

The effect of brand image, shopping lifestyle, flash sale and e-WOM on impulse buying among Tiktok users

Claudea Mandasyari, Rina Suthia Hayu

Faculty of Economics & Business, University of Bengkulu, Bengkulu, Indonesia

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Abstract

This study examines the effects of brand image, shopping lifestyle, flash sale, and electronic word of mouth (e-WOM) on impulse buying among TikTok Shop users in Indonesia. This investigation adopts a quantitative approach utilizing purposive sampling. Data were collected from 300 TikTok Shop users through a structured questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that brand image, shopping lifestyle, flash sale, and e-WOM have positive and significant effects on impulse buying. These conclusions imply that impulse buying is influenced not only by promotional strategies but also by consumers' perceptions of brands, shopping-oriented lifestyles, and online interpersonal communication. This investigation adds to the increasing collection of research on social commerce by offering factual proof from the Indonesian TikTok Shop context and offers real ramifications for marketers in developing effective digital marketing strategies.

Keywords: *brand Image, shopping lifestyle, flash Sale, e-WOM, impulse buying*

Introduction

TikTok has evolved from a short-video entertainment platform into one of the social commerce ecosystems with the quickest rate of growth in the entire globe through the integration of e-commerce features within TikTok Shop. This integration enables consumers to discover, evaluate, and purchase products without leaving the application, creating a seamless shopping experience that combines entertainment, social interaction, and online transactions. Indonesia is one of TikTok's largest markets, with its advertising platform reaching approximately 108 million users aged 18 and above in early 2025, underscoring the platform's substantial role in shaping digital consumer behaviour. Unlike conventional e-commerce platforms, TikTok Shop integrates short-form videos, live-streaming commerce, creator recommendations, and direct purchasing features into a single platform. This combination creates a highly interactive shopping environment where consumers are continuously exposed to promotional content, product demonstrations, and peer recommendations, thereby increasing the likelihood of spontaneous purchasing decisions. Impulse buying relates to an unplanned purchasing behaviour that takes place when consumers experience a sudden urge to purchase a product without prior planning or careful evaluation. Within social commerce environments, impulse buying is frequently stimulated by promotional activities, engaging product presentations, personalised recommendations, and seamless purchasing processes. Previous studies have demonstrated that online promotional stimuli and consumers' trust in digital platforms significantly increase the likelihood of unplanned purchasing behaviour (Wulan et al.,

2019). Shopping lifestyle has emerged as one of the most important determinants of impulse buying in digital commerce. It reflects consumers' patterns of allocating time and financial resources toward shopping activities and illustrates the extent to which shopping is perceived as a source of enjoyment rather than merely fulfilling functional needs. Consumers with a strong shopping lifestyle tend to spend more time exploring products, following consumption trends, and responding positively to promotional stimuli, making them more susceptible to impulse buying (Gardi & Darmawan, 2022). Flash sale is another important marketing strategy that creates urgency through limited-time promotions and restricted product availability. The scarcity created by flash sale campaigns encourages consumers to make rapid purchasing decisions because delaying purchases may result in losing attractive offers. Consequently, consumers tend to rely more on emotional responses than rational evaluations when making purchasing decisions, thereby increasing impulse buying behaviour (Azizah & Indrawati, 2022).

Brand image is an essential factor influencing consumer purchasing behaviour, as it reflects the overall impression and assessment that consumers develop toward a particular brand. When people have a favorable opinion of a brand, they often experience lower levels of perceived risk, greater trust, and stronger confidence in the quality of its products. These favourable perceptions increase the likelihood of unplanned purchasing, as consumers become more willing to make immediate buying decisions without engaging in extensive evaluation or information searching (Safitra et al., 2023). In addition, electronic word of mouth (e-WOM) has emerged as a significant information channel within social commerce, where consumers commonly consult online reviews and recommendations before completing a purchase. Positive feedback from other buyers enhances credibility, reduces uncertainty, and strengthens consumers' intention to buy, whereas negative evaluations may discourage purchasing decisions. Therefore, e-WOM functions as a form of social influence that shapes consumers' tendency to engage in impulse buying.

E-WOM is any statement based on consumer experiences with a product, service, or company that can be accessed by people via the internet (Artamevia et al., 2022). However, several issues arose that led to TikTok Shop being temporarily shut down by the government on October 4, 2023. The reason the government shut down TikTok Shop was that TikTok had violated several electronic trading regulations (PMSE) on a digital service platform. This decision has sparked public debate over the reasons for TikTok Shop's closure. In October 2023, TikTok Shop temporarily suspended its e-commerce operations in Indonesia following the implementation of new government regulations concerning social commerce platforms. The platform resumed its operations after establishing a strategic partnership with Tokopedia in December 2023. This development significantly transformed Indonesia's social commerce ecosystem and provided a unique context for examining consumers' purchasing behaviour.

