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Research Article

Exploring the Drivers of Impulsive Shopping on TikTok Shop: An SOR Model Perspective

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ABSTRACT

Introduction: This study examines the factors influencing impulsive shopping behavior on TikTok Shop among university students in Ho Chi Minh City, Vietnam.

Objectives: Anchored in the Stimulus-Organism-Response (SOR) model, the research integrates additional constructs, including Shopping Addiction, Urge to Buy, and Subjective Norms, to offer a holistic understanding of the drivers and underlying mechanisms of impulsive shopping behavior within the context of social commerce platforms.

Methods: Data were collected through an online survey involving 350 university students in Ho Chi Minh City and analyzed using Smart PLS4.

Results: The findings reveal that Price, Reference Groups, Functional Benefits, Shopping Addiction, Urge to Buy, and Subjective Norms exert significant direct and indirect effects on impulsive shopping behavior on TikTok Shop.

Conclusions: This study extends the SOR model by identifying unique factors shaping impulsive shopping behavior on social commerce platforms, thereby contributing to the existing body of knowledge. The findings have practical implications for businesses and marketers aiming to optimize strategies on social commerce platforms. The study concludes by addressing its limitations and proposing directions for future research.

Keywords: TikTok Shop, Impulsive Shopping, Shopping Addiction, Urge to Buy, Price

INTRODUCTION

The evolution of consumer behavior is a global phenomenon, with Vietnam emerging as a noteworthy example where online shopping has gained substantial traction alongside traditional retail methods. In 2022, Vietnam recorded a significant increase in online shopping engagement, with over 51 million consumers participating—a growth of more than 13.5% compared to the previous year (Nhi, 2024). The country's retail e-commerce market is projected to reach USD 20.5 billion in 2023, reflecting a robust year-on-year increase of USD 4 billion (approximately 25%) (Nhi, 2024). The rapid advancement of the Fourth Industrial Revolution in Vietnam has accelerated shifts in consumer trends, profoundly shaping purchasing behaviors. Vietnamese individuals spend an average of 6.38 hours online daily (Simon, 2022). By January 2023, the country boasted 77.93 million Internet users, accounting for 79.1% of its total population (Datareportal, 2023). Notably, online shopping via social media platforms is experiencing sustained growth, presenting a promising avenue for businesses, especially entrepreneurs and start-ups, to capitalize on emerging digital opportunities.

While platforms such as Facebook and Instagram prioritize technological advancements to deliver seamless user experiences, TikTok has distinguished itself as a unique social media application, enabling users worldwide to share short videos. TikTok's innovative approach has propelled it to remarkable success in both international and Vietnamese markets, significantly reshaping the social media landscape and challenging established tech giants. According to Simon (2022), TikTok had an estimated 49.86 million users aged 18 and above in Vietnam as of early 2023. This figure is particularly impressive for a platform that entered the market relatively later than competitors such as Facebook and Instagram, underscoring its rapid growth and widespread appeal.

Online shopping, particularly on TikTok, has emerged as a popular and rapidly growing trend among students, driven largely by live-streaming sales (Huyen et al., 2023). As a relatively new platform in the market, much of the shopping behavior observed on TikTok is impulsive. For students, purchases made on TikTok Shop often address immediate

needs while also serving as a form of entertainment or stress relief. However, impulsive shopping behavior (ISB) poses risks such as overspending, acquiring unnecessary items, and experiencing post-purchase regret. ISB is influenced by external stimuli and internal psychological processes, as conceptualized within the Stimulus-Organism-Response (SOR) model. Traditionally applied to offline shopping contexts, the SOR model explains how external stimuli can either reinforce or inhibit an individual's shopping behavior (Turley & Milliman, 2016). In the context of online shopping, and ISB in particular, tangible or sensory external stimuli are transformed into intangible stimuli (Baker et al., 2002). This shift necessitates an in-depth analysis of the nature and mechanisms of these intangible stimuli and their impact on consumer behavior.

The selection of additional constructs such as Shopping Addiction (SA), Urge to Buy (UB), and Subjective Norms (SN) is driven by the need for a comprehensive theoretical framework to understand ISB. SA reveals the compulsive nature inherent in certain shopping behaviors, shedding light on the psychological inclination towards excessive purchasing (Trotzke et al., 2019). UB captures the immediate and compelling desire preceding purchases, highlighting the emotional and situational triggers driving such tendencies (Rook, 1987). SN provide insights into social influences and peer perceptions shaping ISB, emphasizing the impact of SN on consumer decision-making (Delafrooz et al. 2011). Integrating these variables enriches the existing literature by addressing motivational and psychological influences on ISB.

