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A Study on Impulsive Buying Behaviour on TikTok among University Students in Indonesia, Java.

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Abstract

This study examined factors shaping impulsive buying behavior on TikTok among university students in Java, Indonesia. Using a quantitative, deductive approach and guided by the Theory of Planned Behavior, data were collected via an online questionnaire from participants who had previously made purchases on TikTok. Pearson correlation and multiple regression analyses assessed the roles of social networks, low self-control, and targeted advertising. Findings showed that social networks and low self-control significantly influenced impulsive buying behavior, indicating that communal interactions and personal self-regulation critically affect purchasing decisions. Although positive response to targeted advertising correlated positively, it did not significantly predict impulsive buying in the regression model. These results enhance understanding of digital consumer behavior and can inform marketers, educators, and policymakers seeking to promote responsible consumption. Future research should address sample diversity and explore other platforms or qualitative methods to build a more comprehensive picture of online impulsive buying.

Keywords: *Impulsive Buying, Tiktok, Social Networks, Low Self-Control, Targeted Advertising*

1.0 Introduction

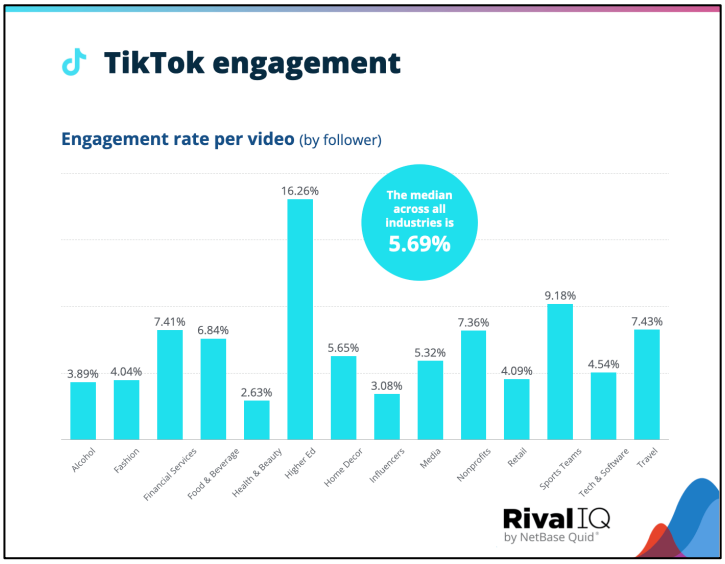
The rapid development of technology and the internet in recent years has made life more practical, with most activities accessible through a single smartphone. Nearly every need can now be met through various digital platforms available on these devices, including TikTok—

a social commerce platform that blends social media with e-commerce. Since its launch in September 2016, the number of TikTok users has grown significantly (Ahmad et al., 2022).

On April 17, 2021, TikTok officially introduced TikTok Shop in Indonesia. This new feature incorporates social commerce elements within the platform, enabling creators and users to promote and sell products directly to their audiences. According to DailySocial, 86% of Indonesian consumers have shopped online via social media channels, especially TikTok Shop (Rasyid & Farida, 2023). Products offered through this social commerce model span various industries, including beauty, fashion, and food and beverages. The platform aims to create an interactive and engaging shopping experience for customers. One key interactive feature is live streaming, which allows sellers to engage directly with buyers, providing clear and detailed information. Live streaming can also serve as a medium for sales promotions and giveaways (Dahniar et al., 2023). This sales method offers three main advantages: a high return on investment, strong engagement, and the ability to accurately target audiences (Dwitya & Hartono, 2023). As a result, live streaming has become a popular way for online sellers to boost sales.

These features enhance TikTok's potential to emerge as a highly transactional e-commerce platform, which in turn increases the likelihood of impulse buying. Impulse buying occurs when a person makes an immediate, unplanned purchase without considering whether the product is needed. In short, it is a sudden, purposeless buying decision (Febriandika et al., 2023). Fadillah and Kusumawati (2021) found that Indonesian consumers often engage in impulse buying after being influenced by electronic word of mouth (eWOM). Although impulsive buying commonly occurs during physical shopping trips, rapid technological advancements have begun to influence consumer behavior in online environments as well (Salsabila et al., 2023).

