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Research Article

Impulsive Purchase Behaviour of Muslim Women on TikTok Shop: Findings from West Java

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Abstract.

This study employs the S-O-R Framework to investigate the factors influencing browsing and impulsive consumption of cosmetic products among Muslim women on TikTok Shop. The primary focus of this investigation is to understand impulsive buying behavior among Muslim women customers in Indonesia. The findings of this research offer valuable insights to companies and cosmetic brands seeking to enhance their marketing strategies for stimulating impulsive behavior among Muslim women customers on TikTok Shop. To gather data, an online survey was conducted, involving 100 Muslim women consumers. Covariance-based structural equation modeling was utilized to assess two hypotheses. The results indicate that store promotion has a positive and significant relationship with hedonic browsing. Additionally, hedonic browsing was found to have a positive and significant effect on impulse purchase behavior. The implications of these findings for managers and scholars are further discussed.

Keywords: store promotion, hedonic browsing, impulse purchase behavior

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1. Introduction

The new marketing strategy that has the biggest impact on customers' impulsive purchases is social media [1]–[4]. Typically, when a customer feels stimulating stimulation from a joyous, ardent desire, they decide to purchase a product against their original plan. When buying online, more than 50% of decisions are made impulsively [5], [6], and this process is influenced by both internal and external stimuli [7] . 70% of clients who complete the transaction from their device within the first hour of seeing the merchandise are among the 77% of online shoppers who make impulse buys [8].

West Java Province is the highest internet user on the island of Java with 35.1 million users based on the virtual event of the West Java Province Communications

and Informatics Regional Device Forum [9]. Thus, the potential and economic impact of internet users in West Java is very promising. In addition, it will also be interesting to investigate further regarding the use of the internet and social media in West Java. The fast movement of business competition in the online era makes traditional entrepreneurs try to develop their entrepreneurship programs through various ways to maximize new patterns in building their business through online business.

Due to its simplicity in sharing short videos that feature music, animation, and visual effects on social media, TikTok has gained popularity [10]. TikTok broadens its subject matter to include many facets of daily life, including technology, education, cuisine, and beauty and makeup [10], [11]. In order to continue, TikTok Indonesia created a digital business training program with the hashtag #MajuBarengTiktok [12]. In addition, 62% of users claimed that TikTok motivated them to buy something they had never intended to before, and 47% of users claimed that they are interested in purchasing a product as a result of watching TikTok [13]. Shopify acquainted shopping on the newest TikTok feature known as TikTok Shop on the third quartal 2021 [14].

According to certain research, social media is essential for influencing impulsive purchases [15], [16]. Nevertheless, little study has been done on impulsive buying on social media [17]. According to the researcher, no prior studies have examined the impulsive purchase on TikTok Shop. The researcher thus plans to look at the variables that affect Muslim women's impulsive cosmetic purchases in the TikTok Shop.

The research is examining impulsive purchase behavior on TikTok Shop based on the Stimulus- Organism-Response (S-O-R) framework [18], with the main focus being on examining the stimulation that motivates impulsive buying among Indonesian women Muslim consumers. First, the study provides useful information that can be used to design a marketing plan for Muslim women's impulsive purchase behavior on TikTok Shop by brands or cosmetic companies. The study also expands the Stimulus-Organism-Response (S-O-R) framework on impulsive online purchases, which is another way it adds to the body of knowledge on consumer behavior.

2. Literature Review

2.1. S-O-R Framework

When a customer feels sudden, intense pressure to buy something right away, this is known as impulse buying [19]. The S-O-R framework is frequently utilized in the impulse

buying literature in both online [6], [20] and offline environments due to the significance of stimulus as a motive in the impulse purchase process [21].

The Stimulus-Organism-Response (S-O-R) paradigm, which contains environmental psychology at its core, has served as the foundation for several studies on consumer behavior throughout the years [22]. The term ”stimulus” refers to an outside event that influences a consumer’s decision to make an impulsive purchase [23]. While the phrase ”organism” denotes the purchaser’s emotional state, which consists of their physiological, perceptual, emotional, and cognitive processes [24]. Finally, respons describes the consumer behavior that follows an assessment of their environment and mood. The function performed by environmental signals in promoting customers’ impulsive buying behavior has been supported by a number of earlier studies [25].

2.2. Store Promotion

Most consumers are price sensitive, and they are frequently drawn in by substantial discounts, deals, and in-store promotions [26]. The buyers prefer to pay close attention to what their fellow buyers buy, looking for the advantages and/or value (monetary benefits, etc.) connected to those purchases. Similar to this, a customer might engage in planned impulse buying when they make an impulsive product purchase because of specials or discounts at a store [27]. Thus, via the use of efficient in-store promotions and offers, planned impulse purchases can be stimulated. According to Stern [28], buyers’ impulsive buying decisions can be affected by influencing a few outside elements.

