

“Buy Now or Be Left Behind!”: How Does Social Media Marketing, Celebrity Endorsement, Peer Pressure, and Testimonial Affect Online Impulse Buying Behaviour?

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Keywords

social media marketing,
celebrity endorsement,
peer pressure,
user generated content,
online impulse buying

Abstract

The states of social commerce development in Indonesia, especially TikTok Shop, has brought significant changes in the shopping patterns of Generation Z (Gen Z). This study evaluates the influence of social media marketing, celebrity endorsement, peer pressure, and user-generated content (UGC) on Gen Z's online impulse shopping behavior. A quantitative approach was used with purposive sampling technique on 474 Gen Z respondents who actively shop at TikTok Shop. Data analysis was conducted through Structural Equation Modelling (SEM) using SmartPLS. The results indicate that all four factors had a significant positive impact on impulse purchases, with peer pressure as the most dominant factor, followed by UGC, social media marketing, and celebrity endorsement. These findings confirm that social interaction, peer influence, and the authenticity of UGC play an important role in driving Gen Z's impulsive shopping decisions. From a practical perspective, marketers are advised to create strategies that take advantage of social pressures, such as group buying features, as well as work with micro-influencers to increase consumer trust. UGC based campaigns, such as creative challenges or user experience uploads, can increase audience engagement. Additionally, TikTok's recommendation algorithm can be optimized to display product content that matches Gen Z trends and preferences.

INTRODUCTION

Today's technological advances are marked by the widespread spread of the internet that provides connections between humans for communication, entertainment, and information exchange. The increasing internet usage in Indonesia presents commercial opportunities for Indonesians, where the Internet is used as a marketing communication tool. With the increasing sophistication of the digital era, social media has evolved from just a platform for interaction to a highly effective marketing communication tool. This phenomenon is further reinforced by the rise of social commerce, where transactions for buying and selling take place through social media platforms (Harjadi, 2024; Herzallah et al., 2025).

Social commerce, integrates social media and e-commerce elements, has created a new ecosystem where social interaction and purchase decisions are intertwined. This interactive environment allows anyone to connect with each other, rate products, gauge the opinions of others, engage in forums, share experiences, and make product recommendations. As a result, the specific characteristics of social commerce impacts consumer behavior (Herzallah et al., 2025). TikTok, so one of the most prominent examples in this regard. Although TikTok lags behind other social media platforms in terms of penetration rate in Indonesia, TikTok is still very popular among users social commerce. The popularity of the video-sharing app among social shoppers in Indonesia does not seem to be fading anytime soon, as they plan to continue using TikTok Shop to make purchases (Statista, 2023). Edwy et al., (2023) revealed that most people frequently make impulse purchases through the TikTok Shop app, this is influenced by promotional programs, influencer reviews, advertisements or testimonials. One interesting phenomenon has emerged related to their shopping behavior, which shows that Generation Z are more likely to buy things on impulse on the platform social commerce (Jumaisyah, 2024). Research indicates that 41% of Generation Z customers are impulsive shoppers, followed by 34% of Millennials and 32% of Generation X (Djafarova & Bowes, 2021). A survey by Populix (2023) shows that 67% of young consumers in Indonesia make spontaneous purchases of products outside their shopping lists due to various internal and external stimuli. The results of the study show that when they feel positive emotions when interacting with social commerce platforms, they tend to make impulse purchases (Mardhiana, 2024).

Research by Singh et al., (2023), identifies factors that trigger impulsive buying behavior, with social media marketing being a significant contributor. This strategy leverages social media platforms to engage customers, build brands, boost sales, and attract traffic to websites. Marketers create relevant and engaging content to engage users and attract potential customers, by tailoring strategies for each platform (Nguyen et al., 2024). Futhermore, he said many people choose TikTok, a popular social media platform, due of its ease of facilitating interaction among users, customers, and brands. Information, entertainment, trust, and social interaction in videos on TikTok have a direct and positive effect on consumers' purchase intentions, especially Gen Z as a generation that is familiar with digital (Thuy et al., 2022). Yasin et al., (2023) presenting social media encourages impulse purchases through engaging ads tailored to user preferences, triggering emotions and the urge to buy immediately. But, Nurazizah et al., (2023) stated that there was no positive and significant influence of social media marketing against impulse purchases.

