

Examining #RacunTikTok Content and Peer Group Influence on Gen Z Impulsive Buying

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Abstract

The phenomenon of content with the hashtag #RacunTikTok has changed consumer behavior in making online purchases, especially among Gen Z. This content functions as a product recommendation and the main trigger for impulsive purchases. Another important factor influencing this phenomenon is peer group, where Gen Z is considered to have high group cohesiveness, highly influenced by recommendations from peers and their online communities. This study aims to analyze the effect of #RacunTikTok content and peer groups on Gen Z's impulsive buying behavior in TikTok Shop. This study employs an explanatory quantitative approach using a multiple regression model analyzed with the SmartPLS program. Data were collected through a survey of 100 Gen Z TikTok users who frequently make online purchases via TikTok Shop. The study results show a positive and significant effect of #RacunTikTok content on impulsive buying behavior. At the same time, peer group does not significantly affect impulsive buying. Still, when combined, #RacunTikTok content and peer group has a positive and significant effect on impulsive buying. Furthermore, as a form of managerial implication, marketers or content creators of #RacunTikTok should create more attention-grabbing content by paying attention to the effectiveness of marketing content or collaborating with digital influencers to increase content exposure.

Keywords: #RacunTikTok; Peer Group; Impulse Buying; Gen Z

Abstrak

Fenomena konten dengan tagar #RacunTikTok telah mengubah perilaku konsumen dalam melakukan pembelian online, terutama di kalangan Gen Z. Konten ini berfungsi sebagai rekomendasi produk sekaligus pemicu utama pembelian impulsif. Faktor penting lainnya yang memengaruhi fenomena ini adalah kelompok sebaya, di mana Gen Z dianggap memiliki kohesivitas kelompok yang tinggi dan sangat dipengaruhi oleh rekomendasi dari teman sebaya serta komunitas online mereka. Penelitian ini bertujuan untuk menganalisis pengaruh konten #RacunTikTok dan kelompok sebaya terhadap perilaku pembelian impulsif Gen Z di TikTok Shop. Penelitian ini menggunakan pendekatan kuantitatif eksplanatif dengan model regresi berganda yang dianalisis menggunakan program SmartPLS. Data dikumpulkan melalui survei terhadap 100 pengguna TikTok Gen Z yang sering melakukan belanja online melalui TikTok Shop. Hasil penelitian menunjukkan bahwa konten #RacunTikTok memiliki pengaruh positif dan signifikan terhadap perilaku pembelian impulsif. Sementara itu, kelompok sebaya tidak memiliki pengaruh yang signifikan terhadap pembelian impulsif. Namun, ketika dikombinasikan, paparan konten #RacunTikTok dan kelompok sebaya memberikan pengaruh positif dan signifikan terhadap pembelian impulsif. Sebagai implikasi manajerial, pemasar atau pembuat konten #RacunTikTok disarankan untuk menciptakan konten yang lebih menarik perhatian dengan memperhatikan efektivitas konten pemasaran atau berkolaborasi dengan influencer digital untuk meningkatkan eksposur konten.

Kata Kunci: #RacunTikTok; Kelompok Sebaya; Pembelian Impulsif; Gen Z

INTRODUCTION

The rapid development of digital technology has brought significant changes to various aspects of life, including consumer behavior (Yegina et al., 2020). The internet has evolved into a primary source of information and a medium that supports social interaction, entertainment, and economic transactions (Wang, 2015). In Indonesia, internet penetration continues to increase, with the latest report indicating that the number of internet users reached 221,563,479 out of a total population of 278,696,200 in 2023, resulting in an internet penetration rate of 79.5%. Compared with the previous period, there was a 1.4% increase (APJII, 2024). Within this landscape, Gen Z constitutes a dominant group of internet users, accounting for approximately 34.4% of the population (Riyanto & Pertiwi, 2024). As a generation raised in the digital era, Gen Z exhibits unique media consumption patterns, heavily relying on technology for information acquisition, communication, and purchasing decisions.

