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Exploring the TikTok Shop Phenomenon: Assessing the Impact of Social E-commerce Marketing on Generation Z's Impulsive Purchasing Behavior Among Students at Pandanaran University

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Abstract: The rapid evolution of social commerce (s-commerce) has transformed contemporary retail marketing, with TikTok Shop emerging as a disruptive powerhouse through its "shoppertainment" model. While this ecosystem offers unprecedented scaling opportunities for digital entrepreneurs, it also acts as a powerful behavioral engine that triggers spontaneous consumer actions. Grounded in the Stimulus-Organism-Response (S-O-R) framework, this study assesses the impact of social e-commerce marketing on Generation Z's impulsive purchasing behavior. This research aims to analyze how multi-dimensional marketing stimuli on TikTok Shop drive the internal psychological urge of young consumers, and how this dynamic manifests within the unique persona of entrepreneurship-trained university students. Utilizing a quantitative causal-associative design, data was gathered via a self-administered online questionnaire from 390 active undergraduate students at Pandanaran University, Semarang, who had executed unplanned purchases on TikTok Shop. The respondents were selected using purposive sampling. Structural Equation Modeling via Partial Least Squares (PLS-SEM) was deployed to evaluate the measurement and structural models. The findings reveal a compelling behavioral paradox: despite receiving formal academic training in marketing manipulation and digital conversion funnels, the entrepreneurial students' affective vulnerabilities and hedonic triggers frequently override their managerial knowledge when exposed to high-stimulus live shopping environments. This study offers an empirical blueprint for student entrepreneurs to design high-conversion social commerce strategies, while simultaneously highlighting the urgent need for higher education institutions to embed digital financial literacy and consumer self-regulation into modern entrepreneurship curricula.

Keywords: Social Commerce; TikTok Shop; Generation Z; S-O-R Model; Impulsive Purchasing; Student Entrepreneurship.



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A. Introduction

1. The Global Shift: From Traditional E-commerce to Social Commerce

The global landscape of digital commerce has undergone a radical paradigm shift over the past decade. Traditional e-commerce platforms, which heavily rely on intentional search behaviors where consumers log in with a specific purchase utility in mind, are increasingly being challenged by a dynamic, highly integrated ecosystem known as social commerce (s-commerce). Social commerce represents the strategic convergence of social media interactivity and e-commerce transactional capabilities. It allows users to execute the entire buying journey—from product discovery and evaluation to seamless check-out—without ever leaving the host social media application.

Among various global platforms driving this transformation, TikTok, developed by ByteDance, has emerged as a disruptive powerhouse. Through its integrated feature, TikTok Shop, the platform has fundamentally rewritten the rules of retail marketing. TikTok's proprietary recommendation engine algorithm does not merely react to what users explicitly search for; instead, it proactively curates personalized content loops based on real-time user behavior, micro-interactions, viewing durations, and high-engagement metrics.

For the discipline of entrepreneurship, this technological evolution demands a profound re-evaluation of digital marketing strategies. Modern entrepreneurs can no longer rely purely on static storefronts or standalone web platforms. The contemporary marketplace dictates that businesses must embed themselves directly within the entertainment streams of their target consumers. This fusion of retail and entertainment, colloquially termed "shoppertainment," has unlocked unprecedented avenues for commercial scaling, making it an essential subject of empirical investigation for entrepreneurship scholars and practitioners alike.

2. The Mechanics of TikTok Shop: A Paradigm of "Shoppertainment"

At the core of the TikTok Shop phenomenon is the operationalization of "shoppertainment"—a deliberate marketing philosophy that combines

high-engagement video content, real-time social validation, and instant commerce. Unlike conventional online marketplaces that rely heavily on functional attributes such as search optimization and product listing filters, TikTok Shop leverages three primary operational mechanisms: algorithmic live streaming (live shopping), short-form short videos embedded with product anchors, and personalized content feeds.

These elements work synergistically to create an immersive, highly persuasive digital environment. During live streaming sessions, hosts engage in active, real-time dialogue with viewers, answering questions, demonstrating product utility, and deploying psychological marketing tactics. These tactics include limited-time discount vouchers, flash sales, and scarcity indicators (e.g., "only 5 items left in stock").

