

Understanding Impluse Buying in Tiktok Shop: An Investigation into Hedonic and Utilitarian Browsing in Indonesia

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Abstract

With the rapid growth of social commerce, TikTok Shop has emerged as a leading mobile shopping platform that integrates entertainment with e-commerce. Understanding the factors driving impulse buying on this platform is essential for businesses and policymakers. While previous research highlights the role of browsing behavior in purchasing decisions, the influence of hedonic and utilitarian browsing on impulse buying remains underexplored.

This study aims to analyze the relationship between hedonic and utilitarian browsing behavior on TikTok Shop and its impact on impulse buying tendencies. Specifically, it investigates the mediating role of utilitarian browsing and considers external factors such as mobility, visual appeal, and interpersonal influence. A quantitative survey was conducted in 2024 with 153 TikTok Shop users, and data were analyzed using SmartPLS 3.0 to examine the proposed relationships. The findings reveal that hedonic browsing significantly influences impulse buying, with utilitarian browsing acting as a mediator. Moreover, external factors, including mobility, visual appeal, and social influence, enhance consumer engagement and drive impulse purchases. These insights provide valuable implications for e-commerce businesses in optimizing marketing strategies through interactive content, social recommendations, and visually appealing elements. Policymakers can also leverage these findings to promote responsible shopping behavior. Future research should explore self-control mechanisms and long-term digital shopping trends to foster a more sustainable online shopping environment.

Keywords:

Impulse buying; Hedonic browsing; Utilitarian browsing; TikTok shop; E-commerce.

1. INTRODUCTION

The increasing use of mobile devices has revolutionized online shopping, allowing consumers to make purchase decisions directly on their devices. This has led to the development of responsive apps and digital payment platforms (Shankar & Jain, 2021). The characteristics that influence customers' responses to different stimuli in mobile commerce (m-commerce) have been examined using motivation theory (Koo et al., 2015). Hedonic motivation has a significant positive influence on impulse shopping tendencies, while utilitarian motivation influences planned shopping intentions more (Indrawati et al., 2022). Hedonic and utilitarian values significantly influence consumer attitudes, which in turn have a strong impact on online impulse shopping behavior (Riberio et al., 2023). Mobile has become a key channel in various product categories, with key factors such as product quality and internal security playing a role in purchasing decisions. Over the past two years, the use of mobile apps for shopping globally has increased, along with the availability of attractive incentives, discounts and promotions (Zheng et al., 2019). Zheng et al. (2019) also pointed out that there is growing evidence of increased impulse buying due to mobile commerce. Based on

the background that has been described, this study will answer several key questions, including: whether hedonic browsing increases consumers' propensity to make purchases on m-commerce TikTok Shop, whether hedonic browsing on TikTok Shop is influenced by utilitarian browsing, which in turn affects propensity to purchase, whether interpersonal influence positively affects consumers' hedonic browsing on m-commerce TikTok Shop, whether interpersonal influence positively affects consumers' utilitarian browsing on m-commerce TikTok Shop, whether visual appeal increases consumers' hedonic search in m-commerce TikTok Shop, whether visual appeal positively affects consumers' utilitarian search in m-commerce TikTok Shop, whether portability positively contributes to consumers' hedonic search in m-commerce TikTok Shop, and whether portability positively affects consumers' utilitarian search in m-commerce TikTok Shop. This research focuses on situational and reactive factors in m-commerce to understand impulse purchases, with hedonic and utilitarian browsing as the two main influencing factors. In mobile commerce, browsing and mobile business are the main elements that influence impulse buying behavior. Zheng et al. (2019) also identified three main factors that play a role in this process, namely situational factors, interpersonal influence, and utilitarian browsing. The impact of portability on both utilitarian and hedonic browsing, along with the influence of mobility, visual appeal, and interpersonal factors in mobile commerce, has been gaining increasing attention in m-commerce research. Unlike rational purchasing decisions driven by necessity, a hedonic lifestyle motivates individuals to shop based on emotional impulses, seeking enjoyment and satisfying experiences.