Although numerous studies have confirmed that brand image, shopping lifestyle, flash sale, and e-WOM are significant determinants of impulse buying across different e-commerce platforms, several research gaps remain to be addressed. First, existing research has largely concentrated on established marketplaces, including Shopee, Tokopedia, and Lazada, while the rapidly expanding TikTok Shop platform has received comparatively less scholarly attention. Second, these factors have frequently been investigated in isolation, resulting in limited understanding of their combined influence on impulse buying from the

viewpoint of the Theory of Planned Behavior. Third, following the integration of TikTok Shop with Tokopedia, empirical studies examining consumer purchasing behaviour within this evolving social commerce environment are still scarce.

In order to fill these gaps, the current work looks into the influence of brand image, shopping lifestyle, flash sale, and e-WOM on impulse buying among Indonesian TikTok Shop users by adopting the Theory of Planned Behavior (TPB) as its theoretical foundation. The outcomes are anticipated to enhance the current body of literature by expanding the implementation of the TPB in the social commerce context while offering contemporary empirical evidence from the post-integration TikTok Shop ecosystem in Indonesia.

The TPB, introduced by Ajzen (1991), has become a widely utilized theoretical framework for understanding consumer decision-making. According to the notion, a person's purpose to act in a particular behaviour is primarily determined by three factors: attitude, subjective norms, and perceived behavioural control. A person's attitude pertains to their overall assessment of whether engaging in a behavior is beneficial or detrimental. Subjective norms encapsulate what is considered expectations or social influence exerted by people who are considered important to the individual. Meanwhile, perceived behavioural control reflects the degree to which individuals believe they have the required opportunity, resources, and skills to perform the intended behaviour. Together, these three determinants influence behavioural intention, which in turn serves as an important predictor of actual behaviour (Ajzen, 1991).

Compared with theories that primarily focus on cognitive evaluation or purchase intention alone, TPB provides a more comprehensive explanation of consumer behaviour by simultaneously incorporating personal evaluations, social influence, and situational control. This theoretical perspective is particularly relevant to the TikTok Shop environment, where purchasing decisions are influenced not only by product evaluations but also by creator recommendations, online consumer interactions, promotional campaigns, and the ease of completing purchases within a single platform. Consequently, TPB provides an appropriate theoretical foundation for explaining impulse buying behaviour within the framework of social commerce.

Brand Image and Shopping Lifestyle are conceptualised as antecedents of consumers' attitudes because both variables shape consumers' evaluations and preferences toward products and shopping activities. E-WOM represents subjective norms because online reviews, recommendations, and social interactions influence consumers through perceived social approval and informational influence. Flash Sale is positioned exclusively as perceived behavioral control because limited-time promotions, discounts, and purchasing convenience alter consumers' perceptions of purchasing opportunities and their ability to complete transactions immediately. Accordingly, the proposed model explains impulse buying as behavioural outcomes resulting from the interaction between attitude, subjective norms, & behavioural control within the TikTok Shop ecosystem.

Figure 1 It present the theoretical framework of the proposed research model, guided by TPB. Brand Image & Shopping Lifestyle positioned as antecedents of attitude because both variables shape consumers' evaluations of products and shopping activities. Electronic Word of Mouth represents subjective norms by reflecting the influence of online reviews, recommendations, and interactions with other consumers. Flash Sale is conceptualized as perceived behavioral control because limited-time promotions, discounts, and purchasing

convenience influence consumers' perceptions of their opportunity and ability to complete purchases immediately. The interaction of these three TPB dimensions subsequently increases consumers' tendency to engage in impulse buying. Therefore, the proposed model explains how marketing-related factors influence impulse buying through the psychological mechanisms described by the Theory of Planned Behavior.

