

The Effect of User-Generated Content, Discount Promotions, and Reviews on Impulsive Buying Among Gen Z Males on Tiktok Shop

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ABSTRACT

The development of social commerce through TikTok Shop has changed consumer shopping behavior, especially among male Gen Z consumers, known as digital natives. The integration of visual content, social interaction, and ease of transactions has led to increased impulsive buying. This study aims to analyze the influence of user-generated content, discount promotions, and reviews on impulsive buying among male Gen Z consumers on TikTok Shop. This study uses a quantitative, correlational method. The sample of this study was 110 male Gen Z respondents aged 13-28 years who reside in Temanggung Regency and have made a purchase on TikTok Shop at least once in the last six months. The sampling technique used was purposive sampling, and data were collected through an online questionnaire. Data analysis used Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3.0. The results showed that user-generated content has a positive and significant effect on impulsive buying (p-value <), indicating that authentic user-generated content is more attractive and trustworthy. Discount promotions have a positive and significant effect on impulsive buying (p-value <), suggesting that price offers and time limits can encourage impulsive buying. Reviews also have a positive and significant effect on impulsive buying (p-value <), indicating the importance of social validation in the decision-making process. Simultaneously, all three independent variables contribute significantly to impulsive buying among Gen Z males on TikTok Shop.

Keywords: User-Generated Content, Discount Promo, Impulsive Buying, Reviews, Tiktok Shop.

I. Introduction

The development of digital technology has transformed individual consumption behavior in online purchasing activities. This change is marked by the increasing integration of digital activities and transaction processes on social media (Çeliker et al., 2024). The integration of social media with e-commerce has given rise to the concept of social commerce, a trading paradigm that leverages social interaction, visual content, and ease of transaction within a single, integrated platform (Tripath, 2023). Social commerce encourages rapid and spontaneous purchasing behavior through repeated exposure to engaging content (Adam & Alhassan, 2021). A significant consumer behavior phenomenon in this regard is impulsive buying, characterized by purchases made without careful planning and consideration (Mustika et al., 2022).

Impulsive buying has increased with the use of visual-based social media. Statistics from Exploding Topics (2025) show that over 58% of Gen Z users make purchases after viewing product content on social



media. The high level of TikTok usage in Indonesia reinforces this trend. The latest data from Kompas.com shows TikTok ranked first on the index with a score of 100 for the number of active users. TikTok Shop is a social commerce platform that combines short-form video content, direct purchasing, an instant payment system, and a personalized algorithm. Ease of access, fast transaction processing, and repeated exposure to content encourage consumers to engage in impulsive buying behavior without thoroughly evaluating their needs (Nawastuti & Irmawati, 2023).

Impulsive buying behavior is increasingly relevant among Gen Z males, who are digital natives and highly responsive to visual and social stimuli. Research by YouGov (2024) shows that 43.6% of Gen Z males tend to make impulsive purchases to support their digital lifestyle, hobbies, and self-image. Research conducted by Utama et al. (2025) showed that Gen Z males engage in impulsive buying when presented with short, authentic, and relevant visual content that aligns with their interests, including technology, gaming, sportswear, and lifestyle. Impulsive buying among males is more likely to be triggered by situational factors, such as product visuals, short product descriptions, instant promotions, and social validation through reviews (Utama et al., 2025).

Engaging visual content is a key factor in creating impulsive buying on TikTok Shop. This content falls under the category of user-generated content, including video reviews, unboxings, and user testimonials (Anisa & Marlana, 2022). User-generated content is considered more authentic, honest, and trustworthy than brand-created advertisements because it showcases users' real-life experiences (Jia et al., 2023). Research by Fitri & Millanyani (2023) emphasizes the crucial role of user-generated content in impulsive buying behavior among Gen Z consumers, suggesting that customized content and direct user-to-user interaction can increase the likelihood of impulsive buying. The For Your Page (FYP) algorithm on TikTok Shop repeatedly displays user-generated content tailored to user preferences, increasing product exposure and triggering impulsive buying without careful planning (Afkar & Yusmaneli, 2023).

Promotional discounts also influence impulsive buying behavior among Gen Z males on TikTok Shop. Discount promotions, such as flash sales, free shipping, cashback, and limited-time price cuts, can create a sense of urgency that encourages consumers to make immediate purchases (Isalman & Putera, 2024). Gen Z males tend to be rational about product price and value. Therefore, promotional discounts are perceived as functional benefits that add value to the product (Utama et al., 2025). This phenomenon aligns with research by Kwon & Ahn (2021), which found that promotional discounts can increase impulsive buying because they provide economic value, measured by perceived price reductions, which encourages consumers to make quick purchasing decisions to take advantage of the offer.

