



Assessing the Impact of Digital Celebrities and Content Marketing on TikTok's Impulse Purchases in Lampang, Thailand

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Abstract

Background and Aim: This study explores the influence of digital celebrities and content marketing on impulse purchases through TikTok Shop in Lampang, Thailand. It focuses on Generation Z's interaction with TikTok and investigates the role of digital celebrity post authenticity, advertisement content, content marketing, and social influence on impulsive buying behaviors.

Materials and Methods: The research employed quantitative methods, using an online questionnaire with a sample size of 400 Generation Z individuals in Lampang Province. Statistical analyses included descriptive statistics, correlation, and multiple regression.

Results: The findings indicated a significant positive relationship between digital celebrity post authenticity, advertisement content, content marketing, social influence, and impulsive purchasing behaviors in Generation Z. These factors accounted for a substantial variance in impulse buying behavior.

Conclusion: The study concludes that digital celebrities, authentic content, and content marketing significantly impact the impulsive purchase behaviors of Generation Z in the context of TikTok Shop. This offers valuable insights for marketers and advertisers targeting this demographic.

Keywords: Digital Celebrities; Content Marketing; TikTok; Impulse Purchases; Generation Z; Lampang Thailand

Introduction

Within the dynamic landscape of digital platforms, TikTok emerges as a unique fabric, exerting a substantial impact on and reciprocally impacted by the Generation Z demographic (Shuli Ren, 2023). Generation Z, a cohort born during a period marked by technology integration into everyday activities, has become a symbol of the amalgamation of digital consumption (Shehab, 2023) and its consequential impact on consumer purchasing patterns. TikTok has emerged as a prominent element in the entertainment landscape, offering a distinctive combination of concise video content (To-Ngam & Parthanadee, 2023). Moreover, it has matured into a powerful platform for conducting commercial transactions, mainly due to the inclusion of services such as the TikTok Shop (Liu, Tiung & Bai, 2023). The emergence of social commerce platforms, exemplified by TikTok Shop, has brought about a transformative shift in the online shopping behavior of customers (Ratnapuri et al., 2023). These platforms facilitate direct interaction between digital celebrities and their fans, enabling them to promote things in a manner that is more intimate and captivating. Consequently, the legitimacy of digital celebrities has emerged as a critical determinant in shaping consumer behavior (Nugraha, Permana & Hadiarti, 2023).

The TikTok Shop feature has gained considerable traction within the Thai e-commerce industry, as TikTok, a widely recognized video-sharing platform on a global scale, strategically focuses on capturing the attention of Generation Z users in Thailand (Ratnapuri et al., 2023). This demographic represents around 68% of TikTok's user base in the country (To-Ngam & Parthanadee, 2023). In 2022, the e-commerce industry in Thailand experienced a notable growth rate of approximately 23% year-on-year (Digital Economy Promotion Agency, 2023). During this period, TikTok, a popular social media platform, successfully leveraged the purchasing habits of the technologically adept Generation Z. It is worth noting that 54% of individuals belonging to this demographic have acknowledged being affected by social media when making their purchasing decisions (Electronic Transactions Development Agency, 2022). The success of TikTok Shop in Thailand can be linked to its effective localization





initiatives, as more than half of its popular products are associated with local companies or Thai culture (Kamkankaew et al., 2023b).

Authenticity can be conceptualized as the subjective perception of the inherent authenticity and trustworthiness attributed to an individual or entity (Gaston, 2019). Customers are inclined to place greater trust in the suggestions of digital celebrities and accord their posts with greater seriousness when they perceive them to be authentic (Betto, 2023). This phenomenon can be attributed to the perception that the celebrity is offering a genuine evaluation of a product or service. In addition to the authenticity factor, it is noteworthy that both advertisement content and content marketing can influence individuals' propensity toward impulse buying (Ilicic & Brennan, 2020). Advertisements that possess qualities such as being attractive, informative, and aligned with customers' needs have a higher likelihood of attracting their attention and prompting impulsive buying behavior (Kulkarni, Kalro & Sharma, 2019). The utilization of content marketing, characterized by the creation and dissemination of superior information pertinent to a specific audience, can further serve as a means to exert influence over impulsive purchasing behavior (Yeh & Zockler, 2022). Content marketing has the potential to cultivate trust and establish a favorable brand perception by furnishing consumers with relevant information (Israfilzade & Baghirova, 2022). Social influence is a significant determinant that has the potential to impact impulsive purchasing behavior (Cork et al., 2020). The propensity for consumers to engage in impulsive buying behavior is heightened when they observe others engaging in similar behavior (Wang, Pang & Pavlou, 2022). This can be attributed to the influence of perceived social norms within their social group.

The province of Lampang in Thailand is a representative example of worldwide digital trends (Kamkankaew et al., 2023a), showcasing how Generation Z interacts with the social media platform TikTok. Despite its ostensibly provincial nature, Lampang Province offers valuable insights into the behaviors and preferences of this particular demographic. Digital superstars, sometimes referred to as 'influencers' within this context, transcend their role as ordinary entertainers and assume the pivotal role as trendsetters, influencers of behavior, and, significantly, determinants of consumer choices (Gonzalez, 2021). The veracity of their online material, which measures its sincerity and capacity to resonate with audiences, is contrasted with the intentional tactics employed in advertising and content marketing (Bhagat & Kim, 2023). The intricate terrain is further characterized by the pervasive domain of social influence, which exerts a subtle yet profound impact on individuals' perceptions and behaviors (Yeh & Zockler, 2022).

This study highlights the impact of TikTok and its functionalities, like TikTok Shop, on consumer behavior, especially among Generation Z users in Thailand. It emphasizes the importance of authenticity in digital marketing, with digital celebrities influencing consumer decisions due to trustworthiness. The study also highlights the role of localized strategies in the success of platforms like TikTok Shop in Thailand. It also highlights the significance of social norms and peer influence in shaping purchasing habits among younger, more technologically adept generations.

