Formosa Journal of Multidisciplinary Research (FJMR)
Vol. 5 No. 1, 2026: 57-76

The Mechanism of Impulsive Buying among Generation Z on TikTok Shop: A Study of Social Influence and Economic Benefit through Arousal and Pleasure

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ARTICLEINFO
Keywords: Impulsive Buying; Social Influence; Economic Benefit; Arousal; Pleasure

Received : 28, November
Revised : 30, December
Accepted: 26, January

ABSTRACT
This study aims to analyze the mechanism of impulsive buying among Generation Z on TikTok Shop through the influence of social influence and economic benefit, with arousal and pleasure as mediators, based on the Stimulus–Organism–Response (SOR) framework. This study used a quantitative approach with a survey method of 200 Generation Z respondents who are TikTok Shop users. The data analysis technique used was Structural Equation Modeling–Partial Least Square (SEM-PLS). The results showed that social influence and economic benefit had a positive and significant effect on impulsive buying. In addition, both variables also had a significant effect on arousal and pleasure. However, the test results showed that arousal did not have a significant effect on impulsive buying, while pleasure proved to have a positive and significant effect. These findings indicate that impulsive buying behavior among Generation Z on TikTok Shop is more dominantly influenced by positive emotions in the form of feelings of happiness and satisfaction (pleasure) than emotional arousal (arousal). This study provides theoretical contributions in the development of the SOR model in the context of social commerce, as well as practical implications for business actors in designing more effective digital marketing strategies.

INTRODUCTION

The digital era has revolutionized the way we shop through the integration of social media and e-commerce. TikTok Shop, a social commerce platform, allows users to shop directly from the video content they watch, creating a shopping experience unlike conventional online stores (Obadă &Ț (Gulea, 2024). This platform allows consumers to be influenced to purchase products spontaneously through engaging videos and social interactions. Singh et al. (2023) explain that social media has significant power in influencing consumer purchasing decisions, even encouraging impulse buying.

This impulsive shopping phenomenon becomes even more interesting in the context of digital platforms like TikTok Shop because it involves various external factors that directly trigger users' emotional responses. Ngo et al. (2024) found that e-commerce video platforms can leverage external stimuli to encourage impulsive shopping behavior. In this case, social influence—such as likes, positive comments, product reviews, and interactive live streaming sessions—not only drives purchase intention but can also increase the level of arousal and pleasure consumers feel. When consumers see others enjoying a product or receive social validation, these positive emotions arise, which then strengthens the urge to make an impulsive purchase.

However, there is a significant gap in the literature that examines this phenomenon holistically, thus this study presents a novelty. Previous studies, such as those conducted by Trinh & To (2025) using the SOR model, have identified several drivers of impulsive shopping, but have not fully integrated social influence and economic benefits simultaneously with the mediating role of arousal and pleasure within a single framework in the context of social commerce. Similarly, Ngo et al. (2024) have highlighted arousal and pleasure as mediators, but have not specifically examined this complex interaction with the stimulus of social influence and economic benefits on platforms like TikTok Shop. Obadă &Țugulea (2024) has emphasized the need for a new model to understand the drivers of online impulsive shopping among Gen Z. Therefore, the novelty of this study lies in the modification and development of a more comprehensive SOR Theory model. This study is not merely a replication, but rather a novel contribution because it is the first to explicitly integrate and test these four main elements (social influence, economic benefits, arousal, and pleasure) in a single simultaneous mediation model to explain Gen Z's impulsive shopping behavior on TikTok Shop Indonesia. This approach is expected to provide a more holistic and in-depth view of the complex mechanisms that drive spontaneous purchasing decisions in the era of social commerce. The findings of this study are expected to make a significant contribution to the consumer behavior literature and also provide practical implications for the development of effective digital marketing strategies in the era of social commerce.

LITERATURE REVIEW

Stimulus-Organism-Response (SOR) Theory

The Stimulus-Organism-Response (SOR) theory explains that the external environment (stimulus) can trigger an individual's internal state (organism),

which in turn will produce a certain response or behavior (Vidyanata, 2022). In the context of consumer behavior, stimulus (S) refers to external factors faced by consumers, such as product attributes, marketing strategies, or the shopping environment. Organism (O) refers to the consumer's internal processes and psychological states, including cognition, emotion, and affection that arise in response to the stimulus. Meanwhile, Response (R) is the behavior exhibited by consumers, such as purchase intention, purchase decision, or approach/avoidance behavior (Vidyanata, 2022).