Consumer reviews, a form of electronic word of mouth (e-WoM), also influence impulsive buying. Reviews in the form of comments, ratings, and video reviews provide a direct overview of a product's quality, functionality, and user experience (Humairoh et al., 2023). Reviews that are concise, honest, and based on real-life experiences have an impact on Gen Z Males. They play a key role in building trust in a product (Yulindasari & Fikriyah, 2022). Positive reviews can reduce perceived risk and accelerate purchasing decisions as social proof (Darmawan & Gatheru, 2021). Short video reviews often prompt impulsive buying among Gen Z males, bypassing a lengthy evaluation process (Ginting et al., 2023). Research by Yulindasari & Fikriyah (2022) shows that positive e-WoM can enhance consumers' perceptions and trust in a product, thereby influencing purchasing decisions.

This study focuses on Gen Z males because they exhibit different digital shopping behaviors compared to previous generations and female consumers. Temanggung Regency was chosen to examine this phenomenon in a regional context, and, according to the Temanggung Regency Information and Communication Technology Access Survey (2018), internet access, smartphone penetration, and social media use among young people in Temanggung increased significantly. The majority of Gen Z males in Temanggung Regency are still in the transition phase toward financial independence, such as students, college students, and young workers with relatively low incomes. The issue of impulsive buying is becoming increasingly important. User-generated content, limited-time discount promotions, and persuasive product reviews can trigger impulsive buying. However, empirical research explicitly examining impulsive buying among Gen Z

males at the regional level, particularly in Temanggung Regency, remains limited. This indicates a research gap that needs to be addressed more specifically and contextually.

The research question in this study is: how do user-generated content, discount promotions, and reviews influence impulsive buying among Gen Z males on TikTok Shop? The purpose of this study is to analyze the influence of user-generated content, discount promotions, and reviews on impulsive buying among Gen Z males on TikTok Shop.

II. Literature Review and Hypothesis Development

2.1. Impulsive Buying

Impulsive buying is a spontaneous, unplanned buying behavior driven by intense emotional urges, with little consideration of long-term consequences (Fitriyatunnisa, 2024). This behavior occurs when emotions dominate rational considerations, prompting consumers to make immediate purchases for immediate emotional satisfaction (Indriani & Dahliana, 2022). In the context of online shopping, low self-awareness and mindfulness exacerbate impulsive buying, particularly in individuals who excessively use the internet to vent negative emotions. This occurs because the e-commerce environment is designed to be fast-paced and persuasive, pressuring consumers to make immediate purchasing decisions without thorough evaluation (Kaur & Sharma, 2024). Impulsive buying takes various forms, including buying purely out of habit, buying driven by visual and price influences, impulsive buying despite a pre-planned purchase, buying driven by immediate needs, and buying based on lower-priced product categories without considering quality (Indriani & Dahliana, 2022). This behavior is influenced by several primary factors, namely unique and competitively priced product characteristics, marketing strategies such as discounts and sales promotions, and consumer characteristics, including demographics, lifestyle, and social status (Indriani & Dahliana, 2022). Impulsive buying comprises four dimensions: cognitive drives, instant decisions to obtain quick gratification, emotional attachment to digital interactions, and spontaneous decision-making (Athalla et al., 2025). According to Rook & Fisher (1995), indicators of impulsive buying success include spontaneity of purchase, intensity of buying urge, the emergence of desires without basic needs, and buying behavior without thinking. These indicators show that impulsive buying is strongly influenced by emotional factors and environmental stimuli, especially in online shopping and social commerce.

2.2. User Generated Content

User-generated content (UGC) is marketing content voluntarily created by consumers based on their personal experiences with a product or service, without any sponsorship from the brand. This content can take the form of text, photos, videos, reviews, or testimonials shared through social media platforms such as TikTok and is considered more authentic than traditional advertising (Putri, 2020; Aljarah et al., 2024; Pramesti & Alversia, 2024). UGC plays a crucial role in building brand perception and increasing trust among potential customers because it stems from real user experiences. Consumers tend to engage more with brands when they are satisfied with the content they consume, as evidenced by interactions such as liking, commenting, and sharing. Organic recommendations through UGC have also been shown to increase brand awareness and drive consumer purchase intention (Muda & Hamzah, 2021). UGC takes various forms, including photos or videos of consumers interacting with products, testimonials and reviews describing their user experiences, and social media posts accompanied by brand hashtags to increase visibility (Hayat et al., 2024). UGC comprises several key dimensions: authenticity of content reflecting real user experiences; content appeal that encourages audience interaction; usefulness of content in assisting purchasing decisions; and content valence that shapes positive emotional perceptions of the brand (Luo & Lee, 2022).