Another factor, along with the increasing development of social media such as Tiktok, which is increasingly being used by various circles. Amariyls et al., (2022) states that celebrity endorsement it can provide information about products, influence consumer attitudes and behaviors towards the products marketed, and enable companies to increase product sales. Celebrities who have high credibility and trust, have a big influence on Gen Z's behavior towards their online shopping (Putri & Madiawati, 2023). Zafar et al., (2021) submit impulse buying occurs due to the influence of content created by social media celebrities and its relevance to organizations and consumers. It is powered by Li et al., (2023), which states celebrity endorsement also has a positive and significant effect on impulse buying behavior. But Wijaya & Suasih (2020) explain celebrity endorsement directly has no positive and significant effect on impulse purchases.

In fact, Gen Z is inseparable from the existence of social relationship factors or social pressure. In this context, peer pressure is characterized by the influence of celebrities' behaviors and opinions on the products offered on social media platforms. A strong connection exists between peer influence and impulsive buying behavior suggests that purchasing decisions can be heavily swayed by their friends and social circles. In the context of online shopping, peer relationships and attachment within friendship groups have an effect on communication between friends, which ultimately increases the desire to buy impulsively and encourages impulsive buying behavior (Kusmaharani & Halim, 2020). When using social commerce platforms, consumers tend to find and interacting with various social cues that lead individuals to make impulse purchases (Zafar et al., 2020). In line with research Anaya et al., (2024), peer pressure has a significant influence on impulse buying behavior. However, it is different with research C. Li et al., (2022), which states peer pressure cannot influence impulse online purchases.

It is undeniable, in the digital economy era, purchasing decisions are influenced by various factors, one of which is user generated content (UGC). Wolf (2020), said, Gen Z who believe in UGC makes social media very effective, because UGC triggers positive emotions that encourage information sharing and increase follower interest. According to Karyadi et al., (2023) user generated content affects impulse purchases. User-generated content (UGC) is becoming the primary source of product information, playing a crucial role in building emotional reactions and encouraging impulse purchases (Kim & Johnson, 2016).

However, despite the many studies that have been conducted, there is still a knowledge gap on how social media marketing, celebrity endorsement, and peer pressure affect the impulsive shopping behavior of Generation Z. Previous studies have shown that there is an inconsistency in findings between social media marketing, celebrity endorsement, and peer pressure against impulsive purchases. Therefore, the author is interested in continuing this research and it is important to do so. The study will also explore the problems Gen Z faces when shopping online, including the influence of peer pressure. With that, this research will deliver a new interpretation of how social and psychological dynamics affect impulse shopping behavior in the digital era. What's more, this study highlights the behavior of Gen Z in Indonesia on TikTok Shop as the main social commerce platform in Indonesia, which has not been widely researched. The purpose of this study is to analyze the factors that affect the online impulse shopping behavior of Generation Z Indonesia from social media marketing, celebrity endorsement, peer pressure and user generated content. This research will make theoretical and

practical contributions for academics interested in consumer behavior as well as marketing practitioners who want to understand and utilize the online impulse shopping behavior of Generation Z. Thus, the findings of this research can help in creating more relevant and effectual marketing techniques for this highly digitally connected generation.

LITERATURE REVIEW

Online Impulse Buying

Impulse buying is an emotion-driven consumer behavior, carried out without planning, and without considering if the product is really needed or merely a curiosity (Febriandika et al., 2023). The wide spread of online channels and advances in information technology that increase access to products and services, are triggers for consumers to make impulsive purchases (Leong et al., 2018). According to research Thakur et al., (2020), young consumers are more at risk of making impulse purchases when shopping online, as they are more susceptible to factors that trigger impulse purchases. Impulsive buying tends to be quick and aggressive. The increase in online shopping has also encouraged the development of impulse buying behavior on online platforms (Showrav et al., 2021).

