

# The influence of lifestyle, personality traits, and platform quality on impulse buying on Tiktok social commerce

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## Abstract

This study aims to analyze the influence of lifestyle, personality traits, and platform quality on impulse buying on Tiktok social commerce. This research employs a quantitative methodology with a causal study design, engaging 160 participants between the ages of 15 and 20 residing in the Solo Raya area. Data was gathered using distributing questionnaires online using Google Form and analyzed with SmartPLS 3.0 software through the SEM PLS method. The results showed that lifestyle variables have a positive and insignificant influence on impulse buying, platform quality variables have a negative and insignificant influence on impulse buying, while personality traits variables have a positive and significant influence on impulse buying. These findings provide important insights for online entrepreneurs in understanding consumer behavior and designing more effective marketing strategies on social commerce platforms such as TikTok.

## Keywords:

Impulse buying, Lifestyle, personality traits, platform quality

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## INTRODUCTION

With the increasing user base on social media, the platform is rapidly growing. In January 2022, Indonesia recorded 191 million active social media users, reflecting a rise of 12.35% compared to the 170 million users from the previous year (Putri et al., 2023). Different social media platforms have evolved by introducing features and models that facilitate modern business transactions, including Instagram for Business, Facebook Business Pages, and TikTok Shop, that make it easier the purchasing decision process (Bhattacharyya & Bose, 2020). This business possibility stems from social commerce, a novel e-commerce paradigm.

The TikTok social media platform has facilitated the purchase phase, allowing customers to solve the purchase without abandoning the social media app (Lin et al., 2015). With an expected 1 billion users in October 2020, Tiktok is one of the social commerce platforms with the greatest user base worldwide. According to demographic data, Gen-Z users, or those between the ages of 13 and 24, make up the majority of Tiktok users 60.3% of all users (Putri et al., 2023).

TikTok makes it easy for content creators by permitting them to include enabling them to add advertising links and more information. Uploaded videos can link directly to product connections offered by TikTok Shop. According to data from Statista, 71.2% of respondents, people frequently use TikTok Shop to make purchases after watching feeds, stories, or other content on particular products (Putri et al., 2023). TikTok is a platform used to find shopping inspiration as well as a source of information regarding their purchasing needs.

The speed and ease of accessing products and services on Tiktok social commerce makes it an attractive tool for users, but this also creates a phenomenon called impulse buying. Impulse buying is purchasing that is created suddenly or spontaneously with no prior planning or deliberation (Lamis et al., 2022).

Sometimes, consumer purchasing decisions are not the result of deliberate activity, but rather can be brought on by another immediate stimulus. Appropriately, an impulse purchase is an unforeseen necessity to purchase something without planning or prior knowledge (Lee & Yi, 2009). More than 90% of consumers that made impulse purchase admit that they didn't intend to the purchase, and 40% of all consumer expenditures is allocated to unplanned purchases. In addition, 60% of female customers had lately bought something on impulse. Based on demographics, young consumers with high incomes tend to have a greater proportion of impulse purchases (Singh et al., 2023).

The internal factor that affects impulsive buying is lifestyle. Shopping lifestyle is a pattern or habit of a person in managing and spending money to obtain a product. Shopping lifestyle is related to excessive consumption because it fulfills a sense of pleasure. As long as it is affordable with the money owned, the purchase will occur (Gardi & Darmawan, 2022).

The next factor is personality traits. An individual's personality playing huge notable role in influencing the judgment to make an impulse purchase. The personality characteristics and impulsive tendencies of each individual are different from the others. The personality traits of individuals greatly influence how they make purchases (Mathai et al., 2014a). Meanwhile, an external factor that can influence impulse purchases is platform quality. Effective platform design is a crucial component of electronic commerce success, beginning with the platform sown usability, functionality, and interface (Hayu et al., 2020).

In previous research, there's a lot discussions about the internal and external factors of impulse buying. However, The results of earlier research indicate different results. The results of the study conducted by Pratminingsih et al. (2021) state that lifestyle variables have a significant influence on impulse buying, while research by Kumbara et al. (2024) concluded that lifestyle has no effect on impulse buying. Research Sofi & Najar (2018) stated that personality traits have a significant influence on impulse buying, while research by Shahjehan & Qureshi (2019) concluded that lifestyle has no effect on impulse buying. And research Le Thai Hoa (2021) stated that platform quality has a significant influence on impulse buying, while research by Pamekas et al. (2019) concluded that platform quality has no significant influence on impulse buying.