This study is situated at the intersection of various factors. The objective of this study is to investigate and analyze the various elements that contribute to the propensity for impulse purchases among Generation Z individuals on the TikTok Shop platform, with a specific emphasis on Lampang Province, Thailand. In the context of digital celebrity culture, this study aims to explore the concepts of post authenticity, advertisement content, content marketing, and the complexities of social influence. By doing so, we seek to develop a thorough comprehension that can provide valuable insights for marketers, advertisers, and influencers. These insights can assist them in effectively optimizing their strategies to cater to the constantly evolving preferences of Generation Z.

Research Objective

To examine the role of digital celebrity post authenticity, advertisement content, content marketing, and social influence on the impulse buying behaviors of TikTok Shop of Generation Z in Lampang Province, Thailand



Literature Review

The inclusion of the literature within this discourse is based on its significance to the overarching conceptual framework of the study.

Impulse Buying Tendency

The phenomenon of impulse buying has been a subject of considerable interest within the field of consumer behavior for a significant period (Gonzalez, 2021). The phenomenon of the digital revolution, characterized by the integration of e-commerce platforms with social media, has prompted a reevaluation of this conduct (Parsad et al., 2019). The particular significance is the emergence of TikTok Shop, a social commerce network primarily targeting Generation Z. This literature review examines the purchasing behavior of Generation Z on TikTok Shop by integrating existing knowledge on impulse buying, digital platforms, and the distinctive characteristics of Generation Z.

In the past, scholars have defined impulse buying as an abrupt and intense desire to make a purchase, often accompanied by a strong emotional reaction (Parsad, Prashar & Vijay, 2019; Gonzalez, 2021; Goel et al., 2022). This behavior is characterized by its spontaneous nature, frequently lacking any premeditation. Historically, purchasing behaviors were predominantly shaped by cues encountered within physical retail environments (Zaki & Ab Hamid, 2021). Nevertheless, due to the transition to digital platforms, online settings are progressively becoming catalysts for impulsive buying behavior (Yarimoglu & Cinarli, 2021).

TikTok, renowned for its concise and captivating video content, exemplifies the contemporary era characterized by impulsive consumer behavior (Liu, Tiung & Bai, 2023). In contrast to conventional e-commerce platforms, TikTok integrates elements of entertainment and commerce, resulting in a cohesive and integrated buying experience (To-Ngam & Parthanadee, 2023). Users are not solely characterized as passive consumers but as active creators who produce a wide range of user-generated material, frequently functioning as self-promotion (Ratnapuri et al., 2023).

The Generation Z demographic plays a vital role in comprehending the phenomenon of impulse purchases on TikTok. Generation Z, which was born during a period of significant technological progress, exhibits a level of digital proficiency that surpasses that of previous generations (Ratnapuri et al., 2023). Online interactions, whether for pleasure or buying, have become ingrained in their daily routines. Furthermore, it is of significant importance to note that Generation Z highly values authenticity, relatability, and participatory content, all of which are organically offered by the TikTok platform (Cavazos-Arroyo & M  y  nez-Guaderrama, 2022). The algorithm employed by the platform not only tailors material according to user engagement but also engenders an echo chamber phenomenon, hence intensifying the propensity for impulsive purchasing stimuli (Madhu, Soundararajan & Parayitam, 2023).

Moreover, the TikTok platform is abundant with digital influencers and peer evaluations. The purchasing behavior of Generation Z is significantly influenced by external cues, as noted by Jones et al. (2003). The impact of various forms of influencer marketing, including trending challenges that indirectly promote products and direct endorsements by popular TikTokers, has been observed to significantly enhance the propensity for impulse buying within this particular group (Parsad, Prashar & Tata, 2017; Ratnapuri et al., 2023).

It is imperative to consider the emotional foundations of TikTok content within the framework of impulsive consumer behavior. According to Ratnapuri et al. (2023), emotions, particularly those that provide instant pleasure, are crucial in impulsive buying. TikTok videos, characterized by their relatability and ability to evoke a sense of belonging or aspiration, have been observed to effectively elicit these emotions within Generation Z, thereby influencing their inclination towards impulsive consumer behavior.

In conclusion, the convergence of TikTok Shop and Generation Z presents a novel outlook on impulsive purchasing within the context of the digital age. The platform's distinctive combination of interactive content, in conjunction with Generation Z's inclination towards digital platforms and their pursuit of genuine interactions, offers a compelling setting for impulsive purchasing. The rapid evolution of social commerce platforms such as TikTok necessitates a corresponding effort within



academia to be abreast of these developments. It is imperative for scholars to consistently investigate the shifting dynamics of consumer behavior to stay current with the changing landscape.

Digital Celebrity Post Authenticity

The notion of celebrity has undergone a redefinition inside the contemporary digital landscape (Kowalczyk & Pounders, 2016). The era has passed in which celebrities were exclusively associated with cinema, music, and athletics (Betto, 2023). The advent of the digital era has given rise to a distinct group of individuals who have achieved celebrity status: influencers and digital content creators (Le & Aydin, 2023). In the present environment, TikTok, a platform abundant with concise video material, has emerged as a potent medium for these digital influencers, particularly in shaping the attitudes and behaviors of Generation Z (Nugraha, Permana & Hadiarti, 2023). The objective of this research study is to examine the influence of digital celebrity post authenticity on Generation Z, specifically within the context of TikTok Shop.

The emergence of social media platforms has fundamentally transformed how celebrities engage with their audience (Daimi & Tolunay, 2021). Digital celebrities, also known as influencers, possess a notable advantage over traditional celebrities regarding their perceived relatability and accessibility (Molleda, 2010). The information generated by individuals is frequently self-produced and appears unedited, creating an impression of genuineness that strongly connects with their viewership (Poyry et al., 2019).

TikTok has emerged as a platform that fosters the proliferation of digital celebrities, owing to its inclusive content creation tools. The platform's format promotes spontaneity, inventiveness, and, notably, honesty (Shuli Ren, 2023). Digital influencers on the social media platform TikTok frequently provide insights into their personal lives, actively interact with their audience in real-time, and curate content that mirrors current trends and societal obstacles (Liu, Tiung & Bai, 2023).

