

Conformity, Free Shipping, and Positive Emotions Toward Impulse Buying in Generation Z on the TikTok Shop Platform

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ABSTRACT

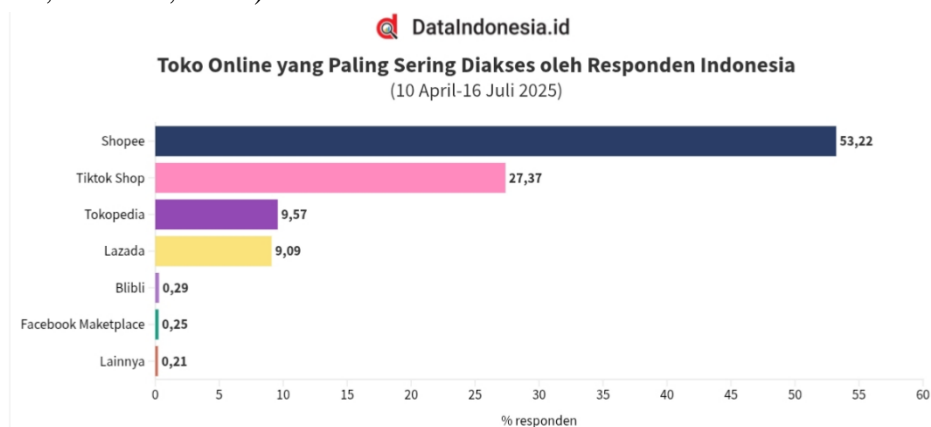
This research investigates the impact of adherence to social norms, complimentary delivery services, and favorable emotional states on spontaneous purchasing decisions made by Generation Z individuals utilizing TikTok Shop within the East Kolaka Regency. The study used a quantitative approach with a causal-associative and explanatory research design. Purposive sampling was used to choose a sample of 180 participants who met the following requirements: belonging to Generation Z, making impulsive purchases through TikTok Shop, and living in the East Kolaka Regency. The obtained data was then analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method, which was made possible by SmartPLS 4.0 software. The results indicate that conformity, the provision of free shipping, and the experience of positive emotions exert a favorable and statistically significant influence on impulse buying. Among the three variables, conformity was identified as the most dominant factor influencing impulsive purchasing decisions, followed by positive emotions and free shipping promotions. These results indicate that impulse buying among Generation Z is strongly affected not only by individual preferences but also by social influence, emotional responses, and digital promotional strategies integrated into social commerce platforms such as TikTok Shop. This study contributes theoretically by enriching the literature related to impulse buying in digital commerce, particularly among Generation Z consumers. Practically, the findings provide insights for businesses and digital marketers in developing more effective promotional and engagement strategies. Subsequent research is encouraged to include variables such as financial literacy, self-control, lifestyle, and consumer trust, so as to yield a more comprehensive understanding of impulse buying in digital marketplace settings.

Keywords: *Conformity, Free Shipping, Positive Emotions,*

Impulsive Buying.**INTRODUCTION**

Rapid technological advances have significantly changed daily activities and reshaped people's behavior. Today, people are increasingly dependent on digital media, particularly social media, which initially served as a platform for communication, interaction, and information sharing (Anggraini and Fuadilah, 2024). Over time, social media has evolved into a strategic business tool, particularly in marketing. Platforms like Instagram, Facebook, and TikTok have revolutionized the way businesses interact with audiences (Irma, 2017). Among these platforms, TikTok, launched in 2017 by ByteDance, has experienced rapid growth and gained immense popularity, especially among young users (Ahdiat, 2024). TikTok allows users to create and share short videos, making it an effective medium for creative expression and digital marketing (Susanto, 2021).

With the introduction of TikTok Shop in 2021, the platform expanded into e-commerce, enabling seamless transactions within the app. This feature integrates content creation with real-time purchasing, creating an interactive and personalized shopping experience, especially for younger consumers (Septriyanti *et al.*, 2023; Sumantyo *et al.*, 2026). As a result, TikTok Shop has become a powerful tool for businesses, including SMEs and content creators, to engage audiences and drive sales. However, on September 2023, the Indonesian government temporarily suspended TikTok Shop operations due to regulatory issues (Muna and Santoso, 2024). The platform resumed operations in 2024 through a partnership with Tokopedia, significantly increasing its user base to 143 million (Kompas.id, 2024). Overall, TikTok Shop has proven effective in influencing consumer behavior, particularly by triggering emotional engagement and encouraging impulse purchases through interactive content, social influence, and promotional features such as free shipping (Amanda *et al.*, 2023; Samudra, 2023).