This study seeks to address gaps in existing research by applying the Stimulus-Organism-Response (SOR) model to examine online purchasing behavior, with a particular focus on platforms like TikTok Shop. It investigates the impact of external factors, including Price (PR), Reference Groups (RG), and Functional Benefits (FB), on impulsive shopping behavior (ISB) through internal factors such as Shopping Addiction (SA), Urge to Buy (UB), and Subjective Norms (SN). Unlike prior studies that have primarily focused on external stimuli, this research incorporates these internal factors, which have been underexplored in previous SOR-based analyses, providing a more holistic understanding of ISB within the digital marketplace.

The study employs both qualitative and quantitative research methods to explore and test the research model through preliminary and formal research with 350 students from various majors at 10 well-known universities in Ho Chi Minh City. These students have made purchases on TikTok Shop. Data analysis is conducted using Smart PLS. Research on ISB among university students in Ho Chi Minh City is of significant importance due to the city's rapid urbanization and its status as a major economic and cultural hub in Vietnam. Understanding the purchasing behavior of students in this dynamic urban center is crucial for businesses to tailor their marketing strategies effectively and for policymakers promote responsible consumption. Moreover, investigating ISB among students can provide insights into the impact of social commerce platforms like TikTok Shop on younger demographics and contribute to the broader understanding of consumer behavior in the digital age. Therefore, the study investigates the factors that promote ISB on TikTok Shop by applying the SOR model with additional variables in Ho Chi Minh City University students.

This study adopts a mixed-methods approach, combining qualitative and quantitative research to examine and validate the proposed research model. Preliminary and formal research were conducted with a sample of 350 students from diverse academic disciplines at 10 prominent universities in Ho Chi Minh City, all of whom have engaged in purchasing activities on TikTok Shop. The focus on university students in Ho Chi Minh City is particularly significant, given the city’s rapid urbanization and its role as a leading economic and cultural hub in Vietnam. Exploring ISB among students provides valuable insights into the influence of social commerce platforms like TikTok Shop on younger demographics, contributing to a deeper understanding of consumer behavior in the digital age.

LITERATURE REVIEW

A. Background theories

The Stimulus-Organism-Response (SOR) Model

The Stimulus-Organism-Response (SOR) model, widely employed in psychology, provides a robust framework for explaining human behavior in response to external stimuli. In the context of technology and online services, the SOR model has been utilized to investigate various behaviors, such as mobile auction participation and online brand engagement (Chen & Lin, 2018). In this study, the SOR model is applied to examine impulsive shopping behavior (ISB) on TikTok Shop, emphasizing the role of motivational factors. Internal states, including Shopping Addiction

(SA), Urge to Buy (UB), and Subjective Norms (SN), are identified as key mediators influencing ISB. The model posits a direct relationship between external stimuli—Price (PR), Functional Benefits (FB), and Reference Groups (RG)—and ISB, mediated by these internal factors. This approach provides a comprehensive framework for understanding the mechanisms driving ISB on social commerce platforms, contributing valuable insights into consumer behavior in the digital era.

TikTok and TikTok Shop platform

Launched in 2016 by ByteDance during the maturation of the short-video industry in China, TikTok has emerged as one of the most popular short-video sharing applications in the Chinese market (Natalie & Caroline, 2020). With a total of 3 billion downloads, TikTok surpassed Facebook and became the most downloaded application in the first and second quarters of 2021 (Nhi, 2024). TikTok Shop, an innovative service allowing businesses to directly sell goods and conduct marketing activities through the platform, has significantly contributed to the development of e-commerce (Endarwati & Desfitrina, 2022). TikTok Shop seamlessly combines shopping and entertainment, enables customers to watch videos and shop online simultaneously, leveraging TikTok's algorithm to personalize video content based on individual preferences and create an addictive video-scrolling experience for users (Zeng et al., 2021).

