

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2022, Vol. 3, No. 11, 2316 – 2328

<http://dx.doi.org/10.11594/ijmaber.03.11.18>

Research Article

#Budolfinds: The Role of TikTok's Shopee Finds' Videos in the Impulsive Buying Behavior of Generation Z Consumers

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Article history:

Submission October 2022

Revised November 2022

Accepted November 2022

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ABSTRACT

The continuous growth of social media platforms in the market has influenced the consumption of different products and services. The proliferation of short user-generated videos, such as TikTok's Shopee Finds was hypothesized to influence impulsivity among young consumers. This study employed a descriptive survey administered online to 200 Generation Z respondents. Descriptive and inferential statistics were used to analyze the data. The findings revealed that TikTok's Shopee Finds moderately influenced the Pure Impulse and Suggested Impulse Buying behaviors of the respondents. Moreover, it highly influenced the Reminder Impulse and Planned Impulse Buying behaviors of the respondents. There is no sex difference in the impact of the marketing videos on the impulsive behavior of the respondents. The preliminary findings entail further opportunities for businesses and enterprises to optimize their marketing efforts using social media platforms and increase the awareness of Generation Z consumers about their impulsive buying tendencies.

Keywords: *Generation Z, Impulsive Buying Behavior, TikTok's Shopee Finds' Videos, User-Generated Contents (UGCs)*

Introduction

The internet has revolutionized many facets of life. People can now communicate virtually, interact in a simulated universe, and do innumerable things with a few simple clicks. In fact, Hootsuite's Digital report shows that approximately 79.7 million Filipinos spend an average of 10 hours and 56 minutes a day on various websites and social media platforms. This

empirical evidence proves that these innovations are no longer inclinations but unavoidable multidisciplinary tools for daily living. Significantly, among the social media platforms today, TikTok is the fastest-growing and mostly utilized in the Philippines (Kemp, 2021).

TikTok is a social media platform launched in 2016 by the Chinese start-up company ByteDance. It allows users to watch, share, and

How to cite:

Barcelona, A. B., Angeles, R. J. G., Clemente, C. A., Dela Cruz, S. R. B., Malimban, R. L. O., Santos, J. E. G., & Tan, J. C. D. (2022). #Budolfinds: The Role of TikTok's Shopee Finds' Videos in the Impulsive Buying Behavior of Generation Z Consumers. *International Journal of Multidisciplinary: Applied Business and Education Research*. 3 (11), 2316 – 2328. doi: 10.11594/ijmaber.03.11.18

create short videos on any topic. The application received skepticism from media and marketing professionals during its launch because it bypassed the importance of follower networks (Kaulfuss, 2021). However, its algorithm that feeds users with content based on their interests and likes served as its competitive advantage. TikTok is currently available in over 154 countries, downloaded 2.6 billion times, and has over 1.1 billion active monthly users (Doyle, 2021).

The e-commerce industry in the country has also seen a gradual growth in recent years. A study by Oxford Business Group (2020) revealed that nearly 4 out of 5 Filipinos shop online more than once in 30 days. Also, Statista (2021) ran a survey showing that online shopping usage in the Philippines was up to 60% more before the pandemic. This sudden increase was linked to a growing middle class, accelerated e-commerce adoption, increased government support, and interest in imported goods. By 2022, the Department of Trade and Industry expects the industry to take up 5.5% of GDP (Janio Asia, 2021)

In line with e-commerce, Shopee is the leading online shopping platform in the Philippines. As of August 17, 2021, it registered an estimated monthly traffic of 54.6 million on its e-commerce website (Statista, 2021). With its increasing popularity in the digital world, the "Shopee Finds" trend was born. Shopee Finds started as a hashtag on TikTok by customers who were satisfied with their purchases. Eventually, it became a hit and enabled shoppers to check different items across various categories through #ShopeeFinds. This trend made customers part of the new "budol" culture, wherein they are being coerced into anything unplanned and let the mischievous voice inside say, "*Go ahead and treat yourself, purchase that item!*"

