

The Effect of Hedonic Motivation and IT Affordance on Impulsive Buying Decisions in Social Commerce: TikTok

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ABSTRACT

Indonesia is currently facing the rapid growth of social commerce that can be observed through the immense growth of Gross Merchandise Value (GMV), which is projected to increase continuously. The popularity of social commerce itself allows social and shopping activities to be carried out on the same platform, causing changes in people's shopping behavior. This study aims to examine the phenomenon of impulsive buying on social commerce platforms from the perspective of IT Affordance and Hedonic Motivation by implementing the stimulus-organism-response (SOR) theory. Data collection in this study was conducted online through a survey involving 203 TikTok user respondents who had made purchases through the TikTok application in the last 1 year, used TikTok for more than 6 hours each week, and lived on the island of Java, Indonesia. The research results prove that IT affordance has a significant effect on trust and flow experience. Hedonic motivation, trust, and flow experience have a positive and significant influence on the urge to buy impulsively. The urge to buy impulsively has a positive and significant influence on impulsive buying, which is strengthened by the fear of missing out.

Keywords: Impulsive Buying, Urge to Buy Impulsively, Fear of Missing Out (Fomo), Trust, Flow Experience, IT Affordance, Hedonic Motivation

1. INTRODUCTION

People may now readily carry out various tasks due to the rapid development of digital media, including purchasing and selling through electronic commerce (E-commerce). However, implementing an e-commerce business needs to be supported by digital marketing activities to market a product [1]. Social media is one of the digital marketing channels that has the biggest impact on a company's efforts to market its brands, products, and services in Indonesia. Based on research by Data Reportal [2] shows that 35.7% of internet users in Indonesia find new brands, products, or services from social media ads and 35% from social media comments. As the average daily time spent on social media by the worldwide population is 147 minutes, it is also employed as a marketing platform [3]. In fact, Indonesians spend 197 minutes a day using social media, or 32% longer than the global average [2]. The increase in the community using social media and trading online activities has led to the concept of a new digital platform called social commerce.

Social commerce refers to integrating e-commerce activities within social networking sites, allowing businesses to engage in interactive online transactions and build relationships with customers. This approach has gained popularity as consumer shopping behavior has shifted towards simultaneous shopping and seeking inspiration [4]. In Indonesia, social commerce's Gross Merchandise Value (GMV) has been increasing, reaching \$12.3 million in 2021 [5]. In Indonesia, some of the most used social media include WhatsApp with a percentage of 88.7%, Instagram at 84.8%, Facebook at 81.3%, and TikTok at 63.1% compared to the number of Indonesian internet users aged 16-64 years [2]. WhatsApp, Facebook, and Instagram offer catalog features for sellers to display products and facilitate transactions through official websites, direct messages, or the official platform [6], [7]. However, they only have features through the official website and via direct messages but still need a direct payment feature in the application.

Besides, TikTok in Indonesia provides a different experience that can process transactions simultaneously on the same platform through TikTok, which makes it easier and more practical to use [8]. The convenience of using TikTok as social commerce can cause users to make impulsive purchases [9], [10]. In addition, Impulsive buying behavior occurs due to the desire to buy an item suddenly while scrolling on TikTok. With content presented on social media, consumers can easily find new things, such as lifestyles and goods used by content creators, that make them desire to experience the same lifestyle and use the same products [11]. Fear of Missing Out can encourage a user's desire to shop to keep up with trends and experience a similar experience [12]. Furthermore, the urge to buy impulsively is inseparable from consumer trust in platforms to meet their expectations about social commerce platforms. TikTok has IT affordance that can make TikTok more trusted through its various features and according to fulfilling user's expectations [13].

A person's desire to make an impulse purchase is inseparable from the flow experience. TikTok users who are presented with a variety of interesting content will make them

keep looking for information and ideas to explore emerging trends [14]. The discovery of new things encountered when scrolling on TikTok can generate a desire to experience the same experience. This can cause consumers to buy something because of the pleasure and emotions they feel without thinking carefully and considering the consequences of the purchase, which is in line with the concept of hedonic motivation, where purchases are made based on emotions to get feelings of pleasure [15]–[17]. The processes that occur during the search and purchase of goods can elevate the mood and satisfy buyers' needs, making shopping a relaxation [18]. Some of the things observed through shopping activities form the hedonic motivation of users, which will cause impulse buying to emerge [19].

In Indonesia, the most popular social media platform is WhatsApp (35.2%), followed by Instagram (22.9%) and Facebook (13.1%). However, when it comes to online shopping, TikTok Shop is the preferred platform with a percentage of 46%, surpassing WhatsApp, Facebook Shop, and Instagram Shop. Building trust between consumers, sellers, and online platforms is crucial for successful online transactions. TikTok recently launched its social commerce feature, but public trust in TikTok as a shopping platform is still developing due to issues such as incorrect product deliveries [20], [21]. TikTok aims to be a one-stop solution by providing entertainment, references, and facilitating transactions. However, there is limited research on the direct impact of these factors on impulsive buying behavior on TikTok.

Previous research on impulsive buying has focused on various channels, including retail stores, e-commerce, m-commerce, and offline events [19], [22]–[27]. However, there is limited research on impulsive buying on social commerce platforms, particularly TikTok in Indonesia. Previous studies have explored factors like scarcity, serendipity information, parasocial interaction, product recommendation, hedonic motivation, and IT affordance [28]–[33]. Additionally, studies have explored impulsive buying in online shopping channels, considering flow experience, trust, and FOMO [22], [26], [34]. However, previous research is still limited to discussing the variables of hedonic motivation, IT affordance, flow experience, trust, and urge to buy impulsively as factors that cause impulsive buying in social commerce.

Therefore, this research was conducted to contribute to understanding the phenomenon of impulsive buying on TikTok through the SOR (Stimulus - Organism - Response) theory with consumer responses in the form of impulsive buying originating from organisms in the form of a flow of experiences and beliefs and encouragement to buy impulsively. These organisms arise from factors that act as stimuli both internally, namely hedonic motivation, and externally, namely IT affordability. As well as FOMO as a moderation from the urge to buy impulsively to impulse buying in the context of shopping on social commerce TikTok Indonesia. By understanding this phenomenon, this research can also contribute to practitioners such as social commerce platforms and sellers to use appropriate strategies to trigger internal and external stimuli felt by social commerce users, which can lead to increased impulse purchases. To understand this phenomenon further, this research question is divided into 3 as follows:

1. Does IT affordance have a significant positive influence on trust and flow experience?
2. Do hedonic motivation, trust, and flow experience have a significant positive influence on the urge to buy impulsively?
3. Does Fear of Missing Out (FOMO) moderate the influence of the urge to buy impulsively on impulsive buying?

2. LITERATURE REVIEW

2.1 SOR Theory

This study will use SOR (Stimulus-Organism-Response) theory as the basis of the research model. In the SOR model, the stimulus is a signal from the external environment (environmental characteristics) and internal (human characteristics) that can affect the cognitive and emotional state of an organism [35], [36]. An organism affected by a stimulus can produce a response in the form of behavior or a final decision from an individual [34]. Within the scope of shopping, the stimulus will affect consumers as organisms, leading to behavioral responses such as searching or buying [37]. In this study, hedonic motivation acts as an internal stimulus, and IT affordance acts as an external stimulus that will affect organisms in social commerce, namely consumers. Consumers might respond to the stimulus by engaging in impulsive purchases because of the effect that trust, flow experiences, and the need to buy have on the organism.

2.2 Social Commerce

Social media, a development of e-commerce, facilitates the purchasing and selling of things through social interaction and user-generated content in social commerce (UGC) [38]. Through social commerce, consumers can exchange online shopping experiences that can better support their shopping activities [39]. Social commerce has a more interactive two-way approach compared to e-commerce, which tends to be unidirectional so that social commerce users can express and share experiences interactively [40]. Through the support of features like recommendations, referrals, ratings, reviews, and forums that influence purchasing decisions, social commerce will be able to contribute to content creation, as well as marketing and selling user products [41].

