



The influence of TikTok on Portuguese consumers' impulsive buying behaviour

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ABSTRACT

The rapid evolution of social media has significantly transformed the landscape of consumer behaviour and digital marketing. In this dynamic environment, TikTok has emerged as a relevant player, captivating global audiences with its innovative and engaging approach.

This research investigates the influence of TikTok on impulsive purchasing behaviour among Portuguese consumers, aiming to explore the relationship between exposure to TikTok content and impulsive purchases. Furthermore, the study seeks to identify the key factors influencing impulsive buying behaviour within the context of TikTok, as well as explore the potential influence of the utilitarian value of user reviews on TikTok in prompting impulsive purchasing decisions among Portuguese consumers.

A comprehensive research methodology, combining primary and secondary data sources, was employed. The study involved an extensive literature review, leading to the formulation of hypotheses, as well as a quantitative survey administered to a diverse sample of 210 consumers who live in Portugal and actively use TikTok.

The key findings revealed that while exposure to TikTok content did not directly correlate with impulsive purchases, factors such as Perceived Usefulness and Trend-Driven Content associated with FOMO significantly influence impulsive buying behaviour on TikTok in the Portuguese context. Additionally, the utilitarian value of user reviews on TikTok positively impacts impulsive purchases in Portugal.

Thus, this research contributes to fill a notable gap in the existing literature by conducting empirical investigations into the influence of TikTok on impulsive buying behaviour in the specific context of Portugal, which has thus far remained unexplored.

Title: The influence of TikTok on Portuguese consumers' impulsive buying behaviour.

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Keywords: TikTok, Impulsive Buying, Portuguese Consumers, Influencing Factors, User Reviews.

SUMÁRIO

A rápida evolução das redes sociais transformou significativamente o cenário do comportamento do consumidor e do marketing digital. Neste dinamismo, o TikTok surge como um player relevante que cativa o público global com a sua abordagem inovadora e envolvente.

Esta pesquisa pretende estudar a influência do TikTok no comportamento de compra impulsivo dos consumidores portugueses, visando explorar a relação entre a exposição a conteúdos do TikTok e as compras impulsivas. Para além disso, procura-se identificar os principais fatores que influenciam as compras impulsivas no TikTok, bem como explorar a influência do valor utilitário das reviews dos utilizadores no TikTok nas compras impulsivas dos consumidores portugueses.

Neste estudo foi utilizada uma metodologia abrangente, combinando dados primários e secundários. O estudo envolveu uma extensa revisão da literatura, que levou à formulação de hipóteses, bem como um questionário aplicado a uma amostra de 210 consumidores que vivem em Portugal e utilizam ativamente o TikTok.

As principais conclusões revelaram que, embora a exposição a conteúdos do TikTok não se correlacione diretamente com as compras impulsivas, fatores como a Utilidade Percebida e o Conteúdo impulsionado por Tendências com FOMO influenciam significativamente as compras impulsivas no TikTok em Portugal. Além disso, o valor utilitário das reviews dos utilizadores no TikTok impacta positivamente este comportamento em Portugal.

Assim, esta investigação contribui para preencher uma lacuna notável na literatura existente, através da realização de investigações empíricas sobre a influência do TikTok no comportamento de compra impulsivo em Portugal, que até agora tem permanecido relativamente inexplorado.

Título: A influência do TikTok no comportamento de compra impulsivo dos consumidores portugueses.

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Palavras-chave: TikTok, Compras Impulsivas, Consumidores Portugueses, Fatores Influenciadores, Reviews de Utilizadores.

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GLOSSARY

DV – Dependent Variable

FOMO – Fear of Missing Out

IV – Independent Variable

RQ – Research Question

UGC – User-Generated Content

UR – User Review

US – United States

CHAPTER 1: INTRODUCTION

1.1 Background

In recent years, the way people behave online and interact with each other has changed significantly due to the widespread use of social media platforms. While platforms like Instagram, Facebook, and Twitter have long served as staples for social engagement and marketing, the development of TikTok has introduced a new dynamic to the realm of social media (Martini et al., 2022). TikTok, a short-form video community app, has gained a significant following, particularly among the younger generation, providing a unique space for creative expression and social networking (Martini et al., 2022; Yang et al., 2019).

What makes TikTok stand out is its ability to empower users to create short, captivating videos, often lasting no more than 30 seconds, enriched with special effects, diverse music selections, and creative challenges (Martini et al., 2022). As a result, it has become a hub for content creators, promoting a rich ecosystem of engaging and entertaining videos (Siregar et al., 2023).

The rise of TikTok has not only reshaped how individuals express their ideas and creativity but has also extended its influence to the realm of e-commerce. TikTok has evolved from a mere social platform to a significant space for product promotion and advertising (Yang et al., 2019; Martini et al., 2022). With 1.1 billion monthly active users globally in 2023 (Demand Sage), TikTok's impact on consumer behaviour and purchasing decisions cannot be underestimated.

One particular area of interest is the influence of TikTok on impulsive purchasing decisions among consumers. As people spend more time on TikTok for entertainment, businesses are seizing the opportunity to capture their attention and drive sales (Martini et al., 2022). With growing consumer buying interest on TikTok, there is an increasing need to explore how this unique social platform influences impulsive buying behaviour.

Portugal, like many other countries, has not been immune to the TikTok phenomenon. Statista (2023) reports a steady increase in the number of TikTok users per month in Portugal since 2021, emphasizing the platform's growing influence. Consequently, it becomes crucial to delve into the Portuguese consumer landscape to understand how TikTok impacts impulsive buying decisions in this region.

In the realm of consumer behaviour, impulsive buying has emerged as a fascinating area of study. Impulsive purchases, characterized by their unplanned and spontaneous nature, play a

significant role in shaping consumers' choices and retail dynamics (Piron, 1991). It often triggers emotional and cognitive reactions in consumers, making it an intriguing phenomenon to explore (Piron, 1991). Understanding the factors that contribute to impulsive buying behaviour, especially within the context of digital media, like TikTok, is essential for businesses seeking effective marketing strategies in today's world.

Thus, this research efforts to address the complex relationship between TikTok exposure and impulsive purchasing behaviour among Portuguese consumers. It aims to uncover the factors that influence this behaviour and provide valuable insights for both marketers and academics, ultimately contributing to a deeper understanding of the evolving landscape of consumer behaviour on TikTok.

Finally, this research addresses a significant gap in the current literature by empirically exploring the impact of TikTok on impulsive buying behaviour within the unique context of Portugal, which has thus far remained unexplored.

1.2 Problem Statement

The scope of this study is to comprehend whether TikTok significantly influences impulsive purchasing decisions among Portuguese consumers. It aims to explore the relationship between exposure to TikTok content and the propensity to make unplanned and impulsive purchases. Furthermore, we seek to identify the key factors that drive impulsive buying behaviour within the context of TikTok, as well as explore the potential influence of the utilitarian value derived from user reviews on TikTok in prompting impulsive purchasing decisions among Portuguese consumers.

With this understanding, we can frame the following research questions:

- **RQ1:** Does exposure to TikTok influence impulsive buying behaviour among Portuguese consumers?
- **RQ2:** What are the key factors on TikTok that influence impulsive buying behaviour among Portuguese consumers?
- **RQ3:** Does the utilitarian value of user reviews on TikTok influence impulsive buying behaviour among Portuguese consumers?

1.3 Relevance

This study represents a significant contribution to the field of consumer behaviour and digital marketing, particularly concerning the impact of emerging digital platforms on consumer choices and impulsive buying behaviour.

A comprehensive review of the literature reveals that the influence of social media and digital platforms on consumer behaviour has been a topic of growing interest. While numerous studies have explored the general influence of social media, there remains a notable gap in the literature specific to the role of short-form video content platforms, such as TikTok, in shaping impulsive buying behaviour among Portuguese consumers.

Existing studies have primarily focused on broader social media platforms and have not delved deeply into the unique dynamics of TikTok. This research identifies a critical research gap: the lack of empirical investigations into the influence of TikTok on impulsive purchases in the Portuguese context.

This research bridges this gap by providing a focused examination of TikTok's impact on Portuguese consumers' impulsive buying decisions. By doing so, it contributes with new insights into the effectiveness of TikTok as a marketing tool in Portugal. It expands the current literature on impulsive buying behaviour within the framework of social media.

Regarding the managerial relevance, the findings of this research hold significant practical implications for marketers and companies seeking to leverage TikTok for more effective advertising campaigns in Portugal. Additionally, it offers valuable guidance for refining social media marketing strategies to align with the preferences of the Portuguese consumers.

1.4 Research Methodology

To address the research questions, a combination of primary and secondary data sources were employed. The methodology comprised several key steps to ensure a comprehensive investigation.

The research began with an extensive review of existing literature on the topic. This literature review included studies, books, academic journals, and articles related to TikTok, impulsive buying behaviour, and consumer preferences. This critical review formed the foundation for developing hypotheses and guided the subsequent stages of data collection and analysis. This

phase provided us with valuable insights into the factors that play a pivotal role in shaping impulsive buying decisions within the TikTok environment.

To conduct this research, we performed a quantitative primary data study. Building upon the insights gathered from the literature review, we administered a survey to a sample of Portuguese consumers, that was crafted to meticulously incorporate these valuable findings. It focused on assessing the influence of TikTok on impulsive purchasing behaviour among Portuguese consumers. Participants were queried about their TikTok usage habits, exposure to TikTok advertising, tendencies towards impulsive buying, the key determinant factors influencing such impulsive purchases, the utilitarian value of user reviews, and their demographic information.

The collected data underwent rigorous analysis. Quantitative data was analysed using statistical tools to examine the influence of TikTok on impulsive purchases. IBM's SPSS statistical software was specifically utilized for this purpose, ensuring the application of appropriate tests to effectively address the research questions.

By combining primary data collection with a comprehensive literature review and rigorous data analysis, this research aims to provide an in-depth understanding of the influence of TikTok on impulsive purchase behaviour among Portuguese consumers.

1.5 Dissertation Outline

This dissertation is structured into five chapters. The first chapter presents an extensive review of the literature to offer readers a profound comprehension of the hypotheses and their alignment with established academic knowledge in the respective fields. In the third chapter, we thoroughly explain the research methodology employed in this study. This section presents the details of the conducted studies, explaining the methodologies employed and elucidating how the data was measured and analysed in the used statistical tests. In the fourth chapter, we provide the outcomes derived from the gathered data, facilitating the interpretation and analysis of each hypothesis. Finally, the fifth chapter serves as the conclusion section, which provides the key findings and limitations of this study. Additionally, it presents recommendations to guide future research efforts.

CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

This chapter serves as the theoretical foundation for our study, with a primary focus on the core subjects under research. We delve into the existing literature, conducting a thorough examination, consolidation, and analysis of the current knowledge. This process lays the groundwork for the hypotheses development. We conclude by presenting the conceptual framework, providing a comprehensive visualization of the relationship between the variables we analyse.

2.1 TikTok

TikTok, owned by ByteDance, has become immensely popular, particularly among young audiences worldwide, due to its user-friendly interface and unique features, which allow users to create and share short videos that demonstrate their talent and personality (James, 2023). This platform, initially launched as Douyin in China before expanding internationally as TikTok, has revolutionized the social media landscape (James, 2023).