Since TikTok became famous for its unique algorithm, its users made businesses redirect their marketing efforts to the platform. According to Neuro-Insight as cited in TikTok for Business (2021), Generation Z was seen to have a stronghold on TikTok due to their early exposure to digital technologies. TikTok's "For You Page" is also perceived as effective in enabling users to be more receptive to calls-to-action

and brand messaging from businesses of all kinds. This insight corroborates Lundstorm (2021) study where 49% of TikTok users purchased a product after seeing it at least once on TikTok. Unknowingly, TikTok videos about online shopping may have led consumers to shop impulsively.

Impulsive buying is defined as an act that involves unplanned and sudden purchases (Rook as cited in Zhao et al., 2021). In connection, BMPLUS (2021) found out that half of TikTok users surveyed admitted they discovered new brands and products while using the application. About 89% of the respondents made an impulsive purchase after watching a video. Subsequently, this data is the highest among all social media platforms. This highlights TikTok's potential for enabling discoveries and purchases. It must be noted that impulsive purchases often negatively impact a person's financial, psychological, social, and physiological aspects.

Excessive and long-term impulsive buying can lead to serious adverse effects like depletion of savings, mental disorders, online shopping frauds, various illnesses, etc. Considering the age range of Generation Z, they are more susceptible to these negative consequences as they are more involved in online activities. In the Philippines, 89.3% of internet users stated that they searched online for a product or service to buy (Statista, 2021). Although 67% of users felt happy or excited about their shopping sales, there is still more to find out regarding the impact of TikTok videos on people's buying behavior (BMPLUS, 2021).

Hence, the researchers explored the impact of TikTok Shopee Finds' videos in influencing Generation Z's impulsive buying behavior. The findings of the study can help expand the existing body of knowledge regarding how this online marketing activity can impact the impulsive buying behavior of young consumers, at least in the local context.

Hawkins Stern's Impulse Buying Theory

Hawkins Stern's Impulse Buying Theory provides a novel perspective on consumer purchasing behavior. This theory contrasts most contemporary consumer behavior theories, such as Maslow's Need Hierarchy Theory of

Motivation, which assumes that consumers always make rational and well-planned purchases. Stern argued that consumers engage in impulsive purchasing behaviors due to external forces. The theory claimed that marketers might persuade people to purchase more than they intended (Dutta & Mandal, 2018).

An essential contribution of Hawkins Stern's model is categorizing impulse buying behavior (Shapiro, 2015). This suggests four kinds of impulse buying:

1. Pure Impulse Buying – This includes buying based on pure impulse, wherein customers usually end up buying something that is not a regular item in their shopping list. It is also known as "escape purchase." It deviates from the conventional purchasing pattern. Visuals or physical appearances are critical in pure impulse purchasing, as Dutta & Mandal (2018) emphasized. It makes a strong emotional connection with the purchaser of novelty products. These purchases typically include items that are new to the customer and visually appealing.
2. Reminder Impulse Buying – This impulse buying occurs when a buyer has prior knowledge or experience with the product but has no intention of purchasing it. This category also includes products purchased in conjunction with the consumer's primary shopping items or the add-ons, such as nail polish or earrings, when purchasing a dress from an e-retailer (Piron, 1991). Another factor that can affect this type of impulse buying is the price of the product.
3. Suggestion Impulse Buying – This occurs when a customer sees a product for the first time and develops an impulse to purchase it (Stern, 1962; Dutta & Mandal, 2018). For instance, TikTok influencers share their Shopee Finds and recommend products based on their quality. With that video, the customer searches for the development and buys it. The entertainment, curiosity, and amusement of the viewers and the number of likes affect this type of impulsive buying.
4. Planned Impulse Buying – This impulse purchase occurs when a customer requires

a product but is unsure of its specifications. Generally, a reduced price or other discounts or sales promotion results in planned impulse purchases, as Stern (1962) stated. The factors that affect this type of impulsive buying are the price and convenience of the product.