Several indicators are used to measure the success of UGC, including the level of consumer trust in reviews written by users who have purchased the product, the perceived authenticity and credibility of the reviews, and the content's ability to provide relevant insights to potential consumers (Anisa & Marlana, 2022; Putri, 2020; Suwardono, 2025). These indicators demonstrate that UGC plays a strategic role in influencing consumer attitudes and purchasing decisions, particularly in a social commerce environment that relies on interaction and social proof.

2.3. Discount Promo

A discount promotion is a price-based sales promotion strategy that offers consumers a discount to encourage the purchase of certain products (Salim & Fermayani, 2021). This strategy has proven effective in increasing short-term sales, building customer loyalty, and encouraging impulsive buying, especially when combined with an attractive shopping environment and competitive prices (Ariyanti & Iriani, 2022; Sandra & Anjaningrum, 2021). On e-commerce platforms, discount promotions packaged around specific events and presented persuasively can create a sense of urgency and a higher perceived value, thus encouraging consumers to make spontaneous purchases without in-depth rational consideration (Wardah & Harti, 2021). Discount promotions have several primary objectives as a marketing strategy, including increasing promotional effectiveness, encouraging increased purchase quantity, providing direct price benefits to consumers, and engaging consumers to make repeat purchases (Maidah & Sari, 2022). Discount promotions also take various forms, including cash discounts for buyers who make timely payments, quantity discounts for large purchases, functional discounts given to distributors, and seasonal discounts offered during specific periods (Irawati & Santoso, 2021). Discount promotions are generally influenced by excess product inventory, low market demand, and high levels of competition among businesses (Maidah & Sari, 2022). To measure the effectiveness of discount promotions, Sandra & Anjaningrum (2021) proposed three leading indicators: discount frequency, discount amount, and discount duration. These three indicators shape consumer perceptions of product value and encourage impulsive buying. Thus, discount promotions serve not only as price reductions but also as a marketing strategy that leverages consumers' psychological and situational factors in the e-commerce environment.

2.4. Review

A review is a form of assessment and summary of information about a product derived from consumer experiences after purchasing and using it. Reviews are a form of electronic word-of-mouth (e-WOM) conveyed through review and rating features on e-commerce platforms, thus serving as an important reference for potential consumers in assessing a product's advantages and disadvantages (Gibran & Juliandara, 2025; Ilmiyah & Krishernawan, 2020). Reviews are constructive for consumers unfamiliar with a product, reducing uncertainty and preventing post-purchase regret. Detailed and honest reviews can increase purchase intention, while negative reviews can decrease potential consumer interest in the product (Saputri & Novitaningtyas, 2022). Reviews have several important dimensions, including the usefulness of the review in aiding decision-making, reviewer expertise, review timeliness, review volume, review valence (which encompasses both positive and negative aspects), and the completeness of the information presented (Setiawan et al., 2023). These dimensions determine the extent to which reviews influence consumer perceptions and attitudes. Recently, numerous reviews submitted by competent reviewers that contain comprehensive information tend to be more trusted and considered by consumers in the product evaluation process. Reviews also play a significant role in encouraging impulsive buying behavior, especially when they are presented in real time and easily accessible to potential consumers (Rika et al., 2021). To measure the influence of reviews, Lackermair et al. (2013) proposed several key indicators: consumer awareness of the review feature, the frequency of using reviews as an information source, the tendency to compare reviews before purchasing, and the level of influence reviews have on purchasing decisions. These indicators

demonstrate that reviews are a strategic factor in influencing consumer purchasing decisions on e-commerce and social commerce platforms.

III. Research Method

This study used a quantitative, correlational approach to analyze the influence of user-generated content, discount promotions, and reviews on impulsive buying behavior. The quantitative approach was chosen because this study aims to empirically test the relationships and influences among variables using numerical data and statistical analysis (Sugiyono, 2020). The research object focused on Gen Z male TikTok Shop users. The study population comprised Gen Z males aged 13–28 years residing in Temanggung Regency who actively used the TikTok app. The sampling technique used was non-probability purposive sampling, with the criterion that respondents had purchased on the TikTok Shop at least once in the last six months. Based on calculations using the Slovin formula and dropout estimates, the sample size for this study was 110 respondents.

