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A Comparative Analysis on Impulse Buying among TikTok Shop, Lazada, and Shopee

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Abstract

Aim: This study aimed to compare TikTok Shop, Lazada, and Shopee to determine which platform had the highest frequency of impulse buying behaviors among users in Toledo City, Cebu.

Methodology: This study used a descriptive, comparative and correlational design using surveys to determine which of the three platforms had the highest levels of impulse buying. This study was conducted in Toledo City, Cebu, with 384 respondents. Purposive sampling was employed, with the criteria that respondents had used or had experience using the three e-commerce platforms and were 18 years old or above.

Results: The result indicates a strong preference for Shopee among the surveyed group of online shoppers. A comparison of the factors such as environment, promotion, payment, product, and availability reveal significant differences between TikTok Shop, Lazada, and Shopee, with a p-value of $<.001$. With a correlation coefficient (r) of 0.480, there is a moderate positive correlation between environment and impulse buying behavior. There is a moderate positive correlation (r) of 0.429, between promotion and impulse buying behavior. Also, there is a moderate positive correlation (r) of 0.518, between payment and impulse buying behavior. There is a strong positive correlation (r) of 0.542, between product and impulse buying behavior. There is a strong positive correlation (r) of 0.368, between availability and affective organism. Furthermore, there is a moderate correlation of (r) -0.527, between affective state and impulse buying behavior.

Conclusion: Shopee was the leading e-commerce platform, significantly influencing consumer impulse buying compared to TikTok Shop and Lazada.

Keywords: Impulse Buying, E-commerce Platform, Comparative, Correlation

INTRODUCTION

The evolution of shopping—an integral part of human life—from brick-and-mortar to seamless click-swipe-order online shopping. Online shopping has become a popular and growing shopping method in the world in recent years. Individuals are embracing digital shopping methods where e-commerce platforms are reshaping the experience by providing unmatched convenience and accessibility to products and services (Gulfranz et al., 2022). E-commerce is defined as a process of buying, selling, transferring, or exchanging goods, services, or information by using the Internet (Turban et al., 2017a). Improvements to the existing technology have paved the emergence of having an e-commerce platform. The e-commerce platforms, specifically business to consumer, brought comfort to many, as the e-commerce enables consumers to shop anytime, anywhere. Evolution of shopping—an integral part of human life—from brick-and-mortar transition with ease through seamless click-swipe-order online shopping. Online shopping has become a popular and growing shopping method in the world in recent years (Wu et al., 2011).

E-commerce is said to be the marketing, purchase, and sale of goods and services on the internet. It is relevant to the United Nations Sustainable Development Goals (UNSDG), particularly focusing on goal 12, responsible consumption and production. Responsible consumption and production involve promoting the efficiency of resource and energy use (United Nation Member States, 2015). Online shopping seems to be a huge trend in the world (Zhao



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et al., 2015). Online shopping significantly contributes to the increase in consumption and production patterns suggested being addressed for the study. This is observed by the researchers due to the uprising engagement of the consumer in buying online.

Among the uprising e-commerce platform particularly used in the Philippines are TikTok Shop, Lazada, and Shopee. This e-commerce platform brings convenient to people in terms of buying items online. TikTok, a widely used social media platform, recently introduced the TikTok Shop which provides a place for business to promote products and services they sell online (Gonçalo, 2023). TikTok Shop is the interactive feature, enabling users to shop directly from videos and the increasing number of views from the video can attract another consumer. Dahniar et al. (2023) highlighted that the interactive features of TikTok Shop impact users' decisions to purchase a product.

Meanwhile, Lazada is another e-commerce platform owned by Alibaba Group, one of the largest e-commerce companies in the world (Yee et al., 2019). Lazada serves as a marketplace that connects numerous sellers with a wide base of buyers (Yee et al., 2019). It provides a variety of products across different categories. Lastly is Shopee; it is also an e-commerce platform that was launched in 2015. Shopee initially operated as a consumer-to-consumer (C2C) marketplace before evolving into a hybrid model that incorporated both C2C and business-to-consumer (B2C) transactions (Yo et al., 2021). Shopee concentrates its efforts on the mobile platform, making it easy for users to search, shop, and sell right from their phones.

The Philippines has one of the rapidly expanding internet economies in Southeast Asia, driven by e-commerce. With its convenient access and dependable services, more people are actively engaging with online shopping platforms (Yee et al., 2019). TikTok Shop, Lazada, and Shopee have not solely granted customers the ease of shopping from their residence but have also instigated a conspicuous rise in impulsive buying. With the advent of e-commerce platforms and online marketplaces, consumers are presented with too many choices and stimuli that can trigger impulse purchases. Each platform boasts distinct attributes, shaping consumer impulse buying across various channels. Research scholars have taken a very keen interest in impulse buying for the past sixty years (Chang et al., 2011). Impulse buying is a consumer behavior that involves acting without planning and not considering whether the item is needed or just fulfilling curiosity (Ahmad et al., 2022). Impulsive buying is a sudden, unplanned purchase of items that a consumer makes without prior thinking about the consequences. According to Rook (1987) and Fischer and Arnold (1990), defined impulsive buying behavior as the description of the thoughts and emotions experienced by consumers that leads to impulsive buying. Emotions do not control this kind of purchase behavior.

The study by Edwy et al. (2023) revealed that most respondents frequently make unplanned purchases through the app. This behavior is influenced by their lifestyle and a tendency to be easily swayed by promotional offers, influencer reviews, advertisements, or live broadcasts on their homepage.

The research paper published in 2018, titled Online Impulsive Buying Behavior on Lazada Malaysia, a study focused on the impact of website attributes of Lazada Malaysia (privacy and security, website ease of use, visual appeal) on online impulse buying and the mediating role of shopping enjoyment between website attributes and online impulse purchase among Malaysia's university students. Findings showed that both private and security and website ease of use have direct online impulse purchases on Lazada Malaysia and an indirect effect on online impulse purchases, mediated by shopping enjoyment. Visual appeal does not directly affect online impulse purchases, but the indirect effect mediated by shopping enjoyment still exists (Lee et al., 2018).