2.3 Hedonic Motivation

Hedonic motivation is an attempt by an individual to get the maximum feeling of pleasure when carrying out certain actions [42]. Hedonic motivation is an attempt by an individual to get the maximum feeling of pleasure when carrying out certain actions [42]. The level of hedonic consumer behavior can differ by gender, where men tend to rationalize purchasing behaviors, and women tend to shop with the expectation of pleasure [43]. Consumers in social commerce participate in social commerce to find things they like and get pleasure from the opportunity to share information with other users in social commerce, so they also feel hedonic motivation [44]. Hedonic

motivation can be divided into four categories: adventure shopping, relaxation shopping, idea shopping, and value shopping [19].

Relaxation shopping, or gratification shopping, is a shopping experience that aims to relieve stress, reduce negative feelings, or give special rewards to oneself [45]. When shopping on social commerce, they see shopping as a way to make them have a positive mood because, by shopping, they can stop thinking about personal problems [28]. So, shopping in social commerce is a way for someone to experience relaxation shopping to calm down, relax, and improve negative moods [19].

Idea shopping is seeing new products or innovations and following the latest trends and products [45]. When buying through social commerce, one appreciates learning about recently released goods, emerging trends, and new brands [28]. In addition, by shopping online, they can perform many opportunities to search for more in-depth information, such as making price comparisons, viewing product reviews online, and searching through keywords that give them ideas for shopping [19].

Value shopping is a shopping activity in the form of looking for promos, discount prices, and attractive offers, so consumers will feel satisfied because they see the shopping experience as a challenge and win it [45]. People interested in value shopping often hunt for unique discounts and deals and will enjoy the experience, especially in social commerce shopping [28]. This is supported by other research, which shows that consumers who find better price offers or discounts will feel pleasure because they think of themselves as smart consumers [19].

2.4 IT Affordance

IT affordance is the potential information technology users can use according to their abilities [46]. Since relationships between individuals and information technology are necessary for real success to occur from its use, this relationship is relational and is based on the user's aims and intents [47]. Through social commerce, IT affordance is realized through social media platforms that refer to shopping orientations between sellers and buyers. IT affordance in the context of social commerce consists of 3 dimensions: visibility affordance, guidance shopping affordance, and metavoicing affordance [48].

Visibility affordance is the capability of technology that makes behavior, knowledge, and relational connections visible to other users [49]. In shopping platforms on social media or social commerce, visibility affordance can provide users with convenience in accessing products and product-related information [48]. Through visual product representation, users can easily access images and information from products to increase transparency and reduce feelings of uncertainty about products [50], [51].

Guidance shopping affordance is a service infrastructure provider that offers customized services that cater to customers' interests and demands [48]. In social commerce, buyers will be given product recommendations through technology according to preferences, and buyers can ask sellers for help in real-time through interactions such as sharing messages [52]. With personalization support, sellers can

also provide relevant services and make users feel involved to increase a deep impression on buyers [50], [51].

The technical capacity known as “metavoicing affordance” enables efficient feedback and communication between buyers and sellers [50], [52]. Communication that is created can occur with the seller, who can recommend products by displaying video or sound or by sharing messages directly [52]. In social commerce, buyers can obtain information through comments made by other buyers, product ratings, and product information by sharing messages with other users [48].

2.5 Flow Experience

Flow experience is a condition where a person can concentrate easily when doing an activity and feels pleasure from that activity [53]. People can experience a flow experience when they feel in control, are curious, focus on an activity, and have intrinsic interest [54]. Flow experience causes consumers to lose self-awareness, are unaware of time, and feel in a pleasant state of mind [55]. Flow experience can occur in various activities such as online shopping, online learning, virtual communities, mobile games, and others because it provides an optimal and enjoyable experience [55]. Social commerce platforms allow users to concentrate so that they forget time while enjoying exploring and interacting with other users on the platform so that the end users will experience a flow experience [56].

2.6 Trust

In online shopping, trust means the full trust that consumers place in organizations or sellers [57]. In social commerce, the level of uncertainty arises because there are barriers to touching, feeling, or trying products before buying [22]. Trust in social commerce is an important component for reducing the uncertainty of risks faced by individuals and increasing the experience of good transactions [22], [46], [48]. Thus, platforms must boost customer confidence in both the platforms and sellers [48].

Consumers' trust in vendors shapes their desire to believe what sellers say in the marketplace [48]. The form of consumer trust in the platform can be described as a belief in guaranteed security and privacy [58]. In addition, consumers also expect that the platform can be a trading place with honest sellers, clear business rules, and procedures [59]. Therefore, in social commerce, platforms must facilitate an environment between sellers and buyers to be interactive [60].

Consumers' trust in vendors takes the shape of their desire to believe what sellers say in the marketplace [48]. The hope consumers have is a manifestation of the belief that sellers care about their promises and can act honestly, namely by providing goods according to what is displayed on social media [59]. When consumers feel their expectations are met, they will feel satisfied with the products and services received [61].

2.7 Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a fear that a person feels about the possibility of an opportunity being missed and the joy that might be obtained if one succeeds in taking

advantage of this opportunity [62]. Feelings of FOMO are also often associated with social media as a desire to continue to feel connected, close, and always with people found on social media [63]. Through social media, people can feel FOMO more when they see other people's experiences and lifestyles they do not feel [26]. This causes a person to tend to compare their lives and other people's and raises concerns when they do not feel or do things that other people do on social media, which results in a strong desire to feel what other people are feeling [26], [62], [64]. FOMO increases the urgency felt by consumers to take advantage of all available offers so as not to cause feelings of regret when they miss opportunities to take advantage of offers that are not necessarily retrievable [64].

2.8 Urge to Buy Impulsively

Impulsive buying is divided into two processes, namely encouragement and action. In general, consumers will feel the urge to buy something spontaneously before finally taking an impulsive buying action [22]. Impulsive buying behavior can be defined as the tendency to make an unreasonable, unplanned purchase when shopping [65]. Even so, the urge to buy impulsively is not necessarily followed by one [66]. A person's tendency to get encouragement to do impulsive buying can be used by businesses to maximize profits that might be obtained [67]. When using a social commerce platform, users can see various interesting content that can also be equipped with shopping features. Therefore, social commerce platforms can make users feel a greater urge to buy impulsively.

2.9 Impulsive Buying

Impulsive buying is an irrational decision-making by consumers when searching and looking at an item spontaneously to get pleasure [66]. A person's inability to hold back the emotions that encourage a purchase to occur without planning is one of the factors causing impulsive buying [66]. In the online shopping process, impulsive buying occurs easily because consumers can access the online store they want whenever and wherever they want without worrying about the store's location and operating hours. Shopping online can also cause consumers to avoid pressure from store clerks when shopping in person at offline stores [39]. Therefore, in impulsive buying, purchases tend not to go through a long consideration process because they are more driven by emotional impulses felt by consumers [62], [66].

2.10 Review of Related Literature

Here are some previous studies that raised the concepts introduced in this study through several channels and research methods. However, studies discussing external and internal factors consumers encounter during shopping online that result in impulsive buying behavior, particularly in the social-commerce shopping environment, are limited. As a result, this study was done to better understand the phenomenon of impulsive buying on TikTok using the SOR (Stimulus – Organism - Response) theory. According to this theory, consumer responses like impulsive buying come from organisms like flow experiences, trust, and the desire for impulsive buying. The organisms arise from factors that act as stimuli internally, namely hedonic motivation, and externally, namely IT affordance. As well as FOMO as moderation from the urge to buy impulsively to impulsive buying in the context of shopping at social commerce TikTok Indonesia.