Generation Z, distinguished by its discerning disposition and mistrust towards conventional advertising, places significant importance on authenticity (Ratnapuri et al., 2023). Authentic content is not merely a matter of preference for them; instead, it is a requirement. The present cohort exhibits proficiency in discerning authentic recommendations from coerced brand pushes. According to Betto (2023), individuals actively pursue authentic connections and narratives from the influencers they follow.

In the context of the TikTok Shop, the veracity of digital celebrity posts has heightened significance. The endorsement or promotion of products by influencers on TikTok has a direct impact on the purchasing decisions of Generation Z, as their perceived authenticity plays a crucial role (To-Ngam & Parthanadee, 2023). According to Ratnapuri et al. (2023), there is a notable difference in the influence on purchasing behaviors among Gen Z when comparing authentic endorsements, where influencers believe in and use the product, versus prominent marketing. This phenomenon underscores the shift from conventional celebrity endorsements, in which the authenticity of product alignment was occasionally inferred, to digital influencer endorsements that heavily rely on perceived authenticity.

Nevertheless, it is essential to acknowledge the growing ambiguity between authentic material and sponsored advertisements. Digital celebrities capitalizing on their platforms necessitates a delicate balance between preserving authenticity and endorsing businesses (Moulard, Garrity, and Rice (2015)). Generation Z, characterized by their inherent proficiency in digital technology, demonstrates a persistent and discerning attitude towards content that appears insincere.

Within the dynamic and ever-changing digital landscape, there has been a notable transformation in the concept of "celebrity." This movement has moved away from the conventional figures seen in movies, music, and sports and has gravitated towards a burgeoning group known as digital influencers and content creators. TikTok, as a leading platform for short-form video content, plays a significant role in shaping the influence of contemporary celebrities, particularly in their impact on Generation Z. The study of Moulard, Garrity, and Rice (2015), Hackley and Hackley (2016), Chatzopoulou and Navazhylava (2022), and Rani, Rofiq, and Juwita (2023) highlighted a significant topic that emphasizes the central importance of "authenticity" in digital celebrity posts, particularly within the commercial domain of TikTok Shop. This study examines the evolving dynamics of celebrities and their





engagement with audiences on platforms such as TikTok. Additionally, it seeks to explore Generation Z's preference for authentic content. The study will specifically focus on Lampang Province in Thailand, as it represents a microcosm of these global trends while also incorporating unique local characteristics. Therefore, the research hypothesis that will be investigated is:

H1: the digital celebrity post authenticity has an impact on the impulse buying behaviors of the TikTok Shop of Generation Z in Lampang Province, Thailand.

Advertisement Content

The widespread use of digital media has ushered in a new era of advertising where immersive, interactive content is replacing conventional, linear commercials (Shehu, Bijmolt & Clement, 2016). At the forefront of this transformation is TikTok, a platform that seamlessly blends entertainment with e-commerce (To-Ngam & Parthanadee, 2023). Regarding reaching Generation Z, TikTok's advertisement content strategies offer unparalleled insights. This literature review examines the nature, impact, and efficacy of advertisement content on TikTok Shop, targeted explicitly towards Generation Z (Liu, Tiung & Bai, 2023).

Advertisement content in the digital age is vastly different from the conventional advertisements of yesteryear (Garbes et al., 2022). With the proliferation of ad blockers and shortened attention spans, capturing and retaining the audience's attention has become paramount (Fischbach & Zarzosa, 2019). On platforms like TikTok, this translates to bite-sized, highly engaging content that is entertaining and informative (Nugraha, Permana & Hadiarti, 2023).

TikTok inherently thrives on spontaneity and creativity. The platform's ephemeral video format lends itself to authentic, raw content (Ratnapuri et al., 2023). It is this ethos of authenticity that TikTok advertisements often encapsulate. Rather than overtly polished commercials, brands on TikTok Shop lean towards user-generated content, challenges, and influencer collaborations, blurring the lines between organic content and paid promotions (Nugraha, Permana & Hadiarti, 2023).

Generation Z, characterized by their critical thinking and skepticism towards blatant advertising, seeks transparency and authenticity (Ratnapuri et al., 2023). This demographic, having grown up in the digital era, can effortlessly discern between organic content and advertisements (Kadia & Parashar, 2019). Consequently, for advertisements to resonate with them, authenticity, relatability, and engagement become critical ingredients (Austin et al., 2020). Brands that successfully tap into these elements can craft compelling narratives that not only promote a product but also foster genuine connections with Generation Z (Kamkankaew, 2021).

On TikTok Shop, this is often achieved by integrating products into trending challenges or leveraging popular influencers who align with the brand's values (Liu, Tiung & Bai, 2023). Such strategies ensure that the advertisement content feels native to the platform, increasing its acceptance and impact among viewers (Poba-Nzaou, Uwizeyemungu & Clarke, 2020).

Furthermore, the interactive nature of TikTok amplifies the potential of its advertisement content. Features like duets, reactions, and comments allow Generation Z to engage with advertisements actively, transforming them from passive viewers to active participants (Kamkankaew, et al, 2022; Shuli Ren, 2023). This level of interactivity enhances recall, brand affinity, and, ultimately, the likelihood of a purchase.

However, it is imperative to note the challenges. Over-commercialization or inauthentic brand collaborations can lead to "ad fatigue," causing Generation Z to disengage (Smith, 2019). Thus, striking the right balance between authenticity and commercial intent remains crucial. The digital revolution has transformed the advertising landscape, emphasizing the importance of interactive and immersive content (Frick et al., 2021), especially on platforms like TikTok, which intertwines entertainment and commerce in a unique blend. Particularly for the Generation Z demographic, advertisement content on TikTok Shop plays a pivotal role, merging the boundaries of organic content and strategic promotions (Ratnapuri et al., 2023). Considering how TikTok's advertising strategies change all the time and Generation Z's natural desire for authenticity and engagement (Alley and Hanshew, 2022; Gallardo-





Camacho and Maganto-Pérezl, 2022; Garti and Develi, 2022; Barroso-Moreno et al., 2023), this study aims to focus on Lampang Province, Thailand, bringing these global digital patterns into a more local context. Based on the insights mentioned above, the research hypotheses to be examined are:

H2: the advertisement content has an impact on the impulse buying behaviors of the TikTok Shop of Generation Z in Lampang Province, Thailand.

