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The Influence of the Bandwagon Effect, Viral Marketing, and Hedonic Motivation on Impulsive Buying Behavior for Skincare Products on TikTok

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Abstract

This study aims to analyze the influence of bandwagon effect, viral marketing, and hedonic motivation on impulsive buying behavior of skincare products on TikTok Shop. This study uses a quantitative approach with a survey method of 100 respondents in Pekanbaru City who meet the criteria: actively using TikTok for at least 1 hour per day, having purchased skincare products from TikTok Shop, and being exposed to viral content or live streaming promotions. Data were analyzed using multiple linear regression. The results indicated that the bandwagon effect has a positive and significant effect on impulsiveness; viral marketing has a positive and significant effect on impulsive buying; hedonic motivation has a positive and significant effect on impulsive buying; and the three variables simultaneously have a significant effect on impulsiveness. The study's results must be interpreted cautiously because online data collection via Google Forms may cause self-selection and non-response bias, limiting representativeness among Pekanbaru TikTok Shop users. Future research should expand the population and location beyond Pekanbaru to improve generalizability and adopt mixed methods by combining quantitative and qualitative approaches to gain more profound insights into consumer psychology and motivation.

Keywords: Bandwagon Effect; Viral Marketing; Hedonic Motivation; Impulsive Buying; TikTok Shop;

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Introduction

Today's increasingly modern era has triggered changes in people's behavior, especially when it comes to shopping. People tend to prefer online shopping over offline shopping (1). This is because online shopping is easier, offers a wider selection of products, lower prices, wider reach, and so on. According to Databoks, as of January 2024, approximately 56.1% of global internet users shopped online weekly, with Indonesia ranking 10th with a weekly online shopping percentage of 59.3%.

The development of information technology, resulting in e-business and e-commerce, continues. The rapid development and advancement of the internet in the fields of communication and information has also influenced the increasing use of social media in Indonesia (2). With today's technological advances that can facilitate producers and consumers in conducting long-distance transactions, there are online stores or online shops that give producers the opportunity to introduce their products and services more widely and make it easier for consumers to make long-distance purchases anytime and anywhere. An online store is a place to buy goods or products through the internet, which is a form of electronic commerce (e-commerce) used for seller-to-seller and seller-to-consumer transaction activities.

TikTok is a social commerce platform, which combines the concept of social media that presents various types of video content with the concept of e-commerce that is used for buying and selling products or services, including payment transactions (3). The TikTok application ranks first as the most downloaded application by Play Store and App Store users worldwide with a total of 187 million downloads. Meanwhile, a report from We Are Social (2024), Indonesians spend an average of 3 hours and 11 minutes every day on social media. Social media is now an effective digital marketing channel, as stated in the study.(4) who called TikTok a platform with great potential in spreading viral content through short videos.

TikTok Shop is an example of social commerce in Indonesia, an innovative concept derived from e-commerce. TikTok Shop is designed to bridge the gap between e-commerce and entertainment, leveraging a large and active user base and a wide variety of content created using the TikTok app. Easy shopping access, lower prices, a wealth of product content featuring collaborations with trend-following influencers, and other exclusive offers make TikTok Shop an attractive option for students. TikTok Shop sells several products, including fashion, skincare, and household appliances. Currently, skincare products are a routine consumption product for women, as stated by(5) In her research, the majority of women started using skincare at the age of 13 or younger, and female consumers were first users of skincare between the ages of 19 and 30. This is supported by research conducted by(6) where TikTok Shop is easy to use and accessible to all ages, it can support someone in impulse buying.

The advancement and development of the economic and digital sectors have intensified competition between businesses and the cosmetics market. Given the wide variety of cosmetic products available both domestically and internationally, competition in the personal care and cosmetics sectors has become increasingly fierce. Besides being a necessity, cosmetics are also considered a luxury item and a necessity in Indonesia.

In the past five years, the Indonesian cosmetics industry has grown rapidly. BPOM data shows a 64.91% increase in the number of industries, from 565 companies in 2019 to 1,067 in 2023. The local cosmetics sector is now actively innovating, following the latest trends and technologies to meet the needs of modern consumers. By 2024, BPOM stated that cosmetics had become a daily necessity for women, not only for personal care but also as a form of social identity. Sales of cosmetics, both local and imported, continue to increase annually.