Figure 1: TikTok Engagement Rate per Video (Rzhevkina, 2023)



The short duration of TikTok videos—often under 30 seconds—encourages users to make quick purchasing decisions more than on other platforms (Teo et al., 2023). According to a Rival IQ report, TikTok boasts an average engagement rate per video of 5.69%, significantly outpacing Instagram's declining rate of 0.47% (Rzhevkina, 2023). As Nyrhinen et al. (2024)

explain, both the benefits and challenges associated with digital consumption arise because technology provides easy access and a continuous flow of rapid consumption opportunities.

Notably, TikTok reports that 67% of users with no initial intention to buy are influenced to make purchases, 74% become interested in learning more about certain products or brands, and 66% ultimately decide to buy something through the application's guidance. This indicates that over half of TikTok users have made impulsive purchases. Highlighting the challenge, a major social issue in the online environment is the appeal and simplicity of impulsive buying (Dodoo & Wu, 2019). Many individuals struggle to resist the urge to make unplanned purchases without considering potential consequences (Qomariyah, 2022). Furthermore, impulsive buying is directly linked to uncontrolled shopping habits, potentially harming personal well-being and leading to financial stress (Nyrhinen et al., 2024). Therefore, it is crucial to mitigate factors that may trigger such behavior.

1.2 Statement of Problem

The rapid rise of social media has reshaped business strategies, shifting traditional offline marketing toward fully digital activities and influencing consumers' purchasing habits (Salsabila et al., 2023). Platforms like TikTok have not only increased brand awareness, audience engagement, and lead generation, but also introduced new consumer behaviors. In Indonesia, where internet access is widespread and over 120 million active TikTok users were recorded in January 2024, the platform has emerged as a prominent social commerce channel—particularly among young generations who are prone to impulsive purchases (Ceci, 2024; Daryus et al., 2022; Jumali & Mustaffa, 2024; Rani et al., 2023; Statista, 2023). Users are frequently influenced by targeted advertising, discount offers, and live shopping trends, resulting in unplanned and often unnecessary transactions (Fadillah & Kusumawati, 2021; Nugraha et al., 2023; Qomariyah, 2022; Teo et al., 2023; TikTok Trend Report, 2023; Widodo, 2023).

This environment of easy and enjoyable online shopping is closely linked to consumer traits such as low self-control, which can lead to negative outcomes like financial stress and poor decision-making. Stress and emotional states may exacerbate impulsive buying as a coping mechanism, while the hyper-specific TikTok algorithm and continuous trend cycles fuel the desire to keep up, thereby creating a sense of urgency that encourages immediate purchases (Edwy et al., 2023; Friedman, 2023; Iyer et al., 2020; Moayery, 2019; Savolainen et al., 2021). From a broader perspective, these developments have sparked concerns among traditional businesses in Indonesia, as TikTok's aggressive promotional strategies—often perceived as unfair due to extremely low prices—have reduced offline sellers' profits by up to 80%, prompting regulatory action. For instance, in October 2023, the Indonesian government temporarily banned TikTok Shop due to unfair practices like predatory pricing and dumping, though the feature eventually returned to the market under stricter regulations and substantial investment agreements (Akbari et al., 2022; Effiyaldi et al., 2023; Nurhayatti-Wolf, 2024; Rafiqi et al., 2024; Weijia, 2023).

These dynamics underscore the importance of managing impulsive buying behavior for both consumers and businesses. In an era when shopping is increasingly tied to digital lifestyles and cultural influences, excessive unplanned purchases can negatively affect financial well-being and overall quality of life, particularly for young adults who are forming long-term consumption patterns (Dhanesh & Duthler, 2019; Oren et al., 2019; Khalid et al., 2023). This study aims to address these concerns by examining how social networks, low self-control, and

positive responses to targeted marketing affect impulsive buying on TikTok among university students in Java, Indonesia. It seeks to determine whether these factors directly influence impulsive buying decisions, exploring relationships that may guide more responsible consumer behavior and inform marketers, educators, and policymakers. By focusing on a specific demographic—university students who actively purchase on TikTok—and employing quantitative methods to assess the influence of social networks, self-control, and targeted marketing, this research intends to offer both theoretical insights and practical recommendations. Although cultural diversity and rapidly evolving online trends may limit the study's generalizability and timeliness, the findings can contribute to a deeper understanding of digital consumer behavior, highlight potential risks of unchecked impulsive buying, and provide evidence-based strategies for healthier engagement in online marketplaces.