Social Media Marketing

Ibrahim et al., (2020) states that social media marketing is an advertising and communication medium that supports an organization's marketing strategy by creating greater interaction through online relationships with its consumers. The goal of social media marketing is to improve consumer relations and purchasing interest and attract the attention of potential customers by showcasing engaging product content (Eko & Amani, 2023). Seo & Park (2018) added that social media focuses on online platforms or applications designed to facilitate interaction, collaboration, and content sharing, particularly in marketing activities. This strategy builds trust in the brand through positive experiences with its products, whether they are goods or services (Rugati & Santoso, 2025).

Celebrity Endorsement

Celebrity endorsement is understood as a marketing strategy in which an individual with public recognition uses their status to promote a product by featuring it in an advertisement (Jun et al., 2023). Some celebrities even create their branding to differentiate themselves from other brands, making it easier for consumers to choose products according to their preferences (Meng et al., 2020). Since celebrity endorsements can influence individuals effectively, they are considered more effective for marketing products using celebrity endorsements than ordinary people (Asakdiyah et al., 2024). Celebrities who have high credibility and trust have a significant influence on Gen Z's behavior towards their online shopping (Djafarova & Bowes, 2021).

Peer Pressure

Researchers define peer influence as a strong drive for individuals to conform and be accepted in social groups, which ultimately encourages them to yield to pressures from their surrounding environment. Generally, peer influence refers to how much a person's attitudes, beliefs, and actions are affected by their peers (Sheu et al., 2017). In addition, Peer

pressure is an influence that encourages changes in attitudes, values, or behaviors to align with what is considered socially acceptable within a group, whether directly or indirectly (Gulati, 2017). Pressure can be more aggressive and manipulative, leading young adults to make sudden, impulsive choices with peer support (Thürmer et al., 2020).

User Generated Content

User-Generated Content (UGC) is any type of content created by internet users that is publicly accessible and not directly influenced by marketers, including writings, comments, reviews, pictures, and videos (Cheung et al., 2022). Specifically, UGC is often created and shared by individuals or independent opinion leaders who are not paid by companies, which makes it a credible and trustworthy source of information (Cheung et al., 2020). Gen Z tends to like user-generated content (UGC). They actively search for information on platforms and often make purchases online (Shetu, 2023).

Hypothesis Development

Social Media Marketing → Online Impulse Buying

Social media marketing is a type of marketing conducted through social websites to increase awareness, recognition, and action towards a brand, product, or company. This takes advantage of social media platforms to highlight products and services through engaging content formats, encouraging users to make impulsive purchase decisions (Xiang et al., 2022). Impulse buying occurs more frequently on digital platforms than in physical environments. Social media significantly drives this behavior through social influence, emotional engagement, and the ease of reaching and acquiring products (Aragoncillo & Orús, 2018). Well-managed social media marketing by brands contributes to increased product exposure and triggers specific psychological processes that can drive consumers to make impulsive purchases in a digital environment (Safeer, 2024).

H1: Social Media Marketing has a positive and significant effect on Online Impulse Buying.

Celebrity Endorsement → Online Impulse Buying

Marketing through celebrities in social commerce has effectively encouraged impulsive buying, particularly when the celebrities are perceived as physically attractive and trustworthy. Followers prioritize credibility and attractiveness over the celebrity's expertise or status. As a result, marketing strategies that foster this positive perception are crucial in triggering impulsive buying behavior among followers (Kian et al., 2021). This is further supported by celebrity endorsements on social commerce platforms, significantly influencing consumers' impulsive buying intentions in Indonesia. Together, these endorsements can create positive perceptions in consumers' minds, ultimately encouraging impulsive purchasing decisions (Zhu et al., 2020). Young consumers, especially Generation Z, feel the ease of access in their shopping experience due to the involvement of credible celebrities on social media. This influences their preferences and purchasing decisions, resulting in a tendency for online impulsive buying (Lina et al., 2022).

H2: Celebrity Endorsement has a positive and significant effect on Online Impulse Buying.