With so many choices of skincare products available on the market, consumers are faced with a big challenge in choosing the right product for their skin type. One method or marketing strategy

that is often used by various skincare companies is advertisements that display attractive claims about the benefits of their products. Apart from that, skincare advertisements often use exaggerated claims. Messages in effective advertising can poison, persuade and seduce consumers to buy a product, with its function being to change consumers' opinions or perceptions of certain brand attributes. Advertising has an important role in company competition, where advertising can provide indirect interaction for companies as well as loyal customers and potential new users.

Companies use social media advertising to market products or services to targeted audiences. Manufacturers increase sales by enhancing product features to generate consumer interest and purchase intention. The phenomenon of overclaiming, or exaggerated claims in skincare products, is a strategy often used by manufacturers to build a perception of product superiority. Overclaiming occurs in the form of promises of instant results, exaggerated benefits, or the use of scientific terms that cannot be fully empirically proven. This strategy indirectly influences consumer perception and desire to try the product, especially among the younger generation, who are highly responsive to beauty trends.

In addition, an individual's shopping habits aim to fulfill a lifestyle pattern which results in sacrifices in certain things at certain times so that their desires are realized and encourages impulsive purchasing.(7). A lifestyle that requires a sense of fulfillment can lead to spontaneous or uncontrolled behavior. Indicators of impulsive buying according to Mufti & Hariyanto (2025) is spontaneous behavior, strength, intensity, will, sensation, and indifference to the consequences. Impulsive purchases through e-commerce are usually made by young people. Where young people are the most frequent users of social media at this time, one of which is TikTok. TikTok is an entertainment media that provides features for creating short-duration video content, sharing video content, commenting, liking, and live streaming. TikTok developed its application from being only an entertainment media to now have an online shopping feature, namely TikTok Shop. With the features on TikTok, it can create a new experience for potential buyers to shop through the TikTok application. The social media application that has many fans in terms of online business and marketing is the TikTok application according to 'We Are Social' in research (9). The convenience offered by the TikTok app allows businesses to use it as a platform to market their products more widely. Furthermore, businesses can expand their businesses with the TikTok Shop feature. Impulse buying occurs not only through offline purchases but also online (10). This is due to increased competition among online stores, which offer various incentives that can trigger impulse buying. Impulse buying is spontaneous and unplanned. In this situation, the stage that should be used for various cognitive considerations is replaced and dominated by emotional factors such as the pleasure of buying and immediate gratification (11). The results of research conducted by Mastercard on the millennial generation from 14 studies also revealed that half of the millennial generation in Indonesia, 50 percent, are the most impulsive customers in Asia Pacific, where at least half of luxury goods purchases are made spontaneously, above the regional average of 26 percent (10). Impulsive buying Groups influence an individual's decision to buy, including impulse buying as a way for individuals to please their group. Individuals strive to follow their group by making others happy, so they feel secure and satisfied with themselves. This is like the definition of the bandwagon effect. The bandwagon effect is an individual's tendency to buy or use a particular product because many others do. In the context of TikTokShop, consumers are often driven to buy trending skincare not only out of necessity, but also out of a desire to be part of a social group considered "up to date" or "in trend." TikTok is

one of the social media platforms widely accessed by the public during the pandemic. The results of a preliminary survey conducted by Hardadi & Trianasari's (12) showed that 85.7% of respondents have a TikTok app account. TikTok is an application that has experienced rapid development and has become part of popular culture in Indonesia, due to its popularity in Indonesia in recent years.(13).The human desire to meet social expectations or to feel included in a group often drives this phenomenon, which impacts individual decision-making collectively (14).