Social Influence

Social influence is defined as the extent to which individuals are influenced by others in their decision-making or attitude formation (Du, 2025). In the context of social influence in society, it can manifest itself on social media. Therefore, social influence from social media takes the form of consumer behavior, including recommendations from public figures, positive reviews and comments from fellow consumers, and trends or herd behavior that form in the social environment. Consumer participation in social interactions, especially in sharing consumption experiences, significantly increases the likelihood of impulsive purchases (Dang et al., 2025). Furthermore, studies show that posts and interactions from influential individuals have a significant effect on impulsive purchases (Zafar et al., 2021). The herd mentality that arises from social influence has also been shown to encourage impulsive purchases by increasing positive emotions and drives (Du, 2025).

Economic Benefits

Economic benefit in the context of shopping refers to the financial benefits consumers perceive from a product offer or promotion. This includes price discounts, limited-time offers, cashback, and vouchers. These promotional strategies are designed to attract consumers' attention and create a high perception of value (Hajipour et al., 2020). Price discounts and limited-time promotions have a significant positive effect on consumer impulse buying behavior because they create a sense of urgency and excitement. (Hajipour et al., 2020). Consumers tend to make impulsive purchasing decisions when they perceive that a particular offer is only available for a limited time or with limited availability, triggering a strong fear of missing out (FoMO) (Paerah et al., 2024).

Arousal (Joy)

*Arousal*Arousal refers to the level of physiological and psychological stimulation or excitement an individual experiences (Suwito & Susilowati, 2025). In the context of shopping, arousal can arise from a stimulating shopping environment (either physical or digital), attractive promotions, or intense social interactions. High levels of arousal, such as those triggered by limited-time offers or dynamic promotional content, can increase impulsive urges (Suwito & Susilowati, 2025). Research suggests that arousal serves as a partial mediator between certain stimuli (e.g., time scarcity) and impulse buying, meaning that

these stimuli influence impulse buying in part by increasing arousal (Suwito & Susilowati, 2025).

Pleasure

Pleasure is defined as a positive emotional state involving feelings of pleasure, joy, or happiness that individuals experience when interacting with advertisements or promotional content (Kusumasondjaja & Tjiptono, 2019). In the context of shopping, pleasure can arise from a pleasant shopping experience, the satisfaction of finding a desired product, or the excitement of getting a good deal. This feeling of pleasure is often a strong driver behind impulse purchases, as consumers seek instant emotional gratification (Kusumasondjaja & Tjiptono, 2019).

Impulsive Buying

Impulse shopping is defined as an unplanned, sudden purchase, often driven by a strong and persistent urge to own something immediately (Hong et al., 2022). Key characteristics of impulsive shopping include relatively quick decisions, a lack of rational consideration, and the dominance of emotional factors over functional needs (Hong et al., 2022). In the modern shopping context, impulsive shopping is often triggered by appealing visuals, direct interaction with sellers, and a sense of urgency created by limited-time offers or stock (Wijaya et al., 2024). This phenomenon is particularly prevalent among Generation Z, who tend to be more responsive to digital and emotional stimuli (Edwy et al., 2023).

Hypothesis Development

H1: There is a positive influence of social influence on impulsive buying
H2: There is a positive influence of economic benefits on impulsive buying
H3: There is a positive influence of social influence on arousal
H4: There is a positive influence of social influence on pleasure
H5: There is a positive influence of economic benefits on arousal
H6: There is a positive influence of economic benefits on pleasure
H7: There is a positive influence of arousal on impulsive buying
H8: There is a positive influence of pleasure on impulsive buying

