

The Role of Content Marketing, FoMo, Social Influencer, and Flash Sale on Gen Z Impulse Buying in Semarang Regency on the TikTok Marketplace

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ABSTRACT

This study aimed to investigate the role of content marketing, FoMo (Fear of Missing Out), social influence, and flash sale on impulse buying among Gen Z consumers in Semarang Regency on the TikTok Marketplace. Utilizing an explanatory research design, a purposive sampling technique was employed to select 96 valid and reliable Gen Z participants from Semarang Regency. Data were collected via a questionnaire distributed through Google Forms, and multiple linear regression analysis was applied for data analysis. The findings indicated that content marketing and social influence did not individually affect impulse buying. Conversely, FoMo and flash sales were found to have a positive and significant impact on impulse buying. Furthermore, the combined influence of all independent variables on impulse buying was significant. This research concludes that while some digital marketing strategies may not directly trigger impulse purchases, urgency- and scarcity-driven tactics are highly effective for Gen Z on TikTok. The study's implications suggest that marketers should prioritize leveraging FoMo and flash sales to drive immediate consumer action on social commerce platforms.

Keywords: Generation Z; Impulse Buying; TikTok Marketplace; FoMo; Flash Sale

1. INTRODUCTION

The advancement of online web-based technology has significantly propelled the development of social media (Abdelsalam et al., 2020). Consequently, a new evolution has emerged in the form of online marketplaces, which offer a diverse array of facilities, including various payment methods, delivery estimates, product categorization, and other user-centric features. Prominent examples of such online stores in Indonesia include Tokopedia, Blibli, Bukalapak, and TikTok Shop. Among these platforms, TikTok stands out with its substantial user base and high engagement rates, presenting considerable opportunities for businesses, particularly in marketing activities. As recorded, TikTok generated 107,998,788 posts with 17,329,380,404 responses in a specific period, highlighting its dynamic user interaction. The platform's popularity is driven by its capacity to deliver content that is accessible, expressive, and relevant to daily life, positioning it as a top choice for numerous social media users,

especially the younger generation (Ryansyah, 2025).



Figure 1: TikTok User Graph By Age

Source: Slice (2025)

Impulse purchases are frequently observed on the TikTok application, particularly among specific age demographics. Data from *databoks.katadata* indicates that Generation Z, primarily individuals aged 10 to 24 years, constitutes the majority of active TikTok users, with 65% of users falling within the 18-34 age range (Santika, 2023). While Figure 1 specifically illustrates the general age distribution of TikTok users and not direct purchasing behaviour, this demographic breakdown remains highly relevant for the current study. The significant concentration of Gen Z within the platform's user base is crucial, as this demographic is inherently adaptable to digital technologies and exhibits unique consumption patterns, including a heightened susceptibility to impulse buying. Therefore, the high volume of Gen Z users on TikTok provides a substantial potential market for impulse purchases, making this demographic a primary focus for investigating impulse buying behaviour on the platform.

This research addresses a crucial gap by investigating the mechanisms through which specific digital marketing elements on TikTok influence impulse buying behaviour among Generation Z. The escalating prevalence of online transactions on TikTok Marketplace necessitates a comprehensive understanding of these underlying factors. The core problem addressed in this study is to identify and analyze how Content Marketing, Fear of Missing Out (FoMo), Social Influencers, and Flash Sales individually and collectively impact impulse buying decisions within this dynamic digital environment.

Several factors are hypothesized to influence impulse buying. The first factor is Content Marketing, which encompasses interactive content designed to boost user engagement, as well as informative and educational content that enhances product understanding. These content marketing tactics significantly shape user decisions on TikTok. Prior studies indicate that content advertisements can stimulate impulse buying (Shadrina & Yoestini, 2022). This finding is further supported by research affirming a positive and significant relationship between Content Marketing and impulse buying (Indriawan & Santoso, 2023). However, conflicting results exist, with other research reporting no significant effect of content marketing on impulse buying (Sitinjak et al., 2025). These contradictory findings highlight the need for further investigation within specific contexts, such as the TikTok Marketplace.

Fear of Missing Out (FoMo), as identified by Przybylski, is frequently linked to emotional issues arising from social media engagement. Individuals experiencing FoMo feel a compelling urge to stay informed about others' activities on social media, driven by a desire to remain constantly updated on shared experiences and to participate in them (Widodo, 2024). This phenomenon encourages individuals to conform to the behaviours of others and can lead to impulsive actions. Research indicates that FoMo

intensifies the desire to purchase (Widodo, 2024), a finding corroborated by other studies (Savitri & Suprihatin, 2021). The constant stream of new products and trends on TikTok can exacerbate FoMo, leading to spontaneous purchases to avoid feeling left out.