When someone feels comfortable because others do the same, the bandwagon effect can be defined as a person's tendency to do or believe in something because most people do it. This can include lifestyle, speech, and behavior, among other things. The bandwagon effect depends not only on the majority vote or a person's habits, but also on someone's request or invitation to someone else. This invitation can make someone interested in their choice. In addition to the proven bandwagon effect, encourage consumers to follow popular trends (15). In addition to the bandwagon effect, a marketing strategy increasingly used by businesses in the social media era is viral marketing. Viral marketing is defined as a strategy for disseminating product information through social media that relies on engaging content to be voluntarily shared by the audience in research (16). Viral marketing is also a factor that can influence impulse buying (17). Viral products on the market will encourage consumers to make impulse purchases. The resulting feeling of not wanting to be left behind by the latest trends can also trigger impulse purchases. This suggests that the more viral a product is, the more likely consumers are to make spontaneous purchases. The combination of the appeal of viral content and consumers' impulsive tendencies encourages less rational decision-making, making them more susceptible to the influence of digital trends in research (16).

Impulsive buying has negative impacts, one of which is our tendency to waste money. Consequently, numerous studies have examined the factors driving consumer impulsive shopping behavior (18). Hedonic motivation is shopping that occurs due to emotional impulses aimed at obtaining pleasure without considering what will happen if a product is purchased.

The difference between the current research and previous studies is that not all variables used in previous studies are relevant to the current study. Furthermore, this study differs from previous studies in that the location and timeframe are different from those used in the current study. Therefore, this study was conducted to combine variables used in previous studies, such as viral marketing, hedonic motivation, and impulsive buying. However, the researchers added a rarely studied variable related to impulsive buying, the bandwagon effect. The researchers combined three independent variables with respect to impulsive buying. (19) defines impulse buying as customers who make purchases unexpectedly, unplanned, and spontaneously.

According to(20) impulse buying is a purchase that occurs when a consumer sees a particular product or brand and then becomes interested in purchasing it, usually due to an attractive stimulus from the store. Through the various explanations above, it can be concluded that impulse buying is a decision to purchase a product or service that occurs spontaneously and is influenced by emotions. This decision can occur contrary to the principle of utility that prioritizes the benefits of a product or service used. Based on the results of observations and supported by the theory put forward by(21), impulsive buying behavior is not only influenced by internal factors such as emotions and personal motivation, but also by external factors such as social influence. One form of social influence is the bandwagon effect, This is the tendency for someone to buy a product because they follow a popular trend or because of the urge to conform

to the majority. This is in line with the findings(22)which shows that strong social influence can increase the tendency of impulsive purchases, especially for products that are viral on social media.

According to sources(23)There are several dimensions of impulsive buying, namely: 1) Pure impulse buying, 2) reminder impulse buying, 3) suggestion impulse buying and according to sources 4) not considering according to sources(24).

Bandwagon effect is a term that describes a person's behavior of following popular trends in their social environment.(15)The bandwagon effect is a psychological phenomenon in which a person is attracted to trends that are popular among many people in society. These trends can have positive or negative effects and include lifestyles, attitudes, or behaviors adopted from others.(15). This bandwagon effect can occur when someone sees someone else who has good social values or is famous in their circle who gets a lot of praise in research journals conducted by(25). Based on the opinion of(26), explains that there are three dimensions to measure the dimensions of the Bandwagon Effect, the three aspects of these dimensions include adjustment, influence of others and search or recognition of status.

According to research conducted by(27)The implementation of viral marketing as part of a promotional strategy has been proven to attract consumer interest, because when a product is widely discussed by the public, it can encourage interest in making a purchase. In research conducted by(28)said that Viral Marketing is a marketing technique that is delivered through digital means in the form of photos or short videos that are distributed through social media so that it can spread quickly and usually potential consumers voluntarily share the content to other users. Interesting content can make consumers who see it interested in buying it even though they had never thought about buying the product before. Such as research conducted by Suharto et al. which states that viral marketing variables have an effect on impulsive purchases, but this is inversely proportional to research by Wati et al. which states that viral marketing does not influence impulsive purchases. This marketing strategy is closely related to creating emails or marketing campaigns that are interesting and easy to spread, so that customers are encouraged to share them with their friends. From these descriptions, it can be concluded that viral marketing is another form of word-of-mouth promotion by utilizing social media which is conceptualized by spreading information to its environment so that this information runs like a virus that spreads so that consumers can immediately share it with other potential consumers. The concept of how viral marketing works itself is like a virus spreading, namely by multiplying itself. Based on previous research, it was explained that viral marketing has an influence on impulsive buying according to(29), whereas according to(30)viral marketing has no effect on impulsive buying.