Table 1. Previous Studies

Num.	Authors	Titles	Examines Variables	Methodology	Findings
1.	[19] Ozen & Engizek (2013)	<i>Shopping online without thinking: being emotional or rational?</i>	<ul style="list-style-type: none"> ▪ Adventure shopping ▪ Idea shopping ▪ Value shopping ▪ Social shopping ▪ Relaxation shopping ▪ Online impulse buying tendency 	<ul style="list-style-type: none"> ▪ Sample: 430 adults in Turkey with Internet Shopping Experience. ▪ Method of Data Analysis: Structural Equation Modelling (SEM). 	<ul style="list-style-type: none"> ▪ Adventure shopping, value shopping, idea shopping and relaxation shopping have positive influences on online impulse buying tendencies. ▪ Social shopping has a negative influence on online impulse buying tendencies.
2.	[48] Tuncer (2020)	<i>The relationship between IT affordance, flow experience, trust, and social commerce intention: An exploration using the S-O-R paradigm</i>	<ul style="list-style-type: none"> ▪ IT affordance ▪ Trust in seller ▪ Trust in social media platforms ▪ Flow experience ▪ Social commerce intention 	<ul style="list-style-type: none"> ▪ Sample: 380 respondents in Turkey who have used and shopped on social media. ▪ Method of Data Analysis: Partial least squares structural equation modeling (PLS-SEM). 	<ul style="list-style-type: none"> ▪ Overall, IT affordance has an impact on trust in social media platforms. ▪ Metavoicing and guidance shopping have an impact on the flow experience.
3.	[22] Bao & Yang (2022)	<i>Why online consumers have the urge to buy impulsively: roles of serendipity, trust, and flow experience</i>	<ul style="list-style-type: none"> ▪ Perceived informativeness ▪ Perceived persuasiveness ▪ Trust ▪ Flow experience ▪ Urge to buy impulsively ▪ Serendipity 	<ul style="list-style-type: none"> ▪ Sample: 353 consumers who have shopped online on Tmall.com. ▪ Method of Data Analysis: Structural equation modelling (SEM). 	<ul style="list-style-type: none"> ▪ Flow experience has a positive effect on the urge to buy impulsively. ▪ Serendipity has a positive effect on the urge to buy impulsively and flow experience. ▪ Trust has a positive effect on the urge to buy impulsively, serendipity, and flow experience. ▪ Perceived informativeness has a positive effect on trust and flow experience. ▪ Perceived persuasiveness has a positive effect on trust.

Table 1. Previous Studies (cont.)

Num.	Authors	Titles	Examines Variables	Methodology	Findings
5.	[66] Rahanatha <i>et al.</i> (2022)	<i>Impulsive Buying Behavior of Hindu Balinese Women in the Implementation of Yadnya: A Conceptual Model Development</i>	<ul style="list-style-type: none"> ▪ Hedonic shopping value ▪ Utilitarian shopping value ▪ Social shopping value ▪ Urge to buy impulsively ▪ Self-control ▪ Impulsive buying 	<ul style="list-style-type: none"> ▪ Method of Data Analysis: Systematic literature review. 	<ul style="list-style-type: none"> ▪ Hedonic shopping value, utilitarian shopping value, and social shopping value have significant and positive influences on impulse buying. ▪ Hedonic shopping value, utilitarian shopping value, and social shopping value have significant and positive influences on the urge to buy impulsively. ▪ Urge to buy impulsively has significant and positive influences on impulse buying. ▪ Self-control significantly moderates the effect of the urge to buy impulsively towards impulse buying.
6.	[32] Moses <i>et al.</i> (2021)	<i>Determinants of Impulsive Buying Behaviour in Social Commerce: A Stimulus-Organism-Response Framework Perspective</i>	<ul style="list-style-type: none"> ▪ Social media usage ▪ Social media browsing ▪ Hedonic value ▪ Urge to buy impulsively ▪ Impulsive buying behaviour 	<ul style="list-style-type: none"> ▪ Sample: 297 social media users in Matjhabeng Local Municipality who have bought the product through social media. ▪ Method of Data Analysis: Partial least squares structural equation modeling (PLS-SEM). 	<ul style="list-style-type: none"> ▪ Hedonic value has positive effects on the urge to buy impulsively. ▪ Urge to buy impulsively has a positive effect on impulsive buying.

Table 1. Previous Studies (cont.)

Num.	Authors	Titles	▪ Examines Variables	▪ Methodology	▪ Findings
7.	[29] Chen et al. (2021)	<i>Investigating the role of social identification on impulse buying in mobile social commerce: a cross-cultural comparison</i>	<ul style="list-style-type: none"> ▪ Visibility ▪ Metavoicing ▪ Accessibility ▪ Triggered attending ▪ Social connecting ▪ MBP identification ▪ Brand identification ▪ Identification with other MBP users ▪ Impulsive buying ▪ Personal impulsiveness 	<ul style="list-style-type: none"> ▪ Sample: 27 e-commerce users. ▪ Method of Data Analysis: Partial least squares structural equation modeling (PLS-SEM) 	<ul style="list-style-type: none"> ▪ MBP Identification and brand identification have positive effects on impulsive buying. ▪ For Highly collectivist individuals, brand identification has a stronger influence on Impulsive buying compared to the other target of identification. ▪ For Highly collectivist individuals, identification with other MBP users has a stronger influence on Impulsive buying compared to Identification with MBP. ▪ For high uncertainty avoidance, identification with other MBP users has a stronger influence on Impulsive buying compared to identification with another target of identification. ▪ For high uncertainty avoidance and identification with MBP, there is no significant effect on both impulsive buying and brand identification. ▪ Visibility affordance has positive effects on MBP and brand identification. ▪ Metavoicing has a positive and significant effect on MBP identification. ▪ Triggered attending has a positive and significant effect on brand identification.
8.	[26] Kamalia et al. (2022)	<i>The Role of Hedonic Motivation and FOMO on the Impulsivity of e- Commerce Users during COVID-19 Pandemics in Indonesia</i>	<ul style="list-style-type: none"> ▪ Hedonic motivation ▪ Fear of missing out (FOMO) ▪ Sales promotion ▪ Extraversion trait ▪ Impulsive buying behavior 	<ul style="list-style-type: none"> ▪ Sample: 265 citizens in Jabodetabek and Surabaya who did unplanned shopping during COVID-19. ▪ Method of Data Analysis: Partial least squares structural equation modeling (PLS-SEM). 	<ul style="list-style-type: none"> ▪ Hedonic motivation and fear of missing out (FOMO) have positive and significant effects on impulsive buying behavior. ▪ Sales promotion has no effect on impulsive buying behavior. ▪ Extraversion trait does not have a significant moderating impact on the relationship between hedonic motivation, FOMO and sales promotion on impulsive buying behavior.

Table 1. Previous Studies (cont.)