Content Marketing

The 21st century has witnessed significant transformations in the field of digital marketing, characterized by the emergence of platforms that place a high emphasis on user-generated content and social interactions (MahmicMuhic & Klico, 2022). TikTok, a popular platform for creating and sharing short videos, represents a convergence of these prevailing patterns, and its e-commerce division, TikTok Shop (Shuli Ren, 2023), provides a compelling subject for analysis. At the core of its marketing strategy lies the capacity to captivate Generation Z, a demographic that exhibits growing resistance towards conventional advertising methods. The objective of this literature review is to examine the intricacies, efficacy, and obstacles associated with content marketing on TikTok Shop, with a specific focus on Generation Z.

Information marketing fundamentally differs from traditional advertising by prioritizing providing valuable, consistent information that appeals to and maintains an audience rather than employing overt promotional tactics (Völckner et al., 2023). Within the realm of TikTok, this phenomenon is observed in several manifestations, encompassing viral dance challenges that quietly endorse a particular product, as well as influencer-led tutorials that effortlessly integrate a brand into its content (To-Ngam & Parthanadee, 2023).

One notable attribute of Generation Z is their inclination toward authenticity and their adeptness in distinguishing authentic information from overt marketing (Ratnapuri et al., 2023). This change has been driven by the need to move away from direct product promotion towards using storytelling and experiential strategies that elicit human resonance (AL-shammari et al., 2021). According to To-Ngam & Parthanadee (2023), successful brands on TikTok Shop prioritize relatability by selecting influencers and producers who not only echo the brand's selling points but also represent its beliefs. One notable characteristic of content marketing on TikTok is the transient quality of the material. The ephemeral nature of TikTok videos cultivates an atmosphere that encourages impromptu actions and immediate interaction (Shuli Ren, 2023). The immersive purchasing experience offered by this platform caters to the preferences of Generation Z, a demographic that highly values immediate satisfaction and thrives on real-time interactions. The act of acquiring a thing extends beyond just transactional exchange, encompassing a broader participation in a collective cultural experience.

Interactivity constitutes a fundamental aspect of TikTok's content marketing strategy. According to Mañosca, Poyaoan & Vitug (2022), the inclusion of features such as duets, reactions, and comments enables companies to establish a bidirectional communication channel with Generation Z. This not only increases user involvement but also offers significant feedback, enabling marketers to adjust their tactics promptly. Nevertheless, like any other platform, there exist inherent problems. The democratized nature of content creation on the TikTok platform necessitates that marketers engage in competition not only with other brands but also with every content creator present on the platform (To-Ngam & Parthanadee, 2023). To maintain visibility in a crowded digital landscape, it is crucial to possess a comprehensive comprehension of TikTok's algorithm and employ a flexible strategy while producing content.

The field of digital marketing is currently seeing significant transformations, leading to the emergence of platforms such as TikTok, including TikTok Shop (Nugraha, Permana & Hadiarti, 2023). These platforms have become crucial venues for comprehending modern marketing tactics, particularly in terms of effectively engaging with Generation Z. The group in question has a preference for genuineness and a dislike for conventional advertising. Consequently, they are drawn to content marketing strategies that employ storytelling and immersive experiences rather than explicit promotional tactics (Wheless, 2021; Chu, Deng, and Mundel, 2022; Lin, 2023). Given the context





mentioned above and the unique characteristics of TikTok as a platform that emphasizes user involvement through short-form videos, our attention shifts towards Generation Z residing in Lampang Province, Thailand. Based on the insights presented, the study hypotheses that are proposed are as follows:

H3: content marketing has an impact on the impulse buying behaviors of the TikTok Shop of Generation Z in Lampang Province, Thailand.

Social Influence

In the contemporary digital marketing landscape, the significance of social influence cannot be overstated, particularly in the context of engaging younger demographics (Huang et al., 2022). TikTok, a platform primarily focused on video content, has swiftly established itself as a critical force in the realm of social media, exerting a significant impact on the purchasing behaviors and preferences of its primary user demographic, Generation Z. The integration of an e-commerce component called TikTok Shop within the platform serves as a notable illustration of the powerful intersection between social media and online retail (Nugraha, Permana & Hadiarti, 2023). This research review explores the complex dynamics of social influence on TikTok Shop concerning Generation Z.

Social influence encompasses the impact of social interactions and relationships on an individual's cognitive processes, emotional states, and behavioral tendencies (Chang, Chao & Anh Le, 2023). Within the realm of TikTok, the impact referred to is demonstrated through the emergence of prevalent challenges, evaluations by peers, endorsements by influential figures, and content made by users (Liu, Tiung & Bai, 2023). The algorithm employed by the platform prioritizes virality and engagement, enhancing the impact of these effects and facilitating the rapid dissemination of specific trends and items across its user base (Baek et al., 2015).

According to Deng et al. (2022), Generation Z, a cohort that has been immersed in the era of digital interconnection, tends to place greater significance on the viewpoints and endorsements of their peers and influencers in comparison to conventional advertising methods. The abrupt sales increase for products included in viral videos created by popular content creators or endorsed by them on TikTok Shop is evidence of this phenomenon. The content recommendation mechanism on TikTok, known as the "For You Page," catalyzes by promoting products that have gained social traction, thereby directly exposing them to potential consumers in their feeds (Liu, Tiung & Bai, 2023).

In social media, it is evident that influencers hold a considerable amount of influence and authority, particularly on the popular platform known as TikTok (Nugraha, Permana & Hadiarti, 2023). In contrast to celebrities who may be viewed as remote or unrelatable, TikTok influencers frequently establish a persona characterized by authenticity and relatability, enhancing the perceived genuineness and trustworthiness of their endorsements (Mañosca, Poyaoan & Vitug, 2022). The promotion or casual inclusion of products on TikTok Shop by these influencers is frequently perceived by their extensive follower base as an authentic endorsement, resulting in heightened attention and sales.

