

## The Phenomenon of Impulsive Buying at TikTok Shop

Ferby Mutia Edwy; Inanda Shinta Anugrahani; Ali Faiq Pradana; Ivan Febia Ananda Putra

Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

E-mail: [ferby.edwy.fe@um.ac.id](mailto:ferby.edwy.fe@um.ac.id)

<http://dx.doi.org/10.47814/ijssrr.v6i1.920>

### **Abstract**

This study aims to determine the phenomenon of impulse buying on TikTok Shop users. This study uses a qualitative method. Data collection is done by interview. The results showed that the majority of respondents had and often made impulse purchases on the TikTok Shop application. This is influenced by the lifestyle and the character of the respondents who are easily influenced by promotional programs, reviews from influencers, advertisements or live broadcasts that pass on their homepage. Most respondents feel regret after making an impulse purchase.

**Keywords:** *Impulsive Buying; Tiktok Shop*

### **Introduction**

The impact of the Covid-19 pandemic, there are regulations limiting community activities issued by the government. All community activities that were originally carried out face-to-face have turned online to maintain health and safety together. Several schools and universities implement online learning systems from home. Likewise, the office also applies work from home.

Restrictions on these activities make people spend more time at home. This makes them look for ways not to get bored at home for a long period of time (Dewa & Safitri, 2021). One way to overcome boredom is to access social media.

TikTok is one of the social media that is widely accessed by the public during the pandemic. The results of a preliminary survey conducted by (Hardadi & Trianasari, 2021), 85.7% of respondents have a TikTok application account. TikTok is an application that is experiencing rapid development into popular culture in Indonesia, due to the popularity of TikTok in Indonesia in recent years.

TikTok is constantly improving the features offered on its app. One of them is the TikTok Shop feature. This feature allows users to purchase products through TikTok. The emergence of this feature is also accompanied by the promos it offers, such as discounts and free shipping.

The existence of a live broadcast feature in the TikTok application also makes it easier for sellers to promote their wares. Buyers can watch and interact with sellers in real time. In addition, the yellow basket feature and the endorse program are also a marketing strategy at TikTok Shop. An influencer can

create a promotional video that is integrated with the yellow cart feature. Shoppers can make purchases with just the touch of a finger on their smartphone. When a buyer clicks on the available yellow cart, they are immediately directed to the product page and directed to directly purchase or add the product to the virtual shopping cart.

This convenience in purchasing transactions can cause people to make impulsive buying. Impulse buying decisions are spontaneous decisions made by consumers when they see promotions on the web, and can be caused by many things, such as attractive products, discounts, or new products (Edy & Haryanti, 2018).

Impulsive buying is the tendency of consumers to make an immediate, dynamic, spontaneous purchase rather than a well thought out purchase. Impulse buyers are more likely to act as they wish and more likely to react decisively and quickly to buy impulsively (Rook & Fisher, 1995). Similarly, the opinion expressed by (Rohman, 2009), impulsive reaction as the tendency of consumers to buy spontaneously, immediately and quickly influence consumers to make purchase decisions without planning and automatically without thinking about the risks of the decisions taken.

Research conducted by (Fernanda, 2019) shows that the provision of sales promotions in the form of short-term incentives such as price discounts, cashbacks, flash sales, and shipping discounts can provide incentives for consumers to make purchases that were not previously planned or increase the number of purchases. Impulse buying is much influenced by emotional aspects, advertisements that can provide emotional attachment to consumers can cause a sensation of pleasure when consumers make purchases, feelings of love for products, comfort when making purchases, and feelings of wanting to have high quality products. Unique and different advertising appearances, providing appropriate and easy-to-understand advertising information and attracting attention, have also been shown to increase unplanned purchases.

Impulsive buying is an emotional behavior. Consumers are easier to make impulse purchases through presentations and encouragement through live broadcasts for a limited time. Sellers use their charm and skills to display complete products in a short time, interact with consumers in real time and encourage consumers to make purchases (Lee & Chen, 2021).

Currently, shopping activities are not just to meet the needs of life but have become a lifestyle. The convenience of consumers in carrying out shopping activities gives rise to the phenomenon of shopping that is carried out by the community unplanned or often referred to as impulse buying (Pratiwi, 2017). Therefore, the purpose of this study is to find out about the phenomenon of impulsive buying on TikTok Shop application users so that it is hoped that it can be taken into consideration to open readers' insights about impulsive buying behavior.

## ***Literature Review***

### **Impulsive Buying**

Impulsive buying is the tendency of consumers to make an immediate, dynamic, spontaneous purchase rather than a well thought out purchase. Impulse buyers are more likely to act as they wish and more likely to react decisively and quickly to buy impulsively (Rook & Fisher, 1995).