What sets TikTok apart is its simplicity and an algorithm that tailors content to users' interests and browsing history, ensuring they are presented with videos that align with their preferences. It follows a one-at-a-time content consumption model, adapting as users swipe through videos (Tee et al., 2023).

Unlike traditional social media platforms, TikTok prioritizes content quality over likes and followers, levelling the playing field for creators of all backgrounds. Its 15-second video format, often set to music or other audio tracks, has given rise to a vibrant community of content creators spanning various genres like music, dance, comedy, education, beauty, etc (James, 2023).

TikTok's unique features, including content sorting by interests, filters, effects, and a duet function, have made it a hub for creative expression. The platform's organic reach is significant, with videos capable of garnering millions of views, even for users with modest followings. This has allowed TikTok to become a space where young people can showcase their talents and ideas, fostering a sense of connection (James, 2023).

Moreover, TikTok has become a cultural phenomenon, influencing pop culture with viral dances, memes, and creative content. Its community-oriented functionality enables users to follow, comment, and engage with content creators, while also sharing and reposting content to help creators reach new audiences. The app's discovery algorithm, driven by artificial

intelligence, further enhances user engagement by presenting content that aligns with individual preferences (James, 2023).

TikTok's rapid growth and influence have prompted other social media platforms to emulate its features. Regardless of competition, TikTok remains a unique and groundbreaking platform, a testament to its user-friendly design, personalized content selection, and its ability to foster genuine connections and unapologetic self-expression (James, 2023).

While TikTok is widely recognized as a content-sharing platform, it has undergone a remarkable transformation into a powerful marketing tool for businesses, offering a unique way to connect with a diverse audience (James, 2023). TikTok has transcended its origins as a simple social platform and has evolved into a substantial arena for promoting and advertising products (Yang et al., 2019; Martini et al., 2022).

With 1.1 billion monthly active users globally in 2023 (Demand Sage), TikTok serves as a dynamic and cost-effective tool for creating compelling marketing content in the digital sphere. It offers a broad range of possibilities for promoting and displaying products while maintaining affordability (Yosep et al., 2021).

Beyond merely promoting products, TikTok fosters connections within its community, enabling interaction and communication through features like comments and direct messages, a crucial aspect for marketers and customers (Rangaswamy et al., 2020). In this sense, TikTok has become a platform of choice for influencers to engage with their fans and promote their products effectively (Akbari et al., 2022).

All in all, TikTok's journey from Douyin in China to a global cultural phenomenon can be attributed to its user-centric approach, innovative features, and its profound impact on the younger generation social media landscape (James, 2023). TikTok has not only changed the way we consume content but also transformed from a content-sharing platform to a powerful marketing tool to reshape the way products are promoted and advertised, making it a pivotal player in the ever-evolving landscape of digital commerce (Yang et al., 2019; James, 2023).

2.2 Impulsive Buying

Impulsive buying behaviour is a phenomenon that has been extensively studied in the field of consumer behaviour. It is often described as an unplanned and spontaneous purchase made by consumers (Piron, 1991).

Piron (1991) defines impulsive buying as “a purchase that is unplanned, the result of an exposure to a stimulus, and decided on-the-spot”, accompanied by emotional and/or cognitive reactions. According to Tinne (2010), this definition underscores the key characteristics of impulsive buying, including its *unplanned nature*, with consumers deciding to buy impulsively without prior recognition of a need or a problem. The *immediate* and *on-the-spot decision-making process* is another defining aspect, as consumers often make purchases without carefully evaluating the consequences. Importantly, after the impulse purchase, individuals commonly experience *emotional* and *cognitive reactions*, which may include feelings of guilt or a disregard for future consequences.

Furthermore, Rook (1987) defines it as an intense and sudden urge to buy a specific item, with the decision to make the purchase executed immediately without much consideration of the potential outcomes.

Thus, impulsive buying often triggers emotional and cognitive reactions to consumers, as they make buying decisions in the heat of the moment (Virvilaite et al., 2009). These reactions can include feelings of excitement, pleasure, or even regret after the purchase. Understanding the factors that contribute to impulsive buying behaviour is crucial for businesses and marketers, especially in the context of digital media platforms like TikTok.

2.3 TikTok and Impulsive Buying

As individuals increasingly invest their time on TikTok for entertainment, businesses are quick to recognize this as an opportunity to engage their audience and boost sales (Martini et al., 2022). Given the rising interest in buying among consumers within the TikTok community, it becomes imperative to focus on how TikTok and its short-form video content impact consumers' impulsive purchasing decisions.

TikTok's unique features, such as its short video duration, combined with its personalized algorithm-driven feeds, have made it a potent platform for influencing impulsive buying behaviour (Adamczyk, 2021).

The way TikTok tailors each user's "For You Page" to show content that matches their interests is a highly personalized approach. Interestingly, this personalization can unintentionally influence impulsive buying behaviours. When users are consistently exposed to content that resonates with their interests, including product-related content, it creates a sense of connection

and relatability. This connection, in turn, can make users more receptive to making impulsive purchases, as they feel a stronger affinity with the content they encounter on the platform (Adamczyk, 2021).

TikTok Shop, launched in August 2021, has streamlined the shopping process by allowing in-app shopping experiences. This integration with Shopify and other platforms has made purchasing products directly through TikTok more convenient for consumers (Geyser, 2023). The ease of making impulsive purchases within the app has further contributed to the platform's influence on impulsive buying behaviour. However, this feature has not been introduced in Portugal. Therefore, for the purposes of our study focusing on Portuguese consumers, we will not include TikTok Shop in our analysis. Nonetheless, it is worth acknowledging that this feature has the potential to further enhance TikTok's role as an influencer of impulsive buying behaviour.

TikTok for Business (2021) reports that in the US more than half of its users, approximately 67%, feel inspired to shop even when they had no prior intention to do so. Furthermore, 74% of the US audience is motivated to find more about products or brands through TikTok, and 66% agree that the platform has helped them to make purchase decisions. The hashtag #tiktokmademebuyit, with a worldwide viewership of 31.8 billion in 2023, highlights TikTok's power in influencing purchasing decisions (McLachlan, 2023).

Furthermore, McLachlan (2023) revealed that TikTok is a significant influencer in driving user actions and purchase decisions in the US. An astonishing 92% of TikTok users were inspired to do something after watching a video, like visiting a brand's website, taking part in a challenge, or buying a product. Additionally, 65% of users trust online reviews and creator recommendations to make online shopping choices. What is even more interesting is that TikTok has an ability for inspiring purchases, even when users aren't actively shopping. Two-thirds of shoppers admitted being influenced by TikTok content to make purchases. TikTok Live, in particular, is highly effective, with 50% of users making purchases after watching a live stream. This data underscores the increasing significance of TikTok in the realm of e-commerce and marketing, highlighting the platform's profound impact on impulsive buying behaviour.

Thus, TikTok emerges as a powerful catalyst for purchases, underscoring its growing significance in e-commerce and marketing. The platform's adeptness in delivering personalized content fosters a strong connection with users, ultimately influencing impulsive buying

behaviours. Navigating and leveraging these dynamics is crucial for businesses aiming to succeed in this evolving digital landscape.

2.4 Influencing Factors on TikTok

While research specific to the influence of TikTok on impulsive buying may be limited, we can draw upon various factors from existing studies that are deemed highly influential in impulsive buying behaviour on other e-commerce platforms or social media (Chen et al., 2020; Zheng et al., 2019; Lutfiana, 2014; Park et al., 2012). These factors include visual appeal, hedonic motivation, perceived usefulness, and trend-driven content, often associated with FOMO.

2.4.1 Visual Appeal

TikTok is renowned for its highly visual nature, and its short video format, accompanied by creative visual effects and compelling aesthetics, provides content creators with a powerful canvas to showcase products in a desirable manner (James, 2023; Akbari et al., 2022).

Visual appeal refers to the presentation of product information through various visual elements and hedonistic features. This factor is a critical aspect that can significantly influence buying intention (Chen et al., 2020).

Research has shown that consumers are more likely to make impulsive purchases when they encounter eye-catching videos that feature products with visual appeal (Tee et al., 2023). This way, effective use of visual tools not only enhances the aesthetic appeal but also positions social commerce platforms, such as TikTok, as convenient and valuable shopping channels (Chen et al., 2020).

The visual appeal of the platform is instrumental in creating an environment conducive to impulsive buying behaviour (Hussain, 2018). When users find the content visually appealing, it sparks interest and contributes to a satisfying online shopping experience, potentially leading to impulsive purchases (Parboteeah et al., 2009).

While the majority of studies on visual appeal have focused on e-commerce and websites (Chen et al., 2020; Zheng et al., 2019), it is also reasonable to assume that TikTok's visually stimulating format has a positive impact on impulsive buying behaviour among Portuguese consumers. This way, the following hypothesis can be formulated:

H1: Visual appeal positively influences impulsive buying behaviour among Portuguese consumers on TikTok.

2.4.2 Hedonic Motivation

Hedonic motivation relates to the pleasure-driven aspect of shopping. It is the intrinsic desire to shop purely for the joy and satisfaction it brings, with less concern for the practical benefits of the purchased product (Astuti et al., 2020).

In essence, it is about valuing the shopping experience itself, characterized by elements like fantasy, excitement, stimulation, pleasure, curiosity, and even a touch of delusion (Astuti et al., 2020).

Identified as the primary predictor of both online purchases and impulsive buying behaviour by Kazi et al. (2019), hedonic motivation plays a crucial role in shaping the attitudes and behaviours of shoppers. Akram et al. (2018) further observed that, for hedonic shoppers, the act of making purchases transcends the mere acquisition of goods and task accomplishment, reflecting, to some extent, their inclination toward impulsive buying behaviour.

In the context of mobile commerce, Zheng et al. (2019) identified hedonic browsing as a key driver that directly and positively influences the urge to make unplanned purchases. This aligns with the findings of Lutfiana (2014), who observed a positive link between hedonic shopping motives and impulsive buying, as reported by Astuti et al. (2020). Furthermore, Park et al. (2012) support these findings by demonstrating a positive effect of hedonic web browsing on impulsive buying behaviour.

Given the established influence of hedonic motivation on impulsive buying behaviour in various contexts, if these studies have shown such a relationship for other platforms, it is likely that a similar phenomenon exists when considering TikTok. Therefore, the following hypothesis is created:

H2: Hedonic motivation positively influences impulsive buying behaviour among Portuguese consumers on TikTok.

2.4.3 Perceived Usefulness

Perceived usefulness refers to the degree to which users believe that the specific features of image-sharing social commerce platforms will improve their shopping productivity (Tee et al., 2023). Although there is a scarcity of direct research investigating the correlation between

perceived usefulness and impulsive buying behaviour, Tee et al. (2023) identified a significant link between perceived usefulness and impulsive behaviour on TikTok.

In the realm of Portuguese consumers, the likelihood of engaging in impulsive purchases on TikTok appears to be influenced by their perception of the platform as being a useful tool for discovering and obtaining products. The ease of product discovery and the seamless integration of product information into TikTok content can enhance consumers' perceptions of usefulness (James, 2023). This, in turn, can influence their impulsive buying decisions, especially when they perceive TikTok as a valuable resource for fulfilling their shopping needs. Hence, in the context of this study, we can formulate the following hypothesis:

H3: Perceived usefulness positively influences impulsive buying behaviour among Portuguese consumers on TikTok.

