International Journal of Management Science and Information Technology
IJMSIT

E-ISSN: 2774-5694 P-ISSN: 2776-7388 OPEN ACCESS

Volume 6 (1), January-June 2026, 644-655
DOI: https://doi.org/10.35870/ijmsit.v6i1.7197

A Dual-Factor Analysis of Impulsive Purchasing Among Fteks Students on TikTok Shop: With Positive Emotions as A Moderator

Reza Febrina Agustin [1*], Delyardi Nur [2], Rita Zunarti [3]
[1*,3] Digital Business Study Program, Faculty of Health Technology and Science, Universitas Muhammadiyah Muara Bungo, Bungo Regency, Jambi Province, Indonesia,
[2] Digital Business Study Program, Faculty of Economics and Business, Universitas Fort de Kock, Bukittinggi City, West Sumatra Province, Indonesia

Email: agustinrezafebrinabisdigummuba@gmail.com [1*], delyardinur@ufdk.ac.id [2], zunartirita@gmail.com [3]

Article history:
Received May 12, 2026
Revised May 27, 2026
Accepted May 28, 2026

Abstract
This study examines the effect of sales promotion and Electronic Word of Mouth (E-WOM) on impulsive buying behavior among FTEKS students at Universitas Muhammadiyah Muara Bungo, with positive emotion as a moderating variable. A quantitative approach was employed using a survey method. Data were collected from 247 respondents through purposive sampling and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4. The findings reveal that sales promotion and positive emotion significantly influence impulsive buying behavior, while E-WOM has no significant effect. Positive emotion also significantly moderates the relationship between sales promotion and impulsive buying with a weakening effect, but does not moderate the relationship between E-WOM and impulsive buying. These findings contribute to the development of Stimulus-Organism-Response (SOR) theory in the context of social commerce and provide practical implications for digital marketing strategies on TikTok Shop.

Keywords:
Sales Promotion; Electronic Word of Mouth (E-WOM); Positive Emotion; Impulsive Buying; TikTok Shop.

1. INTRODUCTION

Advances in information technology and digital transformation have significantly increased internet and smartphone usage, thereby changing the way consumers interact, search for information, and conduct transactions. These developments have shifted consumer shopping behavior from conventional systems toward e-commerce and social commerce platforms. Indonesia, as one of the countries with the highest mobile internet penetration rates in Southeast Asia, has become a rapidly growing digital market. Data from Bank Indonesia show that the value of e-commerce transactions increased from Rp205 trillion in 2019 and is projected to reach approximately Rp487.01 trillion in 2025, reflecting the continuous expansion of the digital economy. In addition, Indonesia's digital economy growth reached 13% in 2024, indicating the acceleration of digital consumption behavior, particularly among younger generations. According to Kotler et al., (2019), the integration of digital technology into marketing activities has become essential in encouraging online purchasing behavior and strengthening consumer engagement in digital environments. The transformation of e-commerce has evolved into social commerce, which integrates social media interaction with online shopping activities. Research by Algharabat & Rana, (2021) explains that social commerce emphasizes social interaction and emotional engagement as the primary drivers of consumer purchasing behavior, distinguishing it from conventional e-commerce that focuses mainly on transactional activities. One of the fastest-growing social commerce platforms in Indonesia is TikTok Shop, which combines entertainment and shopping through short-form videos and live streaming features. APJII data indicate that TikTok Shop usage increased from approximately 12% in 2024 to more than 27% in 2025, making it one of the most widely accessed social commerce platforms in Indonesia. The platform enables consumers to interact directly with

sellers, observe products in real time, and access various promotional incentives such as flash sales, discounts, vouchers, cashback, and free shipping.

The rapid growth of TikTok Shop has also increased impulsive buying behavior, especially among Generation Z consumers who are highly dependent on social media and digital interaction. Impulsive buying refers to spontaneous purchasing behavior without prior planning, driven by emotional and situational stimuli. According to Rook & Fisher, (1995), impulsive buying occurs when consumers experience a sudden urge to purchase products without considering rational consequences. In the context of TikTok Shop, impulsive buying behavior is reinforced by interactive visual content, real-time promotions, and social validation through comments and product reviews. Previous studies indicate that impulsive buying in digital environments is strongly influenced by external marketing stimuli, particularly sales promotion and Electronic Word of Mouth (E-WOM). Sales promotion is considered one of the primary external factors influencing impulsive buying behavior in social commerce. Promotional strategies such as flash sales, limited-time discounts, and shopping vouchers are intentionally designed to create urgency and scarcity perceptions among consumers. According to George E. Belch, (2018), scarcity-based promotions effectively trigger Fear of Missing Out (FOMO), encouraging consumers to make purchasing decisions impulsively rather than rationally. Studies conducted by Jing et al., (2022) and Yi et al., (2023) confirmed that sales promotion has a positive and significant effect on impulsive buying behavior in e-commerce and social commerce environments. Besides sales promotion, Electronic Word of Mouth (E-WOM) also plays a crucial role in influencing consumer purchasing decisions. E-WOM, in the form of online reviews, comments, ratings, and live-stream interactions, functions as social proof that increases consumer trust and reduces uncertainty in purchasing decisions. Schiffman & Wisenblit, (2019) stated that information from other consumers significantly affects consumer confidence during online purchasing processes. This finding is supported by Ismagilova et al., (2020) and Chen et al, (2022), who found that E-WOM significantly influences impulsive buying behavior on social media platforms by creating interactive and emotionally engaging shopping experiences. In addition to external stimuli, impulsive buying behavior is also influenced by internal consumer factors, particularly positive emotion. Positive emotion refers to affective states such as happiness, excitement, enthusiasm, and pleasure that influence consumer decision-making processes. Fredrickson (2001) broaden-and-build theory explains that positive emotions broaden individuals' thought-action repertoires and increase the tendency to make spontaneous decisions. Within the TikTok Shop environment, live shopping features and entertaining visual content are intentionally designed to stimulate positive emotional responses among users. Consequently, positive emotion may strengthen the influence of sales promotions and E-WOM on impulsive buying behavior. Although previous studies have investigated the relationship between sales promotion, E-WOM, and impulsive buying behavior, several research gaps remain. Most prior studies examined sales promotion and E-WOM separately, while integrated studies analyzing both variables simultaneously within social commerce contexts are still limited. Furthermore, previous research predominantly positioned positive emotion as a mediating variable rather than a moderating variable. Studies by Oskar et al., (2024) and Suwanti et al., (2023) recommended examining positive emotion as a moderator to better explain how marketing stimuli influence impulsive consumer responses in digital environments.