Interpersonal interactions in virtual communities play an important role in shaping consumer purchasing decisions (Ferraro et al., 2023). In the context of digital marketing, interpersonal influence is further amplified through interactions on social media and consumer reviews, which contribute to shaping opinions and preferences among potential buyers. Meanwhile, visual appeal in marketing relates to the aesthetic qualities of a product or advertisement that attract consumers' attention and influence purchasing decisions. Color has a strong influence on human perception and emotions. In graphic design, color plays an important role in conveying messages, building brands, and attracting audience attention. This is reinforced according to Blair et al. (2024) identified that design elements such as color and graphic type have a significant influence on users' emotional responses. Bright colors and simple graphics tend to generate positive emotions, while dark colors and complex graphics can trigger negative emotions. Companies often use visual strategies to enhance product appeal and support their marketing communications (Farela & Darma, 2014). In addition, attractive visual presentations can strengthen brand image and increase the likelihood of purchase.

Portability refers to the ease with which a product can be moved and used in different environments. In marketing management, this concept is often associated with the functionality and design of products that are easy to carry and adapt, which increases consumers' perception of value. Highly portable products, such as electronic devices and personal care items, are increasingly popular due to their convenience and flexibility (Kim & Hwang, 2012). Portability allows users to access the internet through mobile devices anywhere and anytime, depending on signal availability. This allows consumers to shop more flexibly and more widely in terms of location and time (Elysha et al., 2024).

Utilitarian browsing is a shopping approach that prioritizes logic and efficiency, where consumers focus on function, purpose, and practicality in their purchase decisions (Jones et al., 2006). Consumers with utilitarian motivations tend to conduct thorough product searches to obtain the necessary information before making a purchase, while hedonic motivations are more related to emotionally driven purchases (Wahab et al., 2018). In online shopping, utilitarian consumers seek clear information, compare prices, and choose products based on specific needs. categorizes impulse purchases into pure impulse (spontaneous purchases out of routine habits), reminder impulse (triggered by previous shopping experiences), suggestion impulse (influenced by the attraction to try new products), and planned impulse (motivated by promotions or discounts). Utilitarian consumer behavior is task-oriented, and these customers are usually rational. Utilitarian value can be defined as the usefulness or benefit that a person feels in relation to the ability of a product to perform its function (De Yusa, 2023).

The online stream experience has a positive influence on impulse purchases among Generation Z users on TikTok (Obada & Tugulea, 2024). This study aims to determine the phenomenon of impulse buying in TikTok Shop users. The results show that the majority of respondents often make impulse purchases on the TikTok Shop app, influenced by lifestyles and characters who are easily influenced by promotional programs, reviews from influencers, advertisements, or live broadcasts that appear on their homepage.

2. RESEARCH METHOD

To validate the suggested study model, we used a survey technique with the goal of comprehending and assessing the connections between important components. TikTok Shop, one of Indonesia's most well known mobile shopping sites, was used to acquire the data. In addition to working with Tokopedia to develop a mobile shopping app that lets customers shop straight on the TikTok Shop platform, TikTok Shop uses live streaming and video content to highlight promotions and specials. TikTok Shop is a suitable context for testing this research paradigm because of its increasing popularity. We targeted customers who had

previously bought items from TikTok Shop using an online survey (153 respondent) in order to gather data. Workers, college students, and high school students who frequently utilize the platform were among the participants in our sample. Using a variety of online techniques to boost response rates, the online poll was disseminated across Indonesian online survey sites. These tactics included using instant messaging apps like Instagram and WhatsApp and sending out different invitation messages with the survey link. Research is a scientific procedure for gathering data with particular goals and advantages, claims Sugiyono (2017, p. 3). The quantitative method used in this study places a strong emphasis on formulating hypotheses based on the information at hand. Research on specific populations or samples is conducted using quantitative methods, which adhere to the positivist paradigm (Sugiyono, 2017, p. 8) A sample is a subset of a population with particular features that are in line with the goals of the research, whereas a population is the entire group of people relevant to the study (Margono, 2005).

This study selected respondents using a non-probability sampling technique, specifically purposive sampling, ensuring that only individuals with prior experience using TikTok Shop were included. This study involved 153 respondents who had previously made purchases on TikTok Shop, ensuring the inclusion of relevant consumer experiences. To ensure the validity and reliability of the survey, we conducted a pre-test with a small group of respondents to refine the questionnaire. The survey instrument was assessed using Cronbach's alpha and composite reliability to confirm internal consistency, while construct validity was evaluated through factor loadings and average variance extracted (AVE). Data collection was carried out via an online survey using Google Forms, allowing for efficient and extensive acquisition of primary data. The collected data was analyzed using SmartPLS 3.0, a statistical tool designed for Partial Least Squares Structural Equation Modeling (PLS-SEM), chosen for its ability to assess complex relationships between constructs.