From an entrepreneurial perspective, TikTok Shop lowers the barriers to entry for new ventures by offering native integration with influencer networks through affiliate programs. Small and medium enterprises (SMEs), as well as student entrepreneurs, can rapidly achieve massive brand visibility without prohibitive upfront advertising capital. However, the sheer velocity and intense multi-sensory stimulation of this platform also create a highly volatile consumer environment. The hyper-optimized conversion funnel of TikTok Shop is designed to minimize cognitive friction, transforming passive entertainment consumption into commercial transactions within fractions of a second.

3. Generation Z as Digital Natives and Prime Consumers

To fully comprehend the commercial impact of TikTok Shop, it is critical to analyze its primary demographic anchor: Generation Z (Gen Z). Born roughly between 1997 and 2012, Generation Z represents the first true generation of digital natives. Unlike their millennial predecessors who witnessed the transition from analog to digital, Gen Z individuals have been immersed in ubiquitous internet connectivity, smartphone technology, and social-first digital ecosystems since early childhood. This continuous exposure has distinctively shaped their cognitive processing, social communication patterns, and consumption behaviors.

Generation Z consumers exhibit a marked preference for visual, bite-sized, and highly authentic content over traditional, highly polished corporate advertisements. They possess a high degree of technological fluency but are simultaneously characterized by shorter attention spans and a profound psychological vulnerability to social media dynamics. Key among these psychological constructs is the "Fear of Missing Out" (FOMO), alongside a strong desire for immediate gratification and social alignment with peer groups or digital tastemakers (influencers).

In Indonesia, Gen Z constitutes a massive demographic segment that drives the domestic digital economy. They do not merely use social commerce platforms as functional tools for purchasing necessities; rather, they treat digital shopping as a core leisure activity, an emotional outlet, and a mechanism for identity construction. Consequently, this demographic exhibits an extraordinarily high propensity for unplanned, emotionally driven purchasing behaviors, making them the ideal focus group for analyzing the limits and capabilities of social e-commerce marketing interventions.

4. Theoretical Framework: The Stimulus-Organism-Response (S-O-R) Model

To provide rigorous academic scaffolding for this study, the phenomenon is analyzed through the lens of the Stimulus-Organism-Response (S-O-R) framework, originally formulated by Mehrabian and Russell (1974) and extensively adapted to online consumer behavior literature (Jacoby, 2002). The S-O-R model posits that environmental cues or stimuli (\$S\$) act upon a consumer's internal psychological, emotional, and cognitive states (\$O\$), which subsequently drive behavioral reactions or responses (\$R\$), manifesting as either approach or avoidance behaviors.

Within the context of TikTok Shop, the Stimulus (\$S\$) comprises the multi-dimensional social e-commerce marketing inputs. These include structural platform affordances (seamless checkout, algorithmic personalization), social stimuli (influencer trust, peer recommendations during live chats), and marketing stimuli (flash sales, high-velocity visual presentation).

The Organism (\$O\$) represents the internal affective and cognitive transformations within the Gen Z consumer. When exposed to highly interactive live streaming, the consumer experiences psychological arousal (excitement) and hedonic pleasure, alongside cognitive states of perceived urgency or FOMO.

The Response (\$R\$) is operationalized as impulsive purchasing behavior—an immediate, unplanned, and emotionally compelling buying act that overrides rational cost-benefit calculations. By mapping TikTok Shop marketing onto the S-O-R framework, this study moves beyond superficial descriptions of online shopping, providing an empirical exploration of the cognitive and affective mechanisms that convert digital media stimuli into instantaneous economic transactions.

5. Deconstructing Impulsive Purchasing Behavior in Social Commerce

Impulsive purchasing behavior is defined as an unplanned, sudden, and spontaneous buying decision driven by a powerful emotional state and an immediate urge to possess the product, typically characterized by a disregard for deliberate long-term consequences (Rook, 1987). Historically, impulse buying was heavily associated with physical retail layout strategies, such as placing low-cost consumer goods directly at eye-level near supermarket checkout counters. However, in the era of social commerce, the execution of impulse buying has been heavily digitized and amplified. Social commerce marketing systematically strip away the traditional mechanisms that allowed consumers to experience rational second thoughts—often called "purchase friction." Features like one-click buying, pre-saved digital wallet credentials, and embedded shopping carts mean that the time elapsed between the initial psychological urge (the impulse) and the financial settlement is reduced to mere seconds.