This research refers to relevant previous research, one of which is research by Turkyilmaz et al. (2015). This study differs from previous research in that it uses the theory of latent traits, while this study uses the theory of consumptive behavior and the addition of lifestyle variables. Previous research focused on impulse buying in general in relation to online shopping or online shopping, while this study focuses on impulse buying specifically on the Tiktok social commerce platform. Based on the background description, the researcher is interested in conducting research on "The Effect of Lifestyle, Personality Traits, and Platform Quality on Impulse Buying on Tiktok Social Commerce"

## **LITERATURE REVIEW**

### **Theory of Consumptive**

The theory of consumptive behavior developed by Sumartono (2002) states that consumptive behavior is an act of shopping that does not consider a rational priority scale, but purchases made based on irrational desires (Sufatmi

& Purwanto, 2021). Consumptive behavior is the propensity to constantly consume, overspend, or make impulsive purchases (Azsahrah et al., 2023).

The connection between consumptive behavior and impulse buying can be interrelated. When a person tends to be consumptive, they are more likely to make impulse buying because they are more easily influenced by emotional impulses or impulsive actions (Richins & Dawson, 1992). On the other hand, regular impulse purchases can reinforce consumptive behavior by reinforcing unplanned shopping habits (Hoch & Loewenstein, 1991). Consumptive behavior and impulse buying are driven by the same factors such as ease of access, marketing strategies, and lifestyle (Sweeney & Soutar, 2001).

### **Impulse Buying**

The term impulse buying refers to purchasing made suddenly and without a previous plan to purchase a specific item or fulfill a specific task (Beatty & Ferrell, 1998). Sharma et al. (2009) claim that impulsive buying is a sophisticated hedonic buying behavior that happens abruptly when the pace of such purchases prevent prudence and deliberateness evaluation of potential consequences or other options. According to Rook (1987) explains that rapid, intense, and ongoing urges to buy something right now are known as impulse buying.

Previous research conducted by Bashar & Saraswat (2014) states that lifestyle has a significant influence on impulse buying behavior. Research Mathai et al. (2014a) shows that personality traits with shopping experience variables have an influence on impulse buying. Results of research carried out by Adhi Prasetyo & Aliffia Muchnita (2022) stated that platform quality has the strongest positive influence and is the main influence on impulse purchases.

Lifestyle plays an important role in impulse buying. Every person has a unique lifestyle, which encompasses their values, habits, and preferences regarding shopping experiences, including how often they shop, how devoted they are to a brand, and how important shopping is to them (Kumbara et al., 2024). Personality traits strongly influence impulse buying behavior. Based on the theoretical framework, there were five main personality characteristics, namely openness to experience, conscientiousness, extraversion, friendliness, and emotional stability (Mathai et al., 2014b). Platform quality is a major factor in s-commerce because customer perceptions of platform quality will directly and positively influence impulse buying behavior (Handayani & Rahyuda, 2020). Visual attraction, transaction security, and platform navigation are ambient cues which can directly affect the likelihood that customers would make impulsive purchases (Lo et al., 2016). Thus, researchers chose lifestyle, personality traits, and platform quality as variables to be studied because they have a positive influence on impulse buying.

## **Lifestyle**

Lifestyle can influence on impulse buying. A person's lifestyle affects their interest in a product which can lead to unplanned purchases (Tirtayasa et al., 2020). A person who follows lifestyle changes tends to take the time to keep up with the latest trends (Ningrum & Widanti, 2023). Lifestyle is an active consumer response that is influenced by changes in time, income, and social status.

Lifestyle is a way of shopping that expresses one's social standing (Akhmad & Harahap, 2023). Lifestyle describes someone in allocating time and material. A consumer's purchasing power increases with his time and material resources.