Impulsive buying is a sudden and immediate purchase without any prior intention to purchase a particular product category or fulfill a task for the purchase of a particular product. Impulse buying occurs after experiencing the urge to make a purchase tends to be spontaneous and in a hurry (Beatty & Ferrell, 1998).

Impulsive buying is the tendency to buy products or services unplanned, then when purchases are often unplanned, consumers generally buy products or services that are not listed on the shopping list (Fitriana, 2016).

Loudon and Bitta describe four types of impulsive buying, namely pure impulses, suggestive impulses, reminder impulses and planned impulses. Pure impulsivity is a buying process that is done without any consideration, while suggestive impulsiveness is a purchase by perceiving that one day you will need it. The impulsive reminder is a spontaneous buying process when you remember that the stock of goods already needs to be purchased, and the planned impulse is the buying process when there is a discount or discount (Ummah & Siti Azizah Rahayu, 2020).

Impulsive buying is a spontaneous and unplanned purchase. In this condition, the phase that should be used for various cognitive considerations is replaced and dominated by emotional factors such as purchase pleasure and momentary satisfaction (Ernawati, 2021).

We conclude that the notion of impulse buying is consumer behavior in deciding to buy an item in a hurry without an urgent need supported by an attractive marketing strategy.

## **Methods**

This research used qualitative methods with a phenomenological approach. Studies with a phenomenological approach attempt to explain the meaning of a number of people's life experiences about a concept or phenomenon, including their own self-concept or view of life (Kuswarno, 2007). Research data obtained through interviews and literature study. The research subjects are TikTok Shop users in Surabaya.

## **Findings**

The results of interviews that have been conducted, found that there are various views of respondents on impulsive buying.

### **Impulsive Buying**

According to P1 regarding his experience when making impulse purchases at TikTok Shop.

*"I once made an impulse purchase of fashion products. Many fashion models have appeared on TikTok. Influencers also often recommend fashion products. Therefore, I suddenly became interested in buying it."*

The following are explanations from several respondents regarding their experiences when making impulse purchases.

*"I often make impulse purchases at the TikTok Shop. One of them is that I buy processed foods because at that time "sambal" was popular which was packaged in bottles or cans. The sambal has many variations such as containing squid, tuna, chicken, and others." (P6, interviewed on September 24, 2022).*

*"I very often shop impulsively at TikTok Shop. Usually, I accidentally watch a live broadcast that appears on For You Page (FYP) and become interested in the product offered by the seller, so I buy it. In addition, during the promotion of the twin date, I often buy a product spontaneously because the price offered is usually much lower than the normal price and the limited time for the promotion makes me buy it immediately before it runs out" (P15, interviewed on September 25, 2022).*

Unlike P1 and P6, respondents P4, P5 and P7 never made an impulse purchase at TikTok Shop. The following is explanation of P5:

*"I have never made an impulse purchase because I always consider it in terms of goods and my financial condition"*

Summary: 12 out of 15 respondents have made an impulse purchase. Overall, most what respondents bought impulsively were food products. In addition to food products, respondents also often buy skincare or cosmetics and fashion products impulsively.

### **Internal Factors that Influence Impulsive Buying**

The interview results of research respondents also provide knowledge about the factors that influence them to make impulse purchases. P10, P13 and P14 said that their lifestyle was a factor in making impulse purchases. The following are the results of P10's interview:

*"The factor that influences impulse buying is lifestyle. I often buy things because of fear of missing out (FOMO), afraid to miss a certain trend or promotional moment."*

In addition, the results of the interview found that character is also a factor in respondents making impulse purchases. Most respondents said that such characters are easily influenced and easily tempted when they see a product.

*"In terms of character, I am easily tempted by unique and trending items, so I spontaneously buy these items" (P2, interviewed on September 24, 2022).*

*"I am easily influenced whether influenced by friends to buy the item or when I see reviews as well as advertisements that appear on FYP. When watching live broadcasts on TikTok, I also often spontaneously buy an item because it is influenced by the way the seller explains the product." (P1, interviewed on 24 September 2022).*

One of the respondents, namely P8, said that:

*"In my opinion, the most important factor is the way of marketing. Is the marketing interesting or not. If the marketing is attractive, I often spontaneously buy the product even though I had no intention of buying it before."*

Summary: most respondents said that the factors that influenced them to make impulse purchases were their easily influenced and seduced character. Furthermore, there are also lifestyle factors that always want to follow ongoing trends.