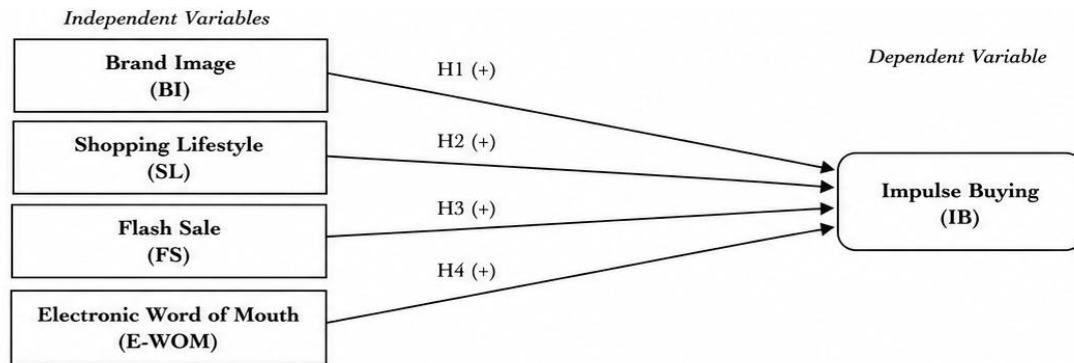


Figure 1. Proposed Conceptual Framework

Brand image refers to consumers' overall perceptions and evaluations of a brand that are formed through direct experience, marketing communication, and product-related information (Yanuar et al., 2022). Previous studies consistently suggest that a favourable brand image constitutes an essential signal of a product integrity and reliability, enabling consumers to distinguish one brand from competing alternatives (Kaur et al., 2024). A strong brand image also strengthens consumer trust and reduces perceived purchase risk, thereby increasing consumers' confidence during purchasing decisions (Jabbour et al., 2026). In social commerce environments such as TikTok Shop, where purchasing decisions are frequently made under promotional stimuli and limited decision time, consumers are more likely to rely on brand perceptions when making purchase decisions. A favourable brand image is expected to positively influence impulse buying. However, prior investigation has demonstrated that the influence of brand image on consumer behaviour may vary depending on the shopping context. In highly interactive social commerce platforms such as TikTok Shop, where purchasing decisions are frequently made within a short period and under the influence of promotional content, consumers are more likely to rely on brand perceptions as cognitive shortcuts when making purchase decisions. Consequently, a favourable brand image is expected to increase consumers' tendency to engage in impulse buying.

H1: Brand Image has a positive effect on Impulse Buying.

Shopping lifestyle reflects consumers' patterns of allocating time, funds, and focus when shopping activities as part of their daily lifestyle (Ustanti, 2018). Consumers with a strong shopping lifestyle generally perceive shopping not only as a functional activity but also as a source of enjoyment, entertainment, and self-expression. Consequently, they tend to spend more time exploring products, following consumption trends, and responding to promotional stimuli. Previous studies have consistently reported that consumers with

shopping-oriented lifestyles exhibit a greater tendency toward unplanned purchasing because they are more receptive to marketing stimuli and hedonic shopping experiences (Badriyah & Santoso 2025). Within the TikTok Shop environment, where consumers are continuously exposed to engaging content and personalised recommendations, shopping lifestyle is expected to strengthen consumers' tendency to engage in impulse buying.

H2: Shopping Lifestyle has a positive effect on Impulse Buying.

Flash sale refers to a promotional strategy that offers goods at a reduced cost within a limited period, thereby creating urgency and scarcity in consumers' purchasing decisions (Li et al., 2022). Previous studies consistently indicate that flash sale campaigns increase consumers' purchase intention because limited availability encourages rapid decision-making and reduces the opportunity for extensive product evaluation (Zhang et al., 2021). In digital shopping environments, consumers frequently perceive flash sales as opportunities that should not be missed, making them more likely to rely on emotional responses rather than rational deliberation. Flash sale strategies are expected to increase customers' propensity to participate in impulse buying.

H3: Flash Sale has a positive effect on Impulse Buying

Electronic word of mouth (e-WOM) refers to information regarding products or services that is voluntarily communicated by customers via online platforms, including social media, review websites, blogs, and online discussion forums (Thurau et al., 2004). Previous studies consistently demonstrate that e-WOM reduces information uncertainty, strengthens consumer trust, and facilitates purchase decisions because consumers generally perceive information provided by other users as more credible than firm-generated promotional content (Chen et al., 2022; Nguyen et al., 2024). Within TikTok Shop, where purchasing decisions are strongly influenced by creator content, product reviews, and user interactions, positive e-WOM is expected to stimulate spontaneous purchasing behaviour. Electronic word of mouth is expected to positively influence impulse buying. According to Djamhari et al. (2024), EWOM relates to either negative or positive reviews provided by clients regarding a business or product, which are accessible to many people and organizations via the internet. (Soelton et al. 2021) explain that impulsive buying behavior remains a mystery in the world of marketing, meaning that the literature and consumer patterns while shopping are often inconsistent, such as how people purchase an item without prior planning. Impulsive purchases often occur suddenly, whether shopping offline or online, although sometimes they buy a product that they may not necessarily need themselves.

