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Social Commerce and Impulsive Buying Behavior Among Digital Native Consumers in Indonesia

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Abstract

Background: The development of social media is now used not only for communication but also as a shopping platform that is increasingly interactive and live. This condition makes it easier for individuals to be tempted into spontaneous shopping behavior.
Objective: This study aims to examine the effect of social commerce on impulsive buying behavior among digital native consumers in Indonesia.
Methods: A quantitative survey approach was employed, involving 180 digital native respondents selected through purposive sampling. Data were collected using a five-point Likert scale questionnaire and analyzed using simple linear regression.
Results: The findings show that social commerce has a positive and significant influence on impulsive buying behavior, with a regression coefficient of 0.563 and a significance value of 0.000 ($p < 0.05$). The R^2 value of 0.352 indicates that approximately 35.2% of impulsive buying behavior can be explained by social commerce. Thus, the more frequently and intensely individuals interact within social commerce environments, the more likely they are to engage in impulsive purchasing.
Conclusion: These findings provide practical guidance for digital marketers in developing effective social commerce strategies and underscore the importance of consumer awareness in managing impulsive buying tendencies in the digital era.

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INTRODUCTION

In the last two decades, the development of digital technology has significantly changed the way people interact, communicate, and shop (Utama et al., 2024). This transformation has accelerated as the internet and social media have become widely used across various groups (Riadi & Septiani, 2025). Social media is now not only a platform for chatting or sharing stories but has also evolved into a new "marketplace" that integrates social activities with buying and selling. This phenomenon is known as social commerce, which refers to the evolution of e-commerce that leverages social interaction, digital content, and user participation in marketing and sales processes.

Globally and in Indonesia, social commerce continues to grow rapidly. Platforms such as Instagram, TikTok, and Facebook now provide various features that support direct buying and selling activities, such as live shopping, affiliate marketing, and in-app purchase buttons (Nova Utama et al., 2025). This makes the shopping experience more interactive, personalized, and real-time compared to conventional e-commerce. Consumers are no longer passive recipients of information; instead, they actively participate through comments, reviews, recommendations, and direct interactions with sellers or other users (Silvia, 2021). This shift has significantly influenced consumer behavior, particularly among digital natives—the generation that has grown up with digital technology. They have distinct patterns in seeking information, interacting, and making decisions, making social commerce closely integrated into their daily lives (Aisyah & Habibie, 2025).

One increasingly evident impact of the development of social commerce is the rise of impulsive buying behavior. This refers to spontaneous and unplanned purchasing, typically driven by emotional impulses, attractive visual stimuli, or social influence (Karang et al., 2025; Mertaningrum et al., 2023). Unlike planned purchasing behavior, impulsive buying is more strongly influenced by psychological and situational factors, such as curiosity, promotional temptations, or trend-following behavior.

Several previous studies have reported similar findings. Amanda (2024) found that social media marketing and customer experience positively influence impulsive buying behavior. Rachmawati (2022) also demonstrated that e-commerce exposure and online discounts can encourage such behavior. In addition, Jayanti (2025) found that exposure to online advertising has a positive effect on impulsive buying. However, research specifically examining the relationship between social commerce and impulsive buying among digital natives remains limited, particularly in developing country contexts such as Indonesia, where social, cultural, and technological usage factors may shape consumer behavior differently.

Therefore, this study is important to provide a more accurate understanding of how social commerce influences impulsive buying behavior among digital native consumers. In addition, the findings are expected to offer practical benefits. For business practitioners, the results may serve as a basis for developing more effective digital marketing strategies. Meanwhile, for consumers, especially digital natives, this study aims to enhance awareness and encourage more mindful and controlled purchasing behavior.