2.4.4 Trend-Driven Content and FOMO

TikTok is widely recognized for its exceptional ability to make trends and challenges into the spotlight with remarkable pace (James, 2023). When a product becomes associated with a trending challenge on TikTok, it triggers a sense of urgency among consumers, often compelling them to make impulsive purchases. This sense of urgency is intricately linked to the psychological phenomenon known as the Fear of Missing Out (FOMO). FOMO is driven by the anxiety individuals experience when they fear not being part of a particular group or trend and fear about being left behind or isolated from their desired social circles, making them follow the norms, beliefs, and behaviours of these wanted groups (Alt, 2015; Kang et al., 2020).

The research by Good and Hyman (2021) has shown that the combination of viral products and FOMO has a compelling effect on consumers. This effect results in consumers being more likely to follow a trend and make a purchase, further emphasizing the influence of FOMO on purchasing decisions.

When we integrate FOMO into consumer behaviour, it gives rise to what we can term "consumer-centric FOMO". This phenomenon occurs when consumers make buying decisions primarily to align themselves with a particular trend or group, driven by their fear of being left behind or alienated from that group (Kang et al., 2019).

FOMO, a phenomenon intricately tied to marketing and consumption (Çelik et al., 2019), is actively leveraged by businesses to influence consumer behaviour. Companies strategically cultivate the fear of missing out in consumers through various campaigns, creating a perception

of product and service scarcity. This intentional approach aims to induce a sense of urgency, triggering apprehension among consumers about potentially missing out on valuable opportunities (Hodkinson, 2019).

Therefore, FOMO serves as a powerful motivator for consumer behaviour, especially on platforms like TikTok, where trends can gain momentum rapidly (James, 2023). Among Portuguese consumers, it is likely that the desire to actively participate in these trends can lead to impulsive buying decisions, driven by the need to stay up to date with the latest tendencies. The fear of missing out on the social and cultural phenomena propagated by TikTok becomes a significant driver of impulsive buying behaviour. Therefore, we hypothesize:

H4: Trend-driven content, associated with FOMO, positively influences impulsive buying behaviour among Portuguese consumers on TikTok.

2.5 Utilitarian Value of User Reviews on TikTok

In exploring the influence of TikTok on impulsive purchases among Portuguese consumers, it is essential to investigate the utilitarian value derived from user reviews and their role in shaping impulsive buying decisions. The significance of this investigation is explained by the fact that reviews are a very common content on TikTok and, according to McLachlan (2023), 65% of users in the US trust reviews and recommendations on TikTok to make purchasing decisions.

The utilitarian value, as defined by Babin et al. (1994), is the value derived from a conscious pursuit of desired consequences. Consumers, as adaptive decision-makers, often prefer retailers providing high utilitarian value (Babin and Attaway, 2000). In this sense, the rational and task-related value guides efficient purchase decisions based on consumers' logical judgments about their acquired goods or services (Babin et al., 1994).

User reviews (UR) refers to content created and shared by regular users, encompassing various forms such as product reviews, demonstrations, unboxing videos, and personal experiences. UR stands out for its authenticity and trustworthiness, as it reflects genuine interactions and opinions about products (Irelli et al. 2020).

TikTok, like most social media platforms, offers consumers a space to share their thoughts and experiences, providing an additional source of product-related information alongside content that is made by brands (Berthon et al., 2008). UR is often perceived as more reliable because it

presents both positive and negative viewpoints of the consumers (Karayaka et al., 2010; Cheng et al., 2017).

Research has demonstrated that companies are increasingly aware of the benefits associated with integrating user reviews on e-commerce websites as a strategic approach to cultivating trust and nurturing a community around their products (Hazari et al., 2017). TikTok has notably acknowledged this trend, positioning itself as a pivotal platform for facilitating and enhancing these interactive and community-building experiences (James, 2023).

Numerous studies indicate that user reviews significantly impact consumers' purchase intentions. According to Schivinski and Dabrowski (2015), individuals often tend to place their trust in consumer reviews as a means of gathering information about the quality of products or services they intend to buy. Additionally, Kim (2014) found that consumers consider user reviews to be a significant information source due to its homophily dimension, which implies that consumers feel a stronger connection to UR compared to other sources. Furthermore, research conducted by Wu (2013) suggests that the perceived objectivity of UR positively influences how consumers perceive the risk associated with their buying intentions.

Moreover, product reviews play a pivotal role in shaping consumer behaviour and stimulating impulsive purchases (Chan et al., 2017). Notably, Zafar et al. (2021) propose that top reviews, especially those found on social media platforms, have the potential to trigger impulsive buying decisions. Highlighting the significance of firsthand experiences, Dwidienawati et al. (2020) emphasize that potential customers highly value reviews from individuals who have personally purchased specific products or services. Such reviews not only positively influence consumer perceptions but also serve as a potent stimulus for potential buyers.

While the existing studies may not directly address TikTok, the valuable insights from these sources contributed significantly to the formulation of the following hypothesis:

H5: The utilitarian value of user reviews positively influences impulsive buying behaviour among Portuguese consumers on TikTok.

2.6 Conceptual Framework

The following diagram illustrates the relationships between the variables and the respective hypotheses under investigation.

Figure 1: Conceptual Framework

INDEPENDENT VARIABLES

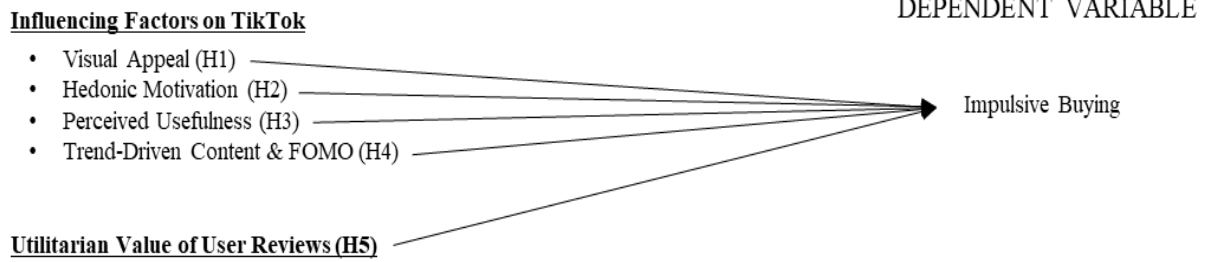
Influencing Factors on TikTok

- Visual Appeal (H1)
- Hedonic Motivation (H2)
- Perceived Usefulness (H3)
- Trend-Driven Content & FOMO (H4)

Utilitarian Value of User Reviews (H5)

DEPENDENT VARIABLE

Impulsive Buying

The diagram shows a conceptual framework where five independent variables are linked to a single dependent variable. On the left, under 'INDEPENDENT VARIABLES', there are two sub-sections. The first, 'Influencing Factors on TikTok', lists four items: 'Visual Appeal (H1)', 'Hedonic Motivation (H2)', 'Perceived Usefulness (H3)', and 'Trend-Driven Content & FOMO (H4)'. The second, 'Utilitarian Value of User Reviews (H5)', is listed below. On the right, under 'DEPENDENT VARIABLE', is 'Impulsive Buying'. Five arrows originate from each of the five independent variable items and converge on a single arrowhead pointing to 'Impulsive Buying'.

CHAPTER 3: METHODOLOGY

The next chapter is dedicated to outlining the research method employed in this study. Its purpose is to establish a methodology that can elucidate the research questions and respective hypotheses formulated in the previous chapter. This chapter introduces the selected research approach and subsequently addresses the collection of primary data, offering a comprehensive description of the conducted study.

3.1 Research Approach

The aim of this research is to investigate the impact of TikTok on impulsive purchasing behaviour among Portuguese consumers. This involves a comprehensive examination of the extent to which individuals are exposed to such content, the identification of the key factors influencing impulsive buying decisions, and an exploration of how the utilitarian value derived from user reviews plays a role in shaping this behaviour.

To address the research questions and test the formulated hypotheses, both secondary and primary data were gathered. The secondary data, primarily sourced from studies, books, academic journals, and articles related to TikTok, impulsive buying behaviour, and consumer preferences, contributed significantly to the LR. This comprehensive review served as the foundation for hypotheses development and provided direction for the subsequent phases of data collection and analysis. During this phase, we gathered insights into the complex factors influencing impulsive buying behaviours on TikTok among Portuguese consumers.

To achieve the research objective, a quantitative research methodology was employed, involving the creation of an online questionnaire through the Qualtrics platform. This study focused on assessing the correlation between the TikTok platform and impulsive purchasing behaviour among Portuguese consumers. Participants were queried about their TikTok usage habits, exposure to TikTok advertising, tendencies towards impulsive buying, the key determinant factors influencing such impulsive purchases, the utilitarian value of user reviews, and their demographic characteristics. Following the data collection phase, we conducted statistical analysis using SPSS software.

Moreover, to assess precision and comprehension, a pilot version of the questionnaire was conducted. The ten received responses showed no need for changes.

3.2 Primary Data

To enhance our grasp of the research topic and effectively address the research questions, a quantitative primary study was employed by conducting an online questionnaire.

Employing online surveys offers a distinct approach for efficiently collecting data from a wide and diverse participant pool while remaining cost-effective. Nevertheless, it is important to acknowledge that surveys can introduce discrepancies, and the reliability of their outcomes is contingent on a number of factors, namely the sample and the response rate (Jones et al., 2013).

3.2.1 Survey Questionnaire

In this phase, our objective was to uncover the relationships among the variables under investigation. To accomplish this, we collected and analysed quantitative data using an online questionnaire. This process serves the purpose of testing our hypotheses and ultimately address our research questions.

The survey was meticulously crafted drawing from the valuable insights obtained from the literature review, featuring a diverse sample of Portuguese consumers. It was designed to assess the impact of TikTok on impulsive purchasing behaviour among Portuguese consumers.

3.2.1.1 Data Collection

The research involved an online questionnaire crafted through the Qualtrics platform. The survey was distributed through various social media platforms and Prolific between November 2nd and November 13th, 2023. This distribution method was selected for its efficiency in rapidly collecting a large volume of data.

To eliminate any language constraints, the online survey was available in both Portuguese and English. The data was gathered through a non-probability sampling technique, collecting a convenient sample. Before administering the questionnaire to the broader audience, a pilot test was conducted to verify the reliability and clarity of the questions. The online questionnaire can be found in Appendix 1.

The main objective of this study was to gain deeper insights into the impact of TikTok on impulsive purchasing behaviour among Portuguese consumers. Consequently, the survey was divided into six distinct sections: Screening Questions; TikTok Usage and Exposure; Influencing Factors on TikTok; Utilitarian Value of User Reviews on TikTok; Impulsive Buying; and Demographics.

The target population of this investigation was defined as consumers who live in Portugal and actively use TikTok. To identify and focus on this specific group, two initial screening questions were included in the questionnaire. The initial question inquired about the respondents' residence in Portugal, automatically excluding those who responded with 'no' or 'prefer not to say'. This strategic inclusion ensured that the research primarily engaged with individuals that were relevant to the topic under study.