One of the platforms that dominates Gen Z's attention is TikTok. With its dynamic visual approach, personalized algorithm, and creative features, TikTok has revolutionized how individuals interact with digital content (Bhandari & Bimo, 2022; Bray, 2024). The short-form video format encourages continuous scrolling and instant gratification, creating an environment where persuasive content can easily capture attention and influence user behavior (Alruwaili, 2025; Manic, 2024). Over time, TikTok has evolved from a purely entertainment-based platform into an effective digital marketing tool that drives social commerce (Duan, 2025; Wahid et al., 2023). Trends and popular hashtags have emerged as powerful promotional mechanisms in digital marketing, particularly in Indonesia, exemplified by hashtags such as #RacunTikTok. This phenomenon refers to content designed to promote products on TikTok Shop, one of Indonesia's leading e-commerce platforms.

As a digital marketing tactic, the #RacunTikTok hashtag leverages visual appeal, user recommendations, and direct purchase links to drive audiences to make purchases, often impulsively (Gratia et al., 2022; Sadjijo et al., 2024). Understanding the impact of #RacunTikTok content on impulsive buying behavior among Gen Z is highly relevant in the context of increasingly rapid, unplanned consumption patterns. Media content can influence individuals through the principle of exposure, which can be measured by the message's intensity, its content, and attractiveness (Nugraha et al., 2024; Ramadhan et al., 2022). The #RacunTikTok content, with its captivating visuals and experience-based recommendations, is a prime example of how media exposure can influence emotional purchasing behavior.

In addition to #RacunTikTok content, social influence from the surrounding environment, particularly peer groups, plays an essential role in shaping Gen Z's attitudes and behaviors. Peer groups, comprising individuals with similar ages, interests, or experiences, significantly influence preferences and consumption behaviors (Amali & Pudrianisa, 2024; Zhang et al., 2022). Peer groups serve as a means of social interaction and a medium for sharing information and validating decisions (Budikuncoroningsih, 2017). In the purchasing context, social pressure from peer groups can encourage individuals to follow trends, including buying products recommended through #RacunTikTok content. Previous research has found that peer group influence positively affects decision-making among Gen Z and teenagers (Mukmin et al., 2023; Silva et al., 2017).

Factors such as group solidarity, conformity, and the desire to be accepted in social environments make peer groups a highly influential variable in impulsive buying behavior (Rahmawati et al., 2022; Rhesa et al., 2023). Intense interactions within peer groups can boost individuals' confidence in making consumption decisions, even though these decisions are often spontaneous and unplanned (Sujaya, 2023). Due to their exploratory nature, Gen Z is strongly influenced by peer groups, driven by an openness to new experiences, and characterized by an orientation toward instant gratification. Furthermore, the peer group's influence is often assessed using the friendship function model, which examines interaction, engagement, and support systems within friendships or groups (Diningrum, 2018; Santrock, 2017).

In the context of impulsive buying behavior, research shows that Gen Z exhibits stronger impulsivity than previous generations (Djafarova & Bowes, 2021). A study also states that Gen Z

consumers are 60% more likely than previous generations to make a purchase simply because they feel like it or spot something they like (Amir et al., 2024). Impulsive behavior refers to the tendency to act quickly without considering the consequences, characterized by the inclination to act on immediate desires or stimuli without thoroughly weighing the potential consequences or long-term outcomes of those actions (Aldianita & Maryatmi, 2019). Impulsive buying, as a form of unplanned decision-making, is often triggered by emotional stimuli such as the visual appeal of content or social pressure from peer groups. Key indicators of impulsive buying behavior include spontaneity, a lack of critical evaluation of product benefits, and an inability to resist the urge to purchase (Purnomo & Riani, 2018).