The primary objective of this study was to examine impulse buying behavior on TikTok Shop, focusing on the impact of hedonic and utilitarian browsing on impulsive purchasing tendencies. By analyzing consumer behavior on this platform, the research contributes to a deeper understanding of mobile commerce dynamics and decision-making in digital shopping environments.

Table 1. The Performance of Respondent

| Demographic Data | Frequency | Percentage |
|-----------------------|-----------|------------|
| Gender | | |
| Male | 62 | 40.5% |
| Female | 91 | 59.5% |
| Age Range | | |
| 18-25 | 64 | 41.8% |
| 26-30 | 61 | 39.9% |
| >30 | 28 | 18.3% |
| Educational Level | | |
| High School | 32 | 20.9% |
| Junior Collage | 37 | 24.2% |
| Univeristy | 79 | 51.6% |
| Master's Degree | 5 | 3.3% |
| Personal Income | | |
| Below 1.000.000 | 25 | 16.3% |
| 1.000.000 – 3.000.000 | 74 | 48.4% |
| Above 3.000.000 | 54 | 35.3% |
| Personal Outcome | | |
| Below 1.000.000 | 62 | 40.5% |
| 1.000.000 – 3.000.000 | 39 | 25.5% |
| Above 3.000.000 | 52 | 34% |

The respondents' answers reflect their perspectives on the statements presented regarding TikTok Shop. Based on the collected data, the responses were summarized and analyzed to determine the descriptive values of each independent variable. A five-point Likert scale was used to assess responses, ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). Response categories were defined as follows: scores between 1.00 and 1.80 indicated strong disagreement, 1.81 to 2.60 represented disagreement, 2.61 to 3.40 reflected a neutral stance, 3.41 to 4.20 signified agreement, and 4.21 to 5.00 denoted strong agreement.

These categorizations allow for a structured interpretation of respondents' perceptions, facilitating the analysis of consumer attitudes and behavioral tendencies toward TikTok Shop.

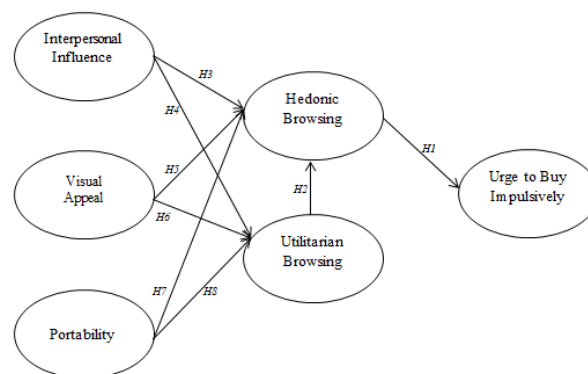


Figure 1. Path Diagrams

3. RESULTS AND DISCUSSION

3.1. Hypothesis Test Result

3.1.1. Direct Effect

The T statistic and P values derived from data processing outcomes can be used to address the study hypothesis. If the P values are less than 0.05, the hypothesis will be accepted. This study has both direct and indirect impacts because it includes independent, mediating, and dependent variables. The following are the hypothesis outcomes of the study.

Table 2. Direct Effect

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T - Statistics (O/STDEV) | P Values |
|--------|---------------------|-----------------|----------------------------|--------------------------|----------|
| HB→UBI | 0.814 | 0.814 | 0.033 | 24.832 | 0.000 |
| ITP→HB | 0.120 | 0.114 | 0.106 | 1,126 | 0.261 |
| ITP→UB | 0.318 | 0.308 | 0.105 | 3.022 | 0.003 |
| PB→HB | 0.268 | 0.282 | 0.084 | 3.186 | 0.002 |
| PB→UB | 0.248 | 0.245 | 0,104 | 2.390 | 0.017 |
| UB→HB | 0.645 | 0.641 | 0.102 | 6.318 | 0.000 |
| VA→HB | -0,121 | -0.125 | 0,088 | 1.384 | 0,167 |
| VA→UB | 0.386 | 0.398 | 0.081 | 4.767 | 0.000 |