This study was conducted in 2025 and focuses on students of the Faculty of Technology, Health, and Science (FTEKS) at Muhammadiyah University of Muara Bungo as representatives of Generation Z consumers who actively engage with TikTok Shop and digital platforms. FTEKS students are highly exposed to online promotions, live shopping activities, and social interactions through TikTok, making them a relevant population for examining impulsive buying behavior in social commerce settings. Initial observations revealed that students frequently encounter flash sales, discounts, live-stream interactions, and user-generated reviews that stimulate positive emotional responses and encourage spontaneous purchasing decisions. Therefore, this study offers novelty through a dual-factor approach by simultaneously examining sales promotion and E-WOM as external stimuli influencing impulsive buying behavior, with positive emotion acting as a moderating variable. More importantly, this study contributes to the development of the Stimulus-Organism-Response (SOR) theory in the context of social commerce, where sales promotion and E-WOM function as stimuli, positive emotion represents the organism, and impulsive buying behavior serves as the response. Thus, this study aims to analyze the influence of sales promotion and Electronic Word of Mouth (E-WOM) on impulsive buying behavior among FTEKS students on TikTok Shop and to examine the moderating role of positive emotion in strengthening or weakening these relationships.

2. RESEARCH METHOD

This study employed a quantitative research approach using explanatory research design to examine the relationships between sales promotion, Electronic Word of Mouth (E-WOM), positive emotion, and impulsive buying behavior among Generation Z consumers on TikTok Shop. The quantitative approach was selected because this study aimed to test causal relationships among variables through numerical data and statistical analysis. The explanatory design was considered appropriate for analyzing the influence of external

marketing stimuli and emotional factors on impulsive buying behavior in the context of social commerce. The study adopted the Stimulus Organism Response (SOR) framework, where sales promotion and E-WOM act as external stimuli, positive emotion acts as the organism factor, and impulsive buying represents the behavioral response. The research was conducted at the Faculty of Technology, Health, and Science (FTEKS), Universitas Muhammadiyah Muara Bungo (UMMUBA), Indonesia, from December 2025 to April 2026. The population of this study consisted of all active FTEKS students who actively used TikTok Shop for online shopping activities. The selection of FTEKS students was based on the consideration that Generation Z students are highly engaged with digital platforms and social commerce activities, particularly TikTok Shop. In addition, FTEKS students were selected because they represent a digitally active population that is frequently exposed to online promotions, live shopping activities, product reviews, and interactive social commerce features. These characteristics make them highly relevant for examining impulsive buying behavior in the TikTok Shop environment.

The sampling technique used in this study was proportional stratified sampling. This sampling method was chosen because the population was naturally divided into several academic cohorts with different population proportions. Therefore, proportional stratified sampling ensured that each cohort was proportionally represented and helped improve the representativeness of the sample while reducing sampling bias. The total population consisted of 645 students distributed across several academic cohorts. Based on Slovin calculation and SEM sample adequacy criteria, the study obtained 247 respondents as the final sample size. This number exceeded the minimum sample requirement for SEM-PLS analysis, The adequacy of the sample size was also supported by SEM recommendations suggesting that the minimum sample should range from five to ten times the total number of indicators. Since this study involved 19 indicators, the minimum required sample was 190 respondents, indicating that the final sample size of 247 respondents was statistically adequate. Considering that the study involved four latent variables with nineteen indicators. Respondents were selected based on several criteria, including active enrollment as FTEKS students and prior experience using TikTok Shop for purchasing products. Data collection was conducted using a structured questionnaire distributed through online forms. The questionnaire employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement instruments were adapted from previous studies to ensure content validity and construct reliability. The impulsive buying variable was measured using indicators adapted from Rook & Fisher, (1995), sales promotion indicators were adapted from Keller, (2013), E-WOM indicators were adapted from Ismagilova et al., (2020), and positive emotion indicators were adapted from Fredrickson, (2013). In total, the questionnaire consisted of 19 measurement indicators across four latent constructs.

