

“Online impulse buying on TikTok platform: Evidence from Indonesia”

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ONLINE IMPULSE BUYING ON TIKTOK PLATFORM: EVIDENCE FROM INDONESIA

Abstract

TikTok Shop boosts TikTok's huge potential as an e-commerce platform that encourages sellers and buyers to increase the number of transactions. The emergence of this feature encourages the online impulse buying phenomenon on the TikTok platform. This study aims to examine the factors that influence online impulse buying on TikTok in Indonesia through the constructs of brand review, sales promotion, customer satisfaction, religiosity, and brand expectation. This quantitative research uses a questionnaire that is distributed randomly online and collected from 312 respondents in Indonesia. Using structural equation modeling (SEM), data analysis was conducted and hypotheses were examined. The results show that customer satisfaction (β : 0.501) and brand review (β : 0.358) play an important role in increasing brand expectation. At the same time, sales promotion (p -value > 0.05) has no impact on brand expectation. This study highlights that religiosity (β : -0.239) and brand expectation (β : -0.510) can reduce online impulse buying behavior. Brand expectation (β : -0.510) is the most dominant variable in reducing online impulse buying behavior on TikTok.

Keywords

consumer behavior, impulse buying, e-commerce, TikTok

JEL Classification

M21, M31, N35, P23

INTRODUCTION

TikTok application officially presented a new feature called TikTok Shop in Indonesia on April 17, 2021. TikTok Shop is a social e-commerce feature allowing users and creators to promote and sell products while shopping (Ma & Yu, 2021). This feature boosts TikTok's huge potential as an e-commerce platform that encourages sellers and buyers to increase the number of transactions and enhances online impulse buying. Impulse buying is a consumer behavior acting emotionally without planning and not considering whether the item is needed or just fulfilling curiosity (Ahmad et al., 2022). Impulse buying is when a person suddenly purchases without a choice made beforehand, quickly, without limits and a purpose before the purchase.

Fadillah and Kusumawati (2021) suggest impulse purchases occur after consumers see eWOM (electronic word of mouth). Impulse purchases occur often in TikTok e-commerce as a popular application among teenagers. Promotions carried out through videos on the TikTok Shop are a new and competitive marketing method so that more and more viewers make impulsive purchases. This arises because viewers or potential consumers see how the product is from reviews made by people who have made previous purchases. The content will encourage people to have the product in the hope that the product will match what they expect when watching the video on the TikTok Shop page. Global markets require relations between one country and another, which can mutually influence the economy (Febriandika, Wati, et al., 2023;

Alam et al., 2021). Events that occur in one country can affect economic conditions in other countries (Febriandika, Hakimi, et al., 2023).

The TikTok application has been downloaded more than 188 million times in 2022. Since its emergence, the development and competitiveness with other e-commerce have been quite rapid, with various conveniences, such as transactions and goods (Aragoncillo & Orús, 2018). Appreciation of influencers and massive promotions in creating review content can influence users. Presenting exciting and creative content to consumers is able to attract public sympathy and increase the tendency of people to buy suddenly without planning only by visual sight (Cakanlar & Nguyen, 2019).

1. LITERATURE REVIEW AND HYPOTHESES

Technological advances make people's lifestyles instant, practical, and fast. People tend to look for new alternatives to facilitate their daily activities that match their lifestyles (Cortiñas et al., 2019). The diversity of technological advances in the economic field is able to shift traditional economic behavior to modern economic behavior. Ease of transaction is the main factor for people to switch to a modern economy (Aragoncillo & Orús, 2018). According to Annur (2022), internet users in Indonesia increased by 2.1 million/10% from 2021 to early 2022. 191.7 million out of 204.7 million internet users in Indonesia are active social media users, which has become a basic need (Solikah & Kusumaningtyas, 2022). Social media has become a basic need for some residents, and the internet has become a promising platform for entrepreneurship, such as the emergence of TikTok Shop (Borchers & Enke, 2021).

On the other hand, Wu et al. (2020) explained that the online impulse-buying phenomenon has now spread in the community. Impulsive buying can be suppressed by religious knowledge or religious attitudes. The number of impulse purchases will decrease when humans have a high religious attitude because the impulsive attitude leads to wasteful living behavior and is prohibited by Muslims (Fadillah et al., 2020).

