
Uncovering The Influence on Generation Z'S Impulsive Purchasing Behaviour: From Tiktok Videos to Yellow Beg

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Abstract

TikTok videos exert multifaceted effects on the purchasing behavior of Generation Z, leveraging the platform's alignment with their preference for visual content and short-form videos. This research specifically explores the statistical nuances of TikTok's impact on impulsive purchasing behavior among students at Polytechnic Malaysia. A dataset comprising responses from 382 students who engaged with TikTok videos was collected through an online survey. Employing SPSS for statistical analysis, the emphasis was placed on descriptive methods to discern the influence of TikTok videos on distinct types of impulsive purchase behavior, including pure, reminder, suggested, and planned impulsivity. The statistical findings underscore a highly significant influence of TikTok videos on planned impulsive purchases among respondents. Furthermore, the results reveal significant gender-based variations in the influence of TikTok videos on both planned and reminder impulse buying behaviors.

Keywords: *Impulse Buying, Generation Z, TikTok Shop*

I. INTRODUCTION

People, particularly the younger generation, prefer to buy online rather than in-store because of the rapid progress of information technology in the present world. As customer behavior has changed, marketers have updated their old marketing approaches (including print and radio advertising, direct mail, and many others) by using digital marketing techniques such as social media [1]. Social media platforms such as Facebook, YouTube, Instagram, WhatsApp, and others have grown in popularity over the past few years. TikTok is one of the top social media sites that was introduced in 2017 and originated in China which now can be reached globally. TikTok can create a narrative strategy that captures its clients' interests with a 15-second music video [2]. The platform has gained popularity among teenagers due to its ability to draw them to the application. The website offers short-form films with unique and captivating special effects, upbeat music, and a layout that encourages users to be creative in their content production.

Twenty-one percent of TikTok's global viewers were women between the ages of eighteen and twenty-four as of April 2023, while seventeen and twenty-five percent were males [3]. Generation Z refers to those born between 1997 and 2012. They are also known as Zoomers, iGeneration,

centennials, post-millennials, and Homelanders. As of June 2023, Generation Z, made up 35.61 percent of the TikTok user base in Malaysia [3]. People have known the generation as being technologically savvy since they use social media to communicate with people around the world. They've become accustomed to receiving communications from high-tech information sources. The Generation Z differentiates by their inability to distinguish between the actual and virtual worlds; for example, if a firm is not active online, they believe it does not exist [4] [5]. They use social media as a search engine and a source of inspiration for anything from fashion to funding. Considering an average day surfing duration of 8 hours, Malaysia's Generation Z is a technologically savvy generation that is heavily dependent on social media and smartphones [6]. As a result, marketers must take advantage of their distinctive characteristics by fully employing social media marketing, as they base their purchasing decisions on internet-based suggestions and critiques from family and friends, co-workers, and influencers.

According to TikTok official release, the TikTok Shop will launch its new "Shopping Centre" feature in Malaysia on 2 March 2023. Users may access the Shopping Centre by updating their TikTok application and swiping to the right on the top of the screen, where they can monitor orders,

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carts, shopping history, interact with vendors, and configure addresses and payment methods [7]. In Malaysia, little study has been conducted on the interaction between social media marketing and impulsive purchase intention. There is also less research that looks at impulsive purchase behavior with the cross-gender analysis of impulse buying behavior. Thus, the study intends to explore how TikTok videos affect Generation Z's impulsive buying habits and look into any possible gender differences in this behavior. The study's findings can contribute to the information on the core cause of Generation Z's impulsive buying behavior via TikTok videos in Malaysia.

II. LITERATURE REVIEW

Hawkins Stern's Impulse Buying Theory

In comparison to planned purchasing, impulse purchasing is an accidental, impulse-based behavior with less thought, fewer comparisons to alternative possibilities, and a self-oriented outcome. Stern's initial definition of spontaneous purchasing is "any spend made by an individual but not intended beforehand." Pure impulsive purchasing, reminder impulsive buying, suggestion impulsive buying, and planned impulsive buying are the four types of impulsive buying behaviour [8].

Pure impulse buying occurs when buyers make their first decision to buy without hesitation when making an unexpected buying, reminder impulse buying occurs when shoppers see a specific item in the outlet and learn that they have limited supplies in their residence or the commercial of the goods; suggestion impulse buying occurs when buyers learn they require the item after seeing the suggested for it; and last but not least, planned impulse buying occur when shoppers have the merchandise on their list of items to purchase [8].