Following the residence question, respondents were asked to provide information about their TikTok usage and purchasing behaviours related to the platform. Respondents who indicated that they do not use TikTok were excluded from further participation in the study.

Subsequently, the participants were queried about their TikTok usage habits, exposure to TikTok advertising, tendencies towards impulsive buying, the key determinant factors influencing such impulsive purchases and the utilitarian value of user reviews. The last part of the survey focused on gathering demographic characteristics.

In total, 331 responses were collected, of which 210 were considered valid. Responses excluded from the analysis were those that did not pass the screening questions (75 respondents) or were incomplete, as respondents did not finish the questionnaire until the end (46 respondents).

3.2.1.2 Measurement

Regarding the influencing factors on TikTok, there were four key factors under examination: Visual Appeal, Hedonic Motivation, Perceived Usefulness and Trend-Driven Content & FOMO.

The first construct, Visual Appeal, assessed respondents' perceptions of the visual attractiveness of TikTok content. This three-item construct was measured with a 5-point Likert scale, ranging from “Strongly Disagree” to “Strongly Agree”. This construct was inspired from Gbandi et al. (2023), where the measure exhibited satisfactory internal consistency, as reflected by a Cronbach's α of 0.76.

The second construct, Hedonic Motivation, delved into the pleasure-driven motivations of TikTok users. Consisting of four items, the construct was measured on a 5-point Likert scale, ranging from “Strongly Disagree” to “Strongly Agree”. The construct, adapted from Gbandi et al. (2023), demonstrated satisfactory internal consistency with a Cronbach's α of 0.79.

Perceived Usefulness, the third construct, gauged respondents' perceptions of the utility of TikTok content. This construct, comprising four items, utilized a 5-point Likert scale, ranging

from “Strongly Disagree” to “Strongly Agree”, and was adapted from a previous study of Davis et al. (1989). It displayed robust internal consistency with a Cronbach's α of 0.95.

The fourth construct, Trend-Driven Content & FOMO, explored the impact of trend-driven content, associated with FOMO on TikTok. Respondents provided their responses on a 5-point Likert scale, ranging from “Strongly Disagree” to “Strongly Agree”, for a five-item construct, adapted from Lim, Z. C. W. (2016). It exhibited high internal consistency, with a Cronbach's α of 0.96.

Shifting focus to the Utilitarian Value of User Reviews, which assesses the benefits users derive from TikTok content reviews, this variable, consisting of four items, was measured using a 5-point Likert scale, ranging from “Strongly Disagree” to “Strongly Agree”. The construct, adapted from Sun et al, (2023), demonstrated good internal consistency with a Cronbach's α of 0.898.

Finally, regarding the dependent variable, Impulsive Buying was analysed through a three-item construct. Respondents expressed their views using a 5-point Likert scale, and the construct was adapted from Parboteeah et al. (2009). It exhibited strong internal consistency, as indicated by a Cronbach's α of 0.96.

Table 1: Operational Model

<i>Framework</i>	<i>Construct</i>	<i>Items</i>	<i>Scale</i>	<i>Reference</i>	<i>Cronbach's α</i>	
IV	<i>Influencing Factors on TikTok</i>	Visual Appeal	3	5-point Likert Scale	Gbandi et al., (2023)	0.76
		Hedonic Motivation	4	5-point Likert Scale	Gbandi et al., (2023)	0.79
		Perceived Usefulness	4	5-point Likert Scale	Davis et al., (1989)	0.95
		Trend-Driven Content & FOMO	5	5-point Likert Scale	Lim, Z. C. W. (2016)	0.96
IV	Utilitarian Value of User Reviews	4	5-point Likert Scale	Sun et al, (2023)	0.898	
DV	Impulsive Buying	3	5-point Likert Scale	Parboteeah et al., (2009)	0.96	

3.2.1.3 Analysis and Results

The quantitative data in this study was gathered using Qualtrics and analysed through SPSS Statistics 28. This statistical tool played a pivotal role in validating the formulated hypotheses and addressing the research questions.

To gain a more detailed understanding of the sociodemographic profile of the participants, descriptive statistics were employed to analyse the demographics, TikTok usage and exposure.

Additionally, the Cronbach's alpha coefficient was computed for each construct to evaluate the reliability and internal consistency of the measurement scales employed.

Finally, to test the relationship between the variables, linear regressions were conducted. Throughout this study, all statistical tests were conducted with a significance level of 0.05.

CHAPTER 4: RESULTS AND DISCUSSION

This chapter focuses on comprehensively analysing and interpreting the outcomes of the primary study. It includes the characterization of the sample under investigation, hypotheses testing, and the creation of meaningful conclusions related to the research questions posed in the beginning of the study.

4.1 Data-Preparation Process

The survey registered 331 initiated responses. Following the filtration of completed answers, 285 responses were considered valid, yielding an 86% response rate, with 46 participants not completing the survey. Furthermore, 10 participants were excluded for not having residence in Portugal and 65 participants were removed for not meeting the TikTok use criteria. This process resulted in a final count of 210 valid responses from participants who completed the questionnaire and passed the screening questions. The information pertaining to the screening questions is available in the Appendix 2, presented in the form of a bar chart for visual clarity.

4.1.1 Outliers

An outlier refers to a score that significantly deviates from the overall pattern of the dataset (Field, 2013). The presence of outliers can introduce errors in statistical analyses, prompting the need for their identification and removal. One effective method for this purpose is the utilization of multivariate outlier analysis, with the Mahalanobis Distance.

To enhance the reliability of the statistical analysis, outliers with a p-value lower than 0.001 were identified through the Mahalanobis Distance test. After thorough examination, it was determined that no outliers met the criteria for exclusion. However, it is noteworthy that one outlier exhibited a p-value of 0.0011. Despite this, it was decided to retain it for the analysis, with a commitment to monitor its potential impact on the results. This careful scrutiny ensures that the subsequent analysis is based on the complete dataset, eliminating any potential distortions caused by outliers.

4.2 Sample Characterization

As illustrated in table 2, the sample is composed by 210 individuals that reside in Portugal and actively use TikTok. Most participants were female (62.4%), between the ages of 18 and 24

(74.3%). A significant portion of the sample is either a student (35.7%) or employed (39%). Moreover, 34.8% report having no income, while 51% of respondents indicate receiving up to €1499 per month cumulatively. (Appendix 3)

Table 2: Sample Characterization (N = 210)

	N	%
Gender		
Male	76	36.2
Female	131	62.4
Non-binary	2	1
Prefer not to say	1	0.5
Age		
Under 18	6	2.9
18 – 24	156	74.3
25 – 34	36	17.1
35 – 44	6	2.9
45 – 54	4	1.9
55 – 64	2	1
65 or older	0	0
Occupation		
Student	75	35.7
Student-Worker	40	19
Employed	82	39
Unemployed	12	5.7
Other	1	0.5
Monthly Gross Income		
No income	73	34.8
Less than 500€	21	10
500€ - 999€	42	20
1000€ - 1499€	44	21
1500€ - 1999€	15	7.1
2000€ - 2499€	5	2.4
2500€ - 2999€	2	1
3000€ - 3499€	0	0
3500€ - 4000€	3	1.4
More than 4000€	0	0
Prefer not to say	5	2.4

Regarding the participants' TikTok usage profile, a significant 78.1% affirmed they use TikTok daily, with 68.1% reporting a daily average usage time between 30 min and 2 hours. In terms of type of content the respondents usually engaged with, the majority answered "Entertainment" (92.9%) and "Lifestyle" (62.9%). (Appendix 4)

Concerning exposure to TikTok advertising, almost all the respondents answered they had encountered such promotional content (95.7%). When asked about the frequency the respondents come across advertising or promotional content, most responded every time they use TikTok (61%). (Appendix 4)

Regarding the influence TikTok has in the purchasing decisions, 40% said they are "slightly" influenced. However, when specifically questioned if they were ever influenced to make a purchase because of content they saw on TikTok, half of the sample (50.5%) affirmed that they have indeed been influenced in their buying decisions by content encountered on TikTok. (Appendix 4)

4.3 Measures Reliability

The constructs applied in this study were initially extracted and validated in the existing literature. Despite their prior validation, it was crucial to reassess the reliability of the constructs currently under examination.

This evaluation aimed to determine whether these constructs, as applied to the questions in the questionnaire of this study, maintained the same level of quality or showed improvement. In this sense, to measure the internal consistency of the items constituting each construct, the Cronbach's alpha coefficient was applied.

The Cronbach's alpha values, ranging from 0 to 1, were evaluated. Importantly, all the constructs being analysed demonstrated Cronbach's alpha values equal to or exceeding 0.75. This suggests that all the constructs have a satisfactory, a good or a high level of reliability. The specific Cronbach's alpha values for each variable are detailed in Table 3.

Table 3: Cronbach's Alpha

<i>Construct</i>		<i>N^o of Items</i>	<i>Cronbach's α</i>	<i>Quality</i>
<i>Influencing Factors on TikTok</i>	Visual Appeal	3	0.756	Acceptable
	Hedonic Motivation	4	0.762	Acceptable
	Perceived Usefulness	4	0.909	Excellent
	Trend-Driven Content & FOMO	5	0.878	Good
Utilitarian Value of User Reviews		4	0.885	Good
Impulsive Buying		3	0.908	Excellent

4.4 Analysis of the Results

The statistical analysis of the questionnaire results was conducted using the SPSS software, version 28 for Windows. This analysis included measures of descriptive statistics and inferential statistics.

To assess the normal distribution of the data, we conducted the Kolmogorov-Smirnov test, considering the sample size ($N > 50$). Upon reviewing the results (shown in Appendix 5), it was confirmed that the data does not follow a normal distribution across all variables, as indicated by p-values lower than 0.05. However, we can resort to the Central Limit Theorem as our sample size exceeds 30 elements ($N=210 > 30$). This allows us to confidently assume that the variables can be considered to approximate a normal distribution within the sample.

Table 4: Test t Results

	N	Mean	Std. Deviation	Std. Error Mean
VisualAppeal	210	4,0079	,54215	,03741
HedonicMotivation	210	3,3464	,75254	,05193
PerceivedUsefulness	210	3,4595	,95354	,06580
FOMO	210	1,8190	,84538	,05834
UserReview	210	3,2798	,90156	,06221
ImpulsiveBuying	210	2,5825	1,15921	,07999

Additionally, table 4 exhibits the t-test results, providing the means of each variable and allowing assessment in relation to the midpoint of the Likert scale (3 = "Neither disagree nor agree"). Therefore, the variables Visual Appeal, Hedonic Motivation, Perceived Usefulness and

User Reviews exhibit means above the midpoint, which indicates a level of concordance with the constructs.

Conversely, Impulsive Buying and Trend-Driven Content & FOMO show means below 3, with this last variable displaying a really low mean of 1.81. Regarding the Dependent Variable, “Impulsive Buying” has a mean of 2.58, $t(209) = -5.219$, $p < 0.001$. (Appendix 6)

Having established this foundational information, we are now poised to address the research questions and validate the hypotheses outlined in this study. To achieve this, a series of analyses were conducted.