2.0 Literature Review

2.1 Impulsive Buying Behavior (IBB)

Since the 1950s, numerous studies have examined consumer buying behavior to better understand impulsive buying (Narang, 2016). Researchers offer various perspectives on the concept. Ahmad et al. (2019) define impulsive buying behavior as a range of individual reactions influenced by diverse circumstances. However, according to Rook (1987), there is no universally accepted concept of impulsive buying in commercial or academic literature, despite extensive research focused on the topic. From marketers' and retailers' perspectives, it is often seen as a spur-of-the-moment purchase (Chen & Yao, 2018), whereas academic viewpoints focus more on the consumer's perspective (Chang et al., 2014).

Many authors have attempted to clarify the nature of impulsive buying through surveys and experimental studies, each providing unique insights (Hong et al., 2022). Generally, impulsive buying is characterized as a sudden, intense urge to purchase something immediately (Rook, 1987). This urge is hedonically complex and can create emotional conflict, often leading to purchases made without considering future consequences. Similarly, Weinberg and Gottwald (1982) interpret impulsive buying as driven by strong emotional reactions and low cognitive control.

However, Rodrigues et al. (2021) argue that not all unplanned purchases qualify as impulsive, as some may occur simply because the shopper did not include the needed item on their initial list. Thus, unplanned purchases do not always align with the sudden desires that characterize impulsive buying. Further research indicates that both internal (personal) and external (situational, product, or store-related) factors influence impulsive buying (Aragoncillo & Orús, 2018). More recently, impulsive buying behavior is described as a response to an unexpected urge to buy items without prior planning, concern for future objectives, values, or risks (Nyrhinen et al., 2024).

Hong et al. (2022) highlights that impulsive buying is not limited to physical retail outlets. Madhu and Alina (2016) define online impulsive buying as the unintentional and spontaneous purchase of products via digital platforms. The advent of online shopping has created new opportunities for impulsive behavior, supported by convenient payment methods, 24/7 availability, and easy product access (Yulianto et al., 2021). Consequently, the frequency of impulsive online transactions has risen significantly in recent years (Gulfraz et al., 2022). While some authors suggest that the characteristics of the internet may help users manage their impulses (Aragoncillo & Orús, 2018), others argue the opposite. For example, Darmawan and

Gatheru (2021) claim that digital platforms' attractive offers can intensify the urge to shop impulsively. Liyanage and Wijesundara (2020) found that online purchase intentions often form spontaneously, supported by convenient product access, real-time stock information, and quick checkouts (Singh et al., 2023).

In the context of social commerce, the blend of commercial and social activities within the same platform draws users' attention (Huang, 2016). Consumers are continuously exposed to information from celebrities, friends, vendors, news sources, and experts, potentially persuading them to buy impulsively (Huang, 2016). Abdelsalam et al. (2020) observed that most purchasing decisions in social commerce environments could be characterized as impulsive, making impulsive buying behavior a significant driver of s-commerce revenue (Wu et al., 2016). Consequently, brands must understand the factors that trigger impulsive buying behavior in today's collaborative digital marketplaces (Abdelsalam et al., 2020).

2.2 Social Networks

The concept of social networks, introduced in the 1950s, has evolved into a significant discipline spanning various domains, such as labor markets, public health, psychology, business partnerships, education, and family relationships (Musiał & Kazienko, 2012). The emergence of online social networking has generated new research opportunities by providing large datasets for analysis. Chen et al. (2014) differentiate between heterogeneous networks (linking individuals to objects like books, songs, or movies) and homogeneous networks (linking individuals to one another, such as friends on Facebook). These network characteristics influence individuals' lifestyles, often based on how intensively they use social networks (MeşE & Aydın, 2019).