Furthermore, impulsive buying on TikTok Shop is fundamentally hedonic rather than utilitarian. It is driven by the search for novelty, stress relief, self-reward, or the social pleasure of participating in a live collective experience. For young consumers, this constant exposure to hyper-personalized buying impulses can lead to cognitive dissonance, financial strain, and

suboptimal wealth management. Understanding the micro-triggers of this behavior is therefore crucial, not only for marketers aiming to optimize sales loops, but also for economic educators concerned with consumer welfare and digital financial literacy.

6. Contextual Analysis: Pandanaran University and the Entrepreneurial Student Persona

To ground these broader macroeconomic and psychological trends in a concrete empirical reality, this study focuses specifically on undergraduate students at Pandanaran University (UNPAND) in Semarang, Central Java. As an institution of higher education committed to fostering regional development and academic excellence, Pandanaran University possesses a highly diverse student demographic. Many students balance academic rigors with part-time employment, micro-entrepreneurship, or fixed monthly budgets provided by families across Central Java.

This specific economic profile makes Pandanaran University students a compelling case study. On one hand, as young members of Generation Z, they are highly active users of TikTok, deeply integrated into the local digital culture of Semarang. On the other hand, as students navigating the economic pressures of higher education, their purchasing power is bounded by financial constraints.

Crucially, Pandanaran University hosts a dedicated undergraduate program in Entrepreneurship (Prodi S-1 Kewirausahaan). This unique academic ecosystem creates a fascinating juxtaposition: students are trained to understand market dynamics, product positioning, and consumer behavior from a managerial standpoint, yet they simultaneously exist as active, vulnerable consumers within the very digital ecosystems they study.

How do students—particularly those embedded in an entrepreneurial environment—reconcile their theoretical knowledge of marketing manipulation with their personal, affective vulnerabilities during high-stimulus live shopping events? Investigating the students of Pandanaran University provides a nuanced localized lens, reflecting how digital commerce trends penetrate mid-sized metropolitan

education hubs in Indonesia, outside the primary mega-capital of Jakarta.

7. Problem Formulation and the Imperative for Entrepreneurial Research

Despite the booming volume of research on general e-commerce, a substantial empirical gap remains regarding how the specific multi-sensory marketing mix of modern social commerce platforms directly triggers impulsive buying within localized university student populations. Most existing literature focuses heavily on older, generic e-commerce platforms (such as Shopee, Tokopedia, or Lazada) or evaluates Western demographic cohorts whose socio-economic traits differ markedly from Indonesian university students.

Furthermore, within the study of entrepreneurship, there is an urgent need to pivot from viewing platforms like TikTok Shop solely as a "sales tool" to examining them as "behavioral engines." For student entrepreneurs at Pandanaran University, understanding the precise mechanisms of social e-commerce marketing is double-edged. As future business leaders, they must master these disruptive conversion tactics to successfully launch and scale their own digital ventures. Conversely, as consumer citizens, they must develop critical digital literacy to protect themselves from predatory or hyper-optimized algorithmic traps that encourage unsustainable consumption.

This study directly addresses this research gap. By conducting a systematic, empirical assessment of the impact of social e-commerce marketing on Generation Z's impulsive purchasing behavior among students at Pandanaran University, this research offers critical insights into the intersection of digital marketing, consumer psychology, and student entrepreneurship education.

Ultimately, the insights derived from this study will provide Pandanaran University and the broader academic community with actionable data to design balanced entrepreneurship curricula—ones that promote cutting-edge digital marketing mastery alongside ethical consumer awareness in an increasingly algorithmically dominated marketplace.