Num.	Authors	Titles	Examines Variables	Methodology	Findings
9.	[31] Chung <i>et al.</i> (2017)	<i>Consumers' Impulsive Buying Behavior of Restaurant Products in Social Commerce</i>	<ul style="list-style-type: none"> ▪ Impulsiveness ▪ Hedonic shopping Value ▪ Utilitarian shopping value ▪ Urge to buy impulsively ▪ Scarcity ▪ Serendipity 	<ul style="list-style-type: none"> ▪ Sample: 332 people who have ever bought products and services of the restaurant through social commerce in South Korea. ▪ Method of Data Analysis: Partial Least Square Structure Equation Modeling (PLS-SEM). 	<ul style="list-style-type: none"> ▪ Impulsiveness has a positive effect on hedonic shopping value, utilitarian shopping value, and the urge to buy impulsively. ▪ H Hedonic shopping value has a positive and significant effect on the urge to buy impulsively, meanwhile, utilitarian value has no positive effect. ▪ Scarcity moderate impulsiveness with hedonic shopping value dan utilitarian shopping value. ▪ Serendipity moderate impulsiveness with utilitarian shopping value.
10.	[25] Hong <i>et al.</i> (2021)	<i>Online Feedback Impact Online Shoppers' Impulse Purchases in Malaysia</i>	<ul style="list-style-type: none"> ▪ Utilitarian value online review ▪ Hedonic value online review ▪ Browsing ▪ Urge to buy impulsively ▪ Impulsive buying behavior ▪ impulsiveness 	<ul style="list-style-type: none"> ▪ Sample: 100 shoppers in Lazada and Shopee Malaysia who made at least one purchase. ▪ Method of Data Analysis: Partial Least Square Structure Equation Modeling (PLS-SEM). 	<ul style="list-style-type: none"> ▪ Hedonic value online review has a positive effect on influence browsing. ▪ Browsing has a positive effect on the urge to buy impulsively. ▪ The urge to buy impulsively has a positive effect on impulsive buying.
11.	[106] Cecianti & Hati (2021)	<i>Factors Affecting Online Impulse Buying on Social Commerce in Indonesia: The Moderation Role of Perceived Financial Risk</i>	<ul style="list-style-type: none"> ▪ Interpersonal Influence ▪ Information Fit to Task ▪ Visual Appeal ▪ Portability ▪ Time Pressure ▪ Hedonic Motivation ▪ Utilitarian Motivation ▪ Perceived Financial Risk ▪ Online Impulsive Buying 	<ul style="list-style-type: none"> ▪ Sample: 331 respondents with ages above 17 and using social commerce IG, FB, WA, Twitter, and TikTok in the last 6 months. ▪ Method of Data Analysis: Structural Equation Model (SEM). 	<ul style="list-style-type: none"> ▪ Interpersonal influence, information fit to the task, visual appeal, portability, and time pressure have significant effects on impulsive buying behavior. ▪ Information fit to task and portability have significant effects on utilitarian motivation ▪ Interpersonal influence, time pressure, and visual appeal have significant effects on hedonic motivation ▪ Hedonic motivation has a significant and positive effect on impulsive buying. ▪ Utilitarianism has no significant effect on impulsive buying.

2.11 Hypothesis Development

Consumers can feel hedonic motivation when they accidentally find items they like when looking at items available in online stores, so consumers spend more money when shopping [68]. This is similar to the urge to buy impulsively, which occurs when a person's deep needs are met by objects around him [66]. When shopping at online stores, users get a pleasant shopping experience because they can easily find various discounts or promos, search for information without time and place limits, and experience a sense of adventure from interacting with computers, giving rise to impulse shopping impulses [69]. This is consistent with other studies, which demonstrate that hedonic motivation has a positive and considerable impact on the urge of impulsive buying [19], [70]. As stated above, the following hypotheses are developed:

Hypothesis 1. Hedonic motivation has a positive and significant influence on the urge to buy impulsively.

IT affordance is the capability of technology that can convey information and provide interaction facilities [50]. In the context of social commerce, IT affordance consists of visibility affordance, guidance shopping affordance, and metavoicing affordance, which is a capability that allows sellers and buyers to meet on a social media platform [48]. Through IT affordance, flow experience is realized with various capabilities provided by technology that can encourage the formation of concentrated experiences for users when using social commerce platforms [46], [48], [50]. According to Tuncer [48], IT affordance can enhance the flow experience positively. Based on the statement above, this study raises the following hypothesis:

Hypothesis 2. IT affordance has a positive and significant influence on the flow of experience.

Due to the numerous uncertainties caused by consumers' inability to touch, feel, or directly try the goods, trust is crucial in the buying and selling process, particularly in social commerce [22]. An interactive environment between sellers and buyers and other buyers can be created through IT affordance, consisting of visibility affordance, guidance shopping affordance, and metavoicing affordance. This makes it simpler for buyers to learn about goods and services, building their trust [46], [48]. Therefore, it can be concluded that IT affordance can provide a positive relationship with trust [48]. Based on the statement above, this study raises the following hypothesis:

Hypothesis 3. IT affordance has a positive and significant effect on trust.

Flow experience caused by involvement, concentration, and satisfaction in an activity can result in a lack of self-awareness, so time will seem to pass quickly, and consumers will feel extreme satisfaction [71]. This causes the flow experience to be an essential factor influencing a consumer's final decision when shopping websites [22], [72]. In addition, consumers' high satisfaction level when shopping online can encourage unplanned purchases [73]. This is consistent with other studies showing that the urge to buy impulsively is positively influenced by flow experience [22]. Based on the statement above, this study raises the following hypothesis:

Hypothesis 4. Flow experience has a positive and significant influence on the urge to buy impulsively.

When shopping online, shoppers are uncertain when they cannot directly see the product they will buy. The trust buyers feel will increase when service providers can accommodate buyers' needs and desires [74]. Buyers will also be more confident when they feel they can trust the seller or recommender of a product. Buyers' trust in information providers makes the decision-making process based on the information obtained easier so that it can lead to impulse buying [22], [30], [75]. In light of the previous statement, this study puts up the following hypothesis:

Hypothesis 5. Trust has a positive and significant effect on the urge to buy impulsively.

Consumers prefer to disregard the effects and repercussions of these purchases since using social media on devices makes purchasing easier [76]. This convenience can help increase the urge to buy impulsively, which is then realized into impulse purchases. Several studies also prove that the urge to buy impulsively positively affects impulsive buying [25], [66]. Based on the statement above, this study raises the following hypothesis:

Hypothesis 6. Urge to buy impulsively has a positive and significant influence on impulsive buying.

When someone sees an experience that is different from what they are experiencing, there will be a feeling of Fear of Missing Out (FOMO), which causes the person to want to experience the same as other people [64], [77]. Social media users with high FOMO intensity tend to want to continue to experience and consume the same as other people to encourage impulsive buying activities [62], [78]. When someone increasingly feels left behind compared to others, that person can have stronger feelings of FOMO. In addition, promotions carried out through social media can also increase a person's tendency to increase feelings of FOMO and cause impulsive buying [62]. Therefore, the presence of an increasingly strong feeling of FOMO can increase the tendency of buyers to transform the urge to buy impulsively into impulsive buying behavior. This is based on previous research that someone's decision to do impulsive buying is based on motivation or encouragement, and reinforced by FOMO can make someone do impulsive buying [79]. Based on the statement above, this study raises the following hypothesis:

Hypothesis 7. Fear of Missing Out (FOMO) strengthens the effect of the urge to buy impulsively on impulsive buying.

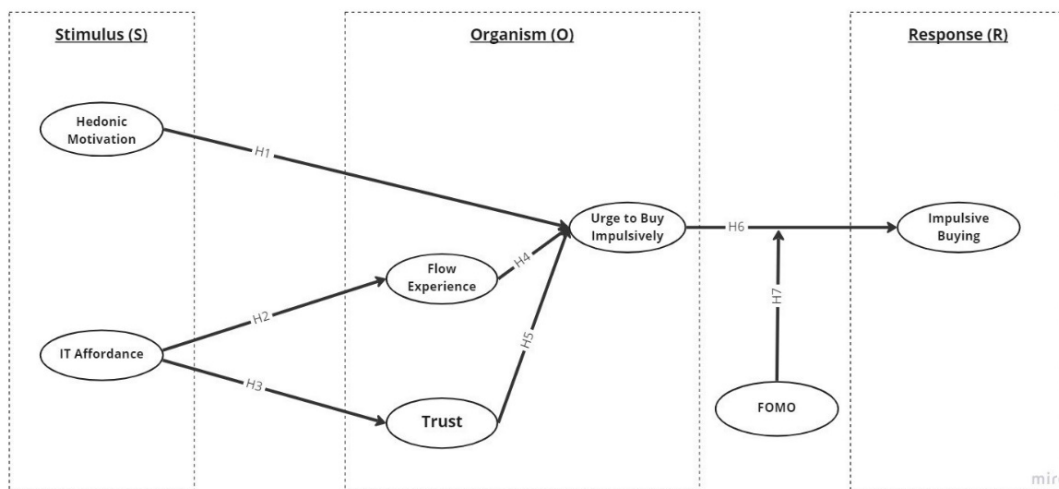


Figure 1. Research Model

3. RESEARCH METHOD

This research is included in quantitative research using a descriptive research design method to describe the relationship that occurs between variables. The sample collection method used is non-probability sampling - convenience sampling with several predetermined criteria. Users of TikTok who reside on the island of Java, who have purchased through the TikTok Shop in the last year, and who use TikTok for more than six hours each week are the eligibility requirements. Online surveys were employed for data collection, and acquired 203 samples. The online questionnaire that will be distributed consists of three parts. The first part is to carry out sample screening to ensure that the participating respondents follow the specified sample criteria. The second part contains questions related to the respondent's profile, namely gender, age, last education, occupation, income, experience using TikTok, duration of using TikTok in one week, purchases made through TikTok in the past year, and product categories purchased on TikTok. The third part contains statements that will be used to measure research variables using a Likert scale from 1 to 5, indicating the respondents' feelings of "strongly disagree" to "strongly agree" with a statement.