2.3 Low Self-Control

Self-control, or self-regulation, is a key factor in personal success. It involves regulating one's emotions, thoughts, impulses, and behaviors to achieve higher goals (Moayery et al., 2019; Pradipto et al., 2016). Individuals with diminished self-control often face challenges in daily life and experience increased social pressure (Lenner et al., 2015). Self-regulation helps maintain psychological and physiological balance (Berdibayeva et al., 2015). Baumeister (2002) identifies four essential components of self-control: behavioral standards, motivation to meet those standards, monitoring of thoughts and situations, and the inner strength to resist impulses. Violations in any of these components can erode self-control, leading to careless behavior (Baumeister, 2022; Parto & Beshārat, 2011). Strong self-control correlates with better emotional regulation, psychological well-being, and sustained motivation (Singh & Sharma, 2018).

2.4 Positive Response to Targeted Advertising

Targeted advertising, or online personalized advertising (OPA), uses data and technology to deliver tailored promotional messages based on users' preferences and past behaviors (Bouke et al., 2023; Liu & Wei, 2021). This involves psychographic, demographic, and behavioral data to align advertisements with consumer interests (Christian et al., 2021). While personalization, supported by big data, has produced mixed results (Lina & Ahluwalia, 2021), the Theory of Planned Behavior (TPB) suggests that positive or negative perceptions shape consumer attitudes (Nyrhinen, 2024). Advertisements perceived as relevant and valuable enhance users' cognitive and emotional engagement (Cheung & To, 2017; Lee et al., 2017; Van Reijmersdal, 2016; Shanahan et al., 2019). Conversely, Kim and Han (2014) found that targeted ads do not always improve marketing value and can be intrusive. Nonetheless, personalized, informative,

and entertaining advertisements can increase click-through rates, positive attitudes, and perceived advertising value (Özçelik & Varnalı, 2019; Lee et al., 2017).

2.5 Social Networks and Impulsive Buying Behavior

Social networks significantly impact individual behavior by exposing users to numerous experiences shared through social media platforms (Aragoncillo & Orús, 2018). These experiences often include product evaluations, endorsements, and presentations. Such interactive, user-generated content can build a positive brand image and stimulate spontaneous purchasing (Xiang et al., 2016; Hanaysha, 2022; Chang & Chang, 2023). Due to the dynamic online environment, consumers may respond more spontaneously to commercial cues, increasing the likelihood of impulsive purchases (Chan et al., 2017). Approximately 65% of social media users acknowledge that social networks influence their shopping process, and 45% report that social media encourages online buying (Aragoncillo & Orús, 2018). These social interactions contribute to the development of subjective norms that affect purchasing decisions, especially when the information comes from trusted connections (Savolainen et al., 2021). This phenomenon is sometimes referred to as the "impulsiveness of social networks" (Aragoncillo & Orús, 2018).

H1: Social networks are positively related to TikTok impulsive buying behavior among university students in Java, Indonesia.

2.6 Low Self-Control and Impulsive Buying Behavior

Baumeister (2002) found that self-control is crucial in resisting impulsive urges. Individuals who engage in impulsive purchases typically have lower self-regulation (Reed, 2023). Studies consistently link low self-control to an increased likelihood of impulsive buying, while high self-control helps individuals employ coping strategies to prevent such breakdowns (Reed, 2023; Pradipto et al., 2016; Fenton-O'Creevy et al., 2018). Effendi et al. (2019) further indicate that strong self-control curbs excessive spending, whereas weaker self-control leads to more impulsive purchases.

H2: Low self-control is positively related to TikTok impulsive buying behavior among university students in Java, Indonesia.