H4: Electronic Word of Mouth has a positive effect on Impulse Buying.

Methods

This research adopted a quantitative explanatory study utilizing a cross sectional survey. The explanatory approach was chosen because its primary objective is to look at the causal relationship between Brand Image, Shopping Lifestyle, Flash Sales, Electronic Word of Mouth & Impulse Buying among Tiktok Shop. This design was thought to be suitable since respondents' perceptions and purchasing behaviour were captured at a single point in time. The investigation focused on Indonesian consumers who actively use TikTok or TikTok Shop, with the target population consisting of individuals who had previously purchased products through the platform.

To guaranty the applicability of the collected data, respondents were obliged to satisfy several eligibility criteria. Specifically, participants had to (1) reside in Indonesia, (2) be at least 17 years of age, (3) possess an active TikTok account, and (4) have made at least one purchase through TikTok Shop during the preceding six months. A non-probability sampling approach with purposive sampling was employed because only respondents meeting these requirements were considered suitable for the study.

An organized online survey was implemented to gather primary data utilizing Google Forms. The survey link was disseminated via several social media channels, including WhatsApp, Instagram, Telegram, and TikTok communities, to reach active TikTok Shop users throughout Indonesia. Data collection was conducted from March to April 2025. Prior to participating, respondents were informed about the investigation's goals, the voluntary character of participation, and the privacy of their responses. Only completed surveys that met all requirements for inclusion were kept for statistical examination.

The proposed research framework comprised five latent constructs: Brand Image, Shopping Lifestyle, Flash Sale, e-WOM, and Impulse Buying. A five-point Likert scale was utilized to assess each measurement item, spanning from 1 (strongly disagree) to 5 (strongly agree). Initially, the instrument contained 27 measurement indicators. Following the recommendation of Hair et al., by increasing the quantity of indicators by ten, the minimal sample size was determined, resulting in a minimum requirement of 270 respondents. To minimize the potential impact of inadequate or erroneous answers, the targeted sample size was increased to 300 participants. During the assessment of the measurement model, indicator FS4 was excluded because it did not satisfy the required convergent validity threshold, with an Average Variance Extracted (AVE) score below 0.50.

Data analysis and hypothesis evaluation were performed with SmartPLS 3.2.9. The Partial Least Squares Structural Equation Modeling (PLS-SEM) technique was employed to accommodate the complexity of the proposed research model, particularly its multiple latent constructs and associated indicators. In addition to examining the relationships among constructs, this approach enables the quality of the measurement instruments to be evaluated within the same analytical framework. The analysis was conducted in two sequential stages. The initial stage focused on the assessment of the measurement model (outer model), which included indicator reliability, convergent validity, internal consistency reliability, and discriminant validity. Once the measurement model demonstrated satisfactory quality, the analysis proceeded to the structural model (inner model). At this stage, the proposed hypotheses were evaluated based on path coefficients, the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). This two-stage analytical process was applied to ensure that the measurement instruments were sufficiently reliable and valid before interpreting the hypothesized structural relationships.

Indicator reliability was regarded as satisfactory when outer loading values exceeded 0.70, although indicators with loadings above 0.60 were retained if supported by theoretical considerations. Convergent validity was evaluated using the Average Variance Extracted (AVE), where values above 0.50 indicated adequate construct validity. Internal consistency reliability was determined using both Cronbach's Alpha and Composite Reliability, with acceptable values exceeding 0.70. Finally, discriminant validity was established using the Fornell-Larcker criterion by comparing the square root of each construct's AVE with the correlations between constructs.

The research instrument consisted of a structured questionnaire modified from measuring scales that have already been verified. Brand Image was measured utilizing three indicators modified from Safitra et al., (2023), Shopping Lifestyle was measured utilizing six indicators modified from Ustanti (2018) and Badriyah & Santoso (2025), Flash Sale was measured using eight indicators modified from Li et al., (2022) and Azizah & Indrawati (2022), e-WOM was measured utilizing six indicators modified from Thureau et al., (2004), Chen et al., (2022), & Nguyen et al., (2024), while Impulse Buying was measured utilizing five indicators modified from Soelton et al., (2021). Every measurement item was modified to correspond with the TikTok Shop setting while maintaining the original structures' conceptual meaning.

Result and Discussions

In this study, the questionnaire was distributed online via social media platforms such as Facebook, Instagram, X (formerly Twitter), and TikTok. Of the total 386 respondents successfully collected, the initial screening process revealed that 86 respondents did not meet the established criteria, leaving 300 valid respondents for analysis. Demographic characteristics included gender, age, highest level of education, and region.