Questionnaires from earlier studies had been modified to fit the setting of this investigation and were used to assess the variables in this study. There are seven variables used, namely hedonic motivation, IT affordance, flow experience, trust, urge to buy impulsively, fear of missing out (FOMO), and impulsive buying. Hedonic motivation consists of four dimensions, namely adventure shopping, idea shopping, value shopping, and relaxation shopping, each of which has four questionnaire items adapted from Erdem & Yilmaz [42], Ozen & Engizek [19] and Prawira & Sihombing [80]. The IT affordance variable consists of visibility affordance, guidance shopping affordance, and metavoicing affordance, each of which has four questionnaire items adapted from Tuncer [48]. The trust variable also has dimensions, namely trust in the platform and trust in the seller, each of which has four questionnaire items adapted from Pappas et al. [81], Tuncer [48], and Wiyata et al. [82]. The flow experience variable consists of four

questionnaire items adapted from Bao & Yang [22] and Mustafi & Hosain [83]. The urge to buy impulsively variable consists of four questionnaire items adapted from Bao & Yang [22]. The fear of missing out (FOMO) variable consists of five questionnaire items adapted from previous research by Karapinar et al. [62] and Zhang et al. [79]. The impulsive buying scale consists of five questionnaire items adapted from Karapinar et al. [62].

The PLS-SEM (Partial Least Squares – Structural Equation Model) analysis method was used in this study because it is considered to have higher statistical power to explain the relationship between exogenous and endogenous variables more accurately [84]. PLS-SEM is also considered capable of explaining the relationships to be examined in complex research models [85]. In addition, PLS-SEM can perform more accurate statistical analysis even with a small sample size [86]. The measurement model is tested by conducting validity and reliability tests, where the validity test consists of convergent and discriminant validity. In the convergent validity test, a research instrument can be considered valid if it has factor loading and AVE values higher than 0.5 [85], [87], [88]. The Fornell-Larcker criteria technique was used to conduct the discriminant validity test and to demonstrate if a correlation's square root of the AVE is higher than that of the other constructs [89]. Additionally, an instrument cannot be considered dependable unless its composite reliability value is greater than 0.7 [87].

4. RESULTS AND DISCUSSION

This research involved 203 respondents using the questionnaire method via Google Forms in February 2023. All of the respondents obtained had gone through screening to meet the criteria required by this study. The majority of the respondents were female (61.08%), with most of them between the ages of 19 and 24 (81.77%). In general, the respondents who participated in this survey had completed their education up to a bachelor's degree and had a bachelor's status (58.13%). The majority of respondents who took part in this survey were students and employees, each of which amounted to 77 respondents (37.93%). Respondents in this study mostly have income per month below Rp. 5,000,000 (61.58%) was caused by many students who also participated in this survey. Most of the respondents who took part were relatively new to using the TikTok platform, which was dominated by those with experience of under 4 months in using social commerce features on TikTok (27.59%) who spend 6-9 hours on the TikTok platform every week (55.17%) and have made purchases 1 to 3 times through the TikTok platform (48.77%). The following table shows that goods in the fashion category were the most popular (61.08%).

Table 2. Demographics

Demography	Category	Total	
		Frequency	Percentage (%)
Gender	Man	79	38.92%
	Woman	124	61.08%
Age	≤ 18 Years	3	1.48%
	19 - 24 Years	166	81.77%
	25 - 30 Years	26	12.81%
	31 - 36 Years	8	3.94%
	> 36 years	0	0.00%
Last Education	Senior / Vocational High School	63	31.03%
	Associate Degree	11	5.42%
	Undergraduate	118	58.13%
	Graduate	11	5.42%
Occupation	Student	77	37.93%
	Office Worker	77	37.93%
	Entrepreneur	14	6.90%
	Self-Employed	24	11.82%
	Creative Workers	9	4.43%
	Others	2	0.99%
Monthly Income	< Rp. 5.000.000	125	61.58%
	Rp. 5.000.000 - Rp. 10.000.000	67	33.00%
	Rp. 10.000.001 - Rp. 15.000.000	7	3.45%
	> Rp. 15.000.000	4	1.97%
Weekly Usage Duration on TikTok	6 – 9 hours	112	55.17%
	10 - 13 hours	50	24.63%
	14 - 17 hours	16	7.88%
	18 - 21 hours	12	5.91%
	> 21 hours	13	6.40%
Number of purchases through the TikTok platform in the last 1 year	1 - 3 purchases	99	48.77%
	4 - 6 purchases	63	31.03%
	7 - 10 purchases	18	8.87%
	> 10 purchases	23	11.33%
Experience in using TikTok Shop	< 4 months	56	27.59%
	4 - 6 months	53	26.11%
	7 - 9 months	33	16.26%
	10 - 12 months	23	11.33%
	> 12 months	38	18.72%

Table 2. Demographics (cont.)

Demography	Category	Total	
		Frequency	Percentage (%)
Category of Products that have been purchased through TikTok	Electronics	51	25.12%
	Fashion	124	61.08%
	Beauty products / Cosmetics	120	59.11%
	Health Products	28	13.79%
	Mother and Child Products	5	2.46%
	Toys and Recreational products	13	6.40%
	Daily Necessities	68	33.50%
	Hobbies & Lifestyle	63	31.03%
	Household equipment	29	14.29%
	Sports products	16	7.88%
	Automotive	13	6.40%
	Others	18	8.87%

4.1 Reliability and Validity Analysis

Validity and reliability tests were carried out in this study to test the measurement model. This study used each construct's indicator values of factor loading and AVE to test convergent validity. Each indicator must have a factor loading value higher than 0.5 to be accepted [88], [90]. Based on the data processing results, the factor loading values of each research indicator range from 0.607 to 0.931, indicating that all the indicators in this study have met the required factor loading values. In addition, each research construct must have an AVE value higher than 0.5 so that it can be said to be valid [87]. The data processing results show that each construct had an AVE value that varied from 0.626 to 0.782, showing that all constructs met the AVE value criteria. Therefore, based on the convergent validity test, all indicators and constructs can be considered valid.