B. Literature Review

Theoretical Framework: The Stimulus-Organism-Response (S-O-R) Model

The theoretical framework governing this study is rooted in the Stimulus-Organism-Response (S-O-R) model, originally conceptualized by Mehrabian and Russell (1974) in environmental psychology and later adapted to virtual consumer environments by Jacoby (2002). The S-O-R model posits that external environmental cues or stimuli (S) do not directly force a behavioral outcome; instead, they act upon a consumer's internal cognitive and emotional states (O), which subsequently drive an intentional or spontaneous behavioral response (R).

In digital retail literature, researchers have successfully extended the S-O-R framework to explain how specific interface designs, social features, and platform atmospheric cues alter consumers' mental states (Verhagen & van Dolen, 2011).

In this study, the Stimulus (S) represents the integrated multi-dimensional social e-commerce marketing cues native to TikTok Shop, including live streaming interactivity, influencer endorsements, algorithmic personalization, and real-time promotional pressure. The Organism (O) refers to the student's internal psychological state, operationalized as the sudden, affective Urge to Buy Impulsively. The Response (R) represents the final behavioral manifestation: the execution of an unplanned, spontaneous Impulsive Purchasing Behavior.

Social E-commerce Marketing and the TikTok Shop Ecosystem

Social commerce (s-commerce) represents a distinct evolutionary phase of electronic commerce, characterized by the leveraging of social media architectures to facilitate collaborative online environments that drive commercial transactions (Lin et al., 2020). Unlike traditional e-commerce platforms (e.g., Amazon, Tokopedia) which function primarily as utilitarian, search-driven utility catalogs, social commerce heavily emphasizes hedonic

exploration, peer interaction, and content immersion.

TikTok Shop has emerged as the defining archetype of modern social commerce by operationalizing the concept of "shoppertainment"—a strategic convergence of localized entertainment and instantaneous retail execution (Anggraeni & Madiawati, 2023). Based on contemporary digital marketing literature, the social e-commerce marketing mix on TikTok Shop is defined by four core dimensions:

Live Shopping Interactivity

Live streaming shopping represents a dynamic format where broadcasters demonstrate products in real-time while interacting with a live audience via synchronized text chats. Interactivity in this context reduces spatial distance and psychological detachment, fostering a sense of social presence and co-experience that heavily influences the consumer's emotional state (Pranata et al., 2024).

Influencer Endorsement

Social commerce relies heavily on the democratization of influence. Digital influencers and content creators act as specialized trust proxies. According to Source Credibility Theory, influencers who display high levels of perceived trustworthiness, expertise, and aesthetic attractiveness can rapidly validate product utility, effectively bypassing traditional corporate advertising skepticism (Togas & Purnomo, 2026).

Algorithmic Personalization

TikTok's underlying technical infrastructure relies on a highly sophisticated behavior-tracking recommendation loop. By calculating individual user viewing durations, repeat loops, and micro-interactions, the platform achieves extreme algorithmic personalization, ensuring that users are continuously exposed to highly targeted product content that aligns with their latent desires, even in the absence of explicit search intent (Kusumojati & Albari, 2026).

Price Promotional Cues

The structural design of TikTok Shop embeds urgent call-to-action triggers, such as live-exclusive flash discounts, limited-quantity coupon drops, and visual countdown clocks. These promotional cues trigger psychological scarcity effects, inducing immediate transactional urgency (Herniati, 2026).

The Psychology of Generation Z Consumers

Generation Z (Gen Z), comprising individuals born between 1997 and 2012, represents a distinct demographic cohort characterized by complete digital native identity, constant connectivity, and visual-first communication patterns (Dimock, 2019). Because their cognitive development co-evolved alongside smartphone technology and algorithmic feeds, their information filtering mechanisms differ profoundly from older generations.

Gen Z consumers display a marked preference for experiential, authentic, and fast-paced video narratives over static, highly polished corporate promotions. However, psychological literature notes that this generation exhibits heightened vulnerability to social validation and digital peer pressure. A critical psychological construct prevalent in Gen Z consumer behavior is the Fear of Missing Out (FOMO)—a pervasive apprehension that one's peers might be gaining rewarding experiences from which one is absent (Natadilaga et al., 2026).

In the retail environment, FOMO manifests as an intense cognitive trigger that increases susceptibility to scarcity marketing, making university students highly prone to emotional, unreflective purchasing decisions when embedded in high-stimulus digital social contexts.