Table 1. Demographic Characteristics of Respondents

Variabel	Category	Frequency (n)	Percentage (%)
Gender	Female	312	80.8
	Male	74	19.2
Age	17-25	316	81.9
	26-35	52	13.5
	36-45	11	2.8
	46-55	7	1.8
Education	Junior high school	3	0.8
	Senior high school	241	62.4
	Diploma	2	0.5
	Bachelor's Degree	140	36.3
Residence	Sumatra	158	40.9
	Jawa	175	45.3
	Sulawesi	22	5.7
	Kalimantan	17	4.4
	Maluku & Papua	2	0.5
	Bali,Nusa Tenggara	12	3.1

As presented in Table 1, the respondent profile was dominated by female participants, who represented 80.8% of the total sample. Most of those who responded were between 17 and 25 years old (81.9%), indicating that young adults comprised the primary user group examined in this investigation. Regarding their level of education, the majority of participants had finished senior high school (62.4%). Geographically, respondents were predominantly located on the island of Java, accounting for 45.3% of the sample. These demographic data give a summary of the sample characteristics and serve as contextual information for interpreting the empirical findings.

Table 2. Outer Model Evaluation

Indicator	Outer Loadings	Cronbach alpha	Composite reliability	AVE
Brand Image		0.729	0.843	0.642
Brand image for products on TikTok Shop is guaranteed	0.809			
The quality of that brand is good	0.837			
Brand image has a major impact on products on TikTok Shop	0.757			
Shopping Lifestyle		0.819	0.868	0.524
Purchase every ad offer for products on TikTok Shop	0.725			
Buying the latest products when browsing TikTok Shop	0.616			
Shop for well-known products	0.763			
Products purchased on TikTok Shop are of good quality	0.702			
I often shop for various products on TikTok Shop	0.805			
Knowing that there are other products of the same quality as the one purchased on TikTok Shop	0.720			
Flash Sales		0.838	0.877	0.506
I like the deals available in the flash sale	0.662			
Flash sales are a useful source of information about various products	0.752			
Browsing flash sales is so much fun	0.731			
Flash sales make my life easier	0.692			
Hunting for flash sales is my hobby	0.735			
Flash sales the best source for a wide range of brand information	0.755			
I'm a big fan of flash sales	0.644			
E-WOM		0.857	0.893	0.581
I accessed information about TikTok Shop on its social media platforms	0.761			
I interact with other users on the TikTok app	0.744			
Recommending others to shop on TikTok Shop	0.773			
Gaining positive insights about products on TikTok Shop from other users' experiences	0.737			
I found information about product quality on TikTok Shop	0.773			
Other customers' reviews are very helpful	0.773			
Impulse Buying		0.759	0.838	0.509
When shopping on TikTok Shop, I bought things without giving it much thought	0.697			
I often think about buying something first and then think about it later	0.746			
I often go shopping without planning it in advance	0.693			
I can't help but purchase on TikTok Shop	0.725			
Before visiting TikTok Shop, I had no intention of making a purchase	0.703			

The assessment of the measurement model demonstrated that all constructs satisfied the recommended validity and reliability specifications for PLS-SEM. Every indicator that was kept showed outside loading scores in excess of what was advised minimum threshold of 0.60 (Hair et al., 2019), indicating that each latent concept was suitably represented by the indicators and supported convergent validity. During the initial assessment, however, the Flash Sale construct produced an AVE score of 0.489, which did not meet the minimum criterion of 0.50 established by Fornell and Larcker (1981). To improve the measurement quality, indicator FS4 was removed from the model. Following its exclusion, the AVE value for the Flash Sale construct increased above the required threshold, confirming that the construct fulfilled the convergent validity criterion.

The reliability results showed that each construct satisfied the required reliability criteria, with both Cronbach's Alpha and α exceeding the minimum score of 0.70 recommended by Hair et al. (2019). This result confirms that the indicators associated with each construct exhibited adequate internal consistency. In other words, the items used to measure the respective constructs generated sufficiently consistent responses among the respondents. Considering the outcomes, all constructs were considered reliable and appropriate for more investigation of the relationships specified in the research model.

Regarding convergent validity, the measurement results were also within the acceptable range. The AVE for every construct reached at least 0.50, which is consistent with the criteria suggested by Fornell and Larcker (1981) and Hair et al. (2019). An AVE score at this level indicates that a construct is competent to provide a minimum of half of the variance contained in its associated indicators. Thus, the indicators were considered to signify the corresponding latent constructs adequately. The outcomes consequently confirmed that the measurement model possessed satisfactory convergent validity and could proceed to the evaluation of the structural model.