And there are several indicators of viral marketing based on research(31)namely: 1) customer recommendation 2) List of Prospective Buyers, 3) communities 4) linking strategies.

According toRabbani et al., (2024)Hedonic Shopping Motivation is a person's motivation to shop for pleasure and to feel that shopping is an interesting activity. Hedonic shopping motivation is a situation where consumers are encouraged to shop because they believe that by shopping they will eventually feel happy at any time, because everything they want will be fulfilled.(6). In research Sari wrote that hedonic shopping motivation is an activity of someone in purchasing products only for pleasure. Hedonic shopping motivation is seen as a positive activity that satisfies consumer desires emotionally related to shopping activities regardless of whether the consumer purchases or not because consumers do not aim to find the benefits of a product but

rather for the pleasure of shopping which is the consumer's goal. This is the reason someone has a hedonic nature, namely because many needs that cannot be met previously, then after being met, new needs arise and sometimes these needs have a higher price than the previous needs. Hedonic motivation refers to shopping driven by emotional impulses aimed at obtaining pleasure without considering the benefits of the purchased product. Similarly, students typically go through a stage of seeking pleasure based on symbols, such as easily visible items like bags, watches, shoes, and other items. Thus, hedonic motivation is experimental and accepts consumption as a primary state of consciousness with hedonic responses and aesthetic criteria. Several studies have also shown that hedonic shopping values influence impulse buying, such as research(33)which states that hedonic shopping motivation has a positive and significant influence on impulse buying. However, this is not relevant to the research.(34)which states that hedonic shopping motivation does not have a significant influence on impulse buying.

Indicators designed by(35)about hedonic shopping motivation includes 1) adventure shopping, 2) grafication shopping, 3) idea shopping and 4) role shopping.

Research Methods

According to the opinion in research conducted by(36) Quantitative research is a systematic investigation that collects measurable data to conduct mathematical and statistical analysis, which fundamentally measures aspects such as attitudes, beliefs, and behaviors to draw conclusions. The location chosen for this research was Pekanbaru City. In this study, the population was all residents of Pekanbaru City who shop online through the e-commerce site TikTok. A sample size of 100 was deemed sufficient to meet the requirements for a representative sample. The sample size was set at 100 respondents. Primary data collection was carried out through online questionnaires in accordance with research criteria using the Google Form platform. The use of Google Form was chosen because it allows for wider and more efficient distribution of questionnaires, as well as simplifies data processing and controls the completeness of respondents' answers. In this study, the tool used in the data analysis instrument was the SPSS version 26 program. Instrument testing was conducted to determine the validity and reliability of the research instrument so that it could determine the feasibility of an instrument for research. For this purpose, validity tests, reliability tests, correlation analysis (simple and multiple), linear regression analysis (simple and multiple), coefficient of determination tests, and hypothesis testing through T-tests and F-tests were carried out.

This methodological design ensures the precision of measurement, empirical reliability, and validity of causal relationships among variables. The combined use of CMV testing, construct reliability and validity evaluation, and structural model assessment through PLS-SEM guarantees results that are objective, replicable, and empirically robust in explaining cross-buying behavior among Apple users in Pekanbaru.

Result

Validity Test

Validity testing is conducted to measure the validity of each item in the questionnaire. Each item is considered valid when the calculated r value is greater than the table r value with a significant level of 5%. The table r value is taken based on the df (N-2) provision, where N is the number of data tested. Therefore, df (100-2) = 98 can be explained. If seen from the table r provision, df (98) is 0.1966.