Impulsive Shopping Behavior

Impulsive shopping behavior (ISB) is characterized by unplanned purchasing driven by emotional, often positive, impulses of the consumer. Key features of ISB include subjective bias and rapid decision-making, which are advantageous for satisfying the desire for immediate possession (Sharma et al., 2010). Impulse purchases occur when consumers are prompted to make spontaneous buying decisions (Schiffman & Wisenblit, 2019), reflecting a complex emotional state that may lead to internal conflicts. When engaging in ISB, consumers frequently overlook the potential consequences of their actions. The proliferation of e-commerce and advancements in technology have significantly amplified opportunities for impulse buying by improving product accessibility and streamlining the purchasing process. This ease of access often leads consumers to disregard the negative outcomes associated with their impulsive decisions (Hoch & Loewenstein, 1991). Furthermore, younger individuals are more likely to exhibit ISB compared to older consumers, as they often have less developed emotional regulation capabilities (McConatha et al., 1994).

External factors influencing impulsive shopping behavior (ISB) primarily consist of marketing cues or stimuli strategically designed by marketers to entice consumers into unplanned purchases (Youn & Faber, 2000). However, Rook and Hoch (1985) highlighted that impulsive buying is driven by the psychological experiences of individuals rather than by the inherent attributes of products. Impulse buyers often report heightened emotional states, including amusement, delight, and enthusiasm, during their shopping experiences (Weinberg & Gottwald, 1982). Positive emotional reactions to retail environments have been closely linked to increased ISB (Chang et al., 2011). Additionally, Sneath et al. (2009) proposed that ISB may serve as a coping mechanism for individuals experiencing depression, driven by a desire to improve their mood. Beatty and Ferrell (1998) further emphasized the role of sensory stimulation and hedonic motivation as significant drivers of ISB, often outweighing the influence of functional benefits. Beyond the product itself, ISB is shaped by a range of demographic and socio-cultural factors, underscoring the complex interplay of individual and external influences in impulsive purchasing behaviors.

B. Hypothesis development

Price and Functional Benefits

Online retailers frequently employ pricing strategies to attract consumers to their products (Chang et al., 2016). Lichtenstein and Bearden (1989) noted that consumers are highly sensitive to the amount of money they spend, regardless of whether they are shopping online or offline. Price (PR) directly influences consumers' psychology and purchasing behavior by shaping their perception of the functional benefits offered by products (Park et al., 2012). Consumers assess the value of a product based on its price and the functional benefits it provides, such as quality, performance, and utility. A well-calibrated price can enhance the attractiveness of a product and increase the likelihood that consumers will perceive its functional benefits as meeting their needs (Huettl et al., 2012). Moreover, online shopping reduces both costs and effort for consumers, allowing them to easily explore and compare a wide

range of products and brands (Ha et al., 2021). In a similar vein, Mahrinasari (2021) emphasized the positive impact of price on the perceived functional benefits of products.

H1: There is a positive relationship between Price and Functional Benefits

Price and Urge to Buy

The impact of price on the urge to buy is a multifaceted phenomenon that has been examined in various contexts. In online shopping, price plays a pivotal role in shaping consumer behavior, particularly among university students who are more susceptible to impulsive purchasing due to their typically limited monthly incomes (Thompson et al., 1990). Jadhav and Khanna (2016) suggests that lower prices significantly contribute to online shopping behaviors among university students. Hasslinger et al. (2008) found that the expectation of price savings serves as a powerful motivator for online shopping intentions and behaviors, especially among those seeking immediate, short-term deals. Increased sensitivity to price is closely linked to heightened intentions for online shopping, with exceptionally low prices often triggering a fear-of-missing-out (FOMO) psychological effect, which in turn amplifies the urge to buy. When consumers perceive that they are paying a lower price for a product without compromising on quality, they are more likely to make hasty, less thoughtful purchases. This behavior is driven by emotional reactions rather than comprehensive and deliberate information processing (Aydinli, 2014).

H2: There is a positive relationship between Price and Urge to Buy

Reference Group, Functional Benefits, and Subjective Norms

Reference groups which can include family, friends, celebrities, and other influential figures, are pivotal in shaping consumer behavior by providing benchmarks for norms, values, and behaviors (Schiffman & Wisenblit, 2019). The consumer's buying process, which encompasses decision-making and purchasing behavior, can be significantly influenced by these reference groups (Goldberg & Kotze, 2022). Positive feedback, recommendations, or endorsements from reference groups can be highly beneficial for consumers. Such information helps them better understand product features and make comparisons with alternatives, enabling them to make more informed purchases at competitive prices while saving time, energy, and money (Apupianti et al., 2019).

