

Analysis of TikTok's Digital Marketing Strategy in Increasing Impulsive Buying Behavior of Young Consumers

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Abstract (in English)

Research aim: Analyzing TikTok Shop's marketing strategy through free shipping, flash sales, and online customer reviews to increase impulsive buying behavior.

Design/Method/Approach: This study uses primary and secondary data available online and processes them using statistical methods.

Research Finding: Free shipping and online customer reviews positively affect impulsive buying behavior, whereas flash sales negatively affect it.

Theoretical contribution/Originality: Integrating free shipping, flash sales, and online customer reviews relates to young consumers' impulsive purchasing behavior and addresses gaps in previous research.

Practitioner/Policy implication: Business actors in TikTok Shop need to know the appropriate strategies to increase impulsive purchases.

Research limitation: Focusing on one subject and object, namely management students at Nusantara PGRI Kediri University, perhaps in further research, the population can be expanded, and quantitative methods can be used.

Keywords: Free Shipping, Flash Sale, Online Customer Review, Digital Marketing Strategy, TikTok Shop

1. Introduction

The development of digital technology has resulted in significant transformations in the business and marketing sectors. Today, companies no longer rely solely on conventional marketing approaches such as promotions through television, radio, or print media, they have shifted to digital marketing that uses the internet and social media platforms. With digital marketing, companies can reach customers through faster, more effective, and more interactive methods. Digital marketing is a platform used by entrepreneurs, investors, product-based companies, and other entities to promote their products or services. One user of digital marketing is the TikTok platform. [1].

The changes in marketing strategies implemented by these entrepreneurs will indirectly attract consumers' interest in trying the promoted products to meet their needs and desires. As a result, when consumers see a new product and are spontaneously attracted to it, they will purchase it without considering the consequences or benefits. This behavior is known as impulsive buying. The phenomenon of impulsive buying behavior among young consumers is increasingly prominent, along with the development of digital technology and easy access to

various e-commerce platforms. One platform that has experienced rapid growth in recent years is TikTok Shop, which offers various digital marketing features such as free shipping, flash sales, and online customer reviews.

Free shipping is one of the main strategies used by TikTok Shop to attract consumers' attention is the free shipping program. Free shipping can be considered as an initiative offer implemented by sellers to consumers with the objective of increasing the volume of offers and sales transactions[2]. Research on Free Shipping Promos has a significant effect on Impulsive Buying behavior [3] However, in research [4] Free Shipping Vouchers do not have a significant effect on Impulsive Buying; it is estimated that there are several influencing factors, namely due to delays in product delivery, which is the cause of free shipping vouchers not having an effect on Impulsive Buying.

In addition, TikTok Shop also implements a flash sale strategy, a marketing strategy widely used by sellers on TikTok Shop, by offering large discounts for a limited time. This strategy effectively creates a sense of urgency or fear of missing out (FOMO), which encourages consumers to make purchases quickly without in-depth consideration. This strategy encourages consumers to make decisions quickly because they have the perception that the opportunity is limited and will not be repeated in the future [5] . Research [6] states that flash sales have a positive and significant effect. This means that the better the quality of the flash sale, the higher the consumer's desire for impulsive shopping. However, research [7] states that flash sales have a positive but not significant effect on impulse buying.

In addition to these two strategies, another factor that influences the occurrence of Impulsive Buying is online customer reviews. This feature is one of the elements in E-Commerce that provides an opportunity for consumers to express their opinions or experiences online regarding a product or service. These reviews generally come from individuals who have made previous purchases. So they can provide information and considerations for prospective buyers regarding the suitability of the product with the description provided by the seller [8] . Based on E-Commerce Statistics in 2025, 99% of online buyers check reviews before shopping. Meanwhile, 96% of them specifically look for negative reviews. Research [9] states that online customer reviews have a positive and significant effect on Impulsive Buying. However, research [10] shows that online customer reviews do not have a positive and significant effect on Impulsive Buying.

According to APJII data, TikTok is currently among the top three fastest-growing e-commerce platforms in Indonesia, closely competing with Shopee and Tokopedia. This success is inseparable from the significant contribution of young consumers, especially Generation Z 14 to 29, who are active social media users. Based on influencer demographics data from We Are Social, TikTok users in Indonesia are dominated by women, accounting for 55.46%, while male users are around 44.53% less than female TikTok users.