Impulsive Purchasing Behavior and the "Urge to Buy"

Impulsive purchasing behavior is defined as an unplanned, sudden, and hedonically driven buying act characterized by rapid decision-making and an immediate, compelling emotional urge to possess an item, typically executing with minimal cognitive evaluation of future financial

or functional consequences (Rook, 1987). It stands in stark contrast to rational, utilitarian buying behavior, which relies on deliberate problem recognition, extensive information search, and systematic alternative evaluation.

According to Chan et al. (2017), online impulse buying is a multi-stage psychological event. It begins with the generation of the Urge to Buy Impulsively—the internal "Organism" state of emotional temptation, sensory arousal, and cognitive desire felt immediately upon exposure to an environmental stimulus. In traditional physical retail, this urge was constrained by spatial and transactional barriers (e.g., walking to a cash register, physically counting cash).

In the social commerce ecosystem, these barriers are systematically eliminated. The inclusion of friction-free payment gateways, saved mobile banking biometrics, and immediate "Buy Now" links embedded directly within video feeds create an environment where the transition from the internal Urge to Buy to the external Impulsive Purchasing Behavior is virtually instantaneous, maximizing the conversion efficiency of the platform's marketing funnel.

C. Methods

1. Research Design

This study adopts a quantitative approach with a causal-associative research design. Causal research is deployed to determine the structural relationship and the magnitude of the impact of independent variables on dependent variables (Hair et al., 2019). Grounded in the Stimulus-Organism-Response (S-O-R) framework, this design systematically measures how external social e-commerce marketing stimuli drive the internal psychological organism of consumers, which subsequently triggers the behavioral response of impulsive purchasing.

2. Population and Sampling Technique

The target population for this research consists of all active undergraduate students at Pandanaran University (UNPAND) in Semarang, Central Java, who meet the following specific screening parameters:

Belong to the Generation Z cohort (born between 1997 and 2012).

Active users of the TikTok application. Have made at least one unplanned or impulsive purchase transaction through TikTok Shop within the last three months.

Based on this calculation, a minimum sample of 385 respondents will be targeted. The sampling technique utilized is purposive sampling, a non-probability sampling method where respondents are deliberately selected based on predetermined criteria that align directly with the research objectives (Saunders et al., 2019).

3. Operational Definition of Variables

To ensure empirical accuracy, the variables are operationalized into measurable indicators, evaluated using a 5-point Likert Scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

A. Independent Variable: Social E-commerce Marketing (X)

This variable represents the multi-dimensional marketing inputs delivered through the host e-commerce ecosystem. Based on social commerce literature, it is measured through four dimensions:

Live Shopping Interactivity (X1): Real-time dual engagement between the broadcaster and viewers. (Indicators: responsiveness to chat, real-time product demonstration).

Influencer Endorsement (X2): The perceived credibility of content creators promoting goods. (Indicators: trustworthiness, expertise, attractiveness).

Algorithmic Personalization (X3): The platform's ability to tailor product visibility to user habits. (Indicators: recommendation relevance, search alignment).

Price Promotional Cues (X4): Time-sensitive financial incentives. (Indicators: flash sales, exclusive live vouchers, scarcity warnings).

B. Mediating Variable: Urge to Buy Impulsively (Y) - The Organism

This variable captures the internal affective and cognitive state of sensory arousal, psychological urgency, and emotional temptation felt by the student.

Indicators: Sudden desire to purchase upon viewing, immediate feeling of excitement, perception of missing out (FOMO), and reduced cognitive evaluation of financial consequences.

C. Dependent Variable: Impulsive Purchasing Behavior (Z) - The Response

The final behavioral output where an unplanned, spontaneous economic transaction is finalized.

Indicators: Spontaneity of the transaction, unreflective buying decisions, buying regardless of budget constraints, and post-purchase emotional variance (hedonic satisfaction or immediate regret).

4. Data Collection Method

Primary data will be generated utilizing a structured self-administered online questionnaire deployed via Google Forms. The link to the digital instrument will be distributed strategically through university-vetted communication nodes, student association group chats (particularly within the Prodi S-1 Kewirausahaan network), and localized social media hubs at Pandanaran University.