Table 1. Validity Test

Variables	Item	r Count	r Table	Decision
Bandwagon Effect	X1.1	0.822	0.1966	Valid
	X1.2	0.755	0.1966	Valid
	X1.3	0.765	0.1966	Valid
	X1.4	0.817	0.1966	Valid
	X1.5	0.792	0.1966	Valid
	X1.6	0.762	0.1966	Valid
	X1.7	0.749	0.1966	Valid
	X1.8	0.829	0.1966	Valid
	X1.9	0.811	0.1966	Valid
	X2.1	0.722	0.1966	Valid
Viral Marketing	X2.2	0.824	0.1966	Valid
	X2.3	0.833	0.1966	Valid
	X2.4	0.747	0.1966	Valid
	X2.5	0.802	0.1966	Valid
	X2.6	0.809	0.1966	Valid
	X2.7	0.739	0.1966	Valid
	X2.8	0.721	0.1966	Valid
	X2.9	0.741	0.1966	Valid
	X2.10	0.846	0.1966	Valid
	X3.1	0.795	0.1966	Valid
Hedonic Motivation	X3.2	0.805	0.1966	Valid
	X3.3	0.820	0.1966	Valid
	X3.4	0.841	0.1966	Valid
	X3.5	0.795	0.1966	Valid
	X3.6	0.751	0.1966	Valid
	X3.7	0.767	0.1966	Valid
	X3.8	0.764	0.1966	Valid
	X3.9	0.828	0.1966	Valid
	X3.10	0.743	0.1966	Valid
	X3.11	0.674	0.1966	Valid
Impulsive Buying	Y.1	0.754	0.1966	Valid
	Y.2	0.699	0.1966	Valid
	Y.3	0.716	0.1966	Valid
	Y.4	0.615	0.1966	Valid
	Y.5	0.759	0.1966	Valid
	Y.6	0.641	0.1966	Valid
	Y.7	0.776	0.1966	Valid
	Y.8	0.612	0.1966	Valid
	Y.9	0.610	0.1966	Valid
	Y.10	0.725	0.1966	Valid
	Y.11	0.757	0.1966	Valid

Reliability Test

Reliability testing can be used to determine the consistency of a measuring instrument, whether it remains consistent when measurements are repeated. A measuring instrument is considered reliable if it produces the same results even when measurements are taken repeatedly. Reliability testing is performed by calculating the Cronbach's alpha value for each instrument. The value used to determine the reliability of an instrument is Cronbach's alpha > 0.6 . The results of the reliability test can be seen in the Table 2.

Table 2 shows that Cronbach's alpha is > 0.6 , indicating that the measuring instrument used in this study is reliable and trustworthy. It can be concluded that the items in the four variables are worthy of research.

Table 2. Reliability Test

Variables	Cronbach's Alpha	Critical Value	Decision
Bandwagon Effect	0.924	0.6	Reliable
Viral Marketing	0.928	0.6	Reliable
Hedonic Motivation	0.936	0.6	Reliable
Impulsive buying	0.891	0.6	Reliable

Source: Research Results, 2025

Normality Test**Table 3. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters a,b	Mean	,0000000
	Standard Deviation	2.48361326
Most Extreme Differences	Absolute	,076
	Positive	,047
	Negative	-,076
Test Statistics		,076
Asymp. Sig. (2-tailed)		,173c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on Table 3, each variable has an Asymp Sig. value of >0.05, thus it can be concluded that all variables in this study are normally distributed.

Multicorrelation Test**Table 4. Multicollinearity Test Results**

Variables	Collinearity Statistics		
	Tolerance	VIF	Information
Bandwagon Effect (X1)	0.221	4,517	There is no multicollinearity
Viral Marketing(X2)	0.323	3,097	There is no multicollinearity
Hedonic Motivation(X3)	0.274	3,651	There is no multicollinearity

Source: SPSS Data Processing Results, 2025

From Table 3, the VIF values for all independent variables are <10 and tolerance >0.10. It can be concluded that the regression model is free from multicollinearity.

Discussion**The Influence of the Bandwagon Effect on Impulsive Buying**

The test results show that the proposed hypothesis 1 is accepted, meaning that the Bandwagon Effect has a significant effect on Impulsive Buying on Skincare products on TikTok shop. The more consumers are influenced by the bandwagon effect, the more impulse buying will increase on TikTok shop for Skincare products and vice versa, the less consumers are influenced by the bandwagon effect, the more impulse buying will decrease on TikTok shop for Skincare products on TikTok shop. So that the 1st Hypothesis is Accepted.