According to Febriandika et al. (2020), Muslims have a unique personality closely related to their religion. Religious attitude is considered to control impulse buying. Religiosity will affect self-interest, changing the material concept into a spiritual one. When someone increases his religious understanding and implements it equally, he will distance himself from impulsive behavior (Aziz et al., 2021).

According to Abdelsalam et al. (2020), various factors encourage online impulse buying behavior: website factors, promotions, situations, and consumer personalities. An attractive website can increase consumer perceptions of a product (Parsad et al., 2021). Some people think buying is part of the experience. Attractive offers usually lead to an immediate desire to buy. The online impulse buying trend is considered positive for online stores, which will shift the increase in manufacturing, which causes a large number of product requests. However, this is considered negative by physical stores, which will result in high unemployment due to a shift in buying behavior in physical stores (Akram, Hui, Khan, et al., 2018).

According to Nuada et al. (2021), a brand review is an activity carried out by a brand ambassador who conveys the advantages of a product both in quality and quantity. The results of the review are conveyed to provide information to viewers and be able to influence and encourage someone's desire to make a purchase (Ilmiyah & Krishernawan, 2020). According to Chan et al. (2017), product reviews affect consumer behavior and impulsive purchases. Two critical components influence brand reviews on impulse buying attitudes, namely the functional component, where people will be interested in the merchandise, and the representational component, where people will be interested in the delivery method, which is the key for the person to make an impulse purchase.

Zafar et al. (2021) suggest that top reviews can give impulses on social media. Potential customers (Dwidienawati et al., 2020) value reviews from people who have experience buying particular products or services. This will also have an impact on positive consumer perceptions as well as an effort to provide stimulation to potential buyers. Consumers will be more focused on highly valued and fun reviews (Zhang et al., 2018). The recommendations shared

are expected to be a motivation for buying impulsively (Aragoncillo & Orús, 2018).

According to Wiranata and Hananto (2020), sales promotion is designed to trigger impulse purchases and is an essential component in a store, both online and offline. Several frequently used sales promotion tactics, such as buy 1 get 1, free shipping, extra gifts, and gift coupons, can influence impulse buying. Marketers' success influences impulsive buying in informing their products (Tumiwa et al., 2021). Sales promotion is the key to introducing products to consumers and encourages someone's desire to buy impulsively (Fam et al., 2019). Therefore, technology development needs to be improved regarding digital promotion (Wu et al., 2021). Social media is important as today's marketing media to promote company products (Prihananto et al., 2022).

Hasim et al. (2018) revealed a positive relationship between sales promotion and online impulse buying. A good and attractive promotion will affect sales and trigger an impulsive buying attitude because consumers tend to be sensitive to the promotions offered by the store. Bandyopadhyay et al. (2021) explain that direct promotions attract more consumers to make purchases, increase sales, and encourage impulsive purchases. This can be done by organizing events and offering customers cashback and special discounts (Cakanlar & Nguyen, 2019). Promotions with clear objectives and information can trigger someone to buy the product. The promotional strategies needed to attract customers are honesty, skill in explaining products, how to solve problems, after-purchase guarantees, and other supporting services (Parsad et al., 2021). Sales stimulation during promotions allows buyers to avoid product risks, making it easy to buy impulsively (Akram, Hui, Kaleem Khan, et al., 2018).

Customer satisfaction is a post-purchase mood change where buyers feel satisfied and comfortable with a product in terms of product quality, service, and quantity (Ozer & Gultekin, 2015). This aligns with Princes (2019), who states that people will feel happy when they get something according to their spending on impulsive purchases. Many factors encourage impulse buying, but the level of customer satisfaction plays a vital role in introducing a product to other consumers. The level of buyer satisfaction can determine the next purchase (Thakur, 2019).

The purchase experience and customer satisfaction can boost sales and attract potential buyers (Hult et al., 2019). The phenomenon of sudden purchases that has spread in society is related to customer satisfaction with certain emotional conditions driven by the purchase experience, changes in feelings after purchase, and one's mood (Widagdo & Roz, 2021). Rita et al. (2019) explain that customer satisfaction is closely related to repeat purchases because consumers are satisfied and their expectations are achieved.