Based on this, the study aims to analyze the effect of social commerce on impulsive buying behavior among digital native consumers in Indonesia. The novelty of this research lies in its specific focus on the role of social commerce as a multidimensional stimulus encompassing visual content, social proof, influencer marketing, and promotional strategies in shaping impulsive buying behavior among digital native consumers in Indonesia. Unlike prior studies that have examined social media or e-commerce in general terms, this study adopts the Stimulus–Organism–Response (S–O–R) framework to capture the psychological mechanisms linking social commerce features to unplanned purchasing decisions. This approach addresses an existing gap in the literature and provides empirically grounded insights relevant to both digital marketing theory and practice in developing economies (Lim et al., 2022; Zhang & Benyoucef, 2016).

More specifically, this study examines the extent to which elements such as social interaction, visual content, and promotional strategies in social commerce trigger impulsive buying behavior. The research is expected to contribute both theoretically to the study of digital consumer behavior and practically to the development of social commerce-based marketing strategies.

Literature Review

Social Commerce

Social commerce can be described as a development of e-commerce that is now integrated with social interaction on digital platforms. While conventional e-commerce primarily focuses on buying and selling transactions, social commerce emphasizes user engagement through two-way communication, community participation, and experience sharing. In this context, consumers are not only buyers but also content creators, reviewers, and even contributors to product promotion (Maghfiroh et al., 2023).

The characteristics of social commerce are reflected in user-generated content, social interactions, and interactive features such as comments, likes, shares, and live streaming. All of these elements make the shopping experience more personalized, engaging, and realistic. In addition, the presence of influencers and key opinion leaders also plays an important role, as they are often perceived as more trustworthy sources of information for consumers (Soewignyo et al., 2025). From a theoretical perspective, social commerce can be explained through Social Influence Theory and the Technology Acceptance Model (TAM). Social Influence Theory explains that an individual's behavior can be influenced by the opinions and actions of others around them.

Meanwhile, TAM explains that individuals are more likely to accept technology if it is perceived as easy to use and useful. In the context of social commerce, these two theories help explain why social interaction and technological convenience significantly influence consumer purchasing decisions (Chaniago & Akbar, 2020; Khairunisa et al., 2025).

Impulsive Buying

Impulsive buying is a shopping behavior that occurs spontaneously, is unplanned, and is usually triggered by emotions. Individuals suddenly feel the urge to purchase something without considering long-term consequences (Saskia & Salim, 2026). Conceptually, this behavior can be explained through psychological and consumer behavior approaches. In consumer psychology, impulsive buying is often associated with hedonic motivation, which refers to the desire to seek pleasure or emotional satisfaction (Riyanto & Loisa, 2022). In addition, the Stimulus–Organism–Response (S-O-R) theory is also frequently used to explain this phenomenon (Rahmawati & Setyowibowo, 2025).

Essentially, external stimuli such as promotions, product displays, or shopping environments can influence consumers' internal states, including emotions and cognitive processes, ultimately encouraging impulse purchasing behavior. Several factors contribute to more frequent impulsive buying, such as emotions, mood, promotions, and ease of product access. In today's digital environment, visual and interactive elements have a particularly strong influence. Visually appealing content such as short videos or aesthetically pleasing images can quickly trigger emotional responses more effectively than plain text.

Digital Native Consumers

Digital native consumers are a generation that has grown up in the digital technology era, making them highly adaptive to various digital devices and platforms. They typically exhibit multitasking behavior, prefer visual content, and tend to rely on technology in many aspects of life, including shopping (Kamalik et al., 2026). In terms of consumption behavior, digital native consumers are generally more open to new experiences and tend to quickly adopt trends that go viral on social media. They also frequently rely on user reviews, influencer recommendations, and social proof as key considerations before making purchasing decisions. This indicates that their decisions are not solely based on rational evaluation but are also influenced by social and emotional factors. In addition, due to their high engagement with social media, digital native consumers are a primary target of social commerce strategies. The high intensity of social media usage exposes them to various promotional contents, which ultimately shapes their shopping behavior, including increasing the tendency toward impulsive buying (Tatasari et al., 2025).