The results of this study are in line with research conducted by(37) said that the research conducted by Jason James et al. said that the psychological mechanism, namely the bandwagon

effect, can demonstrate that in the context of online shopping or e-commerce, social and external effects can strengthen consumers' impulsive impulses.

The Influence of Viral Marketing on Impulsive Buying

The test results show that the proposed second hypothesis is accepted, meaning that Viral Marketing has a significant effect on Impulse Buying on TikTok for Skincare products in Pekanbaru City. The better the Viral Marketing strategy, the more Impulse Buying will increase on TikTok for Skincare products on TikTok and vice versa, the worse the Viral Marketing strategy on TikTok for Skincare products, the more Impulse Buying will decrease on TikTok for Skincare products on TikTok. So the second Hypothesis is Accepted.

This is in accordance with research(38)entitled "The Influence of Viral Marketing and Hedonic Shopping on Impulsive Buying in Metro City" states that Viral marketing has a direct positive effect on impulsive buying. This means that the better the Viral Marketing strategy, the more Impulsive Buying will increase.

The Influence of Hedonic Motivation on Impulsive Buying

The test results show that the proposed 3rd hypothesis is accepted, meaning that Hedonic Motivation has a significant effect on Impulsive Buying in TikTok for Skincare products in TikTok. The better the influence of Hedonic Motivation, the more Impulse Buying will increase in TikTok for Skincare products in TikTok and vice versa, the worse the influence of Hedonic Motivation, the more Impulse Buying will decrease in TikTok for Skincare products in TikTok. So, Hypothesis 3 is Accepted.

This finding is also supported by several previous studies, such as(39), which states that hedonic value in shopping activities can trigger impulse buying because it provides emotional satisfaction and internal motivation. This means that the stronger the influence of hedonic motivation, the greater the impulse buying will be.

The Influence of the Bandwagon Effect, Viral Marketing and Hedonic Motivation on Impulsive Buying

The test results show that the proposed 4th hypothesis is accepted, meaning that Bandwagon Effect, Viral Marketing and Hedonic Motivation simultaneously have a positive and significant effect on Impulsive Buying on Skincare products in TikTok shop. The better the influence of Bandwagon Effect, Viral Marketing and Hedonic Motivation, the more Impulsive Buying on TikTok shop on Skincare products in Pekanbaru City will increase and vice versa, the less influence of Bandwagon Effect, Viral Marketing and Hedonic Motivation, the more Impulsive Buying on Skincare products in TikTok shop will decrease. So that Hypothesis 4 is Accepted.

From the overall analysis results, it shows that the independent variables, namely Bandwagon Effect, Viral Marketing and Hedonic Motivation, together or simultaneously have a positive effect on the dependent variable, namely Impulsive Buying. Seen from the calculated F value (135.307) $> F$ table (2.70) or significance value (0.000) $< \alpha$ (0.05) shows that there is a significant influence between Bandwagon Effect, Viral Marketing and Hedonic Motivation on Impulsive Buying simultaneously.

Conclusion

This study shows that the Bandwagon Effect, Viral Marketing, and Hedonic Motivation all have a positive and significant impact on impulsive buying of skincare products in TikTok Shop. Among

these, Viral Marketing has the strongest influence, meaning that effective viral strategies can greatly increase spontaneous purchases. The Bandwagon Effect also plays a role, as consumers tend to follow social trends and buy products when they see others doing the same. Hedonic Motivation adds to this behavior, where emotional enjoyment and pleasure encourage consumers to make quick buying decisions without much planning.

However, the research has some limitations because data collection was done online through Google Forms, which may cause bias. Only people with internet access and digital literacy could participate, so the sample mostly represents active social media users rather than the whole population of Pekanbaru. Despite this, the findings highlight that consumer behavior on TikTok Shop is strongly shaped by social influence, viral content, and emotional factors. For businesses, this means marketing strategies should focus on social proof, influencer collaboration, and live streaming features to attract attention and drive impulse buying more effectively.

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