

Research.

## Swipe, Enjoy, and Buy: How Hedonic Experience and Promotions Drive Impulse Buying on TikTok

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Received: May 20, 2025 Accepted: June 22, 2025 Published: June 30, 2025

To cite this article: Mamoh, V.A.D., & Gustiawan, W.D. (2025); Swipe, Enjoy, and Buy: How Hedonic Experience and Promotions Drive Impulse Buying on TikTok. *The Management Journal of BINANIAGA* 10 (1). 55-66 doi: [10.33062/mjb.v10i01.92](https://doi.org/10.33062/mjb.v10i01.92)

**Abstract.** *This study examines the joint and individual effects of shopping enjoyment and price discount on impulse buying behavior in the context of TikTok Shop, a fast-growing social commerce platform. The research focuses on users in Kediri, Indonesia, a digitally emerging mid-sized city, to address the geographic gap in social commerce literature. Drawing upon the Stimulus–Organism–Response (SOR) framework, the study employs a quantitative survey method with 100 TikTok Shop users selected through purposive sampling. Constructs were measured using validated multi-item scales and analyzed via multiple linear regression. The study tests the independent and combined effects of hedonic (shopping enjoyment) and economic (price discount) stimuli on impulse buying. The results show that neither shopping enjoyment nor price discount has a significant effect on impulse buying when tested independently. However, their joint influence is statistically significant ( $F = 7.167$ ,  $p = 0.001$ ), explaining 12.6% of the variance in impulse buying. These findings support the argument that consumer impulse behavior is more effectively activated when emotional and transactional stimuli are presented simultaneously.*

*This study contributes to marketing theory by extending the SOR model to a culturally specific social commerce setting and introducing stimulus interaction as a key determinant of impulse buying. It also adds geographic diversity to the literature by highlighting consumer behavior in a non-metropolitan Southeast Asian context. Practical implications are provided for marketers and platform designers targeting similar digitally emerging markets.*

**Key words:** *Impulse Buying; Shopping Enjoyment; Price Discount; TikTok Shop; Social Commerce; Emerging Market Consumers; Introduction*

### INTRODUCTION

#### Background

The emergence of social commerce has significantly revolutionized the traditional consumer journey, transforming it from a straightforward, transactional process into a more enriched, interactive, and experience-based endeavor. Notably, TikTok Shop illustrates this transformation by amalgamating entertainment, community engagement, and e-commerce functionalities. This hybrid nature not only fosters lucrative commercial opportunities but also creates an intriguing environment for probing consumer behavior dynamics, particularly concerning impulse buying behaviors that flourish amid emotional and sensory-rich stimuli (Widyastuti & Hariasih, 2024); (Pranata et al., 2024). As the lines delineating content consumption and purchase intention become increasingly indistinct, it becomes essential to delve into the psychological and promotional motivators that spur unplanned purchases within digital contexts (Phan et al., 2022)

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Impulse buying, typically characterized as spontaneous and unreflective purchasing, is substantially swayed by contextual stimuli, such as visual appeal, timely promotions, and emotionally captivating content (Jabutay & Limpachote, 2024); (Lutviari et al., 2024). While conventional e-commerce frequently incites impulse purchases through mechanisms like price reductions or persuasive messaging, environments like social commerce platforms—including TikTok—enhance these triggers through elements of shopping enjoyment, which provides hedonic pleasure during content interaction, coupled with perceived financial benefits offered through discounts (Gao & Zhao, 2023). Despite a burgeoning corpus of literature examining impulse purchasing within e-commerce realms, a notable gap persists concerning the operational interplay of these stimuli within social commerce, particularly within underrepresented regions like tier-two or tier-three cities (Pereira et al., 2022).

Most existing research predominantly examines consumer behaviors in developed nations or urban centers, where factors such as technology accessibility, disposable income, and familiarity with digital ecosystems are significantly elevated (Chen et al., 2021). However, the understanding of how users in less metropolitan areas exhibiting distinct digital maturity and cultural consumption patterns respond to social commerce stimuli is scant. This research gap limits the generalizability of relevant theoretical frameworks and reduces their applicability across more diverse global markets (Mandolfo & Lamberti, 2021); (Pranata et al., 2024). Addressing this issue, our investigative focus on Kediri intermediate city in East Java, Indonesia presents a unique context characterized by swift smartphone adoption and increased youth involvement with social media, making it an apt ground for exploring impulse buying dynamics (Chung et al., 2017).