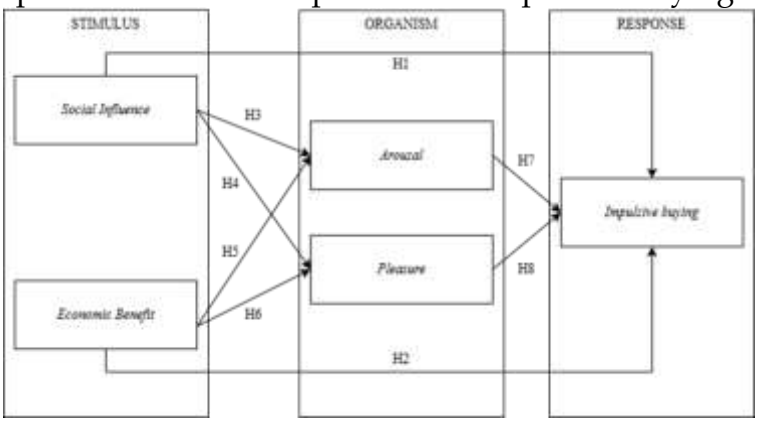

Figure 1 Research Framework

METHODOLOGY

This study was designed as a causal quantitative study aimed at examining the causal relationship between social influence and economic benefit variables on impulsive buying, with arousal and pleasure as mediating variables within the Stimulus–Organism–Response (SOR) framework. Data were collected through a cross-sectional survey using a closed-ended questionnaire based on a five-point Likert scale. The study population included Generation Z in Indonesia who are active TikTok Shop users, with the criteria of respondents having made at least one unplanned purchase. The sampling technique used was non-probability sampling with the convenience sampling method, and the sample size was set at 200 respondents, in accordance with the recommendation for sample adequacy in the SEM-PLS analysis. The research instrument was first tested through validity and reliability tests using SPSS to ensure the feasibility of the measurement indicators. Next, the main data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the help of SmartPLS software, which includes descriptive analysis of respondents, evaluation of the measurement model (outer model) through convergent validity, discriminant validity, and construct reliability tests, as well as evaluation of the structural model (inner model) through testing the path coefficient, R^2 value, effect size (f^2), and predictive relevance of the model. This approach was chosen because it is able to analyze complex models and mediation relationships simultaneously without demanding strict data normality assumptions.

RESEARCH RESULTS

Social Influence Variable

Table 1. Results of Descriptive Analysis of Variables*Social Influence*

Indicator	*Mean*	*Median*	*Standard deviation*	*Excess kurtosis*	*Skewness*
SI1	3,855	4	1,115	0.841	-1.104
SI2	4.1	4	1,049	1,639	-1,407
SI3	4,035	4	1,055	0.59	-1,047
SI4	4.11	4	1,009	0.911	-1.165

Based on Table 1, the overall average indicator for the Social Influence variable is 4.03. This value indicates that respondents tend to agree that social influence plays a role in their purchasing decisions on TikTok Shop. This figure also illustrates that friend recommendations, social media trends, and views of the digital environment strongly influence respondents' behavior.

Economic Benefit Variable

Table 2. Results of Descriptive Analysis of Variables*Economic Benefit*

Indicator	*Mean*	*Median*	*Standard deviation*	*Excess kurtosis*	*Skewness*
EB1	4.21	5	1,134	2,562	-1,789
EB2	3.99	4	1.02	0.686	-1.035

EB3	4.115	4	1,021	1.24	-1.285
EB4	4.125	4	1,063	1,432	-1.36
EB5	3.94	4	1,152	0.818	-1.188

Based on Table 2, the Economic Benefit variable has the highest average score, at 4.08. This value indicates that respondents strongly experience various economic benefits when shopping at TikTok Shop, such as discounts, cashback, and promotional offers. This high score reflects that economic benefits are the dominant factor perceived positively by respondents.

Arousal Variable

Table 3. Results of Descriptive Analysis of Variables*Arousal*

Indicator	***Mean***	***Median***	***Standard deviation***	***Excess kurtosis***	***Skewness***
A1	3,955	4	1,074	0.486	-1.009
A2	3,675	4	1,067	0.317	-0.787
A3	3.83	4	1,078	0.314	-0.912
A4	4.1	4	1,109	2,161	-1.618

Based on Table 3, the average value of the variable indicators *Arousal* The score was 3.89. This indicates that respondents felt considerable emotional stimulation, such as enthusiasm, joy, or a sense of arousal, when viewing content or product offerings on TikTok Shop. This score is in the high category, indicating that TikTok Shop successfully elicited an emotional response in respondents.

Pleasure Variable

Table 4. Results of Descriptive Analysis of Variables*Pleasure*

Indicator	***Mean***	***Median***	***Standard deviation***	***Excess kurtosis***	***Skewness***
P1	3.99	4	1,044	1,829	-1,388
P2	3.85	4	1.108	1,275	-1.277
P3	4.09	4	1,087	1,954	-1,521
P4	4.16	4	1.06	1,358	-1,364

Based on Table 4, the Pleasure variable has an average value of 4.02. This result indicates that respondents experienced a pleasant and satisfying shopping experience. This figure illustrates that interactions with products and content on TikTok Shop evoke positive feelings such as joy, comfort, or relaxation during the shopping process.

Impulsive Buying Variable

Table 5. Results of Descriptive Analysis of Variables*Impulsive Buying*

Indicator	***Mean***	***Median***	***Standard deviation***	***Excess kurtosis***	***Skewness***
IB1	3.89	4	1.108	1.101	-1,269
IB2	4.03	4	1,014	1.23	-1,219

IB3	4	4	0.99	1,076	-1.122

Based on Table 5, the average variable*Impulsive Buying*was 3.97, indicating that respondents had a relatively high tendency to make spontaneous purchases without planning. This value indicates that many respondents were motivated to buy products on the spur of the moment when they saw attractive content or offers on TikTok Shop.