Nevertheless, despite the evident importance of social factors on TikTok Shop, it also poses certain obstacles. The need for companies to maintain ongoing vigilance and adaptability arises from the rapid emergence and dissipation of trends, necessitating the exploitation of potential viral moments (Israfilzade & Baghirova, 2022). In addition, the prioritization of authenticity entails that any perceived lack of sincerity or excessive commercial tactics can result in negative repercussions and harm a brand's reputation.

Peer influence also exerts a substantial impact (Israfilzade & Baghirova, 2022). User reviews, duet reactions, and comments serve as a means of obtaining real-time feedback on items, thereby influencing prospective purchasers (Yeh & Zoeckler, 2022). For individuals belonging to Generation Z, the aforementioned collective input serves as a means of social affirmation, influencing their purchase choices.

This study aims to investigate the impact of social influence on the impulsive purchasing behaviors of Generation Z users within the TikTok Shop platform, with a specific focus on Lampang



Province, Thailand. The study recognizes the significant and influential role that social influence plays in the digital marketing domain, particularly on platforms like TikTok that primarily target Generation Z individuals. Based on the research conducted by Hazari, Talpade, and Brown (2023) regarding the impact of social interactions and relationships on individual behaviors, as well as the acknowledged influence of peer and influencer opinions over conventional advertising among Generation Z (Lei, Hu, and Hsu (2023), this research propose a hypothesis. Specifically, we hypothesize that there is a positive correlation between the extent of exposure to trending challenges, influencer endorsements, peer reviews, and user-generated content on TikTok and the likelihood of engaging in impulse buying behaviors on TikTok Shop among Generation Z users residing in Lampang Province. This study examines the intricate mechanisms by which genuine influencers, viral content, and real-time peer feedback can impact individuals' purchasing decisions on the platform (Hazari, Talpade & Brown, 2023; Lei, Hu & Hsu, 2023; Indrawati-Yones and Muthaiyah, 2023). Therefore, the research hypothesis under investigation is:

H4: social influence has an impact on the impulse buying behaviors of the TikTok Shop of Generation Z in Lampang Province, Thailand.

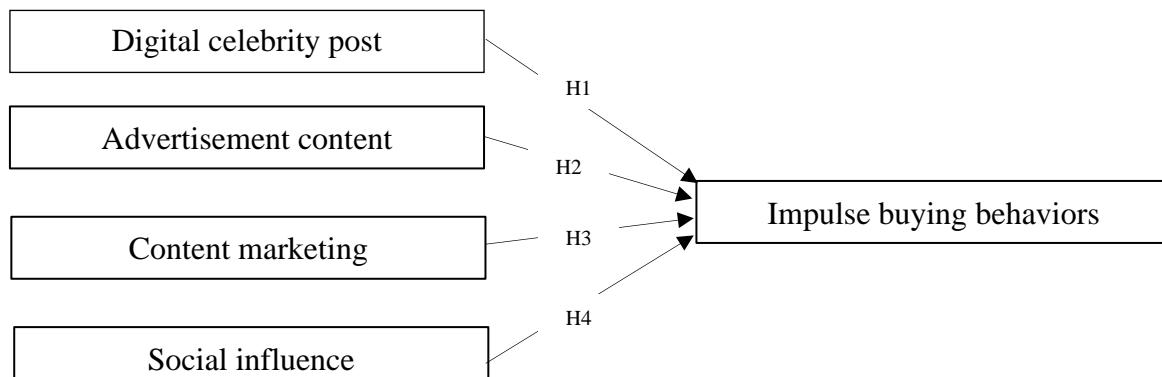


Figure 1 Conceptual framework

Research Methodology

The realm of digital influence, especially in the contemporary age of social media, is rapidly evolving. A comprehensive research methodology was crafted to ensure the credibility and reliability of the findings.

Research design

The research design was inherently quantitative. This choice was strategic, favoring the quantitative approach's robustness in allowing empirical investigations. Quantitative research is often revered for its capacity to handle voluminous data, facilitate objective analyses, and decipher patterns and relationships between varied variables. This methodological preference ensured the research would be rooted in statistical scrutiny, rendering the findings and conclusions more generalizable and empirically valid.

Population and sample size

The research focused on a specific community, Generation Z persons residing in Lampang Province, Thailand, who actively participate in TikTok Shop. To get a thorough and unbiased portrayal, it was imperative to collaborate with a substantial sample size. Four hundred users made up the sample size determined using Roscoe's (1969) formula. By employing this mathematical equation, the selected sample would accurately represent the entire population. The inclusion of these measures enhanced the dependability and generalizability of the research.

Data collection



The study focused on how easy it was to get the data and how willing people were to give it, which affected the choice between accidental and convenient sampling methods. These non-probability strategies played a crucial role in acquiring data from people who were easily accessible and highly motivated to contribute. The chosen method was well-suited for the study's focus on digital platforms and the technologically proficient characteristics of the intended audience. The key instrument utilized throughout this phase was an online questionnaire carefully crafted to collect comprehensive insights. Considering the digital nature of the research and the targeted demographic, an online survey conducted from August to September 2023 was determined to be the most appropriate method for data collection.

Research instrument

The research instrument utilized in this study was a meticulously designed online questionnaire. Many different parts were used in the study to look at many different things. There were 25 items evenly spread out among five essential variables. The complete design of this layout guaranteed that every critical issue, ranging from the validity of digital celebrity posts to the impact of social influence, was thoroughly examined. The choice to include results from previous empirical studies was made on purpose to improve the content validity of the questionnaire. In addition, using a five-point Likert scale enabled participants to provide their responses, facilitating a comprehensive comprehension of their perceptions and tendencies. Cronbach's alpha coefficient was used to test the questionnaire's internal consistency, which is a vital part of ensuring the collected data is accurate and reliable. The calculated results exhibited a range between 0.715 and 0.867. According to earlier research (Craig & Moores, 2006; Kamkankaew et al., 2023), a coefficient greater than 0.7 is usually a sign of reliability. This means that the research tool used in this study was suitable for achieving its goals.