This study primarily interrogates the significant role of shopping enjoyment and price discounts as pivotal factors influencing impulse buying behavior in social commerce settings. This inquiry employs the Stimulus–Organism–Response (SOR) framework, suggesting that environmental catalysts incite emotional responses, which thereafter inform consumer behaviors (Jabutay & Limpachote, 2024). Within this construct, factors like shopping enjoyment and price incentives act as stimuli, invoking emotional and cognitive appraisals that can lead to impulsive purchasing actions. Notably, the SOR framework's application in emerging platforms like TikTok Shop remains largely under-explored, particularly in contexts beyond major urban areas (Li & Ku, 2018).

Moreover, the novelty of this research emerges from three key dimensions: Firstly, it articulates a cohesive model integrating both hedonic (shopping joy) and economic (price incentives) dimensions, assessing their singular and synergistic impacts on impulse buying tendencies. Secondly, the study adopts an innovative geographical viewpoint by spotlighting an Indonesian mid-sized city, thus challenging conventional urban-centric paradigms prevalent in consumer behavior literature. Lastly, our findings aim to augment empirical discussions surrounding social commerce consumer behaviors in Southeast Asia—a region that, despite its substantial economic potential, remains inadequately represented in leading marketing discourses (Widyastuti & Hariasih, 2024).

The theoretical contributions of this study aim to broaden the applicability of the SOR model, revealing the intricate dynamics between dual stimuli in shaping consumer behaviors within immersive and content-centric environments (Lutviari et al., 2024). Prior research predominantly isolates these factors; however, this investigation posits that the confluence of emotional satisfaction and perceived economic advantages emerges as a more precise predictor of impulse buying in social commerce ecosystems. Furthermore, the study seeks to address contextual geographical factors affecting consumer responses, demonstrating that consumer behaviors in Kediri may differ markedly from those observed in more digitally mature markets (Jabutay & Limpachote, 2024).

From a managerial perspective, the implications of this research are significant for marketers, platform designers, and small to medium-sized enterprise (SME) operators aiming to maximize impulse purchase opportunities in nascent markets. A nuanced

understanding of how hedonic and promotional factors interact—particularly in demographics where price sensitivity coexists with enthusiastic digital engagement—can inform strategic decisions within content creation, promotional timing, and influencer collaborations (Rao & Ko, 2021) . As TikTok Shop extends its reach into areas beyond tier-one cities, comprehending consumer responses from cities like Kediri can reveal new revenue pathways, cultivating an inclusive growth paradigm within the digital economy (Husnain et al., 2025).

In conclusion, this study enriches the marketing literature by investigating how integrated factors of shopping enjoyment and price discounts serve as joint predictors of impulse buying in social commerce environments, utilizing empirical data from TikTok Shop users in Kediri, Indonesia. The investigation bridges theoretical voids within SOR-based models in social commerce while simultaneously introducing an underexplored demographic and geographic context, thus advocating practical strategies for effective digital marketing in emerging economic landscapes.

### **Research Question**

1. How shopping enjoyment has a positive and significant effect on impulse buying among TikTok Shop users?
2. How price discount has a positive and significant effect on impulse buying among TikTok Shop users?
3. How shopping enjoyment and price discount have a joint and significant effect on impulse buying among TikTok Shop users?

## **LITERATURE REVIEW**

### **Impulse Buying in the Context of Social Commerce**

Impulse buying is a well-recognized phenomenon within consumer behavior literature, characterized by its spontaneous nature and the strong affective responses accompanying it (Widyastuti & Hariasih, 2024). Traditionally, in physical retail environments, impulse purchases are significantly influenced by in-store stimuli such as product placement, sensory cues, and time-sensitive promotions (Pranata et al., 2024). As digital technologies advance, the impulse buying context has evolved, moving towards online platforms, particularly into the realm of social commerce. This emerging hybrid form of commerce seamlessly merges social media interactions, user-generated content, and e-commerce capabilities (Lutviari et al., 2024). In this dynamic landscape, impulse buying is influenced not merely by promotional materials but also by engaging, interactive experiences provided through platforms like TikTok Shop (Chung et al., 2017).