Measurement Model Test Results (Outer Model)
Validity Test

Table 6. *Outer Loading*

Indicator	*Social Influence*	*Economic Benefit*	*Arousal*	*Pleasure*	*Impulsive buying*
SI1	0.851				
SI2	0.832				
SI3	0.776				
SI4	0.813				
EB1		0.901			
EB2		0.807			
EB3		0.837			
EB4		0.827			
EB5		0.850			
A1			0.806		
A2			0.813		
A3			0.810		
A4			0.867		
P1				0.846	
P2				0.858	
P3				0.850	
P4				0.852	
IB1					0.855
IB2					0.847
IB3					0.862

Based on Table 6 above, the test results show that all indicators in the research variables meet these criteria. Indicators A1–A4 have loadings above 0.80 for the Arousal (A) construct. Indicators EB1–EB5 have loadings above 0.80 for Economic Benefit (EB), including EB1 with a loading value of 0.901. Indicators IB1–IB3 have loadings above 0.85 for Impulsive Buying (IB). Indicators P1–P4 have loadings above 0.84 for Pleasure (P). The Social Influence (SI) indicator also has an adequate loading value (generally above 0.77). This indicates that each question item is able to represent the construct being measured consistently. The results of the Average Variance Extracted can be seen in Table 4.16 as follows:

Table 7. *Average Variance Extracted*

Variables	*Average variance extracted (AVE)*
Social Influence	0.669
Economic Benefit	0.714

Arousal	0.680
Pleasure	0.725
Impulsive Buying	0.731

The Average Variance Extracted (AVE) value for each construct is above 0.5, namely Arousal (0.680), Economic Benefit (0.714), Impulsive Buying (0.731), Pleasure (0.725), and Social Influence (0.669). This indicates that each construct is able to explain more than 50% of the variance of its constituent indicators. Thus, convergent validity for all constructs in this study can be declared fulfilled. Next, we conducted a discriminant validity test using the Fornell-Larcker criterion approach. If the square root of the AVE value for each construct is higher than the correlation between constructs, it will be declared fulfilled (Henseler et al. 2015). The following are the results of the discriminant validity test, which can be seen in Table 4.17:

Table 8. Results of Discriminant Validity Test (*Fornell-Larcker)*

Variables	***Social Influence***	***Economic Benefit***	***Arousal***	***Pleasure***	***Impulsive Buying***
Social Influence	0.818				
Economic Benefit	0.604	0.845			
Arousal	0.589	0.596	0.825		
Pleasure	0.628	0.625	0.602	0.852	
Impulsive Buying	0.548	0.603	0.528	0.590	0.855

The analysis results show that the square root of AVE values for each construct are: Social Influence (0.818), Economic Benefit (0.845), Arousal (0.825), Pleasure (0.852), and Impulsive Buying (0.855). These values are higher than the correlations between constructs, for example, the correlation between Impulsive Buying and Economic Benefit is 0.603, the correlation between Impulsive Buying and Pleasure is 0.590, and the correlation between Impulsive Buying and Arousal is 0.528.

Reliability Test

Table 9. Construct Reliability Test Results

Variables	**Cronbach's alpha**	**Composite reliability**
Social Influence	0.835	0.890
Economic Benefit	0.899	0.926
Arousal	0.843	0.895
Pleasure	0.874	0.913
Impulsive Buying	0.816	0.891

The reliability test results above indicate that all constructs in the study have a Cronbach's Alpha value above 0.8, and a composite reliability (CR) value ranging from 0.895 to 0.926. These values exceed the minimum limit of 0.7, thus concluding that all constructs are reliable, or in other words, the indicators consistently measure the same construct.

Structural Model Test Results (Inner Model)
Effect Size Test (f^2)

Table 10. Test Results *F-Square*

Variables	***F-square***
SI → A	0.148
SI → P	0.193
EB → A	0.161
EB → P	0.186
SI → IB	0.021
EB → IB	0.077

Based on the table above, the research results show that the influence of Economic Benefit on Arousal has an f^2 value of 0.161, which is included in the medium effect category. Economic Benefit also has a moderate effect on Pleasure with an f^2 value of 0.186. Social Influence has a near-moderate effect on Arousal ($f^2 = 0.148$) and a moderate effect on Pleasure ($f^2 = 0.193$).