Social Influencers significantly shape contemporary consumption patterns (Surbakti et al., 2022). A lifestyle prioritizing prestige often compels individuals to follow the latest trends popularized by social media influencers. The public's consumption of goods promoted by influencers has a substantial impact on the growth of the internet economy, largely due to the trust influencers cultivate with their followers. The level of trust in social media platforms, which reached 51% in 2018, further amplifies this effect. Previous studies suggest that social factors, including influencer endorsements, positively influence purchase intentions (Surbakti et al., 2022). Nevertheless, other research indicates that influencer influence may not be a significant determinant in purchase decisions on marketplaces, underscoring the need for context-specific research (Mahendra & Edastama, 2022).

Flash Sale represents a contemporary business model offering products at discounted prices for a limited and brief duration (Zhang et al., 2022). Previous research demonstrates that flash sales facilitate impulse purchases (Darwipat et al., 2020), a finding supported by other studies. The urgency created by limited-time offers and significant discounts can override rational decision-making, compelling consumers to make immediate purchases. Conversely, other research explains that flash sales can have a negative and insignificant impact on purchase intent, suggesting a nuanced relationship that warrants further investigation (Kurniawan & Nugroho, 2024). These conflicting results highlight the importance of understanding the specific conditions under which flash sales are effective in driving impulse buying.

Based on the identified problem background and the existing research gaps, this study aims to investigate the role of content marketing, FoMo, social influencers, and flash sales on impulse buying within the TikTok Shop marketplace. The research specifically focuses on Generation Z users of the TikTok Shop application in Semarang Regency who have completed at least one transaction within the last six months. This specific focus on a defined demographic and platform provides a unique contribution to the existing body of literature.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

Content Marketing

Content Marketing refers to a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer action (Pulizzi, 2013). Good content marketing is characterized by its ability to engage consumers and prompt immediate product purchases by providing precise and compelling information (Herman et al., 2023). It is asserted that content marketing promoted on social media significantly influences purchase intention (Mukarromah et al., 2022). Relevant sub-indicators for content marketing often include content relevance, entertainment value, informativeness, and interaction (based on typical marketing literature). These theoretical underpinnings are supported by empirical findings, where studies have revealed a positive and significant relationship between content marketing and impulse buying in marketplaces (Shadrina & Yoestini, 2022). Based on this theoretical and empirical evidence, the following hypothesis is proposed:

H₁: Content marketing has a positive and significant effect on Impulse Buying.

Fear of Missing Out (FoMo)

FoMo is defined as a form of anxiety characterized by a pervasive apprehension that one might miss out on rewarding experiences that others are having, particularly as evident through social media (L. S. Putri et al., 2019). Individuals experiencing FoMo feel a strong urge to remain constantly informed about others' activities and to engage in behaviours to avoid feeling excluded or uninformed. FoMo motivates individuals to align with the behaviours of others, potentially leading to impulsive actions driven by the need for continuous social information. Research indicates that FoMo intensifies the desire to purchase (Widodo, 2024). Common indicators of FoMo include concerns about missing out on social interactions, missing important information, or not being part of enjoyable events. The pervasive nature of social media platforms like TikTok, with their constant updates and trends, can exacerbate FoMo, contributing to impulsive buying behaviour.

H₂: FoMo has a positive and significant effect on Impulse Buying.

Social Influencer

Influencers are respected individuals or public figures who leverage their credibility and reach to promote a product or service within their target audience (Uyuun, 2022). The use of social media influencers has become a prominent marketing strategy, significantly impacting consumer behaviour. This impact is largely driven by the trust influencers build with their followers, which then encourages the consumption of brand information. The increasing trust in social media as a source of information, reaching 51% in 2018, further amplifies the persuasive power of influencers. Empirical studies have consistently demonstrated a positive and significant relationship between social influencers and impulse buying (Surbakti et al., 2022). Typical indicators for social influencers' effectiveness include their credibility, attractiveness, and expertise (Shadrina & Yoestini, 2022).

H₃: Social influencers have a positive and significant effect on Impulse Buying.

Flash Sale

Flash Sale is a unique sales strategy where products are offered at a significantly reduced price for a very limited duration, creating a sense of urgency and scarcity (Septiyani & Hadi, 2024). This business model capitalizes on consumer impulsivity by compelling quick purchase decisions. Research has shown that flash sales have a positive and significant relationship with impulse buying (Darwipat et al., 2020). The time-sensitive nature and perceived value of discounts inherent in flash sales can override rational consideration, leading to spontaneous purchases (Indriawan & Santoso, 2023). Key characteristics of flash sales, such as steep discounts, limited stock, and short availability windows, serve as direct triggers for impulsive behaviour.