Due to the revolutionary changes that have occurred over time, several new dimensions have emerged in Stern's initial model. This includes website quality (security, navigability, and visual appeal), payment options, virtual atmosphere, product variety, network availability, browsing behavior, and online reviews. Nowadays, many digital marketers are encouraging consumers to rely on their instincts and intellect.

Hawkins Stern's Impulse Buying Theory is crucial in determining the type of impulsive buying that Generation Z engages in. Thus, the researchers considered which category can be identified as the root cause of the respondents' impulsive purchasing behavior and how TikTok's Shopee Finds' videos impacted online shoppers.

Methods

The researchers utilized a quantitative approach and a descriptive type of research. A descriptive type of research is a study that values practices and problems that can be solved through observation, analysis, and description (Koh & Owen, 2000). The researchers ensured the objectiveness of the study about the impact of TikTok videos on Generation Z's apparent impulsive buying behavior through a quantitative descriptive design of the research.

More specifically, a survey research design was used. It is a design where the researchers collect information from a sample of individuals through their responses to questions (Check & Schutt, 2012). This means that the participants of this study were requested to answer questions in the form of a survey questionnaire. A survey research design is usually used to describe and explore human behavior relative to one of the variables of this study which is impulsive buying behavior.

The popularity of online shopping is very prominent these days, and it is prudent for any industry to know how short user-generated

videos can affect consumer behavior. The descriptive research also acknowledges the significant difference between the impact of TikTok's Shopee Finds' videos on Generation Z's impulsive buying behavior in terms of gender and type of services and goods being availed that may or may not affect the e-commerce industry in the Philippines. A quota sampling technique was used to involve 200 Generation Z respondents.

The researchers used an online survey questionnaire to measure the impulsiveness of Generation Z Shopee shoppers after watching Shopee Finds videos on TikTok. It is divided into three parts. The first part includes explaining the essence of the research and securing consent and eligibility from the participants. The next part is the demographic profile of the respondents. This part comprises the gender of the respondents, and the types of goods and/or services usually availed on Shopee after watching a TikTok Shopee Finds video.

The major part of the instrument is the set of questions in a Likert-scale form. A Likert scale is a psychological measurement device used to gauge attitudes, values, and opinions. It functions by having a person complete a questionnaire requiring them to indicate the extent to which they agree or disagree with a series of statements. The researchers structured the questions using the Likert scale to measure the level of agreement of the respondents on Pure, Reminder, Suggested, and Planned Impulse Buying behavior. The tool underwent content validation by field experts.

The researchers established the reliability of the survey questionnaire wherein the tool was pilot tested on 30 participants. The researchers also computed Cronbach's Alpha coefficient to test the Internal Consistency of the tool. The reliability indices across dimensions of Impulsive Buying range from 0.74-0.85.

Results

Table 1. Sex Profile of the Generation Z Respondents

Sex	Frequency	Percentage
Female	145	72.5%
Male	55	27.5%
Total	200	100%

Figure 1 shows the respondents' profile according to sex. It was revealed that more than half of the sample, or 145 (72.5%) of the total respondents were female, while the remaining 55 (27.5%) respondents were male. This proportion is acceptable since many females are active on social media platforms like TikTok.

Statista (2021) stated that almost 61% of TikTok users in the United States were dominated by women. This can lead them to be more exposed to various videos that tap their consumption attitude towards a particular advertisement that this platform imparts.