Predictive Relevance Test (Q^2)

Table 11. Test ResultsQ-Square

Variables	***Q-Square***
Arousal	0.289
Pleasure	0.343
Impulsive Buying	0.328

The analysis results show that the Arousal (A) variable has a Q^2 value of 0.289, Impulsive Buying (IB) of 0.328, and Pleasure (P) of 0.343. These values indicate that the model has quite good predictive ability for these three constructs. Overall, these findings indicate that the research model has adequate predictive relevance, especially for emotional responses (Arousal and Pleasure) and impulsive buying behavior (Impulsive Buying).

Goodness of Fit (GoF) Test

Based on these calculations, the GoF value of 0.571 falls into the moderate category and is very close to the large category. This indicates that the research model has a fairly good and adequate level of fit, both in terms of measurement quality and structural strength.

$$GoF = \sqrt{R^2_{rata-rata}} \text{ - Average AVE}$$

$$GoF = \sqrt{0{,}463 \; x \; 0{,}704}$$

$$GoF = \sqrt{0{,}326}$$

$$GoF = 0{,}571$$

Although it does not reach the "large" category, this GoF value already meets the feasibility standards in PLS-SEM research, especially in the context of

complex consumer behavior and is influenced by many external factors that cannot be fully included in the model (Hair et al., 2021).

Path Coefficient Test Results (Hypothesis Testing)

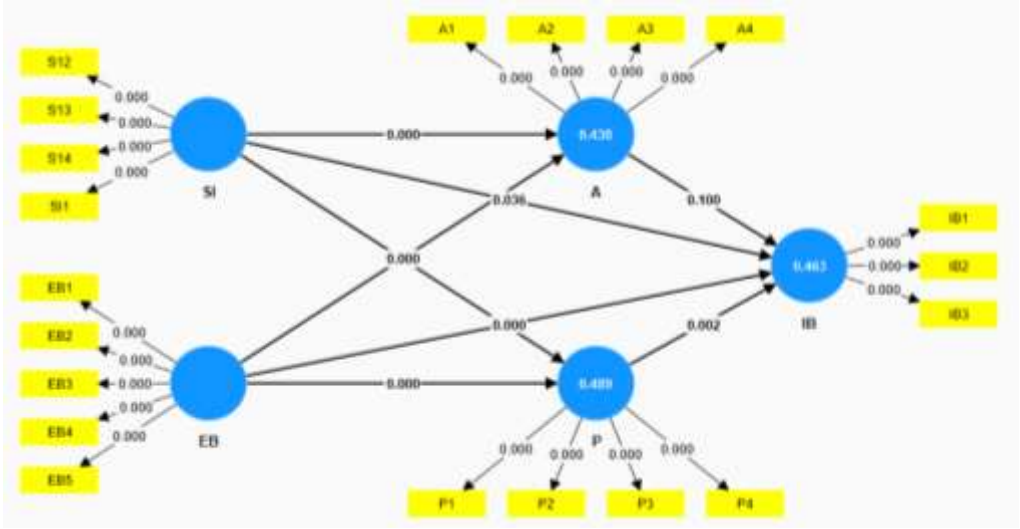

Figure 2. Test Results *Bootstrapping*

Referring to the decision criteria according to Hair et al. (2021), a relationship is declared significant if it has a t-value greater than 1.96 and a p-value less than 0.05 at the 95% confidence level, where a positive path coefficient indicates a unidirectional relationship and a negative coefficient indicates an inverse relationship.

Table 12 Path Coefficient Test Results

Variables	***Original sample (O)***	***Sample mean (M)***	***Standard deviation (STDEV)***	***T statistics (|O/STDEV|)***	***P values***
SI → IB	0.151	0.149	0.072	2,103	0.036
EB → IB	0.288	0.288	0.079	3,652	0.000
SI → A	0.361	0.365	0.088	4,099	0.000
SI → P	0.394	0.397	0.091	4,323	0.000
EB → A	0.378	0.371	0.107	3,524	0.000
EB → P	0.387	0.383	0.087	4,436	0.000
A → IB	0.122	0.117	0.074	1,645	0.100
P → IB	0.242	0.243	0.079	3,065	0.002

Based on Table 12 above, the conclusions from the results of the analysis of each hypothesis in this study are explained in depth as follows:

1. H1: There is a positive influence of social influence on impulsive buying

   Based on the results of the hypothesis testing in table 4.21 above, it can be seen that the t-statistics value obtained is2,103 where >1,960, and the p-value obtained is0.036where < 0.05. So it can be concluded that, based on these resultsThere is a positive effect of social influence on impulsive buying. This means that social stimuli such as trends, other users' comments, and

influencer recommendations can encourage spontaneous purchasing behavior on TikTok Shop. Therefore, H1 is accepted.