Table 1. Operational Definition of Variables

Variabel / Defenisi Ahli (tahun)	Indikator Ahli (tahun)	Skala dan Item
Impulse Buying (Y); Impulse buying is a purchasing behavior that occurs spontaneously, without prior planning, and is triggered by a strong emotional impulse. (Rook & Fisher, 1995)	1. Impulse Buying 2. Sudden Emotional Urges 3. Reacting to Last-Minute Promotions 4. FOMO (Fear of Missing Out) (Rook & Fisher, 1995)	Likert 1, 2, 3, 4, 5 6, 7, 8, 9, 10 11, 12, 13, 14, 15 16, 17, 18, 19, 20
Positive Emotions (Z); Positive emotions are affective experiences such as joy, interest, and satisfaction that broaden one's mindset and build long-term psychological resources. (Fredrickson, 2013)	1. Happiness 2. Enthusiasm 3. Interest 4. Excitement 5. Positive Mood (Fredrickson, 2013)	Likert 1, 2, 3, 4 5, 6, 7, 8 9, 10, 11, 12 13, 14, 15, 16 17, 18, 19, 20
Sales Promotion (X1); Sales promotion is a short-term marketing incentive designed to encourage immediate product purchases. (Keller, 2013)	1. Promotion Frequency 2. Promotion Quality 3. Promotion Quantity 4. Promotion Timing 5. Promotion Targeting Accuracy (Keller, 2013)	Likert 1, 2, 3, 4 5, 6, 7, 8 9, 10, 11, 12 13, 14, 15, 16 17, 18, 19, 20
E-WOM (X2); E-WOM refers to informal communication among consumers via digital media in the form of reviews, comments, and recommendations regarding products or brands. (Ismagilova et al., 2020)	1. Information Quality 2. Source Credibility 3. E-WOM Volume 4. Review Sentiment 5. Message Consistency (Ismagilova et al., 2020)	Likert 1, 2, 3, 4 5, 6, 7, 8 9, 10, 11, 12 13, 14, 15, 16 17, 18, 19, 20
Total Questions		80

Source: Secondary data, Author (2025)

In addition to questionnaires, this study also utilized documentation and direct observation techniques to support the primary data collection process. Observations were conducted to understand respondents'

interaction patterns with TikTok Shop, particularly regarding exposure to live shopping, sales promotions, and consumer reviews during purchasing activities. The collected data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS version 4 software. SEM-PLS was selected because it is suitable for predictive research models involving latent variables and multidimensional indicators, Furthermore, SEM-PLS was considered appropriate because the research model involved moderating effects and complex relationships among latent constructs. This method is also robust for relatively moderate sample sizes and does not require strict assumptions of multivariate normality. While also accommodating relatively small sample sizes and non-normal data distribution. The data analysis process consisted of descriptive statistical analysis and structural model analysis. The SEM-PLS analysis involved two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The SEM-PLS analysis was conducted through two main stages, namely the evaluation of the measurement model (outer model) and the structural model (inner model). The outer model evaluation aimed to assess the validity and reliability of the measurement instruments, while the inner model evaluation examined the predictive relationships among variables and tested the proposed hypotheses. The outer model assessment included convergent validity, discriminant validity using the Heterotrait-Monotrait Ratio (HTMT), composite reliability, Cronbach's alpha, and Average Variance Extracted (AVE). Indicators were considered valid when factor loadings exceeded 0.70 and HTMT values remained below 0.90. Reliability was confirmed when Cronbach's alpha and composite reliability values exceeded 0.70, while AVE values exceeded 0.50. The inner model evaluation examined the coefficient of determination (R^2), predictive relevance, path coefficients, and hypothesis testing using bootstrapping procedures. Hypotheses were accepted when the t-statistic value exceeded 1.96 and the p-value was below 0.05. The study tested both direct effects and moderating effects involving positive emotion within the research model.

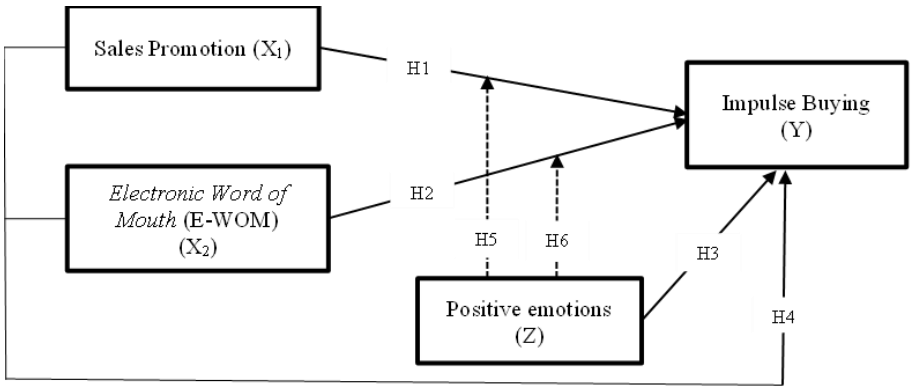

Figure 1. Research Framework Model

Ethical considerations were addressed throughout the study. Participation in the survey was voluntary, and respondents were informed about the purpose of the research before completing the questionnaire. The confidentiality and anonymity of respondents were maintained, and all collected data were used solely for academic purposes. Despite following systematic research procedures, this study has several limitations. First, the study focused only on FTEKS students at UMMUBA, which may limit the generalizability of the findings to broader populations. Second, the study employed a cross-sectional design, limiting the ability to observe behavioral changes over time. Third, the research relied on self-reported questionnaire data, which may be influenced by respondent subjectivity and social desirability bias.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Respondent Characteristics