Furthermore, the Elaboration Likelihood Model (ELM) offers a relevant theoretical framework for understanding the persuasive communication processes at play (Irwandy & Rachmawati, 2018), which is how #RacunTikTok content and peer group influence on impulsive buying behavior among Gen Z. According to ELM, audiences process messages through two routes: the central route and the peripheral route (Littlejohn et al., 2017). The central route involves deep and critical information processing, leading to more stable attitude changes. Conversely, the peripheral route relies on external elements such as visual appeal, source credibility, and social proof, resulting in temporary attitude changes (Hoyer et al., 2016). Given the fast-paced, visually driven nature of social media, TikTok users are more likely to rely on peripheral cues rather than critically evaluate messages (Azhari & Amali, 2025; Setianingsih & Dema, 2025). In the context of TikTok, #RacunTikTok content and peer group influence are typically processed through the peripheral route, where visual appeal, delivery style, and recommendations from friends, influencers, or other users become the primary factors shaping Gen Z's purchasing decisions (Sadjijo et al., 2024).

Moreover, this research underscores the significance of understanding how digital content and social influence influence consumption behavior in the digital era, particularly among Gen Z. It provides valuable insights into how this generation processes persuasive messages in online environments. By applying the Elaboration Likelihood Model (ELM), the study offers a novel perspective on the mechanisms of digital persuasion, highlighting scarcity and social proof as key peripheral cues, respectively represented by #RacunTikTok content and peer group influence. While previous research has extensively explored impulsive buying behavior (Barcelona et al., 2022; Fahriansah et al., 2023; Laurinda et al., 2024), limited studies have linked #RacunTikTok content with peer group influence, particularly in the context of impulsive buying among Gen Z. Most existing studies tend to focus solely on the individual impact of #RacunTikTok on purchasing decisions (Manurung et al., 2022; Sadjijo et al., 2024) and consumerism culture (Gratia et al., 2022), without considering the combined role of social influences that may amplify impulsive buying tendencies.

Thus, this research aims to fill the gap in the existing literature by analyzing the influence of #RacunTikTok content and peer group dynamics on impulsive buying behavior among Gen Z. While prior studies have explored impulsive consumption, few have examined the combined effect of persuasive digital content and social influence within this demographic. By focusing on these variables, the study aims to clarify how social media trends and peer interactions drive unplanned purchases in online marketplaces. The findings are expected to make both theoretical and practical contributions by expanding the discussion on digital consumer behavior while providing valuable insights for businesses to design more effective marketing strategies. Moreover, the study offers valuable implications for policymakers seeking to address the broader social and economic impacts of impulsive buying trends driven by exposure to digital content among Gen Z consumers.

METHOD

This study employs a quantitative explanatory method. Quantitative research uses numerical data, making statistical procedures integral to the analysis (Sugiyono, 2018). Meanwhile, explanatory research investigates causal relationships between two or more variables. Explanatory research aims to examine the effect of independent variables on dependent variables and analyze the results through

hypothesis testing (Kriyantono, 2015). The independent variables in this study are #RacunTikTok content and peer group, while the dependent variable is impulsive buying behavior.

The primary data for this study were obtained through a survey involving 100 Gen Z TikTok users who frequently make purchases on TikTok Shop. The sample size of 100 respondents was determined using Slovin's formula, which included a 10% margin of error (Morissan, 2016). This margin was selected because it is widely accepted in social research, particularly when dealing with large populations (Sugiyono, 2018), such as Indonesia's Gen Z population of approximately 74.93 million. A 10% error tolerance is considered adequate to produce representative and valid results while maintaining efficiency in terms of time, cost, and sampling procedures.

The measurement scale used in this study is a Likert scale with five response options: strongly disagree, disagree, neutral, agree, and strongly agree. The questionnaire comprises 20 items. The number of questions for each indicator in the questionnaire is listed in Table 1.

Table 1. Indicator and Number of Questions for Each Variable

Variable	Indicators	Adapted from	Number of Question
#RacunTikTok Content (X1)	Message's intensity	Nugraha et al. (2024);	2
	Message's content	Ramadhan et al. (2022)	2
	Attractiveness		3
Peer Group (X2)	Interaction	Diningrum (2018);	3
	Engagement	Santrock (2017)	2
	Support systems		2
Impulsive Buying (Y)	Spontaneity	Purnomo & Riani (2018)	2
	Lack of critical evaluation		2
	Inability to resist		2
Total			20

Source: Researcher, 2024

As shown in Table 1, all indicators are adapted from prior research, as briefly mentioned in the introduction. To support the existing primary data, secondary data were obtained through a literature review that collected prior research relevant to the research objective. The data analysis technique employed is multiple regression, implemented in SmartPLS. Multiple regression analysis is a statistical technique used to analyze the relationship between a single dependent variable and multiple independent variables (Hair et al., 2018). SmartPLS supports the estimation of single- and multiple-regression models, providing both unstandardized and standardized regression coefficients (Muhson, 2022).