The study titled Impulsive Purchasing via Online Shopee of the Millennials: A Study in a Private University in Medan found that the impulsive purchasing of millennials was a consequence of a lack of purchasing decisions, mindset, and hedonic shopping motivation (Lubis et al., 2020).

The multitude of Filipinos entering the realm of online consumers. The attraction towards spontaneous and impulsive buying has become more widespread, molding the landscape of consumer conduct in the era of digitalization. According to Liu et al. (2013), impulse buying is a spontaneous and unplanned decision consumers make in reaction to strong and persuasive stimuli in their shopping environment. Previous studies have shown that researchers hold different perspectives on impulsive buying behavior, influenced by their specific research objectives and contexts. However, despite the extensive research on impulse buying behaviors within e-commerce, there is a lack of studies directly comparing TikTok Shop, Lazada, and Shopee. This gap in the literature catalyzes further inquiry. The researchers aim to fill this gap by employing the SOR model, where the stimulus of online impulse buying includes environment, promotion, payment, product, and availability. By comparing the three e-commerce platforms based on these factors, we can determine which facilitates the highest level of impulsive buying.



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Objectives

This research has undertaken a comparative analysis of three leading E-commerce platforms: TikTok Shop, Lazada, and Shopee, focusing on impulsive buying behavior.

This study aimed to address the following objectives:

1. What is the impulse buying behavior of the respondents as grouped based on the most preferred online shopping platform:
 - 1.1. TikTok shop
 - 1.2. Lazada
 - 1.3. Shopee
2. What is the perception of the respondents, as grouped according to their preferred online shopping platform, on factors that influence impulse buying behavior in terms of:
 - 2.1. environment
 - 2.2. promotion
 - 2.3 mode of payment
 - 2.4 product
 - 2.5 availability
3. To determine which of TikTok Shop, Lazada, or Shopee drives the highest incidence of impulse buying.
4. Is there a significant difference in the perception of factors influencing impulse buying behavior when grouped according to the most preferred online shopping platform?
5. Is there a significant difference in the affective states of the respondents when they are grouped according to their preferred online shopping platform?
6. Is there a significant relationship between the perception of factors influencing impulse buying behavior and impulse buying behavior itself?
7. Is there a significant relationship between the affective states of the respondents and their impulse buying behavior?

Hypothesis

Given the stated research problem, the following hypotheses were tested on a 0.05 level of significance:

Hypothesis 1: There is no significant difference between the environments of TikTok Shop, Lazada, and Shopee.

Hypothesis 2: There is no significant difference between the promotion of TikTok Shop, Lazada, and Shopee.

Hypothesis 3: There is no significant difference between the payment of TikTok Shop, Lazada, and Shopee.

Hypothesis 4: There is no significant difference between the Product of TikTok Shop, Lazada, and Shopee.

Hypothesis 5: There is no significant difference between the Availability of TikTok Shop, Lazada, and Shopee.

Hypothesis 6: There is no significant difference between Affective States of TikTok Shop, Lazada, and Shopee.

Hypothesis 7: There is no significant relationship between Environment and Impulse Buying Behavior.

Hypothesis 8: There is no significant relationship between Promotion and Impulse Buying Behavior.

Hypothesis 9: There is no significant relationship between Payment and Impulse Buying Behavior.

Hypothesis 10: There is no significant relationship between Product and Impulse Buying Behavior.

Hypothesis 11: There is no significant relationship between Availability and Impulse Buying Behavior.

Hypothesis 12: There is no significant relationship between Affective State and Impulse Buying Behavior.

Review of Related Literature and Studies

E-commerce refers to the digital exchange platform facilitating transactions between buyers and sellers over the internet. Platforms like TikTok, Lazada, and Shopee exemplify this model, prioritizing user-friendly interfaces for seamless business-to-customer interactions. Gupta et al. (2023), specify that the e-commerce industry has seen significant growth over the past decade as it focuses on convenience and accessibility, leading to a surge in online shopping with more and more consumers opting for it. Transactions are made easy; with just a click, you can purchase through online platforms more frequently than traditional buying from store locations. Many people prefer online shopping through e-commerce platforms because they offer a wide range of products and services that are easily accessible and convenient. Lee et al. (2023) revealed that consumers spending on TikTok Shop are reducing



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their spending on Shopee (-51%) and Lazada (-45%) in Indonesia, Thailand, and the Philippines. It is evident that TikTok Shop is on the rise in the Philippines; according to the study by Galabyo et al. (2024) shows that TikTok Shop has a higher rating than Shopee.

Impulse buying

Mathai and Haridas (2014) describe impulse buying as the sudden arousal of consumer interest in a product, triggered by internal and external factors. Lee et al. (2018), characterize it as purchases made without prior planning, while Karbasivar and Yarahmadi (2011) define it as buying without consideration of timing. Mathai and Haridas (2014) further elaborate that it involves unplanned purchases driven by a sudden desire for personal gratification. Overall, these definitions collectively suggest that impulse buying occurs spontaneously in response to internal or external stimuli, aimed at fulfilling one's desire. Our study distinguishes itself from previous research by focusing on the specific dynamics of impulse buying behavior across three distinct e-commerce platforms the TikTok Shop, Lazada, and Shopee. By delving into the degrees of these platforms, we aim to identify which of the three e-commerce platform is most eagerly anticipated by consumers, thereby elucidating that the specific platform can regenerate more buyers driving by impulsive buying behavior and can assist business owners/retailers in which platform they can place their product in the growing e-commerce platform. According to Huang and Benyoucef (2017), aesthetic design combined with a good content organization can make consumers linger in an online store so that purchasing decisions can be reached more quickly. It also applies to the ease of access to information and the information quality contained therein. The easier it is for consumers to access quality information on an online store, the more knowledge they will get, and it provides its education in influencing alternative evaluation activities so that consumers feel comfortable making a purchase.