Religiosity is an understanding of religion owned by a person in fulfilling obligations and avoiding prohibitions binding on God (Singh et al., 2021). It has a negative effect on online impulse buying, which means that the higher a person's level of religiosity, the less likely they are to do online impulse buying. Religion reflects a person's self in carrying out an activity.

Hoetoro and Hannaf (2019) suggested that a person's religious level plays a role in reducing impulsive buying decisions. People with low levels of religiosity tend to have high levels of impulse buying. Religiosity negatively affects impulse buying because it is contrary to Muslim attitudes, where impulse buying is an extravagant attitude forbidden by Allah (Bahrainizad & Rajabi, 2018). Excessive consumptive behavior can keep a person from being grateful. Unplanned purchases are against Sharia principles, and Islam forbids extravagance. A person's religious attitude can become self-control in behavior and become a measuring tool in religious observance (Musadik & Azmi, 2020).

Brand expectation is all the expectations and desires of consumers for a product before making a purchase (Fazal-e-Hasan et al., 2018). Brand expectation can influence impulse buying attitudes (Y. Xu et al., 2020). This is someone's expectation of something before making a purchase. Fulfilled expectations are one of the factors for repeat purchases. According to Coelho et al. (2018), the expectation is formed because the review presented is interesting and triggers someone to make a purchase. Consumer expectations are influenced by the buying experience (Mirella et al., 2022). Presentation of content that describes the product increases buying interest. If reviewers feel happy with the review, people will take a long time to explore and share the website (Chan et al., 2017). When consumers see and read online

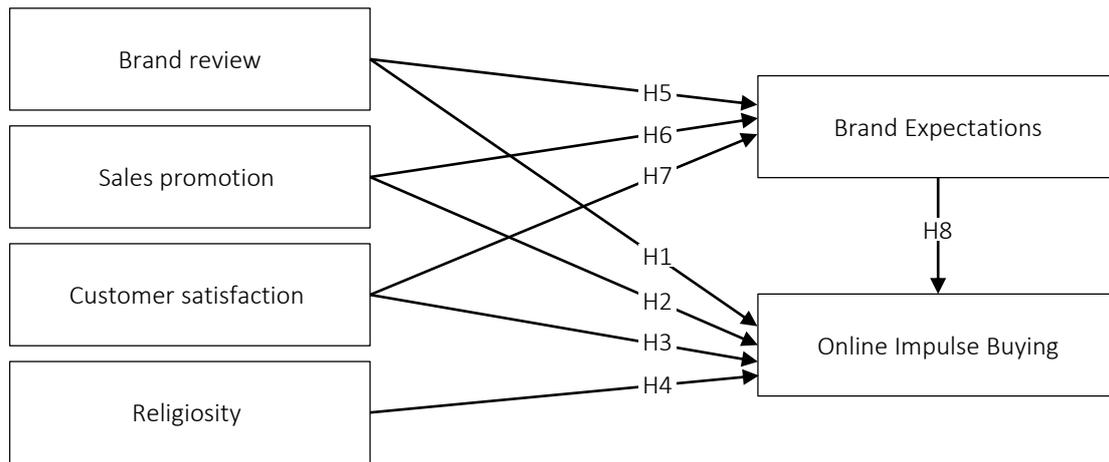


Figure 1. Research model

reviews, they will get reasons for using the product. Consumer expectations depend on the product's condition (Praswati et al., 2022).

A good sales promotion can create consumer expectations for a product. The quality of sales promotion starts in terms of service, where they can meet consumer perceptions until they end with a purchase transaction (Ming et al., 2021). The role of sales promotion in introducing a product is important to meet the information needs of potential consumers. Persuasive communication is able to generate attention and lead to purchase intentions (El-Adly, 2019). Sales attitudes responsive to problems and ready to respond to customer requests to fulfill customer expectations are considered an alternative to increasing sales (El-Adly, 2019). The level of customer expectations is closely related to the purchase experience and service satisfaction.