Peer Pressure → Online Impulse Buying

Peer influence is one of the significant external factors in driving online impulsive buying behavior. In a digital context, the social environment formed through online interactions effectively triggers consumer behavior, especially among the younger generation (Rahmawati & Primanto, 2023). This indicates that on social commerce platforms, when users actively support each other by offering data, tips, and recommendations, they are more likely to receive information from other users as fact and use it as a basis for making purchasing decisions (Hu et al., 2019). This study's findings align with previous studies conducted by Thürmer et al., (2020) and Anaya et al., (2024), which revealed that peer pressure significantly influences on impulsive buying behavior.

H3: Peer Pressure has a positive and significant effect on Online Impulse Buying.

User Generated Content → Online Impulse Buying

User-generated content (UGC) effectively bridges the gap between brands and consumers by encouraging engagement, authenticity, and trust. Exposure to user-created product-related content in the online environment significantly correlates with impulsive buying behavior (Balandó et al., 2024). User-generated content is highly effective in driving impulsive buying behavior, especially when the content successfully creates social bonds and builds trust within the community (Rajput et al., 2022). Research findings from Karyadi et al., (2023) and Zhao & Ding, (2024) also support this. UGC positively and significantly impacts impulsive buying.

H4: User-Generated Content has a positive and significant effect on Online Impulse Buying.

METHODS

This study analyzes individuals who are part of Gen Z and have made impulse purchases online through the Tiktok application in Indonesia. Data was collected using non-probability sampling techniques with the purposive sampling method during the February-March 2025 period. Primary data was collected using self-contained questionnaires created with Google Forms and shared online through various social media platforms, including Instagram, WhatsApp,

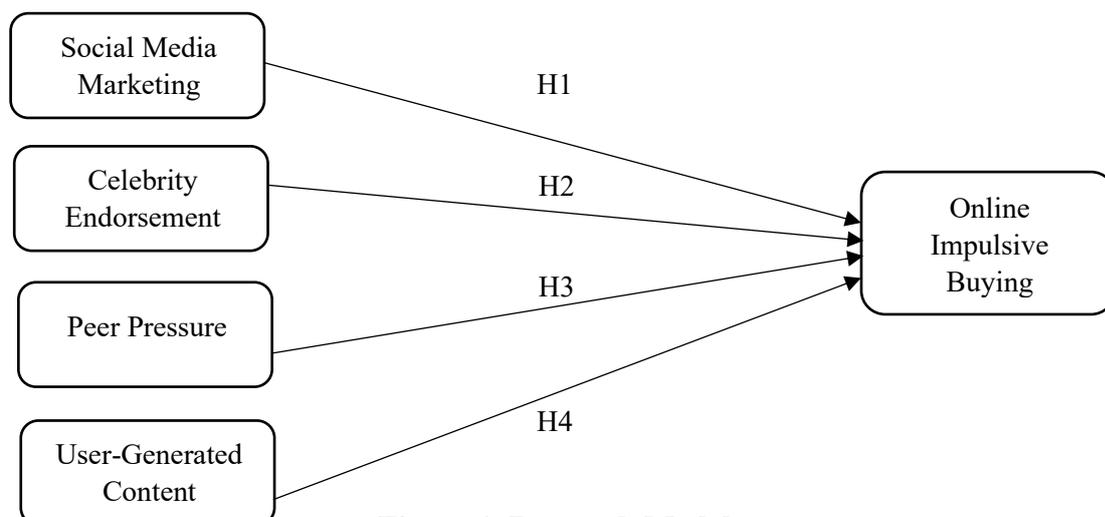


Figure 1. Research Model

Source: Modified from Rahmawati & Primanto (2023)