Social commerce creates a distinct environment where users can digest product information in a manner that feels casual and integrated within their social interactions. Features such as live streaming, short video content, and influencer endorsements foster a sense of authenticity and community, significantly enhancing the likelihood of impulsive purchases through emotional engagement with content (Jabutay & Limpachote, 2024). The framework of the Stimulus–Organism–Response (SOR) theory provides valuable insight into this behavior, suggesting that environmental stimuli can affect internal psychological states, ultimately shaping consumer responses (Pereira et al., 2022). The SOR model has increasingly been applied in digital contexts to explain how different sensory, emotional, or promotional triggers can incite unplanned consumption behavior in online environments (Widodo, 2024).

### **Shopping Enjoyment as Hedonic Stimulus**

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Shopping enjoyment is recognized as a hedonic component of consumer experience, encapsulating the emotional gratification derived from engaging with products or content during the shopping process. This concept is extensively articulated in the literature, particularly by (Arnold & Reynolds, 2003), who emphasize the importance of such enjoyment in influencing consumer behavior (Widyastuti & Hariasih, 2024). In the context of online and social commerce, shopping enjoyment can originate from various sources, including engaging interfaces, aesthetically pleasing content, interactive product presentations, and the positive emotions fostered by social interactions (Pranata et al., 2024). Empirical studies have corroborated the notion that pleasurable shopping experiences diminish cognitive resistance while enhancing susceptibility to impulse buying behaviors (Phan et al., 2022).

Specifically, platforms like TikTok Shop have been engineered to maximize shopping enjoyment through personalized algorithm-driven content, gamification of promotions, and short-form storytelling techniques. Users may initially enter these environments without the intent to purchase, but they often become engrossed in emotionally charged content that evokes feelings of curiosity, joy, and discovery (Chung et al., 2017). The emotional responses generated by such engagement are known to diminish rational deliberation, subsequently elevating the probability of unplanned purchases (Jabutay & Limpachote, 2024). However, the impact of shopping enjoyment on impulse buying can differ significantly across various cultural and socio-economic contexts. For instance, in regions experiencing burgeoning digital literacy yet facing significant economic constraints, such as Kediri, Indonesia, the drive towards impulse buying may necessitate additional reinforcement through rational incentives to translate feelings of enjoyment into purchasing actions (Gao & Zhao, 2023).

**H1:** Shopping enjoyment has a positive and significant effect on impulse buying among TikTok Shop users.

#### **Price Discount as Economic Stimulus**

Price discounting is a promotional strategy aimed at stimulating purchases by temporarily lowering the selling price of products (Widyastuti & Hariasih, 2024). In the realm of digital commerce, such discounts are often perceived as value-enhancing mechanisms that mitigate purchase risks and enhance transaction utility for consumers (Pranata et al., 2024). When price discounts are presented with time constraints, such as flash sales or limited-time coupons, they introduce a sense of urgency that can significantly encourage unplanned purchasing behaviors (Pranata et al., 2024). In the context of social commerce, price discounts are seldom isolated; they are frequently integrated within interactive content, including live streams, influencer unboxings, and user-generated reviews. This combination reinforces the perception of exclusivity and immediacy, subsequently increasing the likelihood of impulse purchases (Jabutay & Limpachote, 2024) (Chung et al., 2017)

Research has identified that when consumers perceive discounts as time-limited or socially validated, the propensity for impulse buying is notably heightened (Gao & Zhao, 2023). In emerging markets such as Indonesia, where consumer price sensitivity is pronounced, the significance of price discounts may be even more substantial, as consumers actively seek value while engaging in an emotionally charged shopping environment (Pereira et al., 2022). This interplay between discounts, urgency, and consumer psychology facilitates a fertile ground for impulsive purchasing, emphasizing the crucial role promotions play in stimulating sales across various cultural contexts.

**H2:** Price discount has a positive and significant effect on impulse buying among TikTok Shop users.

#### **Combined Influence of Shopping Enjoyment and Price Discount**

While previous research has identified shopping enjoyment and price discounts as individual predictors of impulse buying, there is a notable lack of studies examining their interactive or simultaneous effects, especially in social commerce environments (Widyastuti & Hariasih, 2024). From the perspective of the Stimulus-Organism-Response (SOR) framework, the combination of hedonic (shopping enjoyment) and economic (price discount) stimuli may lead to additive or even multiplicative effects on consumer behavior (Phan et al., 2022). Shopping enjoyment can serve as the emotional "hook" that captivates users, while price discounts function as the rational "nudge" that lowers the purchase threshold, thereby increasing impulse buying likelihood (Lutviari et al., 2024).