Gajewska et al. (2020) explained that customer satisfaction could be measured by how far the product can meet consumer expectations. Repeat purchases are a sign of achieving consumer satisfaction with the expected brand. Consumer expectations can be in service, quality, and price, affecting consumer satisfaction (Gajewska et al., 2020). Consumer satisfaction will affect the expectations of the next. The level of satisfaction can only be felt by people serving and being served. The level of satisfaction can be seen from the comparison between product performance and the suitability of consumers' expectations. If sales increase, the expectations desired by consumers have been fulfilled. Trust that arises from consumers who make online purchases lasts because of

a long process. This is because consumers do not yet know the physical form, quality, or reasonable value during buying. Satisfaction has a positive effect on customer expectations of a product because customer expectations for a product can be made a priority to increase customer trust (Tukiran et al., 2021). Consumer satisfaction can be assessed by how many expectations are met.

Individuals with a high tendency to expect brands tend to search longer and be selective in making purchases so they are not trapped in impulsive purchases (Bandyopadhyay et al., 2021). High brand expectations cannot encourage someone to make an impulsive purchase if there is no closeness of the product to the consumer. This can suppress impulsive buying. Individual expectations of a brand are able to mediate individuals in deciding on purchases (Utama et al., 2021).

This study aims to examine the factors that influence online impulse buying on TikTok through brand review, sales promotion, customer satisfaction, religiosity, and brand expectation. The conceptual framework of this study is shown in Figure 1. The following hypotheses are offered based on the literature review:

- H1: Brand review has a positive impact on online impulse buying in the TikTok platform.*
- H2: Sales promotion has a positive impact on online impulse buying in the TikTok platform.*
- H3: Customer satisfaction has a positive impact on online impulse buying in the TikTok platform.*

- H4: *Religiosity has a negative impact on online impulse buying in the TikTok platform.*
- H5: *Brand review has a positive impact on brand expectations in the TikTok platform.*
- H6: *Sales promotion has a positive impact on brand expectations in the TikTok platform.*
- H7: *Customer satisfaction has a positive impact on brand expectations in the TikTok platform.*
- H8: *Brand expectations have a negative impact on online impulse buying in the TikTok platform.*

2. METHODS

In this particular study, quantitative approaches are applied, which use the SEM (structural equation modeling) approach. SEM is a multivariate analysis that can analyze the relationship between variables in a complex way. This technique examines the relationship between latent variables and manifest variables (measurement equation), the relationship between one latent variable and another latent variable (structural equation), as well as describes measurement errors (Haryono & Wardoyo, 2012).

Table 1 provides a summary of constructs and their relative questions. There are 36 questions to represent variables, with six questions for each

Table 1. Research questions

Variable	Items	Reference
Online impulse buying	When shopping on TikTok Shop, I often buy things without thinking. When shopping on TikTok Shop, I often think of "buy now and think later." Prior to visiting TikTok, I did not intend to make a purchase. I often buy items on TikTok Shop suddenly. I am willing to pay more for a fast and efficient purchase. I have a hard time resisting the urge to buy things on TikTok Shop.	H. Xu et al. (2020), Hu et al. (2019)
Brand review	Purchase reviews on TikTok Shop are trustworthy. I can spend hours on the TikTok Shop page watching a video review of the product I am looking for. Reviewers have a reputation for being honest. I often talk about products that I like and follow on social networks. I visit TikTok Shop to see updates and read other consumer comments. I pay more attention to positive reviews in every purchase decision.	Zhang et al. (2018)
Religiosity	I consider myself religious, but my religion does not affect my daily life. I try hard to live my life according to my religion. I believe in my religion, but I think many other things are also important in life. I go to religious places to spend time with my friends. My whole approach to life is based on my religion. My religion is important because it answers many questions about meaning in my life.	Singh et al. (2021)
Sales promotion	If the content is interesting, people will share it. Strategy is important but must be backed up with excellent insight. Consumer trust is a partner in sales on TikTok Shop. I am interested in the cashback promotion provided on TikTok Shop. I get information about discounted products from the content presented. I bought it because of the attractive price discount on TikTok Shop.	Raji et al. (2019)
Brand expectation	I often copy what other people buy from TikTok Shop. I want to own what other people use in the content on TikTok Shop. Sometimes just seeing other people wearing drives me to buy it. I like it when TikTok Shop always answers my comments. It is important that other people like the products I buy on TikTok Shop. Sometimes I have high expectations of what people wear on TikTok Shop.	Raji et al. (2019)
Customer satisfaction	How satisfied are you with the service on TikTok Shop? How TikTok Shop is meeting your expectations? How satisfied do you think TikTok Shop's services are compared to other e-commerce services? How satisfied are you with the content on TikTok Shop? How satisfied are you with the quality of the products on TikTok Shop? How satisfied are you with the promotions on TikTok Shop?	Demoulin and Willems (2019)