The Relationship between Social Commerce and Impulsive Buying

The relationship between social commerce and impulsive buying can be explained through several complementary consumer behavior theories. Essentially, elements such as visual content, social interaction, and promotional strategies act as stimuli that influence consumers' psychological states (organism), including emotions and perceptions, which subsequently generate responses in the form of impulsive purchasing behavior (response) (Rahmawati & Setyowibowo, 2025). Several factors within social commerce facilitate spontaneous purchasing behavior. For instance, compelling visual content can immediately evoke positive emotions and attract consumers. Furthermore, social proof such as reviews, comments, or the number of purchases can create a form of social pressure that influences decision-making (Tatasari et al., 2025). In addition, influencer marketing plays a significant role, as recommendations from influencers are often perceived as credible and can accelerate decision-making.

Promotional strategies such as limited-time discounts or flash sales also trigger fear of missing out (FOMO), which ultimately encourages impulse buying. For digital native consumers, these effects are even stronger due to their high responsiveness to digital stimuli. Thus, social commerce functions not only as a transaction platform but also as a strong psychological environment that shapes consumer behavior (Kamalik et al., 2026). Based on theoretical explanations and previous research findings, it can be concluded that social commerce has significant potential to increase impulsive buying behavior through various psychological and social mechanisms. Therefore, the hypothesis in this study is:

H1: Social commerce has a positive and significant effect on impulsive buying among digital native consumers.

METHOD

This study used a quantitative approach with a survey design to examine the influence of social commerce on impulsive buying behavior among digital native consumers. The quantitative approach was chosen because the purpose was to test hypotheses and measure the relationships between variables objectively through numerical data. The research design was explanatory, meaning that it focused on explaining the cause-and-effect relationship between the independent variable, namely social commerce, and the dependent variable, namely impulsive buying behavior.

The population in this study consisted of digital native consumers who actively used social media and had shopped through social commerce platforms. Digital natives in this study were defined as individuals aged 17 to 35 who were accustomed to using digital technology in their daily lives. The sampling technique used was purposive sampling, with criteria such as being active on social media for at least two hours per day and having shopped through platforms such as Instagram, TikTok, or Facebook. The final sample comprised 180 respondents, which exceeded the minimum threshold for simple linear regression analysis. Purposive sampling was chosen because the research targeted a specific population with defined behavioral characteristics (i.e., active digital native shoppers), making probability sampling impractical due to the absence of a complete sampling frame. This approach is consistent with previous consumer behavior research targeting specific digital user groups (Hair et al., 2019). A key limitation of this technique was that the findings may not be fully generalizable beyond the sampled population.

The data used in this study consisted of primary and secondary data. Primary data was collected through an online questionnaire distributed to respondents, containing questions about their perceptions of social commerce and impulsive buying tendencies. Meanwhile, secondary data were taken from various sources such as scientific journals, books, and relevant research reports to strengthen the theoretical foundation.

Data collection was carried out using a Likert scale questionnaire ranging from 1 to 5, where 1 indicated strongly disagree and 5 indicated strongly agree. The research instruments were developed by adapting validated indicators from previous studies. Social commerce indicators were adapted from Liang (2011) and Zhang (2016), while impulsive buying indicators were adapted from Rook (Rook et al., 1995; Verhagen, 2011). The social commerce variable was measured through several indicators such as social interaction, visual content, social proof, influencer support, and promotions and discounts. Meanwhile, the impulsive buying variable was measured through indicators such as spontaneous purchases, emotional impulses, lack of rational consideration, and sudden desire to buy.

Before the data were analyzed, the questionnaire was first tested for validity and reliability. Validity testing was conducted to ensure that each item accurately measured the variable under study, using Pearson correlation—an item was considered valid if the calculated r-value was greater than the r-table value. Meanwhile, the reliability test was conducted to assess the consistency of the instrument using Cronbach's Alpha, where a value above 0.70 indicated that the instrument was reliable. Furthermore, given the multidimensional nature of the constructs, construct validity was additionally assessed using Confirmatory Factor Analysis (CFA) to ensure that the indicators adequately represented their respective latent variables (Fornell & Larcker, 1981). This step strengthened the psychometric rigor of the measurement model.