(Source: DataIndonesia.id, 2025)

Figure 1 Comparison of User Access Rates Among Online Store Platforms in Indonesia

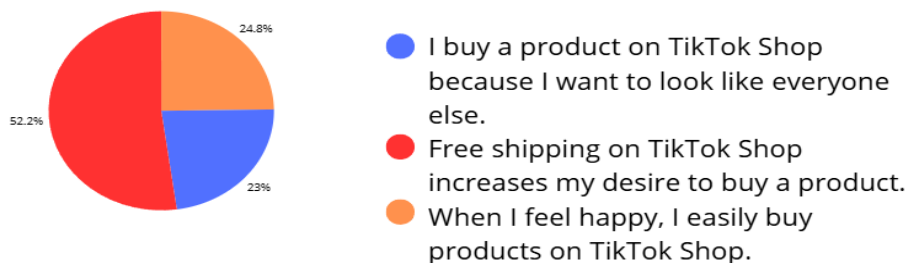
Data from 2025 shows that TikTok Shop ranks second among the most accessed online shopping platforms in Indonesia, with 27.37% of respondents. This demonstrates a strong position compared to older platforms like Tokopedia and Lazada, and significantly surpasses other platforms like Blibli and Facebook Marketplace. As a social commerce platform, TikTok Shop enables users to make purchases directly through video content, fostering a more interactive and immersive shopping experience (Obada and Tugulea, 2024).

This trend aligns with the characteristics of Generation Z, the group born between 1997 and 2012, a segment closely connected to technology and digitalization. They grew up with the internet and social media and are accustomed to conducting various activities through digital devices, including shopping (Iskandar *et al.*, 2025). They are also known as a generation with high internet usage and a preference for short, engaging digital content. In Indonesia, TikTok is the most widely used platform among Gen Z (24%), serving not only for entertainment but also as a source of information, trends, and shopping. This dominance of video-based content contributes to an increase in impulse buying. Impulse buying refers to unplanned and spontaneous purchases driven by psychological factors such as sudden cravings, strong urges, enjoyment, and disregard for consequences (Rupayana *et al.*, 2021; Nagadeepa *et al.*, 2021). In TikTok Shop, this behavior is triggered by attractive trends, free shipping promotions, and interactive features.

Several key factors influence impulse buying. First, conformity, where consumers tend to follow trends, group recommendations, and social influence when making purchasing decisions (Aulia and Hasanah, 2020). Second, free shipping, which reduces perceived costs and increases the appeal of a purchase, often leads to unplanned purchases (Amaliyah, 2021). Third, positive emotions, such as happiness, joy, and satisfaction, arising from engaging content and promotional offers, further drive impulse buying (Putra *et al.*, 2020). All things considered, these elements greatly influence Generation Z's impulsive TikTok Shop purchases.

What influences you to make impulsive purchases on the TikTok Shop platform?

112 answers



(Source: Google Form Year, 2026)

Figure 2. Initial Observation Results

Based on a preliminary survey of 112 Generation Z respondents in East Kolaka, this study identified the main factors influencing impulse purchases on TikTok Shop. The results showed that 52.7% (59 respondents) made impulsive purchases due to free shipping promotions, 24.1% (27 respondents) were influenced by positive emotions such as happiness, and 23.2% (26 respondents) were driven by the desire to follow trends or imitate others. These findings indicate that free shipping, positive emotions, and the desire to follow trends are the dominant factors shaping impulsive purchases.

Generation Z is a highly relevant group for this study, as they are digital natives with high social media engagement and a penchant for spontaneous consumption (Ramadhani and Putri, 2024). Their preference for instant gratification and quick decision-making makes them more susceptible to impulse buying. According to statistical data (2025), the Gen Z population in East Kolaka is approximately 36,295, highlighting the importance of examining this behavior in a non-urban context, where such research is still limited.