Note: *The items marked with a ~~strikethrough~~ have been removed.

variable. Seventeen items were omitted from the final analysis results after further consideration using exploratory factor analysis (EFA) due to low factor loading. This analytical method is generally used to reduce invalid variables (Paul et al., 2013). Factor analysis (confirmatory and exploratory) was done using SPSS 25.

3. RESULTS

312 respondents were collected and processed using the SPSS and AMOS applications. The respondents were dominated by women (72.4%) and students, while Islam had the largest proportion. Indonesia is a country with the largest Muslim

population in the world. Table 2 shows the results of the general characteristics of the respondents.

The average KMO value (Table 3) for each variable shows a number above 0.5, namely 0.892. This indicates that the model is acceptable, and this study did not contain any single-factor bias. Table 4 shows the reliability test results, which are used to verify each component of the indicator used by each variable. This reliability test uses Cronbach's alpha as a standard measure where > 0.9 is very good, > 0.8 is good, > 0.7 is acceptable, > 0.6 is doubtful, > 0.5 is bad, and <0.5 is not acceptable (Bagozzi & Yi, 1988). The measurement results found that Cronbach's alpha as a whole was 0.881, which means it met the requirements.

Table 2. Demographic characteristics

Attribute	Distribution	Frequency	Percentage %
Gender	Male	86	27.6
	Female	226	72.4
Age	17-20 years old	122	39.0
	21-25 years old	167	53.5
	26-32 years old	23	7.5
Qualification	Employee	61	19.5
	College Student and Higher Education	203	65.1
	Trader	13	4.2
	Student in lower education (before college)	14	4.5
	Teacher	7	2.2
	Other	14	4.5
Religion	Islam	328	76.3
	Christianity	32	10.3
	Hinduism	12	3.8
	Buddhism	10	3.2
	Confucianism	1	.3
Region	Catholicism	19	6.1
	Aceh	11	3.5
	Bali	14	4.5
	DIY	11	3.5
	Jakarta	82	26.3
	West Java	37	11.9
	Central Java	77	24.7
	East Java	40	12.8
	West Kalimantan	7	2.2
	South Kalimantan	5	1.6
	East Kalimantan	5	1.6
	North Kalimantan	3	1.0
	other	4	1.3
	Maluku	3	1.0
	NTT	1	.3
	Papua	1	.3
	Riau	6	1.9
	South Sulawesi	2	.6
	Central Sulawesi	2	.6
	North Sulawesi	1	.3

Table 3. Measurement model

Variable	Component						CR	AVE	Variance Extracted	Explained	KMO
	1	2	3	4	5	6					
IB 1	.791						0.806	0.510	60.713		.770
IB 2	.713										
IB 4	.685										
IB 6	.663										
BR 1		.572					0.709	0.451	61.025		.654
BR 3		.723									
BR 6		.711									
RL 2			.769				0.745	0.593	70.291		.500
RL 6			.772								
SP 3				.736			0.714	0.555	70.659		.500
SP 5				.755							
EB 1					.692		0.762	0.447	59.897		.771
EB 2					.634						
EB 3					.595						
EB 6					.744						
CS 1						.756	0.739	0.419	52.831		.743
CS 2						.617					
CS 4						.504					
CS 5						.688					
Total									63.702		.892

Note: BR = brand review; IB = online impulse buying; SP = sales promotion; CS = customer satisfaction; RL = religiosity; EB = brand expectation.

Table 4. Reliability test

Variables	Cronbach's Alpha (a)	Number of Items
IB	.784	4
BR	.680	3
RL	.577	2
SP	.585	2
EB	.702	4
CS	.702	4
Total	0.881	19

Note: BR = brand review; IB = online impulse buying; SP = sales promotion; CS = customer satisfaction; RL = religiosity; EB = brand expectation.