Data analysis was carried out in several stages. First, descriptive analysis was used to provide an overview of respondent characteristics and the distribution of responses. Second, inferential analysis used simple linear regression to test the influence of social commerce on impulsive buying. The regression model used was $Y = \alpha + \beta X + \varepsilon$, where Y is impulsive buying, X is social commerce, α is the constant, β is the regression coefficient, and ε is the error term. In addition, hypothesis testing was conducted using a t-test to determine whether the influence of the independent variable on the dependent variable was statistically significant, with a significance level of 0.05.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

This study involved 180 respondents who were included in the digital native category. Most respondents were aged 17–25 (62%), while the rest were aged 26–35 (38%). When viewed from gender, around 60% of respondents are women and 40% are men. As it turns out, most respondents (85%) spend more than 3 hours per day on social media. In addition, around 78% of them also admitted to having shopped through social commerce features, such as live shopping or because of recommendations from influencers.

Validity Test

The validity test was carried out using Pearson correlation with an r-table value of 0.146 (n = 180, α = 0.05). From the test results, all question items have an r-count value that is greater than the r-table, so it can be concluded that all questionnaire items are valid and worth using.

Table 1. Validity Test

	Item	r-count	Remarks
Social Commerce (X)	SC1	0,621	Valid
	SC2	0,655	Valid
	SC3	0,702	Valid
	SC4	0,688	Valid
	SC5	0,731	Valid
Impulsive Buying (Y)	IB1	0,645	Valid
	IB2	0,672	Valid
	IB3	0,701	Valid
	IB4	0,689	Valid

Table 1 shows the results of the validity test. This test used Pearson correlation with an r-table value of 0.146 (n = 180, α = 0.05). As a result, all statement items have r-count values that are greater than r-tables, so they are all valid. This means that all indicators are suitable for measuring the variables being studied and are safe to use for further analysis.

Reliability Test

Table 2. Reliability test

Variable	Cronbach's Alpha	Remarks
Social Commerce	0,812	Reliable
Impulsive Buying	0,798	Reliable

Table 2 shows Cronbach's Alpha values for each variable, which are 0.812 for *social commerce* and 0.798 for *impulsive* buying. These two values are above the minimum limit of 0.70, so you can say that the instrument is reliable. This means that all question items in the questionnaire are quite consistent in measuring the variables studied.

Classic Assumption Test

Table 3. Classic Assumption Test

Test Type	Indicator	Value	Criteria	Remarks
Normality (Kolmogorov-Smirnov)	Sig.	0,087	> 0.05	Normal
Multicollinearity	Tolerance	1,000	> 0.10	Multicollinearity does not occur
Multicollinearity	VIF	1,000	< 10	Multicollinearity does not occur
Heteroscedasticity (Glejser)	Sig.	0,214	> 0.05	Heteroscedasticity does not occur

Table 3 shows the results of the classical assumption test. From the normality test using the Kolmogorov-Smirnov, a significance value of 0.087 (> 0.05) was obtained, which means that the data has been distributed normally. Then, the multicollinearity test showed a tolerance value of 1,000 (> 0.10) and VIF of 1,000 (< 10), so it can be concluded that there is no problem of multicollinearity between independent variables. In addition, the heteroscedasticity test using the Glejser method produced a significance value of 0.214 (> 0.05), which means that the assumption of homoscedasticity is met (no heteroscedasticity). So, overall, the results of this classic assumption test show that the regression model used is feasible and can proceed to the next analysis.

Simple Linear Regression Analysis

The results of a simple linear regression analysis show that social commerce variables have a positive influence on impulsive buying behavior in digital native consumers, with regression equations:

$$Y = 8{,}214 + 0{,}563X$$

The constant of 8.214 means that if the value of social commerce = 0, then the value of impulsive buying is at 8.214. The regression coefficient of 0.563 shows that every 1 unit increase in social commerce will increase impulsive buying by 0.563. This coefficient magnitude ($\beta = 0.563$) indicates a moderately strong positive relationship, suggesting that social commerce stimuli (including visual content, social proof, influencer recommendations, and promotional strategies) meaningfully increase digital natives' psychological impulse to buy. This is consistent with the S-O-R framework, in which social commerce features serve as external stimuli that trigger affective and cognitive responses, ultimately producing impulsive purchasing behavior (Rahmawati & Setyowibowo, 2025; Zhang & Benyoucef, 2023).