The effectiveness of reference groups in shaping consumer behavior is evident in their ability to influence attitudes and decisions, facilitating product choice validation (Mehta et al., 2001; Xihao & Yang, 2007). When products are highly valued by members of a reference group, they can exert significant pressure on others to make similar purchases. Strong connections within reference groups can increase consumers' shopping intentions and behavior, particularly among individuals with close ties to the group (Jimmieson et al., 2008). This dynamic is particularly salient in online shopping, where the attitudes and norms of reference groups can strongly influence purchasing decisions (AL-Nahdi et al., 2015). Additionally, Moreno et al. (2017) emphasized that younger consumers, who benefit from internet accessibility and the shared experiences of others, tend to make quicker purchasing decisions compared to previous generations.

H3: There is a positive relationship between Reference Group and Functional Benefits

H4: There is a positive relationship between Reference Group and Subjective Norms

Functional Benefits and Urge to Buy

The functional benefits of social media platforms, such as convenience, product variety, and the wealth of information available to consumers during the shopping process, play a crucial role in shaping purchasing behavior (Fishbein & Ajzen, 1975). Numerous studies suggest that convenience, time-saving, and cost-saving are key drivers of online shopping. In particular, the product search process on platforms like TikTok Shop is expedited, reducing both effort and cost for consumers (Delafrooz et al., 2011). When consumers are prompted by environmental stimuli and recognize that the potential benefits and needs are sufficiently significant, the urge to search for a product and engage in shopping behavior intensifies in order to fulfill those needs (Rook, 1987).

H5: There is a positive relationship between Functional Benefits and Urge to Buy

Shopping Addiction and Urge to Buy

Shopping addiction, also known as compulsive buying disorder or oniomania, is an increasingly recognized form of addiction. It is characterized by excessive shopping-related thoughts and behaviors, often driven by an overwhelming

urge to shop (Trotzke et al., 2019). According to Trotzke et al. (2019), exposure to online shopping cues can disrupt effective decision-making, particularly in individuals exhibiting symptoms of buying-shopping disorder. Shopping addiction is marked by an uncontrollable compulsion to shop, where individuals experience an intense urge that leads to immediate, impulsive purchasing, providing temporary emotional highs. Wells et al. (2011) further emphasized that individuals who engage in frequent purchasing are more likely to be motivated to buy than those who shop less often.

H6: There is a positive relationship between Shopping Addiction and Urge to Buy

Shopping Addiction and Impulsive Shopping Behavior

Shopping addiction significantly influences impulsive shopping behavior, characterized by repetitive and uncontrolled purchases despite negative consequences. This addiction is primarily driven by the need for immediate emotional relief rather than rational decision-making, offering short-term gratification while often resulting in long-term regret and financial instability (Niedermose et al., 2021). The prevalence of online shopping addiction is particularly concerning among college students, given their frequent access to digital platforms and heightened susceptibility to social influences and emotional vulnerabilities (Zhang et al., 2021). Impulsivity, a common trait within this demographic, combined with social factors, underscores the link between shopping addiction and impulsive shopping behavior. Studies by Muller et al. (2022), Lerman et al. (2022), and Basit et al. (2024) reinforce the positive correlation between online shopping addiction and impulsive shopping behavior.

H7: There is a positive relationship between Shopping Addiction and Impulsive Shopping Behavior

Urge to Buy and Impulsive Shopping Behavior

The urge to buy refers to the consumer's immediate desire to experience, use, and purchase a product or service upon encountering it (Beatty & Ferrell, 1998). Rook (1987) proposed that impulse shopping arises when consumers feel an urgent and persistent desire to make a purchase. Nawaz (2018) demonstrated that in-store sales promotions directly influence impulsive shopping behavior through the mediation of the urge to buy. Sindhu et al. (2020) employed structural equation modeling to highlight a significant relationship between urge to buy and impulsive shopping behavior.

H8: There is a positive relationship betweenn Urge to Buy and Impulsive Shopping Behavior

Subjective Norms and Impulsive Shopping Behavior

Subjective norms play a crucial role in shaping an individual's behavior by reflecting their beliefs about the expectations of others and the perceived social pressure to conform to those expectations. These norms influence individuals' perceptions of what they should do, guided by both motivation and social control (Fishbein & Ajzen, 1975). According to the Theory of Reasoned Action (TRA) model, individuals form beliefs and standards to assess whether they should adopt specific behaviors. These beliefs ultimately shape their perceptions and influence their decisions to engage in such behaviors.