Moreover, based on the research objectives and the data analysis technique, the hypotheses developed in this research are: (1) there is an impact of #RacunTikTok content on impulsive buying among Gen Z on TikTok (2) there is an impact of peer group on impulsive buying among Gen Z on TikTok, and (3) there is an impact of #RacunTikTok content and peer group on impulsive buying among Gen Z on TikTok.

RESULTS AND DISCUSSION

Content with the hashtag #RacunTikTok has reshaped Gen Z's online shopping behavior, driving impulsive purchases through product recommendations, particularly among this generation. Another critical factor influencing this phenomenon is the peer group, which is considered highly cohesive and strongly influenced by peer recommendations and online communities. This study examines how #RacunTikTok content and peer groups influence Gen Z's impulsive buying behavior on TikTok, utilizing the Elaboration Likelihood Model (ELM) to investigate the peripheral routes that influence these behaviors. A survey of 100 Gen Z TikTok Shop users was conducted to test the hypotheses.

Respondent Data

The respondent data presented in Table 2 illustrate the demographic and behavioral characteristics of TikTok Shop users. Most respondents are female (71%) and aged 19–23 years (67%), indicating that TikTok Shop primarily attracts young women. This demographic is widely recognized for its high level of engagement with social media platforms and its responsiveness to digital marketing content. Their active participation in online communities and frequent exposure to influencer-driven promotions make them an ideal target audience for brands seeking to enhance visibility and drive sales through TikTok’s algorithmic ecosystem.

Regarding behavioral patterns, the findings indicate that TikTok use among respondents is remarkably intense, with 56% spending more than 4 hours per day on the platform (Table 2). Such prolonged engagement underscores the immersive nature of TikTok’s content and its ability to sustain user attention through personalized feeds and viral trends. This high exposure level amplifies the effectiveness of targeted advertisements and promotional campaigns, as users are repeatedly exposed to persuasive messages that can trigger impulsive buying. Consequently, the behavioral data not only demonstrate TikTok’s power as a marketing platform but also reveal how sustained digital exposure contributes to shaping consumer attitudes and purchase decisions among Gen Z users.

Table 2. Respondent Data

Attribute	Category	Percentage
Sex	Male	29.0%
	Female	71.0%
Age	12-18	11.0%
	19-23	67.0%
	24-27	22.0%
Duration of TikTok access per day	< 1 Hour	10.0%
	1-3 Hours	34.0%
	4-6 Hours	34.0%
	> 6 Hours	22.0%
Frequency of purchase on TikTok Shop per month	1 Time	0.0%
	2-3 Times	35.0%
	4-5 Times	50.0%
	> 5 Times	15.0%

Source: Researcher, 2024

Based on Table 2, most respondents reported making frequent purchases on TikTok Shop, with 85% purchasing two to five times per month and 15% making purchases more frequently. Notably, none of the respondents made only one purchase per month, indicating a strong pattern of repeat buying and sustained engagement. This trend suggests that TikTok’s marketing ecosystem effectively drives continuous purchasing behavior through features such as live shopping sessions, influencer promotions, and time-limited offers that create a sense of urgency and excitement. The findings highlight how TikTok’s immersive environment not only entertains but also cultivates habitual and impulsive shopping behavior by seamlessly blending social interaction, entertainment, and commerce. This integration transforms the purchasing experience into an emotionally engaging activity that fosters consumer loyalty, illustrating the platform’s strength as both a marketing and e-commerce channel capable of generating consistent spending patterns among Gen Z consumers.