### **Impact of Impulsive Buying**

Impulsive buying will certainly have a different impact on each perpetrator. The following are the results of interviews regarding the impact of impulse buying on respondents.

*"I feel regret if the goods purchased do not meet expectations. But if the item fits, I don't feel sorry for it" (P3, interviewed 24 September 2022)*

P2 also said the same thing as P3:

*"Shortly after buying the item, I regret it, but if the item has arrived and is in accordance with expectations, then I'm happy."*

*"When I bought it, I felt normal, but when the item came, I suddenly regretted it." (P1, interviewed on 24 September 2022).*

*"Sometimes I feel happy for a moment, then regret it when I realize that I have bought things spontaneously" (P10, interviewed on 25 September 2022).*

Unlike the other respondents, P12 does not feel sorry. According to P12:

*"It's okay, I have no regrets"*

Summary: Overall, the majority of respondents feel sorry after making an impulse purchase. The purchases they make are usually without thinking and are done spontaneously so that if the product they order does not meet their expectations, they will feel sorry. However, several respondents said that they did not feel sorry if the product turned out to be in line with their expectations.

## **Discussion**

According to (Nguyen & Giang, 2021), social media is considered an effective channel for digital marketing in today's world because of its strong ability to interact. The development of social media creates a growing demand for online shopping. Consumers today are not only faced with offers in physical stores but also virtual stimuli through their social media pages. By interacting on social media, people influence each other's decisions through the influence of *key opinion leaders* (KOL), social groups and brand campaigns.

TikTok is a social media that provides features for online shopping known as TikTok Shop. Sellers can offer and sell their products through TikTok Shop. There are many features that traders can take advantage of, such as the yellow basket feature, live broadcasts, advertisements, and endorse programs.

The number of features that TikTok provides for promotion will certainly affect users of the application. Based on the results of the study, respondents who initially did not intend to buy a product ended up buying the product spontaneously because they saw live broadcasts by sellers, advertisements in FYP and product reviews by influencers.

Various promos given when sellers conduct live broadcasts or shopping festivals such as twin dates every month also encourage consumers to make impulse purchases. The free shipping program, discount coupons that are valid only during live broadcasts and discounted prices encourage consumers to make purchases immediately due to the limited time of the promotion. This is in line with (Yulianto et al., 2021), the stimulus provided during sales promotion activities allows consumers to shop impulsively. Consumers are aware that these lower product offerings are only available for a limited time and sometimes in limited quantities as well. The more limited time and quantity of products in the promotional program offered, the more likely consumers will shop impulsively.

In addition, products that are viral or trending also make consumers make impulse purchases. The feeling of not wanting to be left behind with fashion or something that is trending makes them buy a product impulsively. Research conducted by (Uyan & Hamidi, 2020), analyzed the effect of online viral marketing on impulsive buying behavior. There are four indicators regarding viral marketing, namely informativeness, entertainment, irritation, and source credibility. The results showed that there was a positive relationship between informativeness, entertainment, and source credibility with impulsive buying behavior. Meanwhile, irritability is not positively correlated with impulsive buying behavior. It becomes important for sellers to ensure that viral marketing content is informative to customers so that

customers can respond positively. In addition, it is important to present fun viral marketing content, in order to attract customers. On the other hand, sellers must ensure that messages sent through viral marketing are irritant and unobtrusive. The seller must also ensure that the message is not offensive, as customers will react negatively.

Based on the results of the study, character is one of the factors that encourage respondents to make impulse purchases. Respondents have a character that is easily influenced and easily tempted by the promotional stimulus offered. Feelings of not wanting to miss trends and shopping festival moments are also factors that encourage them to make impulse purchases.

The next factor that encourages respondents to make impulse purchases is lifestyle. This is in line with research conducted by (Pramesty & Simanjuntak, 2020) which found that lifestyle has a significant effect on impulse buying. The higher the lifestyle will encourage the formation of impulse purchases in individuals, and vice versa.

The majority of respondents have feelings of regret after making an impulse purchase. This can be taken into consideration for consumers when they have the urge to make an impulse purchase so they can think calmly and assess carefully whether they really need the product.

## Conclusion

Overall, the majority of respondents make impulsive buying on the TikTok Shop application. Factors in the respondents that encourage impulse buying are character and lifestyle. Most respondents feel regret after making an impulse purchase. This can be used as a consideration for consumers when there is an urge to make an impulse purchase so they can think calmly before deciding to buy a product. Based on the interviews conducted, all respondents understand the differences between needs and wants. This can be used as a basis for considering whether a product they want to buy is a desire or a need so that there is no feeling of regret after buying it. So that the creation of smart consumers in making purchases and recognizing personal consumption patterns.