Many of these outside elements, such as contacts with salespeople, secondary customer impact, in-store promotions, store ambiance, crowd density, etc., that encourage consumers to make purchases have been well studied in the past [29], [30]. Shop-specific elements like in-store specials and the environment of the store seem to have a big impact on customers’ purchasing decisions. When finding fair sales bargains like discounts, coupons, rewards, cashbacks, and other incentives, consumers may purchase more than they had originally intended [31], [32].

2.3. Hedonic Browsing

A sustainable kind of searching is browsing, which does not involve making any purchases [33]. Browsing is an explorative search method that is stimulus-driven, unfocused, and undirected [34]. Because surfing time is longer than shopping time, searching at a store (mainly on social media websites) is the main source of impulsive purchases [35].

The researchers have divided the purposes into two groups: utilitarian browsing, which is the quest for knowledge, and hedonistic browsing, which is the pursuit of pleasure and fun [36]. Impulsive purchases portray behavior as more sophisticated, unexpected, and hedonistic, and they disregard careful deliberation [37]. According to Novak et al. [38], impulsive purchases can be influenced by both hedonistic and utilitarian browsing, depending on the motive of the online shopper.

2.4. Impulse Purchase Behaviour

A Hawkins Stern's theory on impulse buying provides insightful information on the many situations in which customers are most likely to make impulsive purchases. According to Stern [28], there are four types of impulse buying: pure impulse buying, planned impulse buying, reminder impulse buying,

and suggestion impulse buying. Shopping can lead to the suggestion of impulse buying when a customer feels compelled to purchase a thing even though they are unfamiliar with it [27].

Similar to this, when a customer makes an impulsive purchase of a product owing to specials or discounts in a store [27], this is known as planned impulse buying. Thus, via the use of efficient in-store promotions and offers, planned impulse purchases can be stimulated. Additionally, a shopper may engage in reminder impulse buying when they see an item in the store aisle and decide to buy it after remembering an advertisement or the stock level at home. As a result, appealing retail ambiance, store layout, and in-store promotions can trigger recall impulse spending.

Finally, a consumer may engage in pure impulse buying, which occurs when they instinctively make an immediate, unplanned, and uncommon purchase [27]. It is anticipated that the store throng, salesperson interactions, inviting store atmosphere, secondary customer impact, and in-store incentives will stimulate pure impulsive buying.

2.5. Hypotheses Development

2.5.1. Store Promotion and Hedonic Browsing

Businesses regularly participate in in-store promotions to increase sales from customers [39], [40]. Some of these promotions include offering product samples, instant coupons, vouchers, lucky draws, and more. This aids merchants in enhancing customer interaction and in-store experience, which encourages impulsive purchases [31], [41]. According to

recent studies [31], [32], retailers typically create these in-store promotions strategically to encourage customers to make impulsive purchases.

The bulk of impulsive purchases are sparked by in-store advertisements, such as coupons, discounts, and other deals on related products [42]. Customers are strongly persuaded to buy things they had not intended to buy after their attention is drawn to those incentives [43]. Thus, in-store promotions lead shoppers to make impulsive or unplanned purchases.

In the online context, TikTok Shop stores and platforms also often provide attractive promotions such as product discounts, shipping rebates, etc. So that it can be a stimulus for consumers to do further browsing to satisfy the hedonic aspect which in turn affects their impulsive buying behavior. Thus, the following hypothesis is provided:

H1. Store Promotion have a positive and significant influence on hedonic browsing.

2.5.2. Hedonic Browsing and Impulse Purchase Behaviour

When the environment triggers an individual's emotions, this is referred to as an affective reaction [44]. For instance, if online shoppers have a positive purchasing experience, they might do more exploratory web browsing, which leads to more impulsive purchases [37]. The harmony between the positive and negative emotions that are created by impulsive purchases [45].

According to Adelaar et al. [46] there is a connection between impulsive buying behavior and both good and negative emotional responses. Because it excites the sensory (for instance, through a video, photo, and text or caption on TikTok), the emotional response is linked to impulsive purchases and lowers self-control [46].