H9: There is a postive relationship between Subjective Norms and Impulsive Shopping Behavior

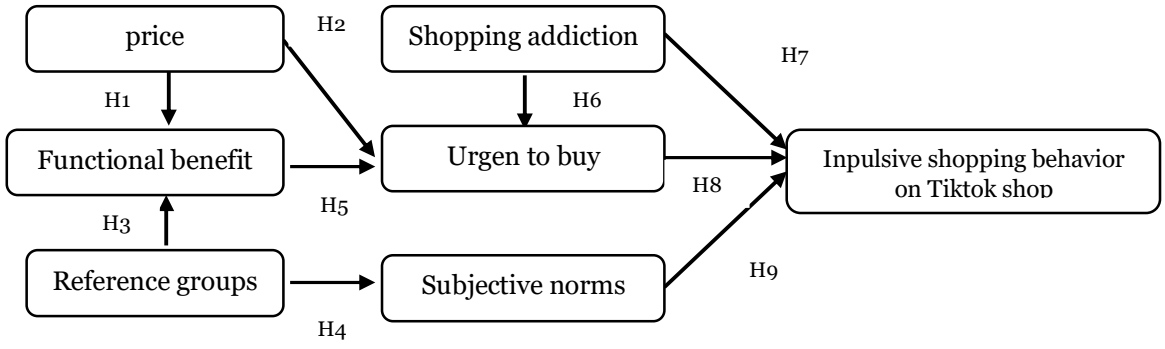

Figure 1. The proposed research model

METHODS

The official questionnaire was structured into three main sections. The first section introduced the survey, outlining the research objectives and providing relevant context. The second section included screening questions and gathered demographic information. The third section presented scale items designed to measure the key constructs under investigation. Seven key factors were identified using established scales from prior research: Price (PR) (Graciola et al., 2018; Hafilah et al., 2019), Functional Benefits (FB) (Yu & Lee, 2019; Amin & Tarun, 2021), Reference Groups (RG) (Maruta, 2020), Shopping Addiction (SA) (Fatmawati, 2015; Sathya et al., 2023), Urge to Buy (UB) (Beatty & Ferrell, 1998), Impulsive Shopping Behavior (ISB) (Badgaiyan et al., 2016), and Subjective Norms (SN) (Fishbein & Ajzen, 1975). In total, 26 observed variables were included in the questionnaire. All measures were rated on a 5-point Likert scale, ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). To ensure consistency between the Vietnamese and original English versions, a professional translator employed the back-translation method.

This study engaged five experts with expertise in internet marketing, sales, and TikTok to evaluate the scale's relevance within the research context. A pilot survey, utilizing the snowball sampling technique, was administered to 50 representative students who had previously made purchases on TikTok Shop. Data analysis of the pilot responses confirmed the scale's reliability, validity, and functionality.

The survey was conducted in early February 2024, utilizing personal connections to distribute the survey link, created via Google Forms, through various channels such as Zalo, email, Facebook, and others. The target sample consisted of students from 10 prestigious universities in Ho Chi Minh City. Throughout the data collection process, respondents were assured that their personal information and survey responses would remain confidential. A response rate of approximately 10% was expected from each university. The selected universities, which are listed in the Webometrics ranking of Vietnamese higher education institutions for 2022 and 2023, include Ton Duc Thang University, University of Economics Ho Chi Minh City, Ho Chi Minh City University of Industry, Nông Lâm University, VNUHCM University of Science, Foreign Trade University, Ho Chi Minh City University of Technology and Education, Ho Chi Minh City University of Medicine and Pharmacy, VNUHCM International University, and SaiGon University. In total, 398 responses were received. After eliminating 48 inconsistent responses, 350 valid responses (87.9%) remained for further testing and analysis.

The collected data were analyzed using SMART PLS 4 software. Structural Equation Modeling with Partial Least Squares (SEM-PLS) was employed as a causal modeling approach. SEM-PLS is particularly effective in handling small sample sizes and complex models. First, the measurement model was evaluated for validity and reliability. Reliability was assessed using Cronbach's Alpha, outer loadings, and composite reliability (CR). Convergent and discriminant validity were examined through the Average Variance Extracted (AVE) and the Heterotrait-Monotrait Ratio (HTMT). Second, the hypotheses were tested using the bootstrap resampling procedure to evaluate the significance of the paths.