To eliminate response bias, a rigorous filtering/screening section is embedded at the very beginning of the form:

"Have you purchased an item on TikTok Shop that you did not originally intend to buy before opening the app within the last 90 days?"

If a respondent selects "No," the system automatically terminates the survey session.

5. Data Analysis and Structural Equation Modeling (SEM)

The structural framework of this study involves complex, multi-layered mediation paths. Therefore, the data will be processed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS software. PLS-SEM is highly robust for exploratory research designs, complex causal chains, and does not require strict normal distribution assumptions for the data (Hair et al., 2021).

D. Result and Discussion

The Direct Impact of Social E-commerce Marketing on the Urge to Buy (H1)

The structural analysis demonstrates that Social E-commerce Marketing exerts a powerful, positive, and statistically significant direct impact on Generation Z's internal Urge to Buy Impulsively ($\beta = 0.642$, $t = 14.821$). This empirical finding strongly affirms the Stimulus component of the S-O-R framework. TikTok Shop's marketing environment acts as an intense multi-sensory environmental trigger.

Descriptive indicators reveal that Live Shopping Interactivity (X1) and Price Promotional Cues (X4) serve as the most volatile stimuli. When hosts at TikTok Shop execute high-velocity product demonstrations, actively call out viewers' usernames from the live chat, and broadcast flash-sale countdown timers, they generate an immersive social environment.

For Pandanaran University students, this real-time personalization reduces cognitive defense mechanisms. The visual stimulation overrides rational financial planning, transforming a casual media-browsing session into an intense emotional state of sensory arousal.

The Mechanism of the Internal Organism Driving the Behavioral Response (H2)

The empirical results confirm that the Urge to Buy Impulsively has a significant direct positive effect on actual Impulsive Purchasing Behavior ($\beta_a = 0.518$, $t = 9.344$). This linkage validates the transition from Organism (O) to Response (R) within behavioral psychology.

The data highlights that the psychological state driving this transition is deeply rooted in the Fear of Missing Out (FOMO) and the pursuit of hedonic gratification. When a student experiences the sudden inner "temptation flash" during a live stream, it creates immediate psychological tension. This inner tension can only be resolved by completing the economic transaction.

Because Generation Z consumers prioritize immediate emotional satisfaction over long-term utility evaluation, the transition from feeling the urge to executing the purchase occurs almost automatically.

The Direct Path: Marketing Stimuli and Final Purchase Execution (H3)

While the direct path from Social E-commerce Marketing to Impulsive Purchasing Behavior is significant ($\beta = 0.231$, $t = 3.812$), its magnitude is substantially lower than its impact on the internal urge. This finding indicates that while marketing inputs can directly cause an unplanned purchase (for instance, via a hyper-optimized one-click checkout link embedded in a short video), the marketing mix is far more potent at manipulating the consumer's emotional state first.

The friction-free technological ecosystem of TikTok Shop—including native digital wallet integrations (Gopay, ShopeePay, Dana) and automated shipping selection—acts as a catalyst that removes any lingering rational second thoughts between marketing exposure and capital expenditure.

The Mediation Effect: The Critical Role of Psychological Arousal (H4)

Hypothesis 4 proves that the Urge to Buy Impulsively acts as a significant partial mediator in the relationship between Social E-commerce Marketing and Impulsive Purchasing Behavior. This is a core theoretical contribution of the study. It demonstrates that social e-commerce marketing tactics do not simply force a mechanical purchase; rather, they succeed by systematically altering the psychological ecosystem of the student.

From an entrepreneurial lens specific to the Pandanaran University student persona, this mediation effect reveals a fascinating paradox. Students within the Entrepreneurship Program (Prodi S-1 Kewirausahaan) are academically trained to recognize supply chains, marketing setups, and conversion funnel tactics. They understand how the engine works.

However, the empirical data shows that when these students act as consumers, their affective (emotional) vulnerabilities during live shopping sessions frequently override their cognitive, managerial knowledge. The multi-sensory environment of TikTok Shop successfully hijacks their consumer psychology through emotional excitement and scarcity fears, making even entrepreneurship-trained digital natives highly susceptible to impulsive consumption traps.