Research carried out by Ustanti (2018) stated that lifestyle has a significant influence on impulse buying. Previous research conducted by Fitriani & Auliya (2023) concluded that lifestyle has a significant influence on impulse buying. Research Kumbara et al. (2024) shows that lifestyle has a significant influence on impulse buying. Research conducted by Wahyuni et al. (2022) shows that lifestyle affects impulse buying. This explanation leads to the first hypothesis that is :

H1 : lifestyle has a significant influence on impulse buying.

## **Personality Traits**

Personality traits have a major influence in triggering impulse buying. Impulsive purchasing tendencies are stable personality qualities that are ingrained in one's nature (Nath Gangai & Agrawal, 2016). Impulse buying tendencies are associated with the expression of broader personality patterns (Yi & Baumgartner, 2011). Consumer characteristics are personal qualities or dispositions that lead to a propensity for impulsive conduct (Rook & Fisher, 1995; Weun et al., 1998).

Individuals who have high optimal stimulation level traits are more likely to engage in impulse buying behavior, as a way to obtain optimal stimulation levels through emotionally charged experiences in impulse shopping (Nath Gangai & Agrawal, 2016). Chavosh et al. (2011) recognized a significant relationship between consumer personality traits and impulse buying.

Studies performed by Saad Mohamad et al. (2015) stated that personality traits have a significant influence on impulse buying. Research Tufail et al. (2018) shows that personality traits have a significant effect on impulse buying. Research done by Miao et al. (2020) stated that personality traits have a significant influence on impulse buying. This explanation leads to the first hypothesis that is :

H2 : personality traits have a significant influence on impulse buying.

## **Platform Quality**

Platform quality are factor that is a major influence on impulse purchases. In general, platform attributes including aesthetic appeal, ease of use, and security will influence impulsive purchasing (Adhi Prasetyo & Aliffia Muchnita, 2022). Platform quality dimensions can be categorized as usefulness, ease of use, entertainment, and complementary relationships (Handayani & Rahyuda, 2020).

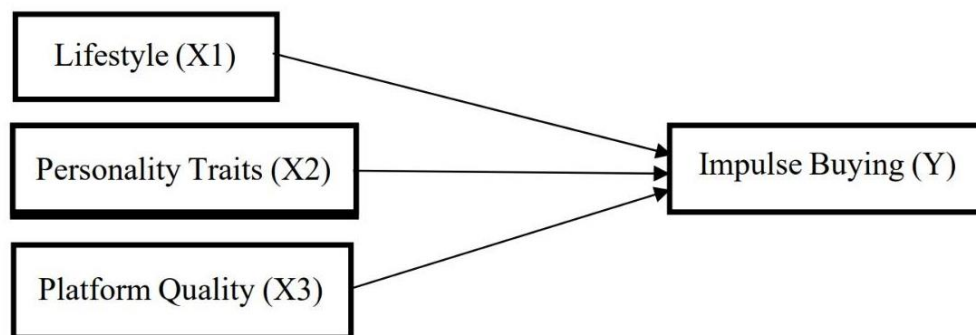
In online sales, the quality of the platform is very important because it provides its own value to consumers (Faridzie & Pradana, 2021). The ability to browse, order, and search for information on the platform, as well as how quickly these tasks can be completed, can be used to examine the functionality of the platform (Al-Debei et al., 2015).

Research by Handayani & Rahyuda (2020) stated that platform quality has a significant influence on impulse buying. Research conducted by Siddik & Dwita (2022) indicates that platform quality has a significant influence on impulse purchases. Research conducted by Firdausy & Fernanda (2021) states that platform quality has a significant influence on impulse purchases. Research by Narimanfar & Ghafari Ashtiani (2021) shows that platform quality affects impulse buying behavior. This explanation leads to the first hypothesis that is :

H3: platform quality has a significant influence on impulse buying

### Figure 1.

*Theoretical framework*



### RESEARCH METHOD

This kind of study employs a quantitative methodology and a causal study methodology to determine the cause-and-effect relationship between the independent and dependent variables. The population in this study are all active users of Tiktok social commerce in Solo Raya. Purposive sampling was the sample technique employed Malhorta et al. (2006) with the criteria of having bought a product on Tiktok within the age range of 15-25 years. The Ferdinand (2006) formula is used to determine how many samples are needed namely the maximum sample :  $(10 \times \text{number of indicators})$  thus  $10 \times 16 = 160$  respondents.