A. Online Impulse Buying Stimulus

In the realm of online shopping, various factors influence impulse buying behaviors. According to Octavia (2015), impulse buying may trigger in influencing factors such as stimulus online, namely environment, promotion, payment, product, and availability. The environment (virtual atmosphere, layouts, and theatrics), virtual atmosphere, virtual layouts, and virtual theatrics can influence impulse buying online (Lo & Sheng-Wei Lin, 2013). The virtual atmosphere of online platforms, influenced by design elements such as colors and images, connects with consumers' feelings and viewpoints. The virtual layout directs how consumers explore and decide on purchases by effectively presenting products and deals. The virtual theatrics, such as interactive features and personalized suggestions, maintain interest and spark curiosity, leading to impulsive purchases by enhancing relevance and perceived value. Nayebzadeh and Jalaly (2014) found a positive correlation between emotion and impulse buying. Wiranata and Hananto (2020) emphasized that sales promotion is designed to trigger impulse purchases, serving as an essential component in both online and offline stores. Within online shopping contexts, sales promotions emerge as potent catalysts for impulse buying, capitalizing on diverse psychological stimuli and marketing strategies to spur impromptu purchases. According to Bandyopadhyay et al. (2021), emotional and psychological state of a consumer, can be significantly influenced by external stimuli, including promotions. Promotions can evoke positive emotions like excitement, happiness, or a sense of reward, leading to a more impulsive buying mindset. This is driven by perceived value of the deal or the fear of missing out (FOMO). Promotions can appeal to consumers' desire for pleasure and enjoyment, leading them to purchase items for emotional satisfaction rather than practical needs. Hasim et al. (2018) revealed a positive relationship between sales promotion and online impulse buying. A good and attractive promotion will affect sales and trigger an impulsive buying attitude because consumers tend to be sensitive to the promotions offered by the store.

Payment (credit card, cash on delivery), Yulianto et al. (2021) emphasized the notable impact of diverse payment methods, such as credit cards and cash on delivery, on influencing consumers' impulsiveness when making purchases. This indicates that the ease and availability of various payment choices might lead to increased impulsivity among consumers, affecting their buying decision-making patterns and intentions. Yulianto et al. (2021) found that their study fails to prove the effect of COD on impulse buying behavior but found that this payment method may strengthen the impact of hedonic shopping motivation on impulse buying behavior. Consumers enjoy the ease of making payment for their purchase and the psychological hurdle of cash outflow in reduced speed of purchase decision making in essence of impulse buying and hence quickness in payment with digital methods in expected to positively moderate impulse buying. According to Lee et al. (2022), the impact of e-wallets on impulse buying behavior among Malaysian Gen-Y and Gen-Z consumers is significant. It finds that perceived enjoyment of using an



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e-wallet positively affects impulse buying. This suggests that the ease and convenience of e-wallet payments can contribute to impulsive purchases. Furthermore, Dwipa and Yuniningsih (2023) indicate that the perceived ease of use and the ability to defer payment can increase the likelihood of impulse buying triggered by specific emotions such as excitement affect their purchasing behavior. Product (product involvement, variety of products), The nature of products available online also influences impulse buying behaviors. According to Ahmad et al. (2019), they found regarding mediation demonstrated that the relationship between IBB and Shopping enjoyment is completely mediated by positive mood but the relationship between fashion involvement, self-esteem, Hedonism, Impulsive buying tendency and IBB is partially mediated by positive mood. And availability (network quality), The availability of network quality greatly affects impulse buying during online shopping. A dependable and accessible network ensures smooth browsing, quick access to product details, and uninterrupted transaction processes. With high network availability, shoppers feel empowered to explore products confidently, make rapid purchase decisions, and indulge in impulsive buying behavior.

Therefore, Online Impulse Buying Stimulus with these various factors contribute towards our study in understanding the various factors that contribute to online impulse buying behavior is crucial for comprehending consumer decision-making processes in e-commerce settings. By examining variables such as the environment, promotion, payment, product, and availability, researchers can gain valuable insights into the stimuli that drive impulsive purchases.

B. Online Impulse Buying Organism

An organism (O) or internal state refers to the internal experience of an individual's emotional cognition; the emotional state involves the influence of feelings. According to Dawson and Kim (2009), internal factors, the affective states, suggest that affective factors primarily rely on emotions in purchasing decisions. Nayebzadeh and Jalaly (2014) found a positive correlation between emotion and impulse buying. Emotion significantly influences consumers' decision-making and behaviors, particularly in online shopping, where retailers strategically employ emotional triggers like excitement, happiness, or desire to prompt impulsive purchases by creating a sense of urgency. Hoang et al. (2024) found that a robust product-influencer fit amplifies the authenticity of the advertising message, leading to greater content enjoyment for viewers. Crucially, it confirms that the perceived enjoyment derived from engaging with short videos positively correlates with impulse buying behavior among young consumers.

Park et al. (2012) found that pleasurable web browsing impacts impulsive online purchases. Indulging in pleasure and enjoyment, known as hedonism, can motivate consumers to engage in impulsive online shopping. The allure of instant gratification and indulgence drives this. Online merchants frequently utilize hedonistic tactics by employing visually captivating product displays, alluring descriptions, and immersive shopping environments. By highlighting the pleasure or positive emotions, like excitement, happiness, or satisfaction, associated with their products, retailers appeal to consumers' hedonistic tendencies, prompting them to make impulsive purchases.