This study involved 247 respondents who are current students at the Faculty of Technology, Health, and Science (FTEKS) at Muhammadiyah University of Muara Bungo and who have used TikTok Shop for online shopping. The characteristics of the respondents in this study include gender, age, major, semester, and frequency of TikTok Shop use. The majority of respondents fall within the Generation Z age range, who actively use social media and social commerce platforms in their daily activities. These characteristics indicate that the respondents have a strong connection to the phenomenon of impulse buying on the TikTok Shop platform. This can be seen in the following table 2.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency (People)	Percentage (%)
Gender	Men	117	47,4%
	Women	130	52,6%
Age	< 18 years	1	0,4%
	18–23 year	234	94,7%
	> 23 years	12	4,9%
Academic Program	Digital Business	82	33,2%
	Healthcare Administration	27	10,9%
	Information Technology	123	49,8%
	Medical Informatics	15	6,1%
vacation	vacation 1	0	0,0%
	vacation 2	122	49,4%
	vacation 3	0	0,0%
	vacation 4	73	29,6%
	vacation 5	1	0,4%
	vacation 6	30	12,1%
	vacation 7	11	4,5%
	vacation 8	10	4,0%
Total Respondents		247	100

Source: Primary data, compiled by the author, 2026

3.1.2. Measurement Model Evaluation (Outer Model)

An evaluation of the measurement model (outer model) was conducted to ensure that all research indicators met the criteria for construct validity and reliability. This test aimed to assess the extent to which the indicators were able to represent the latent variables in the research model. The outer model analysis was performed using SmartPLS 4 software through tests of convergent validity, discriminant validity, composite reliability, Cronbach's alpha, and Average Variance Extracted (AVE). The graphical output of the research model shows the relationships between latent variables along with the factor loadings for each indicator used in the study. The research model analyzed using SmartPLS is shown in Figure 2.

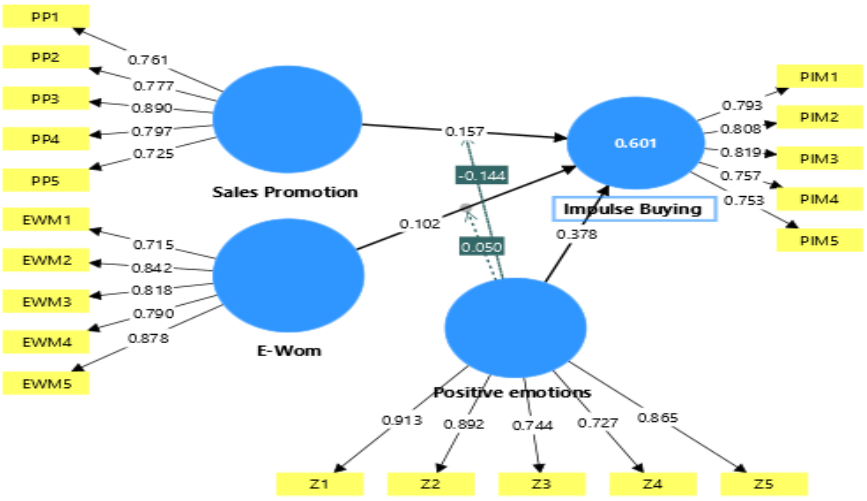

Figure 2. Graphical Output

Based on the graphical output, all indicators for the variables of sales promotion, E-WOM, positive emotions, and impulsive buying show factor loadings above the required minimum threshold, allowing the research model to proceed to a more in-depth stage of testing construct validity and reliability.

3.1.2.1. Convergent Validity

Convergent validity testing was conducted to assess the validity of the indicators in representing the research construct. The testing was performed by examining the factor loadings for each indicator. An indicator was deemed valid if it had a factor loading above 0.70. The test results showed that all indicators for the variables of sales promotion, E-WOM, positive emotions, and impulsive buying had factor loadings above 0.70, ranging from 0.757 to 0.819. These results indicate that all indicators met the criteria for convergent validity and are suitable for use in the study.

Table 3. Results of the Convergent Validity Test

Variable	Indicator	Code	Loading Factor	Description
Sales Promotion (X1)	Promotion Frequency	X1.1	0.761	Valid
	Promotion Quality	X1.2	0.777	Valid
	Promotion Quantity	X1.3	0.890	Valid
	Promotion Timing	X1.4	0.797	Valid
	Promotion Targeting Accuracy	X1.5	0.725	Valid
Electronic Word of Mouth (X2)	Information Quality	X2.1	0.715	Valid
	Source Credibility	X2.2	0.842	Valid
	E-WOM Volume	X2.3	0.818	Valid
	Review Sentiment	X2.4	0.790	Valid
	Message Consistency	X2.5	0.878	Valid
Positive Emotions (Z)	Happiness	Z1	0.913	Valid
	Enthusiasm	Z2	0.892	Valid
	Interest	Z3	0.744	Valid
	Excitement	Z4	0.727	Valid
	Positive Mood	Z5	0.865	Valid
Impulse Buying (Y)	Impulse Buying	Y1	0.793	Valid
	Sudden Emotional Urges	Y2	0.808	Valid
	Reacting to Last-Minute Promotions	Y3	0.819	Valid
	FOMO (Fear of Missing Out)	Y4	0.757	Valid

Source: Primary data, compiled by the author, 2026

3.1.2.2. Discriminant Validity

Discriminant validity testing was conducted using the Heterotrait-Monotrait Ratio (HTMT) method to ensure that each research construct was sufficiently distinct from the others. A construct was deemed to meet discriminant validity if its HTMT value was below 0.90. The test results showed that all HTMT values between variables were below the specified threshold of 0.90. The highest value was found in the relationship between positive emotions and the positive emotions × sales promotion interaction, at 0.868, while the other values ranged from 0.643 to 0.842. Thus, all constructs in this study were found to have good discriminant validity. This can be seen in Table 4.