This phenomenon describes consumer behavior that makes sudden purchases without careful planning and consideration. This contradicts consumer behavior theory, which, when compared to consumer behavior theory that emphasizes the rational aspect in the decision-making process, found a *disparity*. This is evident in the tendency of Generation Z to conduct short information searches, because they rely on personal feelings and experiences rather than in-depth rational evaluation. As a result, the alternative evaluation stage is often missed because purchasing decisions are more driven by social group factors, emotions such as pleasure, happiness, or momentary desires that trigger *impulsive buying*.

Tereshchenko's (2020) research found that 41% of Generation Z are *impulse buyers*, a figure higher than Generation X (32%) and Millennials (34%). This aligns with a recent phenomenon in East Kolaka Regency, where Generation Z is more active in shopping through *the TikTok Shop platform*, driven not only by necessity but also by social group motivation, free shipping, and the emotional pull of fleeting pleasure. Thus, the purpose of this study is to investigate how Generation Z's impulsive purchases on the TikTok Shop platform are influenced by conformity, free delivery, and good feelings.

METHOD

This study uses a quantitative research design using a causal-associative methodology to investigate the connections and influences between variables, and applies an explanatory research type to clarify the causal relationships between the variables under investigation (Stiadi, 2021). The sample size was determined using the Hair formula, which was selected due to the unknown size of the population (Hair et al., 2021). Data were gathered from 180 respondents residing in East Kolaka Regency through purposive sampling. Respondents met three criteria: aged 13–28 years, had made at least one impulse purchase on TikTok Shop, and were residents of East Kolaka Regency. The sample size followed the guidelines of Hair *et al.*, (2021) which presented 18 indicators multiplied by 10, resulting in a minimum of 180 respondents.

An structured survey using a four-point Likert scale, with 1 denoting "strongly disagree" and 4 denoting "strongly agree", was used as the data collection instrument, with the absence of a neutral option intentionally designed to elicit more definitive responses from respondents (Ramdhani, 2024). The variables were systematically operationalized into dimensions, sub-variables, and measurement indicators, which formed the basis for the questionnaire items distributed online via Google Forms. The variables were operationalized as follows:

Table 1. Variables And Indicator

Category	Variables & Code	Indicator
Variables Independent		
X1	<i>Conformity (C)</i>	1. Adjustment self 2. Trust to group 3. Compactness 4. Obedience 5. Imitation 6. Agreement (Sahara <i>et al.</i> , 2025)
X2	<i>Free Shipping (FS)</i>	1. Give attention 2. Desire buy 3. Power pull 4. Do purchase (Umbing, 2023)
X3	<i>Positive Emotions (PE)</i>	1. Feeling comfortable 2. Feeling like 3. Feeling satisfied 4. Feeling full Spirit (Daughter <i>et al.</i> , 2023)
Variable Dependent		
Y	<i>Impulse Buying (IB)</i>	1. Spontaneity 2. Strength, drive, and intensity 3. Fun and stimulation 4. Ignore consequence (Rahmadani, 2021)

1.1 Relationship Between Variables

a) The Relationship Between Conformity and Impulse Buying

Conformity refers to a form of influence or adjustment in which individuals imitate the attitudes or behavior of others due to real or perceived social pressure (Aulia and Hasanah, 2020). Conformity is the habit of buying and using goods and services excessively without planning, often exceeding basic needs. Usually, this is influenced by the desire to fulfill desires or follow a certain lifestyle, rather than because of real needs (Kurniadi *et al.*, 2025). In other words, individuals or groups tend to prioritize social norms in making purchasing decisions rather than relying on their own judgment.

This link is supported by earlier studies. According to Kristiawan and Wijono (2024), conformity significantly and favorably affects impulsive purchases. Similar conclusions were reached by Putri et al. (2022) and Pradipta and Kustanti (2021), who found that conformity has a major impact on impulsive purchases. These results lead to the formulation of the study's initial hypothesis, which is as follows:

H1: Conformity has a positive and significant influence on impulse buying among Generation Z on the TikTok Shop platform.

b) The Relationship Between Free Shipping and Impulse Buying

Free shipping is one of the most popular sales promotion strategies in Indonesia. Providing free shipping increases product appeal by reducing the financial burden on consumers. This creates a greater perception of value, which can encourage unplanned or impulse purchases (Amaliyah, 2021). Several prior studies lend support to this relationship. Lumampouw et al. (2025) demonstrated that free shipping positively and significantly affects impulse buying, a finding echoed by Sapa et al. (2023) and Marpaung and Lubis (2022), both of whom concluded that free shipping exerts a significant influence on impulse buying. Drawing on these findings, the second hypothesis of this study is formulated as follows.