H₄: Flash sales have a positive and significant effect on Impulse Buying.

Impulse Buying

Impulse buying, or uncontrolled shopping without deep consideration, refers to spontaneous purchases often driven by emotional experiences rather than strict rationality (Kusumasari, 2022). It involves an unplanned decision to buy a product or service right before purchase. This phenomenon is frequently observed in online retail environments where immediate gratification and persuasive stimuli are abundant. Previous research has indicated that various marketing elements significantly influence

impulse buying. For instance, content marketing has been found to have a positive effect on impulse buying (Shadrina & Yoestini, 2022). Similarly, FoMo (Widodo, 2024) and the influence of social media influencers (Shadrina & Yoestini, 2022) have been shown to positively affect impulse buying. Furthermore, flash sales are also identified as having a positive effect on impulse buying (Indriawan & Santoso, 2023). These individual factors collectively contribute to the likelihood of consumers making unplanned purchases.

Beyond individual influences, the combined effect of these factors on impulse buying is also crucial. The interplay between compelling content, the fear of missing out on deals, the persuasiveness of influencers, and the urgency of flash sales can create a powerful environment that stimulates spontaneous purchases. Therefore, this study also proposes to examine the simultaneous impact of these variables:

H₅: Content Marketing, FoMo, Social Influencer, and Flash Sale simultaneously have a positive and significant effect on Impulse Buying.

Framework

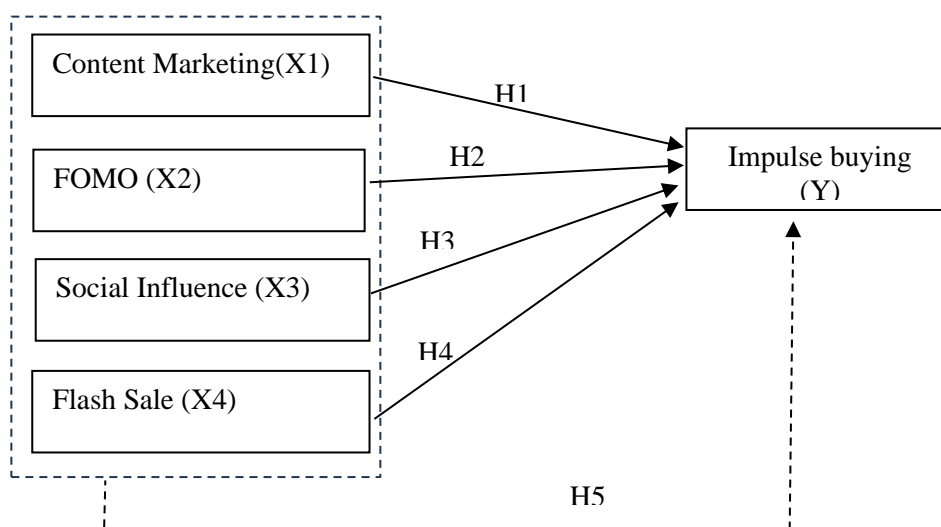


Figure 2: Conceptual Framework
Source: processed by Author (2025)

3. RESEARCH METHOD

This study employed an explanatory research design, a quantitative approach used to test the influence of independent variables on dependent variables (Scott, 2022). The research population comprised Generation Z individuals residing in Semarang Regency. A purposive sampling technique was utilized to select participants who met specific criteria: being within the vulnerable age range of 18-27 years, possessing an active TikTok account, and having completed at least one online shopping transaction in the TikTok marketplace within the preceding six months. Based on these stringent criteria, a total sample of 96 respondents was obtained. The rationale for employing purposive sampling was to ensure that the selected participants directly represented the target demographic most relevant to the study's objectives concerning impulse buying on TikTok, thus providing focused and pertinent data.

Data collection was conducted through a survey method, distributing questionnaires to eligible respondents via Google Form. The questionnaire incorporated established measurement scales for each variable: Content Marketing, FoMo, Social

Influencers, Flash Sale, and Impulse Buying. To ensure the robustness and validity of the research instrument, a preliminary phase, akin to a focus group discussion, was implicitly considered during the instrument development process. This approach helped in refining the clarity and relevance of the questionnaire items before widespread distribution.