Table 4. Results of the Discriminant Validity Test (HTMT)

variable	E-Wom	Positive Emotions	Impulsive Buying	Sales Promotions	Positive Emotions × Sales Promotions
E-WOM					
Positive Emotions	0.717				
Impulse Purchases	0.643	0.842			
Sales Promotions	0.660	0.838	0.771		
Positive Emotions × Sales Promotions	0.677	0.868	0.784	0.813	
Positive Emotions × E-WOM	0.749	0.779	0.665	0.732	0.827

Source: Primary Data, Data Analysis Results, Author 2026

3.1.2.3. Construct Reliability and Validity

Construct reliability was tested using Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE). A construct is considered reliable if Cronbach's alpha and composite reliability are above 0.70 and AVE is above 0.50. The test results showed that all research variables had composite reliability values above 0.70, namely E-WOM at 0.905, positive emotions at 0.918, impulsive buying at 0.890, and sales promotions at 0.893. In addition, all variables also had AVE values above 0.50. These results indicate that all research constructs are reliable and capable of providing consistent measurement results. This can be seen in Table 5.

Table 5. Results on construct reliability and validity

variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
E-Wom	0.868	0.872	0.905	0.657
Positive Emotions	0.886	0.909	0.918	0.692
Impulse Buying	0.846	0.849	0.890	0.619
Sales Promotions	0.850	0.863	0.893	0.627

Source: Primary Data, Data Analysis Results, Author 2026

Based on the results of the construct reliability and validity tests in Table 5, all research variables have composite reliability (rho_c) values above 0.70, namely E-WOM at 0.905, positive emotions at 0.918, impulsive buying at 0.890, and sales promotions at 0.893; thus, all variables are deemed reliable and consistent. Furthermore, the results of the outer model testing through convergent validity, discriminant validity, and construct reliability and validity indicate that all indicators have met the criteria for validity and reliability, as evidenced by factor loadings above 0.70, inter-construct HTMT values below 0.90, and Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE) values for all variables meeting the required standards. Thus, all constructs and indicators in this study are deemed valid and reliable, making them suitable for testing the structural model (inner model) and subsequent hypothesis testing.

3.1.3. Structural Model Evaluation (Inner Model)

3.1.3.1. Coefficient of Determination (R^2)

The coefficient of determination is used to measure the ability of independent variables to explain the dependent variable in a research model. The test results show that the R-square value for impulsive buying is 0.601 and the adjusted R-square value is 0.593. These values indicate that the variables of sales promotion, E-WOM, and positive emotions account for 60.1% of impulsive purchasing, while the remaining 39.9% is influenced by other variables outside the scope of this study. Based on SEM-PLS criteria, these values fall into the moderate category. This can be seen in Table 6.

Table 6. R-Square Test Results

	R-square	R-square adjusted
Impulse Buying	0.601	0.593

Source: Primary Data, Data Analysis Results, Author 2026

Based on Table 6 above, the coefficient of determination R^2 for Impulsive Purchasing is 0.601, indicating that impulsive purchasing has a moderate influence. This means that the variables of sales promotions, electronic word of mouth (E-WOM), and positive emotions account for 60.1% of the variance in impulsive buying, while the remaining 39.9% is explained by other variables not examined in this study.

3.1.3.2. Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping method by examining path coefficients, t-statistics, and p-values. The hypothesis was accepted if the t-statistic was greater than 1.96 and the p-value was less than 0.05. The test results indicate that sales promotions have a positive and significant effect on impulse buying, with a coefficient of 0.157, a t-statistic of 2.564, and a p-value of 0.010. These results suggest that the more attractive the sales promotions offered through TikTok Shop, the higher the tendency for students to engage in impulse buying. Meanwhile, E-WOM did not have a significant effect on impulsive purchasing, with a p-value of 0.084, so the second hypothesis was rejected. This indicates that digital reviews, comments, and recommendations have not yet been able to directly influence the impulsive purchasing decisions of FTEKS students on TikTok Shop. Furthermore, positive emotions have a positive and significant effect on impulsive purchasing with a p-value of 0.000. These results indicate that pleasant emotional states, such as joy and enthusiasm, can increase students' tendency to make spontaneous purchases on TikTok Shop.

The moderation test results indicate that positive emotions moderate the effect of sales promotions on impulsive purchasing, with a coefficient of -0.144, a t-statistic of 2.823, and a p-value of 0.005. The negative coefficient indicates that positive emotions weaken the relationship between sales promotions and impulsive purchasing. This finding suggests that when consumers experience high levels of positive emotions, their decisions regarding Impulsive Buyingare not entirely driven by sales promotions but are also influenced by the emotional experiences they perceive while using TikTok Shop. Conversely, positive emotions do not moderate the effect of E-WOM on impulsive purchasing. The test results showed a coefficient value of 0.050, a t-statistic value of 1.091, and a p-value of 0.275, so the sixth hypothesis was rejected. These results

indicate that consumers' emotional states do not strengthen or weaken the influence of E-WOM on Impulsive Buyingby FTEKS students on TikTok Shop. This can be seen in Table 7.