H2: Free Shipping has a positive and significant influence on impulse purchases among Generation Z on the TikTok Shop platform.

c) The Relationship Between Positive Emotions and Impulsive Buying

Positive emotions refer to pleasant feelings such as enthusiasm, energy, and attention, which are associated with an increased tendency to make impulse purchases (Putra *et al.*, 2020). Previous research supports this relationship. Nurliana et al. (2020) established that positive emotions exert a positive and significant influence on impulse buying, a conclusion similarly reached by Imbayani et al. (2018) and Anggita et al. (2023), both of whom affirmed that positive emotions significantly shape impulse buying. On the basis of these findings, the third hypothesis of this study is formulated as follows.

H3: Positive emotions have a positive and significant influence on impulse purchases among Generation Z on the TikTok Shop platform.

A conceptual framework was developed based on a review of the relevant literature and the objectives of this study, illustrating the relationships between conformity, free shipping, and positive emotions as they relate to impulse buying (Figure 3).

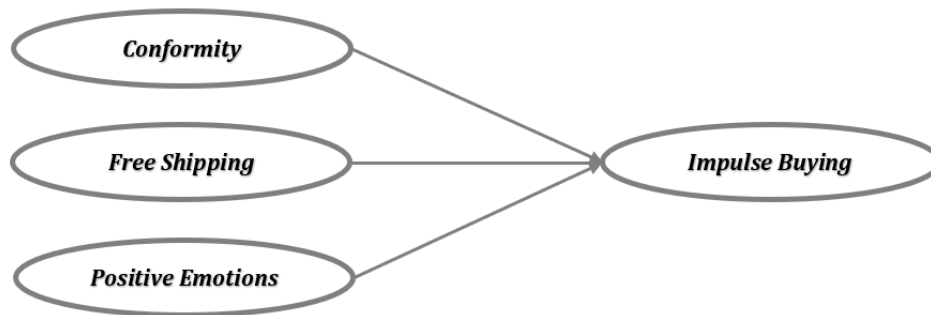


Figure 3. Research Conceptual Framework

RESULTS AND DISCUSSION

RESULTS

3.1 Respondent Profile

A total of 180 valid responses were collected, resulting in a robust data set for analysis. The sample was dominated by females 103 respondents (57.22%), while male respondents numbered 77 (42.78%). From the age distribution, the majority of respondents were in the 21–24 age group 63 respondents or (35%), followed by those aged 17–20 (53 respondents or 29.44%). This indicates that the majority consisted of late teens to young adults, which strongly represents the core segment of Generation Z.

In terms of educational background, more than half of the respondents were high school or vocational school graduates, accounting for 96 individuals (53.33%), followed by diploma holders, who represented 41 respondents (22.78%). In terms of monthly income or pocket money, the largest proportion of respondents (97 people or 53.89%) reported income of less than Rp 1,000,000, followed by 45 respondents in the range of Rp 1,000,001–2,500,000.

Overall, these demographic characteristics confirm that the sample is dominated by Generation Z, particularly those in their early careers or still financially dependent. This strengthens the research's relevance, as this group is known for their high digital engagement, strong exposure to social media, and a greater tendency toward impulsive consumption, particularly on platforms like TikTok Shop.

3.2 Data Analysis Results

3.2.1 Testing the Measurement Model (Outer Model)

The outer measurement model is used to evaluate the reliability, internal consistency, and validity of observable indicators obtained from survey data as well as latent constructs that cannot be measured directly (Rahadi, 2023). In the context of Partial Least Squares (PLS) analysis, validity is assessed through two approaches: convergent validity and discriminant validity. This study employs Structural Equation Modeling (SEM) using SmartPLS 4.0 as the analytical tool. The outer model assessment, based on reflective indicators, involves examining the validity of each indicator in relation to its designated construct, as well as

evaluating the overall reliability of the construct. Convergent and discriminant validity analyses are used to measure construct validity, and composite reliability and Cronbach's alpha coefficients are used to evaluate reliability. The results of these validity and reliability assessments within the measurement model are subsequently presented in the structural model.