There are four types of impulse buying by Hawkins Stern's model [9] [10] which are:

1. Pure Impulse Buying- Pure impulsive purchase is the type of impulse buying that is easiest to identify. It involves when a customer makes an unanticipated or irrational purchase at its finest; it's a novelty or escape purchase that deviates from the ordinary. Marketers attempt to capitalize on this customer behavior to increase sales. For example, a consumer could grab a candy bar from the checkout counter.
2. Reminder Impulse Buying- This type of impulsive purchase happens when a buyer remembers they need a thing after seeing it. The main element that "sparks" the impulse buy is recalled prior interaction with the product or knowledge of it. For example,

customers consider purchasing AA batteries at the checkout to run a newly purchased item.

3. Suggested Impulse Buying- Suggested impulsive purchase behavior occurs when a person sees a product and sees a need for it. Suggestion buying differs from reminder buying in that the shopper does not have prior knowledge about the product to help her make the purchase. As a consequence, at the point of sale, a few characteristics such as product quality, functionality, and others are reviewed. Suggestion shopping differs from pure impulse buying in that item bought on the spur of the moment may be practical or utilitarian purchases, as opposed to the emotional pull that propels pure impulse buying. For instance, a buyer may purchase a beauty product line after seeing it listed as a recommended product on an e-commerce website that sells.
4. Planned Impulse Buying- The term "planned impulse buying" may look weird, but it is true. When a buyer visits a store with a specified listing but with the mentality and intent to make extra purchases due to price discounts, coupon offers, and the like, planned impulsive purchasing occurs. It is a recently established consumer purchase characteristic that is expected to be crucial. On the surface, it appears to be an indictment of female shopping habits, yet this might be a biased and unjust allegation.

A. Pure Impulse Buying

Previous study [10] has shown that videos motivate respondents to disrupt their habits by purchasing stuff not typically on their shopping list. They get influenced by eye-catching items that also impact their emotions since they may be more open to an offer geared to stimulate an impulse purchase after seeing a short video. Furthermore, studies in [11] reveal that visual appeal and product feasibility promote the beneficial effects of felt enjoyment and perceived usefulness on Malaysian TikTok users' impulsive purchasing behavior. According to the findings of a study [12], TikTok live-streaming purchases had a 38.5% substantial impact on impulsive buying behavior. These are due to the low selling expenses of the items, the convenience of communication between vendors and buyers, and tempting incentives such as discounted pricing while purchasing during live streaming.

B. Reminder Impulse Buying

Previous research [9] [12] has shown that product engagement on social media platforms and sales

promotion have a beneficial impact on the willingness of consumers to buy. The video encourages respondents to purchase goods or services and reminds them to do so. Furthermore, participants often buy goods or services because they believe they have insufficient stock in their homes, which is preventing them from being reminded of items that are not initially on the list.

C. Suggestion Impulse Buying

Previous research [13] [14] shows that, while customers are disinterested in pushing ads on their Instagram feeds, they can increase their advertising strategies and promotion activities on social media efforts to influence the frequency of spontaneous purchases among young customers. Customers buy online due to Internet ads, which provide useful, easily understood, easily accessible, and engaging material. According to the research, the majority of female respondents would depend on their purchasing decisions due to the information gathered they gathered from Instagram. Instagram's content will be driven by the influencers' presentation of the items that result in an impulsive purchase by the viewers.

D. Planned Impulsive Buying

In a recent poll [15], millennials and members of Generation Z in Jakarta made impulsive purchases on TikTok. The study's findings show that among millennials and Generation Z, impulsive purchases at TikTok businesses in Jakarta are influenced by their purchasing habits and the availability of discounts. Moreover, previous research [16] found a connection between free delivery and discounts on impulsive purchases. Additionally, the retailer's service offers a pleasing mix of free delivery and discounts in contrast to impulsive buys. Furthermore [17], when the product was low priced, lesser price reductions generated stronger impulsive purchase intents than bonus packs; however, bonus packs were more successful as sales promotions of the high-priced goods.

Based on the theory and supported by the literature review, the following hypotheses were constructed.

H1: There is no significant difference in pure impulsive buying between genders.

H2: There is no significant difference in reminder impulsive buying between genders.

H3: There is no significant difference in suggested impulsive buying between genders.

H4: There is no significant difference in planned impulsive buying between genders.