The collected data underwent feasibility assessments through validity and reliability tests to confirm the instrument's accuracy and consistency. The primary analytical technique employed was multiple linear regression, supplemented by hypothesis testing (partial t-tests) and simultaneous data testing (F-test), all performed using IBM SPSS 25 software. It is acknowledged that in behavioural research, the presentation of classical assumption test results, such as normality, multicollinearity, and heteroscedasticity, often focuses on confirming the fulfilment of these assumptions rather than a detailed display of raw test outputs. Therefore, while these tests were conducted to ensure the appropriateness of the regression model, the reporting will emphasize the direct hypothesis testing outcomes, consistent with practices for large sample behavioural datasets.

Table 1: Operational definition

Variable	Variable Operational Definition	Indicators
Content Marketing	According to Holliman and Rowley, Content Marketing is a business strategy that involves creating, presenting, and implementing content that is appealing, engaging, and relevant to the target audience (Pasaribu et al., 2023).	<ol style="list-style-type: none"> 1. Relevance (relationship) 2. Accuracy 3. Worth 4. Easy to understand 5. Easy to find
FoMo	According to Song, Zhang, Zhao, & Song (as cited in (Utami & Aviani, 2021), FoMo (fear of missing out) in the context of social media on smartphones is a social phenomenon characterized by frequent smartphone checks and dependence on applications.	<ol style="list-style-type: none"> 1. Fear 2. Concerns 3. Anxiety
Social Influencer	According to Bachtiar (as cited in (Aryandini & Oktafani, 2024), Influencers are individuals with a large following who can influence them through their messages about a product.	<ol style="list-style-type: none"> 1. Information 2. Encouragement 3. Role 4. Status
Flash Sale	According to Zhang (as cited in (Oktavyana et al., 2024), Flash Sale is a popular marketing strategy in marketplaces where a company sells a limited number of new products or services at a discounted price for a certain period before the normal sales period.	<ol style="list-style-type: none"> 1. Discount 2. Frequency 3. Duration 4. Availability (quality) 5. Promotion
Impulse Buying	According to Ayuning (as cited in (Aryandini & Oktafani, 2024), a purchase made without a plan occurs when the buyer impulsively lacks a specific	<ol style="list-style-type: none"> 1. Often buying goods spontaneously 2. "Just do it" describes the way consumers do things

- | | |
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| intention to purchase a particular item or brand beforehand. | <ol style="list-style-type: none"> 3. Often buying without thinking ahead 4. When seeing a product, buying it immediately 5. Sometimes buying things in a hurry 6. Buying something according to the feeling at the time 7. Carefully plan purchases 8. Sometimes being a bit careless in buying |
|--|--|

Source: data processed (2025)

4. RESULTS AND DISCUSSION

Respondent Characteristics

Table 2 presents the demographic characteristics of the research respondents, including gender, age, and purchase frequency on TikTok Marketplace.

Table 2: Characteristics of Research Respondents

Characteristic	Sum	Percentage
Gender:		
Woman	62	64,59%
Men – men	34	35,41%
Age:		
18-20 years old	15	15,6%
21-23 years old	64	66,7%
24-27 years old	17	17,7%
Purchase Frequency:		
1 – 3 times	39	41%
> 3 – 5 times	46	48%
> 5 times	11	11%
Total	96	100%

Source: data processed (2025)

As shown in Table 2, the majority of respondents were women (64.59%) and predominantly aged between 21-23 years (66.7%). Regarding purchase frequency, 48% of respondents reported making online shopping transactions more than 3 to 5 times, indicating a relatively active engagement with the TikTok Marketplace. These characteristics confirm that the sample aligns with the study's target demographic of Gen Z with relevant online shopping behaviour on TikTok.

Validity Results

Table 3 summarizes the results of the data validity test for all research variables and their indicators.

Table 3: Data validity results

Variable	Indicators	R Count	R Table	Result
Content Marketing (X1)	X1.1	0,794	0.1689	Valid
	X1.2	0,853	0.1689	Valid
	X1.3	0,808	0.1689	Valid
	X1.4	0,847	0.1689	Valid
	X1.5	0,835	0.1689	Valid
	X1.6	0,848	0.1689	Valid
	X1.7	0,874	0.1689	Valid
FoMo (X2)	X2.1	0,697	0.1689	Valid
	X2.2	0,860	0.1689	Valid
	X2.3	0,803	0.1689	Valid
	X2.4	0,909	0.1689	Valid
	X2.5	0,862	0.1689	Valid
	X2.6	0,826	0.1689	Valid
Social Influencer (X3)	X3.1	0,826	0.1689	Valid
	X3.2	0,827	0.1689	Valid
	X3.3	0,860	0.1689	Valid
	X3.4	0,877	0.1689	Valid
	X3.5	0,843	0.1689	Valid
	X3.6	0,868	0.1689	Valid
Flash Sale (X4)	X4.1	0,868	0.1689	Valid
	X4.2	0,732	0.1689	Valid
	X4.3	0,842	0.1689	Valid
	X4.4	0,873	0.1689	Valid
	X4.5	0,853	0.1689	Valid
	X4.6	0,902	0.1689	Valid
Impulse Buying (Y)	Y.1	0,748	0.1689	Valid
	Y.2	0,850	0.1689	Valid
	Y.3	0,844	0.1689	Valid
	Y.4	0,929	0.1689	Valid
	Y.5	0,882	0.1689	Valid
	Y.6	0,871	0.1689	Valid
	Y.7	0,282	0.1689	Valid
	Y.8	0,858	0.1689	Valid