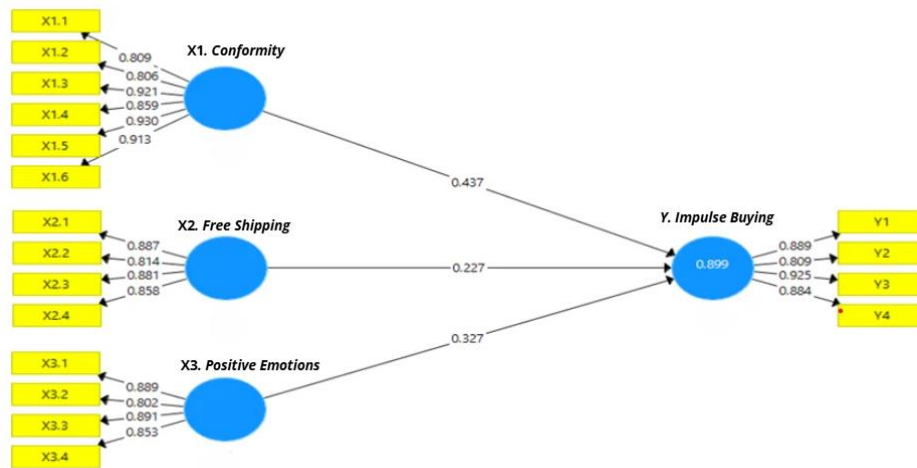


Figure 4. PLS Algorithm Output
(Source processed using PLS 4, 2026)

1) Convergent Validity

Convergent validity is evaluated by examining item reliability through factor loading values, whereby an indicator is considered valid if its loading value exceeds 0.7 (Hair *et al.*, 2021).

Table 2. Outer Loading & AVE Results

Item	Conformity (X1)	Free Shipping (X2)	Positive Emotions (X3)	Impulse Buying (Y)	AVE
K1	0.809				0.765
K2	0.806				
K3	0.921				
K4	0.859				
K5	0.930				
K6	0.913				
FS1		0.887			0.740
FS2		0.814			
FS3		0.881			
FS4		0.858			
PE1			0.889		0.739
PE2			0.802		
PE3			0.891		
PE4			0.853		

IB1				0.889	0.771
IB2				0.809	
IB3				0.925	
IB4				0.884	

(Source: Data processed using PLS 4, 2026)

As shown in Table 2, the outer loading analysis reveals that all indicators across each variable recorded loading values exceeding 0.70. This confirms that the indicators measuring Impulse Buying (Y), Conformity (X1), Free Shipping (X2), and Positive Emotions (X3) satisfy the criteria for convergent validity, and are therefore deemed valid measurement indicators.

In addition, the AVE test results show that the *Impulse Buying* (Y) variable obtained a value of 0.771, *Positive Emotions* of 0.739, *Free Shipping* of 0.740, *Conformity* of 0.765. This indicates that each variable has met the criteria for convergent validity, because an AVE value > 0.5 indicates that more than 50% of the indicator variance can be explained by the construct.

2) Discriminant Validity

Discriminant validity was assessed using the Square Root of the Average Variance Extracted (AVE). The measurement model was tested based on the cross-loading values of each indicator and the fit of the construct, where all variables were required to exceed the threshold of 0.7. Haq *et al.*, 2024).