This study also involved a reliability test using a composite reliability value higher than 0.7 for satisfactory internal consistency reliability [91]. The data processing results show that all the study's constructs have a composite reliability value that ranges from 0.764 to 0.915. As a result, this study's constructs are all valid. These are the validity and reliability test results:

Table 3. Factor Loading, AVE, and Composite Reliability (CR)

No.	Variable	Dimension	Item	Factor Loading	AVE	Composite Reliability
1	IT Affordance	Visibility	V ₁	0.787	0.676	0.764
			V ₂	0.858		
			V ₃	0.820		
		Guidance Shopping	GS ₁	0.753	0.626	0.806
			GS ₂	0.728		
			GS ₃	0.846		
			GS ₄	0.832		
		Metavoicing	M ₁	0.821	0.676	0.841
			M ₂	0.813		
			M ₃	0.820		
			M ₄	0.836		
		2	Hedonic Motivation	Adventure Shopping	AS ₁	0.765
AS ₂	0.836					
AS ₃	0.819					
AS ₄	0.765					
Idea Shopping	IS ₁			0.841	0.677	0.850
	IS ₂			0.899		
	IS ₃			0.820		
	IS ₄			0.721		
Value Shopping	VS ₁			0.873	0.758	0.895
	VS ₂			0.866		
	VS ₃			0.854		
	VS ₄			0.890		
Relaxation Shopping	RS ₁			0.904	0.782	0.910
	RS ₂			0.904		
	RS ₃			0.908		
	RS ₄			0.818		
3	Flow Experience	-	FE ₂	0.810	0.720	0.811
			FE ₃	0.888		
			FE ₄	0.846		
4	Trust	Trust in Platform	TP ₁	0.799	0.747	0.890
			TP ₂	0.914		
			TP ₃	0.897		
			TP ₄	0.843		
		Trust in Seller	TS ₁	0.861	0.671	0.854
			TS ₂	0.905		
			TS ₃	0.869		
			TS ₄	0.607		
5	Urge to Buy Impulsively	-	UBI ₁	0.869	0.761	0.896
			UBI ₂	0.861		
			UBI ₃	0.886		
			UBI ₄	0.874		

Table 3. Factor Loading, AVE, and Composite Reliability (CR) (cont.)

No.	Variable	Dimension	Item	Factor Loading	AVE	Composite Reliability
6	Fear of Missing Out	-	FOMO ₁	0.860	0.680	0.886
			FOMO ₂	0.837		
			FOMO ₃	0.811		
			FOMO ₄	0.769		
			FOMO ₅	0.844		
7	Impulsive Buying	-	IB ₁	0.909	0.753	0.915
			IB ₂	0.862		
			IB ₃	0.931		
			IB ₄	0.910		
			IB ₅	0.707		

Table 4.1 Validity and Reliability Second Stage Results

No.	Variable	Dimension	Factor Loading	AVE	Composite Reliability
1	Hedonic Motivation	Adventure Shopping	0.850	0.637	0.872
		Idea Shopping	0.786		
		Value Shopping	0.575		
		Relaxation Shopping	0.935		
2	IT affordance	Visibility	0.865	0.704	0.739
		Guidance Shopping	0.886		
		Metavoicing	0.762		
3	Trust	Trust in Platform	0.977	0.777	0.798
		Trust in Seller	0.898		

Apart from referring to the test above, a discriminant validity test is also performed to determine that no two variables are theoretically uncorrelated but obtain values that prove otherwise [92]. Using the Fornell-Larcker criteria approach, discriminant validity may be tested, and validity is established if the square root of the AVE for each association is greater than that of the other constructs [89]. Based on the results of data processing, all AVE square roots in each construct used in the study are higher when compared to other constructs. Therefore, all the constructs used in this study are valid based on the discriminant validity test using the Fornell-Larcker criterion method

Table 5.2 Fornell-Larcker Criterion Results

	IT-V	IT-GS	IT-M	HM-AS	HM-IS	HM-RS	HM-VS	FE	T-TP	T-TS	UBI	FOMO	IB
IT-V	0.822												
IT-GS	0.590	0.791											
IT-M	0.606	0.519	0.822										
HM-AS	0.424	0.483	0.406	0.797									
HM-IS	0.389	0.445	0.406	0.679	0.823								
HM-RS	0.349	0.417	0.336	0.647	0.610	0.884							
HM-VS	0.373	0.370	0.399	0.477	0.449	0.470	0.871						
FE	0.424	0.416	0.381	0.613	0.599	0.657	0.384	0.849					
T-TP	0.528	0.569	0.483	0.581	0.429	0.413	0.394	0.490	0.864				
T-TS	0.483	0.478	0.370	0.538	0.418	0.461	0.393	0.466	0.785	0.819			
UBI	0.366	0.420	0.306	0.562	0.519	0.617	0.380	0.604	0.469	0.484	0.872		
FOMO	0.305	0.400	0.262	0.467	0.607	0.597	0.254	0.629	0.412	0.444	0.624	0.825	
IB	0.357	0.412	0.265	0.536	0.603	0.636	0.256	0.627	0.462	0.492	0.676	0.809	0.868

Note:

IT-V : IT Affordance – Visibility

IT-GS : IT Affordance – Guidance Shopping

IT-M : IT Affordance – Metavoicing

HM-AS : Hedonic Motivation – Adventure Shopping

HM-IS : Hedonic Motivation – Idea Shopping

HM-RS : Hedonic Motivation – Relaxation Shopping

HM-VS : Hedonic Motivation – Value Shopping

FE : Flow Experience

T-TP : Trust – Trust in Platform

T-TS : Trust – Trust in Seller

UBI : Urge to Buy Impulsively

FOMO : Fear of Missing Out

IB : Impulsive Buying

4.2 Hypothesis Test and Results

The test results for the impulsive buying variable's coefficient of determination reveal a value of 0.709. The coefficient of determination on the variable urge to buy impulsively shows a value of 0.486. For the trust variable, the test results for the coefficient of determination show a value of 0.396. Whereas in the flow experience variable, the test results for the coefficient of determination show a value of 0.233. Based on the hypothesis testing results, the seven hypotheses are accepted with a significance level of 5% or p-values below 0.05 and critical t-values of 1.645. Hedonic Motivation influences the urge to buy impulsively positively and significantly (path coefficient = 0.407), which corresponds to H1. IT affordance also has a positive and significant influence on each flow experience (path coefficient = 0.482) and trust (path coefficient = 0.629), according to H2 and H3. Flow experience (path coefficient = 0.238) and trust (path coefficient = 0.149), respectively, have a significant and positive influence on the urge to buy impulsively, according to H4 and H5. The urge to buy impulsively also influences impulsive buying positively and significantly (path coefficient = 0.308), corresponding to H6. In addition, the fear of missing out also strengthens the effect of the urge to buy impulsively on impulsive buying (path coefficient = 0.077), which corresponds to H7. The following are the results of the test for each research hypothesis.

Table 6.3 Hypothesis Test and Results

Hypothesis	Path	Path Coeff.	t-Value	p-Value	f-square	Results
H ₁	HM → UBI	0.407	4.337	0.000	0.141	Supported
H ₂	IT → FE	0.482	8.246	0.000	0.303	Supported
H ₃	IT → T	0.629	14.865	0.000	0.655	Supported
H ₄	FE → UBI	0.238	2.279	0.011	0.052	Supported
H ₅	T → UBI	0.149	1.842	0.033	0.028	Supported
H ₆	UBI → IB	0.308	5.159	0.000	0.185	Supported
H ₇	FOMO x UBI → IB	0.077	2.275	0.011	0.021	Supported

Note:

HM : Hedonic Motivation UBI : Urge to buy impulsively FE : Flow experience
 IT : IT affordance IB : Impulsive buying T : Trust
 FOMO : Fear of missing out