Furthermore, the results of the CFA model showed a valid and reliable fit (χ^2 (Chi-square) = 248.865, df (Degree of freedom) = 137, X^2/df = 1.810 GFI = 0.924, CFI = 0.936, TLI = 0.921, and RMSEA = 0.051) as mentioned in Table 4. Additionally, Cronbach's Alpha value for each construct is greater than 0.6, indicating an adequate reliability level (Gu & Lai, 1991; Cronbach, 1951).

Table 5. Discriminant validity

	IB	BR	RL	SP	EB	CS
IB	0.714					
BR	0.484	0.671				
RL	0.174	0.398	0.770			
SP	.0261	0.403	0.408	0.744		
EB	0.592	0.489	0.235	0.303	0.668	
CS	0.483	0.527	0.324	0.361	0.517	0.647

Note: **. Correlation is significant at the 0.01 level (2-tailed). The diagonal is SQRT (AVE). BR = brand review; IB = online impulse buying; SP = sales promotion; CS = customer satisfaction; RL = religiosity; EB = brand expectation.

Table 6. SEM results for testing the hypotheses

Hypothesis	Path	B	S.E.	-value	Result
H1	BR → IB	.331	.287	.041	Significant
H2	SP → IB	.081	.251	.570	Not significant
H3	CS → IB	.121	.250	.400	Not significant
H4	RL → IB	-.239	.266	.009	Significant
H5	BR → EB	.358	.251	.020	Significant
H6	SP → EB	-.127	.181	.258	Not significant
H7	CS → EB	.501	.226	***	Significant
H8	EB → IB	-.510	.118	***	Significant

Note: Degree of confidence: *** $p < 0.001$, ** $p < 0.01$. BR = brand review; IB = online impulse buying; SP = sales promotion; CS = customer satisfaction; RL = religiosity; EB = brand expectation.

According to Table 6, H1 shows that brand review positively affects online impulse buying with a p-value of 0.041 and a standardized coefficient (β) of 0.331. Therefore, the first hypothesis can be accepted, meaning that the influence of brand review can encourage someone to have an impulse buying attitude toward the TikTok Shop application.

H2 shows that the results of the sales promotion construct obtain a p-value of 0.570 and a standardized coefficient (β) of 0.081. H2 cannot be accepted because the p-value obtained is more than 0.05. Sales promotion cannot affect impulse buying behavior on TikTok Shop. H3 states that the customer satisfaction construct has a p-value of 0.400 and a standardized coefficient (β) of 0.250. Customer satisfaction does not affect online impulse buying where the p-value obtained exceeds 0.05. H3 is rejected; this shows customer satisfaction in the TikTok Shop application requires a long time and process. It has not affected impulse buying attitudes. H4 shows that the results of religiosity have a negative effect on the online construct of impulse buying, which obtains a p-value of 0.009 and a standardized coefficient (β) of -0.239 for the online impulse buying construct where the p-value is below 0.05. Therefore, H4 is accepted; this shows that the religious attitude of TikTok users can have a negative effect on the level of impulse purchases. Religiosity can reduce online impulse buying.

H5 shows that the results of the brand review construct positively affect the brand expectation, which obtains a p-value of 0.020 and a standardized coefficient (β) of 0.358. Brand review positively influences the brand expectation where the p-value obtained is less than 0.05. Hence, H5 is accepted. Customer expectations of a brand can

be influenced by brand review, where the purchase review is the customer's way of stating that the purchase experience is under the expectations before the purchase to attract other customers to TikTok Shop. H6 states that sales promotion results against the brand expectation obtained a p-value of 0.258 and a standardized coefficient (β) of -0.127 . Sales promotion does not influence the brand expectation construct because the p-value obtained is more than 0.50. H6 is rejected; this shows that sales promotion cannot affect brand expectation.

H7 shows that customer satisfaction affects brand expectation, which obtains a p-value of < 0.001 and a standardized coefficient (β) of 0.501. Customer satisfaction has a positive effect on brand expectation. Therefore, it can be accepted. H8 shows that the results of brand expectation on online impulse buying obtain a p-value of < 0.001 and a standardized coefficient (β) of -0.510 . Brand expectation has a negative effect on online impulse buying where the p-value is less than 0.050. Therefore, it can be accepted. Brand expectation will drive down the rate of impulse purchases on the TikTok Shop application.