The younger generation is known to be highly responsive to digital trends, preferring practical things, and is easily attracted to visually appealing promotions. These characteristics make them the consumer group most susceptible to impulsive buying behavior, or spontaneous purchases without prior planning. The subjects of this study were young consumers, students

of the Management Study Program at Nusantara PGRI University, Kediri, class of 2022. This group was chosen due to the significant trend of using the TikTok application with its TikTok Shop feature among young consumers, especially students. Previous research entitled "The Effect of Free Shipping, Flash Sales and OCR Programs on Impulsive Buying."

1.1. Problem Statement

Based on the background that has been explained, this study aims to answer the following key issues related to TikTok Shop's digital marketing strategy through free shipping, flash sales, and online customer reviews in increasing the impulsive buying behavior of young consumers.

1. Does free shipping have a partial effect on impulsive buying among young TikTok Shop consumers?
2. Does flash sale have a partial effect on Impulsive Buying among young TikTok Shop consumers?
3. Do online customer reviews have a partial effect on impulsive buying among young TikTok Shop consumers?
4. Do free shipping, flash sales, and online customer reviews simultaneously influence the impulsive buying of young TikTok Shop consumers?

1.2. Research Objectives

Based on the formulation of the problems that have been identified, the objectives of this research are as follows:

1. To find out whether free shipping has a partial effect on impulsive buying among young TikTok Shop consumers.
2. To find out whether flash sales have a partial effect on impulsive buying among young TikTok Shop consumers.
3. To find out whether online customer reviews have a partial effect on impulsive buying among young TikTok Shop consumers.
4. To find out whether free shipping, flash sales, and online customer reviews simultaneously influence the impulsive buying of young TikTok Shop consumers.

2. Method

This study uses a quantitative approach, aiming to objectively measure the extent to which independent variables influence dependent variables using numerical data, namely the object. This study uses both primary and secondary data. Primary data was obtained directly through an online questionnaire distributed to respondents who are TikTok Shop users, while secondary data was obtained from books, scientific journals, and other relevant references. This data was used to strengthen the theoretical foundation, develop a conceptual framework, and support the formulation of research hypotheses.

In this study, the selection of 40 respondents in this study was based on several methodological considerations. First, according to Roscoe in [11] A suitable sample size is in the range of 30–500 respondents. Second, according to [12] The minimum sample size is 5–10 times the number of independent variables, so with 3 independent variables, a minimum of 15–30 respondents is required, and this study has met this requirement with 40 respondents. In addition, statistically, the number of samples above 30 has met the assumption of normal distribution, so that the data can be analyzed using the regression method. Therefore, 40 respondents are considered adequate.

This research will use a causality approach technique that explains the cause-and-effect relationship between the independent variables and the dependent variables. This approach is considered appropriate for testing hypotheses regarding the analysis of TikTok Shop's marketing strategy through free shipping, flash sales, and online customer reviews in increasing impulsive buying behavior. Quantitative methods allow researchers to conduct statistical analysis to determine the strength and direction of the relationship between variables. This research not only describes the factual conditions based on data but also analyzes the influence of variables formulated in the research hypothesis. Therefore, multiple linear regression is used as the primary technique for data analysis. The analysis model used in this study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y = Impulse buying