Table 2. Product Type Usually Availed by the Respondents After Watching TikTok Shopee Finds Videos

Product Type	Frequency	Ranking
Apparel, Shoes, and Accessories	153	1
Mobiles, Gadgets, and Accessories	78	2
Makeup and Fragrances	74	3
Health and Personal Care	64	4
Home and living	60	5
Hobbies and Stationery	56	6
Pet Care	35	7
Gaming	29	8

Product Type	Frequency	Ranking
Sports and Travel	24	9
Groceries	9	10

Figure 2 reveals the types of goods and/or services Generation Z usually avail on Shopee after watching TikTok Shopee Finds videos. The researchers found out that 153 out of 200 respondents said their usual purchase includes apparel, shoes, and accessories. This finding shows that social media fashion videos greatly influence their buying behavior. This coincides with the fact that the biggest motivator for Generation Z's buying was their concern that their wardrobe was outdated (CGS, 2021). Also, according to Holland (2021), there has been a 16-percent growth through 2020 in the percentage of Gen Z shoppers who buy second-hand apparel. This generation's love for sustainability affects thrift store sales and fast fashion.

Meanwhile, mobiles, gadgets, and accessories placed second on the top choices of Generation Z with a frequency of 78. Aside from its essentiality, this result indicates that this generation is also prone to occasionally splurging on technological experiences that enhance how much fun they have, such as video games, augmented reality, and fancy accessories for their smartphones (Glamour, 2021). As students

shifted to online classes when the pandemic started, it is also apparent that they need to upgrade their technology to be updated and work smoothly in their classes.

Evidently, it was followed by 74 respondents who usually buy makeup and fragrance products and 64 respondents who buy health and personal care products. Considering that TikTok has also been used as an informational platform for makeup and health care content, this compliments well as why this "most self-aware" generation is availing of such products. It is found that 60% of Generation Z buys beauty products before they turn 14. Also, it is said that 3 out of 4 individuals started using a cleanser and facial moisturizer before the age of 18 (In-cosmetics, 2020).

The succeeding tables summarize the impact of TikTok's Shopee Finds' Videos on Generation Z's impulsive buying behavior regarding the following dimensions: (1) pure impulse buying, (2) reminder impulse buying, (3) suggested impulse buying, and (4) planned impulse buying.

Table 3. Impact of Shopee Finds' Videos on the Pure Impulse Buying Behavior of the Respondents

Statements:	Weighted Mean	SD	Verbal Interpretation
After watching Shopee Finds Videos on TikTok...			
1. I feel joyful to buy things suddenly and unplanned.	2.99	0.73	Agree
2. It makes me feel I could buy expensive things without planning beforehand.	2.50	0.72	Disagree
3. I make quick purchases without much thought.	2.55	0.8	Agree
4. I purchase products and services that lift my mood.	3.17	0.67	Agree
5. I usually buy things on the spot.	2.50	0.79	Disagree
6. I usually buy things even if I do not need them	2.53	0.91	Agree
Overall Mean:	2.71		Moderate

Table 3 shows the role of TikTok's Shopee Finds' videos on pure impulse buying among the respondents. In general, the respondents' pure impulsive buying behavior was moderately influenced by TikTok's Shopped Finds videos with an overall mean of 2.71. The four

(4) statements supporting that the videos affect the respondents' pure impulsiveness show that they agree with purchasing products and services that lift their mood (3.17), feeling joyful to buy things suddenly and unplanned (2.99), making quick purchases without much thought

(2.55), and buying things even if they do not need them (2.53).

According to the findings, it was revealed that the influence of the Shopee Finds' Videos made the respondents break their usual pattern of consumption by purchasing something that is not a routine item on their shopping list and is frequently triggered by visually appealing products and their moods. This also implies that respondents are less likely to plan their purchases ahead of time, implying that they may be more receptive to experiences or offers designed to elicit impulse purchases after watching short videos. Subsequently, because exact specifications do not drive impulse buyers, they emphasize visual elements such as video content posted by influencers, rather than written descriptions.

By analyzing the statements with the highest weighted mean, it is possible to conclude

that the more products, promotions, and additional product pairings that businesses make visible on social media, the greater the potential for pure impulse buying. As per Berthiaume (2019), Generation Z shoppers are more likely to make impulse purchases (22%) than Millennials (19%).