RESULTS

A. Descriptive statistics

The majority of respondents were female, comprising 69.4% of the sample, with the remaining participants being male. In terms of monthly income, 48% of respondents earned between 3-5 million VND, followed by 25.4% who earned between 5-7 million VND, and 22.3% with earnings less than 3 million VND. Regarding impulsive shopping behavior (ISB) on TikTok Shop, 74% of respondents reported shopping on the platform less than three times a month, with 65.4% spending less than 1 million VND per month. Additionally, 20.9% of participants shopped on TikTok Shop between three and six times per month.

Table 1. Respondents' profile

Measure	Value	Frequency	Percent
Gender	Female	243	69.4
	Male	107	30.6
Income/month (million VND)	Less than 3	78	22.3
	From 3-5	168	48
	From 5-7	89	25.4
	From 7-10	2	6
	More than 10	13	3.7

Frequent (times/month)	Less than 3	259	74
	3 – 6	73	20.9
	7 – 10	9	2.6
	More than 10	9	2.6
Money paid for each month (million VND)	Less than 1	229	65.4
	From 1-3	88	25.1
	From 3- 5	25	7.1
	More than 5	8	2.3

B. Evaluation of the measurement model

As shown in Table 2, the Cronbach's Alpha values range from 0.782 to 0.896, all exceeding the threshold of 0.7, thereby confirming good reliability. The Average Variance Extracted (AVE) values for the observed variables range from 0.614 to 0.728, all of which surpass the 0.5 threshold, indicating adequate convergent validity. The Composite Reliability (CR) coefficients are higher than 0.7, demonstrating internal consistency among the factors.

Table 2. Outer loadings, AVE, CR, and Cronbach's Alpha

Measurement	Outer loadings	Cronbach's Alpha	CR	AVE
Subjective Norms - SN				
SN1. Relatives think I should shop on TikTok	0.868	0.789	0.789	0.704
SN2. People I value recommend that I shop on TikTok	0.839			
SN3. People like me often shop on TikTok	0.808			
Price - PR				
PR1. Price is affordable compared to other products	0.841	0.859	0.861	0.703
PR2. Price is reasonable	0.832			
PR3. Price is acceptable	0.858			
PR4. Price is compliant with the offerings	0.822			
Impulsive Shopping Behavior - ISB				
ISB1. I sometimes buy things because I like buying things, rather than because I need them.	0.720	0.896	0.902	0.709
ISB2. I buy what I like without thinking about consequences.	0.873			
ISB3. I buy things according to how I feel at that moment.	0.896			
ISB4. It is fun to buy spontaneously	0.880			
ISB5. I sometimes feel guilty after having bought something	0.830			
Function Benefits - FB				
FB1. This product has consistent quality.	0.764	0.790	0.789	0.614
FB2. This product has an acceptable standard of quality.	0.749			
FB3. This product would perform consistently.	0.800			
FB4. This product provides functional benefits that customers find valuable.	0.819			
Shopping Addiction - SA				
SA1. I think about shopping all the time.	0.859	0.871	0.877	0.721
SA2. I shop more than I can afford.	0.806			
SA3. I quiet often purchase even if I do not need or without any plan.	0.888			
SA4. I can't stop my online shopping, even if I tried to cut back.	0.842			
Reference Group - RG				
RG1. Family recommendations are my reference when shopping	0.799	0.782	0.784	0.697
RG2. Recommendations from friends and people around me are my reference when shopping	0.857			
RG3. Social media influencer recommendations are my reference when shopping	0.848			
Urge to Buy - UB				
UB1. I experienced a number of sudden urges to buy things I had not planned to purchase	0.835	0.813	0.819	0.728

UB2. I saw a number of things I wanted to buy even though they were not on my shopping list	0.835			
UB3. I felt a sudden urge to buy something	0.890			

Table 3. HTMT ratio

	FB	ISB	PR	RG	SA	SN
FB						
ISB	0.561					
PR	0.830	0.350				
RG	0.751	0.410	0.704			
SA	0.522	0.796	0.292	0.420		
SN	0.738	0.710	0.592	0.615	0.557	
UB	0.660	0.807	0.542	0.480	0.701	0.819

The Heterotrait-Monotrait Ratio (HTMT) is used to assess whether a concept is truly distinct from other constructs within the model. An HTMT coefficient greater than 0.85 suggests a lack of discriminant validity between the two constructs (Henseler et al., 2015). As shown in Table 3, all HTMT values are below 0.85, indicating that the scale demonstrates discriminant validity.