2.7 Positive Response to Targeted Marketing and Impulsive Buying Behavior

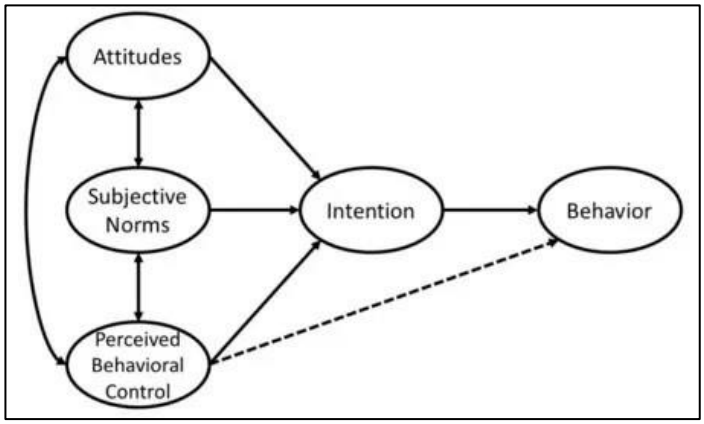
Online marketing strategies aim to enhance consumer engagement by delivering more relevant advertisements. Personalized, targeted ads are perceived as more valuable and relatable, encouraging consumers to feel appreciated and understood (Dodoo & Wu, 2019). This self-referencing effect can influence purchase decisions, particularly when consumers exert minimal cognitive effort (Nyhrinen et al., 2019). As a result, perceived relevance can increase impulsive buying tendencies, as consumers may respond quickly to peripheral cues rather than deliberate evaluation (Chan et al., 2017). Prior findings confirm that personalization and perceived relevance can significantly alter consumer attitudes, often enhancing impulsive buying (Dodoo & Wu, 2019).

H3: Positive responses to targeted marketing are positively related to TikTok impulsive buying behavior among university students in Java, Indonesia.

2.8 Theory of Planned Behavior (TPB)

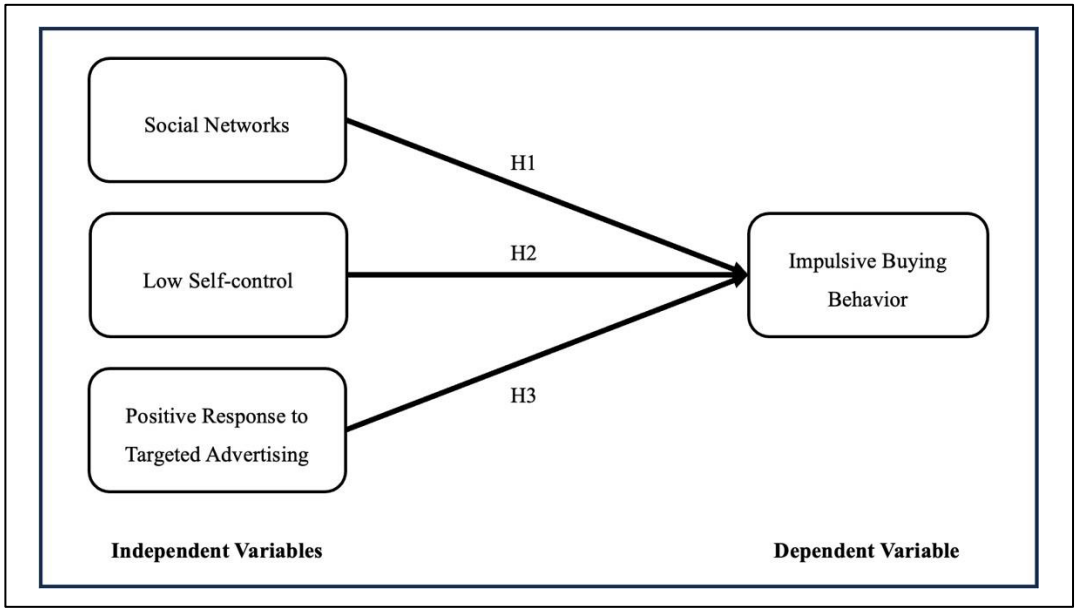
The Theory of Planned Behavior (TPB) is frequently used to predict and explain human behavior through deliberate decision-making and goal-directed actions (Sok et al., 2020). According to Ajzen (1991), behavior can be predicted from attitudes toward the behavior, subjective norms, and perceived behavioral control. In this research context, subjective norms may include social pressure from social networks, while attitudes and perceived control relate to factors such as low self-control and positive responses to targeted advertising. When individuals have low self-control and are influenced by their social networks on TikTok, they may develop a positive attitude toward targeted advertising, thereby strengthening the intention to make impulsive purchases.

Figure 2: Theory of Planned Behavior (Ajzen, 2005)



The research framework below emphasizes how the independent variables will lead to impulsive buying behaviour. The independent variables include social networks, low self-control, and positive response towards targeted advertising. These factors are hypothesized to significantly impact the dependent variable, which is impulsive buying behaviour.