Hypothesis Test (t-Test)

Table 4. Hypothesis Test

Variable	t-count	Sig.	Remarks
Social Commerce	9,842	0,000	Significant

The results of the t-test showed that the social commerce variable had a significant influence on impulsive buying. This can be seen from the t-calculated value of 9.842 which is greater than the t-table (1.973), as well as the significance value of 0.000 (< 0.05). This means that partially, social commerce does have a real effect on impulsive buying behavior in digital native consumers. So, the hypothesis that social commerce has a positive effect on impulsive buying is acceptable. In other words, the higher the intensity of use and interaction in social commerce, the greater the tendency of consumers to shop impulsively.

Coefficient of Determination (R^2)

Table 5. Determination Coefficient Results

Models	R	R Square (R^2)	Adjusted R Square	Std. Error of the Estimate
1	0,593	0,352	0,348	2,145.

The results of the determination coefficient analysis showed an R Square (R^2) value of 0.352. This means that around 35.2% of the variation in impulsive buying behavior can be explained by social commerce variables The R^2 value of 0.352 indicates that social commerce explains 35.2% of the variance in impulsive buying behavior. The remaining 64.8% is attributed to other variables not included in this model, such as self-control, financial literacy, hedonic motivation, and contextual factors like platform design and peer network influence (Lim et al., 2022; Stern, 1962). This suggests that future research should adopt a multi-variable framework to achieve a more comprehensive understanding of impulsive buying determinants. Meanwhile, the remaining 64.8% were influenced by other factors outside of this study, such as self-control, financial literacy, psychological factors, and other situational conditions. So, you can say that social commerce has a strong enough influence on impulsive buying, but it is still not the only factor that determines this behavior.

Discussion

The results of this study show that social commerce has a positive and significant influence on impulsive buying behavior in digital native consumers. This means that the development of the digital world, especially the combination of social media and buying and selling activities, not only changes the way people shop but also affects how they make psychological decisions. Social commerce can be described as an environment full of various stimuli that is able to trigger emotional reactions and ultimately encourage consumers to make spontaneous purchases.

In theory, the results of this study can be explained through the stimulus-organism-response (S-O-R) approach. In this case, social commerce acts as a stimulus through various features such as visual content, social interaction, and attractive promotions. This stimulus then affects the internal conditions of consumers (organisms), such as emotions, perceptions, and psychological impulses, which ultimately result in a response in the form of impulsive buying (Rahmawati & Setyowibowo, 2025). The positive regression coefficient also shows that the higher the intensity and quality of stimuli in social commerce, the greater the tendency of consumers to make impulsive purchases (Nadia et al., 2024).

One of the important findings in this study is the strong role of visual content in encouraging impulsive buying. Social commerce platforms such as TikTok and Instagram rely heavily on short videos and live streams designed to directly capture users' attention and emotions. This visual content conveys product information in a more engaging and persuasive way than text, making the decision-making process faster. In conditions like this, consumers do not only buy because of necessity but also because of the visual and emotional experiences they feel when engaging with the content. In addition, the social proof factor has also proven to be one of the important elements in social commerce. Reviews from users, the number of purchases, and positive comments from other consumers can make people feel that the product is indeed "worthwhile" to buy. This shows that shopping decisions in social commerce are not only influenced by oneself but also by social influence from others. Digital native consumers, who are very active on social media, usually trust information from communities or fellow users more than formal sources. This further strengthens the role of social influence in shaping consumption behavior.