Validity and Reliability Test: Outer Model

In data analysis using SmartPLS, validity is assessed by examining the loadings and Average Variance Extracted (AVE) values within the outer model, which are computed via the PLS Algorithm. Measurement items are considered valid if the loading factor exceeds 0.70 and the AVE exceeds 0.50,

indicating that the indicators effectively represent their respective constructs and meet the criteria for convergent validity (Ghozali & Latan, 2015).

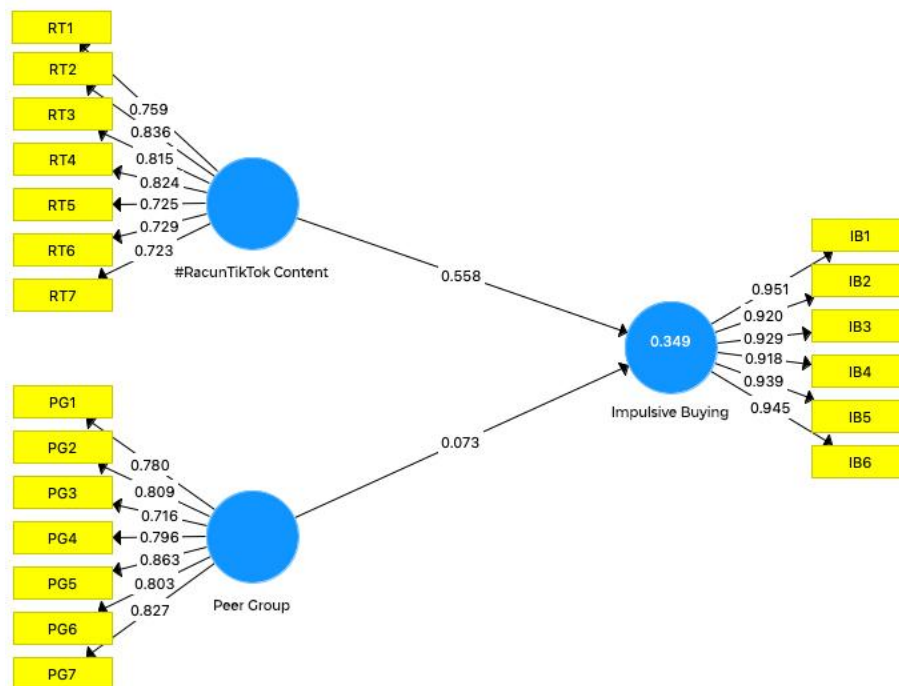


Figure 1: Outer Model

Source: SmartPLS Data Processing Results, 2024

Based on Figure 1, the loading factor for each indicator exceeded 0.70, and the AVE values for all variables were greater than 0.50, as shown in Table 2. For reliability testing, Cronbach's alpha should be above 0.60 (Abdi & Williams, 2013). As shown in Table 3, each variable in this study met this criterion, with all Cronbach's Alpha values exceeding 0.60, indicating that the measurement items are reliable and consistent in representing their respective constructs.

Table 3. Validity & Reliability Test

Variable	AVE Value	Cronbach's Alpha
#RacunTikTok Content	0.600	0.889
Peer Group	0.641	0.909
Impulsive Buying	0.871	0.970

Source: PLS Algorithm Output, 2024

Structural Model Test: Outer Model

The outer model in Figure 1 shows an overall R-squared of 0.349, indicating a moderate effect size (Hair et al., 2017). This shows that the two independent variables together account for 34.9% of the variance in Gen Z's impulsive buying on TikTok, despite the peer group contributing minimally, with a coefficient of 0.073 (0.73%). The remaining 65.1% suggests that factors outside the current model significantly influence impulsive buying behavior. To gain deeper insights and assess the individual impact of each variable, conducting a hypothesis test using the bootstrap method is essential.

Hypothesis Test: Inner Model

Inner model testing, also known as hypothesis testing, is conducted using bootstrap sampling. This technique in SmartPLS aims to reduce issues arising from data interference. In the PLS model, the sampling method used allows for freely distributed data without assuming a normal distribution

(Ghozali & Latan, 2015). The hypothesis test uses the t-statistic, which must exceed the t-table value of 1.984 for a sample size of 100.