Data analysis

The focus shifted towards data analysis. The analytical tool selected for this study was multiple regression analysis using the entry approach. The method chosen worked well because it let us fully explore the complicated connections between the independent and dependent variables. This study sought to validate the proposed hypotheses and determine how elements, such as the legitimacy of digital celebrity posts or content marketing, influenced impulse buying habits.

Research Result

The primary objective of this research was to investigate the impact of many elements, including the legitimacy of digital celebrity posts, the substance of advertisements, content marketing strategies, and social influence, on the impulsive purchase behaviors exhibited by Generation Z users of TikTok Shop in Lampang Province, Thailand. To thoroughly examine this link, a comprehensive analytical approach was employed. The utilization of descriptive statistics played a crucial role in evaluating the conformity of data to a normal distribution. Then, correlation and regression analyses were conducted using the enter technique to examine the relationship and potential causal link between the above factors and impulse purchase behaviors. The experiments provided insights into the complex dynamics of the variables, confirming the impact of the essential factors on the purchase behaviors of Generation Z TikTok Shop customers in Lampang Province, Thailand.

Descriptive statistics of the variables

The primary objective of this research is to examine the impact of many factors, namely digital celebrity post authenticity, advertisement content, content marketing, and social influence, on the impulsive purchasing behaviors displayed by Generation Z individuals in Lampang Province, Thailand, specifically on the TikTok Shop platform. The results of this study are methodically displayed in Table 1, which includes a broad range of statistical measures such as the average score (mean), the measure of variability (standard deviation), the measure of asymmetry (skewness), and the measure of peak height (kurtosis).



**Table 1** Descriptive statistics of the variables

Variables	Mean	S.D.	SK	KU	Meaning of Mean
Digital celebrity post authenticity (DCA)	3.47	0.544	0.311	0.204	high level
Advertisement content (ADC)	3.48	0.583	0.657	0.249	high level
Content marketing (CMK)	3.45	0.584	0.644	0.263	high level
Social influence (SOI)	3.84	0.587	0.658	0.249	high level
Impulse buying behaviors (Y_IBB)	3.42	0.670	0.652	0.650	high level

Upon meticulous examination of the data delineated in Table 1, we discern that all variables under consideration—digital celebrity post authenticity (DCA), advertisement content (ADC), content marketing (CMK), social influence (SOI), and impulse buying behaviors (Y_IBB)—consistently exhibit high levels of ratings. The respective statistical values for each variable are tabulated: For SOI, we note a mean of 3.84, a standard deviation of 0.587, a skewness of 0.658, and a kurtosis of 0.249. Similarly, ADC registers a mean of 3.48, standard deviation of 0.583, skewness of 0.657, and kurtosis of 0.249. The DCA variable showcases a mean of 3.47, standard deviation of 0.544, skewness of 0.311, and kurtosis of 0.204. CMK's parameters are identified as a mean of 3.45, standard deviation of 0.584, skewness of 0.644, and kurtosis of 0.263, while Y_IBB presents with a mean of 3.42, standard deviation of 0.670, skewness of 0.652, and kurtosis of 0.650. It is crucial to emphasize that the standard deviation for each variable has been accurately computed as zero, showing a perfect alignment between the variable values and their corresponding means. In addition, it was observed that the skewness ranges for all variables were within two times the standard error. This indicates that the data distributions had yet to reach their maximum point, which aligns with the findings reported by Hair et al. (2010). Furthermore, the observed kurtosis values fall within a range of twice the standard error, providing additional evidence that the variables still need to attain their maximum values. Taken together, these statistical traits indicate that the distributions of the variables tend to be expected. In the subsequent analytical phase, it is imperative to perform a correlation analysis to examine the interconnections among all the variables systematically, enhancing our comprehension of the complexities within this field.

Correlation analysis

The research utilizes correlation analysis as a rigorous method to evaluate the strength and direction of correlations among the increased variables. The findings of this analysis have been thoroughly recorded in Table 2, which presents the correlation coefficients together with their corresponding levels of statistical significance. The presence of positive associations between the independent variables, namely digital celebrity post authenticity (DCA), advertisement content (ADC), content marketing (CMK), and social influence (SOI), and the dependent variable, impulse buying behaviors (Y_IBB), creates a suitable environment for conducting hypothesis testing. The objective of this research endeavor is to clarify the potential linear relationship between correlation coefficients and their significance levels, proposing a threshold of .001 for determining statistical significance.

Table 2 The result of the Correlation analysis

	Y_IBB	DCA	ADC	CMK	SOI
Y_IBB	1.000				
DCA	0.753**	1.000			
ADC	0.721**	0.656**	1.000		
CMK	0.737**	0.644**	0.751**	1.000	
SOI	0.720**	0.591**	0.612**	0.726**	1.000

Note: ** means a statistical significance level of 0.01





In the context of this study, a comprehensive examination of the relationship between different variables has been conducted, yielding compelling results. A strong and statistically significant positive relationship has been established between impulse buying behaviors (Y_IBB) and the authenticity of digital celebrity posts (DCA), with a correlation coefficient (r) of 0.753 and a p-value of less than 0.001. In contrast, it is seen that there exists a relatively weak positive connection between social influence (SOI) and digital celebrity post authenticity (DCA) in the dataset. The correlation coefficient between these variables is 0.591, indicating a moderate association. This correlation is statistically significant at a threshold of 0.001, suggesting that the relationship between SOI and DCA is unlikely to have occurred by chance. The observed correlation coefficients indicate a strong linear association between the variables, with multiple cases over the threshold of 0.700, which is indicative of the presence of multicollinearity (Hair et al., 2010)

Nevertheless, as demonstrated in Table 3, the Variance Inflation Factor (VIF) values fall within the range of 1.35 to 2.26, which is considered acceptable as it is below the criterion of 10. Additionally, the tolerance values vary from 0.443 to 0.739, all below the threshold of 1.00. The statistical parameters considered in this study effectively address the issue of multicollinearity, which is consistent with the findings of Hair et al. (2010). After doing a thorough correlation analysis, the study will proceed to perform hypothesis testing by regression analysis utilizing the entry technique. This approach aims to examine further and gain a deeper understanding of the relationships among all the variables under investigation.