4.4.1 Exposure to TikTok

Before testing the hypotheses, it is necessary to answer the first research question: *Does exposure to TikTok influence impulsive buying behaviour among Portuguese consumers?* In order to do so, a Spearman rank correlation test was performed, using the variables Frequency of Use of TikTok (Q3) and Impulsive Buying. The detailed results and data for this test are accessible in Appendix 7.

The Spearman correlation coefficient, a non-parametric measure of statistical dependence, was utilized due to the ordinal nature of the variables. This coefficient assesses the monotonic relationship between two variables, specifically whether one variable consistently increases or decreases as the other does, without necessitating a constant rate of change.

The obtained Spearman correlation coefficient between the frequency of use of TikTok and impulsive buying was found to be $r = -0.053$, indicating a moderate negative correlation.

Despite the correlation, the p-value (0.445) suggests that there is no statistically significant relationship between the Frequency of Use of TikTok and Impulsive Buying. Therefore, impulsive buying appears to be independent of the frequency of use of TikTok.

Thus, the data does not support a significant correlation between exposure to TikTok and impulsive purchasing decisions among Portuguese consumers. Further analyses and exploration may be necessary to understand the nuanced dynamics at play in consumer behaviour within this context.

4.4.2 Hypotheses Testing

4.4.2.1 Influencing Factors on TikTok

To determine the Influencing Factors on TikTok, hypotheses 1 to 4 were rigorously tested using a Multiple Linear Regression Model. The model considered Visual Appeal, Hedonic Motivation, Perceived Usefulness and Trend-Driven Content & FOMO as independent variables, while Impulsive Buying was the dependent variable. The model is expressed as follows:

$$\text{Impulsive Buying} = \beta_0 + \beta_1 \text{VisualAppeal} + \beta_2 \text{HedonicMotivation} + \beta_3 \text{PerceivedUsefulness} + \beta_4 \text{FOMO} + \epsilon_i$$

In this model, 40,6% of the variance in "Impulsive Buying" is explained by the selected independent variables, with $F(4,205) = 35.030$. (Appendix 8 - *Tables Model Summary and ANOVA*)

Moreover, to test the model significance, the following hypotheses were employed:

- H_0 : The MRLM is not suitable, i.e., $\beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$.
- H_a : The MRLM is suitable, i.e., $\exists j, \beta_j \neq 0$.

Following standard rules (p -value (Sig.) $< \alpha$), the conclusion is that the MRLM is statistically significant (p -value $< 0.001 < \alpha = 0.05$), leading to the rejection of H_0 . (Appendix 8 - *Table ANOVA*)

Before delving into the analysis of the coefficients, several crucial assumptions needed to be verified. All the tables are presented in the Appendix 8.

1. Linearity of the relationship between each of the variables (*Table Correlations*)

Pearson correlation coefficients were computed between each independent variable and the dependent variable. The results revealed a positive linear relationship between all coefficients.

2. Normality of Residuals (*Normal P-P Plot*)

The Central Limit Theorem assumes that the variables can be considered to approximate a normal distribution, since the sample size exceeds 30 elements ($N=210 > 30$). Additionally, the distribution of errors closely aligns with the diagonal, validating the assumption of normality.

3. Expected Residuals value is null: $E(\epsilon_i) = 0$ (Table Residuals Statistics)

The expected value of the residuals ($E(\epsilon_i) = 0$) was validated, confirming the assumption.

4. Error terms are independent of each other (Table Model Summary)

By looking at the Durbin-Watson test, we affirmed that the residuals are independent (≈ 2).

5. Homoscedasticity (Scatterplot)

Homoscedasticity has been confirmed as the residuals exhibited a random distribution without discernible patterns, maintaining a constant variance across the range of observations.

6. Absence of Multicollinearity (Table Correlations and Coefficients)

Multicollinearity was assessed, and its absence was confirmed, since the variables are not strongly correlated (all $R < 0.8$). Tolerance, VIF and Condition Index values also met the conditions ($Tolerance > 0.1$; $VIF < 10$; $CI < 30$), eliminating the need to remove variables.

With all assumptions confirmed, the analysis progressed.

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,058	,488		-,118	,906
	VisualAppeal	,091	,132	,042	,686	,493
	HedonicMotivation	-,073	,101	-,048	-,729	,467
	PerceivedUsefulness	,375	,073	,309	5,131	<,001
	FOMO	,673	,083	,491	8,125	<,001

a. Dependent Variable: ImpulsiveBuying

H1: Visual appeal positively influences impulsive buying behaviour among Portuguese consumers on TikTok.

The regression coefficient (B) for Visual Appeal is 0.091, with a p-value of 0.493. As the p-value exceeds the significance level of 0.05, we do not have sufficient evidence to reject the null hypothesis. Therefore, based on the current analysis, it cannot be concluded that Visual

Appeal has a statistically significant positive influence on impulsive buying behaviour among Portuguese consumers on TikTok.

H2: Hedonic motivation positively influences impulsive buying behaviour among Portuguese consumers on TikTok.

The regression coefficient (B) for Hedonic Motivation is -0.073, with a p-value of 0.467. Similar to Hypothesis 1, the p-value exceeds the significance level of 0.05. Thus, there is insufficient evidence to reject the null hypothesis. In this context, the analysis does not support the claim that Hedonic Motivation has a statistically significant positive influence on impulsive buying behaviour on TikTok among Portuguese consumers.

H3: Perceived usefulness positively influences impulsive buying behaviour among Portuguese consumers on TikTok.

The regression coefficient (B) for Perceived Usefulness is 0.375, with a p-value of <0.001. In contrast to the previous hypotheses, the p-value of <0.001 is highly significant, providing strong evidence to reject the null hypothesis. Consequently, the analysis supports the validation that Perceived Usefulness has a statistically significant positive influence on impulsive buying behaviour among Portuguese consumers on TikTok. Given that the regression coefficient is positive, it can be affirmed that an augmentation in perceived usefulness corresponds to a proportional increase in impulsive buying behaviour on the TikTok platform.

H4: Trend-driven content, associated with FOMO, positively influences impulsive buying behaviour among Portuguese consumers on TikTok.

The regression coefficient (B) for FOMO is 0.673, with a p-value of <0.001. The highly significant p-value provides robust evidence to reject the null hypothesis. Therefore, based on this analysis, it can be concluded that Trend-driven content associated with FOMO has a statistically significant positive influence on impulsive buying behaviour among Portuguese consumers on TikTok. Thus, the positive regression coefficient indicates that an increase in trend-driven content with FOMO corresponds to a proportional rise in impulsive buying behaviour on the TikTok platform.

Thus, for this sample, the validation of Hypotheses 3 and 4 indicates that Perceived Usefulness and Trend-Driven Content & FOMO are significant influencing factors on TikTok for impulsive buying behaviour among Portuguese consumers. Conversely, H1 and H2 are not considered

influential factors on TikTok, based on the population under study. The final model equation is represented as follows:

$$\text{Impulsive Buying} = -0.58 + 0.375 \text{ PerceivedUsefulness} + 0.673 \text{ FOMO}$$

4.2.2.2 Utilitarian Value of User Reviews on TikTok

Moving now to the analysis of the Utilitarian Value of User Reviews on TikTok, hypothesis 5 was rigorously tested using a Simple Linear Regression Model. The model considered Utilitarian Value of User Reviews as an independent variable, while Impulsive Buying served as the dependent variable. The model is expressed as follows:

$$\text{Impulsive Buying} = \beta_0 + \beta_1 \text{UserReviews} + \epsilon_i$$

In this new model, 14,2% of the variance in "Impulsive Buying" is explained by the independent variable, with $F(1,208) = 34.473$. (Appendix 9 - *Tables Model Summary and ANOVA*)

Furthermore, to test the model significance using the previously stated hypotheses and following conventional criteria ($p\text{-value (Sig.)} < \alpha$), the findings indicate that the model is statistically significant ($p\text{-value} < 0.001 < \alpha = 0.05$). (Appendix 9 - *Table ANOVA*)

As before, several crucial assumptions needed to be verified. The details and tables supporting these assessments are provided in Appendix 9.

1. Linearity of the relationship between each of the variables (*Table Correlations*)

The results of the Pearson Correlation Coefficients revealed a positive linear relationship between all coefficients.

2. Normality of Residuals (*Normal P-P Plot*)

The Central Limit Theorem assumes that the variables can be considered to approximate a normal distribution, since the sample size exceeds 30 elements ($N=210 > 30$). Additionally, the distribution of errors closely aligns with the diagonal, validating the assumption of normality.

3. Expected Residuals value is null: $E(\epsilon_i) = 0$ (*Table Residuals Statistics*)

The expected value of the residuals ($E(\epsilon_i) = 0$) was validated, confirming the assumption.

4. Homoscedasticity (*Scatterplot*)

Homoscedasticity has been confirmed as the residuals exhibited a random distribution without discernible patterns, maintaining a constant variance across the range of observations.

5. Absence of Multicollinearity (*Table Correlations and Coefficients*)

Multicollinearity was examined and validated, affirming its absence as the variables exhibited weak correlations (all $R < 0.8$). In this model, the criteria for Tolerance (> 0.1), VIF (< 10), and Condition Index (< 30) were all satisfied, providing strong evidence for the lack of multicollinearity.

With all assumptions confirmed, the analysis progressed.

Table 6: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	,992	,281		3,534	<,001
	UserReview	,485	,083	,377	5,871	<,001

a. Dependent Variable: ImpulsiveBuying

H5: The utilitarian value of user reviews positively influences impulsive buying behaviour among Portuguese consumers on TikTok.

The regression coefficient (B) for User Reviews is 0.485, with a p-value of < 0.001 . The p-value is highly significant, since it is lower than the significance level of 0.05, providing strong evidence to reject the null hypothesis. Consequently, this analysis supports the validation that the Utilitarian Value of User Reviews has a statistically significant positive influence on impulsive buying behaviour among Portuguese consumers on TikTok. Given that the regression coefficient is positive, it can be affirmed that an augmentation in the utilitarian value of user reviews on the TikTok platform corresponds to a proportional increase in impulsive buying behaviour.

Therefore, the validation of H5 implies that the utilitarian value derived from user reviews on TikTok plays a pivotal role in shaping impulsive buying behaviour among Portuguese consumers. The final model equation can be succinctly represented as follows:

$$\text{Impulsive Buying} = 0.992 + 0,485\text{UserReview}$$

4.2.2.3 Hypotheses Testing Overview

Table 7: Hypotheses Results

<i>Hypotheses</i>	<i>Results</i>
H1: Visual appeal positively influences impulsive buying behaviour among Portuguese consumers on TikTok.	Not Significant
H2: Hedonic motivation positively influences impulsive buying behaviour among Portuguese consumers on TikTok.	Not Significant
H3: Perceived usefulness positively influences impulsive buying behaviour among Portuguese consumers on TikTok.	Significant and Validated
H4: Trend-driven content, associated with FOMO, positively influences impulsive buying behaviour among Portuguese consumers on TikTok.	Significant and Validated
H5: The utilitarian value of user reviews positively influences impulsive buying behaviour among Portuguese consumers on TikTok.	Significant and Validated

4.5 Results Discussion

Research Question 1: Does exposure to TikTok influence impulsive buying behaviour among Portuguese consumers?