Therefore, effective regulation of impulsive internet purchase behavior may be the key component [47]. Hedonic browsing also directly affects impulsive purchasing [6], [23]. Hedonic browsing, according to earlier studies, can predict impulsive internet purchases [6], [48]. In the framework of this study, hedonic browsing by Muslim women in TikTok Shop elicits happiness, good sensations, satisfaction of desires, and spontaneous pressure that affects the formation of their intentions for making impulsive purchases. Therefore, the hypothesis put forth is:

H2. Hedonic browsing has a positive and significant effect on impulse purchase behaviour.

3. Research Method

3.1. Study Design

Cross-sectional data are used in empirical research since they are collected all at once from a respondent [49]. Purposive sampling is used to choose the respondents for the data from a self- administered questionnaire. For women, there are four filter questions. TikTok Shop visitors, TikTok users, and women looking for cosmetics were all Muslim. The respondent will be removed from the study if they do not fall under one of those criteria.

Because the cosmetics business is so fiercely competitive and because of retailers' extensive internet presence, we chose this particular cosmetic product. Because of this, the Central Bureau of Statistics Indonesia said that in the fourth quarter of 2019, the growth of the pharmacy sector, pharmacy chemical goods, and traditional medicine (including cosmetics) increased by 18,58% [50].

The questionary includes 9 items that are adjusted with the influencing factors of impulsive online purchases and modified for measuring TikTok Shop users (Table II). First, the store promotion construct is measured by three items adapted from Shukla and Banerjee [51]. Three items measure hedonic browsing construct [48], [52]. Next, impulse purchase behaviour are measured by 3 items on the Likert scale was adapted from Shukla and Banerjee [51]. The Likert scale is one of the best ways to measure personality traits [53], [54].

This study employs a several data analysis techniques. Internal consistency is measured using Cronbach's coefficient. Using a two-step analytical approach, we first analyze the measurement model and then the structural model. Additionally, reliability analysis and descriptive statistics are performed using IBM SPSS. Confirmatory factors analysis (CFA) and path analysis using IBM AMOS are used to examine 2 hypotheses. AMOS-SEM uses maximum likelihood estimation (MLE) to evaluate multilevel structural equations utilizing a covariance-based technique rather than a component-based approach [55]. Some statistical hypotheses, such as sample size, multivariate normality, and multicollinearity, can be more fully satisfied by AMOS-SEM.

Only 100 of the 110 respondents who filled out the questionnaire could be used in this study because 10 of them did not adhere to the criteria. According to Hair et al. [56], the survey instrument fulfilled a minimum sample size for multivariate analysis of 10 times. Respondents from Bandung City outnumber those from Bandung District by a margin of 40% to 26%. Age-wise, 67% of responders fell between the ages of 15-20. 81% of respondents have completed high school, and 95% are now enrolled in college.

Table 1: Construct Measurements.

Construct	Items
Store Promotion	Store promotions on TikTok Shop make me buy cosmetic products spontaneously.
	Store promotions on TikTok Shop increase my desire to buy the cosmetic products.
	Store promotions on TikTok Shop entice me to buy cosmetic on the spur of the moment.
Hedonic Browsing	I get enough pleasure from browsing TikTok Shop to get some time off.
	I am looking for items on TikTok Shop just for entertainment.
	While browsing on TikTok Shop, I was super excited.
Impulse Purchase Behaviour	I make unplanned purchases of cosmetic products on TikTok Shop.
	I buy cosmetic products that I had not intended to purchase on TikTok Shop.
	It is fun to buy cosmetic products spontaneously on TikTok Shop.

4. Results

4.1. Measurement Model

Scale validation takes into account validity and reliability. Cronbach's alpha, which is more important than 0.8, is used to measure construct dependability. Convergent and discriminant validity are encompassed under validation. Item loading () more than 0.6 [57], composite reliability is more significant than 0.8, and the average variance extracted (AVE) is more extensive than 0.5 are three criteria to gauge convergent validity [58]. When the square root of AVE for each construct is greater than the correlation with other components, discriminant validity is established.

For reliability and validation convergence, Cronbach's α is all bigger than 0.8. Item loadings range of 0.614 to 0.879, composite reliabilities range of 0.81 to 0.82, and AVEs ranges of 0.51 to 0.646, as indicated in Table 4.

Additionally, matrix correlation for discriminant validation is reported in Table 5. Each construct has a square root of AVE that is more important than its association with other constructs. The outcome demonstrated that dependability and validation are in a good place.

Table 2: Respondent Profiles.