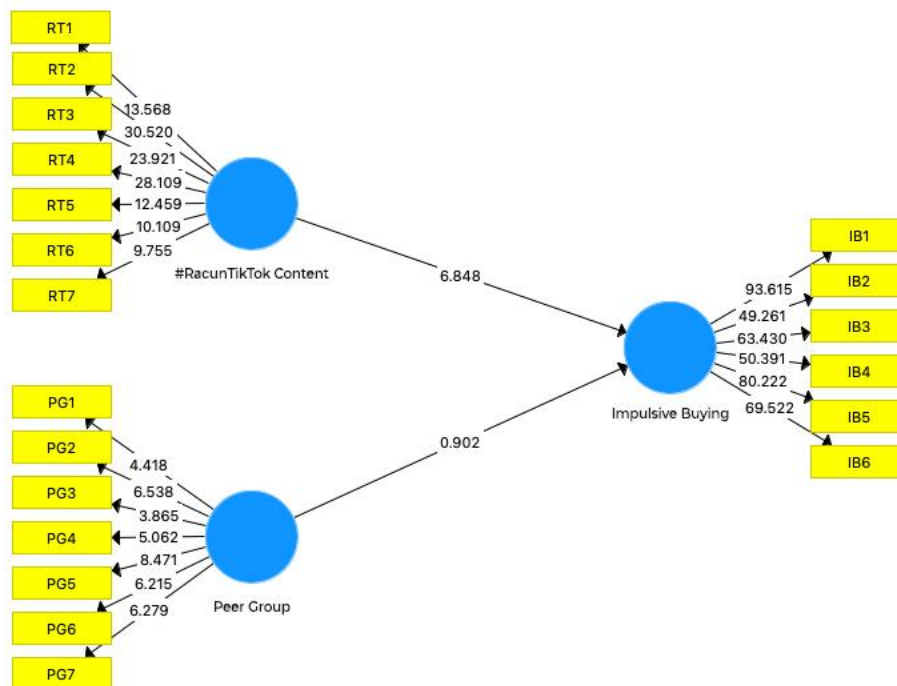


Figure 2. Inner Model

Source: SmartPLS Data Processing Results, 2024

The findings presented in Table 4 and Figure 2 highlight distinct patterns in the influence of #RacunTikTok content and peer groups on impulsive buying behavior among Gen Z on TikTok. The results reveal that #RacunTikTok content has a positive and significant impact on impulsive purchases, as evidenced by a T-statistic exceeding the critical value of 1.658 and a P-value < 0.050. These results support the first research hypothesis, affirming the crucial role of engaging and persuasive social media content in driving spontaneous purchasing decisions.

Table 4. Path Coefficients

	O	M	STDEV	T Statistics	P Values
#RacunTikTok Content → Impulsive Buying	0.558	0.556	0.081	6.848	0.000
Peer Group → Impulsive Buying	0.073	0.102	0.080	0.902	0.367

Source: PLS Bootstrapping Output, 2024

The significance of #RacunTikTok content aligns with findings from previous studies and the principles of the Elaboration Likelihood Model (ELM), particularly the peripheral route of persuasion (Luo et al., 2024; Shukun & Loang, 2024; Wibisono et al., 2024). The visually appealing and easily consumable format of TikTok content, combined with trending hashtags like #RacunTikTok, serves as an effective trigger for impulsive buying. Such content often capitalizes on psychological cues, such as scarcity, social proof, and the fear of missing out (FOMO), which resonate strongly with Gen Z consumers (Hwang, 2024; Platon, 2024). This generation's affinity for digital platforms and their habitual use of TikTok for entertainment and discovery further amplifies the content's persuasive power, reinforcing its role as a significant driver of impulsive purchases.

The results also reveal how digital content can stimulate heuristic processing, where consumers rely on emotional and visual cues rather than deliberate evaluation. The short-form video format of TikTok encourages rapid cognitive processing, allowing users to engage with multiple persuasive

messages in a short time span (Yu & Wu, 2024; Zhu et al., 2023). This environment fosters conditions for impulsive buying, as users are continuously exposed to product-related content interwoven with entertainment. Previous research has shown that emotionally charged content, such as humor, aesthetics, or authenticity, enhances message recall and persuasion effectiveness, thereby increasing the likelihood that users will act impulsively after encountering product recommendations (Doshi, 2025; Kamran & Siddiqui, 2019; Li & Deng, 2026). Thus, #RacunTikTok functions not only as a marketing trend but also as a digital persuasion ecosystem that integrates entertainment, community, and commerce.