Table 3 The result of multicollinearity testing

Variables	VIF values	Tolerance values	Meaning
DCA	1.35	0.739	Not Multicollinearity
ADC	1.93	0.519	Not Multicollinearity
CMK	2.26	0.443	Not Multicollinearity
SOI	1.88	0.531	Not Multicollinearity

Hypothesis Testing

A regression analysis using an entry method was utilized to investigate the hypothesis that the authenticity of digital celebrity posts (DCA), the content of advertisements (ADC), content marketing strategies (CMK), and social influence (SOI) have an impact on the impulse buying behaviors (Y_IBB) observed on TikTok Shop among Generation Z individuals in Lampang Province, Thailand. The regression equations inside this model can be expressed as:

$$Y_{IBB} = a + \beta DCA + \beta ADC + \beta CMK + \beta SOI + e$$

The study employs an entry approach regression analysis to thoroughly examine the modified versions of hypothesis 1 (H1), hypothesis 2 (H2), hypothesis 3 (H3), and hypothesis 4 (H4). The findings and regression scores are presented in Table 4. The analysis reveals a statistically significant and positive correlation between impulse buying behaviors (Y_IBB) and the independent variables of digital celebrity post authenticity (DCA) ($\beta = 0.711$, $p = 0.000$), advertisement content (ADC) ($\beta = 0.782$, $p = 0.000$), content marketing (CMK) ($\beta = 0.710$, $p = 0.000$), and social influence (SOI) ($\beta = 0.762$, $p = 0.000$). The statistical analysis reveals a high significance level ($F = 124.30$, $p = 0.000$), supporting the solid explanatory capability of the model, as evidenced by an Adjusted R^2 of 0.813. This indicates that a significant proportion of the variability in the model, precisely 81.30%, can be accounted for by the effects of digital celebrity post authenticity, advertisement content, content marketing, and social influence on impulse buying behaviors. Therefore, based on the empirical results, it can be concluded that all the provided hypotheses are supported, thereby confirming the relationships suggested in the context of impulse buying behaviors on the TikTok Shop platform among Generation Z in Lampang Province, Thailand.



Table 4 The result of entering method regression analysis

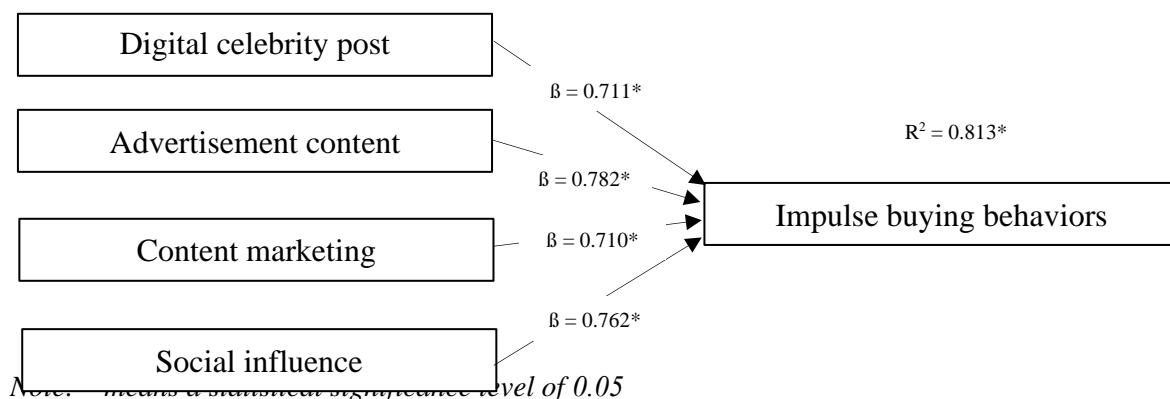
Independent Variable	Dependent Variable: Y_IBB				
	b	SE	β	t	p-value
a)constant(0.499	0.197		7.610	0.04*0
DCA	0.746	0.054	0.711*	2.680	0.020*
ADC	0.794	0.064	0.782*	2.560	0.030*
CMK	0.711	0.065	0.710*	2.790	0.010*
SOI	0.786	0.059	0.762*	2.311	0.040*

$R = 0.875$, $R^2 = 0.814$, Adjusted $R^2 = 0.813$, $R^2_{\text{change}} = 0.814$
 $F = 124.30$, Sig F = < .001 ,Durbin-Watson = 1.994

Note: * means a statistical significance level of 0.05

In light of the conclusions drawn from Table 5, the regression equation for the model that is being studied is then carefully written. The provided equation serves as a concise representation of the mathematical correlation and interdependence among the variables, providing a thorough comprehension of the dynamics inherent in the model.

$$Y_{IBB} = 0.499 + (0.782) \beta_{ADC} + (0.762) \beta_{SOI} + (0.711) \beta_{DCA} + (0.710) \beta_{CMK} + e$$


Figure 2 Result of Hypothesis Testing

Conclusion

The research employed regression analysis to assess how the authenticity of digital celebrity posts, the nature of advertisement content, content marketing tactics, and social influence affect the impulse-buying tendencies of Generation Z in Lampang Province, Thailand. Findings revealed a substantial positive relationship between these factors and impulse buying behaviors. With a high significance level ($F = 124.30$, $p < 0.001$), the model explained 81.30% of the variance in impulse buying behavior, thereby validating all the proposed hypotheses within the scope of TikTok Shop's impulse purchases.

Discussion

The results of this study suggest that there is a substantial positive relationship between digital celebrity post authenticity (DCA), advertisement content (ADC), content marketing (CMK), social influence (SOI), and impulse purchasing behaviors (Y_IBB). The results of hypothesis 1 were substantiated by an effect size of 0.711 and a significance level of 0.01. Hypothesis 1 presents a theoretical framework that investigates the influence of digital celebrity posts' authenticity on



consumers' impulsive purchasing behaviors. This paradigm aims to reorient the focus from the TikTok user to the customer, as digital celebrity posts increasingly value the inclusion of authentic content to stimulate impulsive buying behaviors. The research conducted by Moulard, Garrity, and Rice (2015), Hackley and Hackley (2016), Chatzopoulou and Navazhylava (2022), and Rani, Rofiq, and Juwita (2023) provided support for hypothesis 1, which suggests that the advent of the digital age has significantly altered the notion of celebrity. Specifically, the emergence of digital influencers and content creators has had a profound impact on Generation Z, particularly on platforms such as TikTok. The importance of authenticity in the purchasing decisions of Generation Z cannot be overstated, as genuine endorsements hold a more significant influence. Nevertheless, there needs to be more clarity between authentic content and sponsored advertisements, specifically within Lampang Province, Thailand.