Our study's findings indicate that there is no statistically significant relationship between the Frequency of Use of TikTok and Impulsive Buying. In other words, our data did not provide substantial evidence to support a significant correlation between the time spent on TikTok and impulsive purchasing decisions. This implies that the exposure to TikTok may not directly influence the likelihood of impulsive purchases among Portuguese consumers.

Research Question 2: What are the key factors on TikTok that influence impulsive buying behaviour among Portuguese consumers?

Our study tested four hypotheses, with only two yielding statistically significant results. Visual Appeal and Hedonic Motivation (H1 and H2) did not exhibit statistical significance, suggesting that these factors may not significantly influence impulsive buying behaviour among Portuguese consumers on TikTok. In contrast, H3 and H4 demonstrated high significance, supporting the validation that Perceived Usefulness and Trend-driven content associated with FOMO are factors influencing impulsive buying behaviour among Portuguese consumers on

TikTok. Thus, the positive correlation in Perceived Usefulness and Trend-driven content, associated with FOMO indicates that an increase in these factors is associated with a proportional increase in impulsive buying behaviour among Portuguese consumers on the TikTok platform.

Consequently, in response to the RQ2, our study reveals that impulsive purchases among Portuguese consumers on TikTok are notably influenced by two key factors – Perceived Usefulness and Trend-driven content associated with FOMO.

Comparing these findings with the existing literature, the results obtained for Visual Appeal diverge from the conclusions drawn in previous studies by Gbandi et al. (2023) and Chen et al. (2020), which supported that visual appeal has a significant impact on impulsive buying behaviour in online settings. Furthermore, Tee et al. (2023) also observed a substantial impact of visual appeal on impulsive buying behaviour within the TikTok context, specifically in Malaysia. The variance in our results could be attributed to differences in sample size, as our study employed a smaller sample, potentially yielding less robust evidence. The unique cultural and contextual factors in Malaysia, as highlighted by Tee et al. (2023), may also contribute to variations in the observed effects, emphasizing the need for nuanced consideration of regional influences in the study of consumer behaviour on platforms like TikTok.

Similar incongruence is observed with Hedonic Motivation, where our analysis results differ from the conclusions drawn in prior studies by Gbandi et al. (2023), Kazi et al. (2019) and Astuti et al. (2020). Their research supported the idea that hedonic motivation significantly influences impulsive buying behaviour online. One potential explanation for this disparity could be attributed to the geographic locations of the respective studies—Nigeria, Pakistan, and Indonesia. The influence of cultural and regional factors on consumer behaviour is a crucial aspect to consider when interpreting and comparing research outcomes.

Regarding Perceived Usefulness, our findings corroborate with the study by Tee et al. (2023), as perceived usefulness is also considered a factor that influences impulsive buying behaviour on TikTok. This aligns with the conclusions drawn by Davis et al. (1989) in their study on the determinants of individuals' intentions to use computers, where perceived usefulness emerged as a key and influential factor. The consistency between our results and these studies underscores the significance of perceived usefulness across diverse contexts, highlighting its relevance not only in technology adoption but also in influencing consumer behaviour on social media platforms like TikTok.

Lastly, regarding Trend-driven content associated with FOMO, our findings align with the study conducted by Çelik et al. (2019), which reported a similar positive correlation between FOMO tendencies and impulsive buying behaviour. Additionally, our results align with the findings of Lim (2016), who asserted that attitudes toward the advertisement serves as a mediating factor in the relationship between the inclination towards the fear of missing out and purchase intention. These results are explained by the growing sentiment that individuals feel of making purchases to avoid being left out or missing out on current trends.

Research Question 3: Does the utilitarian value of user reviews on TikTok influence impulsive buying behaviour among Portuguese consumers?

Our test of H5 produced highly significant results. These outcomes robustly support the validation that the Utilitarian Value of User Reviews on TikTok influence impulsive buying behaviour among Portuguese consumers. Therefore, the positive correlation indicates that an increase in the utilitarian value of user reviews on the TikTok platform is associated with a proportional increase in impulsive buying behaviour.

Hence, addressing RQ3, our study highlights a significant correlation between impulsive purchases among Portuguese consumers and the Utilitarian Value derived from User Reviews on TikTok.

These findings align closely with the existing literature, notably Sun et al. (2023) similarly identified a positive correlation between the utilitarian value of online consumer reviews and impulsive buying tendencies. This congruence is further supported by Hazari et al. (2017) research, revealing that the utilitarian use of UGC significantly influences the intention to make a purchase. The consistent alignment with these studies not only reinforces the robustness of our results but also points to a discernible trend within the existing literature.

CHAPTER 5: CONCLUSIONS AND LIMITATIONS

The last chapter presents a comprehensive summary of the study's findings, capturing both the results and conclusions. Through the meticulous analysis of previously collected data, each research question is systematically addressed, offering a cohesive overview of the study. Furthermore, the chapter provides the academic and managerial implications derived from the research outcomes. Finally, it also acknowledges the study's limitations and proposes avenues for future research endeavours.

5.1 Main Findings and Conclusions

The objective of this study was to explore the impact of TikTok on impulsive purchasing decisions among Portuguese consumers. To achieve this goal, three research questions were formulated to address the underlying problem statement. Subsequently, each research question was investigated, and responses were provided based on the data collected during the study.

Research Question 1: Does exposure to TikTok influence impulsive buying behaviour among Portuguese consumers?

To analyse the relationship between exposure to TikTok content and impulsive purchases among Portuguese consumers, a Spearman correlation was employed. The results revealed that the variables lacked statistical significance, indicating no discernible correlation. This suggests that exposure to TikTok content may not have a direct impact on the likelihood of impulsive purchases among Portuguese consumers.

Research Question 2: What are the key factors on TikTok that influence impulsive buying behaviour among Portuguese consumers?

The second research question aimed to identify the key factors that drive impulsive buying behaviour in the context of TikTok among Portuguese consumers. To address this research question, a Multiple Linear Regression was performed, with the factors identified during the literature review, i.e., Visual Appeal, Hedonic Motivation, Perceived Usefulness and Trend-driven Content & FOMO.

The findings revealed positive correlations exclusively for H3 and H4, affirming the validity of both. These hypotheses supported that there was a positive effect of the independent variables on the dependent variable, indicating that an increase in one variable resulted in an increase in

the other. In contrast, Visual Appeal (H1) and Hedonic Motivation (H2) did not exhibit statistically significant correlations, resulting in the non-validation of these hypotheses.

Specifically, the coefficients of the independent variables were both statistically significant, measuring 0.375 and 0.673, respectively. This suggests that for each unit increase in Perceived Usefulness, Impulsive Buying is expected to increase by 0.375 units. Similarly, for each unit increase in Trend-driven Content and FOMO, Impulsive Buying is anticipated to increase by 0.673 units.

Thus, Hypotheses 3 and 4, formulated to address RQ2, were validated, affirming that Perceived Usefulness and Trend-Driven Content associated with FOMO are influential factors on TikTok that impact impulsive buying behaviour among Portuguese consumers. These factors not only demonstrate a significant impact but also contribute positively to the dependent variable.

Research Question 3: Does the utilitarian value of user reviews on TikTok influence impulsive buying behaviour among Portuguese consumers?

The final research question aimed to explore the potential influence of the utilitarian value derived from user reviews on TikTok in prompting impulsive purchasing decisions among Portuguese consumers. To address this question, a Simple Linear Regression analysis was conducted, revealing a positive correlation for H5, and affirming the validation of the hypothesis.

The coefficient of the independent variable was statistically significant, measuring 0.485. This suggests that for each unit increase in the Utilitarian Value of User Reviews, Impulsive Buying is expected to increase by 0.485 units.

Therefore, the validation of Hypothesis 5 underscores that the utilitarian value derived from user reviews indeed influences impulsive buying behaviour among Portuguese consumers on TikTok, making a positive contribution to the dependent variable.

5.2 Academic Implications

This study makes a substantial contribution to the field of consumer behaviour and digital marketing, specifically addressing the influence of emerging digital platforms on consumer choices and impulsive buying behaviour.

The literature review underscores the growing interest in the impact of social media and digital platforms on consumer behaviour. While existing studies have explored the general influence of social media and e-commerce websites, there remains a significant gap in the literature concerning the specific role of short-form video content platforms, such as TikTok, in shaping impulsive buying behaviour.

Even in cases where studies have examined TikTok's influence on impulsive buying behaviour, a research gap persists, particularly within the context of Portuguese consumers. Most existing research has predominantly focused on broader social media platforms and has not thoroughly investigated the unique dynamics of TikTok or its impact on the Portuguese market. This gap isn't exclusive to Portugal; it extends to various countries, indicating a broader need for a more nuanced understanding of how TikTok uniquely shapes impulsive purchasing behaviours across diverse cultural landscapes.

This study identifies a critical research gap, emphasizing the lack of empirical investigation into the impact of TikTok on impulsive purchases in the Portuguese context. By conducting a focused examination of TikTok's impact on impulsive buying decisions among Portuguese consumers, this research contributes with new insights into the effectiveness of TikTok as a marketing tool in Portugal. It not only fills a void in the current literature on impulsive buying behaviour within the framework of social media but also expands our understanding of the unique dynamics at play within the Portuguese market.

5.3 Managerial Implications

Concerning the managerial implications, the research findings hold significant practical implications for companies and marketers aiming to refine their advertising strategies on TikTok in Portugal. Understanding the nuanced dynamics revealed by this study is crucial for developing more effective campaigns and aligning social media marketing with the preferences of Portuguese consumers.

Therefore, the identified key factors influencing impulsive buying behaviour on TikTok— Perceived Usefulness, Trend-Driven Content associated with FOMO — should be central to advertising strategies. By prioritizing content creation that resonates with these factors, companies can maximize their impact on impulsive buying decisions. Despite Visual Appeal and Hedonic Motivation not showing statistically significant correlations in this investigation, ongoing exploration and refinement in these areas remain important. Companies should strive

to enhance these elements in their TikTok content, recognizing their potential influence on consumer behaviour.

Finally, the research also emphasizes the significance of leveraging user reviews on TikTok. Actively encouraging and displaying user reviews can enhance the utilitarian value associated with products or services, building trust and reliability among consumers. Therefore, incorporating user reviews into marketing strategies presents a valuable opportunity for brands to derive substantial benefits, strengthen their connection with the audience, and, ultimately, influence purchasing decisions.

5.4 Limitations and Further Research

The execution of this study, conducted as part of a master's thesis dissertation, encountered certain limitations inherent to the nature of the research and offers opportunities for further exploration in subsequent studies.

One notable limitation derives from the inherent dynamism of TikTok, a platform in constant evolution. The rapid changes in social media landscapes require a continuous awareness of developments, posing a challenge for researchers. Future investigations should consider the evolving nature of platforms like TikTok and adapt research methodologies accordingly. Additionally, tracking changes and trends over an extended period would contribute to a more nuanced analysis.