Furthermore, the algorithmic design of TikTok reinforces this persuasive environment by curating content that aligns with user preferences and behavioral patterns. Constant exposure to brand messaging can influence user behavior, fostering socioemotional attachment to specific brands (Kinanti & Amali, 2025; Oliveira et al., 2022). The platform's recommendation system ensures that users are repeatedly exposed to similar product content, creating a sense of familiarity and perceived credibility (Li et al., 2024; Lim & Kim, 2024). This repetition effect increases the likelihood of impulse purchases, as users begin to perceive frequently shown items as popular or trustworthy. In this sense, TikTok's algorithm acts as a silent influencer, amplifying exposure to peripheral cues such as visual attractiveness, endorsements, and scarcity, without requiring active cognitive processing (Santos & Li, 2024). The combination of algorithmic personalization and emotionally engaging content creates an environment conducive to impulse buying among Gen Z users.

Another critical factor enhancing #RacunTikTok's persuasive power is the parasocial relationship between influencers and their followers. Many Gen Z users perceive influencers as authentic and relatable figures, forming emotional bonds that resemble those of friendship or trust (Lestari & Yopiannor, 2025; Li, 2025). When these influencers recommend products, followers are more likely to view the endorsement as genuine rather than promotional. This parasocial dynamic reduces skepticism and increases purchase intentions, particularly when the message is delivered in an informal, entertaining, or narrative-driven format, which is typical of TikTok content (Fatimah et al., 2025; Trang et al., 2025). In this context, influencers act as peripheral cues that enhance message credibility and emotional appeal, reinforcing impulsive buying tendencies without requiring in-depth information processing.

On the other hand, the analysis shows that peer groups do not significantly influence impulsive buying, as the T-statistic of 0.942 falls well below the critical value of 1.658, and the P-value exceeds the 0.050 threshold. This finding challenges the assumption that peer influence predominantly shapes Gen Z's purchasing behavior (Mukmin et al., 2023; Silva et al., 2017), suggesting instead that the immediacy and persuasive power of social media content have a more substantial impact in impulsive buying contexts. The rejection of the second hypothesis raises essential considerations about the nuanced nature of Gen Z's consumer behavior. While peer groups influence Gen Z's values and lifestyle preferences, their impact is weaker in spontaneous, emotion-driven decisions, such as impulsive purchases. Such buying behavior occurs under high emotional arousal and limited cognitive control, leaving little room for rational evaluation or social comparison (Sofi & Nika, 2017). In these moments, Gen Z consumers are more responsive to immediate digital stimuli than to peer approval, suggesting that impulsive buying is essentially an individual psychological reaction to situational and emotional triggers rather than social conformity (Qi, 2025; Sun et al., 2023; Tanveer et al., 2022; Wahyuningtiyas & Ramadhan, 2025).

Moreover, previous studies have shown that peer influence does not always play a dominant role in shaping consumer decisions, particularly in digital contexts where personalization and algorithmic exposure take precedence (Pohan et al., 2021; Wacono et al., 2021). The diminishing role of peer groups may also be attributed to Gen Z's growing sense of digital autonomy and self-expression, which encourages them to make purchase decisions based on personal preferences rather than external validation. While peers continue to influence broader trends and cultural participation, their direct impact on momentary, impulsive choices is limited. This finding highlights the evolving dynamics of

social influence in the digital age, suggesting that marketers should focus more on crafting emotionally engaging, individualized content rather than relying solely on peer-driven marketing approaches to influence consumer behavior on platforms such as TikTok.