Furthermore, the findings substantiate Adamczyk's (2021) findings, which revealed that people are easily influenced to do what others do. When consumers see an influencer use or wear something, it taps into the social identity aspect of desiring and needing to fit their identity with people they look up to. Moreover, this result backs up what Dynamicweb Software (n.d.) stated that younger people and those who consider shopping a form of entertainment are more likely to be impulse buyers.

Table 4. Impact of Shopee Finds' Videos on the Reminder Impulse Buying Behavior of the Respondents

Statements:	Weighted Mean	SD	Verbal Interpretation
1. I buy products or avail services even if I do not plan to purchase them at first.	2.57	0.79	Agree
2. I buy products or avail services because I recall an earlier experience about them.	2.94	0.68	Agree
3. I buy products or avail services when the home stock has run out.	3.06	0.69	Agree
4. I buy products or avail services because it evokes a previous need.	2.98	0.61	Agree
5. I think about where to use the products as I see or watch it.	3.19	0.65	Agree
6. I buy products because it reminds me that I actually need it.	3.22	0.61	Agree
Overall Mean	2.99		High

In general, the respondents' perceived TikTok Shopee Finds videos to have impacted their reminder impulsive buying behavior with an overall mean of 2.99, which signifies a high level of influence. Specifically, the respondents agreed that they buy products because it reminds them that they need to use the products (3.22); they think about where to use the products the moment they see them (3.19); they purchase products or services when they run out of home stock (3.06); they avail a product

or service because it evokes their previous need (2.98); they buy products when they recall an earlier experience about it (2.94); and they purchase a product or service even if they didn't plan of buying them at first (2.57).

The results above show that Shopee videos influence respondents to purchase products or services and get reminders that they need to use the products. Additionally, it was also revealed that with this impulsive behavior, respondents usually buy products because of the

videos they noticed or watched from online platforms and believe that they could use them in a particular area. Also, the respondents commonly purchase products or avail services because they precepted that they do not have enough stocks in their houses, which derives them from getting reminded of products even if they're not originally on the list. Furthermore, it is stated that respondents purchase products or services because they recall a prior experience, which can also evoke their past needs for the brand or product. Lastly, the respondents tend to buy and avail themselves of something that is not part of their planned list of items because it somehow taps their minds or attention.

The findings corroborate the study conducted by Shapiro (2015), stating that a reminder of impulsive buying behavior is a type of impulsive buying behavior that seemingly appears when a consumer has prior knowledge or experience with the products or services with no intention of buying them. Furthermore, this impulsive buying behavior can be highly motivated by some promotion strategy, product interaction, and consumer traits that substantially influence consumers to purchase products or services not included in their shopping list (Liao et al., 2009).

With this, consumers are attracted to buy something beyond the prepared list of items because of reminder impulsivity, which triggers them to have spontaneous purchases after having a recollection of needs they viewed on the digital platform. Additionally, Casey (2021) posited that Generation Z is heavily relying on their technology and extensive social networks, which drive them to be influenced, especially their attitudes towards consuming products or services. The various preferences of Generation Z tend to affect consumers' purchasing decisions and behaviors toward brands shown in TikTok videos.

On the other hand, Karnes (2020) perceived the unwilling purchase of consumers towards brands or products that they encounter in various shopping platforms might be tapped by emotional branding since its primary factor is to appeal to the consumer's emotions, ego, needs, and aspirations to form a relationship between the two. With this, it can be deduced that tapping the emotional aspects of consumers can acquire them to have brand loyalty and shift the tendency of impulsivity in the latter (Thompson, 2019).