Table 7. Summary of Research Findings

Hypothesis	Statement	Sign	Comparison	Decision
H1	Sales promotions have a significant impact on impulse purchases by FTEKS students on TikTok Shop	0.010	0.05	Accepted
H2	E-WOM has a significant influence on Impulsive Buyingby FTEKS students on TikTok Shop	0.084	0.05	Rejected
H3	Positive emotions have a significant influence on Impulsive Buyingby FTEKS students on TikTok Shop	0.000	0.05	Accepted
H4	Sales promotions and E-WOM simultaneously have a significant effect on impulse purchases by FTEKS students on TikTok Shop	0.601 (R^2)	> 0.33	Accepted
H5	Positive emotions moderate the effect of sales promotions on Impulsive Buyingby FTEKS students on TikTok Shop	0.005	0.05	Accepted
H6	Positive emotions moderate the effect of E-WOM on Impulsive Buyingby FTEKS students on TikTok Shop	0.275	0.05	Rejected

Source: Primary Data, Data Analysis Results, Author 2026

Overall, the results of the study indicate that sales promotions and positive emotions are the primary factors influencing students' Impulsive Buyingon TikTok Shop. Additionally, sales promotions and E-WOM together account for a moderate portion of impulsive purchasing behavior. However, E-WOM has not yet demonstrated a significant direct effect on impulsive purchasing in the context of this study.

3.2. DISCUSSION

3.2.1. The Effect of Sales Promotions on Impulsive Buying

The results indicate that sales promotion has a positive and significant effect on impulsive buying among FTEKS students on TikTok Shop. The statistical analysis shows a path coefficient value of 0.157, a t-statistics value of 2.564 (>1.96), and a p-value of 0.010 (<0.05), indicating that Hypothesis 1 (H1) is accepted. These findings suggest that promotional strategies such as discounts, vouchers, cashback, free shipping, and limited-time offers are able to encourage consumers to make spontaneous purchases without prior planning. This finding supports consumer behavior theory, which explains that sales promotion can stimulate short-term purchasing decisions through emotional and situational triggers. Attractive promotions create urgency and excitement that encourage consumers to immediately complete purchases. In the context of TikTok Shop, live shopping features and real-time promotional displays further strengthen consumers' impulsive purchasing tendencies. The findings are consistent with previous studies conducted by Jing et al. (2022), Yi et al. (2023), and Amanda et al. (2024), This finding also confirms that promotional urgency and scarcity strategies remain highly effective in stimulating impulsive purchasing behavior among Generation Z consumers, particularly within highly interactive social commerce environments such as TikTok Shop. Which reported that sales promotion significantly increases impulsive buying behavior in digital commerce environments. In addition, the results also align with the perspective of Kotler and Keller (2021), who stated that consumers in digital markets are highly influenced by emotional stimuli and situational pressure rather than rational evaluation. Practically, these findings imply that promotional strategies remain one of the most effective marketing tools for increasing spontaneous purchasing behavior in social commerce platforms. Businesses utilizing TikTok Shop can maximize promotional programs integrated with live streaming and interactive content to attract Generation Z consumers.

3.2.2. The Effect of E-WOM on Impulsive Buying

The findings reveal that Electronic Word of Mouth (E-WOM) does not have a significant effect on impulsive buying among FTEKS students on TikTok Shop. The analysis shows a path coefficient value of 0.102, a t-statistics value of 1.727 (<1.96), and a p-value of 0.084 (>0.05), indicating that Hypothesis 2 (H2) is rejected. This result suggests that reviews, comments, and recommendations shared through digital platforms are not sufficient to directly encourage students to make Impulsive Buying. Consumers tend to consider other factors such as promotional offers, personal preferences, and emotional conditions rather than relying solely on online reviews. Moreover, the high intensity of information exposure on social media may lead consumers to become more selective toward digital recommendations. These findings differ from studies by Ismagilova et al. (2020) and Chen et al. (2022), Similar non-significant findings were also reported in

several recent studies on Generation Z consumers, which found that younger consumers tend to prioritize visual content, entertainment value, and instant promotional stimuli over textual online reviews when making spontaneous purchases in social commerce platforms. This indicates that the effectiveness of E-WOM may decline in highly entertainment-oriented digital environments dominated by short-form video content. Which found that E-WOM significantly influences impulsive buying through trust formation and social validation. However, in the context of TikTok Shop, Generation Z consumers appear to prioritize visual entertainment and interactive shopping experiences over textual recommendations and reviews.

This unexpected result indicates that the effectiveness of E-WOM may vary depending on platform characteristics and consumer behavior patterns. TikTok Shop, as a social commerce platform dominated by short videos and live interactions, may encourage consumers to respond more strongly to visual and emotional stimuli rather than informational content.

3.2.3. The Effect of Positive Emotions on Impulsive Buying

The results demonstrate that positive emotion has a positive and significant effect on impulsive buying among FTEKS students on TikTok Shop. Statistical analysis shows a path coefficient value of 0.378, a t-statistics value of 4.153 (>1.96), and a p-value of 0.000 (<0.05), indicating that Hypothesis 3 (H3) is accepted. These findings indicate that feelings such as happiness, excitement, enthusiasm, and pleasure experienced while using TikTok Shop can increase consumers' tendency to make spontaneous purchases. Interactive content, attractive product displays, and enjoyable shopping experiences contribute to the formation of positive emotional responses that ultimately influence impulsive buying decisions. The findings support the Broaden-and-Build Theory proposed by Barbara Fredrickson, which explains that positive emotions broaden individuals' cognitive processes and encourage spontaneous behavioral responses. The results are also consistent with previous studies by Wulandari et al. (2023), Nursaima et al. (2024), and Charles and Immanuel (2025), which concluded that positive emotion significantly increases impulsive buying behavior in digital shopping environments.

From a theoretical perspective, these findings strengthen the Stimulus-Organism-Response (SOR) framework, where positive emotion functions as the organism factor connecting marketing stimuli with consumer behavioral responses. This suggests that emotional aspects play a crucial role in explaining impulsive buying behavior in social commerce platforms. He findings further emphasize that emotional engagement has become one of the central determinants of consumer behavior in social commerce platforms, particularly among Generation Z users who are highly responsive to interactive and entertaining digital experiences.