A significant limitation of our study arises from the utilization of a non-probabilistic convenience sample, characterized by its reduced size and potential bias, with a predominant representation of women and individuals from a younger and employed demographic. Consequently, the obtained results depict trends specific to the surveyed sample and should not be extrapolated as conclusive evidence for the entire population. The collected sample, consisting of 210 completed responses, while offering valuable insights, is relatively modest. This small sample size hinders the generalizability of our findings to a broader population. To enhance the reliability of results, future research endeavours should consider employing a larger, diverse, and representative sample with a more evenly distributed demographic representation, encompassing both varied demographics and consumption habits.

Furthermore, another limitation of our study is the reliance on self-reported data, which introduces the potential for response bias. Relying on participants' subjective accounts may

impact the accuracy of our results, as responses can be influenced by individual perceptions, memory recall, or social desirability. Future studies should consider employing strategies to mitigate bias, such as incorporating behavioural metrics or experimental designs to enhance the accuracy and reliability of the results.

Looking ahead, future research could also explore the comparative impact on impulsive buying behaviour among Portuguese consumers through short-form video content platforms, such as TikTok, in contrast to other social media platforms, for example, features like Reels on Instagram. Understanding the distinct dynamics and influences of each platform would provide valuable insights for marketers and businesses seeking effective digital marketing strategies.

Finally, the absence of TikTok Shop functionality in Portugal presents a compelling avenue for future research. As mentioned before, the TikTok Shop has significantly streamlined the shopping process by seamlessly integrating in-app purchasing experiences, contributing to the platform's impact on impulsive buying behaviour (Geysler, 2023). Recommending a replication of the study after the potential introduction of TikTok Shop in Portugal could yield valuable insights into how this additional functionality influences impulsive buying behaviour among Portuguese consumers. This proposition aligns seamlessly with the dynamic nature of social media platforms, recognizing the continuous evolution of features and providing an opportunity to scrutinize and compare the effects of these changes on consumer behaviour over time.

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APPENDICES

Appendix 1 – Online Questionnaire

Introduction

Dear Participant,

Thank you for taking the time to participate in this survey.

Please choose your preferred language from the options above to respond.

This investigation is being conducted as part of a Master's Thesis in Management with a Specialization in Strategic Marketing at Católica Lisbon School of Business and Economics.

The questionnaire is expected to take less than 5 minutes to complete. I kindly ask for truthful responses to all questions. Your genuine intentions and perceptions are of great importance in helping us achieve our research objectives. Please remember that there are no right or wrong answers.

Rest assured, all the information you provide will be kept confidential, ensuring your anonymity throughout the process. The collected data will be exclusively used for research purposes related to the development of my Master's Thesis.

If you have any questions or require clarification, please feel free to contact: s-lplisboa@ucp.pt

I appreciate your time and cooperation, and to help me become a Master!

Leonor Lisboa

Block 1: Screening Questions

Q1. Do you live in Portugal?

- Yes
- No
- Prefer not to say

End survey if "No" or "Prefer not to say" is selected

Q2. Do you use TikTok?

- Yes
- No
- Prefer not to say

End survey if "No" or "Prefer not to say" is selected

Block 2: TikTok Usage and Exposure

Q3. How often do you use TikTok?

- Daily
- Several times a week
- A few times a month
- Rarely

Q4. What is your daily average usage time on TikTok?

- Less than 30 minutes
- 30 min to 1 hour
- 1 hour to 2 hours
- 2 hours to 3 hours
- More than 3 hours

Q5. What type of content do you usually engage with on TikTok? (select all that apply)

- Entertainment
- Educational
- Lifestyle
- Product reviews/unboxings
- Challenges/trends
- Other (please specify): _____

Q6. Have you ever been exposed to TikTok advertising?

- Yes
- No

Q7. How often do you come across advertising or promotional content while using TikTok, such as user reviews, influencer marketing or brand-generated content?

- Every time I use TikTok
- Frequently
- Occasionally
- Rarely

Q8. To what extent do you believe that TikTok content influences your purchasing decisions?

- Significantly
- Moderately
- Slightly
- Not at all

Q9. Have you ever been influenced to make a purchase because of content you saw on TikTok?

- Yes
- No
- I'm not sure
- I can't recall

Block 3: Influencing Factors on TikTok

For the following questions, please note that this survey is not related to making purchases directly on TikTok (which is not possible currently in Portugal). Instead, it aims to understand how content that you watch on this platform influences your purchasing behaviours.

Q10. Please, indicate your level of agreement with the following statements.

Visual Appeal

	Strongly Disagree	Disagree	Neither Disagree or Agree	Agree	Strongly Agree
TikTok content is visually pleasing.					
TikTok displays visually appealing video content.					
The layout of TikTok is attractive.					

Hedonic Motivation

	Strongly Disagree	Disagree	Neither Disagree or Agree	Agree	Strongly Agree
It seems that I explore a new world when I use TikTok.					
Finding unique content on TikTok makes me excited.					
Compared to other activities, spending time on TikTok is so enjoyable.					
Using TikTok is a way to relieve pressure from myself.					

Perceived Usefulness

	Strongly Disagree	Disagree	Neither Disagree or Agree	Agree	Strongly Agree
Using TikTok to gather product information can improve my shopping performance.					
Using TikTok to gather product information can increase my shopping productivity.					

Using TikTok to gather product information can increase my shopping effectiveness.					
I find TikTok useful to gather product information before shopping.					

Trend Driven Content with Fear of Missing Out (FOMO)

	Strongly Disagree	Disagree	Neither Disagree or Agree	Agree	Strongly Agree
I become anxious when scrolling through TikTok and tend to buy more than I actually need.					
I have a constant urge to check TikTok for the latest trends for fear of missing out.					
I tend to watch TikTok challenges or trends even when I'm busy because I fear missing out.					
I experience "panic buying" while watching TikTok content during promotions because I fear missing out.					
I feel the urge to make impulsive purchases when watching TikTok content during promotions, even when I don't really need anything.					

Block 4: Utilitarian Value of User Reviews on TikTok

Q11. Please, indicate your level of agreement with the following statements.

	Strongly Disagree	Disagree	Neither Disagree or Agree	Agree	Strongly Agree
Browsing user reviews on TikTok is very helpful for me when shopping.					
I feel satisfied by browsing user reviews on TikTok.					
I obtain just what I want by browsing user reviews on TikTok.					
I find just the items/products that I am searching for when browsing user reviews on TikTok.					

Block 5: Impulsive Buying

Q12. Please, indicate your level of agreement with the following statements.

	Strongly Disagree	Disagree	Neither Disagree or Agree	Agree	Strongly Agree
While browsing on TikTok, I feel sudden urges to buy products I hadn't planned to buy.					
Using TikTok makes me desire to buy items that aren't relevant to my specific shopping goals.					

As I explore TikTok content, I am inclined to make purchases outside of my planned shopping list.					
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Block 6: Demographics

Q13. What gender do you identify with?

- Male
- Female
- Non-binary
- Prefer not to say

Q14. What is your age?

- Under 18
- 18 - 24
- 25 - 34
- 35 – 44
- 45 - 54
- 55 - 64
- 65 or older

Q15. What is your occupation?

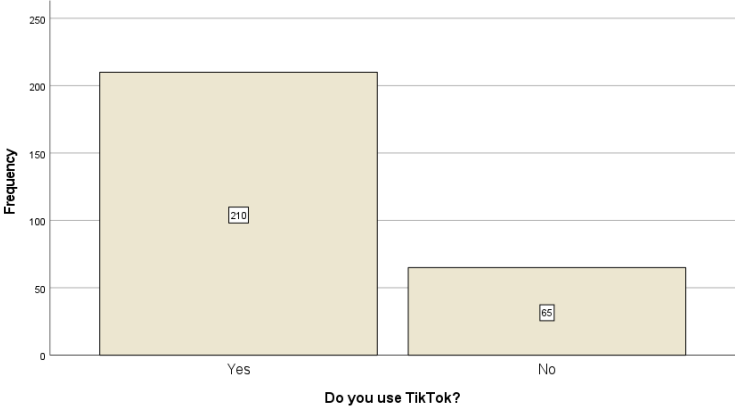
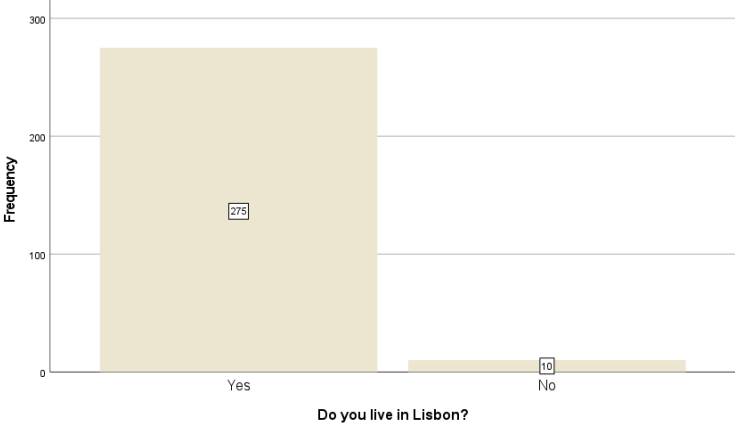
- Student
- Student-Worker
- Employed
- Unemployed
- Retired
- Other

Q16. What is your monthly gross income?

- No Income
- Less than 500€
- 500€ - 999€
- 1000€ - 1499€
- 1500€ - 1999€
- 2000€ - 2499€
- 2500€ - 2999€
- 3000€ - 3499€
- 3500€ - 4000€
- More than 4000€
- Prefer not to say

[End of Survey]

Appendix 2 – Screening Questions Bar Charts



Appendix 3 – Sample Characterization Tables

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	76	36,2	36,2	36,2
	Female	131	62,4	62,4	98,6
	Non-binary	2	1,0	1,0	99,5
	Prefer not to say	1	,5	,5	100,0
	Total	210	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	6	2,9	2,9	2,9
	18 - 24	156	74,3	74,3	77,1
	25 - 34	36	17,1	17,1	94,3
	35 – 44	6	2,9	2,9	97,1
	45 - 54	4	1,9	1,9	99,0
	55 - 64	2	1,0	1,0	100,0
	Total	210	100,0	100,0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	75	35,7	35,7	35,7
	Student-Worker	40	19,0	19,0	54,8
	Employed	82	39,0	39,0	93,8
	Unemployed	12	5,7	5,7	99,5
	Other	1	,5	,5	100,0
	Total	210	100,0	100,0	

Monthly gross income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Income	73	34,8	34,8	34,8
	Less than 500€	21	10,0	10,0	44,8
	500€- 999€	42	20,0	20,0	64,8
	1000€ - 1499€	44	21,0	21,0	85,7
	1500€ - 1999€	15	7,1	7,1	92,9
	2000€ - 2499€	5	2,4	2,4	95,2
	2500€ - 2999€	2	1,0	1,0	96,2
	3500€ - 4000€	3	1,4	1,4	97,6
	Prefer not to say	5	2,4	2,4	100,0
	Total	210	100,0	100,0	

Appendix 4 – TikTok Usage and Exposure Tables

How often do you use TikTok?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	164	78,1	78,1	78,1
	Several times a week	29	13,8	13,8	91,9
	A few times a month	11	5,2	5,2	97,1
	Rarely	6	2,9	2,9	100,0
	Total	210	100,0	100,0	

Daily average usage time on TikTok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	33	15,7	15,7	15,7
	30 min to 1 hour	79	37,6	37,6	53,3
	1 hour to 2 hours	64	30,5	30,5	83,8
	2 hours to 3 hours	24	11,4	11,4	95,2
	More than 3 hours	10	4,8	4,8	100,0
	Total	210	100,0	100,0	

\$TypeofContent Frequencies

		Responses		Percent of Cases
		N	Percent	
TypeofContent ^a	Entertainment	195	32,9%	92,9%
	Educational	104	17,5%	49,5%
	Lifestyle	132	22,3%	62,9%
	Product reviews/unboxings	92	15,5%	43,8%
	Challenges/trends	61	10,3%	29,0%
	Other	9	1,5%	4,3%
Total		593	100,0%	282,4%

a. Dichotomy group tabulated at value 1.