Source: data processed (2025)

As presented in Table 3, all statement items pertaining to the Content Marketing, FoMo, Social Influencers, Flash Sale, and Impulse Buying variables demonstrate calculated r values that are greater than the r table value of 0.1689. Consequently, it can be concluded that all statement items used in this study are valid.

Reliability Results

The reliability test in this study utilized Cronbach's Alpha analysis. A scale is considered reliable if its Cronbach's Alpha value is greater than 0.60; conversely, if

Cronbach's Alpha is less than 0.60, the scale is deemed unreliable (Scott, 2022). Table 4 displays the results of the data reliability test.

Table 4: Data reliability results

Variable	Cronbach's Alpha	Alpha	Result
Content Marketing (X1)	0,927	0,60	Reliable
FoMo (X2)	0,908	0,60	Reliable
Social Influence (X3)	0,923	0,60	Reliable
Flash Sale (X4)	0,920	0,60	Reliable
Impulse Buying (Y)	0,918	0,60	Reliable

Source: data processed (2025)

As shown in Table 4, all variables exhibited Cronbach's Alpha values well above 0.60, ranging from 0.908 to 0.927. This indicates high internal consistency and reliability for all measurement instruments used in this study.

Classical Assumption Test Results

1. Normality Results

The normality test was performed to ascertain whether the data were normally distributed. A dataset is considered normally distributed if its significance value is greater than 0.05 ($p > 0.05$) (Sugiyono & Susanto, 2017). The normality test revealed a residual significance value of 0.360, which is greater than 0.050. This confirms that the residual values are normally distributed.

Table 5: Data normality results

Std. Deviation	Absolute	Asymp. Sig. (2-tailed)	Result
5,27703371	0,094	.360c	Significant

Source: data processed (2025)

2. Multicollinearity Results

The multicollinearity test was carried out to assess the correlation between independent variables. There are no symptoms of multicollinearity if the tolerance coefficient between independent variables is greater than 0.10 and the VIF (Variance Inflation Factor) value is less than 10 (Scott, 2022). All independent variables in this study exhibited tolerance values greater than 0.10 and VIF values less than 10, indicating the absence of multicollinearity.

Table 6: Data multicollinearity results

Variable	Tolerance	VIVID	Result
Content Marketing	0,442	2,261	Free Multicollinearity
FoMo	0,395	2,530	Free Multicollinearity
Social Influencer	0,224	4,469	Free Multicollinearity
Flash Sale	0,368	2,719	Free Multicollinearity

Source: data processed (2025)

3. Heteroscedasticity Results

This test is used to determine whether or not the disruptive variables in the regression equation have the same variation. If the variation of the variable is the

same, there is no heteroscedasticity (Scott, 2022).

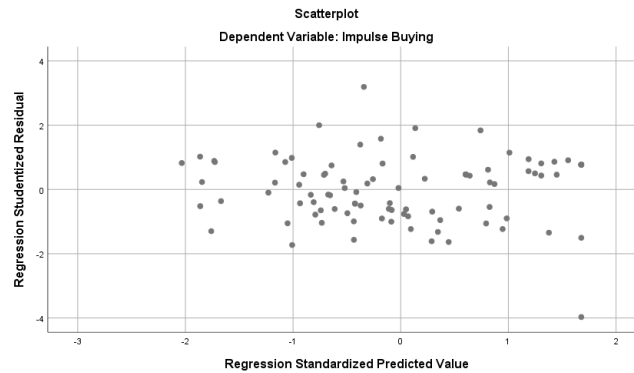


Figure 3: Scatterplot heterokedasticity test

Source: data processed (2025)

Based on the data in Table 7. The results of the heteroscedasticity test indicate that the value of Sig variable Content Marketing is $0.273 > 0.05$, the value of FoMo's variable is $0.122 > 0.05$, the value of Social Influencer variable is $0.731 > 0.05$, and the value of Flash Sale variable is $0.464 > 0.05$. So, it can be concluded that there was no Hetersokedasticity in the same variance of the disruptive variable (Scott, 2022).