Table 5. Impact of Shopee Finds' Videos on the Suggested Impulse Buying Behavior of the Respondents

Statements:	Weighted Mean	SD	Verbal Interpretation
After watching Shopee Finds Videos on TikTok...			
1. I buy products or avail services even though I just saw it for the first time.	2.57	0.71	Agree
2. I buy products or avail or services I never thought about at all.	2.32	0.734	Disagree
3. My unconscious needs surface when I see an appropriate product.	2.84	0.62	Agree
4. Content creators make me buy a product.	2.92	0.74	Agree
5. I buy things because it makes me feel "this has to be mine."	2.78	0.79	Agree
6. It suddenly makes me feel I need to buy the product.	3.04	0.66	Agree
Overall Mean	2.74		Moderate

Table 5 shows that the Shopee Finds Videos have a moderate role in the suggested impulse buying of the respondents with an overall mean of 2.74. The respondents generally agreed that

the videos suddenly make them feel the need to buy a product (3.04); content creators make them buy a product (2.92), and unconscious needs surface when they see an appropriate

product (2.84). However, the respondents disagreed that they avail products or services they never thought about (2.32).

The data conveys that after watching Shopee Finds Videos on TikTok, the respondents felt they needed to buy the product influenced by some content creators. It triggers their unconscious need when they see an appropriate product. Additionally, it also expresses that they agree that they avail product or service even though they just saw it for the first time, making them feel that those products are needed to be owned by them. Contrary to most of the statements, respondents disagree that they avail service or product that they never thought of buying. Analyzing the statement that got the highest mean, it can be interpreted that TikTok Shopee Finds Video effectively influences the consumer's buying behavior which leads them to impulse buying. As Generation Z are likely to buy on impulse, their sudden motivation and source of recommendations are the social influencers (Veem, 2019).

Accordingly, since Generation Z respondents are perceived to be technologically

dependent, it somehow leads them to different characteristics like being unique, unlimited, and ethical (Francis & Hoefel, 2018). With the emerging trends of items in TikTok Shopee Finds Video, one factor that triggers the participants' buying behavior is the influence of the product. Even when a product they just saw for the first time can significantly affect the consumer's buying behavior, especially if it matches their personality and lifestyle, resulting in impulse buying.

Moreover, the impulse buying tendency of a consumer greatly influences online factors. The "rush" mood that they get through scrolling causes a frequency to purchase a product once they feel like they need it, even if they know it for the first time. The relationship between TikTok Shopee Finds and the attachment of Gen Z to social media shapes how consumers decide and how marketing strategy in the digital world evolves how people make impulse buying. Immediate gratification can explain the tendency of a consumer to buy spontaneously without critical reflection (Pradhan et al., 2018).

Table 6. Impact of Shopee Finds' Videos on the Planned Impulse Buying Behavior of the Respondents

Statements: After watching Shopee Finds Videos on TikTok...	Weighted Mean	SD	Verbal Interpretation
1. I buy products or avail services because I want to take advantage of the promotion.	2.92	0.80	Agree
2. I visit the shopping site with a shopping list to avail the great deal offered on the products and services.	3.14	0.74	Agree
3. I buy products or avail services when the offered deals are very attractive.	3.28	0.65	Strongly Agree
4. I immediately buy a product/service because it makes me believe it is useful.	2.94	0.74	Agree
5. I buy things to keep in the closet or stock to be used in the future.	2.63	0.79	Agree
6. I buy products because I need them.	3.18	0.61	Agree
Overall Mean	3.01		High

Table 6 presents how TikTok Shopee Finds videos have influenced Generation Z's planned impulsive buying behavior. Generally, the findings verified that Shopee Finds videos highly influence the planned impulsivity of the respondents, with an overall mean of 3.01. The

respondent strongly agreed that they buy products or avail services when the offered deals are very attractive (3.28). Also, they agreed that they buy products because they need them (3.18); they visit the shopping site with a shopping list to avail themselves of the great

deal offered on the products and services (3.14).