4. DISCUSSION

The results of this study prove that brand review has a positive and significant effect on online impulse buying for TikTok users, with a p-value of 0.041 and a standardized coefficient (β) of 0.331. The more interesting the reviews that are shared, the greater the occurrence of impulse purchases in the TikTok Shop application. The presentation of an attractively packaged review on TikTok Shop is considered capable of pene-

trating various circles of society. Brand review is a way for customers to convey the results of their buying experience that they share voluntarily without coercion. Usually, the review covers the perceived advantages and benefits of a product. If the review is intriguing, then people tend to have the desire to purchase in the hope that what they get is the same as the review they see. At TikTok Shop, the sharing of review content is made as good as possible and seems real in order to influence viewers. This study is in line with Zheng et al. (2019), who stated that high-quality reviews will attract customers to make impulse purchases. Consumers will be more interested in exciting reviews from people who have made previous purchases. Brand reviews on the TikTok Shop application are usually done to promote products by displaying product advantages to attract potential customers (Zhang et al., 2018).

A person's religiosity negatively and significantly influences online impulse buying in the TikTok Shop application, with a p-value of 0.009 and a standardized coefficient (β) of -0.239 . Religiosity is considered capable of being a person's self-control in making a decision. Religion, especially Islam, regulates all life aspects regarding morals and how to do business. Impulse buying is one of the religious prohibitions because it leads to wasteful living behavior and squandering wealth. This study is in line with Singh et al. (2021). Religion becomes a reflection of a person in carrying out an activity. Religiosity can be a person's consideration in attitude and decision-making. Therefore, impulse buying can be suppressed by increasing a person's religiosity attitude. A person's religious level has a good influence on reducing impulse buying decisions, while people with low religious levels will increase their level of impulsive buying. Religious attitudes have a negative effect on impulse buying attitudes because they are contrary to Muslim attitudes. It is necessary to instill a religious attitude to reduce the number of impulse purchases.

Brand expectation negatively and significantly influences online impulse buying in the TikTok Shop application, with a p-value of < 0.001 and a standardized coefficient (β) of -0.510 . It is all the expectations and desires of consumers for a product before making a purchase. The high-

er the customer's expectations of a product, the higher the level of consumer selectivity in determining purchases. Thus, it can reduce the desire to make impulse purchases. Bandyopadhyay et al. (2021) stated that high brand expectations could encourage someone to avoid buying impulsively. High individual expectations of a brand will make people take longer to search and compare with other stores regarding price, quality, and brand, so they tend to be more selective and pickier when making purchases. Consumer expectations that are achieved will affect subsequent purchases, which are marked by positive emotions after making a purchase (Lin et al., 2020).

Sales promotion does not affect online impulse buying in the TikTok application, with a p-value of 0.570 and a standardized coefficient (β) of 0.081. Sales promotion capabilities are considered essential to attract customers. Therefore, special tactics are needed to successfully influence potential customers in introducing their products. These results do not align with Hasim et al. (2018), who proved that sales promotion has a positive relationship with impulse buying decisions. Promotions that are given well and attractively will affect sales and trigger an impulsive attitude because consumers tend to be sensitive to promotions the store offers (Wiranata & Hananto, 2020).

The brand review has a positive and significant impact on brand expectation, with a p-value of 0.020 and a standardized coefficient (β) of 0.358. Brand expectation arises from someone viewing review content on the TikTok application. Content that is presented attractively can influence the expectations of potential customers. An average person is able to spend 5-6 hours just watching video reviews from people who have had purchasing experience (Chan et al., 2017). When consumers see and read online reviews, they will get reasons for using the product (Zulfiqar et al., 2018). Brand expectation can influence impulse buying attitudes (Y. Xu et al., 2020). Brand expectation is someone's expectation of something before making a purchase. Fulfilled expectations are one of the factors for repeat purchases. According to Coelho et al. (2018), the expectation is formed because the review is exciting and triggers someone to purchase. Consumer expect-

tations are influenced by the buying experience (Mirella et al., 2022). Presentation of content that describes the product increases buying interest. If reviewers feel happy with the review, people will take a long time to explore and share the website (Chan et al., 2017).