Table 7: Glover test

Variable	Sig	Description
Content Marketing	0,273	No heteroscedasticity
Fomo	0,122	No heteroscedasticity
Social Influencer	0,731	No heteroscedasticity
Flash Sale	0,464	No heteroscedasticity

Source: data processed (2025)

Multiple Linear Regression

Regression analysis is used to test the hypothesis about the partial influence of independent variables on dependent variables (Scott, 2022). Table 8 presents the results of the multiple linear regression analysis.

Table 8: Linear regression results

Variable	B	Std. Error	Sig.
(Constant)	3,804	3,792	
Content Marketing	-0,264	0,191	0,168
FoMo	0,734	0,141	0,000
Social Influencer	-0,218	0,245	0,377
Flash Sale	0,863	0,196	0,000

Source: data processed (2025)

Based on the regression coefficients obtained from Table 5, the multiple linear regression equation can be formulated as follows:

$$Y = 3.804 - 0.264X_1 + 0.734X_2 - 0.218X_3 + 0.863X_4$$

This equation illustrates the direction and magnitude of the influence of Content Marketing (X1), FoMo (X2), Social Influencer (X3), and Flash Sale (X4) on Impulse

Buying (Y).

Hypothesis Testing (t-test)

Hypothesis testing, specifically the t-test, is fundamentally used to determine the extent to which an independent variable individually influences the dependent variable (Scott, 2022). Table 9 presents the results of the individual hypothesis tests.

Table 9: Hypothesis test results

Variable	T Count	T Table	Sig.
Content Marketing	-1,388	1,986	0,168
FoMo	5,200	1,986	0,000
Social Influencer	-0,888	1,986	0,377
Flash Sale	4,415	1,986	0,000

Source: data processed (2025)

Based on the significance of $\alpha = 0.05$, then t of the table is 1.986. The results of the hypothesis test stated:

1. The t-calculated value for the Content Marketing variable is -1.388, which is less than the t-table value of 1.986, and its SIG value is 0.168, which is greater than 0.05. This leads to the conclusion that Content Marketing does not have a significant impact on impulse buying (H_1 was rejected).
2. The t-calculated value for the FoMo variable is 5.200, which is greater than the t-table value of 1.986, and its SIG value is 0.000, which is less than 0.05. This demonstrates that the FoMo variable is proven to have a significant effect on impulse buying (H_2 was accepted).
3. The t-calculated value for the Social Influencer variable is -0.888, which is less than the t-table value of 1.986, and its SIG value is 0.377, which is greater than 0.05. This concludes that Social Influencers do not have a significant impact on impulse buying (H_3 was rejected).
4. The t-calculated value for the Flash Sale variable is 4.415, which is greater than the t-table value of 1.986, and its SIG value is 0.000, which is less than 0.05. This indicates that the Flash Sale variable is proven to have a significant effect on impulse buying (H_4 was accepted).

Overall Model Fit (F-test)

The F test is used to determine the significance of the influence of Content marketing, FoMo, Social Influencer, and Flash Sale simultaneously against impulse buying TikTok users in Semarang Regency. Based on Table 10 of the results of the F test, it is known that the value of f calculated $>$ f of the table is as good as $29.310 > 2.70$ and the significant value shows $0.000 < 0.05$. This means that there is a simultaneous influence of independent variables on dependent variables (Scott, 2022).

Table 10: Simultaneous F test

Type	F	Sig.	Information
Regression	29,310	0.000b	Accepted

Source: data processed (2025)

Based on the results in Table 9, the calculated F value is 29.310, which is greater than the F-table value of 2.70, and the significance value is 0.000, which is less than 0.05. This indicates that there is a simultaneous and significant influence of the

independent variables (Content Marketing, FoMo, Social Influencer, Flash Sale) on the dependent variable (Impulse Buying).

Coefficient of Determination (R^2)

This determination coefficient is used to measure how well independent variables explain their dependent variables (Scott, 2022). Based on table 11 of the output results of the Model Summary, the value of the coefficient of R Square (R^2) is 0.563 or 56.3%. Thus, it can be concluded that the magnitude of the influence of the variable Content Marketing, FoMo, social influencers, and Flash Sale towards impulse buying 0.563 (56.3%).