Figure 3: Research Framework



3.0 Research Methodology

This study aimed to examine how social networks, low self-control, and positive responses to targeted advertising (independent variables) influenced TikTok impulsive buying behavior (dependent variable). Guided by the "research onion" framework (Saunders et al., 2019) and aligned with positivist philosophy, the research adopted a quantitative, deductive, explanatory approach. Positivism allowed for the investigation of observable social phenomena, enabling the formulation and testing of hypotheses derived from existing theories (Saunders et al., 2019; Creswell, 2014). The objective was to identify causal relationships between variables, using a cross-sectional survey strategy that proved cost-effective and suitable for analyzing large populations (Ede & Hubs, 2018).

A structured questionnaire was administered online to university students in Java, Indonesia, who used TikTok and had previously made purchases on the platform. Primary data were collected through self-administered Google Forms, employing Likert scales (1 = Strongly Disagree to 5 = Strongly Agree) for all variables. The questionnaire began with demographic items, followed by measures for the dependent and independent variables, each consisting of four questions. The sample size was calculated to be a minimum of 271 respondents. A pilot test of 11 participants ensured reliability before broader distribution. Data were prepared and processed through coding, editing, and validation, followed by analysis using SPSS. Descriptive statistics summarized respondent characteristics and item responses. Reliability was confirmed via Cronbach's alpha, and validity was established through expert review or factor analysis. Inferential tests, including correlation and regression analyses, were then conducted to assess the proposed hypotheses.

4.0 Results and Findings

4.1 Pearson Correlation

According to Okwonu et al. (2020), Pearson's correlation coefficient was introduced by Bravais in 1846. It is a crucial tool for determining the relationship between two variables, indicating whether the association is positive or negative. Initially known as a correlation coefficient and denoted as "r," its value ranges from -1 to +1. The strength of the relationship is assessed by how close the r-value is to ±1. An r-value between 0.3 and 0.5 generally indicates a relatively strong correlation.

Table 1: Pearson Correlation

Correlations

		AVG_IBB	AVG_SN	AVG_LS	AVG_PR
AVG_IBB	Pearson Correlation	1	.739**	.874**	.698**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	279	279	279	279
AVG_SN	Pearson Correlation	.739**	1	.679**	.779**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	279	279	279	279
AVG_LS	Pearson Correlation	.874**	.679**	1	.705**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	279	279	279	279
AVG_PR	Pearson Correlation	.698**	.779**	.705**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	279	279	279	279

**. Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 1, the p-value is less than 0.001, which is smaller than 0.05, and the r-value is 0.739. This indicates a significant, high positive correlation between social networks and impulsive buying behaviour ($r = 0.739$, $p < 0.001$). Table 1 also shows that the relationship between low self-control and impulsive buying behaviour is significant, with $p < 0.001$ and an r-value of 0.874. This is the strongest correlation among the independent variables, reflecting a high positive relationship ($r = 0.874$, $p < 0.001$). The correlation between positive response towards targeted advertising and impulsive buying behaviour is also significant ($p < 0.001$), with an r-value of 0.698. Although this is the lowest correlation among the three independent variables, it still indicates a moderate positive relationship ($r = 0.698$, $p < 0.001$).

4.2 Multiple Regression Test

The R^2 value is 0.804, meaning that approximately 80.4% of the variation in impulsive buying behaviour can be explained by the three independent variables: social networks, low self-control, and positive response towards targeted advertising.

Table 2: Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	.897[a]	.804	.802	.38154	2.106

a. Predictors: (Constant), AVG_PR, AVG_LS, AVG_SN

b. Dependent Variable: AVG_IBB

The ANOVA results show a p-value < 0.001, confirming that the regression model is statistically significant and suitable for further analysis.

Table 3: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164.060	3	54.687	375.663	<.001[b]
	Residual	40.033	275	.146		
	Total	204.093	278			

a. Dependent Variable: AVG_IBB

b. Predictors: (Constant), AVG_PR, AVG_LS, AVG_SN

As stated in Table 4, both the r value of Social Network is 0.398 with p value of < 0.001. This means that it is statistically significant with impulsive buying behaviour. Furthermore, Low Self-Control have the r v value of 0.686 with p value < 0.05 (less than 0.001). This shows that Low Self-Control is highly significant. On the other hand, the p-value of Positive Response towards Targeted Advertising is greater than 0.05 with 0.984. Thus, this means that Positive Response towards Targeted Advertising does not have a significant impact on Impulsive Buying Behaviour.