Moreover, empirical findings from dual-system theory in consumer psychology posit that decision-making encompasses both affective (System 1) and cognitive (System 2) processing (Jabutay & Limpachote, 2024). Impulse buying often arises from the predominance of System 1 processing, particularly when emotional arousal coincides with perceived benefits (Gao & Zhao, 2023). When shopping enjoyment enhances emotional involvement and price discounts elevate perceived value, conditions become ripe for impulsive behavior (Pereira et al., 2022). This interaction may be especially relevant in cities like Kediri, where consumers possess strong digital engagement yet remain price-sensitive. In these settings, the synergistic effects of emotional engagement and promotional appeal may provide a more robust explanation for impulse buying than either factor considered independently (Widodo, 2024). Therefore, exploring the combined impact of these variables contributes not only to theoretical refinement but also offers valuable insights for practical marketing strategies.

**H3:** Shopping enjoyment and price discount have a joint and significant effect on impulse buying among TikTok Shop users.

## RESEARCH METHODS

This study employs a quantitative, cross-sectional research design to analyze the impact of shopping enjoyment and price discounts on impulse buying behavior specifically within the context of TikTok Shop. Kediri, a mid-sized city in East Java, Indonesia, has been selected as the research site due to its increasing digital engagement, despite its limited representation in existing social commerce literature (Lutviari et al., 2024). Kediri exemplifies a tier-two digital ecosystem featuring high mobile penetration, substantial social media activity, and moderate economic diversity, thereby serving as a relevant location to investigate online consumer behavior beyond more metropolitan settings (Chandra et al., 2023).

Focusing on TikTok Shop users in Kediri allows for a context-specific exploration of consumer responses to both hedonic and promotional stimuli, particularly in a market characterized by high price sensitivity and emotional engagement (Kamkankaew et al., 2024). Given the exploratory nature of the research in a digitally emerging region, a survey-based approach is appropriate for capturing perceptions, attitudes, and behaviors at a specific point in time (Dahniar et al., 2023) (Erlangga et al., 2022). The target population consists of active TikTok Shop users from Kediri who have made at least one purchase on the platform in the past six months. Due to the challenges in identifying a complete sampling frame for TikTok users, a non-probability purposive sampling method was utilized, ensuring that respondents possessed adequate platform experience to provide valid insights (Irhamna & Dermawan, 2023).

A total of 100 valid responses were collected via an online questionnaire distributed through targeted social media channels, including TikTok communities, WhatsApp groups, and local digital forums (Wu, 2023). To maintain data quality, respondents were required to confirm their usage of TikTok Shop and complete all survey items. The data collection occurred from March to April 2025, supporting the objective to obtain a comprehensive understanding of shopping behavior in this unique digital market (Atmoko & Pratisara, 2023).

## RESULTS AND DISCUSSION

A total of 100 valid responses were analyzed. The demographic profile revealed that 55% of respondents were female and 45% male, with the majority aged between 20–30 years. Approximately 60% held undergraduate degrees, while 40% were either students or early-career professionals—segments highly active on TikTok and responsive to digital commerce trends.

The means and standard deviations of the three key variables. The **mean score for impulse buying** was **29.07** (SD = 7.17), indicating a moderately high tendency for unplanned purchases among users. **Shopping enjoyment** had a higher mean of **32.11** (SD = 4.66), suggesting that users derive considerable pleasure from using TikTok Shop. **Price discount** registered the highest mean at **35.41** (SD = 5.53), reflecting strong awareness and valuation of discounts. These descriptive results suggest that users generally perceive the TikTok Shop environment as enjoyable and economically beneficial. However, the degree to which these perceptions translate into impulse buying behavior warrants further inferential analysis.

To verify the independence of predictor variables, multicollinearity diagnostics were performed. The tolerance value was 0.371, and the Variance Inflation Factor (VIF) was 2.724 for both predictors. These values fall within the acceptable range (tolerance > 0.10 and VIF < 10), indicating that no multicollinearity exists between shopping enjoyment and price discount. This validates the inclusion of both variables in the regression model.