This research uses primary data that was gathered through distributing questionnaires or questionnaires online via google form. This study uses Likert scale measurements with a score range of 1 (strongly disagree) to 5 (strongly agree). SmartPLS version 3.0 software was used in this study and the data processing method used was SEM-PLS. SEM-PLS is an alternative method used to estimate structural models and measurement models (Ghozali, 2018).

## FINDINGS AND DISCUSSION

**Table 1.**  
*Respondent Characteristics*

The following are the characteristics of the 160 respondents

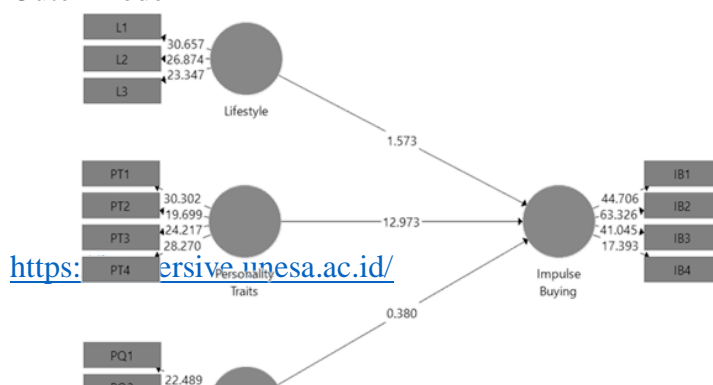
Characteristics	Frequency	Percentage
<b>Gender</b>		
Male	32	20%
Female	128	80%
<b>Age</b>		
15 – 20	22	13,8%
20 – 25	138	86,3%
<b>Jobs</b>		
Students	4	2,5%
Student	149	93,1%
Employees	6	3,8%
Self-employed	0	0%
More	1	0,6%
<b>Domicile</b>		
Surakarta	34	21,3%
Boyolali	19	11,8%
Sukoharjo	58	36,3%
Klaten	9	5,7%
Wonogiri	5	3,1%
Karanganyar	19	11,8%
Sragen	16	10%

Source: Author work (2024)

## Measurement Model Analysis (Outer Model)

**Figure 2.**

Outer Model



Source: primary data processed, 2024

### Convergent Validity

According to Hair et al. (2017) states that a convergent validity is declared valid if the loading factor is  $> 0.7$ .

**Table 2.**

*Factor Loading Value*

Variable	Indicator	Outer Loading	Description
Lifestyle	L1	0.861	Valid
	L2	0.843	Valid
	L3	0.813	Valid
Personality Traits	PT1	0.811	Valid
	PT2	0.771	Valid
	PT3	0.785	Valid
	PT4	0.809	Valid
Platform Quality	PQ1	0.800	Valid
	PQ2	0.871	Valid
	PQ3	0.842	Valid
	PQ4	0.871	Valid
Impulse Buying	IB1	0.873	Valid
	IB2	0.901	Valid
	IB3	0.881	Valid
	IB4	0.742	Valid

Source: Authors work (2024)

Based on the table above, it might be concluded that each item in the statement representing the loading factor value for each variable is greater than 0.7, hence all items in each variable is valid. However, there was one item so that have a loading factor value  $< 0.7$  the items is deleted.

### Discriminant Validity



The discriminant validity test is carried out to make sure that any concept of various latent variables is contrast from one another. This test is carried out by comparing the Average Variance Extracted (AVE) value, that is considered valid if it has a value  $> 0.5$ .

**Table 3.**

*Average Variance Extracted (AVE) Analysis Results*

<b>Variables</b>	<b>Average Variance Extracted (AVE)</b>
Lifestyle	0.705
Personality Traits	0.630
Platform Quality	0.717
Impulse Buying	0.725

Source: primary data processed, 2024

Based on the table above, the lifestyle, personality traits, platform quality, and impulse buying variables are reliable, because the Average Variance Extracted value is  $> 0.5$ .

### **Reliability Test**

The questionnaire is evaluated as an indicator of the variables under study using the reliability test. Cronbach's Alpha and Composite Reliability Analysis Results can be seen on appendix 2.