Table 3. Discriminant Validity Test

Variable	Brand Image	Shopping Lifestyle	Flash Sale	E-WOM	Impulse Buying
Brand Image	0.801				
Shopping Lifestyle	0.019	0.724			
Flash Sale	0.082	-0.039	0.711		
E-WOM	0.077	-0.002	0.022	0.763	
Impulse Buying	0.341	0.257	0.313	0.204	0.713

The outcomes of this test indicate that every construct in the research model possesses distinct characteristics. This is reflected in the lower correlation coefficients relative to the square root of the AVE for every variable. Therefore, it might be argued that there is no conceptual overlap (latent multicollinearity) among the variables in the model. The fulfillment of discriminant validity indicates that Brand Image, Electronic Word of Mouth (EWOM), Flash Sale, and Shopping Lifestyle are conceptually distinct constructs, even though they all contribute to explaining Impulse Buying behavior. This condition is crucial in consumer behavior research because each variable operates through distinct mechanisms of influence, whether through cognitive, emotional, or situational aspects.

Consequently, this research model possesses a strong empirical foundation for testing the influence of each independent on the dependent variable.

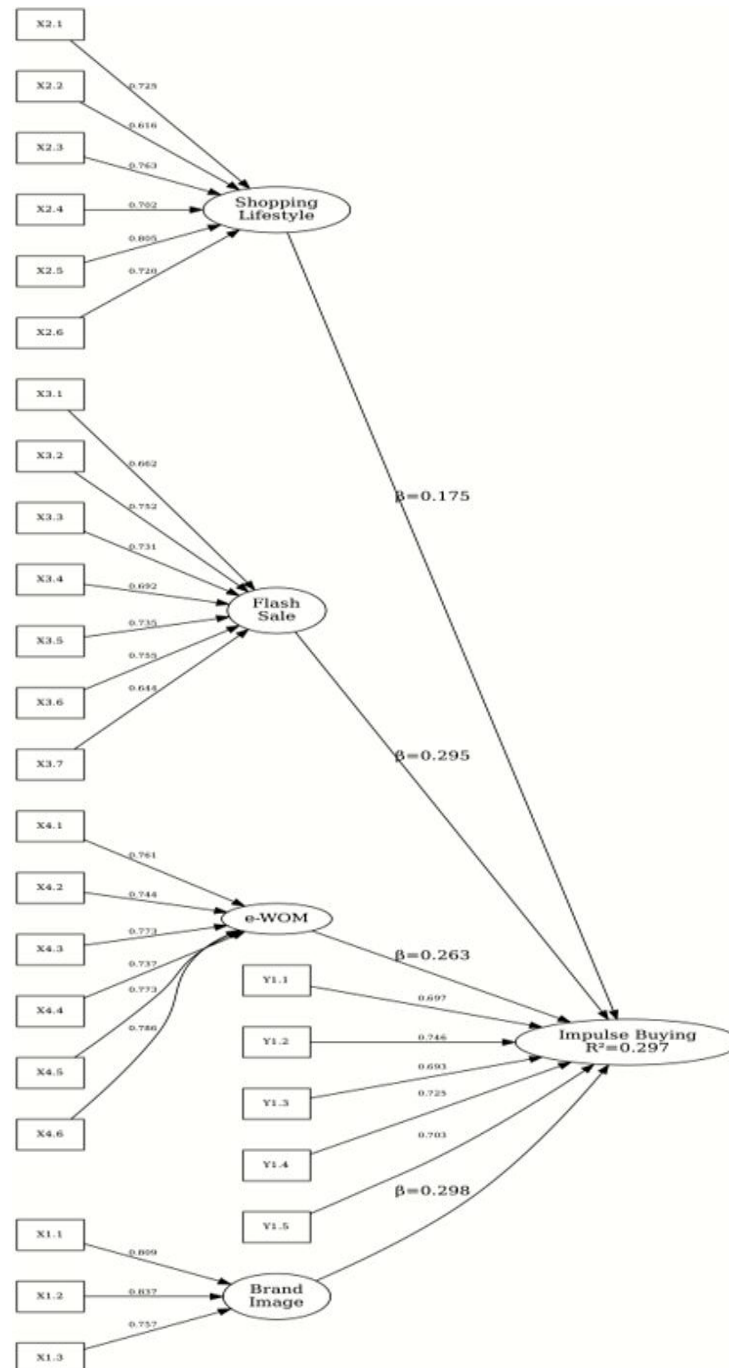


Figure 2. Final Structural Model Generated Using SmartPLS

The figure presents the final structural model estimated using SmartPLS algorithm. This model present standradized path coefficients, indicator loadings, and the coefficient of determination (R^2) for the endogenous construct. The coefficient of determination (R^2) for Impulse Buying is 0.297, indicating that Brand Image, Shopping Lifestyle, Flash Sale, and Electronic Word of Mouth jointly explain approximately 29.7% of the variance in Impulse

Buying. Among the proposed relationships, Brand Image ($\beta = 0.298$) exhibits the strongest positive effect on Impulse Buying, followed by Flash Sale ($\beta = 0.295$), e-WOM ($\beta = 0.263$), and Shopping Lifestyle ($\beta = 0.175$).