2. H2: There is a positive influence of economic benefits on impulsive buying

   Based on the results of the hypothesis testing in table 4.21 above, it can be seen that the t-statistics value obtained is3,652 where >1,960, and the p-value obtained is0.000where < 0.05. So it can be concluded that, based on these resultsThere is a positive influence of economic benefits on impulsive buying. This means that the greater the perceived economic benefits, the higher the tendency of Generation Z to make impulsive purchases. Therefore, H2 is accepted.
3. H3: There is a positive influence of social influence on arousal

   Based on the results of the hypothesis testing in table 4.21 above, it can be seen that the t-statistics value obtained is4,099 where >1,960, and the p-value obtained is0.000where < 0.05. So it can be concluded that, based on these resultsThere is a positive effect of social influence on arousal. This means that social encouragement can arouse or stimulate customers while shopping at TikTok Shop. Therefore, H3 is accepted.
4. H4: There is a positive influence of social influence on pleasure

   Based on the results of the hypothesis testing in table 4.21 above, it can be seen that the t-statistics value obtained is4,323 where >1,960, and the p-value obtained is0.000where < 0.05. So it can be concluded that, based on these resultsThere is a positive effect of social influence on pleasure. This means that social influence can provide a sense of comfort and satisfaction when shopping at TikTok Shop. Therefore, H4 is accepted.
5. H5: There is a positive influence of economic benefits on arousal

   Based on the results of the hypothesis testing in table 4.21 above, it can be seen that the t-statistics value obtained is3,524 where >1,960, and the p-value obtained is0.000where < 0.05. So it can be concluded that, based on these resultsThere is a positive effect of economic benefits on arousal. This means that the economic benefits offered can increase enthusiasm when shopping at TikTok Shop. Therefore, H5 is accepted.
6. H6: There is a positive influence of economic benefits on pleasure

   Based on the results of the hypothesis testing in table 4.21 above, it can be seen that the t-statistics value obtained is4,436 where >1,960, and the p-value obtained is0.000where < 0.05. So it can be concluded that, based on these resultsThere is a positive effect of economic benefit on pleasure. This means that offerings that can benefit the economy will provide a sense of pleasure and peace of mind when shopping at TikTok Shop. Therefore, H6 is accepted.
7. H7: There is a positive influence of arousal on impulsive buying

   Based on the results of the hypothesis testing in table 4.21 above, it can be seen that the t-statistics value obtained is1,645 where <1,960, and the p-value obtained is0.100where > 0.05. So it can be concluded that, based on these results, there is noThere is a positive influence of arousal on impulsive buying. This means that the initial feeling of triggering or excitement is not strong enough to drive an impulse purchase. So, H7 is rejected.
8. H8: There is a positive influence of pleasure on impulsive buying

Based on the results of the hypothesis testing in table 4.21 above, it can be seen that the t-statistics value obtained is3,065 where >1,960, and the p-value obtained is0.002where < 0.05. So it can be concluded that, based on these resultsThere is a positive influence of pleasure on impulsive buying. This means feelings of pleasure, satisfaction, and comfort during the shopping process, and these positive feelings encourage impulsive buying. Therefore, H8 is accepted.

Coefficient of Determination (R^2) Test

Table 13. Test Results*R-Square*

Variables	***R-square***	***R-square adjusted***
Arousal	0.438	0.432
Pleasure	0.489	0.484
Impulsive Buying	0.463	0.452

The analysis results show that the Arousal (A) construct has an R^2 value of 0.438. This means that 43.8% of the variation in Arousal can be explained by constructs that act as predictors, such as Social Influence and Economic Benefit. The Pleasure (P) construct has an R^2 value of 0.489, which means that 48.9% of the variation in Pleasure can be explained by the triggering construct. Meanwhile, the Impulsive Buying (IB) construct has an R^2 value of 0.463, which indicates that 46.3% of the variation in impulsive buying behavior can be explained by the explanatory variables in the model (including Economic Benefit, Social Influence, Arousal, and Pleasure).

DISCUSSION

The Effect of Social Influence on Impulsive Buying

The research results show that social influence has a positive relationship with impulsive buying behavior. This finding indicates that when consumers, particularly Generation Z, are exposed to social stimuli such as positive reviews, influencer recommendations, enthusiastic comments, or viral trends featuring a product, they are more likely to make unplanned purchases.

In the context of social media, social influence can occur through two important mechanisms: normative influence and informational influence (Deutsch & Gerard, 1955). Normative influence arises when individuals are compelled to purchase a product to stay within their social group, while informational influence arises when consumers consider others' reviews and recommendations as credible sources of information to validate their purchasing decisions. TikTok Shop reinforces both mechanisms because the algorithm actively displays videos with high engagement, creating the perception that a product is highly sought after.