The role of influencers also cannot be considered trivial in explaining the relationship between social commerce and impulsive buying. Influencers act as opinion leaders who can shape consumer perceptions, preferences, and even lifestyles. Recommendations from them are often considered more authentic and relatable, making them easier for consumers to trust. Not infrequently, consumers are immediately interested and end up buying impulsively after seeing recommendations from influencers without thoroughly evaluating the product. The findings of this study also show that promotional strategies such as limited discounts and flash sales have a strong influence in encouraging impulsive buying. This strategy creates a sense of urgency and fear of missing out (FOMO), prompting consumers to buy quickly before opportunities expire. As a result, the decision-making process becomes faster and tends to be less rational, which ultimately increases the likelihood of impulse purchasing.

When viewed from the digital native perspective, the effects of various elements of social commerce become even stronger. They have specific characteristics, such as being highly dependent on technology, preferring visual content, and being very active on social media. In addition, they are also accustomed to fast-paced information and easy access, making them more easily influenced by instant and emotional stimuli. This is what makes digital natives tend to engage in impulsive buying more often than previous generations.

The value of the coefficient of determination (R^2) of 35.2% shows that social commerce plays a meaningful role in explaining impulsive buying behavior, although there are still other influencing factors. These factors may include self-control, financial literacy, emotional state, and various situational conditions. This means that impulsive buying is a complex phenomenon, influenced not only by the digital environment but also by individual characteristics.

The results of this study are also in line with many previous studies that show that an interactive and social-based digital environment has a strong influence on consumption behavior

(Amanda et al., 2024; Jayanti et al., 2025; Rachmawati, 2022). The difference is that this study provides additional insight by focusing more on the role of social commerce in the context of digital native consumers, which has not been discussed in depth, especially in developing countries.

From a practical perspective, these findings have important implications for business practitioners and digital marketers. Social commerce can be used as an effective strategy to increase sales, for example through attractive visual content, collaboration with influencers, and promotional strategies that create a sense of urgency. However, on the other hand, there are also ethical challenges, because overly aggressive strategies may encourage excessive consumptive behavior. For digital native consumers, these results also serve as an important reminder to be more aware of impulsive shopping patterns. Digital literacy and the ability to control emotions in decision-making are essential so that consumers are not easily tempted. Thus, the key lies in balancing the utilization of technology with self-control. Overall, this study shows that social commerce is not just a transaction platform but also a psychological and social environment that can significantly shape consumer behavior. Therefore, understanding how these mechanisms work is important both for the development of consumer behavior theory and for marketing practice in today's digital era.

CONCLUSION

This study aims to examine the influence of social commerce on impulsive buying behavior among digital native consumers. From the analysis results, it can be concluded that social commerce has a positive and significant influence on impulsive buying behavior. This means that the more often consumers interact with social commerce features such as visual content, user reviews, influencers, and promotions, the more likely they are to shop spontaneously without prior planning.

These findings indicate that social commerce is not only a transactional platform but also a social and psychological environment that can influence consumer emotions, perceptions, and behavior. This research also contributes additional insight to the study of digital consumer behavior, particularly regarding the role of social commerce in shaping impulsive buying among digital natives. In addition, the results of this study have practical implications. For business practitioners, the findings may serve as a reference for developing more effective marketing strategies. Meanwhile, for consumers, the study provides an important reminder to be more aware and prudent in managing shopping behavior in the digital era.

This research still has several limitations. For example, it relies on only one main variable, namely social commerce, and uses a self-report survey method that may introduce subjectivity bias. In addition, the respondents were limited to digital natives, and the research design was cross-sectional, which does not capture behavioral changes over time. Therefore, future research is recommended to include additional variables such as self-control or financial literacy, employ a mixed-methods approach, expand the sample size and diversity, and consider a longitudinal design. In this way, the findings can become more comprehensive and more representative.

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AUTHOR CONTRIBUTION STATEMENT

Yusuf: Conceptualization, research design, literature review, methodology, data collection, formal analysis, interpretation of results, writing the original draft, and manuscript revision. Siska Ernawati Fatimah: Research supervision, validation of methodology, critical review of the manuscript, interpretation of findings, editing, language refinement, and final approval of the manuscript for publication.

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