Such results showed that Generation Z's planned impulsive behavior is highly influenced when a TikTok Shopee Finds video entails offering them attractive deals like a flash deal, bundle deal, add-on deal, and other promotional discounts that enable them to gain more for less. The respondents also agreed that they avail of a particular product or service on Shopee after watching TikTok videos helped them realize that they need such offerings. This is evident in innovative products that were not available before until they boomed and tapped unmet needs. Another statement that the respondents agreed with is that they usually visit Shopee to capitalize on limited attractive deals on a certain product or service, especially during Shopee monthly and payday sales.

Although Generation Z consumers are viewed as more impulsive than any other generation, these findings support Bump (2021), who stated that this generation also seeks products that give them the best value based on their price and prefers personalized promotions and exclusive offers. Additionally, according to the Consumer Report of 5WPR

(2021), 80% of Generation Z are willing to wait for a product or service to go on sale before purchasing it. These further discoveries show that to encourage this generation to invest in a specific product offering, the offering should be valuable, and they can justify the act of purchasing it.

Furthermore, Global Web Index (2021) reported that 43% of Generation Z consumers cite discounts and coupons as essential in their buying process. Also, based on CGS (2021) reports, more than the actual cost, this generation is highly motivated by influencers' recommendations and quality. That explains why they usually avail themselves of products or services they perceive they genuinely need. Moreover, Bewicke (2021) substantiates these assertions as they found that Generation Z consumers tend to be more informed and prefer to shop for the best deals. They tend to weigh up their options and do research before deciding what to buy. This informed characteristic supports the statement wherein after watching a TikTok Shopee Finds video; they will often visit a shopping site with a shopping list to make the most out of it.

Table 7. Influence of Shopee Finds Videos on the Types of Impulsive Buying Behavior of the Respondents

Type of Impulsivity	Overall Mean	Verbal Interpretation
Pure Impulse Buying	2.71	Moderate
Reminder Impulse Buying	2.99	High
Suggested Impulse Buying	2.74	Moderate
Planned Impulse Buying	3.01	High

Table 7 displays the descriptive statistical results of the four types of impulsive buying behavior of the respondents after watching TikTok Shopee Finds videos. It is manifested that planned impulse buying has the highest mean among the four, obtaining a mean of 3.01. This is followed by the reminder and suggested impulse buying, which has a mean of 2.99 and 2.74, respectively. Lastly, the lowest mean was obtained by pure impulse buying with a mean of 2.71.

The findings may be due to the fact that as impulsive consumers, Generation Z also seeks product offerings that give them the best value

based on their price. As Brewis (n.d.) claimed, Generation Z has a strong need for arousal and receives an emotional boost from repeat purchasing behaviors. However, the participants cannot only be classified into one type of impulsive behavior as all the translated means show that they experience the other types as well.

Moreover, it became clear that TikTok's #ShopeeFinds have significantly impacted Generation Z's impulsive buying behavior. Because of that, many businesses are taking advantage of the opportunity to market on TikTok by using the hashtag #ShopeeFinds. Although it re-

quires some planning and would not be suitable for everyone, TikTok still offers many benefits and opportunities for businesses to expand their marketing channels.

Table 8. Gender Difference on the Impact of TikTok Shopee Finds Videos on Generation Z's Impulsive Buying Behavior

	Female (145)	Verbal Interpretation	Male (55)	Verbal Interpretation	p-value	Conclusion
Pure Impulsive Buying	2.73	Moderate	2.64	Moderate	0.37	No Significant Difference
Reminder Impulsive Buying	2.75	Moderate	2.72	Moderate	0.73	No Significant Difference
Suggested Impulsive Buying	2.75	Moderate	2.72	Moderate	0.73	No Significant Difference
Planned Impulsive Buying	3.01	High	3.01	High	0.95	No Significant Difference

As shown in Table 8, the researchers used the Mann-Whitney U test to see if there was a difference in the dependent variable between the two independent groups. The calculated p-values across the four types of impulsive buying behavior were all greater than 0.05. The data above shows that is no sample evidence to conclude that the role of Shopee Finds Videos in the impulsive buying behavior of the respondents is significantly different when grouped according to sex.