The research data consisted of primary and secondary data. Primary data were collected through an online questionnaire in Google Forms, using a five-point Likert scale. User-generated content variables were measured through indicators of trustworthiness, authenticity, attractiveness, and usefulness of the content; discount promotions were measured through the frequency, size, and timing of discounts; Reviews were measured through awareness, frequency of use, comparison, and influence of reviews; while impulsive buying was measured through indicators of spontaneity, urge intensity, desire, and unconsidered purchase. Secondary data were obtained from scientific literature, previous research journals, and supporting statistical data relevant to the study. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The analysis stages included testing the measurement model (outer model) to assess construct validity and reliability, and testing the structural model (inner model) to examine the relationships between variables and the research hypotheses. Hypothesis testing was conducted using bootstrapping to examine path coefficients, t-statistics, and p-values. The results of the analysis were used to explain the influence of user-generated content, discount promotions, and reviews on impulsive buying behavior among Gen Z males on TikTok Shop.

IV. Results and Discussion

4.1. Analysis Result

This study employed the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) for data analysis. This study used SmartPLS version 3.0, a program specifically designed to estimate variance-based structural equation models. The steps are outlined as follows:

4.1.1. Convergent Validity

Convergent validity testing uses outer loading values. An indicator is considered to have convergent validity if its outer loading exceeds 0.70. The following are the results of the outer model test, showing the outer loading values obtained by SmartPLS 3.0.

Table 1. Outer Loading Values for Convergent Validity Test

	Indicator	Outer Loading	Description
User-generated content (X1)	X1.1	0.788	Valid
	X1.2	0.821	
	X1.3	0.860	
	X1.4	0.852	

	Indicator	Outer Loading	Description
Discount Promo (X2)	X2.1	0.894	
	X2.2	0.838	
	X2.3	0.729	
Review (X3)	X3.1	0.779	
	X3.2	0.892	
	X3.3	0.829	
	X3.4	0.898	
Impulsive buying (Y)	Y1.1	0.940	
	Y1.2	0.922	
	Y1.3	0.929	
	Y1.4	0.935	

Based on Table 1, each variable indicator in this study has an outer loading value > 0.70. This outer loading value is considered sufficient to meet the criteria for convergent validity. The data shows that no variable indicator has an outer loading value < 0.70. Thus, all indicators are considered suitable and valid for research use and can be used for further analysis.

4.1.2. Reliability

Composite reliability is a component of reliability assessment based on a construct's reliability and the average variance extracted (AVE) for each indicator. A variable meets composite reliability if the value for each variable is > 0.70, the average variance extracted (AVE) is above 0.50, the composite reliability is greater than 0.70 (with a minimum threshold of 0.60 allowed), and the Cronbach's Alpha exceeds 0.60, indicating that the value is acceptable and reliable. The following presents the Cronbach's alpha, Composite Reliability, and AVE values for all variables:

Table 2. Reliability Test

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
User-generated content (X1)	0.850	0.899	0.690
Discount Promo (X2)	0.769	0.862	0.678
Review (X3)	0.877	0.913	0.724
Impulsive buying (Y)	0.949	0.963	0.868

The test results in the table above indicate that all variables have Cronbach's Alpha values exceeding 0.70, indicating that each construct demonstrates strong internal consistency. The highest value is found in the Impulsive Buying variable at 0.949, while the Discount Promo variable has the lowest value at 0.769, but is still in the reliable category. The composite reliability values for all constructs are above 0.70, indicating that each construct has adequate composite reliability. The Impulsive Buying variable has the highest value at 0.963, while the Discount Promo variable has the lowest value at 0.862, both indicating acceptable results. Overall, the constructs in this study are considered reliable.

4.1.3. R-Square

The structural model is assessed using R-squared for the dependent construct. The R² value assesses the influence of specific endogenous variables and confirms the significance of exogenous variables. R² values of 0.67, 0.33, and 0.19 corresponded to "good," "moderate," and "weak," respectively.