Customer satisfaction positively and significantly influences brand expectation with a p-value of < 0.001 and a standardized coefficient (β) of 0.501. Customer satisfaction or consumer confidence in a product can be measured by how much the product meets consumer expectations or desires for the product. This study is in line with Xu et al. (2020), who state that consumer expectations or perceptions are formed from stimuli during promotions that will encourage someone to make an impulse purchase. Expectations of a brand will increase competition so that entrepreneurs or shop owners will take various ways to realize what customers want. Changes in the atmosphere and post-purchase feelings can be a benchmark for a company in determining how much the product meets consumer desires. Most consumers will voluntarily share their buying experiences. It entices other consumers to follow in their footsteps as long as their expectations are met.

Sales promotion does not positively and significantly affect online impulse buying in the TikTok application, with a p-value of 0.570 and a standardized coefficient (β) of 0.081. Sales promotion cannot affect impulse buying attitudes on the TikTok Shop application. This study's results align with Andani and Wahyono (2018), who stated that the sales promotion carried out has nothing to do with impulsive purchases because impulsive purchases are born from hedonic shopping motivation in individuals. In the TikTok Shop application, the applied sales promotion is inappropriate and has limitations that customers do not like. Discounts, free shipping programs, coupons, and other promos are only for those who join the live streaming or those who are store followers. The existence of a time limit on the use of vouchers makes many consumers prefer to shop at other e-commerce sites that are clearer and safer. Sales promotion applied by third parties as shop intermediaries is a factor that does not affect the number of viewers or buyers due to the lack of transparency of third

parties to these products. Third parties sometimes manipulate the price listed with the price they stated when the promotion was carried out on their account.

Customer satisfaction has no significant effect on online impulse buying in the TikTok Shop application, with a p-value of 0.400 and a standardized coefficient (β) of 0.121. This will take long until the customer is satisfied with his wants and feels safe in the transaction. This study is in line with Wolter et al. (2019): customer satisfaction does not affect purchases impulsively because to achieve customer satisfaction, it cannot be felt only one time, especially purchases made impulsively. In increasing customer satisfaction, companies must make improvements in terms of service, quality, quantity, how to handle problems, and how to convey the information needed. Customer satisfaction does not affect impulsive purchases because TikTok Shop has several problems, namely product security that is not guaranteed, store existence, availability of goods, and difficulty in confirming with the seller. Most of the sellers on TikTok Shop are third parties, making it difficult for consumers to check the availability of goods, apply for vouchers, or deliver clarity. The TikTok Shop feature is considered less secure in transactions and does not display the information consumers need.

Sales promotion does not affect brand expectation in the TikTok Shop application, with a p-value of 0.258 and a standardized coefficient (β) of -0.127. This finding aligns with Raji et al. (2019): sales promotion does not directly affect brand image building for consumers and does not become a benchmark for the expectations of potential consumers. The applied sales promotion is not comprehensive, and only certain people can enjoy it. The existence of restrictions related to the promotions carried out makes sales promotions not affect brand expectation. Promotions were carried out on a large scale but were not accompanied by quality improvements. Security features and efforts to realize the promotion's truth discourage consumers from purchasing. The TikTok Shop product displays things different from what is being promoted in the form of price changes listed, different items, and discounts that cannot be claimed.

CONCLUSION

This study uses structural equation modeling (SEM) to examine the factors that encourage online impulse buying. The results show that sales promotion and customer satisfaction are not determining factors increasing online impulse buying for Indonesian customers. Likewise, sales promotion has no impact on brand expectation. In order to increase brand expectation, customer satisfaction and brand review are crucial. This study emphasizes how brand expectation and religiosity can lower online impulse purchases. The brand expectation is the most important factor in lowering online impulse buying behavior on TikTok.

This study has several limitations. The respondents only come from Indonesia, and there are still variables that are not significant or have no influence on online impulse buying. This means that there are still many opportunities to develop better models in formulating the factors that form online impulse buying. Further model development needs to consider aspects of the appearance and characteristics of the application features.

AUTHOR CONTRIBUTIONS

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