Based on appendix 2, it shows that the Cronbach's Alpha and Composite Reliability values for the four variables are  $> 0.7$ , which retrieved that these the variables exhibit a high level of dependability and Path Coefficients can be seen on appendix 3. Result of R – Square can be seen on appendix 4.

Based on the table above, the R-square value on the impulse buying variable is 0.728 or 72.8% in the strong category influenced by lifestyle, personality traits, and platform quality and Hypothesis Testing Results can be seen on appendix 5.

It is evident from the Path Coefficient table's values that :

1. The T statistics value of 1.573 is less than the criteria value of 1.65 and the P value of 0.116 is more than the criteria value of 0.05, so the lifestyle variable has a positive and insignificant influence on impulse buying and it can be concluded that H1 in this study is rejected.
2. The T statistics value of 12.973 is more than the criteria value of 1.65 and the P value of 0.000 is less than the criteria value of 0.05, so the personality traits variable has a positive and significant influence on impulse buying and it can be concluded that H2 in this study is accepted.

3. The T statistics value of 0.380 is less than the criteria value of 1.65 and the P value of 0.704 is more than the criteria value of 0.05, so the platform quality variable has a negative and insignificant influence on impulse buying and it can be concluded that H3 in this study is rejected.

## **Discussion of Research Results**

### **The Influence of Lifestyle on Impulse Buying**

In this study, lifestyle is identified as one of the factors that can influence impulse buying on the Tiktok social commerce platform. Although the findings of the analysis show the positive effects of lifestyle influence, this influence is not significant. This is evident from the substantial number of female consumers who have the same lifestyle but do not have the same tendency to make impulse purchases. Consumers with certain lifestyles are more likely to consider their values and priorities before making a purchase. So that it can reduce the tendency to buy impulsively, even though they have a consumptive lifestyle. This is corresponding to earlier research findings by Kumbara et al. (2024) stated that lifestyle has a positive and insignificant effect on impulse buying.

### **The Influence of Personality Traits on Impulse Buying**

In this study, personality traits were shown to have a positive and significant influence on impulse purchases on Tiktok social commerce. These findings indicate that individual personality traits play an important role in determining their tendency to make purchases without planning. This can be seen from the frequency in the age range 21-25 years who have traits such as openness to experience, extraversion, and high emotional stability tend to be more open to new experiences and more impulsive in decision making, including in the context of purchases. Personality traits are also closely related to consumptive behavior, as individuals who have personality traits that tend to be consumptive are more inclined to get involved in impulse buying. This is corresponding to earlier research findings by Miao et al. (2020) stated that personality traits have a positive and significant influence on impulse buying.

### **The Influence of Platform Quality on Impulse Buying**

In this study, the results of the analysis show that platform quality has a negative and insignificant effect on impulse purchases on Tiktok social commerce. Platform quality includes various dimensions, such as usability, ease of use, visual appearance, and security. Although these dimensions can improve the user experience and encourage impulse purchases, the results show that the effect is not significant. This may be due to the fact that Tiktok users, the majority of whom are university students, focus more on content and social interaction than on the technical aspects of the Tiktok platform itself. In

addition, Tiktok users have different perceptions of the quality of the platform which is more interested in interesting content and interaction with influencers or sellers, so the quality of the platform in terms of functionality is not the main factor influencing impulse buying decisions. This is in accordance with previous research findings by Pamekas et al. (2019) stated that platform quality has a negative and insignificant influence on impulse buying.

## **CONCLUSIONS**

This study analyzes the effect of lifestyle, personality traits, and platform quality on impulse buying on TikTok social commerce. The findings indicated that first, lifestyle has a positive but insignificant influence on impulse buying. This show that although consumer lifestyle can influence shopping behavior, its influence is not strong enough to contribute significantly to impulse buying. Second, personality traits have a positive and significant influence on impulse buying. This show that individuals personality characteristics, such as the level of openness and extroversion, may influence their tendency to make impulse purchases on the TikTok platform. Third, platform quality has a negative and insignificant influence on impulse buying. This means that although platform quality is important, in the context of this study, it does not contribute significantly to impulse buying decisions.