Table 3 R-Square Test Results

	R Square	R Square Adjusted
Impulsive buying (Y)	0.498	0.483

Based on Table 3, the R-square value for the latent variable "Impulsive Buying" is 0.498, indicating that User-Generated Content, Discount Promos, and Reviews have an impact of 0.483, or 48.3%, on Impulsive Buying, with the remaining 51.7% being caused by external factors from other studies outside this study. Therefore, the R-square value for the Impulsive Buying variable is moderate.

4.1.4. Hypothesis Testing

Hypothesis testing is conducted by assessing the significance of the relationship between variables using bootstrapping. The hypothesis is accepted if the P-value is <0.05 and the T-statistic is >1.96 (significance level = 5%).

Table 4. Results of Hypothesis Testing Using the Bootstrapping Path Coefficient Technique

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
User generated content (X1) → Impulsive buying (Y)	0.599	0,600	0,060	9,940	0,000
Discount Prmo (X2) → Impulsive buying (Y)	0.293	0,299	0,058	5,061	0,000
Review (X3) → Impulsive buying (Y)	0.169	0,165	0,085	1,984	0,048

Based on the results of the hypothesis test using the Path Coefficient Bootstrapping technique using SmartPLS 3.0 in Table 4 above, it can be seen that:

a. The Influence of User-Generated Content on Impulsive Buying

The test results for the User-Generated Content (UGC) variable indicate that hypothesis H1, namely "User-Generated Content Has a Significant Influence on Impulsive Buying," is accepted. This is evident from the Original Sample (O) value of 0.599, the T-Statistic of 9.940, and the P-Value of 0.000. These values significantly exceed the threshold ($T > 1.96$ and $P < 0.05$), indicating a positive, statistically significant relationship. Therefore, hypothesis H1, which states that user-generated content has a significant influence on impulsive buying, is accepted.

b. The Effect of Discount Promotions on Impulsive Buying

The results of the Discount Promotion variable test indicate that hypothesis H2, which states "Discount Promotions have a significant effect on impulsive buying," is accepted. The Original Sample (O) value is 0.293, the T-Statistic is 5.061, and the P-Value is 0.000, significantly exceeding the threshold ($T > 1.96$ and $P < 0.05$), indicating a positive and statistically significant relationship. Therefore, hypothesis H2, which states that discount promotions have a significant effect on impulsive buying, is accepted.

c. The Effect of Reviews on Impulsive Buying

The results of the Review variable test indicate that hypothesis H3, which states "Reviews have a significant effect on impulsive buying," is accepted. This can be seen from the Original Sample (O) value of

0.169, the T-Statistic of 1.984, and the P-Value of 0.048, which are significantly above the limit ($T > 1.96$ and $P < 0.05$), indicating that the relationship is positive and statistically significant. Therefore, hypothesis H3, which states that reviews have a significant influence on impulsive buying, is accepted.

4.2. Discussion

4.2.1. User-Generated Content on Impulse Buying

The results of this study indicate that user-generated content (UGC) has a positive and significant influence on impulsive buying among Gen Z males on TikTok Shop. This finding aligns with the theory of impulsive buying, which states that impulsive buying is triggered by external stimuli that can evoke a rapid emotional response without in-depth rational consideration. UGC acts as a powerful visual stimulus because it showcases real-life experiences from other users through unboxing videos, testimonials, and product demonstrations. UGC has a strong influence on impulsive buying because individuals tend to follow others' actions when faced with uncertainty. The characteristics of Gen Z male respondents, predominantly in the 18–23 age group and digital natives, indicate a high affinity for short, interactive visual content, making them more responsive to visual social proof, as they are accustomed to forming preferences based on what is popular or widely used by others. UGC content is perceived as more authentic and credible than brand advertising, thereby reducing perceived risk and accelerating purchase decisions. The intensity of UGC exposure through TikTok's For You Page (FYP) algorithm also amplifies impulsive impulses, driven by repeated exposure to relevant products.

Furthermore, Gen Z males tend to be more responsive to audiovisual content than lengthy text. This explains why UGC has a greater influence than reviews, as videos can simultaneously convey emotion, product usability, and consumer satisfaction. Therefore, impulsive buying is not solely due to weak self-control, but rather because the digital environment actively conditions consumers' emotional responses. This finding aligns with research by Fitri & Millanyani (2023), which found that user-generated content produces authentic and persuasive social proof, thereby driving increased impulsive buying among Gen Z. In the TikTok context, content such as reviews, unboxings, or product demonstrations has a greater persuasive influence than traditional advertising, because it stems from the authentic experiences of other users. The results of this study are supported by research conducted by Anisa & Marlina (2022), which shows that user-generated content has a substantial influence on Gen Z's purchasing choices on TikTok, with trust built through user content increasing consumer impulsivity in decision-making.