III. RESEARCH METHODOLOGY

An online survey was used to collect data from Polytechnic Malaysia students who have bought products on TikTok. To fulfil the research aims, the questionnaire was adopted and changed based on prior studies [10], with minor changes. The Likert scale was employed for the measuring scale (1 being strongly disagree to 5 being highly agree). To collect responses, questionnaires were delivered to targeted respondents. Part A of the survey inquiries about the demographic profile of the students, including their gender and the sort of goods they often purchase after viewing TikTok videos. A five-point Likert scale with strongly disagree at 1 and strongly agree at 5 is used to record respondents' responses to a series of questions in Part B that analyze their TikTok experience with various types of impulsive buying behavior, such as pure impulse behavior (six items), reminder impulse behavior (six items), suggested impulse behavior (six items), and planned impulse behavior (six items). The Likert scale was used by the researchers to compose the questions and gauge the respondents' level of agreement about the sort of impulsive buying behavior. To use this scale, a responder must answer a series of questions indicating how much they agree or disapprove of each type of behavior.

Table 1 highlights the respondents' demographic according to, whilst Table 2 indicates the sorts of items and/or services Generation Z typically purchases on the TikTok shopping basket after watching videos on the social media platform. Data were analyzed using descriptive statistics. Descriptive statistic was used to examine the mean and standard deviation of Generation Z's type of impulse buying behavior of the Generation Z consumer via TikTok videos.

As of 16 August 2023, the total number of Polytechnic Malaysia students (74,721) was cited from *Portal Pengambilan Pelajar Politeknik & Kolej Komuniti* [18]. The sample size for research participants was calculated using Krejcie & Morgan Table [19]. According to the table sample size and margin of error method, the projected sample size for participants was 382.

Interpretation mean score divided into three shown in Table 1 [20].

Table 1: Interpretation means score

Mean Score	Interpretation
1.00 - 2.33	Low
2.34 - 3.66	Medium
3.67 - 5.00	High

Source: Pallant [20]

IV. RESULT AND DISCUSSION

Table 2: Gender Profile of the Generation Z Respondents

Gender	Frequency	Percentage
Male	131	34.3%
Female	251	65.7%
Total	382	100%

The profile of the responders is displayed by gender in Table 2. It was found that 131 (34.3%) of the total respondents were male, and 251 (65.7%) of the sample's respondents were female. This figure

makes sense considering that just 18.2% of TikTok's global audience is made up of women between the ages of 18 and 24, while around 18% is made up of males [20].

Table 3: Participants typically purchase products after viewing TikTok videos.

Product Type	Frequency	Ranking
Apparel, shoes and accessories	219	1
Makeup and fragrances	56	2
Mobiles, gadgets and accessories	33	3
Health and personal care	22	4
Gaming	14	5
Sports and travel	11	6
Hobbies and stationery	9	7
Home and living	8	8
Groceries	5	9
Pet care	5	9

Table 3 shows the products and/or services that Generation Z often buys after watching TikTok videos. According to the research, 219 out of 382 respondents reported that their typical purchases include clothing, shoes, and accessories. This result is consistent with the prior study [10], as it indicates that social media fashion videos have a significant effect on consumers' purchasing habits. Young individuals use their fashion purchases to represent themselves. Fashion purchases seldom require substantial problem-solving; therefore, some goods are purchased impulsively in every activity that Generation Z engages in, speed is essential [21].

A frequency of 56 indicates that cosmetics and perfumes rank second among Generation Z's top choices. This finding suggests that, in addition to its core, this generation is also vulnerable to sporadic. This conclusion is consistent with previous research

[13], showing that consumers spend a significant amount of money and effort on cosmetics and fragrances when buying personal care products including shampoo, lotion, cream, and other amenities. Consumers overspend because they impulsively acquire some personal necessities based just on their beautiful looks.

33 respondents then bought smartphones, devices, and accessories, while 22 out of 382 respondents bought health and personal care products. Details about these kinds of goods have been disseminated via TikTok, an informational network.

The effect of TikTok videos on Generation Z's impulsive buying behavior is seen in the following tables, which break down impulsive buying behavior into four categories: pure, recommended, reminded, and planned.

