

# Consumer Behavior in the Era of TikTok Shop and Instagram Commerce: A Meta-Review of Determinants of Impulse Buying

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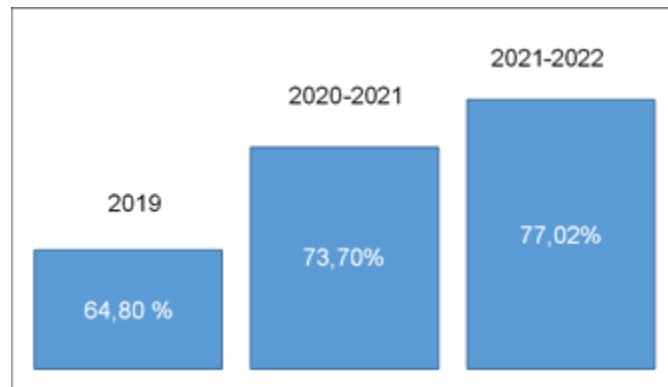
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| Article Info   | ABSTRACT  |
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| <b>Keywords:</b><br>Impulsive Buying Behavior;<br>TikTok Shop  | This study examines the phenomenon of Impulsive Buying on the TikTok Shop platform, one of the booming e-commerce platforms in Indonesia. The research adopts a qualitative approach with secondary data from sources such as literature, surveys, and relevant publications. The findings reveal that the phenomenon of Impulsive Buying is significant on TikTok Shop, influenced by factors such as consumer characteristics and lifestyle, price perception, motivation, promotions, discounts, and positive emotions that drive spontaneous purchases. While several previous studies attempted to explore the influence of religiosity on impulsive buying behavior, the results have been inconsistent. Thus, this research offers new insights into consumer behavior within the scope of e-commerce in the era of Industry 4.0, particularly in the context of the TikTok Shop platform. |
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## INTRODUCTION

Information technology in Indonesia is developing very rapidly. It is widely used in government agencies and other private companies (Ashshiddiqi & Rahmat, 2022). This development of information technology has also opened a new chapter in society, including in the business world. Currently, entrepreneurs are utilizing information technology to develop their own businesses (Siregar et al., 2020). Information technology has many benefits, one of which is internet network facilities, which are used to conduct various digital buying and selling transactions (Rahmat et al., 2021). According to Ramadhani et al., 2013, these transactions will facilitate producers in marketing activities and reduce operational costs for trade and marketing activities.

Internet usage continues to increase year after year, as can be seen from data recorded by the Indonesian Internet Service Providers Association (APJII) 2022. The following is the recorded data on internet usage from 2019-2022 according to APJII:



Source: Indonesian Internet Service Providers Association (2025)

The data above shows that in 2019, internet usage reached 64.80%, increased to 73.70% from 2020 to 2021, and reached 77.02% from 2021 to 2022. This demonstrates that the internet has become an integral part of human activity.

Technological advancements and the development of the digital era have led to the emergence of many platforms offering various features, one of which is TikTok. According to Montag et al. (2021), in November 2017, Beijing Bytedance Technology acquired musical.ly and changed its name to TikTok. Initially, TikTok was just a regular app offering short video features, similar to other apps in general. According to Dewa and Safitri (2021), TikTok is now also used as a promotional tool that can provide information without incurring high costs, without requiring a lot of manpower, and can be done in a short time.

*TikTok* is widely used by teenagers aged 10-25. This age group is a perfect target market for promoted products. As Simangunsong (2018) noted, the new generation of young consumers, known as Generation Z, are consumptive buyers who tend to spend their money immediately upon reaching a specific product.

Based on the aforementioned phenomenon, TikTok is expanding its business reach into the e-commerce sector, launching TikTok Shop. According to a Populix report by Riyanto (2022), social commerce, or online shopping through social media platforms, is increasingly popular among Indonesians. Of the various social media platforms available in Indonesia, TikTok Shop is the most frequently used platform for online shopping (45 percent). Other social commerce platforms include WhatsApp (21 percent), Facebook Shop (10 percent), and Instagram Shopping (10 percent).