α = Constant

$\beta_1, \beta_2, \beta_3$ = Regression coefficients

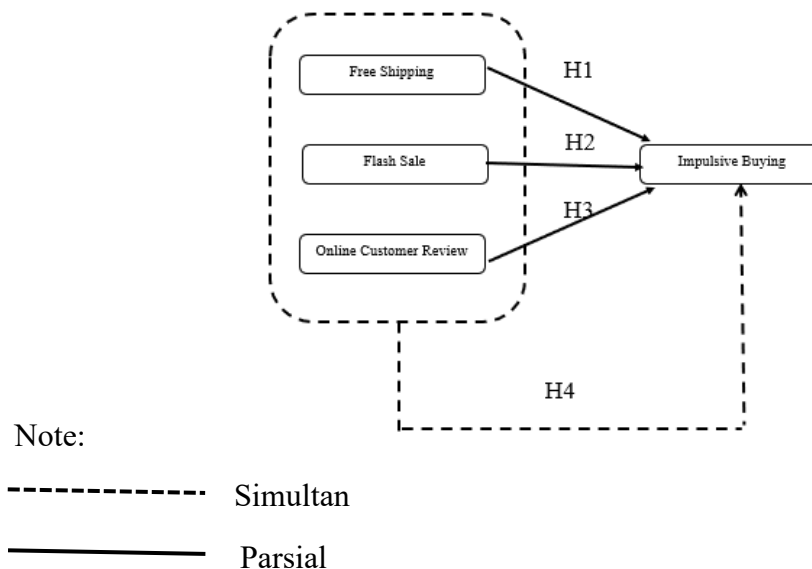
X_1 = Free shipping

X_2 = Flash sale

X_3 = Online customer reviews

e = Error or other factors outside the research

Through this model, researchers can determine whether free shipping, flash sales, and online customer reviews influence impulsive buying, either individually or collectively. The theoretical framework of this study is designed to explain the relationship between the independent and dependent variables. Free shipping (X1), flash sales (X2), and online customer reviews (X3) are assumed to influence impulsive buying (Y). Overall, the research instrument is declared valid and reliable. The validity test results show that all statement items have a calculated r value $> r$ table as much as 0,312, so it can be concluded that all variables, both independent variables (free shipping, flash sales, and online customer reviews) and dependent variables (impulsive buying), are declared valid and suitable for use in research. Furthermore, the results of the reliability test show that the Cronbach's Alpha value for each variable is greater than the specified criteria limit (> 0.60), so all variables are declared reliable. Thus, this research instrument has met the requirements as a consistent and reliable measuring tool in measuring the variables studied.



The conceptual framework illustrated above begins with three main factors: free shipping (X1), flash sales (X2), and online customer reviews (X3). These three variables are assumed to have a significant influence, either partially or simultaneously, on the dependent variable, namely impulsive buying among young TikTok shop consumers (Y). This framework highlights the theoretical relationship between the independent variables and the dependent variable. Free shipping (X1), flash sales (X2), and online customer reviews (X3) are hypothesized to influence impulsive buying (Y).

In sales promotion theory [13] Reducing shipping costs can increase consumer value perceptions, thus encouraging faster purchasing decisions. In addition, free shipping also reduces the burden of additional costs so that consumers feel more benefited. Logically, when TikTok Shop users see free shipping, they tend to be encouraged to make spontaneous purchases. Previous research stated that there is a significant positive effect of free shipping on impulse buying. [14] . With this, hypothesis 1 was found, which states that free shipping has

an effect on the impulsive buying behavior of young TikTok Shop consumers.

Product scarcity theory [15] Flash sales explain that limited time and product stock can create a sense of urgency in decision-making. Flash sales offer special prices for a limited time, thus encouraging consumers to buy immediately. This condition can trigger impulsive purchases because consumers are afraid of missing out. Previous research states that flash sales have been proven to have a positive and significant influence on impulsive buying behavior. [6] . With this, hypothesis 2 was found, which states that flash sales have an influence on the impulsive buying behavior of young TikTok Shop consumers.

Social proof theory [15] states that individuals tend to be influenced by the opinions of others. Online customer reviews provide information and increase trust in a product. When reviews are positive, consumers become more confident and potentially make spontaneous purchases. Previous research shows that online customer reviews have a positive and significant effect on impulse buying. [16] . Thus, hypothesis 3 is found, which states that online customer reviews influence the impulsive buying behavior of young TikTok Shop consumers.

In a digital marketing strategy [17] A combination of price promotions, limited time and stock, and social proof can collectively influence consumer behavior. Free shipping provides financial benefits, flash sales create urgency, and online customer reviews increase trust. These three factors complement each other in encouraging quick and spontaneous purchasing decisions among TikTok Shop users. Logically, when consumers receive these three stimuli simultaneously, the tendency to engage in impulsive buying will be higher. Previous research shows that online customer reviews, flash sales, and the free shipping tagline all have a significant positive impact on impulsive buying. [18] . With this, hypothesis 4 is found, which states that free shipping, flash sales, and online customer reviews influence the impulsive buying behavior of young TikTok Shop consumers.

3. Results and Discussion

3.1 Descriptive Test

Table 1. Descriptive Test Results

Variables	Average	Standard Deviation	Interpretation
Free Shipping	35.63	2.817	Good
Flash Sale	35.52	3.038	Good
Online Customer Review	43.03	3.690	Good
Impulsive Buying	32.40	4.100	Pretty good