Table 4: Impact of TikTok’s Video on Pure Impulsive Buying Behavior of the Respondent

Variables	Statement: After watching videos on TikTok,	Mean n = 382	Standard Deviation	Verbal Interpretation
Pure Impulsive Behavior	1. I feel joyful to buy things suddenly and unplanned.	3.53	1.133	Agree
	2. It makes me feel I could buy expensive things without planning beforehand.	2.76	1.168	Neutral
	3. I make quick purchases without much thought.	2.62	1.186	Neutral
	4. I purchase products and services that lift my mood.	3.63	1.041	Agree
	5. I usually buy things on the spot.	2.88	1.271	Neutral
	6. I usually buy things even if I do not need them.	2.55	1.278	Neutral
Overall Mean:		2.997		Moderate

Table 4 indicates the effect of TikTok video on respondents' pure impulsive purchasing behavior. The respondents' pure impulsive purchasing behavior was moderate in its entirety, with an overall mean of 2.9969. The fourth statement demonstrates that the video affects the respondents' pure impulsive buying since they agree with purchasing items and services that raise their mood (3.63), but the first statement demonstrates that they are delighted about buying things unexpectedly (3.53).

The positive effects of TikTok videos, according to the findings, encouraged respondents to alter their usual spending patterns by encouraging them to purchase goods that weren't usually on their list of things to buy and by regularly becoming inspired by products that looked nice and fit with their present moods. Further evidence that responders are less inclined to plan for purchases suggests that, following brief video reviews, individuals may be more receptive to interactions or incentives meant to encourage impulsive purchases. As a consequence, while specifics did not encourage impulsive purchases, buyers focused on visually striking elements like influencer-posted videos and language explanation above.

The results corroborate those found in [10], which showed that respondents are frequently swayed by visually appealing products and their mood, and that the influence of TikTok videos causes them to break their usual routines by purchasing merchandise that is not normally on their list of items to purchase. It suggests that participants are less likely to plan their shopping trips well in advance since they may be more vulnerable to an offer tailored to trigger an impulse buy after seeing the short video.

On top of that, the findings in [11] show that visual appeal and product feasibility support the positive influence of felt enjoyment and perceived utility on the impulsive purchase behaviour of Malaysian TikTok users. According to the findings of a study [12], TikTok Live streaming purchasing has a 38.5% significant influence on impulsive purchase behavior. These can be attributed to the low selling costs of the products, the ease of contact between vendors and consumers, and appealing promotions such as reduced pricing while purchasing during live broadcasting.

Table 5: Impact of TikTok Video on Reminder Impulse Buying Behavior of the Respondent

Variables	Statement: After watching videos on TikTok,	Mean n = 382	Standard Deviation	Verbal Interpretation
Reminder Impulsive Behavior	1. I buy products or avail services even if I do not plan to purchase them at first.	2.91	1.236	Neutral
	2. I buy products or avail services because I recall an earlier experience about them.	3.31	1.117	Neutral
	3. I buy products or avail services when the home stock has run out.	3.83	1.008	Agree
	4. I buy products or avail services because it evokes a previous need.	3.57	0.985	Agree
	5. I think about where to use the products as I see or watch it.	3.71	0.956	Agree
	6. I buy products because it reminds me that I actually need it.	3.80	0.925	Agree
Overall Mean:		2.884		Moderate

The influence of TikTok video on respondents' reminder impulsive buying behavior is demonstrated in Table 5. The impulsive purchasing behavior of the respondents was typically moderate, with an overall mean of 2.8839. Participants agreed that they buy products or use services when their home stock runs out (3.83); they buy products because it reminds them that they need them (3.80); they think about where to use the products as they see or watch them (3.71); and they buy products or use services because it evokes a previous need (3.57).

According to the data above, TikTok videos urge respondents to buy merchandise or services and remind them to grab these items. Besides, it showed that respondents frequently purchased items due to videos they saw or watched

on social media and believed they might use in a specific area. In addition, participants usually purchase goods or services because they believe their homes are understocked, which prevents them from being reminded of items that were not initially on the list. Furthermore, the respondents said that they would purchase goods or services because they may be reminded of a past interaction that led to their earlier requests for the particular product or brand. In the end, because it somehow saves their ideas or interests, respondents frequently purchase and use items that are not on their original list.

The findings parallel with prior studies [10] [14] have demonstrated that product interaction on social media platforms and sales promotion have a positive influence on customers' willingness to buy.