Table 3. Cross Loading Values

Item	Conformity	Free Shipping	Positive Emotions	Impulse Buying
K1	0.681	0.755	0.809	0.717
K2	0.748	0.770	0.806	0.746
K3	0.793	0.851	0.921	0.815
K4	0.736	0.823	0.859	0.749
K5	0.777	0.818	0.930	0.802
K6	0.783	0.817	0.913	0.816
FS1	0.887	0.785	0.755	0.730
FS2	0.814	0.698	0.672	0.686
FS3	0.881	0.781	0.793	0.759
FS4	0.858	0.762	0.742	0.733
PE1	0.761	0.817	0.800	0.889
PE2	0.712	0.722	0.711	0.802
PE3	0.741	0.804	0.792	0.891
PE4	0.693	0.770	0.742	0.853
IB1	0.777	0.889	0.792	0.778
IB2	0.746	0.809	0.719	0.743
IB3	0.808	0.925	0.889	0.847
IB4	0.760	0.884	0.830	0.810

(Source: Data processed using PLS 4, 2026)

Each indicator loads more strongly on its corresponding concept than on other constructs, according to Table 3's discriminant validity assessment utilizing cross-loading values. This result shows that all indicators meet the criteria for discriminant validity and can reliably discriminate the constructs assessed in the study. Furthermore, every construct showed adequate convergent validity. Since the square root value of the Average Variance Extracted (AVE) for each construct exceeds the correlation value between latent variables, the evaluation using the Fornell–Larcker criterion likewise indicates good discriminant validity (Hair et al., 2021).

Table 4. Results of Square Root of AVE and Latent Correlation

<i>Construct</i>	<i>Conformity</i>	<i>Free Shipping</i>	<i>Positive Emotions</i>	<i>Impulse Buying</i>
Conformity	0.874	0.862		0.922
Free Shipping		0.860		
Positive Emotions	0.886	0.846	0.860	0.906
Impulse Buying		0.880		0.878

(Source: Data processed using PLS 4, 2026)

Table 4 indicates that each latent variable's AVE root value exceeds its correlation value. Consequently, it may be said that there is a strong link between the constructs.

3) Composite Reliability and Cronbach's Alpha

Composite dependability and Cronbach's Alpha metrics can be used to evaluate dependability in Partial Least Squares (PLS) analysis. When a construct's Composite Reliability score is higher than 0.70, it is considered dependable. However, scores higher than 0.60 are also regarded as acceptable (Hamid et al., 2019). Reliability is further supported by Cronbach's Alpha, statistics used to evaluate the consistency of participant responses. If the Cronbach's Alpha value of a variable exceeds 0.70, it is considered dependable (Puspasari et al., 2022). More information on the findings of the Composite Reliability and Cronbach's Alpha tests is provided below.

Table 5. Composite Reliability and Cronbach's Alpha

<i>Construct</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<i>Conformity (X1)</i>	0.938	0.951
<i>Free Shipping (X2)</i>	0.882	0.919
<i>Positive Emotions (X3)</i>	0.882	0.919
<i>Impulse Buying (Y)</i>	0.900	0.931

(Source: Data processed using PLS 4, 2026)

3.2.2 Structural Model Testing (Inner Model)

The significance of the path coefficients was evaluated using the t-statistic, and the degree to which the independent variables in the structural model described the dependent variable was evaluated using the R-square (R^2) value (Susianti et al., 2025). Since the R^2 value indicates how well the independent variables predict and explain the dependent

variable, it is commonly used to assess the overall quality of the research model (Juliandi, 2018). The categorization criteria state that a model is considered strong if its R^2 value is 0.67, moderate if it is 0.30, and weak if it is 0.19. Consequently, a greater R^2 value indicates that the model can better explain and forecast the relationships between variables (Wonual et al., 2021). This is the presentation of the structural model used in this investigation.