Have you ever been exposed to TikTok advertising?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	201	95,7	95,7	95,7
	No	9	4,3	4,3	100,0
	Total	210	100,0	100,0	

How often do you come across advertising or promotional content while using TikTok?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every time I use TikTok	128	61,0	61,0	61,0
	Frequently	59	28,1	28,1	89,0
	Occasionally	20	9,5	9,5	98,6
	Rarely	3	1,4	1,4	100,0
	Total	210	100,0	100,0	

TikTok content influences your purchasing decisions?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Significantly	16	7,6	7,6	7,6
	Moderately	54	25,7	25,7	33,3
	Slightly	84	40,0	40,0	73,3
	Not at all	56	26,7	26,7	100,0
	Total	210	100,0	100,0	

Have you ever been influenced to make a purchase because of content you saw on TikTok?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	106	50,5	50,5	50,5
	No	79	37,6	37,6	88,1
	I'm not sure	14	6,7	6,7	94,8
	I can't recall	11	5,2	5,2	100,0
	Total	210	100,0	100,0	

Appendix 5 – Normality Test Table

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
VisualAppeal	,230	210	<,001	,902	210	<,001
HedonicMotivation	,087	210	<,001	,983	210	,012
PerceivedUsefulness	,146	210	<,001	,939	210	<,001
FOMO	,166	210	<,001	,865	210	<,001
UserReview	,111	210	<,001	,950	210	<,001
ImpulsiveBuying	,126	210	<,001	,925	210	<,001

a. Lilliefors Significance Correction

Appendix 6 – Test t Table

One-Sample Test

Test Value = 3

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
VisualAppeal	26,941	209	<,001	<,001	1,00794	,9342	1,0817
HedonicMotivation	6,671	209	<,001	<,001	,34643	,2441	,4488
PerceivedUsefulness	6,984	209	<,001	<,001	,45952	,3298	,5892
FOMO	-20,244	209	<,001	<,001	-1,18095	-1,2960	-1,0659
UserReview	4,497	209	<,001	<,001	,27976	,1571	,4024
ImpulsiveBuying	-5,219	209	<,001	<,001	-,41746	-,5752	-,2598

Appendix 7 – Spearman Correlation Table

Correlations

			How often do you use TikTok?	ImpulsiveBuying
Spearman's rho	How often do you use TikTok?	Correlation Coefficient	1,000	-,053
		Sig. (2-tailed)	.	,445
		N	210	210
	ImpulsiveBuying	Correlation Coefficient	-,053	1,000
		Sig. (2-tailed)	,445	.
		N	210	210

Appendix 8 – Linear Regression Influencing Factors on TikTok

Descriptive Statistics

	Mean	Std. Deviation	N
ImpulsiveBuying	2,5825	1,15921	210
VisualAppeal	4,0079	,54215	210
HedonicMotivation	3,3464	,75254	210
PerceivedUsefulness	3,4595	,95354	210
FOMO	1,8190	,84538	210

Correlations

		ImpulsiveBuying	VisualAppeal	HedonicMotivation	PerceivedUsefulness	FOMO
Pearson Correlation	ImpulsiveBuying	1,000	,125	,262	,446	,562
	VisualAppeal	,125	1,000	,411	,317	,008
	HedonicMotivation	,262	,411	1,000	,351	,374
	PerceivedUsefulness	,446	,317	,351	1,000	,286
	FOMO	,562	,008	,374	,286	1,000
Sig. (1-tailed)	ImpulsiveBuying	.	,036	<,001	<,001	<,001
	VisualAppeal	,036	.	,000	,000	,454
	HedonicMotivation	,000	,000	.	,000	,000
	PerceivedUsefulness	,000	,000	,000	.	,000
	FOMO	,000	,454	,000	,000	.
N	ImpulsiveBuying	210	210	210	210	210
	VisualAppeal	210	210	210	210	210
	HedonicMotivation	210	210	210	210	210
	PerceivedUsefulness	210	210	210	210	210
	FOMO	210	210	210	210	210

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,637 ^a	,406	,394	,90209	2,031

a. Predictors: (Constant), FOMO, VisualAppeal, PerceivedUsefulness, HedonicMotivation

b. Dependent Variable: ImpulsiveBuying

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114,025	4	28,506	35,030	<,001 ^b
	Residual	166,822	205	,814		
	Total	280,847	209			

a. Dependent Variable: ImpulsiveBuying

b. Predictors: (Constant), FOMO, VisualAppeal, PerceivedUsefulness, HedonicMotivation

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,058	,488		-,118	,906		
	VisualAppeal	,091	,132	,042	,686	,493	,760	1,316
	HedonicMotivation	-,073	,101	-,048	-,729	,467	,678	1,476
	PerceivedUsefulness	,375	,073	,309	5,131	<,001	,800	1,250
	FOMO	,673	,083	,491	8,125	<,001	,794	1,260

a. Dependent Variable: ImpulsiveBuying

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	VisualAppeal	HedonicMotivation	PerceivedUsefulness	FOMO
1	1	4,790	1,000	,00	,00	,00	,00	,01
	2	,132	6,024	,01	,01	,00	,01	,84
	3	,045	10,363	,03	,02	,07	,97	,01
	4	,025	13,734	,15	,04	,86	,00	,08
	5	,008	24,074	,81	,93	,07	,01	,06

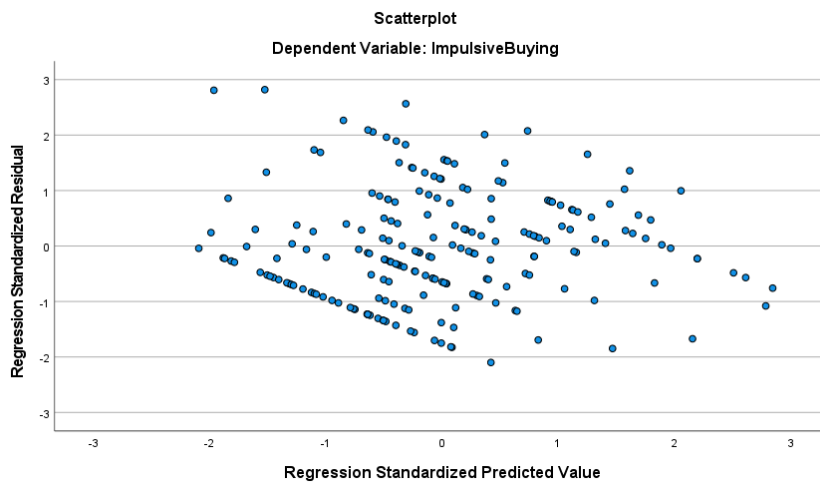
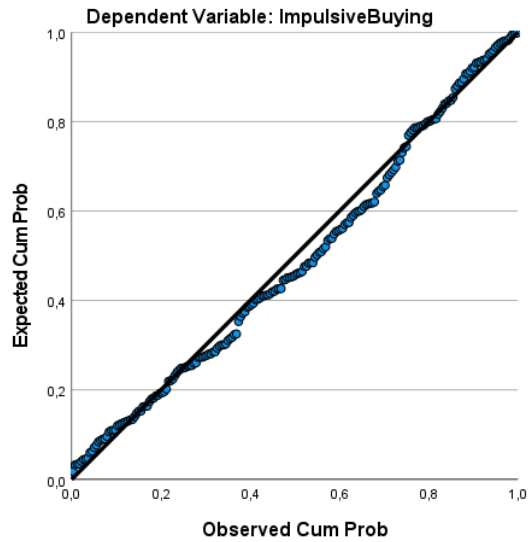
a. Dependent Variable: ImpulsiveBuying

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,0369	4,6839	2,5825	,73863	210
Residual	-1,89317	2,54362	,00000	,89341	210
Std. Predicted Value	-2,093	2,845	,000	1,000	210
Std. Residual	-2,099	2,820	,000	,990	210

a. Dependent Variable: ImpulsiveBuying

Normal P-P Plot of Regression Standardized Residual



Appendix 9 – Linear Regression Utilitarian Value of User Reviews on TikTok

Descriptive Statistics

	Mean	Std. Deviation	N
ImpulsiveBuying	2,5825	1,15921	210
UserReview	3,2798	,90156	210

Correlations

		ImpulsiveBuyi ng	UserReview
Pearson Correlation	ImpulsiveBuying	1,000	,377
	UserReview	,377	1,000
Sig. (1-tailed)	ImpulsiveBuying	.	<,001
	UserReview	,000	.
N	ImpulsiveBuying	210	210
	UserReview	210	210

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,377 ^a	,142	,138	1,07622

a. Predictors: (Constant), UserReview

b. Dependent Variable: ImpulsiveBuying

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39,929	1	39,929	34,473	<,001 ^b
	Residual	240,918	208	1,158		
	Total	280,847	209			

a. Dependent Variable: ImpulsiveBuying

b. Predictors: (Constant), UserReview

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,992	,281		3,534	<,001		
	UserReview	,485	,083	,377	5,871	<,001	1,000	1,000

a. Dependent Variable: ImpulsiveBuying

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	UserReview
1	1	1,964	1,000	,02	,02
	2	,036	7,428	,98	,98

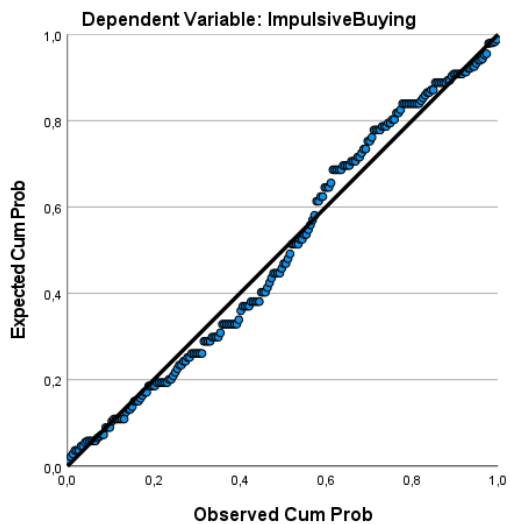
a. Dependent Variable: ImpulsiveBuying

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,4773	3,4165	2,5825	,43709	210
Residual	-2,41654	2,43189	,00000	1,07365	210
Std. Predicted Value	-2,529	1,908	,000	1,000	210
Std. Residual	-2,245	2,260	,000	,998	210

a. Dependent Variable: ImpulsiveBuying

Normal P-P Plot of Regression Standardized Residual



Scatterplot