Table 6: Impact of TikTok Video on Suggested Impulse Buying Behavior of the Respondent

Variables	Statement: After watching videos on TikTok,	Mean n = 382	Standard Deviation	Verbal Interpretation
Suggested Impulsive Behavior	1. I buy products or avail services even though I just saw it for the first time.	3.03	1.158	Neutral
	2. I buy products or avail services I never thought about at all.	2.82	1.169	Neutral
	3. My unconscious needs surface when I see an appropriate product.	3.62	0.999	Agree
	4. Content creator make me buy a product.	3.42	1.069	Agree
	5. I buy things because it makes me feel "this has to be mine".	3.35	1.161	Neutral
	6. It suddenly makes me feel I need to buy the product.	3.33	1.133	Neutral
Overall Mean:		3.263		Moderate

Table 6 shows the effect of TikTok video on respondents indicated impulsive purchasing behavior. Respondents' impulsive purchase behavior was usually moderate, with an overall mean of 3.263. Respondents believe that their unconscious needs surface when they see an appropriate product (3.62) and that content creators force them to buy a product (3.42).

The aforementioned conclusion indicates that the respondent's awareness of the unconscious demands that are buried underneath their wants has increased as a result of watching TikTok videos. These unconscious demands become conscious when they come across any associated items for sale since their awareness of the content producer has influenced them. Moreover, it suggests that they accept the fact that they use products or services even when it is their first time seeing them, leading them to feel as though they must own such things. The results are contradictory since over 50% of the respondents claim they never use the goods and services they would never think to buy. In a nutshell,

TikTok video works with the highest mean and encourages customers to make impulsive buying decisions.

The previous studies [21] [15] shows that although customers are uninterested in promoting ads on their Instagram feeds, they can expand advertising efforts to affect the frequency of impulse purchases. Instagram has become a part of the lifestyles of young people and women, as smartphones have become mandatory devices to carry with them. Increasing promotional and advertising strategies on social media, such as Instagram, are important to persuade young customers to purchase impulsively by introducing promotional and advertising activities. Customers buy online because of internet ads, which give useful, easily understood, easily accessible, and engaging material. Due to viewers' excitement about Instagram content and their motivation to make an impulse buy based on influencers' product presentations, the majority of female respondents said they would base their decision on information

gleaned from the platform. It is instantaneous as Generation Z shoppers are more inclined to make a

quick decision and Instagram gives instant access to the things.

Table 7: Impact of TikTok Video on Planned Impulse Buying Behavior of the Respondent

Variables	Statement: After watching videos on TikTok,	Mean n = 382	Standard Deviation	Verbal Interpretation
Planned Impulsive Behavior	1. I buy products or avail services because I want to take advantage of the promotion.	3.73	1.056	Agree
	2. I visit the shopping site with a shopping list to avail the great deal offered on the products and services.	3.64	0.980	Agree
	3. I buy products or avail services when the offered deals are very attractive.	3.88	0.952	Agree
	4. I immediately buy a product/service because it makes me believe it is useful.	3.47	1.016	Agree
	5. I buy things to keep in the closet or stock to be used in the future.	3.29	1.105	Neutral
	6. I buy products because I need them.	4.09	0.925	Agree
Overall Mean:		3.682		High

Table 7 demonstrates the impact of TikTok video on respondents stated intended impulsive purchase behavior. Respondents planned impulsive purchase behavior was high, with an overall mean of 3.6824. Participants buy products because they need them (4.09); participants bought products or services when the offered deals are attractive (3.88); they buy products or services because they want to take advantage of the promotion (3.73); they visit the shopping site with a shopping list to avail the great deal offered on the products and services (3.64); they immediately buy a product/service because it makes them believe it is useful (3.47).

This research revealed that when a TikTok video includes attractive promotions such as promotional discounts, package deals, flash deals, and others that allow customers to acquire more for less, Generation Z's planned impulsive behavior is significantly influenced. The survey participants also stated that they used the platform to purchase a specific product or service after viewing videos that made them recognize that they demanded those

items. It is visible in innovative products that were previously unavailable until they exploded and addressed gaps in the market. Another point of view agreed upon by participants was that people often visit TikTok to take advantage of limited attractive offers on products or services, especially during monthly and paycheck specials.

Gen Z and millennial TikTok users in Jakarta made spontaneous purchases at the TikTok shop, according to recent research [16]. Based on the study's findings, millennials and Generation Z make impulsive purchases at TikTok businesses in Jakarta due to their shopping lifestyle and the availability of discounts. Free delivery and discounts on impulsive purchases have also been linked in earlier studies [17].

Additionally, [22] lower price discounts induced higher impulse purchase intentions compared to the bonus packs when the product was low priced, while bonus packs were more successful as sales promotions of the high-priced product.