The results of this study support the findings of Lou & Yuan (2019) who stated that influencer-generated content can shape consumer trust and influence their shopping behavior. Furthermore, these findings align with research by Zafar et al. (2019) who emphasized the crucial role of social interaction in creating impulsive drives in social commerce environments. Therefore, it can be

concluded that social influence serves as a powerful social stimulus that directly triggers Generation Z's impulsive buying behavior on TikTok Shop.

The Influence of Economic Benefit on Impulsive Buying

Research findings also indicate that economic benefits have a positive influence on impulsive buying. This illustrates that various forms of economic incentives such as flash sales, significant discounts, discount vouchers, cashback, and free shipping can significantly trigger impulse buying tendencies.

According to Zeithaml (1988), in Perceived Value Theory, consumers evaluate a product's value based on the comparison between the benefits received and the sacrifices made. When the perceived economic benefits outweigh the purchase costs, consumers perceive high value and are motivated to purchase. In Generation Z, this value perception mechanism is reinforced by the fear of missing out (FoMO) phenomenon, where consumers fear missing out on the opportunity to get the best price.

Research by Hajipour et al. (2020) also demonstrated that scarcity-based promotions can encourage impulsive buying decisions by creating a sense of urgency and exclusivity. On TikTok Shop, this mechanism is reinforced through countdown timers, "ending soon" notifications, or "out of stock" messages, which further pressure consumers to act quickly. Thus, economic benefits are a powerful stimulus that directly influences impulsive buying, especially among price-sensitive consumers like Generation Z.

The Influence of Social Influence on Arousal

Research also found that social influence positively impacts arousal. In the context of TikTok Shop, social influence not only provides information but also creates interactive experiences that can elicit strong emotional reactions. Arousal is a psychological state characterized by increased energy, enthusiasm, and emotional stimulation (Suwito & Susilowati, 2025).

On TikTok Shop, various forms of social interaction, such as live comments during live streams, high view counts, or viral content featuring compelling testimonials, can create a sense of excitement and passion among consumers. This is consistent with the findings of Ngo et al. (2024), who explained that social dynamics on video-commerce platforms can increase consumers' emotional arousal.

These findings support the SOR theory, where social influence acts as a stimulus (S) that triggers an organism's response in the form of arousal (O). An intense and interactive social environment can create a more engaging shopping experience and stimulate consumers' emotional dynamics. Therefore, social influence not only directly influences purchasing decisions but also plays a crucial role in generating the initial emotion of arousal.

The Influence of Social Influence on Pleasure

In addition to generating arousal, social influence has also been found to have a positive effect on pleasure. Pleasure is a positive emotion such as happiness, satisfaction, and peace that arises from the shopping experience

(Kusumasondjaja & Tjiptono, 2019). Positive social interactions provide a sense of validation and psychological comfort for consumers.

Friends' opinions, positive reviews, and influencer recommendations can strengthen feelings of confidence in making purchasing decisions. According to parasocial interaction theory (Chung & Cho, 2017), consumers can build emotional bonds with influencers, allowing recommendations or reviews to evoke feelings of pleasure and comfort. This resulting pleasure stems not only from the product's benefits but also from a sense of connectedness with the digital community. Therefore, pleasure is formed through social dynamics that provide emotional support and psychological reinforcement for consumers while shopping at TikTok Shop.

The Influence of Economic Benefit on Arousal

Economic benefits also positively influence arousal. When consumers encounter offers like flash sales or significant discounts, the emotional response that emerges is a stimulative reflex of excitement, surprise, or a sense of urgency. According to scarcity marketing theory, consumers will experience increased arousal when they realize there are limited time or stock (Suwito & Susilowati, 2025).

Generation Z, accustomed to the speed of information and competition for the best deals, are more easily emotionally triggered by these economic stimuli. The resulting arousal often serves as a psychological signal to act quickly, even if that action isn't necessarily rational. This finding aligns with Ratuliu & Hayu (2025), who demonstrated that economic offers can trigger a positive emotional response in the form of excitement.

The Influence of Economic Benefit on Pleasure

Economic benefit It has also been shown to increase pleasure. When consumers successfully obtain a product at a low price or gain financial benefits from attractive promotions, they experience emotional satisfaction. This resulting pleasure is a form of instant gratification, especially among Generation Z, who are highly oriented towards hedonism and self-reward (Putra et al., 2024).