Table 4: Table of Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.412	.179		-2.301	.022		
	AVG_SN	.398	.066	.270	6.071	<.001	.360	2.777
	AVG_LS	.686	.039	.690	17.530	<.001	.460	2.173
	AVG_PR	.001	.065	.001	.020	.984	.336	2.975

a. Dependent Variable: AVG_IBB

These results indicate that while social networks and low self-control significantly influence impulsive buying behaviour, positive response towards targeted advertising does not have a significant impact. Overall, low self-control exhibits the strongest positive association with impulsive buying behaviour, while positive response towards targeted advertising shows minimal influence.

A hypothesis is considered significant if the p-value ≤ 0.05. In this study, H1 and H2 were accepted, and H3 was rejected. Therefore, this indicates that social networks and low self-control positively relate to TikTok impulsive buying behaviour among university students in Java, Indonesia. However, positive response towards targeted advertising does not significantly influence such behaviour.

Table 5: Hypotheses Testing

Proposed Hypotheses	Statement	Findings	Results
H1	Social networks positively related with TikTok impulsive buying behaviour among university students in Indonesia, Java.	P = <.001 P $\leq$ 0.05	Hypotheses Accepted
H2	Low self-control positively related with TikTok impulsive buying behaviour among university students in Indonesia, Java	P = <.001 P $\leq$ 0.05	Hypotheses Accepted

H3:	Positive response to targeted marketing positively related with TikTok impulsive buying behaviour among university students in Indonesia Java.	P = .984 P ≥ 0.05	Hypotheses Rejected

5.0 Conclusion and Recommendation

5.1 Discussion of Findings

The key findings of this study emerged from the Pearson correlation analysis examining the relationships between the independent and dependent variables. All tested variables—social networks, low self-control, and positive response to targeted advertising—were positively correlated with impulsive buying behavior. Of the three independent variables, low self-control exhibited the strongest correlation with impulsive buying behavior ($r = 0.847$), followed by social networks ($r = 0.739$) and positive response to targeted advertising ($r = 0.698$).

The regression output indicated that social networks and low self-control were statistically significant predictors of impulsive buying behavior, given their p-values were less than 0.05. In contrast, positive response to targeted advertising had a p-value greater than 0.05 (0.984), implying it did not show a statistically significant relationship with impulsive buying behavior.

For first objective, to examine the effect of social networks on TikTok impulsive buying behavior among university students in Indonesia, Java, the findings are stated herein. The correlation result ($r = 0.793$, $p < 0.001$) showed a positive and significant relationship between social networks and TikTok impulsive buying behavior. The mean for social networks was 4.26, indicating that most respondents agreed with the related questionnaire items. These findings confirmed that impulsive buying behavior on TikTok was strongly influenced by social networks. Supporting these results, Nyrhinen et al. (2024) reported that the "impulsiveness of social networks" was significantly linked to impulsive buying behavior. Similarly, Khakor et al. (2019) found a significant relationship between social network marketing and impulsive buying behavior.

For second objective, to examine the effect of low self-control on TikTok impulsive buying behavior among university students in Indonesia, Java, the findings are stated herein. The correlation analysis ($r = 0.874$, $p < 0.001$) revealed a strong, positive, and significant relationship between low self-control and TikTok impulsive buying behavior. The mean score for low self-control was 4.12, suggesting that most respondents agreed with the related statements. These results indicated that low self-control among university students in Java strongly affected their TikTok impulsive buying behavior. Earlier studies supported this conclusion. For example, Norheim and Nath (2023), referencing Sneath et al. (2008), found that individuals with lower self-control were more likely to engage in impulse buying.