C. Evaluation of structural model

Figure 2 shows that the independent variable can explain 23.1% of the variation in the variable SN, 63.4% of the variation in the variable ISB, 52.3% of the variation in the variable FB, and 46.2% of the variation in the UB. The SRMR results have a value of 0.069 < 0.08, indicating that the model fits the market data perfectly, with VIF less than 5, indicating no multicollinearity. The results show that the variables have coefficients f2 in the range of 0.028 - 0.370, confirming the impact of predictors on endogenous factors.

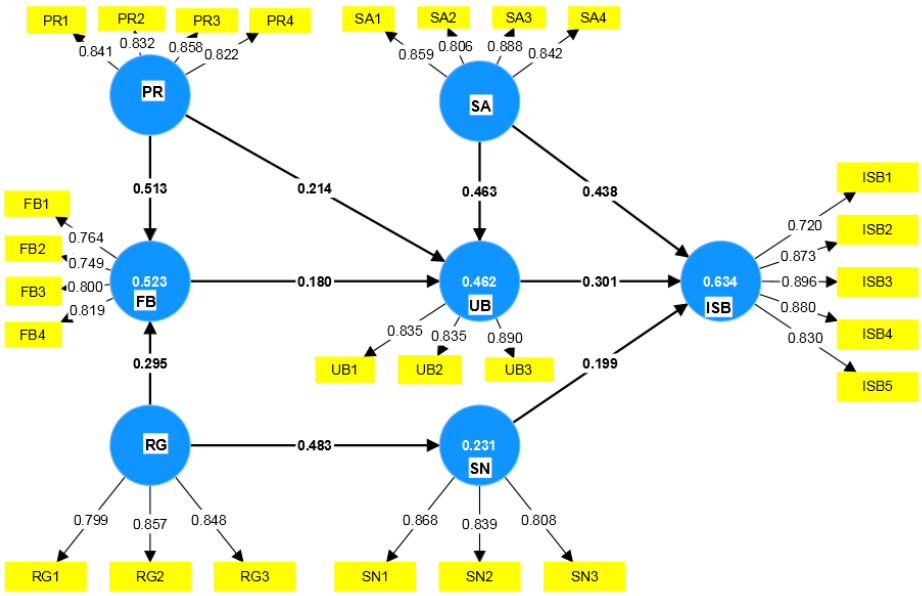

Figure 2. R2 adjusted

Table 4. Hypothesis test results

Hypotheses	**Coefficients**	**P-value**	**Support**	**f2**	**Impact**
H1: Price→Function Benefits	0.513	0.000	Accepted	0.370	High
H2: Price→Urge to Buy	0.214	0.006	Accepted	0.046	Small
H3: Reference Group→Function Benefits	0.295	0.000	Accepted	0.123	Small
H4: Reference Group→Subjective Norms	0.483	0.000	Accepted	0.304	Average
H5: Function Benefits→Urge to Buy	0.180	0.019	Accepted	0.028	Small
H6: Shopping Addiction→Urge to Buy	0.463	0.000	Accepted	0.326	Average
H7: Shopping Addiction	0.438	0.000	Accepted	0.337	Average

→Impulsive Shopping Behavior					
H8: Urge to Buy →Impulsive Shopping Behavior	0.301	0.000	Accepted	0.115	Small
H9: Subjective Norms →Impulsive Shopping Behavior	0.199	0.002	Accepted	0.062	Small

DISCUSSION

The results of H1 and H3 reveal a positive relationship between price (β = 0.513) and reference group (β = 0.295) with functional benefits in the context of impulse shopping on the TikTok Shop platform among university students. These findings align with previous research by Aurora and Aggarwal (2018) and Hoonsopon and Puriwat (2016), which also highlight the relationship between price, reference group, and functional benefits. The influence of price on impulsive shopping behavior on the TikTok platform is particularly significant, as students are highly attuned to the benefits they receive, particularly price concessions, which in turn heighten their impulse buying tendencies. Furthermore, reference groups exert a substantial influence on students, with opinions from private groups—rather than public ones—having a more pronounced effect on impulsive shopping behavior on the TikTok Shop platform.