Theoretical Framework

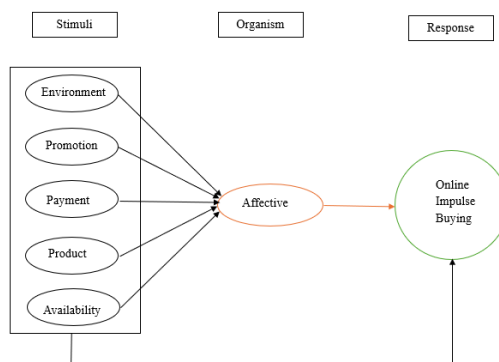


FIGURE 1
Octavia (2015) Online Impulse Buying Framework



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The proposed framework utilizes the SOR model (Stimulus, Organism, and Response), drawing from the model that Mehrabian and Russell developed in 1974. The SOR model comprises three stages: stimulus, organism, and response. In the stimulus stage, environmental cues trigger internal behavioral responses. The organism stage focuses on the internal behavior of individuals, influenced by affective attitudes. The response stage represents the outcome of the SOR model. Essentially, the S-O-R model suggests that exposure to external stimuli leads to changes within the individual, resulting in behavioral responses. Our study adapts Octavia's (2015) framework, which delineates the stimulus for online impulse buying as comprising environmental (virtual atmosphere, layouts, and theatrics), promotion (sales promotion), payment (credit card, cash on delivery), product (product involvement, variety), and availability (network quality). The organism component in the online context typically encompasses affective factors such as mood, hedonism, self-esteem, and donation. The response represents the actions of the organism in response to the presented stimulus, with online impulse buying behavior serving as the focus of this study's response variable.

METHODS

Research Design

This study used a quantitative, descriptive, comparative, and correlational design using surveys to determine which e-commerce platforms, such as TikTok Shop, Lazada, and Shopee, have the highest impulse buying.

Population and Sampling

The study was conducted in Toledo City, Cebu, with a population of 207,314. Researchers utilized the Raosoft Calculator to determine the sample size and purposive sampling. The study entails a 95% confidence level, a 5% margin of error, and a 50% response distribution. Consequently, the recommended sample size was 384 from June 1 to June 14, 2024. This study employs purposive sampling as its sampling design. Also referred to as judgmental or selective sampling, purposive sampling involves intentionally selecting individuals who possess specific characteristics or meet particular criteria relevant to the research objectives. Therefore, Purposive sampling was employed with the requirements that they are using and had an experience shopping on e-commerce platforms such as TikTok Shop, Lazada, and Shopee and must be 18 years old and above.

Instrument

The survey questionnaire was used to collect the necessary data for this study. Experts in the field validated the instrument.

Data Collection

The researchers constructed a questionnaire checklist, validated by the professor of the subject then the questionnaire checklists were distributed. This study went through an ethics review to ensure that the study would be conducted ethically and responsibly. Upon the completion of the ethics review process, researchers anticipate receiving a notice to proceed after the evaluation process is complete. After that the researchers proceeded to data gathering. The research data were gathered, reviewed, and analyzed following the objective of the study and in adherence to all protocols in the conduct of research.

Treatment of Data

Descriptive statistics were used to analyze the most prominent factors influencing impulse buying and the most popular e-commerce platforms, such as TikTok Shop, Lazada, and Shopee. A comparative design was employed to identify significant differences in the factors that influence impulse buying behavior among users of these platforms. Additionally, a correlational design was used to examine the relationship between factors such as environment, promotion, payment, product, and availability and their impact on the affective organism in relation to online impulse buying. The researchers used the Statistical Package for the Social Sciences (SPSS Software) version 29.0.2.0(20) application for statistical analysis. A normality test using IBM SPSS Statistics was conducted in this study to determine which statistical treatment to use. The normality test reveals the result of Shapiro-Wilk (Sig. <.001), which means a non-normal data distribution. Therefore, the researchers used non-parametric statistics employed for data analysis. According to Bhandari (2022), the most appropriate statistical tests for ordinal data focused on the rankings of measurements are non-parametric tests. Durmus (2019) seconded that the suitable statistical tests for ordinal data like Likert scales are non-parametric tests, such as the Mann-Whitney U test (one variable, no

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assumption on distribution), the Wilcoxon signed rank sum test (two variables, normal distribution), and the Kruskal-Wallis test (two or more groups, no assumption on distribution). The statistical tests are descriptive analyses to describe the characteristics of respondents, the most used e-commerce platform, and factors such as environment, promotion, payment, product, and availability that influence impulse buying towards TikTok Shop, Lazada, and Shopee and provide robust statistical evidence on which e-commerce platforms have the most impulse buying among TikTok Shop, Lazada, and Shopee. The Kruskal-Wallis test was used to analyze and identify the significant differences between TikTok Shop, Lazada, and Shopee toward the factors. And the differences towards each factor, such as environment, promotion, payment, product, and availability. And Spearman's Rho Correlation to identify the relationship between stimuli and the organism's response.

Ethical Considerations

The researchers ensured that all research protocols involving ethics in research were complied with for the protection of all people and institutions involved in the conduct of the study.

RESULTS and DISCUSSION

Table 1
 Impulse Buying Behavior by Online Shopping Platform

Statement	N	Tik Tok shop Mean	Lazada Mean	Shopee Mean
1. Which of these e-commerce platforms is commonly used by online shopping users?	384	0.35	0.04	0.60
2. What are the principal factors that ultimately influence impulse buying behavior among TikTok Shop, Lazada, and Shopee users?	384	5.79	5.08	5.91
2.1 Environment				
2.2 Promotion		5.44	4.82	5.63
2.3 Payment		5.27	4.81	5.34
2.4 Product		5.24	4.79	5.28
2.5 Availability		5.23	4.62	5.22
3. Which among the three E-commerce Shop; TikTok Shop, Lazada, and Shopee have the most prominent impulse buying consumer?	384	5.26	4.66	5.39

The majority of the respondents from the three-e-commerce platform shows that Shopee appears to be most popular platform among online users, with comprising 60.16% of the total respondents. TikTok Shop followed as the second most used platform, making up 35.42%. Lazada has the lowest number of respondents, which accounts for 4.43%. This indicates that Shopee has a strong preference and commonly used by online shopping user among the surveyed group. In contrast the study of Huo et al. (2023) revealed that consumers spending on TikTok Shop are reducing their spending on Shopee (-51%) and Lazada (-45%) in Indonesia, Thailand, and the Philippines. It is evident that TikTok Shop is on the rise in the Philippines according to the study by Galabyo et al. (2024), shows that TikTok Shop has a higher rating than Shopee. While on the survey conducted by the researchers, Shopee has the commonly used by the respondents.