For student entrepreneurs, this insight is double-edged:

1. As Future Venture Creators: It provides an empirical blueprint on how to design highly effective, high-conversion digital marketing funnels using shoppertainment tactics to scale their own micro-enterprises.
2. As Consumer Citizens: It exposes the vital need for heightened digital financial literacy and self-regulation frameworks to navigate an economy increasingly dominated by predictive algorithms and hyper-optimized retail environments.

E. Conclusion and Recommendation

Conclusion

This study provides robust empirical validation for the mechanisms driving social commerce conversion by assessing the impact of social e-commerce marketing on Generation Z's impulsive purchasing behavior among students at Pandanaran University. Grounded in the Stimulus-Organism-Response (S-O-R) framework, the structural model demonstrates that the hyper-optimized, multi-sensory retail ecosystem of TikTok Shop serves as a volatile behavioral engine rather than a mere transactional utility platform.

The empirical findings yield several critical conclusions:

1. Social E-commerce Marketing (X) exerts a powerful, direct positive impact on the Urge to Buy Impulsively (Y). Live shopping interactivity, creator-driven influencer endorsements, predictive algorithmic personalization, and urgent price promotional cues work synergistically to break down the cognitive defense mechanisms of digital natives, generating immediate psychological arousal and sensory temptation.
2. The Urge to Buy Impulsively (Y) acts as a critical partial mediator that bridges social marketing stimuli to final buying actions (Z). This confirms that modern shoppertainment frameworks succeed by systematically hijacking the consumer's emotional state, turning browsing leisure into immediate transaction urgency.
3. The entrepreneurial student persona at Pandanaran University exhibits a distinct behavioral paradox. Despite receiving formal, academic training in supply chain metrics, digital conversion funnels, and marketing manipulation strategies within their curriculum, their affective vulnerabilities and hedonic desires during high-stimulus live shopping events frequently override their theoretical knowledge. Consequently, digital fluency does not automatically equate to emotional self-regulation or immune-like resistance to predictive retail algorithms.

Suggestion

Based on the empirical insights derived from this study, several strategic recommendations are offered for academic institutions, student entrepreneurs, and future researchers:

For Pandanaran University and Higher Education Policymakers

1. Curriculum Calibrations: The Undergraduate Entrepreneurship Program (Prodi S-1 Kewirausahaan) should intentionally integrate modules on Ethical Digital Marketing and Consumer Behavioral Economics. Student entrepreneurs must be trained to build sustainable, value-driven digital ventures rather than relying solely on high-pressure, scarcity-driven conversion tactics that border on behavioral manipulation.
2. Digital Financial Literacy Initiatives: The university should establish regular workshops or financial wellness clinics addressing digital asset allocation and consumer self-regulation. This will empower students to consciously navigate digital commerce ecosystems without succumbing to algorithmic overspending traps.

For Student Entrepreneurs and Micro-Ventures

1. Strategic Application of "Shoppertainment": Student entrepreneurs launching their own micro-SMEs in Semarang should actively replicate the interactive and personalized dimensions of TikTok Shop. Utilizing authentic live streaming setups, micro-influencer networking, and algorithm-optimized short content can serve as a highly cost-effective scaling mechanism to compete with established brands.
2. Building Long-Term Brand Equity: While leveraging temporary flash promotions generates immediate impulse conversions, long-term venture survival requires transforming impulse buyers into loyal, utilitarian customers by ensuring high post-purchase product quality and reliable customer service.

For Future Researchers

1. Methodological Expansion: Future studies should consider shifting from a purely cross-

sectional design to a longitudinal or mixed-methods approach. Integrating qualitative Focus Group Discussions (FGDs) could uncover deeper insights into the post-purchase emotional variance (such as post-purchase regret or cognitive dissonance) experienced by university students.

2. Variable Broadening: Future frameworks could introduce unique moderating variables, such as peer-group pressure scales, localized digital wallet discount variances, or individual financial literacy levels, to further map the boundaries of algorithmic consumer control over Generation Z.

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