Table 4. Hypothesis Testing Result

Variables	Original Sample (O)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values	Notes
Brand Image -> IB	0.298	0.045	6.565	0.000	Accepted
E-WOM -> IB	0.263	0.054	4.916	0.000	Accepted
Flash Sale -> IB	0.295	0.042	7.058	0.000	Accepted
Shopping Lifestyle -> IB	0.175	0.051	3.427	0.001	Accepted

The findings indicate that Brand Image has the greatest positive impact on Impulse Buying ($\beta = 0.298$), signaling that customers are more inclined to act impulsive purchasing decisions when they perceive a brand as credible, trustworthy, and capable of delivering consistent product quality. This finding supports previous studies by (Prananta & Subawa, 2019) and (Wonggo et al., 2020), which reported that favourable brand perceptions increase consumers' tendency to make unplanned purchases. Nevertheless, the current study expands on this data by showing that Brand Image remains the most influential determinant of impulse buying within the TikTok Shop ecosystem, where purchasing decisions are frequently made under time pressure and continuous promotional exposure.

From the viewpoint of the TPB (Ajzen, 1991), Brand Image contributes to consumers' attitudes by strengthening positive evaluations toward products and reducing perceived purchasing risk. Consumers who already trust a particular brand require less cognitive effort to evaluate alternatives and are therefore more likely to rely on heuristic decision-making when making purchases. This cognitive shortcut becomes particularly relevant in TikTok Shop, where consumers are continuously exposed to short-form videos, livestream demonstrations, and algorithmically recommended products that encourage rapid purchase decisions. A favourable Brand Image functions not only as a signal of quality but also as a psychological mechanism that facilitates spontaneous purchasing behaviour in social commerce environments.

Shopping Lifestyle also demonstrates a positive and significant influence on Impulse Buying. Consumers who perceive shopping as an enjoyable activity rather than merely a means of fulfilling functional needs are more likely to make spontaneous purchases. This outcome is in agreement with prior investigation (Ustanti, 2018; Sendi et al., 2024), which reported that shopping-oriented consumers tend to spend more time browsing products, following consumption trends, and responding positively to marketing stimuli.

Within the TPB framework, Shopping Lifestyle shapes consumers' attitudes toward shopping by increasing the perceived enjoyment and emotional value associated with purchasing activities. TikTok Shop further strengthens this relationship by integrating entertainment and commerce through personalised short-form videos, livestream shopping, and algorithmic recommendations. These platform characteristics transform shopping into an immersive digital experience where consumers are continuously exposed to attractive products and promotional content. As a result, consumers become increasingly susceptible to impulsive purchasing decisions because shopping is perceived as both

entertainment and self-expression rather than solely a rational economic activity. This finding extends previous literature by highlighting how social commerce features reinforce the influence of shopping-oriented lifestyles on impulse buying.

Flash Sale exhibits the second strongest influence on Impulse Buying ($\beta = 0.295$), indicating that limited-time promotional strategies effectively stimulate consumers' spontaneous purchasing behaviour. This outcome is in agreement with prior investigation (Wangi et al., 2021; Purnama et al., 2024), which reported that flash sale campaigns create purchasing urgency and encourage consumers to complete transactions before promotional opportunities disappear. Within the TPB, Flash Sale reflects perception of one's ability to control behaviour because temporary discounts, purchasing convenience, and limited-time offers alter consumers' perceptions regarding their opportunity to complete transactions immediately. Consumers may experience fear of losing promotional opportunities, leading them to make rapid purchasing decisions without extensive product evaluation. TikTok Shop amplifies these psychological effects through countdown timers, livestream promotions, and integrated one-click purchasing features, all of which reduce decision time and encourage impulse buying.