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The principal factors such as environment, promotion, payment, product, and availability that ultimately influence impulse buying behavior among TikTok Shop, Lazada, and Shopee users revealed that the environment is the most influential factor in impulse buying behavior towards TikTok Shop, Lazada, and Shopee. In TikTok Shop, environment got the mean of 5.79. In Lazada, environment got the mean of 5.08, while on Shopee, environment got the mean of 5.91. This indicates that environment factor such as ads, viewer comments, and website design significantly impact impulse purchases more effectively than promotion, payment, product, and availability. In a related study by Pöyry et al. (2013), target respondents regard surfing as a leisure activity when viewing online reviews on the Lazada website. While on the survey conducted by the researchers, when it comes to Lazada platform, it becomes clear that environment factor which are its ads, viewer comments, and website design are ultimately influence by online shoppers.

The E-commerce Platform, (TikTok Shop, Lazada, and Shopee) have the most impulse buying behavior. The results show that Shopee has the most influence impulse buying behavior among TikTok Shop and Lazada, with a mean of 5.39. Followed by TikTok Shop with a mean of 5.26. While Lazada with a mean of 4.66. This shows that Shopee has the most impulse buying compared to the other platform. In a related study by Huang and Benyoucef (2017), an appealing aesthetic design paired with well-organized content can encourage consumers to stay longer in an online store, leading to quicker purchasing decisions. Additionally, ease of access to high-quality information plays a crucial role. The simpler it is for consumers to find valuable information, the more informed they become, which helps them evaluate alternatives and feel more confident in making a purchase. While on the survey conducted by the researchers, in analyzing the impact of Shopee, TikTok Shop, and Lazada on impulse buying behavior, it becomes clear that Shopee is the go-to buying shop without thinking. This suggests that Shopee cultivates impulse buying that effectively impulse purchases when compared to TikTok Shop and Lazada.

The comparison of the Affective Organism has effect on impulse buying towards e-commerce platform such as TikTok Shop, Lazada, and Shopee. The analysis shows that Shopee has the most influence impulse buying in affective organism among TikTok Shop and Lazada, with mean rank of 628.18. Followed by TikTok Shop with mean rank 622.28. While Lazada a mean rank of 479.04. This shows that Shopee has the most impulse buying based on triggering emotional and psychological responses compared to the other platform. Therefore, the Kruskal-Wallis test revealed that there is a significant difference in impulse buying among TikTok Shop, Lazada, and Shopee, $X^2(3) = 50.010$, with a p -value of $= <.001$. Thus, the null hypothesis of no significant difference in the affective organism between TikTok Shop, Lazada, and Shopee is rejected.

A related study by Hoang et al. (2024), found that a strong alignment between the product and the influencer enhances the authenticity of the advertising message, resulting in greater enjoyment of the content for viewers. Notably, it shows that the enjoyment young consumers experience from watching short videos is positively linked to their impulse buying behavior. While on the survey conducted by the researchers, in analyzing the impact of Shopee, TikTok Shop, and Lazada on impulse buying behavior, it becomes clear that Shopee is the go-to buying shop based on triggering emotional and psychological responses. This suggests that Shopee cultivates affective organism that effectively impulse purchases when compared to TikTok Shop and Lazada.

The difference in the perception on factors influencing impulse buying behavior when grouped according to the most preferred online shopping platform

The following data outlines the differences in factors such as Environment, Promotion, Payment, Product, and Availability across e-commerce platforms like TikTok Shop, Lazada, and Shopee using Kruskal-Wallis Test. Table 2 highlights the significant differences among these platforms regarding how this factor influencing impulse buying behavior when grouped according to the most preferred online shopping platform.



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Table 2

Significant difference in the perception on factors influencing impulse buying behavior when grouped according to the most preferred online shopping platform.

Factors	N	TikTok Mean Rank	Lazada Mean Rank	Shopee Mean Rank	P-Value	Description	Decision
Environment	384	632.98	454.23	642.30	<.001	Significant	Rejected H ₀₁
Promotion	384	606.93	464.21	658.37	<.001	Significant	Rejected H ₀₂
Payment	384	606.72	501.04	621.75	<.001	Significant	Rejected H ₀₃
Product	384	616.08	488.17	625.24	<.001	Significant	Rejected H ₀₄
Availability	384	604.93	506.86	617.71	<.001	Significant	Rejected H ₀₅

*Note. *. The mean difference is significant at the 0.05 level.*

This illustrates the differences among TikTok Shop, Lazada, and Shopee in terms of the environment factor factors influencing impulse buying behavior when grouped according to the most preferred online shopping platform. The results show that Shopee has the most influence in impulse buying behavior among TikTok Shop and Lazada, with mean rank 642.30, followed by TikTok Shop at 632.98. Lazada reflected a mean of 454.23. The analysis shows that Shopee creates an environment that significantly impacts impulse buying decisions compared to the other platform. Therefore, the Kruskal-Wallis Test revealed that there is a significant difference in impulse buying among TikTok Shop, Lazada, and Shopee, $X^2(3) = 78.904$, with a p -value of $= <.001$. Thus, the null hypothesis of no significant difference in the environment between TikTok Shop, Lazada, and Shopee are rejected.