According to Solomon (2018), impulse buying can occur when an individual experiences a sudden, irresistible sense of urgency. This tendency to buy spontaneously can generally result in purchases when consumers believe the action is reasonable. Therefore, social media can be a powerful tool for progress and support for impulsive buying. According to Wahid (2016), impulse buying is one of 12 unique characteristics of Indonesian consumers because Indonesian consumers tend to be unplanned when shopping.

Based on previous research conducted by (Fernanda, 2019) shows that providing sales promotions in the form of short-term incentives such as price discounts, cashback, flash sales, and shipping discounts can provide incentives for consumers to make unplanned purchases or increase the number of purchases. Impulse buying is largely influenced by

emotional aspects, advertisements that can provide emotional attachment to consumers can create a sensation of pleasure when consumers make a purchase, a feeling of love for the product, comfort when making a purchase, and a feeling of wanting to own a quality product. Unique and different advertising displays, providing appropriate and easy-to-understand advertising information and attracting attention, have also been shown to increase unplanned purchases.

According to Abdelsalam et al. (2020), impulsive buying is defined as an attractive, unplanned, and complex purchase that demonstrates consumer hedonic behavior. The high trend of impulsive buying behavior, if left unchecked, can disrupt consumers. Haste will lead consumers in a bad direction in terms of spending and consumption, greed, selfishness, arrogance, and debt (Hoetoro and Hannaf, 2019). Based on Tinarbuko (2006), impulsive buying behavior has quite negative impacts, namely cost inflation, regret related to financial problems, the desire to buy pleasure plans (non-financial), and feelings of disappointment by buying excess products.

Research conducted by Nugrahawati and Widawati (2014) found a relationship between religiosity and impulse buying, albeit at a low level. Furthermore, Rozana et al. (2016) also stated that religiosity is not a significant factor influencing the impulse buying phenomenon. Furthermore, research by Maryati et al. (2021) suggests that religiosity plays a significant role in encouraging strong self-regulation to prevent impulse buying. Meanwhile, Baber (2019) stated that Islamic religiosity has no influence on Muslim consumers' purchasing decisions. These inconsistent results indicate that the role or impact of religiosity remains unpredictable, suggesting that religious factors will have both positive and negative correlations with other study factors.

## METHOD

This study uses a qualitative research method and secondary data sources. This method is used because the focus of this study is the phenomenon of impulsive buying. Qualitative research is the study of data expressed in the form of images or words arranged in sentences. Bogdan and Taylor, as quoted by Tohirin, state that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and the behaviors they observe. Therefore, here the researcher wants to understand the meaning of impulsive buying through this phenomenological study. Secondary data refers to information collected from existing sources. Secondary data sources include company records or documentation, government publications, industry analysis by the media, websites, the internet, and so on (Uma Sekaran, 2011). Secondary data is data sources that do not directly provide data to data collectors (Sugiono, 2008:402). This secondary data is data that supports the needs of primary data, such as books, literature, and reading materials related to the phenomenon of impulsive buying on the TikTok Shop platform. The type of research used is field research, which can also be considered a broad approach in qualitative research or as a method for collecting qualitative data. The key idea in this type of field research is that researchers go into the "field" to conduct observations of phenomena in a natural setting (Moeleong J Lexy 2016:26). By

using a qualitative approach and this type of field research, researchers will be able to describe, draw conclusions, and analyze data or events more easily. The use of this qualitative approach is in accordance with the nature and problem being studied, namely the phenomenon of impulsive buying on the TikTok Shop platform.