Table 11: Coefficient determination test (R^2)

R	R Square	Adjusted R Square
750a	0,563	0,544

Source: data processed (2025)

As shown in Table 11, the R Square (R^2) value is 0.563 or 56.3%. This indicates that 56.3% of the variance in Impulse Buying (dependent variable) can be explained by the combined influence of Content Marketing, FoMo, Social Influencers, and Flash Sale (independent variables). The remaining 43.7% is influenced by other factors not included in this research model.

Discussions

The discussion section interprets the empirical findings derived from the hypothesis tests, linking them with existing literature and offering contextual insights, particularly concerning Gen Z's impulse buying behaviour on the TikTok Marketplace.

1. The Influence of Content Marketing on Impulse Buying (H_1)

The results for Hypothesis (H_1) indicate that Content Marketing does not have a significant influence on impulse buying. The statistical analysis showed a t-calculated value of -1.388 (less than t-table 1.986) and a significance value of 0.168 (greater than 0.05), leading to the rejection of H_1 . This finding aligns with previous research by (Sitinjak et al., 2025), which similarly found no significant effect of content marketing on impulse buying. A plausible explanation for this non-significant effect in the context of Gen Z on TikTok Marketplace might be related to the nature of their content consumption. While Gen Z is highly exposed to content, their purchasing decisions may not be solely driven by generic marketing content but rather by more immediate triggers or social proof. They might be desensitized to overt marketing messages, or the content itself (as currently delivered) may not possess the unique persuasive power to bypass their rational decision-making process and immediately induce impulse purchases. Furthermore, the sheer volume of content on TikTok might dilute the impact of any single content marketing effort, making it less effective in spontaneously stimulating purchasing desires compared to other direct stimuli.

2. The Influence of FoMo on Impulse Buying (H_2)

Conversely, the results for Hypothesis (H_2) demonstrate that FoMo (Fear of Missing Out) has a positive and significant influence on impulse buying. The t-calculated value of 5.200 (greater than t-table 1.986) and a significance value of 0.000 (less than 0.05) strongly support the acceptance of H_2 . This finding is consistent with earlier studies by (Widodo, 2024) and (Savitri & Suprihatin, 2021),

both highlighting a positive and significant relationship between FoMo and impulse buying. In the context of TikTok, FoMo is particularly potent among Gen Z. Their constant connectivity and reliance on social media create an inherent anxiety to stay updated with trends, offers, and social activities (Utami & Aviani, 2021). This anxiety, characterized by a desire always to know what others are doing, encourages impulsive behaviour, including purchasing products that others are buying or that are presented as limited-time opportunities (Sachiyati et al., 2023). TikTok's algorithmic feed and trend-driven nature amplify this phenomenon, pushing users to engage with viral products or flash sales to avoid being "left out," thereby reinforcing impulsive shopping habits (Ghinarahima & Idulfilastri, 2024).

3. The Influence of Social Influencer on Impulse Buying (H₃)

Similar to Content Marketing, the results for Hypothesis (H₃) indicate that Social Influencer does not have a significant influence on impulse buying in this study. With a t-calculated value of -0.888 (less than t-table 1.986) and a significance value of 0.377 (greater than 0.05), H₃ is rejected. This finding aligns with Sonie Mahendra & Primasatria Edastama (2022), who also found no significant effect of social influence on purchasing decisions in marketplaces. While social influencers generally hold considerable sway, especially among younger demographics, this study's outcome suggests that for impulse buying specifically on TikTok Marketplace, their influence might be indirect or mediated by other factors not captured here. Gen Z, being digitally native, may be more discerning about influencer authenticity or perceive influencer content as primarily entertainment rather than direct purchase recommendations for spontaneous buying. The rapid, scrolling nature of TikTok might also mean that while influencers capture attention, their specific calls to action for immediate impulse purchases are less effective than other direct stimuli like flash sales, which offer a more tangible and time-bound incentive. It is possible that influencer impact in this context is more about brand awareness or long-term consideration rather than immediate impulse.

4. The Influence of Flash Sale on Impulse Buying (H₄)

The results for Hypothesis (H₄) confirm that Flash Sale has a positive and significant influence on impulse buying. The statistical analysis yielded a t-calculated value of 4.415 (greater than t-table 1.986) and a significance value of 0.000 (less than 0.05), leading to the acceptance of H₄. This finding is consistent with previous research by Asriadi et al. (2025), Darwipat et al. (2020), and Indriawan & Santoso (2023). Flash sales, by their very nature, create a sense of urgency and scarcity, which are powerful drivers of impulse purchases (Oktavyana et al., 2024). The limited time and discounted prices leverage psychological triggers such as perceived value and fear of missing an opportunity (D. A. Putri & Mara, 2024). On the TikTok Marketplace, the dynamic and fast-paced environment, combined with immediate purchasing options, makes flash sales exceptionally effective in converting Browse into spontaneous buying behaviour among Gen Z. The high frequency of checking social media for trends also exposes users more readily to these time-sensitive offers, amplifying their impact.