Demography	Frequency
Province of Residence	
Bandung District	26
Bandung Barat District	7
Ciamis District	1
Cianjur District	2
Garut District	3
Indramayu District	2
Karawang District	1
Pangandaran District	1
Purwakarta District	2
Subang District	2
Sumedang District	2
Tasikmalaya District	1
Bandung City	40
Banjar City	1
Bekasi City	1
Cimahi City	3
Tasikmalaya City	2
Age	
15-20	67
20-25	30
25-30	3
Education	
Junior High School	1
Senior High School	81
Bachelor	18
Occupation	
University Student	95
Private Employee	1
Teacher	4

4.2. Structural Model Test

Chi-square/degrees of freedom (2/df) less than 5, Tucker-Lewis index (TLI), comparative fit index (CFI), and root mean square error approximation (RMSEA) less than 0.10 are all requirements for a good model-fit [59]. Results of the structural model test show that the model fits the data better for the index 2/df (1.989), TLI (0.881), CFI (0.917), and RMSEA (0.100). Figure 1 below displays the CFA model's findings.

Table 3: Convergent Validity and Reliability.

Construct	Items	Factor Loading	Composite Reliability	AVE
Store Promotion	SP1	0.614	0.8	0.510
	SP2	0.617		
	SP3	0.879		
Hedonic Browsing	HDN1	0.698	0.8	0.539
	HDN2	0.649		
	HDN3	0.842		
Impulse Purchase Behaviour	IPB1	0.886	0.8	0.646
	IPB2	0.767		
	IPB3	0.752		

Table 4: Discriminant Validity.

Variable	SP	HDN	IPB
Store Promotion	**0,714219**		
Hedonic Browsing	0,575	**0,73425**	
Impulse Purchase Behaviour	0,792	0,643	**0,804**

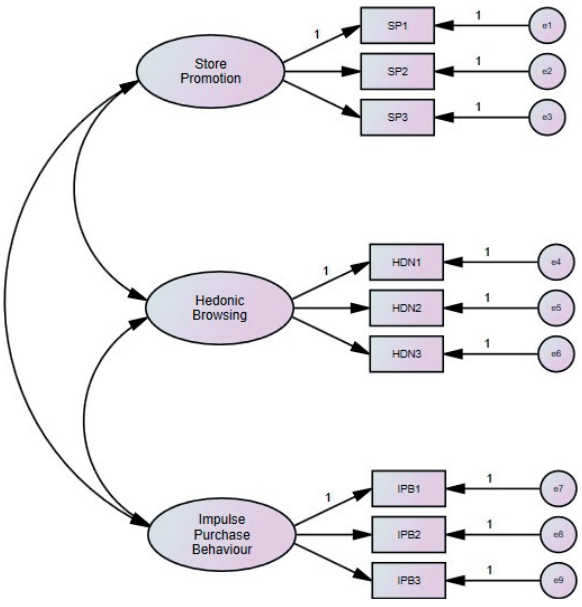

Figure 1: CFA Model.

4.3. Hypotheses Testing

Path testing follows the examination of the measurement model and structural model (Table 6). The next stage is store advertising, which considerably and favorably affects hedonic browsing. In particular, the outcome demonstrates that the critical ratio is more than 2.58 (3.291), and the p-value on the significant phase 0,01 is less than 0.01 (0.001). H1 is supported because the estimated value is positive (0.593). According

to the anticipated hypothesis, H2 demonstrates that hedonic browsing has a favorable and large impact on impulse buying behavior. Results showed that the critical ratio is more than 2.58 (3.621), and on the significant phase of 0,01, the p-value is less than 0.01 (0.000).

TABLE 5: Path Testing.

Hypotheses	Path	Standardized Estimate	C.R.	p-value	Result
H1	Hedonic Browsing <— Store Promotion	0.18	3.291	0.001	Supported
H2	Impulse Purchase Behaviour <— Hedonic Browsing	0.681	3.621	***	Supported

Full model can be seen in Figure 2.

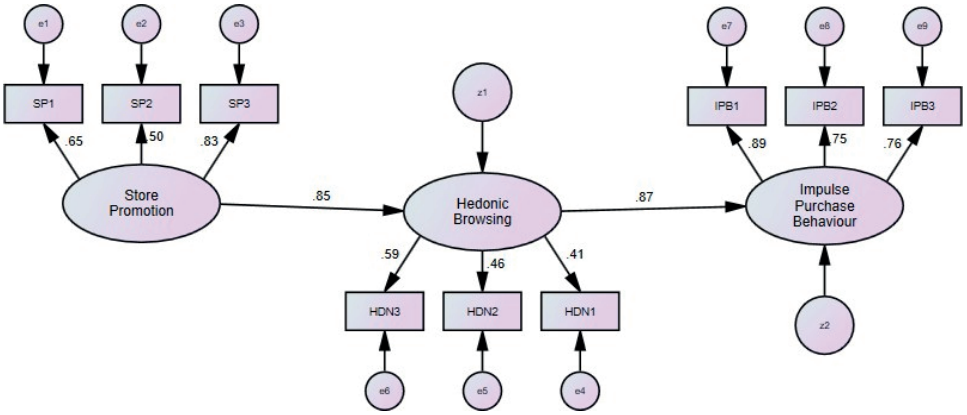

Figure 2: Full Model.