Summarizes the results of the multiple regression analysis.

- **Shopping Enjoyment → Impulse Buying**  
 $\beta = -0.089$ ,  $t = -0.766$ ,  $p = 0.446$   
→ Not significant (H1 not supported)
- **Price Discount → Impulse Buying**  
 $\beta = -0.189$ ,  $t = -1.612$ ,  $p = 0.111$   
→ Not significant (H2 not supported)

Despite the lack of significance in the individual predictors, the model as a whole was statistically significant. The F-test result was 7.167 with a p-value of 0.001, indicating that the regression model explains a statistically meaningful portion of the variance in impulse buying.

- **F = 7.167, p = 0.001**  
→ Model significant (H3 supported)

The coefficient of determination ( $R^2$ ) was 0.126, meaning that 12.6% of the variation in impulse buying is explained jointly by shopping enjoyment and price discount. While modest, this level of explanatory power is acceptable in consumer behavior studies, particularly in exploratory research contexts involving psychological constructs (Widyastuti & Hariasih, 2024)

The results provide empirical support for the idea that while individual stimuli may not trigger impulse buying, their combined presence creates sufficient psychological conditions to encourage such behavior. This affirms the value of the Stimulus–Organism–Response framework, especially in immersive platforms like TikTok Shop.

### Discuss

The results of this study provide nuanced insights into the dynamics of impulse buying within social commerce platforms, particularly focusing on the TikTok Shop ecosystem in an emerging market context. Notably, while shopping enjoyment and price discounts did not exhibit significant individual effects on impulse buying, their combined influence was found to be statistically significant. These findings lend empirical support to the Stimulus–Organism–Response (SOR) theory, indicating that unplanned consumer

behavior is more profoundly affected when emotional and economic stimuli are presented together. This aligns with the notion that the consumer decision-making process in digital environments is influenced by an interplay of affective experiences and cognitive triggers (Widyastuti & Hariasih, 2024) (Juraidah, 2025).

The lack of significance from individual variables contrasts earlier studies that have substantiated the impact of hedonic experiences or price incentives on impulse buying (Rasyid & Farida, 2023). In this investigation, for instance, enjoyment alone did not incite impulsivity, potentially due to mid-tier city users, like those in Kediri, demonstrating greater deliberation despite engaging content. Likewise, while discounts were generally viewed positively, they may not have been compelling enough to prompt spontaneous purchases on their own, possibly due to skepticism regarding repetitive discount strategies and heightened price sensitivity among consumers (Chen et al., 2021). This indicates that the effectiveness of these stimuli may not only rely on their inherent characteristics but also depend on contextual factors, including regional socio-economic profiles and levels of consumer literacy.

Theoretically, this study contributes to refining the SOR framework by demonstrating that the combined presence of hedonic and economic stimuli can yield a greater behavioral impact when activated simultaneously, especially in immersive social commerce environments. It extends existing research that has focused on single-variable influences on impulse buying, providing evidence that the interaction of stimuli rather than their independence better elucidates consumer spontaneity (Fitriana, 2025). Furthermore, situating this analysis within a non-metropolitan Southeast Asian market expands the geographic and demographic relevance of prevailing models, addressing calls for more inclusive and representative marketing theories (Chen et al., 2021).

From a practical standpoint, marketers should be cautious about over-relying on either emotional or discount-driven promotions. When applied alone, such strategies may not yield the desired behavioral results. Therefore, integrated marketing campaigns that combine shopping enjoyment—through storytelling, user engagement, or live product interaction—with limited-time price promotions are likely to induce impulse buying more effectively. For example, TikTok Shop sellers could establish live stream events that merge emotionally engaging product narratives with exclusive discount vouchers that expire quickly, thus creating both emotional appeal and a sense of urgency (Ramdan & Rohandi, 2024) (Zein & Hadi, 2025).

Additionally, platform developers and social commerce strategists should consider optimizing user interface experiences to allow for simultaneous exposure to visual stimuli and pricing triggers. Such strategies could include dynamic displays that highlight discounted products during emotionally resonant video segments or gamified shopping experiences that reward users for immediate purchasing during live sessions. In a competitive social commerce landscape, integrated design strategies will be crucial for sustaining engagement and driving conversion (Nanda & Singh, 2023).