5. The Simultaneous Influence of Content Marketing, FoMo, Social Influencer, and Flash Sale on Impulse Buying (H₅)

Finally, Hypothesis (H₅) posits that Content Marketing, FoMo, Social Influencer, and Flash Sale collectively have a positive influence on impulse buying. The F-test results, with an F-calculated value of 29.310 (greater than F-table 2.70)

and a significance value of 0.000 (less than 0.05), lead to the acceptance of H5. This indicates a significant simultaneous influence of all independent variables on impulse buying. This finding aligns with Kusumasari and demonstrates that despite the individual non-significant effects of Content Marketing and Social Influencer, the combined presence of these factors, especially when synergized with strong drivers like FoMo and Flash Sale, collectively impacts consumers' impulse buying behaviour on TikTok Marketplace (Kusumasari, 2022). This suggests that impulse buying is a multi-faceted phenomenon influenced by a combination of elements, even if some individual components do not reach statistical significance on their own. The overall ecosystem of TikTok, which integrates content, social dynamics, and promotional tactics, creates an environment conducive to spontaneous purchases among Gen Z.

5. CONCLUSIONS, IMPLICATIONS, SUGGESTIONS AND LIMITATION OF THE RESEARCH

Based on the objectives, formulations, and results of this study, several key conclusions can be drawn regarding Gen Z's impulse buying behaviour on TikTok Marketplace. It was found that Content Marketing and Social Influencers do not significantly influence impulse buying, suggesting that while content engagement is high and social influence is generally powerful, these factors may not directly trigger spontaneous purchases in this specific digital environment. Conversely, FoMo (Fear of Missing Out) and Flash Sales were identified as having a positive and significant impact on impulse buying, highlighting the effectiveness of urgency and scarcity in driving impulsive purchasing among Gen Z on TikTok. Furthermore, the study concluded that Content Marketing, FoMo, Social Influencer, and Flash Sale collectively and significantly influence impulse buying, indicating that despite individual nuances, the combined presence of these factors within the TikTok Marketplace ecosystem substantially contributes to impulse buying behaviour.

This research offers both theoretical and managerial implications. Theoretically, it contributes to the understanding of consumer behaviour in social commerce, particularly among Gen Z, by distinguishing which digital marketing stimuli are most potent for impulse buying on platforms like TikTok. It suggests that direct, scarcity-driven incentives (Flash Sale) and psychological triggers (FoMo) are more effective than broader informational or influential approaches, thus enriching existing theories of consumer behaviour and social media marketing. Managerially, for businesses and marketers targeting Gen Z on TikTok Marketplace, these findings provide actionable insights: it is crucial to strategically leverage Flash Sales and FoMo-inducing tactics to stimulate impulse buying, such as creating time-sensitive offers and emphasizing limited availability. While Content Marketing and Social Influencer strategies are vital for brand building and engagement, their direct conversion into impulse purchases may be limited, suggesting resources for these areas might be better aligned with broader marketing goals or used to support FoMo and flash sale promotions indirectly.

For practitioners, it is suggested to optimize FoMo-inducing content and highly targeted flash sales campaigns, integrating elements of scarcity and urgency into promotional content. Regarding future research, it is recommended to explore mediating or moderating variables that might explain the non-significant relationship between Content Marketing/Social Influencer and impulse buying, such as trust in influencers or content authenticity. Future studies could also investigate additional factors influencing impulse buying on TikTok (e.g., live streaming features, in-app payment seamlessness),

conduct comparative studies across different social commerce platforms or Gen Z segments to assess generalizability, and employ qualitative research methods to gain a deeper understanding of the psychological processes behind impulse buying triggers and barriers on TikTok.

This study, while providing valuable insights, has several limitations that offer avenues for future research. Firstly, its focus on a specific demographic (Gen Z) within a limited geographical area (Semarang Regency, Indonesia) and a single platform (TikTok Marketplace) may limit the generalizability of the findings to broader populations or other social commerce platforms. Secondly, the study examined only four independent variables (Content Marketing, FoMo, Social Influencer, and Flash Sale); thus, future research could explore additional variables (e.g., user interface design, product categories, perceived value, trust) that may influence impulse buying behaviour. Lastly, the study utilized a quantitative approach. Future studies could benefit from a mixed-methods or purely qualitative approach to gain a richer and more nuanced understanding of the psychological mechanisms and contextual factors driving impulse purchases on social commerce platforms.

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