However, based on the outer model in Figure 1, it is evident that when combined, #RacunTikTok content and peer group have a positive and significant effect on impulsive buying. This indicates that while each factor may operate differently in isolation, their interaction creates a synergistic effect that strengthens consumers' impulsive purchasing tendencies. Exposure to persuasive #RacunTikTok content stimulates emotional and heuristic responses through engaging visuals, product demonstrations, and persuasive cues such as scarcity or social proof. When this digital exposure is reinforced by peer group discussions, shared experiences, or mutual validation, it amplifies the sense of credibility and urgency surrounding a purchase decision (Amali & Pudrianisa, 2024; Theocharis, 2025). In this way, the combined influence of #RacunTikTok content and peer group influence bridges personal motivation with social endorsement, making consumers more likely to make unplanned purchases. This finding highlights how digital persuasion and social reinforcement can work together to intensify impulsive buying behavior among Gen Z, particularly on algorithm-driven, socially interactive platforms like TikTok Shop.

Furthermore, creating compelling, visually engaging, and strategically designed content for digital marketing campaigns is crucial to driving impulsive buying behavior (Ngo et al., 2024). Content-driven strategies for marketers targeting Gen Z should take precedence over reliance on peer group dynamics, emphasizing peripheral cues that resonate with this digitally native and highly reactive audience. While peer groups may shape broader social dynamics and decision-making processes, their direct influence on the amplification of the impact of #RacunTikTok content on impulsive purchases is minimal. This underscores that the persuasive power of #RacunTikTok content is more dependent on its intrinsic appeal and effectiveness than on social reinforcement through peer groups. It challenges the assumption that group cohesiveness consistently translates into purchasing behaviors (Arini & Karsiyati, 2022; Intan, 2023). It is shaped more by personal preferences and the persuasive elements of the content than by external social influences.

The engaging and visually stimulating wilderness of #RacunTikTok content aligns perfectly with Gen Z preferences for dynamic, fast-paced, and entertaining digital experiences (Lan et al., 2024; Sharma et al., 2023). This content creates an immediate emotional connection with its audience through relatable storytelling, product demonstrations, or humor, triggering quick, impulsive purchasing decisions. Unlike peer group influence, which typically requires sustained social reinforcement over time, the immediate and immersive nature of TikTok content directly appeals to the emotional and heuristic decision-making processes described in the Elaboration Likelihood Model (ELM) (Gan et al., 2023; Minh et al., 2024). #RacunTikTok content is highly effective in driving impulsive buying behavior because it utilizes TikTok's algorithm-driven personalization and influencers' parasocial relationships to create engaging, targeted, and persuasive content, making it more impactful than peer influence (Edwy et al., 2023; Sipur & Amadi, 2025).

CONCLUSION

Based on the research findings, the study concludes that #RacunTikTok content has a positive and significant influence on impulsive buying behavior among Gen Z on TikTok. The message's intensity, message's content, and attractiveness of #RacunTikTok emerge as key determinants driving its impact. Conversely, peer groups do not significantly affect impulsive buying, challenging the common assumption that peer influence and group dynamics predominantly shape Gen Z's purchasing behaviors. Instead, the findings suggest that the immediacy and persuasive strength of social media content may overshadow the role of peer groups in impulsive buying decisions. However, when combined, exposure to #RacunTikTok content and peer group dynamics has a positive and significant effect on impulsive purchases, indicating their potential synergy in specific contexts.

This study extends the Elaboration Likelihood Model (ELM) by demonstrating how scarcity and social proof function as peripheral cues that influence Gen Z's purchasing behavior on short-form video platforms. The findings highlight ELM's relevance in explaining how persuasive digital content operates in fast-paced, visually driven online environments. Practically, the study provides insights for marketers and content creators to design engaging and compelling visual content that enhances user attention and emotional appeal. Collaborating with digital influencers and creating interactive campaigns can strengthen engagement and encourage impulsive purchases among Gen Z consumers. Future studies should examine specific brands or product categories to obtain more contextual results. Researchers are also encouraged to include mediating variables, such as FOMO, trust, hedonism, and parasocial relationships, to explain the psychological mechanisms underlying impulsive buying better. Applying Structural Equation Modeling (SEM) with AMOS in future analyses is recommended to provide deeper insights into causal relationships.

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