E-WOM also has a positive and significant effect on Impulse Buying, indicating that consumers' purchasing decisions are strongly influenced by online reviews, recommendations, and user-generated content. This outcome is in agreement with prior investigation indicating that positive online reviews increase consumer trust and reduce uncertainty during purchasing decisions (Rahmawati, 2022; Nuraini & Praswati, 2024). From the viewpoint of the TPB, e-WOM represents subjective norms because consumers frequently consider the opinions and experiences of other users before making purchasing decisions. In the TikTok Shop environment, this social influence becomes even stronger through creator reviews, comment sections, livestream interactions, and user-generated videos that continuously reinforce product credibility. Positive recommendations from other consumers also contribute to the development of Fear of Missing Out (FOMO), whereby individuals become motivated to purchase products that receive widespread social attention.

The present investigation makes several significant contributions to the literature. First, it extends the application of the TPB in the context of social commerce by demonstrating that Brand Image and Shopping Lifestyle shape consumers' attitudes, Electronic Word of Mouth represents subjective norms, and Flash Sale reflects perceived behavioral control. Second, unlike previous studies that primarily examined conventional e-commerce platforms, this study provides empirical evidence from TikTok Shop, where short-form videos, livestream commerce, algorithmic recommendations, and integrated purchasing features strengthen consumers' tendency toward impulse buying. Third, Brand Image was identified as the strongest predictor of Impulse Buying, suggesting that favourable brand perceptions remain a critical driver of spontaneous purchasing behaviour even within highly promotional digital shopping environments.

The findings provide several practical implications for businesses operating on TikTok Shop. Since Brand Image exerts the strongest influence on Impulse Buying, sellers should prioritise strengthening brand credibility through consistent visual identity, transparent product information, and responsive customer service. Flash Sale campaigns should be integrated with livestream shopping and countdown promotions to create purchasing

urgency while maintaining consumer trust. Additionally, companies are urged to stimulate positive e-WOM by encouraging satisfied customers to provide reviews, share user-generated content, and interact actively within online communities. Marketers should leverage personalized short-form video content & algorithm-based product recommendations to boost consumer engagement and reinforce a shopping-oriented lifestyle that drives Impulse Buying.

Conclusion

This investigation examined the effects of Brand Image, Shopping Lifestyle, Flash Sale, & E-WOM on Impulse Buying among TikTok Shop users in Indonesia. The outcomes demonstrate that all four variables positively and significantly influence Impulse Buying, with Brand Image emerging as the strongest predictor, followed by Flash Sale, Electronic Word of Mouth, and Shopping Lifestyle. These outcomes imply that impulse buying in social commerce is influenced not only by promotional activities but also by consumers' perceptions of brand credibility, shopping-oriented lifestyles, and social interactions facilitated through online platforms.

These findings contribute to the study of social commerce by providing empirical evidence from TikTok Shop in Indonesia. In study extends the implementation of the TPB by conceptually explaining how Brand Image and Shopping Lifestyle are associated with consumers' attitudes, Electronic Word of Mouth reflects subjective norms, and Flash Sale represents perceived behavioral control. The TPB components in this study serve only as a theoretical framework for interpreting the findings and are neither measured nor empirically tested in the proposed structural model. This study would be better positioned as a conceptual foundation rather than as an empirical test designed to comprehensively validate the TPB framework.

The findings indicate that TikTok Shop sellers should prioritise strengthening Brand Image through consistent branding, transparent product information, and reliable customer service, as Brand Image exerts the greatest influence on Impulse Buying. Digital marketers are also encouraged to integrate Flash Sale campaigns with livestream shopping and countdown promotions to create purchasing urgency while maintaining consumer trust. In addition, businesses should actively encourage positive Electronic Word of Mouth by motivating satisfied customers to share reviews and user-generated content, while leveraging personalised short-form videos and algorithmic recommendations to enhance consumer engagement and stimulate spontaneous purchasing behaviour.

This investigation has some drawbacks, such as the cross-sectional design, which makes it impossible to determine a cause in a longitudinal context, and the use of purposive sampling techniques limits the generalisability of outcomes that go outside the respondents' traits included in this investigation; the sample was dominated by young adults and female respondents, which might not accurately reflect the larger population of TikTok Shop users in Indonesia, and this study focused exclusively on TikTok Shop.

Further research is suggested to examine other mediating or moderating variables, such as purchase trust, Fear of Missing Out (FOMO), perceived value, or hedonic motivation, to provide a more comprehensive explanation of impulse buying behaviour. Comparative studies involving multiple social commerce and e-commerce platforms, such as TikTok Shop, Shopee, Tokopedia, and Lazada, would further enrich the understanding of platform-

specific consumer behaviour. Longitudinal or experimental research designs are recommended to investigate changes in consumers' purchasing behaviour over time and to provide stronger evidence regarding causal relationships.

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