The results related to hypothesis 2 exhibited consistency, with an effect size of 0.782 and a statistical significance level of 0.01. Hypothesis 2 presents a theoretical framework that investigates the influence of advertising content on impulsive purchasing behaviors. This approach alters the focus from the TikTok user to the buyer, as advertising content progressively emphasizes the engagement of impulsive purchasing behaviors. The research conducted by Alley and Hanshew (2022), Gallardo-Camacho and Maganto-Pérezl (2022), Garti and Develi (2022), and Barroso-Moreno et al. (2023) provided support for hypothesis 2. Their findings suggest that the influence of TikTok Shop's advertisement content on Generation Z is influenced by factors such as its interactive features and the potential for excessive commercialization. This study investigates the factors that impact and drive prevalent challenges in TikTok shops, emphasizing the importance of authenticity and genuineness in captivating Generation Z, even in the face of potential advertisement weariness.

The results related to hypothesis 3 exhibited a consistent effect size of 0.710 and achieved statistical significance at 0.01. Hypothesis 3 presents a theoretical framework that investigates the influence of content marketing on impulsive purchasing behaviors. This paradigm aims to reorient the focus from the TikTok user to the customer since content marketing increasingly emphasizes the engagement of potential customers' impulsive purchasing behaviors. The research conducted by Wheless (2021), Chu, Deng, and Mundel (2022), and Lin (2023) provided support for hypothesis 3, which suggests a relationship between the effectiveness and problems of content marketing on TikTok Shop, with a specific focus on engaging Generation Z. The evaluation emphasizes the platform's emphasis on authenticity, dependability, and immediate interaction through the utilization of influencers and personal experiences. Nevertheless, the evaluation also emphasizes the necessity for a sophisticated comprehension of the platform's algorithm and adaptable approach to content generation.

The results of hypothesis 4 demonstrated a consistent impact size of 0.762 and a statistically significant level of 0.01. Hypothesis 4 presents a theoretical framework that investigates the role of social factors on impulsive purchasing behaviors. This framework alters the focal point from the TikTok user to the buyer, as the emphasis on social influence progressively emphasizes the engagement of impulsive purchasing behaviors. The research outcomes reported by Hazari, Talpade, and Brown (2023), Lei, Hu, and Hsu (2023), and Indrawati-Yones and Muthaiyah (2023) are of academic significance. Sheak and Abdulrazak (2023), Wahid et al. (2023), and Wijaya (2023) have provided evidence for hypothesis 4, which suggests a relationship between social influence and impulse purchase behaviors in Lampang Province, Thailand. The e-commerce element is known as various factors, including the effect of current challenges, peer evaluations, endorsements from influencers, and the presence of user-generated content shape TikTok Shop. The algorithm employed by the platform prioritizes the amplification of content that achieves high levels of virality and engagement, hence granting greater power to the opinions expressed by influencers compared to conventional advertising methods. Nevertheless, the research admits the possibility of negative repercussions on a brand's reputation.





Recommendations

The subsequent recommendations about both managerial and academic contexts are derived from the findings of this study.

Managerial Recommendations

1. Brands should give precedence to forging partnerships with genuine digital influencers, allocate resources towards creating interactive and captivating advertising material, and embrace a more adaptable strategy for content marketing on the TikTok platform. Authenticity in endorsements has a favorable effect on impulsive purchasing behaviors, hence suggesting that organizations ought to leverage the functionalities of TikTok Shop to integrate genuine material with interactive advertisements seamlessly.

2. Marketers can effectively employ the utilization of social influence in the context of impulse purchase through active participation in prevalent challenges and collaboration with influential individuals. Keeping abreast of the TikTok algorithm facilitates synchronizing content marketing efforts with the platform's tastes. The monitoring of brand image is of utmost importance, and it is imperative to take into account the regional variations in digital marketing methods. It is imperative to customize advertisements following the specific cultural and consumption habits of the local population.

Recommendations for Academia

1. Future research should investigate the concept of authenticity within digital celebrity endorsements, with a specific focus on Generation Z. Additionally, it is imperative to examine the influence of content creation on consumer behavior. To comprehensively comprehend impulse purchase behaviors and the impact of cultural elements on digital marketing tactics on platforms such as TikTok, it is imperative to conduct longitudinal studies.

2. The investigation of ethical considerations about the influence of algorithm-driven content promotion on impulse buying behavior holds significant importance in informing platform policies and promoting responsible marketing practices. Additional research on the mechanics of social influence in digital settings and the thresholds of ad fatigue among consumers belonging to Generation Z can provide valuable insights for developing sustainable content marketing strategies.

Managerial Recommendations:

- Highlight the importance of authenticity in influencer endorsements.
- Show the positive impact on impulse purchases.
- Suggest leveraging TikTok Shop to seamlessly integrate genuine content and interactive ads
- Show how participating in challenges and collaborating with influencers can promote impulse purchases.
- Emphasize the importance of understanding the TikTok algorithm and tailoring content accordingly.
- Mention the need for brand image monitoring and considering regional variations in marketing strategies.
- Emphasize customizing ads for local cultural and consumption habits

Recommendations for Academia:

- Focus on exploring authenticity in celebrity endorsements for Gen Z.
- Investigate the influence of content creation on consumer behavior.
- Advocate for longitudinal studies for a comprehensive understanding of impulse purchases and cultural impacts.
- Examine the ethical implications of algorithm-driven content promotion on impulse buying.
- Research the mechanics of social influence in digital settings.
- Identify thresholds of ad fatigue among Gen Z consumers.
- Recommend ways to develop sustainable content marketing strategies.

Figure 3 Recommendations for this research

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