In line with this, this study is supported by Braverman (2019), which finds that nearly 90% of both men and women make impulse purchases at times. Women may get a bad rap for frivolous spending, but men are as likely as women to make impulse purchases. With that, the stereotype of women being impulsive in purchasing decisions may be inaccurate. Based on the study of Malpass (2021), both men and women are engaged in impulse buying, but they tend to purchase impulse on various items. He also mentioned that there is a possibility that men are inclined to spend more on impulse purchasing than women because women often buy impulsively on smaller items.

Conclusion

In this study, Filipino Generation Z consumers were found to be influenced by TikTok's

Shopee Finds Videos across different dimensions of impulsive buying, namely pure impulsive buying, reminder impulse buying, suggested impulse buying, and planned impulse buying based on the descriptive statistics. After being exposed to and triggered by the videos, it was discovered that the respondents deviated from their usual consumption patterns. They experience a sudden urge of unconscious needs and desires more powerful than their conscious decisions. Furthermore, Generation Z respondents have high expectations for a positive shopping experience and are not easily swayed by all products they see, particularly those they have never considered. The findings show that planned impulse buying has the highest weighted mean, indicating that Generation Z is looking for the best value and is willing to wait for it to go on sale. Furthermore, their propensity to weigh options and conduct research before making a purchase resulted in them becoming more informed and wise consumers. This demonstrates that Generation Z consumers will buy products if a TikTok Shopee Finds video persuades them of their value and encourages them to take advantage of promotional offers. Moreover, the impact of Shopee Find Videos on the impulsive buying behavior of the respondents between sexes was comparable.

Generally, a reduced price and other promotional discount promos are perceived to be effective marketing interventions for the respondents of this research, most especially in influencing their planned impulsivity. Similarly, an online business could capitalize on developing promotional discounts and social media campaigns compounded with marketing by influencers to improve the company's reach and sales. Aside from promotional efforts, Generation Z consumers also seek authentic, meaningful connections to their brand of choice. Thus, tapping rising social media influencers could significantly help achieve better results.

Considering the findings, it is recommended that e-commerce platforms like Shopee should further optimize the use of social media in marketing their products. Shopee can enhance its online marketing strategy by utilizing further promotions like vouchers, discounts, and sales. They can use marketing tools such as social media posts that challenge people to win a voucher and discount.

Furthermore, they can also enhance their searchability on the internet by promoting their platforms. Whenever a consumer finds an item on the internet, the item in their platform will be the first to see it on the search bar. Shopee can also upgrade their games section where instead of giving cents (coins) to customers, they will receive a shipping voucher or discount with a minimum spend. E-commerce platforms must have strict requirements in listing a product by providing detailed product descriptions and high-quality images to avoid being scammed by false advertising to boost consumers' trust in their platforms.

Since most consumers now are very dependent on online platforms, this study recommends that aside from short-video promotions, they can also try to have story fleets that are commonly seen on Facebook, Twitter, and Instagram. There will be a more comprehensive visualization of the brands, enticing consumers, especially young generations, that are very flexible on various social media platforms. Additionally, it significantly influences consumers to visit online shopping platforms with exclusive ties with TikTok, boosting their revenues and the company itself. For online businesses, using social media as a communication medium

to build brand awareness for consumers can excite future customers and have a high engagement and virality of the brand or product. Online businesses can maximize the use of advertisement on the social media network which allows companies to reach a wider audience beyond those who follow them.

This study enables consumers, especially the young, to be enlightened on the possible impulse purchases they overlooked while scrolling and adding items to their shopping carts. Through the appealing offers of online shopping platforms like discounted items, promo deals, and other tactics that can entice shoppers, they are taking advantage of what leads them to purchase unwanted products and do impulsive buying. Furthermore, the study also recommends to online shoppers that they need to be wiser and more observant of the things they are buying online for them to have a more efficient and gratifying shopping experience.

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