5. Discussion

The finding supports hypothesis 1 since it shows that in-store promotions have a favorable and significant impact on hedonic browsing. In other words, Muslim women trust and use store promotions like offering product samples, immediate coupons, vouchers, lucky draws, and more to feel joyful or optimistic while looking through cosmetics on TikTok Shop. Indirectly, our research supports earlier findings that store promotions improve retail experiences and encourage hedonic shopping on TikTok Shop, which results in impulsive purchases [41]. In addition, Das and Kumar [42] discovered that retail promotions like coupons, discounts, and other product-related offers are what most often trigger impulsive purchases. Furthermore, The high impulsive buying tendency, which is linked to product browsing over time and acts more on impulse urge to buy,

is easily impacted by marketing stimulus such as advertisements or promotion prizes [60].

The study's findings support the hypothesis that hedonic browsing has a favorable and significant impact on impulse buying. The investigation demonstrates that Muslim women shoppers who browse the TikTok Shop for cosmetics experience happiness, amusement, spirit, or other positive emotions. However, people often make spontaneous purchases as a result of the combination of advertising promotions and their positive shopping experience on TikTok Shop. The most recent research backs up the earlier results. In particular, [6], [48], [61] discovered that browsing is positively associated with the desire to make impulsive purchases.

Moreover, since browsing takes time, it is possible that the consumer would become overstimulated and make an impulsive purchase. Consumers are more prone to make arbitrary judgments than consumers with plans because they are more susceptible to environmental influence, according to prior study [34]. The findings of the investigation so support a number of earlier studies [6], [37]. Verhagen and Dolen [47] discovered that online store browsing is positively correlated with consumers' propensity to make impulsive purchases. According to Floh and Madlberger [25] consumers' browsing habits may have influenced their hasty purchases.

5.1. Managerial Implications

The advertising of stores, hedonic browsing, and impulsive purchases by Muslim women are all factors that cosmetics companies and marketers can affect. Additionally, business owners, merchants, and cosmetic grocers can concentrate their marketing efforts on TikTok Shop due to the significant opportunity to gain the confidence and attention of customers through information browsing due to persuasive product support.

The fact that hedonic browsing can result in impulse buying is another necessary implication. Given that consumers spend more time browsing than they do shopping [35], cosmetics companies need to create content that is appealing, interesting, and relevant so that consumers feel satisfied, content, and entertained while they are browsing. This will encourage positive consumer feedback and lead to an increase in impulsive purchases of cosmetics products.

The greatest way to encourage Indonesian Muslim women to make impulsive purchases is to provide them with information on giving out free samples, instant coupons, vouchers, and fortunate draws. Nevertheless, despite the fact that it is convincing enough, it is advised that cosmetics companies and retailers adopt strategies based on

social communities and culture in order to boost value and consumer satisfaction and abandon price wars that provide an adventure and wonderful shopping and browsing experience. To aid customers in online buying, online cosmetics shops must also pay attention to the image quality and product description. The use of engaging material regarding cosmetics is another method for lengthening customer browsing sessions.

6. Conclusion

This study examines the impact of store promotions on hedonic browsing and impulse purchase behavior for Indonesian Muslim women customers in the setting of cosmetics on TikTok Shop, using the Stimulus-Organism-Response (S-O-R) paradigm [18]. Based on the findings of the study, Muslim women are likely to believe that the TikTok Shop shop marketing has a big impact on hedonistic cosmetics browsing. The research's findings also make clear how hedonic browsing and impulse buying are related. Hedonic browsing in particular is discovered to have a favorable and considerable influence on impulse purchase behavior for cosmetic products on TikTok Shop.

6.1. Limitations and future research agenda

The West Java TikTok shop was the only part of the research sample, and it was chosen using a non-random purposive sampling technique. In order to broaden the generalization, the next research will be able to repeat the research model in a number of regions or nations. Second, additional product categories were not taken into account in this study. Future research on customers' impulsive purchasing must therefore look into additional product categories to understand consumer preference and differences, particularly for Muslim women consumers. Third, this study exclusively used quantitative methods; a mixed-methods or qualitative approach would have produced different results on the context of impulsive buy intention on TikTok Shop.

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