These findings also offer strategic insights for small- and medium-sized enterprises (SMEs) operating in mid-tier cities across emerging economies. These businesses frequently struggle to develop sophisticated digital campaigns. Nevertheless, this study indicates that merging basic emotional content with simple price promotions can effectively prompt consumer behavior, underscoring the importance of understanding how consumers process affective and value-related stimuli concurrently (Pranata et al., 2024).

For future research, several avenues can be explored. First, to enhance explanatory power, it would be beneficial to incorporate additional variables such as trust in sellers, perceived product quality, peer influence, or urgency cues into the model. This could facilitate a more comprehensive understanding of the factors influencing impulse buying. Second, introducing moderating variables like age, digital literacy, or frequency of platform use may yield deeper insights into consumer heterogeneity. Third, qualitative methodologies—such as in-depth interviews or netnographic studies—could reveal the

nuanced cognitive and emotional processes underlying impulse buying behaviors that are not easily captured through surveys. Lastly, comparative studies across various regional contexts—such as rural versus urban settings, or different geographic locales within and beyond Indonesia—could test the generalizability of these findings, contributing significantly to literature by assessing whether the observed interaction effects are culture- and context-dependent or if they resonate as broader principles applicable to global social commerce platforms (Elida et al., 2024).

The results indicate that neither shopping enjoyment nor price discount has a statistically significant individual effect on impulse buying when tested independently. Thus, H1 and H2 are not supported. Interestingly, while both variables were positively perceived by respondents, they did not translate into measurable influence on unplanned purchase behavior in isolation.

## **CONCLUSIONS AND SUGGESTIONS**

This study aimed to explore the influence of shopping enjoyment and price discount—both individually and jointly—on impulse buying behavior in the context of TikTok Shop users in Kediri, Indonesia, a mid-tier city with rising digital commerce engagement. Drawing on the Stimulus–Organism–Response (SOR) theoretical framework, the research tested the effects of hedonic and economic stimuli in a social commerce setting.

The empirical findings demonstrate that neither shopping enjoyment nor price discount significantly influenced impulse buying behavior on their own. However, when considered jointly, the two variables had a statistically significant effect, explaining 12.6% of the variation in impulse buying behavior. These results underscore the importance of stimulus interaction, rather than stimulus isolation, in triggering spontaneous purchase decisions in immersive digital environments.

Theoretically, the study contributes to the ongoing refinement of the SOR framework by showing that impulse buying in social commerce is shaped by the synergy of affective and rational stimuli, rather than by single-factor determinants. Furthermore, by focusing on a non-metropolitan Southeast Asian context, this research expands the applicability of consumer behavior models beyond traditionally studied urban and Western populations, offering valuable geographic and demographic diversification in the marketing literature.

From a practical perspective, the findings carry significant implications for marketers and platform designers. Brands and SMEs operating in social commerce environments—particularly in emerging markets—should design integrated campaigns that simultaneously engage consumers emotionally and offer clear transactional benefits. Emotional appeal alone (e.g., entertaining content) may foster platform stickiness but not necessarily drive sales. Conversely, discount offers without emotional engagement may be perceived as transactional noise. The strategic convergence of both can unlock impulse buying behavior effectively.

For social commerce platforms such as TikTok Shop, these insights suggest design optimizations that enable synchronized delivery of hedonic and economic value. Features like real-time discount prompts embedded within engaging video content, or interactive live streams offering exclusive, time-bound deals, can be powerful tools in driving spontaneous purchase behavior. Moreover, understanding the local market context—as shown in Kediri—is essential. Campaigns must be attuned not only to platform dynamics but also to the socio-cultural and economic realities of target users.

The study also opens avenues for future research. Scholars are encouraged to examine impulse buying in diverse regional contexts, introduce moderators such as digital literacy or financial self-control, and incorporate mediating variables like perceived



trust or product involvement. Mixed-method designs could also provide richer insight into the nuanced psychological mechanisms at play.

In sum, this study sheds light on how dual-stimulus marketing approaches can activate impulse buying in a culturally and economically distinct setting. It bridges important theoretical gaps, challenges single-variable assumptions in digital consumer research, and offers actionable insights for marketers navigating the dynamic and emotionally charged world of social commerce.

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