3.2.4. The Simultaneous Effect of Sales Promotions and E-WOM on Impulsive Buying

The results indicate that sales promotion and Electronic Word of Mouth (E-WOM) simultaneously influence impulsive buying behavior among FTEKS students on TikTok Shop. The structural model evaluation shows that the R-square value of impulsive buying is 0.601, indicating that sales promotion and E-WOM together explain 60.1% of the variance in impulsive buying behavior, while the remaining 39.9% is influenced by other variables outside the scope of this study. These findings suggest that promotional activities and digital communication collectively contribute to shaping consumers' impulsive purchasing decisions in social commerce environments. Promotional strategies such as discounts, vouchers, cashback, and free shipping create immediate purchase incentives, while E-WOM provides additional information and social validation for consumers during the purchasing process. The findings support the Stimulus-Organism-Response (SOR) framework, where sales promotion and E-WOM function as external stimuli capable of influencing consumer behavioral responses. In the context of TikTok Shop, the combination of promotional exposure and interactive digital communication creates a dynamic shopping environment that encourages spontaneous purchasing behavior among Generation Z consumers. Although E-WOM did not show a significant direct effect individually, the simultaneous analysis indicates that it still contributes collectively to the overall explanatory power of the model when combined with sales promotion. This finding highlights that impulsive buying behavior in social commerce cannot be explained by a single factor alone, but rather through the interaction of multiple marketing stimuli operating simultaneously. This result indicates that impulsive buying behavior in social commerce is multidimensional and cannot be fully explained through a single marketing stimulus. Instead, consumers' spontaneous purchasing decisions are shaped through the interaction of promotional exposure, emotional engagement, and digital shopping experiences simultaneously.

From a practical perspective, these findings imply that businesses operating in social commerce platforms should integrate promotional strategies with interactive communication and consumer engagement to maximize impulsive buying behavior. Combining attractive promotional offers with engaging digital interactions may strengthen consumers' purchasing intentions and improve marketing effectiveness in TikTok Shop environments.

3.2.5. The Moderating Effect of Positive Emotions on the Influence of Sales Promotions on Impulsive Buying

The findings indicate that positive emotion significantly moderates the Influence of sales promotion and impulsive buying. The moderating effect shows a path coefficient value of -0.144, a t-statistics value of 2.823 (>1.96), and a p-value of 0.005 (<0.05), indicating that Hypothesis 5 (H5) is accepted. However, the negative coefficient indicates that positive emotion weakens the influence of sales promotion on impulsive buying behavior. This result suggests that consumers experiencing high levels of positive emotion are less dependent on promotional incentives when making Impulsive Buying. Instead, they are more likely to purchase products because of enjoyable shopping experiences, entertainment, and emotional satisfaction gained from using TikTok Shop. Conversely, when positive emotion is lower, promotional offers such as discounts, cashback, and vouchers become more influential in triggering impulsive buying behavior. This finding provides a different perspective from previous studies by Bambang and Haji (2021) and Nursaima et al. (2024), which found that positive emotion strengthened the relationship between promotion and impulsive buying. In this study, however, emotional enjoyment derived from the platform itself appears to reduce consumers' sensitivity toward promotional stimuli.

Theoretically, this finding contributes to the development of the SOR framework by demonstrating that positive emotion does not only function as an emotional response but can also alter the strength of relationships between marketing stimuli and consumer behavior. The study demonstrates that emotional conditions may not always strengthen marketing stimuli, but can also reduce consumers' dependence on promotional incentives when enjoyable shopping experiences are already strongly established within the platform environment. This suggests that businesses should not rely solely on promotional strategies but should also focus on creating enjoyable emotional experiences for consumers in social commerce environments.

3.2.6. The Moderating Effect of Positive Emotions on the Influence of E-WOM on Impulsive Buying

The results show that positive emotion does not significantly moderate the relationship between E-WOM and impulsive buying among FTEKS students on TikTok Shop. The analysis shows a path coefficient value of 0.050, a t-statistics value of 1.091 (<1.96), and a p-value of 0.275 (>0.05), indicating that Hypothesis 6 (H6) is rejected. This finding indicates that consumers' emotional conditions are not strong enough to strengthen or weaken the influence of digital reviews and recommendations on impulsive buying behavior. Consumers appear to be less influenced by comments and online reviews when making spontaneous purchasing decisions on TikTok Shop. One possible explanation is that Generation Z consumers are already highly accustomed to receiving large amounts of digital information through social media, causing E-WOM to lose its influence as a primary trigger of impulsive buying. Instead, visual content, entertainment, and promotional features may play a more dominant role in stimulating spontaneous purchases. In addition, TikTok Shop consumers are continuously exposed to large volumes of user-generated content, which may reduce the perceived credibility and uniqueness of online reviews. As a result, emotional responses generated through visual entertainment and live interactions become more influential than informational communication in shaping impulsive buying behavior. These findings differ from previous studies by Chen et al. (2022) and Ismagilova et al. (2020), which emphasized the role of E-WOM in creating trust and emotional support for consumers. However, the present study suggests that within TikTok Shop's highly visual and entertainment-oriented environment, emotional experiences derived from interactive content may outweigh informational influences from online reviews.

Overall, the findings demonstrate that impulsive buying behavior on TikTok Shop is more strongly driven by sales promotion and emotional experiences than by E-WOM. This highlights the distinctive nature of social commerce platforms, where entertainment and emotional engagement become key determinants of consumer purchasing behavior.