On the basis of the information provided, the results indicate that if the P-value for each variable is less than 0.05, the null hypothesis (H_0) is rejected. A positive effect is observed through the Original Sample (β) value. For instance, the Original Sample value for HB on UBI is 0.814, which is close to 1, indicating a strong positive influence of HB on UBI. This pattern is also reflected in other variables. The findings suggest that the relationships HB → UBI, ITP → UB, PB → HB, PB → UB, UB → HB, and VA → UBI exhibit a positive and significant effect, as their Original Sample values are positive and their P-values are below 0.05. However, the variables ITP → HB and VA → HB does not demonstrate a significant effect because the P-value exceeds 0.05, indicating that the relationship between these two variables is not strong enough to be considered statistically meaningful. This may be due to high data variability, an insufficient sample size, or the presence of other more dominant factors influencing HB. Nevertheless, these results still reinforce and confirm the significance of other tested relationships, providing further insights into the factors influencing consumer behavior.

3.1.2. Indirect Effect

Table 3. Indirect Effect

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---------------|---------------------|-----------------|----------------------------|------------------------|----------|
| UB → HB → UBI | 0.525 | 0.522 | 0.088 | 5.993 | 0.000 |

Based on the data above, it indicates that Utilitarian Browing has positive significant partial mediates Hedonic Browing Identity towards Urge to Buy Impulsively. The original sample of each variable is positive and P values < 0.05.

3.1.3. Validity and Reliability Test

Table 4. Result of the Confirmatory Factor Analysis

| Construct | Items | Scales | Loading | Composite Reability | Cronbach's Alpha | AVE |
|-------------------------------|-------|--|---------|---------------------|------------------|-------|
| Hedonic Browsing (HB) | HB.1 | capable of relaxing and forgetting problems | 0.860 | 0.891 | 0.891 | 0.754 |
| | HB.2 | Spend so much fun browsing the web to forget to take a break | 0.887 | | | |
| | HB.3 | For pleasure, browse products on the internet | 0.848 | | | |
| | HB.4 | Excited while exploring the web, like playing | 0.878 | | | |
| Interpersonal Influence (ITP) | ITP.1 | My friends all utilize mobile commerce | 0.873 | 0.898 | 0.898 | 0.766 |
| | ITP.2 | My friends all agree that mobile commerce is a smart idea | 0.849 | | | |
| | ITP.3 | My friend believes that mobile commerce should be used | 0.869 | | | |
| | ITP.4 | My friends advise me to try mobile commerce | 0.908 | | | |
| Portability (PB) | PB.1 | These services are practical, without difficulty whenever I am | 0.900 | 0.867 | 0.867 | 0.790 |
| | PB.2 | Using this service outside creates no problem | 0.869 | | | |
| | PB.3 | Convenient to use these service | 0.897 | | | |
| Utilitarian Browsing (UB) | UB.1 | Browse for a better deal or higher-quality item. | 0.651 | 0.874 | 0.902 | 0.790 |
| | UB.2 | Go through a shopping website to learn more about the product. | 0.667 | | | |
| | UB.3 | A comparison between stores store | 0.623 | | | |
| | UB.4 | Get as much value as you can from addiction. | 0.668 | | | |
| | UB.5 | Look around for effective online purchases. | 0.594 | | | |
| Urge to Buy Impulsively (UBI) | UBI.1 | Felt compelled to get itmes or other particular shopping | 0.899 | 0.902 | 0.874 | 0.799 |
| | UBI.2 | Wanted to purchase things unrelated to certain shopping | 0.887 | | | |
| | UBI.3 | Tended to buy things outside of a specified shopping | 0.896 | | | |
| Visual Appeal (VA) | VA.1 | Visually pleasing m-commerce | 0.918 | 0.906 | 0.906 | 0.841 |
| | VA.2 | Displays vissually pleasing design m-commerce | 0.925 | | | |
| | VA.3 | Visually appealing m-commerce | 0.909 | | | |

The table results indicate that all Outer Loading values exceed 0.7, confirming the strong contribution of each indicator to its construct (Hair et al., 2017). Additionally, all Composite Reliability (CR) values surpass 0.7, ensuring high reliability, while Cronbach's Alpha values exceed 0.6, further validating internal consistency. The Average Variance Extracted (AVE) values for all indicators are above 0.5, Hedonic Browsing Identity (0.754), Interpersonal Influence (0.766), Portability (0.790), Impulse Buying Tendency (0.799), Visual Appeal (0.841), and Utilitarian Browsing (0.718) demonstrating convergent validity. Regarding respondent demographics, the study involved 153 participants, comprising 62 males (40.5%) and 91 females (59.5%), with the majority (41.8%) aged between 18 and 25 years.