Table 1. Operational Variables

Variables	Indicator
Social media marketing	I find interesting contents shown in social media about the brand I am considering to buy.
	It is easy to deliver my opinion about the brand I am considering buying through social media.
	Using social media to search for information about the brand I am considering buying is very trendy
	I would like to pass along information on brand, product, or services from social media to my friends.
Celebrity endorsement	This person is Trustworthy
	This person is Attractive
	This person is Expertise
Peer pressure	I buy the same product that my friends buy to not feel left out.
	I overspend to keep up with my friends.
	I buy products to impress my friends.
	I feel the need to spend money to maintain my social status within my group.
User Generated Content	The content is authentic.
	The content is interesting.
	The content is useful.
	The content is valence.
Online Impulse buying	I buy products items on a whim on tiktok shop
	When I find something I like on tiktokshop, I purchase it immediately.
	I tend to buy things I have no desire to buy during online shopping.
	During online shopping, I buy products without a lot of thinking.
	I tend to think about it after purchasing.

X, and TikTok. To ensure the accuracy of the data, a screening process is carried out so that only Gen Z respondents who are from Indonesia and have made impulsive purchases online can participate. The determination of the number of samples refer to the recommendation Hair. et al., (2017), which the number of respondents should ideally be at least five times the research indicators and a maximum of ten times the indicators. The study requires a total of 400 respondents to achieve the desired sample size. To anticipate the possibility of incomplete or invalid questionnaires, this study collected a total of 474 respondents.

All measurements were based on the subjective assessments of respondents, utilizing a five-point Likert scale ranging from (1) strongly disagree to (5) strongly agree. A total of 40 measurement indicators were adapted from previous research to ensure the validity of the content. The variables tested in this study include social media marketing, celebrity endorsement, peer pressure, user generated content, and online impulse buying. Social media marketing is measured through four questions modified from previous research (Ismail, 2017). In this study, celebrity endorsement has quite a lot of items as many as fifteen items adapted from the research (Sari et al., 2021). Peer pressure was measured using four items modified from previous research (Anaya et al., 2024). User Generated Content also has quite a lot of items as many as twelve adoption items from previous research (Luo & Lee, 2022). Lastly, Online Impulse Buying adapted five items from previous research (Kimiagari & Malafe, 2021).

The data collected was analyzed using Structural Equation Modeling (SEM) as the analysis method with the help of SmartPLS 4.0 software. SEM is a technique to analyze the

conceptual framework with a single method and helps measure the extent to which the dimensions of a variable reflect that variable (Hair et al., 2019).

Table 2. Validity Test Result

Indicator	Social Media Marketing	Celebrity Endorsement	Peer Pressure	User Generated Content	Online Impulse Buying
SMM1	0.835				
SMM2	0.773				
SMM3	0.776				
SMM4	0.840				
CE1		0.818			
CE2		0.781			
CE3		0.812			
CE4		0.827			
CE5		0.844			
CE6		0.822			
CE7		0.801			
CE8		0.784			
CE9		0.814			
CE10		0.827			
CE11		0.816			
CE12		0.842			
CE13		0.811			
CE14		0.830			
CE15		0.849			
PP1			0.878		
PP2			0.878		
PP3			0.867		
PP4			0.900		
UGC1				0.801	
UGC2				0.790	
UGC3				0.797	
UGC4				0.812	
UGC5				0.811	
UGC6				0.810	
UGC7				0.820	
UGC8				0.825	
UGC9				0.834	
UGC10				0.825	
UGC11				0.827	
UGC12				0.846	
OIB1					0.900
OIB2					0.906
OIB3					0.923
OIB4					0.916
OIB5					0.903

Source: Data Primary Processed, 2025

RESULT AND DISCUSSION

Based on the data obtained in this study, there are 474 respondents. Which respondents were women, young, and productive (21-24 years old). Most of them are domiciled on the Java with the main income from IDR 1,000,001 – IDR 2,000,000. In the use of TikTok, they access this platform 3-5 times a day with an average duration of 1-2 hours per day. This indicates that TikTok is a popular platform among respondents, especially among Gen Z.

Convergent validity was assessed through factor loadings, in accordance with the guidelines of Hair et al., (2019). As shown in Table 2, all the indicator's loading factors exceeded the recommended threshold of 0.7.