## RESULTS AND DISCUSSION

According to Chancellor Angela Merkel (2014), the Industrial Revolution 4.0 is a major change in all aspects of industrial production through the combination of digital technology and the internet with traditional industries. The concept of Industry 4.0 originated in Germany and has been recognized by leading industrial countries, although it is known as the “connected enterprise” in America and the “fourth industrial revolution” in the UK. Industry 4.0 builds on previous technological changes, namely steam power, which became a transformative force in the 19th century, electricity that transformed the 20th century, and the computer era that began in the 1970s. Schmitt (2017) explains three reasons why Industry 4.0 is so important and revolutionary in the era of information technology and open markets. First, Industry 4.0 relieves factories from current challenges, enabling companies to be more flexible and better able to respond to business trends. These challenges include those that amplify market changes, shorten manufacturing life cycles, and increase product complexity and global supply chains. Second, Industry 4.0 enables a shift from a modern economy to a more innovative economy. Third, it emphasizes the role of consumers as co-producers and places them at the center of all activities. Product customization is the most important activity in the product value chain, and digitalization facilitates bulking, which in turn accelerates the design process. Industry 4.0 places humans at the center of production.

### E-Commerce

According to Kotler & Armstrong (2012), e-commerce is an online channel accessible through a person's computer, used by merchants in their businesses, and used by consumers to purchase information using computers. The process begins with providing information services to consumers when making a choice. According to Wong (2010), electronic commerce is the process of buying, selling, and marketing goods and services through electronic systems such as radio, television, and computer networks or the internet.

According to Bisnis.com, TikTok Shop, a social media service, is currently the number one social commerce platform. A Populix survey found that approximately 52 percent of Indonesian respondents reported knowing about social commerce. Furthermore, 86 percent of Indonesian respondents have tried shopping through social media. Of that number, TikTok Shop is the social media platform most frequently used for online shopping. For information, Populix conducted a survey of 1,020 respondents across Indonesia, aged 18 to 55. The survey was conducted from July 28 to August 9, 2022. Looking at the platform, TikTok Shop is the most frequently used social media platform for online shopping, as reported by 46 percent of respondents. Twenty-one percent of respondents have shopped online via WhatsApp. Furthermore, 10 percent of respondents have shopped online via Facebook Shop and Instagram Shop. Telegram, Line Shop, and Pinterest are all used by 1

percent of respondents for online shopping, while 10 percent of respondents admitted to shopping online on other social media platforms.

### **Impulsive Buying**

An impulse purchase is a purchase that occurs due to a strong desire to buy something immediately, usually without considering the consequences. Prasetyo, Yulianto, and Kumadji (2016) found that impulse buying is unplanned buying behavior, with purchasing decisions made quickly and without thinking. According to data compiled by Statista, Indonesia has the second-largest number of TikTok users in the world. The number of users reached 99.07 million in April 2022, one rank below the United States, which has 136.42 million users.

With its large user base, TikTok Shop capitalizes on this by accidentally spotting a product advertisement or someone marketing or reviewing a product while scrolling through videos, spontaneously capturing viewers' attention, prompting a desire to purchase. This is also influenced by several factors, such as price perception, motivation, promotions, discounts, and positive emotions, which then drive satisfaction-seeking behavior, which in turn impacts impulsive purchasing (Hermayanti & Susantiaji, 2022).

## **CONCLUSION**

In the Industry 4.0 era, e-commerce has experienced rapid growth thanks to the combination of digital technology and the internet. TikTok Shop, as part of e-commerce, has become a platform widely used by consumers for online shopping. TikTok Shop is a social media platform widely used for online shopping. The phenomenon of impulsive buying has become a significant factor in purchasing behavior on this platform. Impulsive buying occurs when consumers feel the urge to purchase something quickly without considering the consequences. Several factors driving impulsive buying on TikTok Shop include consumer character and lifestyle, price perception, motivation, promotions, discounts, and positive emotions, which influence spontaneous purchasing decisions. Previous research has been inconsistent regarding the influence of religiosity on impulsive buying. Some studies suggest that religiosity plays a role in encouraging self-regulation to prevent impulsive buying, while others have found no significant influence of religiosity on Muslim consumers' purchasing decisions. Future research is expected to delve deeper into the factors influencing impulsive buying on TikTok Shop, including the influence of religiosity in greater detail. This research on impulsive buying on the TikTok Shop platform provides insights into purchasing behavior phenomena relevant to developments in information technology and business in Indonesia..

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