Source: processed by researchers, 2026

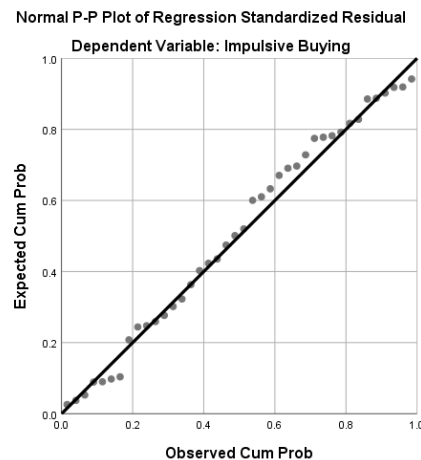
The results of the descriptive statistical analysis indicate that the average scores for the variables free shipping, flash sales, and online customer reviews fall within the "good" to "very good" category. This reflects the positive responses from participants regarding statements related to the free shipping program, flash sales offers, and online customer reviews. In other words, consumers tend to give positive ratings to these three aspects. Among the four variables, online customer reviews obtained the highest average score, namely 43.03. This indicates that,

in general, consumers pay great attention to online customer reviews before making a purchasing decision. They may consider these reviews as a valuable source of information for assessing the quality and reputation of a product or service.

On the other hand, the Impulsive Buying variable received the lowest average score of 32.40. However, this score is still in the "good" category, indicating that consumers still tend to make impulsive purchases, although not as strongly influenced by other factors such as free shipping, flash sales, or online customer reviews. The relatively low score also implies that impulsive purchases may be more influenced by situational or emotional factors than rational considerations or careful planning. Furthermore, the standard deviation values for each variable ranged from 2.817 to 4.100, indicating that the data distribution was relatively stable and did not deviate significantly from the mean. In other words, most respondents provided consistent and similar responses to items in each variable. This stability supports the validity of the descriptive data and indicates that consumer perceptions of factors influencing purchasing decisions are relatively homogeneous, especially regarding free shipping, flash sales, and online customer reviews.

3.2 Normality Test

Table 2. Results of PP Plot Normality Test



Source: processed by researchers, 2026

The results of the normality test administered by SPSS V25 show that the data is distributed diagonally and around it. This indicates that these variables have a normal distribution.

3.3 Heteroscedasticity Test

Table 3. Heteroscedasticity Test



Source: processed by researchers, 2026

The results of the heteroscedasticity test from the SPSS V25 output show that the distribution points are below and above the Y axis, which means that the regression model does not experience heteroscedasticity.

3.4 Multicollinearity Test

Table 4. Multicollinearity Test Results

Model	Collinearity Tolerance	Statistics VIF
1 (Constant)		
Free Shipping	.887	1.127
Flash Sale	.871	1.148
Online Customer Review	.863	1.159

a. Dependent Variable: Impulsive Buying

Source: processed by researchers, 2026

Based on SPSS V25 calculations for the free shipping variable, it shows a tolerance value of $0.887 > 0.1$ and a VIF of $1.127 < 10$. In addition, the flash sale variable shows a tolerance value of $0.871 > 0.1$ and a VIF of $1.148 < 10$, and the online customer review variable shows a tolerance value of $0.863 > 0.1$ and a VIF of $1.159 < 10$. So this can be interpreted that the regression model test is free from the effects of multicollinearity errors.

3.5 Partial Test (t-Test)

Table 5. Partial Test Results

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	11.575	9.470		1.222	.230
Free Shipping	.476	.214	.327	2.225	.032
Flash Sale	-.431	.200	-.319	-2.153	.038
Online Customer Review	.446	.166	.401	2.689	.011

Source: processed by researchers, 2026

The results of Table 5 show that the constant (intercept) of 11.575 represents the baseline level of impulsive buying when all independent variables are set to zero. Meanwhile, the beta coefficient for free shipping is 0.476. In other words, the higher the value of free shipping, the greater the effect on impulsive buying behavior. The beta coefficient for flash sales is -0.431, indicating that in this regression model, flash sales have a significant but negative effect on impulsive buying. Furthermore, the online customer review value of 0.446 means that every 1 unit increase in online customer reviews will increase the value of the dependent variable by 0.446, assuming other variables are constant. This indicates that online customer reviews have a positive effect on impulsive buying behavior.

In this study, H_0 states that the independent variable does not have a significant influence on impulsive purchases, while H_1 states that the independent variable has a significant influence on impulsive purchases. In the free shipping variable, the significance is $0.032 < 0.05$, meaning that H_{01} is rejected and H_{11} is accepted. This states that free shipping has a significant positive influence on impulsive purchases. Furthermore, the flash sale variable shows a significance value of $0.038 < 0.05$, so that H_{02} is rejected and H_{12} is accepted, indicating that flash sales have a significant effect on impulsive purchases but with a negative influence direction as indicated by the negative beta coefficient. In addition, the significance value of the online customer review variable has a value of $0.011 < 0.05$, meaning that H_{03} is rejected and H_{13} is accepted, meaning that online customer reviews have a significant positive influence on impulsive purchases.