Table 3 shows the reliability test result. These findings confirm that the five variables used in this study were reliable, as all indicators meet the predetermined thresholds, namely composite reliability >0.7 , and Cronbach's alpha >0.7 (J. F. Hair et al., 2019).

Based on Table 4, the determination coefficient (R^2) of 0.675 indicates that the online impulse buying variable in shopping activities can be explained by 67.5% by the variables of social media marketing, celebrity endorsement, peer pressure, and user-generated content, while the remaining 32.5% is influenced by other factors outside the model. Thus, this R^2 value indicates that the model is in the strong category (Hair et al., 2022).

Table 3. Reliability Test Result

Variables	Cronbach's Alpha	Composite Reliability
Social Media Marketing	0.821	0.830
Celebrity Endorsement	0.965	0.965
Peer Pressure	0.906	0.906
User Generated Content	0.955	0.955
Online Impulsive Buying	0.948	0.948

Source: Primary Data Processed, 2025

Table 4. R-Square Result

	R-square	R-square adjusted
Online Impulse Buying	0.675	0.672

Source: Data Primary Processed, 2025

Hypothesis Test

Table 5. Hypothesis Testing Result

Hypothesis	Original Sample (O)	Sample Mean (M)	T-statistics (O/STDEV)	P values
Social Media Marketing → Online Impulse Buying	0.310	0.310	6.258	0.000
Celebrity Endorsement → Online Impulse Buying	0.184	0.185	4.260	0.000
Peer Pressure → Online Impulse Buying	0.282	0.282	8.583	0.000
User Generated Content → Online Impulse Buying	0.295	0.295	6.655	0.000

Source: Primary Data Processed, 2025

As shown in Table 5, the result of direct hypothesis testing using SmartPLS bootstrapping. The general guideline is that a p-value must be greater than 0.05 to be considered acceptable (Hair et al., 2022). Based on these result, it is clear that social media marketing has a positive impact on online impulse buying (first hypothesis accepted), celebrity endorsement contributes positively to online impulse buying (second hypothesis is true), peer pressure has a positive influence on online impulse buying (third hypothesis accepted), user generated content (UGC) positively influences online impulse buying (fourth hypothesis supported).

Discussions

The positive influence of social media marketing on online impulse buying is consistent with research Singh et al., (2023) which found that interactive content-based marketing strategies (such as short videos and challenges) and trends on social media were able to trigger emotional responses that drove impulse purchases. However, these results are contrary to the findings Nurazizah et al., (2023) which indicates that social media marketing does not have a positive or significant impact. This difference may be due to the characteristics of the TikTok platform that are more visual and interactive than other platforms (e.g. Shopee), so that marketing content on TikTok is more effective at capturing people's attention, especially Gen Z (Thuy et al., 2022).

The research of Li et al., (2023) and Asakdiyah et al., (2024) prove that the celebrity endorsement strategy positively impacts impulsive buying behavior on online platforms. It highlights that the credibility and attractiveness of celebrities play an important role in shaping consumer trust, which ultimately encourages spontaneous purchase decisions. However, these findings contradict Wijaya & Suasih (2020) which did not find a positive and significant effect of celebrity endorsement on impulse purchases. This difference can be explained through the context of the product, this research focuses on skincare and fashion products that tend to be more influenced by influencer recommendations (Djafarova & Bowes, 2021), while previous research examined culinary products with different dynamics. In addition, the use of micro-influencers on TikTok may be more effective because they are considered more authentic by Gen Z (Satria et al., 2019).

Peer pressure has the strongest influence, according to Anaya et al., (2024) and Xiang et al., (2016) which highlights social pressure as a key driver of impulse buying among teens. However, this result is different from C. Li et al., (2022) which states that Peer Pressure has no positive and significant effect. This difference may be related to the collectivist culture in Indonesia, where social acceptance is very important for Gen Z (Kusmaharani & Halim, 2020). TikTok's environment that facilitates social interaction (e.g. through stitch features or content collaboration) amplifies the influence of peer pressure, especially when a product goes viral among peers.