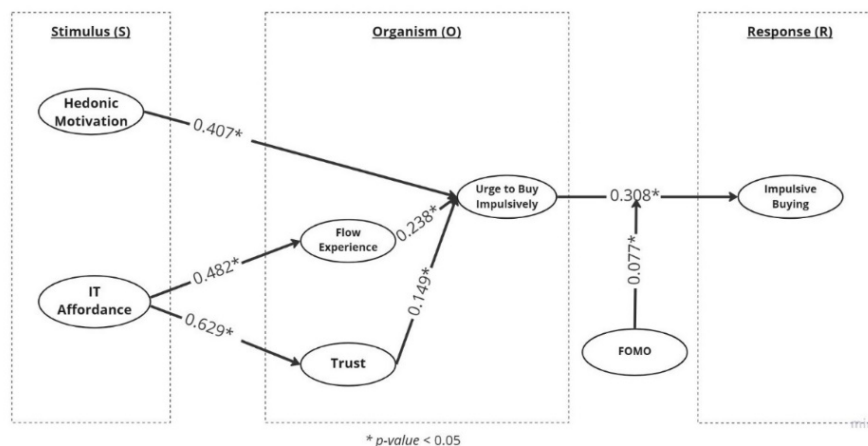


Figure 2. Hypotheses Test Results

5. DISCUSSION

The results of this study highlight the significance of the factors introduced in the study regarding the urge to buy impulsively that TikTok users feel. When shopping online, users are faced with a wide choice of products so that consumers can feel adventurous when shopping [93]. This allows users to accidentally encounter interesting items while exploring content on TikTok and generate impulse purchases [66], [68]. Consumers can also find, assess, and learn about the latest trends, products, or brands when shopping online because they can search for information through keywords, advertising content, product reviews, and various other things anytime and anywhere [19]. Consumers who have hedonic motivation in the form of value shopping consider the process of finding the best offers by using discounts, promotions, or comparing the prices of a product as something that makes them happy, and this can make consumers feel the urge to make purchases impulsively [19], [45], [94]. According to Arnold & Reynolds [45], hedonic motivation consumers reward themselves with a form of relaxation shopping to feel better after experiencing stress or wanting to escape from a problem. Consumers who shop to release stress or escape from their daily routine will feel a stronger urge to make impulse purchases [70].

The urge to make impulse purchases also arises due to the influence of the social commerce platform IT affordance. TikTok drives consumers to make impulse purchases through their IT affordance by providing enjoyment that consumers can get through performing various activities using their platform. TikTok can recommend products according to the preferences of each user. Each preference can be formed because the platform has an algorithm that makes the content accessed by users according to the user's preferences. This allows users to focus more attention on the content and experience a flow experience [46], [48], [51]. TikTok also provides an environment for interaction that makes it easy for users to provide comments in the form of feedback to sellers. Through this capability, users can interact with fellow users and sellers on TikTok so that the established interactions can improve users' flow experience [46], [50].

The capabilities that arise from IT affordance also improve trust felt by consumers towards the platform and the seller when they are shopping through TikTok by making it easier for consumers to find detailed information through pictures and videos, get recommendations for items of interest, and provide comments about products that have been purchased when using the TikTok platform. This increases consumers' confidence that the platform is competent and an expectation that sellers have good intentions toward buyers [58], [59], [95]. Those two aspects of trust are very important for social commerce platforms like TikTok. Due to the many possible risks that can occur due to barriers to seeing the product directly, social commerce needs to improve the user experience in transactions by ensuring a safe shopping environment. That way, trust in platforms and trust in sellers are important to maintain consumers' trust as a whole [48].

By providing a comfortable shopping environment that drives consumers to access content and features continuously while also ensuring the safety of the consumers, TikTok can increase the urge to buy impulsively felt by consumers. Flow experience

makes users feel that time passes very quickly when shopping on TikTok, and when they go through the shopping experience, they will feel a sudden urge to shop. Flow experience felt by consumers can affect the state of mind of consumers when shopping, such as feelings of happiness and a lack of awareness of time [71]. The state of mind of consumers influenced by various environmental stimuli can lead to impulse buying [96]. Aside from flow experience, the role of trust felt by consumers when shopping online is also crucial, considering that when consumers do not have a sense of trust when shopping online, they tend to be exposed to negative emotions such as uncertainty about the goods they are going to buy so that they can inhibit the urge to buy impulsively from these consumers [57].

The trust felt by consumers in this study was examined using two dimensions, namely trust in platforms and trust in sellers. These two dimensions are important things that shape the trust felt by consumers when shopping online through TikTok. When consumers shop online, they face uncertainties such as whether the platform they are using is safe and whether the seller they are contacting will deliver the goods according to the order or whether the information provided by the seller is correct. As previously explained, consumers' uncertainty can lead to negative emotions, inhibiting their urge to make purchases [57]. The trust consumers feel in sellers will increase the interactions between buyers and sellers, which will then also influence consumers' urge to make impulse purchases [22], [97]. Therefore, the trust alongside the flow experience that consumers feel is crucial in influencing the urge to buy impulsively felt by consumers when shopping online at TikTok.

Furthermore, consumers' urge to buy impulsively will affect their decision to purchase impulsively. When TikTok users find an interesting product on the TikTok platform, they will feel a sense of curiosity to try to get the product to gain experience either through the visual content or from the comments and opinions of other users that they find, triggering an impulse to buy impulsively. The urge to buy impulsively arises from a momentary moment associated with the person's curiosity [25]. After the data about consumer behavior when watching content about a product is recorded, TikTok will repeatedly display content about similar products and content to these consumers. When consumers see this content repeatedly, consumers will feel the urge to buy the product as there is much content about the product that they will find [98], [99]. This causes consumers to make purchases impulsively after repeatedly viewing content about a product. Due to the frequent occurrence of brief periods, the need to buy impulsively will get stronger and might result in impulsive purchases to fulfill the desire to create the [25], [32], [66].

The occurrence of impulsive purchases triggered by the urge to buy impulsively on TikTok is also reinforced by the Fear of Missing Out that arises when consumers use TikTok continuously. When TikTok users find content that matches the items they have encountered, this can strengthen their urge and curiosity to buy the product. This aligns with a study that states FOMO can increase the motivation of consumers to take advantage of existing offers to not cause feelings of regret when they miss an opportunity so that someone's urge will be stronger to make impulsive purchases [64]. Through FOMO, a person feels fear of opportunities that might be missed and feelings of pleasure

when they succeed in taking advantage of these opportunities [62]. TikTok platform often provides various promotions, which are often carried out as an attempt by sellers to increase the attention of users. Through limited promotions, consumers will fear missing opportunities that can be obtained, strengthening the urge to buy impulsively to impulsive buying behavior.

Based on the demographics of the respondents, most users of the TikTok platform are dominated by women (61.08%), and there is a tendency for women to shop with the expectation of getting pleasure [43]. Accordingly, the findings show that hedonic motivation, particularly through relaxation shopping, can fuel TikTok users' impulse buying and cause them to engage in impulsive behavior. The results of this study are also influenced by the respondents who use TikTok longer than the average usage of Indonesian people and mostly ranged from 6-9 hours (55.17%) to 10-13 hours (24.63%). This illustrates that users of the TikTok platform who have a high FOMO level tend to want to feel constantly connected via social media to find out what other people are experiencing, so FOMO can often be associated with excessive use of social media [78], [100]. So, when social media users experience high levels of FOMO, this may increase someone's desire to engage in impulsive behavior, such as making impulsive purchases. This is because before someone buys impulsively, someone will decide based on their motivation or encouragement to buy impulsively, which is reinforced by FOMO without thinking carefully [79].

6. CONCLUSION AND RESEARCH IMPLICATIONS

This research is a study to explain the phenomenon of impulsive buying on the TikTok platform in Indonesia by using the Stimulus-Organism-Response (SOR) model as a reference to prove the factors that influence the phenomenon of impulsive buying. All the hypotheses in this research were determined to be supported based on the hypothesis testing results in the previous chapter. This research finds that IT affordance has a positive and significant effect on trust and flow experience. A pleasant and engaging environment is created for customers through features that enable them to perform different shopping activities, with interesting information customized according to the user, encouraging users to keep exploring the site [101].

This study also found that hedonic motivation, trust, and flow experience each had a positive and significant influence on the urge to buy impulsively. To generate consumer encouragement to make purchases impulsively, it is necessary to have hedonic motivation from within the consumer and the conditions of flow experience and trust consumers feel. When consumers feel comfortable using TikTok for long, they will be exposed to more content and offers for interesting products when scrolling on the TikTok platform. This study also discovered that the urge to buy impulsively has a positive and significant impact on impulsive buying behavior, and the fear of missing out amplifies this effect. In the context of shopping through the TikTok platform, after consumers see content about a product, TikTok will display content about that product or offers related to that product

or similar products. This will cause consumers to want to buy these products more and more to experience using the same product as the content that has been seen before.