3. 6 Simultaneous Test (F Test)

Table 6. Partial Test Results

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	202.862	3	67.621	5.377	.004 ^b
	Residual	452.738	36	12.576		
	Total	655.600	39			

Source: processed by researchers, 2026

The results of Table 6 show that the significance of the F test is $0.004 < 0.05$. This means that H_0 is rejected and H_1 is accepted, meaning that the variables free shipping, flash sales, and online customer reviews are very important for impulsive shopping behavior.

3. 7 Results of R₂ Determination Test

Table 7. Determination of R₂ Test Results

Model	R	R square	Adjusted R-squared	Std. Error of the estimate
1	.556 ^a	.309	.252	3.546

Source: processed by researchers, 2026

Based on Table 7, the adjusted R-squared value is 0.252. This means that the magnitude of free shipping, online flash sales, and customer reviews on impulsive buying, when converted to a percentage, is 25.2%. Other variables influence impulsive buying by 74.8% but were not examined in this study.

3. 8 Discussion

This study aims to analyze the influence of digital marketing strategies on TikTok Shop through free shipping programs, flash sales, and online customer reviews on the impulsive buying behavior of young consumers, especially students of the Management Study Program at Nusantara PGRI University Kediri, class of 2022. Based on the results of multiple linear regression analysis, it can be concluded that free shipping has an effect on impulsive buying behavior. This means that the higher the consumer's perception of the benefits of free shipping, the greater their tendency to make spontaneous purchases. This program is able to increase the perception of value and reduce the burden of additional costs, thus encouraging faster purchasing decisions. These results are in line with Herdiansyah's research, which occurs because young consumers, such as students, tend to shop easily without thinking twice with free shipping; students feel more benefited. [3]

Flash sales have a negative effect on impulsive buying. These results indicate that, although flash sales have an element of urgency, in the context of this study, they can actually reduce the tendency for impulsive buying. This could be caused by consumer caution, product

quality considerations, or previous experience with limited-time promotions. The results of this study are consistent with research showing that flash sales have no significant effect on impulse buying, but are not in line with research by Dini Fauziah, which states that flash sales have a positive and significant effect. This likely occurs because flash sales only provide a limited time and limited products, so that students do not really use the flash sale feature as a shopping reference. [19] .

Online customer reviews have a positive and significant impact on impulsive buying. The better and more convincing the customer reviews, the higher the level of consumer trust, thus encouraging spontaneous purchases without careful planning. The results of this study align with [9] , which states that this provides an indication that the presence of online customer reviews will influence consumers' desire to make unplanned purchases.

Simultaneously, free shipping, flash sales, and online customer reviews influence impulsive buying behavior. This suggests that the combination of price promotions, time constraints, and social proof can influence young consumers' purchasing decisions.

4. Conclusion

The overall results of this study indicate that all research questions have been adequately answered through both partial and simultaneous analysis. Thus, this study successfully demonstrated the influence of digital marketing strategies such as free shipping, flash sales, and online customer reviews on young consumers' impulsive buying behavior on TikTok Shop, in line with the research objectives.

Theoretically, this research contributes to the development of marketing science, particularly consumer behavior in the context of digital marketing. The finding that flash sales negatively influence impulsive buying expands the literature, demonstrating that urgency-based strategies do not always increase impulse buying, and opens up opportunities for further research on factors such as caution, shopping experience, and risk perception.

Practically, this research has implications for TikTok Shop businesses in designing effective marketing strategies. Free shipping and online customer reviews have proven to be more effective in encouraging impulse purchases, so they should be maximized. Meanwhile, flash sales need to be evaluated by adjusting duration, stock availability, and information transparency to avoid raising consumer concerns.

This study has limitations because it focused only on young consumers, specifically management students from the class of 2022. It is hoped that this research will provide insight into free shipping strategies, flash sales, and online customer reviews, as well as serve as a guide for e-commerce entrepreneurs and a reference for curriculum development. Furthermore, this research will provide insights for young consumers to make more rational purchasing decisions.

The results of this study can be a reference for further research by expanding the variables to be more accurate, such as product bundling, push notifications, and other variables related to increasing impulsive buying behavior.

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