This research is still in the exploratory stage, it is hoped that further researchers can refine and explore the factors that cause impulse buying. The respondents used in this study are still limited, so that some of the findings revealed are still limited or lacking in depth. Therefore, further research is expected to be more meaningful and implementable by using a more in-depth research design and indicators.

## References

- Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*. [https://doi.org/10.1016/S0022-4359\(99\)80092-X](https://doi.org/10.1016/S0022-4359(99)80092-X).
- Dewa, C. B., & Safitri, L. A. (2021). Pemanfaatan Media Sosial Tiktok Sebagai Media Promosi Industri Kuliner Di Yogyakarta Pada Masa Pandemi Covid-19 (Studi Kasus Akun TikTok Javafoodie). *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*. <https://doi.org/10.31294/khi.v12i1.10132>.
- Edy, I. C., & Haryanti, S. S. (2018). Impulsive Buying Behavior Pada Konsumen Online. *Prosiding: The National Conferences Management and Business (NCMAB) 2018*, 362–374.
- Ernawati, N. (2021). Stimulus Iklan, Positive Electronic Word of Mouth (eWOM) dan Belanja Impulsif: Dampak Mediasi Motif Hedonis Pembelanja Online. *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*. <https://doi.org/10.31842/jurnalinobis.v4i3.188>.

- Fernanda, M. (2019). Pengaruh Promosi Penjualan, Daya Tarik Iklan Internet, dan Kualitas Website Terhadap Pembelian Impulsif. *Jurnal Manajemen Bisnis Dan Kewirausahaan*. <https://doi.org/10.24912/jmbk.v3i5.6073>.
- Fitriana, A. (2016). Analisis Pengaruh Display Interior Terhadap Perilaku Pembelian Impulsif Konsumen Indomaret Pontianak. *Journal of Applied Intelligent System*.
- Hardadi, E. T., & Trianasari, N. (2021). Penggunaan Media Sosial Tiktok Melalui Hashtag #SAMASAMABELAJAR Terhadap Pemenuhan Kebutuhan Informasi Pada Masyarakat Di Jawa Barat. *E-Proceeding of Management*, 8(6), 8127–8134.
- Kuswarno, E. (2007). Tradisi Fenomenologi pada Penelitian Komunikasi Kualitatif. *Sosiohumaniora*.
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*. <https://doi.org/10.3390/info12060241>.
- Nguyen, T. Q. N., & Giang, B. Q. N. (2021). An empirical study on factors influencing consumer impulsive purchase behavior: a case of Ho Chi Minh city in the 4.0 era. *Journal of International Economics and Management*. <https://doi.org/10.38203/jiem.020.3.0014>.
- Pramesty, D. W., & Simanjuntak, M. (2020). Konsep diri, gaya hidup, strategi pemasaran dan pembelian impulsif antargenerasi. *Jurnal Ilmu Keluarga Dan Konsumen*.
- Pratiwi, I. (2017). Pengaruh Literasi Ekonomi, Kelompok Teman Sebaya Dan Kontrol Diri Terhadap Perilaku Pembelian Impulsif Untuk Produk Fashion Di Online Shop Pada Mahasiswa Jurusan Pendidikan Ekonomi UNDIKSHA. *Jurnal Pendidikan Ekonomi Undiksha*. <https://doi.org/10.23887/jjpe.v9i1.19994>.
- Rohman, F. (2009). Peran Nilai Hedonik Konsumsi dan Reaksi Impulsif sebagai Mediasi Pengaruh Faktor Situasional terhadap Keputusan Pembelian Impulsif di Butik Kota Malang. *Jurnal Aplikasi Manajemen*, 7(2), 251–261.
- Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*. <https://doi.org/10.1086/209452>.
- Ummah, N., & Siti Azizah Rahayu. (2020). Fashion Involvement, Shopping Lifestyle dan Pembelian Impulsif Produk Fashion. *Jurnal Penelitian Psikologi*. <https://doi.org/10.29080/jpp.v11i1.350>.
- Uyan, Ö., & Hamidi, F. A. (2020). The Affect of Viral Marketing Factors on Impulse Purchasing Behavior within the Scope of International Electronic Commerce Applications. *Turkish Studies - Economy*, 15(3), 1655–1673. <https://doi.org/https://dx.doi.org/10.47644/TurkishStudies.40445>.
- Yulianto, Y., Sisko, A., & Hendriana, E. (2021). The Stimulus Of Impulse Buying Behavior On E-Commerce Shopping Festival: A Moderated-Mediated Analysis. *Journal of Business and Management Review*. <https://doi.org/10.47153/jbmr210.2152021>.

## Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).