4.2.2. Discount Promotions on Impulse Buying

Discount promotions have been shown to have a positive and significant effect on impulsive buying. Discount promotions function as stimuli that influence the consumer's affective state (organism), such as the emergence of a sense of urgency, which then drives an impulsive buying response. The research results, which show a moderate level of impulsive buying, indicate that discount promotions do not operate in isolation but are effective when combined with other stimuli, such as UGC. Furthermore, discount promotions serve as situational triggers rather than primary factors. Without initial confidence in a product, fostered by UGC and reviews, discounts alone are insufficient to drive impulsive buying.

The characteristics of respondents, most of whom shopped 2–3 times in the past six months, indicate they are familiar with digital promotional mechanisms such as flash sales, free shipping, and vouchers. For Gen Z males, who generally have a rational attitude towards price, discount promotions are an effective emotional trigger because they are perceived as providing added value without requiring in-depth consideration of needs. This situation strengthens the impulse to buy because consumers are encouraged to purchase immediately to avoid missing out on a perceived profitable opportunity. These findings also support the research by Utama et al. (2025), who found that Gen Z is more motivated to make impulsive purchases

when promotions offer clear economic benefits, even when the decision is made quickly and unplanned. This research is supported by Rusni & Solihin (2022), who conducted a study on the Influence of Hedonic Shopping Motivation, Discounts, and the "Free Shipping" Tagline on Impulsive Buying Decisions on Shopee, which showed that discounts have a significant positive influence. Their research indicates that emotional motivation and promotional discounts are more influential in stimulating impulsive buying.

4.2.3. Reviews on Impulse Buying

Consumer reviews have also been shown to have a positive and significant influence on impulsive buying, albeit to a lesser extent. This finding can be explained by electronic word-of-mouth (e-WOM) theory, which states that consumer reviews are a primary source of information in shaping perceptions and trust in products in the digital environment. Reviews do not always directly drive purchases; instead, they serve as a justification mechanism after an impulsive decision has begun to form. Once consumers are attracted to UGC and feel compelled by promotional discounts, reviews are used to ensure the decision is "safe" and rationally justified. This explains why reviews have a weaker, but still significant, influence in reinforcing impulsive buying.

The pragmatic, function-oriented nature of male Gen Z respondents leads them to use reviews as a rational validation tool before making a purchase. Respondents, who are predominantly from non-metropolitan areas such as Temanggung Regency, indicated that reviews still play an important role in building trust in product quality. However, the relatively low influence of reviews indicates that male Gen Z prefer visual content and direct user experiences over solely text-based reviews or ratings. Reviews serve more as a supporting factor that strengthens pre-purchase confidence and helps reduce uncertainty in online transactions, rather than as a primary trigger for impulsive buying. This finding aligns with research conducted by Ginting et al. (2023), which showed that a high number of positive reviews fosters social validation, motivating consumers to proceed with a purchase without carefully considering the risks. This study's findings are also supported by research conducted by Putri & Fikriyah (2023), which showed that online customer reviews significantly influence impulsive buying decisions for cosmetic products on TikTok Shop. Although the research contexts differ, the underlying psychological mechanisms remain consistent: consumers feel more confident after observing positive experiences shared by other users, thus encouraging impulsive buying decisions.

V. Conclusion

This study shows that user-generated content, discount promotions, and reviews significantly influence impulsive buying behavior among Gen Z males on TikTok Shop. User-generated content is the most dominant factor because authentic content in the form of unboxing videos, testimonials, and product promotion can build trust and trigger a rapid emotional response, thus encouraging spontaneous purchasing decisions. Discount promotions also play a significant role as situational stimuli, creating a sense of urgency and perceived economic value. At the same time, reviews serve as social validation, strengthening consumer confidence before purchase. Simultaneously, these three variables explain almost half of the variation in respondents' impulsive buying, confirming that the integration of visual content, pricing strategies, and e-WOM in the TikTok Shop ecosystem actively shapes impulsive consumption patterns among Gen Z males, especially in Temanggung Regency. These findings indicate that impulsive buying is not only triggered by weak consumer self-control but also by the construction of a persuasive, fast-paced social commerce environment. Thus, it has important implications for business actors in designing more effective digital marketing strategies and for consumers in increasing their awareness.

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