In addition, this study found that shopping to seek pleasure is the main factor explaining the hedonic motivation felt by TikTok users. Based on these findings, this study suggests that social commerce platforms focus on helping users get a shopping experience to relieve stress or escape from the daily lives of these users. When consumers shop for pleasure, consumers tend to feel the urge to make impulse purchases [70], [102]. Social commerce users can feel relaxed by shopping to pamper themselves by giving them special awards or gifts. Users do this to make them feel better after experiencing stress or wanting to escape from a problem [45].

This research also found that the capabilities possessed by the platform have an important role in ensuring that platform users feel a flow experience and trust when using the platform. Platforms can also conduct surveys and assessments of the content displayed to users to ensure that the content displayed is in accordance with preferences and can improve the platform's content personalization system to make users feel more comfortable using the platform. This is done so that users can forget their worries while shopping on the platform and feel a flow experience. Social commerce platforms can also focus on programs encouraging users to share and recommend a product to other users, followed by compensation for the recommender. With these features, social commerce users can share experiences with sellers during the shopping process, assess the products purchased, and assess the perceived shopping experience to increase the trust felt by fellow platform users.

Research has also found that FOMO is important in shopping on social commerce platforms. Therefore, social commerce platforms can focus on implementing features that increase users' sense of FOMO, such as notifications of ongoing limited promotions for certain product categories that users are interested in. Consumers can experience FOMO when they worry about missing out on a product. Social commerce platforms can also maximize this by collaborating with certain sellers to promote the launch of new products sold on a limited basis. In addition, social commerce platforms can also regularly organize limited-time promo campaigns to trigger FOMO for consumers wanting to take advantage of the promotion.

7. SUGGESTIONS FOR FUTURE RESEARCH

Based on the research results obtained, several suggestions can be made for future studies that wish to raise the same topic based on the limitations faced by this research. One of the limitations of this study is the limited ability of this research to collect diverse samples to represent all levels of society on the island of Java. Hence, the advice that can be given is to increase the number of samples and distribute them to a wider range of people so that they can better represent the diversity of society through different lifestyles that have the potential to influence the results of the study. Differences in lifestyles perceived by consumers can influence impulsive buying behavior [103].

Respondents in this study were dominated by women (61.08%), which is supported by several previous studies that found that women tend to have more potential to make impulse purchases. However, Khokhar et al. [104] stated that men also tend to buy impulsively, which can occur through the right trigger factors. Based on this statement, further research can examine the phenomenon of impulsive buying that occurs using a male sample.

Future research can also examine social influence variables to examine the influence of the social environment felt by consumers on their impulsive shopping behavior. Impulsive purchasing on social commerce platforms is highly correlated with the social milieu that those platforms are a part of, such as what accounts are followed by users and those close to them, as well as what things and topics are often discussed by the people closest to these users. Consumers can buy goods they do not need because of hearing friends and fellow consumers talk on social commerce platforms [105].

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APPENDIX

Table 7. Questionnaire Items

Variable	Dimension	Items	Reference
IT Affordance	<i>Visibility Affordance</i>	V ₁ . TikTok provides me with detailed pictures and videos of the merchandise. V ₂ . TikTok makes the merchandise features visible to me. V ₃ . TikTok makes information about the user manual of merchandise visible to me. V ₄ . TikTok assists me to visualize merchandise like in the actual world.	[48]
	<i>Guidance Shopping Affordance</i>	GS ₁ . TikTok can ensure me with knowledge on all alternative merchandise I ask to buy. GS ₂ . TikTok can assist me to identify my merchandise necessities without any limitations. GS ₃ . TikTok can assist me to establish which merchandise features best fit my necessities. GS ₄ . TikTok can ensure me with personal merchandise customization based on my needs.	
	<i>Metavoicing Affordance</i>	M ₁ . TikTok permits me to comment on merchandise. M ₂ . TikTok permits me to comment on the seller. M ₃ . TikTok permits me to attend vendors' mutual discussions on merchandise. M ₄ . TikTok permits me to share shopping experiences with vendors.	
Hedonic Motivation	<i>Adventure Shopping</i>	AS ₁ . To me, online shopping through TikTok is an adventure. AS ₂ . Online shopping through TikTok is a thrill to me. AS ₃ . Online shopping through TikTok makes me feel like I am in my own universe AS ₄ . Surfing through TikTok triggered me to make a purchase.	[42]; [19]; [80]
	<i>Idea Shopping</i>	IS ₁ . I shop online through TikTok to keep up with the trends. IS ₂ . I shop online through TikTok to keep up with trending products. IS ₃ . I shop online through TikTok to see what new products are available. IS ₄ . I shop online through TikTok to experience new things.	

Table 7. Questionnaire Items (cont.)

Variable	Dimension	Items	Reference
<i>Hedonic Motivation</i>	<i>Value Shopping</i>	VS ₁ . Mostly, I shop online on TikTok when there are sales. VS ₂ . I enjoy looking for discounts when I shop online on TikTok. VS ₃ . I enjoy hunting for bargains when I shop online on TikTok. VS ₄ . I shopped on TikTok to take advantage of the cheap prices.	
	<i>Relaxation Shopping</i>	RS ₁ . When I am in a down mood, I shop online on TikTok to make me feel better. RS ₂ . To me, online shopping through TikTok is a way to relieve stress. RS ₃ . I shop online on TikTok when I want to treat myself to something special. RS ₄ . I shop on TikTok as a self-reward activity.	
<i>Trust</i>	<i>Trust in Platform</i>	TP ₁ . I think TikTok is credible TP ₂ . I trust TikTok. TP ₃ . I believe that TikTok is trustworthy. TP ₄ . TikTok is a competent platform.	[81]; [48]; [82]
	<i>Trust in Seller</i>	TS ₁ . I sense vendors in TikTok are very trustworthy. TS ₂ . I sense vendors in TikTok are honest. TS ₃ . I believe that vendors in TikTok wish to be known for keeping promises and pledges. TS ₄ . I hope that vendors in TikTok have good intentions.	
<i>Flow Experience</i>		FE ₁ . When browsing through TikTok for online shopping, I felt totally captivated. FE ₂ . When navigating through TikTok for online shopping, time seemed to pass very quickly. FE ₃ . When visiting TikTok for online shopping, I could temporally forget concerns. FE ₄ . When shopping on TikTok, I seem to ignore everything else.	[22]; [83]

Table 7. Questionnaire Items (cont.)

Variable	Dimension	Items	Reference
<i>Urge to Buy Impulsively</i>		<p>UBI₁. I experienced several sudden urges to buy things when surfing on TikTok.</p> <p>UBI₂. I saw several things I wanted to buy even though they were not on my shopping list when shopping through TikTok.</p> <p>UBI₃. I experienced strong urges to make unplanned purchases when browsing announcements on TikTok.</p> <p>UBI₄. I felt a sudden urge to buy other things when shopping on TikTok.</p>	[22]
<i>Fear of Missing Out (FOMO)</i>		<p>FOMO₁. I am anxious when I miss the chance to get certain products when using TikTok.</p> <p>FOMO₂. I am worried when others buy products that I do not have on TikTok.</p> <p>FOMO₃. I tend to buy more than what is needed when shopping on TikTok.</p> <p>FOMO₄. I tend to panic buy during a sale on TikTok because of the fear of missing out on the promotions.</p> <p>FOMO₅. I have the urge to buy during a sale on TikTok even though there is nothing that I really need.</p>	[62]; [79]
<i>Impulsive Buying</i>		<p>IB₁. I often buy things on TikTok without thinking.</p> <p>IB₂. "I see it, I buy it" describes my shopping trait when browsing through TikTok.</p> <p>IB₃. I often buy things spontaneously on TikTok.</p> <p>IB₄. Sometimes I feel like buying things on the spur-of-the-moment when using TikTok.</p> <p>IB₅. I buy things on TikTok according to how I feel at the moment.</p>	[62]