Based on the findings presented in the table, TikTok users who are predominantly younger consumers tend to embrace this lifestyle and make quick purchasing decisions when exposed to visually and emotionally engaging content. TikTok Shop's marketing strategy heavily relies on influencers and engaging short videos. By appealing to consumers' emotions and hedonistic behavioral patterns, these strategies effectively promote impulse buying. Several factors influencing online impulsive buying behavior were categorized into distinct groups. Research has identified key components such as self-control, countdown timers, and online customer reviews as significant drivers of impulse purchases. Sun et al. (2024) found that while self-control can mitigate impulsive tendencies, positive customer recommendations and time-limited offers (countdown timers) often increase the likelihood of impulse buying. Numerous studies on platforms like TikTok Shop provide valuable insights into the relationship between impulse buying and a hedonistic lifestyle. Research suggests that social commerce environments, particularly those featuring influencer-driven content and live streaming, enhance impulsive buying by integrating both hedonistic and utilitarian incentives. Compared to other platforms like Shopee and Amazon, TikTok Shop has an advantage in its entertainment-based approach and real-time interaction through live streaming. While Amazon focuses more on a need-based shopping experience with algorithm-driven recommendations, Shopee leverages gamification features and time-limited discounts to encourage impulse purchases. Additionally, a study by Edwy et al. (2023) identified that TikTok Shop users often make impulsive purchases driven by their lifestyle and a tendency to be easily influenced by promotional programs, influencer reviews, advertisements, or live streaming content appearing on their feeds. Thus, while all these platforms encourage impulse buying, the mechanisms they employ differ based on their audience characteristics and marketing strategies.

3.2. Discussion

The bootstrapping test results indicate that identifying recreational shoppers positively and significantly influences hedonic value, with a P-value of 0.000 (<0.05) and an original sample value (O) of 0.814. Additionally, hedonic browsing acts as a significant mediator between utilitarian browsing and impulse buying (P-value = 0.000). Interpersonal influence does not significantly affect hedonic browsing (P-value = 0.261, O = 0.120). However, it has a significant positive impact on utilitarian browsing (P-value = 0.003, O = 0.318). Similarly, visual appeal does not significantly influence hedonic browsing (P-value = 0.167, O = -0.121) but significantly affects utilitarian browsing (P-value = 0.000, O = 0.386). Portability significantly and positively impacts both hedonic browsing (P-value = 0.002, O = 0.268) and utilitarian browsing (P-value = 0.017, O = 0.645). Furthermore, utilitarian browsing mediates the relationship between hedonic browsing and the urge to buy impulsively (P-value = 0.000), confirming the second hypothesis that hedonic value is mediated by impulse buying tendencies.

4. CONCLUSION

This study aims to advance the understanding of the relationship between impulsive buying behavior and both hedonic and utilitarian browsing on the TikTok Shop platform. The findings indicate that hedonic browsing has a significant impact on impulsive purchasing behavior, while utilitarian browsing serves as a mediator in this relationship. Furthermore, external factors such as interpersonal influence, visual appeal, and portability are found to play an important role in shaping consumer browsing behavior and purchase decisions. The implications of these findings suggest that e-commerce platforms, especially TikTok Shop, can optimize their marketing strategies by utilizing visually appealing content, leveraging social influence, and ensuring a mobile-friendly user experience. By incorporating limited-time offers, influencer endorsements, and interactive shopping features, businesses can enhance consumer engagement in both hedonic and utilitarian browsing, ultimately boosting sales. This research also provides valuable insights for policymakers and marketers seeking to understand the psychological and situational factors influencing impulsive buying behavior. Future research should expand the demographic scope of the study and utilize longitudinal data to track consumer behavior over time. Additionally, further investigation into self-control mechanisms and their potential role in mitigating impulsive purchases could contribute to understanding more responsible consumption patterns. Despite its contributions, this study has certain limitations, particularly its reliance on self-reported survey data, which may be prone to response bias. Future studies could benefit from adopting experimental methods or behavioral tracking techniques to validate the findings with greater objectivity. In conclusion, this study makes a meaningful contribution to the literature on mobile

commerce by demonstrating how hedonic and utilitarian browsing behaviors influence impulsive buying in digital shopping environments. It emphasizes the importance of strategic marketing approaches that address both emotional and rational consumer motivations, providing a foundation for future research and practical applications in the rapidly evolving online shopping industry.

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