In contrast to the study of Fadillah and Kusumawati (2021), they found that comments or opinions from other users on TikTok do not serve as a motivating factor for consumers to engage in impulsive buying behavior for makeup products. While on the survey conducted by the researchers, in analyzing the impact of Shopee, TikTok Shop, and Lazada on impulse buying behavior, it becomes clear that Shopee is the go-to buying shop based on its environment which are its ads, viewer comments, and website design. This suggests that Shopee cultivates an environment that effectively promotes impulse purchases when compared to TikTok Shop and Lazada.

The analysis shows that Shopee has the most influence in impulse buying behavior among TikTok Shop and Lazada, with mean rank 658.37, followed by TikTok Shop at 606.93. Lazada reflected a mean rank of 464.21. This shows that Shopee creates a promotion that significantly impacts impulse buying decisions compared to the other platform. Therefore, the Kruskal-Wallis Test revealed that there is a significant difference in impulse buying among TikTok Shop, Lazada, and Shopee, $X^2(3) = 70.825$, with a p -value of $= <.001$. Thus, the null hypothesis of no significant difference in the promotion between TikTok Shop, Lazada, and Shopee is rejected.

In contrast to the study by Sihaloho (2022), the Flash sale and Price Discount variables together have a significant and positive effect on Impulsive Buying conducted by students using the Lazada application at the University of North Sumatra. While on the survey conducted by the researchers, in analyzing the impact of Shopee, TikTok Shop, and Lazada on impulse buying behavior, it becomes clear that Shopee is the go-to buying shop based



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on its promotion which are its discounted product, bundle deals, and product is on sale. This suggests that Shopee cultivates a promotion that effectively impulse purchases when compared to TikTok Shop and Lazada.

The analysis shows that Shopee has the most influence in impulse buying behavior among TikTok Shop and Lazada, with mean rank 621.75, followed by TikTok Shop at 606.72. Lazada reflected a mean rank of 501.04. This shows that Shopee creates a payment that significantly impacts impulse buying decisions compared to the other platform. Therefore, the Kruskal-Wallis Test revealed that there is a significant difference in impulse buying among TikTok Shop, Lazada, and Shopee, $X^2(3) = 30.379$, with a p -value of $= <.001$. Thus, the null hypothesis of no significant difference in the payment between TikTok Shop, Lazada, and Shopee is rejected.

E-commerce has become a new normal due to its flexibility in payment and door-to-door delivery. Consumers who like to pursue fashion and novelty will experience new ways of shopping and bring freshness and stimulation to themselves (Wongsunopparat & Yunjia, 2022). In a related study by Yulianto et al. (2021), they found in their study fails to prove the effect of COD on impulse buying behavior but is found that this payment method may strengthen the effect of hedonic shopping motivation on impulse buying behavior. While on the survey conducted by the researchers, in analyzing the impact of Shopee, TikTok Shop, and Lazada on impulse buying behavior, it becomes clear that Shopee is the go-to buying shop based on its payment which are its credit card and cash on delivery. This suggests that Shopee cultivates a payment that effectively impulse purchases when compared to TikTok Shop and Lazada.

The analysis shows that TikTok Shop has the most influence in impulse buying behavior among Shopee and Lazada, with mean rank 621.75, followed by Shopee at 616.08. Lazada reflected a mean rank of 488.17. This shows that TikTok Shop creates a product that significantly impacts impulse buying decisions compared to the other platform. Therefore, the Kruskal-Wallis Test revealed that there is a significant difference in impulse buying among TikTok Shop, Lazada, and Shopee, $X^2(3) = 41.479$, with a p -value of $= <.001$. Thus, the null hypothesis of no significant difference in the product between TikTok Shop, Lazada, and Shopee is rejected.

In contrast to the study of Liao et al. (2016), product involvement does not moderate the relationship between product presentation mode and emotional states, including pleasure and arousal. While on the survey conducted by the researchers, in analyzing the impact of Shopee, TikTok Shop, and Lazada on impulse buying behavior, it becomes clear that TikTok Shop is the go-to buying shop based on its product which are its video display and product are shown in whole view. This suggests that TikTok Shop cultivates a product that effectively impulse purchases when compared to Shopee and Lazada.

The analysis shows that Shopee has the most influence in impulse buying behavior among TikTok Shop and Lazada, with mean rank 617.71, followed by TikTok Shop at 604.93. And Lazada reflected a mean rank of 506.86. This shows that Shopee creates an availability that significantly impacts impulse buying decisions compared to the other platform. Therefore, the Kruskal-Wallis Test revealed that there is a significant difference in impulse buying among TikTok Shop, Lazada, and Shopee, $X^2(3) = 25.663$, with a p -value of $= <.001$. Thus, the null hypothesis of no significant difference in the availability between TikTok Shop, Lazada, and Shopee is rejected.

This is in contrast study to Sadewo and Baktiono (2020), Lazada app is more straightforward and user-friendly compared to the Shopee app, with Lazada's features being much easier for consumers to navigate when placing orders and conducting online transactions than those found in Shopee. While on the survey conducted by the researchers, in analyzing the impact of Shopee, TikTok Shop, and Lazada on impulse buying behavior, it becomes clear that Shopee is the go-to buying shop based on its availability which are its security of the website, ease of the website, and website's design. This suggests that Shopee cultivates availability that effectively impulse purchases when compared to TikTok Shop and Lazada.

The difference in the affective states of the respondents when they are grouped according to their preferred online shopping platform.

The following data illustrates a comparison of the affective states of respondents across three online platforms. Table 3 presents the differences among the three online platforms in relation to the respondents' affective states.



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Table 3
Significant differences among the three online platforms in relation to the respondents' affective states.