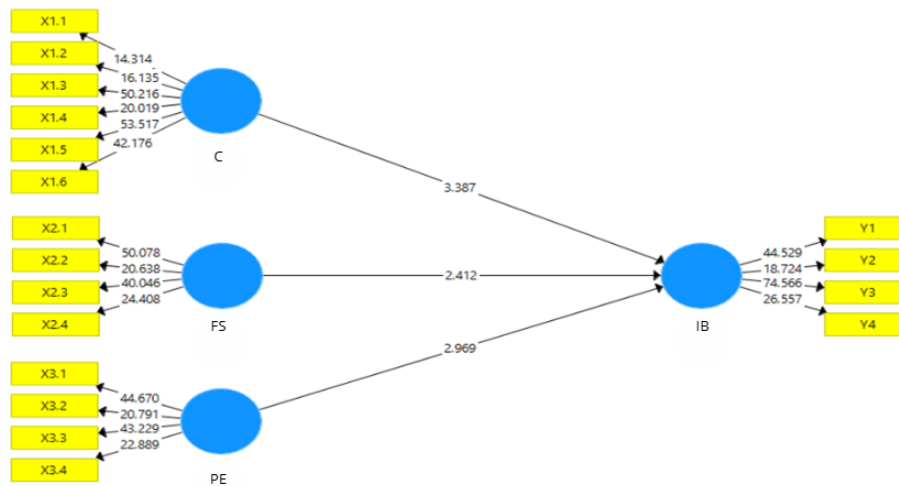


Figure 5. PLS Bootstrapping output
(Source: Data processed using PLS 4, 2026)

1) Analysis of the coefficient of determination (R^2)

This examination aims to determine the extent to which the independent variable influences the dependent variable. According to Ghozali (2012), R-Square values are classified into three categories: substantial, moderate, and weak. A model is deemed substantial when its R-Square value is 0.70, middling when it is 0.50, and limited when it is 0.25. The resulting coefficient of determination is presented in the subsequent table:

Table 6. R-squared Value

Construct	R- Square
Impulse Buying	0.898

(Source: Data processed using PLS 4, 2026)

The Impulse Buying variable yielded an R-square value of 0.898, reflecting the model's very strong explanatory power. Within the context of this study titled "Conformity, Free Shipping, and Positive Emotions towards Impulse Buying on the TikTok Shop Platform (A Study of Generation Z in East Kolaka Regency)" this figure indicates that 89.8% of the variance in impulse buying among Generation Z is accounted for by 3 independent variables: conformity, free shipping, and positive emotions.

This is regarded as a substantial model, given that R-square values exceeding 0.75 are generally indicative of high predictive accuracy in PLS-SEM analysis. Such a result suggests

that the included factors collectively exert a dominant influence on impulse buying on TikTok Shop. The remaining 10.2% of variance is attributed to variables outside the scope of this study, including personal preferences, financial literacy, lifestyle, and other psychological or situational factors. Taken together, these findings affirm that the model demonstrates strong explanatory power, and the selected variables prove highly effective in accounting for impulse buying among Generation Z within the studied context.

Table 7. Path Coefficient Values

Goods	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P value
X1 -> Y1	0.437	0.438	0.129	3,387	0,000
X2 -> Y1	0.227	0.228	0.094	2,412	0.008
X3 -> Y1	0.327	0.324	0.110	2,969	0.002

(Source: Data processed using PLS 4, 2026)

To evaluate the strength and direction of construct relationships as proposed in each hypothesis, path coefficient analysis was conducted using data from Table 7. The PLS Bootstrapping technique served as the analytical method, with the T statistic value used to estimate the influence of the independent variable on the dependent variable. In accordance with the methodology described by Abdillah and Jogiyanto (2015), a hypothesis is deemed statistically significant when its T-statistic surpasses 1.64 and its P-value falls below 0.05, thereby signifying a positive and statistically robust association.

As demonstrated by a path coefficient of 0.437, a T statistic of 3.387, and a P value of 0.000 all of which satisfied the recognized threshold below the 0.05 significance level—congruence was found to have a substantial beneficial influence on impulsive buying. Thus, these results corroborate the initial hypothesis (H1).

As demonstrated by a path coefficient of 0.227, a T-statistic of 2.412, and a P-value of 0.008, which is below the 0.05 significance threshold, free shipping was also found to have a positive and significant impact on impulse buying. The second hypothesis (H2) is confirmed by these findings. Additionally, a path coefficient value of 0.327, a T-statistic of 2.969, and a P-value of 0.002, all of which meet the necessary significance level, prove that pleasant emotions have a favorable and substantial impact on impulse purchase behavior. As a result, the third hypothesis (H3) is likewise validated.

DISCUSSION

The Relationship Conformity and Impulse Buying

The outcomes of the investigation indicated a positive and statistically significant association between conformity and spontaneous purchasing actions observed within the Generation Z demographic utilizing TikTok Shop in the East Kolaka Regency. This data implies that an elevated degree of adherence to social norms correlates directly with an increased propensity for unplanned expenditures. Members of Generation Z appear to be

readily swayed by their social milieu, with the TikTok Shop environment, characterized by its diverse trends, suggested merchandise, and compelling promotional materials, playing a particularly influential role.