UGC also has a positive effect, in line with Balandó et al., (2024) and Luo & Lee, (2022) which found that user-generated content (such as reviews and unboxing) increased trust and the drive to buy. They added, this indicates that in the context of social commerce, user generated content (UGC) is a primary source of information for consumers in purchasing decisions. Furthermore, consumers tend to reduce uncertainty in decision-making by identifying, selecting, and processing information deemed relevant from UGC. Gen Z tends to be skeptical of traditional advertising but trusts recommendations from other users more (Shetu, 2023). The authenticity of UGC on TikTok, such as short videos that don't seem professionally made, is key in influencing purchase decisions (Wolf, 2020).

TikTok Shop has changed Gen Z's shopping habits, where searching for information and making purchases happen almost simultaneously. The combination of creative content, user reviews, celebrity endorsements, and social pressure accelerates their decision. Gen-Z tends to like being engaged, which contributes to an increase in the tendency to make impulse purchases, especially in the context of direct interactions and their enjoyable shopping experiences while browsing social media (Haniyah & Andriani, 2025). High creativity is essential so that the promotional messages conveyed on various platforms remain consistent, attract consumers' attention, and encourage repeat purchases (Yasmin et al., 2024). Short videos, challenges, and viral hashtags attract the attention of Gen Z to content such as product tutorials or product unboxing serves as more convincing covert ads and the authenticity of User Generated Content (UGC) is also a major factor. Compared to traditional advertising, Gen Z believes more in real testimonials (Wardani, 2023).

CONCLUSION

The study found that marketing through social media, celebrity endorsements, social pressure, and user-generated content (UGC) played a significant role in driving the impulsive shopping behavior of Generation Z in Indonesia on the TikTok Shop app. The results of the analysis showed that the four factors had a positive influence, with social pressure being the most dominant factor, followed by UGC, social media marketing, and celebrity endorsements. These findings are consistent with consumer behavior theory in online impulse shopping, which highlights the role of social interaction, engaging content, and external influences as triggers for spontaneous shopping decisions. TikTok's unique characteristics such as the short video format that builds emotional engagement, collaborative features, as well as the authenticity of UGC further reinforce Gen Z's impulsive tendencies. This research broadens the insight into the mechanism of online impulse shopping by combining social aspects and content in a single model, especially in the context of video-based platforms. These findings also support a recent study by Chen et al., (2019) which indicates that social pressure (peer influence) and

personalized content (such as algorithmic recommendations) are key in shaping impulsive behavior in the digital environment).

Managerial Implications

From a practical perspective, these findings have important implications for marketers. They highlight the potential of leveraging social influence through strategies like group buying and viral campaigns that encourage user interaction. To optimize user-generated content (UGC), creative challenges, consumer reviews, and incentives can be implemented to promote active participation in sharing shopping experiences. Social media marketing (SMM) strategies should be designed in an interactive visual format that resonates with TikTok's unique trends to evoke emotional responses from consumers. When selecting influencers, marketers should prioritize individuals with high credibility and authenticity, particularly micro-influencers, who tend to be more trusted by Gen Z. Additionally, maximizing the use of TikTok's algorithms to showcase product content that aligns with user preferences can enhance the likelihood of impulsive buying.

Limitations

There are some limitations, such as the scope that only focuses on Gen Z and TikTok Shop, so the results are difficult to generalize to other platforms such as Instagram or to the older generation. In addition, the purposive sampling method has the potential to produce bias, while internal factors such as fear of missing out (FOMO) or consumer personality have not been studied in more depth.

Recommendations

For future research, it is recommended to conduct comparisons between generations (e.g. Gen Z vs Alpha) or between platforms (TikTok vs Instagram Reels) to understand the differences in impulse shopping patterns. Qualitative approaches, such as in-depth interviews, can also provide further insight into the psychological motivations behind purchasing decisions. In addition, longitudinal studies can be helpful in monitoring changes in consumer behavior as technology and social commerce trends evolve. Thus, the research findings can serve as a foundation for developing a more comprehensive and adaptive marketing strategy that aligns with the dynamics of digital consumer behavior.

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