4. CONCLUSION

Based on the results of the research and discussion conducted on the influence of sales promotions and electronic word of mouth (E-WOM) on impulsive purchasing, with positive emotions as a moderating variable, among FTEKS students who use TikTok Shop, the following conclusions can be drawn:

a. Sales promotions have a positive and significant effect on Impulsive Buyingby FTEKS students on TikTok Shop. This indicates that the better the sales promotions offered such as discounts, cashback, vouchers, and free shipping the more likely students are to make Impulsive Buying.
b. Electronic word of mouth (E-WOM) does not have a significant effect on Impulsive Buying by FTEKS students on TikTok Shop. This indicates that reviews, comments, and recommendations found on digital media have not yet been able to directly influence students' impulsive purchasing decisions.
c. Positive emotions have a positive and significant effect on FTEKS students' Impulsive Buying on TikTok Shop. This indicates that feelings of joy, enthusiasm, and a positive mood can increase students' tendency to make spontaneous purchases.

d. Sales promotions and electronic word of mouth (E-WOM) simultaneously influence FTEKS students' Impulsive Buying on TikTok Shop. This indicates that these two variables together can explain changes in impulsive purchasing behavior.
e. Positive emotions moderate the effect of sales promotions on FTEKS students' Impulsive Buying on TikTok Shop in a negative direction. This indicates that positive emotions weaken the effect of sales promotions on impulsive purchasing.
f. Positive emotions do not moderate the effect of electronic word of mouth (E-WOM) on Impulsive Buying by FTEKS students on TikTok Shop. This indicates that the level of positive emotions does not strengthen the relationship between electronic word of mouth (E-WOM) and Impulsive Buying.

From a practical perspective, these findings imply that businesses and digital marketers operating on TikTok Shop should focus more on designing attractive promotional strategies and creating emotionally engaging shopping experiences to stimulate impulsive buying behavior among Generation Z consumers. Interactive live shopping features, limited-time discounts, cashback offers, and visually appealing content can be optimized to enhance consumer engagement and spontaneous purchasing decisions. In addition, marketers should prioritize emotional and entertainment-based marketing approaches rather than relying solely on online reviews and recommendations, as emotional experiences appear to play a more dominant role in influencing impulsive buying behavior within social commerce environments.

ACKNOWLEDGEMENTS

The author would like to express sincere gratitude to Universitas Muhammadiyah Muara Bungo, especially the Faculty of Technology, Health, and Science (FTEKS), for providing academic support and research facilities during the completion of this study. The author also extends appreciation to all respondents who participated in this research and contributed valuable data for the study. Special thanks are addressed to the research supervisors, lecturers, and all parties who provided guidance, support, and constructive suggestions throughout the research process.

REFERENCES

Algharabat, R.S., Rana, N.P. Social Commerce in Emerging Markets and its Impact on Online Community Engagement. Inf Syst Front 23, 1499–1520 (2021). https://doi.org/10.1007/s10796-020-10041-4

Chen S, Zhi K and Chen Y (2022) How active and passive social media use affects impulse buying in Chinese college students? The roles of emotional responses, gender, materialism and self-control. Front. Psychol. 13:1011337. https://doi.org/10.3389/fpsyg.2022.1011337

Dennis W. Rook, Robert J. Fisher, Normative Influences on Impulsive Buying Behavior, Journal of Consumer Research, Volume 22, Issue 3, December 1995, Pages 305–313, https://doi.org/10.1086/209452

Fredrickson, B. L. (2001). The role of positive emotions in positive psychology: The broaden-and-build theory of positive emotions. American Psychologist, 56(3), 218–226. https://doi.org/10.1037/0003-066X.56.3.218

George E. Belch, Michael A. Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective -11/E., 2018.

Ismagilova, Elvira, Emma L. Slade, Nripendra P. Rana, and Yogesh K. Dwivedi. "Electronic Word of Mouth (EWOM) in the Marketing Context." Springer Nature, 2020.

Jing K, Chen L and Mei Y (2022) The Effectiveness of Price Promotions in Purchasing Affordable Luxury Products: An Event-Related Potential Study. Front. Neurosci. 16:818503. https://doi.org/10.3389/fnins.2022.818503

Keller, Philip Kotler & Kevin Lane. Indikator-Indikator Promosi Penjualan. Universitas Nasional, 2013.

Kotler, Prof. Dr. Philip, Prof. Dr. Gary Armstrong, and Prof. Dr. Marc Oliver Opresnik. "Marketing: An Introduction 13," 2019.

Oskar, D. P., Mariana, R., & Wahyuni, Oskar, (2024). Emosi Positif Sebagai Mediator Antara Shopping Lifestyle dan Impulse Buying. Psyche 165 Journal, 17(3), 201–206. https://doi.org/10.35134/jpsy165.v17i3.400

Qu, Y., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. Journal of Retailing and Consumer Services, 75, 103534. https://doi.org/10.1016/j.jretconser.2023.103534

Schiffman, Leon G., and Joseph L. Wisenblit. Consumer Behavior. 12th Editi. Pearson, 2019.

Suwanti, S., Hadi, A., & Haris, A. (2023). Pengaruh Positive Emotion Terhadap Impulse Buying Dengan Product Involvement Sebagai Variabel Moderasi Pada Pembelian Produk Fashion Di Shopee. Widya Dharma Journal of Business-WIJoB, 2(02), 74-83. https://doi.org/10.54840/wijob.v2i2.173