Research by Zhao et al. (2022) shows that the perception of low prices or favorable promotions can create positive emotional experiences such as satisfaction, happiness, and calm. In the context of TikTok Shop, pleasure arises not only from the process of obtaining a bargain, but also from the sensation of "winning" in the competition for the best price. Thus, economic benefits serve not only as a rational stimulus but also as a trigger for positive emotions that enrich consumers' shopping experiences.

The Influence of Arousal on Impulsive Buying

Contrary to previous hypotheses, research findings indicate that arousal has no direct effect on impulsive buying. This indicates that while consumers experience excitement or enthusiasm when viewing promotional content or attractive offers, this emotional state is not sufficient to directly drive impulsive buying.

There are several important interpretations of these findings. First, arousal is fluctuating and rapidly changing, so it doesn't always result in concrete action. Generation Z may experience emotional stimulation, but they may also refrain if other factors, such as budget constraints or rational utility calculations, are still at play. Second, high arousal doesn't necessarily create a deep emotional attachment to a product. Edwy et al. (2023) also stated that not all forms of emotional stimulation will lead to impulsive behavior, especially in digital consumers who are frequently exposed to promotions. These findings suggest that momentary emotional impulses are not strong enough to result in impulsive purchases without the presence of more stable emotional components such as pleasure.

The Effect of Pleasure on Impulsive Buying

Pleasure has been found to have a positive and significant influence on impulsive buying. This means that when consumers experience pleasure, comfort, and satisfaction during the shopping process, they are more likely to make spontaneous purchases. Pleasure is a more stable and profound form of positive emotion than arousal, making it more capable of motivating purchasing behavior.

Research by Utami et al. (2025) shows that shopping enjoyment is a strong predictor of impulse purchase intentions on e-commerce platforms. Generation Z tends to seek enjoyable and satisfying shopping experiences, and TikTok Shop offers these experiences through entertaining content, engaging social interactions, and lucrative promotions. In this context, pleasure becomes a key emotional mediator driving impulsive buying behavior. Thus, pleasure can be considered a crucial variable linking external stimuli to consumers' impulsive behavioral responses.

CONCLUSIONS

1. Based on the results of the outer model evaluation, all indicators in the research constructs have met the convergent validity criteria because the outer loading value is above the minimum limit of 0.70. In terms of indicator contribution, the most dominant indicators in each variable are SI1 in Social Influence (0.851), EB1 in Economic Benefit (0.901), A4 in Arousal (0.867), P2 in Pleasure (0.858), and IB3 in Impulsive Buying (0.862). These findings indicate that these indicators are the strongest representation in explaining each latent construct compared to other indicators in the same construct.
2. The results of the inner model test indicate that Social Influence and Economic Benefit have a significant effect on Impulsive Buying. Furthermore, both stimulus variables also significantly influence Arousal and Pleasure as consumers' emotional responses. However, Arousal was not proven to have a significant effect on Impulsive Buying, while Pleasure was proven to have a significant effect on Impulsive Buying. Thus, the mediation role in this model is more strongly explained through the emotional pathway of Pleasure (as an organism that effectively drives responses), while the mediation

pathway through Arousal does not directly support the formation of impulsive buying.

RECOMMENDATIONS

1. The finding that pleasure plays a more dominant role than arousal in driving impulsive buying provides new insight that not all emotional responses have the same power in shaping consumption behavior. Therefore, the results of this study can be used as an academic reference for the development of a consumer behavior model based on the Stimulus–Organism–Response (SOR) Theory with an emphasis on evaluative emotions as the primary driver of impulsive behavior. Furthermore, this study can also serve as an empirical reference for similar studies examining Generation Z behavior in the context of e-commerce and social commerce in Indonesia, especially those that integrate social, economic, and emotional factors within a single analytical framework.
2. For businesses and TikTok Shop managers, marketing strategies are recommended to maximize social influence (reviews, testimonials, interactions, live commerce) and economic benefits (discounts, cashback, free shipping) as these have been proven to encourage impulsive buying. Furthermore, the main focus needs to be directed at creating a pleasant shopping experience through attractive product displays, easy transactions, and responsive service, as these factors most strongly influence impulsive buying behavior. For consumers, the results of this study are expected to increase awareness of the influence of social, economic, and emotional factors on purchasing decisions, so that consumers can be wiser in managing impulsive shopping behavior on digital platforms.

ADVANCED RESEARCH

Further researchers are advised to expand the characteristics of research respondents, not only limited to Generation Z, but also include other age groups such as Millennials and Generation X. This expansion of respondent characteristics is important to see the differences in impulsive buying behavior patterns between generations, considering that each age group has different psychological characteristics, shopping preferences, and levels of self-control.

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