The findings from H2 reveal a positive relationship between price and urge to buy (β = 0.214), which is consistent with Jamal and Lodhi (2015). Additionally, H5 demonstrates a positive relationship between functional benefits and urge to buy (β = 0.180), corroborating the results of Chen et al. (2019). These findings suggest that businesses operating on the TikTok Shop platform can leverage the benefits they offer to students to influence impulsive shopping behavior. Furthermore, customers prioritize price over functional benefits, underscoring the importance of pricing strategies that align with students' budgets and the perceived value of products. Strategies such as penetration pricing and competitive pricing are recommended to enhance brand image and appeal to consumers. While price plays a significant role in influencing the urge to buy, the most substantial impact is observed in the correlation between shopping addiction and the urge to buy. The results from H6 support this relationship (β = 0.463), indicating that shopaholics are more susceptible to external influences, such as advertising campaigns and promotions, which further intensify their urge to shop (Sathya et al., 2023)

Meanwhile, H4 highlights the impact of reference groups on subjective norms (β = 0.483). This finding is consistent with Yu and Wu (2007). Before making a purchase, consumers often seek information from those around them, which significantly shapes their beliefs, values, and purchasing behaviors. Many university students are particularly susceptible to the influence of family, friends, and peers, making it essential for businesses to foster customer communication by encouraging and maintaining information sharing about products from previous buyers

The positive correlation between the urge to buy and impulsive shopping behavior among students (β = 0.301) is consistent with the findings of Verhagen et al. (2011). This highlights the critical role of the urge as a driving force behind impulsive shopping behavior, prompting consumers to make unplanned purchases. Businesses can capitalize on the fear of missing out (FOMO) effect to enhance consumer demand on the TikTok Shop platform (Doan & Lee, 2023).

The results of H7 support the correlation between shopping addiction and impulsive shopping behavior (β = 0.438). Students who are more easily triggered may exhibit a stronger tendency toward impulse shopping on the TikTok Shop platform, particularly if they have a strong interest in shopping or are addicted to online shopping. Jiang et al. (2017) highlight the influence of shopping addiction as an internal factor on behavior, especially among individuals with low self-control who are more susceptible to stimuli from platform elements. To encourage impulsive shopping behavior, businesses should invest in stimuli that target students' shopping addiction. However, it is important to note that impulsive shopping behavior and shopping addiction can have detrimental effects, including financial difficulties, interpersonal conflicts, and reduced overall well-being. These behaviors are often rooted in psychological and neurobiological factors, such as neurotransmitter imbalances and psychological conditions like anxiety and depression.

Finally, a positive relationship exists between subjective norms and impulsive shopping behavior among students (β = 0.199). This finding is consistent with Ketabi et al. (2014). Students are more likely to make quick, unintentional purchase decisions when they feel more confident and secure about a product after reading feedback from previous customers. Feedback from members of the social networking community or collaborations with influencers to

endorse products provide valuable channels for businesses to reach students. By highlighting positive product reviews or offering recommendations for well-reviewed products, businesses can streamline the decision-making process for consumers. Positive reviews and objective opinions about products enable potential customers to obtain accurate and comprehensive information, ultimately encouraging impulsive shopping behavior.

CONCLUSION AND RECOMMENDATIONS

This study offers valuable insights into the factors influencing impulsive shopping behavior on TikTok Shop among university students in Ho Chi Minh City, Vietnam. The findings indicate that price, reference group, functional benefits, shopping addiction, urge to buy, and subjective norms are all significant predictors of impulsive shopping behavior on the platform. The study extends the SOR model by incorporating additional factors, thereby providing a comprehensive understanding of the drivers and mechanisms underlying impulsive shopping behavior within the context of social commerce platforms.

The findings have significant implications for businesses and marketers operating on TikTok Shop and other social commerce platforms. They suggest that businesses should focus on offering competitive prices, leveraging social influence and reference groups, providing functional benefits, and targeting consumers with high levels of shopping addiction and urge to buy. However, businesses must also be mindful of the potential negative consequences of fostering impulsive shopping behavior and should consider strategies to promote responsible and sustainable consumption.

The study has several limitations, including the use of a sample consisting solely of university students in Ho Chi Minh City. Future research could explore the generalizability of these findings to other consumer segments and social commerce platforms, and utilize more objective measures of impulsive shopping behavior, such as actual purchase data. Additionally, researchers could examine the long-term consequences of impulsive shopping behavior on consumer well-being and investigate the role of social commerce platforms in either promoting or mitigating these outcomes.

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