E-commerce Platform	N	Mean Rank	X ²	df	P-Value	Description	Decision
Shopee	384	628.18					
TikTok Shop	384	622.28	50.010	2	<.001	Significant	Rejected H ₀ 6
Lazada	384	479.04					

Note. *. The mean difference is significant at the 0.05 level

Table 3 illustrate the comparison of the Affective State has effect on impulse buying towards e-commerce platform such as TikTok Shop, Lazada, and Shopee. The analysis shows that Shopee has the most influence impulse buying in affective organism among TikTok Shop and Lazada, with mean rank of 628.18. Followed by TikTok Shop with mean rank 622.28. While Lazada with mean rank 479.04. This shows that Shopee has the most impulse buying based on triggering emotional and psychological responses compared to the other platform. Therefore, the Kruskal-Wallis test revealed that there is a significant difference in impulse buying among TikTok Shop, Lazada, and Shopee, X² (3) = 50.010, with a p-value of = <.001. Thus, the null hypothesis of no significant difference in the affective organism between TikTok Shop, Lazada, and Shopee are rejected.

A related study by Duc et al. (2024), found that a strong product-influencer fit enhances the authenticity of the advertising message, resulting in greater content enjoyment for viewers. Importantly, the study confirms that the perceived enjoyment from engaging with short videos positively correlates with impulse buying behavior among young consumers. In the survey conducted by the researchers to analyze the impact of Shopee, TikTok Shop, and Lazada on impulse buying behavior, it became clear that Shopee is the preferred platform due to its ability to trigger emotional and psychological responses. This suggests that Shopee creates an emotional environment that more effectively encourages impulse purchases compared to TikTok Shop and Lazada.

The relationship between the factors such as Environment, Promotion, Payment, Product, and Availability towards Online Impulse Buying.

The following data illustrates the correlation between factors such as Environment, Promotion, Payment, Product, and Availability to Online Impulse Buying using Spearman's Rho Correlation. Table 4 presents the significant relationships between these factors in relation to online impulse buying.

Table 4
The relationship between perception on factors influencing impulse buying behavior and impulse buying behavior itself.

Hypothesis	Path	N	Spearman's Rho Correlation	P-Value	Description	Decision
H ₀₇	Environment – Online Impulse Buying	384	.480**	<.001	Significant	Rejected
H ₀₈	Promotion – Online Impulse Buying	384	.429**	<.001	Significant	Rejected
H ₀₉	Payment – Online Impulse Buying	384	.518**	<.001	Significant	Rejected



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H ₀ 10	Product – Online Impulse Buying	384	.542**	<.001	Significant	Rejected
H ₀ 11	Availability – Online Impulse Buying	384	.368**	<.001	Significant	Rejected

*Note. *. Correlation is significant at the 0.01 level (2-tailed). Weak to No Correlation ± 0.00 - ± 0.20; Weak ± 0.21 - ± 0.40; Moderate ± 0.41-± 0.60; Strong ± 0.61-± 0.80; Very Strong ± 0.81-± 1.00.*

The correlation data between the environment towards online impulse buying using Spearman’s rho test. Analysis of the data revealed that the environment is correlated with online impulse buying (correlation coefficient = .480**, $p < .001$). These findings demonstrate a moderate positive correlation between environment and online impulse buying. Thus, the null hypothesis of no significant relationship between environment to online impulse buying is rejected.

In a related study by Hasima et al. (2019), Shopping environments and online impulse buying appeared positively related. This relationship shows that the creation of good shopping environments influences consumers and that this ultimately leads to impulsive buying. It can be concluded that when consumers have experienced a convenient feeling when shopping on an online retail store, there is a high possibility of them buying impulsively. In fact, a good online shopping environment increases consumers’ confidence level which also reduces uncertainty in impulsive purchase decisions. While on the survey conducted by the researchers, in analyzing the relationship between the environment factor such as ads, viewer comments, and website design are correlate with impulse buying behavior.

The correlation data between the promotion and online impulse buying using Spearman’s rho test. Analysis of the data revealed that the promotion is correlated with online impulse buying (correlation coefficient = .429**, $p < .001$). These findings demonstrate a moderate positive correlation between promotion and online impulse buying. Thus, the null hypothesis of no significant relationship between promotion and affective organism to online impulse buying is rejected.

In the study of Hasima et al. (2019), it is clear from the findings that a positive relationship exists between sales promotion and online impulse buying. The existence of this relationship proves that consumers have been more likely to buy impulsively when they being influenced by sales promotion. Therefore, to gain good sales, online retailers need to focus on creating creative and effective sales promotion, for example half-price discounts, free item on second item purchased, and free 1-year warranty. Thus, online retailers also are encouraged to discover new methods to create impulsive buying behavior among consumers via creative sales promotion programs. While on the survey conducted by the researchers, in analyzing the relationship between the promotion factor such as discounted product, bundle deals and product on sales are correlate with impulse buying behavior.

The correlation data between the payment and online impulse buying using Spearman’s rho test. Analysis of the data revealed that the payment is correlated with online impulse buying (correlation coefficient = .518**, $p < .001$). These findings demonstrate a moderate positive correlation between payment and online impulse buying. Thus, the null hypothesis of no significant relationship between payment and affective organism to online impulse buying is rejected.

In a related study by Sari et al. (2021), the indicators for online shopping and e-wallet were positively correlated with impulse buying. This means that online shopping with an e-wallet makes it easy to purchase and pay online. Most respondents rated online purchases with the e-wallet as very attractive and secure. This method has also been considered safe for making payment transactions and can be accounted for and obtains a discount when buying online transactions through e-wallets. Furthermore, the effect of the service characteristics and the



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attractiveness of advertising was regarded as having a strong influence on impulse buying. While on the survey conducted by the researchers, in analyzing the relationship between the payment factor such as credit card and COD (cash on delivery) are correlated with impulse buying behavior.

The correlation data between the product and online impulse buying using Spearman's rho test. Analysis of the data revealed that the product is correlated with online impulse buying (correlation coefficient = .542**, $p < .001$). These findings demonstrate a moderate positive correlation between the product and online impulse buying. Thus, the null hypothesis of no significant relationship between product and affective organism to online impulse buying is rejected.