The implications from this reasearch indicate the importance for businesses to understand consumer behavior, especially in terms of personality traits, to devise more effective marketing strategies. In addition, attention to platform quality remains important, although it did not show a significant influence in the context of impulse buying. Overall, this study provides broad insights for online entrepreneurs in understanding the factors that influence impulse buying behavior on social commerce platforms such as TikTok.

## **LIMITATION & FURTHER RESEARCH**

This study has several limited that need to be considered. The sample used was limited to 160 respondents aged 15 to 20 years old living in Greater Solo, which may affect the generalizability of the research results. Impulse buying behavior may vary among different age groups and locations, so the results of this study may not reflect overall consumer behavior. In addition, data collection methods that rely solely on online questionnaires may ignore perspectives from individuals who do not have internet access or who are less familiar with technology, thus reducing the representativeness of the data.

To overcome these limitations, further research is recommended to involve a larger and more diverse sample, including respondents from different ages, locations, and socioeconomic backgrounds. This will provide a more comprehensive picture of the tendency to buy something impulsively. In

addition, future research could consider other variables that might influence impulse buying, such as social influence and marketing strategies. Using qualitative methods, like in-depth interviews, can also offer more profound understandings into users motivations and experiences. With this approach, a deeper comprehension of dynamics of impulse buying behavior in the context of social commerce is expected.

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**Appendix 1.**

*Indicator Analysis*

<b>Variables</b>	<b>Indicator – Statement</b>
Lifestyle (L) (Ittaqullah et al., 2020)	L1 Activity - I find it easy when doing the online shopping process on Tiktok L2 Interest - I feel interested in shopping through the features provided by Tiktok L3 Opinion - I find it easy to make choices based on my opinion
Personality Traits (PT) (Turkyilmaz et al., 2015)	PT1 Neuroticism - I tend to make impulse buying on Tiktok when I feel stressed or anxious. PT2 Friendliness - I feel happy to shop online on Tiktok PT3 Openness - I am often influenced by product reviews or recommendations that I encounter online on Tiktok PT4 Thoroughness - I tend to double-check before completing a purchase on Tiktok. PT5 Extraversion - I feel excited when I see new interesting products on Tiktok
Platform Quality (WQ) (Turkyilmaz et al., 2015)	PQ1 Entertainment - I feel that Tiktok presents content in a way that is visually and emotionally appealing PQ2 User-friendliness - Tiktok's ease of use influences my decision to make a purchase. PQ3 Usability - Tiktok provides enough information to help me complete my purchase PQ4 Complementary relationship - my trust in Tiktok's safety supports my impulsive shopping decisions.
Impulse Buying (IB) (Ittaqullah et al., 2020)	IB1 Unplanned - I often buy things on Tiktok without planning it first IB2 Immediately - I tend to make a purchase decision immediately after seeing an attractive product on Tiktok. IB3 - Emotional reaction - I often make purchasing decisions on Tiktok based on feelings at the time such as excitement or anger. IB4 - Exposure to stimulus - I feel influenced to buy goods on Tiktok after seeing a discount or special offer.



**Appendix 2.**

*Cronbach's Alpha and Composite Reliability Analysis Results*

Variables	Cronbach's Alpha	Composite Reliability
Lifestyle	0.791	0.877
Personality Traits	0.805	0.872
Platform Quality	0.868	0.910
Impulse Buying	0.872	0.913

Source: primary data processed, 2024

**Appendix 3.**

*Path Coefficients*

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics ( O/STDEV )	P Values
Lifestyle -> Impulse Buying	0.122	0.120	0.077	1.573	<b>0.116</b>
Personality Traits -> Impulse Buying	0.793	0.797	0.061	12.973	<b>0.000</b>
Platform Quality -> Impulse Buying	-0.033	-0.029	0.087	0.380	<b>0.704</b>

**Appendix 4.**

*Result of R – Square*

	R Square
Impulse Buying	0.728

**Appendix 5.**

*Hypothesis Testing Results*

Hypothesis	Relationship	Path Coefficients	T Statistics ( O/STDEV )	P Values	Conclusion
H1	Lifestyle -> Impulse Buying	0.122	1.573	0.116	Rejected
H2	Personality Traits -> Impulse Buying	0.793	12.973	0.000	Accepted

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H3	Platform Quality -> Impulse Buying	-0.033	0.380	0.704	Rejected
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