive buying behavior. These findings suggest that an integrated approach to social media marketing, leveraging multiple factors, can effectively drive impulsive purchases among Generation Z TikTok users.

CONCLUSION

This study identifies key factors influencing impulsive buying behavior among Generation Z TikTok users in Jakarta. Entertainment, Customization, and Word of Mouth are significant drivers of impulsive purchases, while Interaction and Trendiness also play roles, albeit not significantly. The findings provide valuable insights for marketers aiming to leverage TikTok for promotional strategies, emphasizing the importance of engaging content, personalized experiences, and user-generated recommendations.

Recommendations

For Marketers:

1. Focus on creating entertaining and engaging content to capture user attention and drive spontaneous purchases.
2. Leverage the customization features of TikTok to tailor content to individual user preferences, enhancing engagement.
3. Encourage user-generated content and reviews to build trust and credibility through word of mouth.

For Future Research:

1. Expand the sample size and demographic scope to include users from different regions and age groups for more generalizable results.
2. Explore additional factors influencing impulsive buying behavior, such as psychological and cultural influences.
3. Utilize different analytical methods to deepen the understanding of the relationships between social media marketing factors and consumer behavior.

Limitations

This study has several limitations:

1. The sample size is limited to 200 respondents, which may not fully represent the broader population of Generation Z TikTok users.
2. The focus on respondents from DKI Jakarta limits the generalizability of the findings to other regions.
3. Self-reported data from questionnaires may be subject to biases, including social desirability and recall bias.

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