For third objective, to examine the effect of positive response to targeted advertising on TikTok impulsive buying behavior among university students in Indonesia, Java, the findings are stated herein. The correlation result ($r = 0.698$, $p < 0.001$) showed a positive and significant

association between positive response to targeted advertising and impulsive buying behavior. With a mean score of 4.29, most respondents agreed with the statements related to targeted advertising. However, in the multiple regression analysis, positive response to targeted advertising did not emerge as a significant predictor ($p = 0.984 > 0.05$), indicating that despite the positive correlation, it did not independently influence impulsive buying behavior.

Recent studies, such as P. Singh et al. (2023), found that social media marketing positively impacted impulsive buying behavior. Conversely, Nurazizah et al. (2022) reported that TikTok social media marketing had a negative and non-significant effect on impulsive buying. These contrasting findings suggested that while targeted advertising might correlate with impulsive buying behavior, its direct influence could vary depending on contextual factors.

5.2 Implications

The results of this study had several practical implications for both marketers and consumers. The findings showed that social networks and low self-control had a significant relationship with impulsive buying behavior, while positive response to targeted advertising did not reveal a statistically significant relationship. Consequently, these insights could help consumers understand the relative importance of each variable in influencing impulsive buying decisions. By reading this paper, readers could gain theoretical knowledge in consumer behavior and the digital marketing industry.

From a practical standpoint, the study's outcomes supported marketers, business owners, and customers in recognizing the importance of social networks, low self-control, and positive response to targeted advertising in shaping impulsive buying behavior. Marketers and business owners could utilize these findings to develop various social media marketing strategies—such as influencer partnerships, targeted content creation, and promotional campaigns—to encourage spontaneous purchases and ultimately increase sales. Meanwhile, consumers could benefit by understanding the necessity of maintaining higher levels of self-control to reduce the likelihood of impulse buying.

5.3 Limitations

This study's limitations were primarily related to its sample, as it focused only on university students in Java, Indonesia, making it less representative of other populations within Indonesia. A larger sample size would have likely produced more accurate results, as differences in consumer attitudes might not have been fully explored. Additionally, language barriers between English and Indonesian might have introduced bias in questionnaire responses, despite translation efforts. Although this research attempted to address the scarcity of studies on social media's impact on impulsive buying (Nugraha, 2023), the limited scope and linguistic constraints might have influenced the findings.

5.4 Conclusion

This study aimed to examine the effects of emerging factors that encouraged impulsive buying on TikTok among university students in Java, Indonesia. Drawing on previous literature, it assessed social networks, low self-control, and positive response to targeted advertising as potential influences. Demographic profiles—such as gender, age, domicile, TikTok account ownership, prior TikTok shopping experiences, and usage intensity—were also included.

The Pearson correlation test indicated that all independent variables were positively related to the dependent variable. Low self-control had the strongest correlation with impulsive buying

behavior (0.874), followed by social networks (0.739) and positive response to targeted advertising (0.698).

Regression analysis further revealed that social networks and low self-control had p-values less than 0.001, confirming their significant impact on impulsive buying behavior. In contrast, positive response to targeted advertising had a p-value of 0.984, showing no significant influence. Thus, while positive response to targeted advertising might correlate with impulsive buying behavior, it was not a key predictor when other factors were taken into account.

5.5 Recommendations

To address the limitations, future research should consider including customers from different regions of Indonesia and involving a more diverse demographic sample, extending beyond university students. Moreover, examining impulsive buying behavior on other social media platforms (e.g., Instagram, Facebook, Twitter) or additional social commerce (e.g., WeChat, Xiao Hong Shu) and e-commerce platforms (e.g., Shopee, Tokopedia) could determine whether these findings remain consistent across various digital marketplaces.

Although the model's R-square value was 0.804, indicating that the chosen variables were relevant, positive response to targeted advertising showed a weak and non-significant relationship ($p = 0.984$). Future research should consider exploring other factors that are strongly linked to impulsive buying. For instance, studies by Kempa et al. (2020) found that sales promotions and hedonic values had a significant positive effect on impulsive buying. Additionally, adopting qualitative research methods would provide deeper insights into impulsive buying behavior.

These findings could also benefit SMEs and digital marketers in various industries, helping them identify the importance of implementing effective social media marketing strategies on emerging platforms like TikTok. By leveraging influencer marketing, electronic word-of-mouth, and live streaming sessions, SMEs could create an impactful TikTok environment that enhances online business performance.

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