Table 8: Impact of TikTok Video on Types of impulse Buying Behavior of the Respondent

Types of Impulsivities	Overall Mean	Verbal Interpretation
Pure Impulse Buying	2.997	Moderate
Reminder Impulsive Buying	2.884	Moderate
Suggested Impulsive Buying	3.263	Moderate
Planned Impulsive Buying	3.682	High

Table 8 illustrates the overall mean effect of the participants' four categories of impulsive purchasing behaviors after viewing TikTok video. It reveals that the highest mean among the four is planned impulsive purchase, with a score of 3.682. Following that are indicated impulsive and pure impulsive purchases, with mean scores of 3.263 and

2.997, respectively. Finally, a score of 2.884 suggests impulsive purchasing.

It's possible that the results stem from the results may stem from Generation Z's tendency to be impulsive buyers who look for products that offer the most value for the money. Brewis (n.d.) asserted that Generation Z is very responsive to arousal and

has a positive emotional response from recurring purchase behaviors. Nonetheless, it is impossible to categorize the participants into just one kind of impulsive behavior because all of the translated means indicate that they also exhibit the other categories. It also became evident that Generation

Z's impulsive purchasing habits had been greatly influenced by TikTok videos. TikTok is still a great way for businesses to grow their marketing channels, even though it does need some forethought and isn't ideal for everyone [10].

Table 9: Gender Differences in TikTok Video Impact on Generation Z Impulse Buying Behaviour

	Female (251)	Verbal Interpretation	Male (131)	Verbal Interpretation	p-Value	Conclusion
Pure Impulse Buying	3.041	Moderate	2.194	Low	0.162	No Significant Difference
Reminder Impulsive Buying	2.939	Moderate	2.777	Moderate	0.020	Significant Difference
Suggested Impulsive Buying	3.316	Moderate	3.160	Moderate	0.077	No Significant Difference
Planned Impulsive Buying	3.748	High	3.556	High	0.018	Significant Difference

To determine if gender affected the dependent variable differently across the two independent groups, researchers employed the Mann-Whitney U test. Table 9 displays the p-value for each of the four categories of impulsive buying behavior among the respondents; two of the variables had p-values less than 0.05 and the other two had p-values larger than 0.05. With planned and reminder impulsive buying behavior showing results of 0.018 and 0.02 respectively, the data above indicates that there are two samples of evidence to conclude that the role of TikTok videos in the impulsive buying behavior of the respondents is significantly different when grouped according to gender. Meanwhile, pure and suggested impulsive purchases reveal no significant gender difference, with scores of 0.162 and 0.077.

Previous research [23] indicated that gender affects impulse buying and that purchasing goods impulsively might be driven by the self-idea. Men, as expected, prefer to buy impulsively instrumental and leisure products that portray independence and activity, whereas women tend to buy symbolic and self-expressive goods concerned with appearance and emotional elements of self.

For female participants [21], there was a substantial connection between brand-generated material in the varieties of commercials and spontaneous fashion purchases. Although customers are uninterested in promoting ads on their Instagram feeds, they can expand advertising efforts to affect the frequency of impulse purchases. Due to viewers' excitement about Instagram content and their motivation to make an impulse buy based on influencers' product presentations, the majority of female respondents said they would base their decision on information gleaned from the platform. It is instantaneous because Generation Z shoppers

are more prone to make quick decisions and Instagram gives instant access to things.

CONCLUSION


TikTok videos influenced Polytechnic Malaysia students across four dimensions of impulsive purchasing, based on the descriptive data: pure impulse buying, reminder impulse buying, suggested impulse buying, and planned impulse buying. The highest weighted mean suggests that Generation Z bought things because they were necessities. Respondents deviated from planned impulsive purchases after watching the ad. Aside from that, they want to take advantage of marketing strategies such as price reductions, other promotional discount programs such as coupon offers, and best sales value. The respondents believed price cuts were effective marketing interventions influencing their planned impulsivity buying behavior. Furthermore, this study shows two samples of evidence suggesting that the function of TikTok videos differs when grouped by gender, namely planned and reminder impulsive purchase behavior. Most female respondents would make their purchasing decision based on content that they gathered in TikTok since viewers are delighted and driven by the video content on it that they are driven by videos that offer attractive discounts, and take advantage of the promotion of the items, resulting in an impulsive purchase choice. Due to these factors, it is recommended for online shops to take advantage of digitalized marketing strategies in TikTok on Generation Z as they prefer to buy products such as apparel, shoes, and accessories.

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