In this context, individuals are driven to conform to group behavior to be accepted and avoid feeling left behind in their social circles. The desire to fit in with peers, follow viral trends, and use popular products leads to spontaneous purchasing decisions without careful consideration. This situation suggests that conformity is a significant factor influencing impulsive buying among Generation Z in East Kolaka Regency.

These findings are consistent with those of Kristiawan and Wijono (2024), Putri et al. (2022), and Pradipta and Kustanti (2021), all of whom demonstrated that conformity exerts a positive and significant influence on impulse buying. These results indicate that social encouragement, the desire to fit in with the environment, and the need for group acceptance are factors that can increase an individual's tendency to make spontaneous purchases, particularly on digital platforms like TikTok Shop.

The Relationship Free Shipping and Impulse Buying

Free delivery has a positive and significant association with impulsive buying among Generation Z TikTok Shop customers in East Kolaka Regency, according to the research findings. These results indicate that the greater consumer interest in free shipping promotions, the higher their tendency to make impulsive purchases. Free shipping strategies are one form of promotion that can attract consumer attention, especially Generation Z because Generation Z tends to be more sensitive to promotions that offer instant benefits during the purchasing process.

For Generation Z, promotions like free shipping create the perception that they're getting a greater benefit when shopping on TikTok Shop, thus encouraging spontaneous purchasing decisions, even for products they hadn't previously planned to purchase. When using TikTok Shop, free shipping promotions often appear alongside discounts, flash sales, and platform events, further increasing consumers' emotional urge to make a purchase immediately without carefully considering their needs.

These findings are in line with those of Lumampouw et al. (2025), Sapa et al. (2023), and Marpaung and Lubis (2022), all of whom demonstrated that free shipping promotions positively and significantly contribute to increased impulse purchasing among consumers. Such results suggest that financial incentives in the form of free shipping are effective in capturing consumer attention and stimulating spontaneous purchasing decisions on the TikTok Shop platform.

The Relationship Positive Emotions and Impulsive Buying

The findings of this study reveal that positive emotions have a positive and significant correlation with impulsive buying among Generation Z users of TikTok Shop in East Kolaka Regency. This indicates that as the level of positive emotions experienced by individuals increases, so does their propensity to engage in impulse purchasing. Generation Z, in

particular, tends to be highly susceptible to emotional influence while using social media, especially on TikTok, which delivers content that is engaging, entertaining, and interactive in nature.

In this context, feelings of joy, enthusiasm, comfort, and amusement when viewing promotions or product content can encourage individuals to make spontaneous purchases without prior planning. Content such as live shopping, creative promotional videos, and engaging product reviews can create a pleasurable emotional experience for users. This suggests that positive emotions are a key factor influencing impulsive buying among Generation Z in East Kolaka Regency.

These findings are constant with prior studies by Nurliana et al. (2020), Imbayani et al. (2018), and Anggita et al. (2023), all of whom confirmed that positive emotions positively and significantly influence impulse buying. This underscores the critical role of emotional engagement in shaping consumer behavior, particularly within the TikTok Shop platform.

CONCLUSION

This study concludes that conformity, free shipping, and positive emotions each exert a significant and positive influence on impulse buying among Generation Z on the TikTok Shop platform in East Kolaka Regency, with conformity emerging as the most dominant predictor, followed by positive emotions and free shipping respectively. These findings suggest that impulse buying is strongly influenced by social influence, emotional responses, and promotional strategies, rather than solely rational decision-making, and the high R-square value confirms that these variables collectively provide a strong explanation of the behavior. Therefore, businesses are encouraged to leverage social influence through trends and influencers, optimize promotional strategies such as free shipping and limited-time offers, and create engaging content that stimulates positive emotions. On the other hand, consumers, especially Generation Z, are advised to be more rational and consider their needs and financial conditions before making a purchase. Future research is encouraged to incorporate additional variables, including financial literacy, self-control, and lifestyle, while also broadening the study's scope and adopting a mixed-methods approach to achieve a more comprehensive understanding of impulse buying.

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