In a related study by Liang (2012), found out that the relationship between the product knowledge and impulse buying behavior. Through this empirical study shows that the higher the consumer's product knowledge, the higher the impulse buying behavior. Also, the results of this study also showed that the higher the degree of consumer product involvement, the higher the impulse buying behavior. While on the survey conducted by the researchers, in analyzing the relationship between the product factor which it's video display is correlate with impulse buying behavior.

The correlation data between the availability and online impulse buying using Spearman's rho test. Analysis of the data revealed that the availability is correlated with online impulse buying (correlation coefficient = .368**, $p < .001$). These findings demonstrate a weakly positive correlation between the availability and online impulse buying. Thus, the null hypothesis of no significant relationship between availability and affective organism to online impulse buying is rejected.

In a related study by Adnan and Osman (2022), they found that product availability, money availability, time availability, and money availability had significant relationship with online impulse buying behavior. While on the survey conducted by the researchers, in analyzing the relationship between the availability factor such as security of the website, ease and speed of the website and website's design are correlate with impulse buying behavior.

The relationship between the factors such as Environment, Promotion, Payment, Product, and Availability towards Online Impulse Buying.

The following data illustrates the correlation between affective states of the respondents to their impulse buying behavior using Spearman's Rho Correlation. Table 5 presents the significant relationships between affective states of the respondents to their impulse buying behavior.

Table 5

The relationship of the affective states of the respondents to their impulse buying behavior.

Hypothesis	Path	N	Spearman's Rho Correlation	P-Value	Description	Decision
H ₀ 12	Affective Organism – Online Impulse Buying	384	.527**	<.001	Significant	Rejected

Note. *. Correlation is significant at the 0.01 level (2-tailed). Weak to No Correlation ± 0.00 - ± 0.20; Weak ± 0.21 - ± 0.40; Moderate ± 0.41-± 0.60; Strong ± 0.61-± 0.80; Very Strong ± 0.81-± 1.00.

The correlation data between the affective states and online impulse buying using Spearman's rho test. Analysis of the data revealed that the affective is correlated with impulse buying behavior (correlation coefficient = .527**, $p < .001$). These findings demonstrate a moderate positive correlation between affective and online impulse buying. Thus, the null hypothesis of no significant relationship affective states to online impulse buying is rejected.

In a related study by Saad and Metawie (2015), they found that Consumers who experience greater enjoyment while shopping tend to have a more favorable view of impulse buying, seeing it as enjoyable, appealing, and pleasant. Given the positive connection between a pleasant shopping environment and consumers' emotional experience (enjoyment), it would be beneficial for marketers and retailers to design pop-up stores in a way that emotionally engages customers in a positive manner. While on the survey conducted by the researchers, in analyzing the relationship between the affective state such as reducing stress, positive mood are correlated to impulse buying behavior.



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Conclusions and Recommendations

The conclusion of this study, it reveals that Shopee is the most popular e-commerce platform compared to TikTok Shop and Lazada. Shopee dominance in influencing consumer impulse buying is evident in the results. It also revealed that there is a significant difference among e-commerce platforms such as TikTok Shop, Lazada, and Shopee in terms of the factors such as environment, promotion, payment, product, and availability that affecting impulse buying behavior of the users. There is a moderate positive correlation between the factors such as environment, promotion, payment, product, and availability towards impulse buying behavior. And also, this study profound implication on impulse buying towards on an e-commerce platform such as TikTok Shop, Lazada, and Shopee. The study is limited only to online users in Toledo City, Cebu, who experience purchasing on e-commerce platform such as TikTok Shop, Lazada and Shopee. Mathai and Haridas (2014), describe impulse buying as the sudden arousal of consumer interest in a product, triggered by both internal and external factors. According to Octavia (2015), Impulse buying may trigger in influencing by various factors such as stimulus online namely: environment, promotion, payment, product, and availability. The present study offers valuable insights with significant implication within the digital platforms. Emphasizing customer retention in impulse buying can lead to a positive shopping experience, increased customer satisfaction, trust, and loyalty. Platforms like Shopee can leverage personalized shopping experiences and to enhance user experience by personalizing product recommendations. Additionally, relevance in technology impacts on continues usage intention suggested that e-commerce platform may leads to increased spending, overconsumption, regret and satisfaction. With these necessities optimizing the platform across various systems to ensures that there is a positive users experience on online shopping. Lastly, by understanding the role of digital platforms in building trustworthiness highlights the importance of technological ecosystems. Digital trust is essential in technological ecosystems, as it shapes user preferences by ensuring security, privacy, and reliability. This requires reliable service delivery and adaptability to technological advancement to maintain effectiveness on digital landscape. Based on the conclusion of this study we recommend that E-commerce Sellers in TikTok Shop should consider the ease of use of their website, making ads. more attractively, making choice of payment methods, and making sales promotion of their product to gain more customers and make them decide impulsively. Sellers on Lazada should consider implementing personalized recommendations and flash sales to entice customers into making impulse purchases. Utilizing data analytics to understand customer preferences can make these strategies more effective. And lastly, Sellers on Shopee should consider implementing the design of their store and arranging their products more attractively to gain more customers and make them decide impulsively. Based on the findings of the study Shopee is in the middle in terms in the factor product. Moreover, Business on TikTok Shop should focus on enhancing their platform environments by improving their ads, fostering better viewer interactions through comments, and refining their website design to boost impulsive purchasing behavior. Businesses on Lazada could benefit from implementing gamification elements, such as spin-the-wheel promotions or point-based rewards systems, to make shopping more exciting and encourage impulse buys. And Businesses on Shopee must Investigate how urgency triggers like countdown timers, limited stock alerts, and flash sales influence impulse buying. Understanding the psychological impact of these triggers can help optimize their use, especially in market use.

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