

CHAPTER 1

INTRODUCTION

1.1 Background

The rapid growth of social media has significantly influenced consumer behaviour, especially among Gen Z, a generation known for its digital intelligence. They tend to rely on platforms like TikTok and Instagram not only for entertainment, but also as a primary source in discovering new trends, evaluating products and making purchasing decisions. With the increasing number of internet users, social media marketing has gained a lot of popularity in recent years. The growth of internet technology also contributes to Indonesia's annual increase in social media users (Riorini, 2018). Intense interaction with visual content and reviews from influencers or online communities creates a more impulsive and social recommendation-based consumption pattern. Seen from figure 1.1, the number of internet users worldwide reach 5.56 billions people and social media users reach number of 5.24 billion people (Statista, 2025). This data proof that social media really plays a big role and might influence many fields including business fields. Social media is a platform that can be used to influence people, including in marketing. Social media can also be a place for brands to show their image and attract customers.

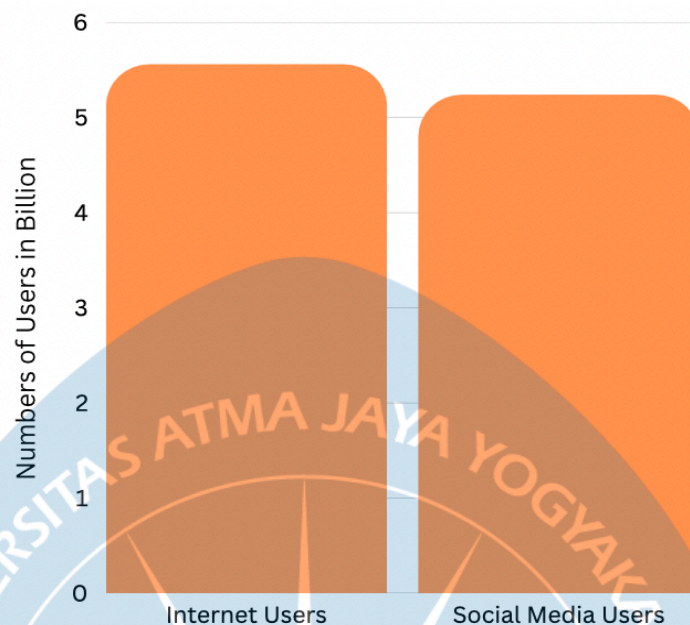


Figure 1. 1 Number of internet and social media users worldwide as of February 2025 (in billions)

Source: (Statista, 2025)

Numerous new types of digital entertainment have emerged as a result of the mobile internet era's quick development. TikTok is a social media platform where users may post short videos that last between 15 seconds and 10 minutes. The popularity of this application has increased significantly in recent years due to the presentation of engaging and distinctive videos. The platform provides an engaging and dynamic space where users create and share original content while taking part in challenges, duets, and various interactive activities. Among TikTok's benefits are its user-friendliness, limitless creativeness, rapidly expanding trends, innovative algorithms, and good accessibility (Miltsov, 2022). TikTok app is one of the most popular social media platforms available right now, people of all ages use it extensively (Syofiah et al., 2023). The platform's popularity has made it an influential channel for brands to market their products, leveraging user-generated

content, influencers, and creative marketing strategies. However, the rise of such digital platforms has also introduced new consumer behaviours, including impulsive buying, which has gained significant attention in the marketing world.

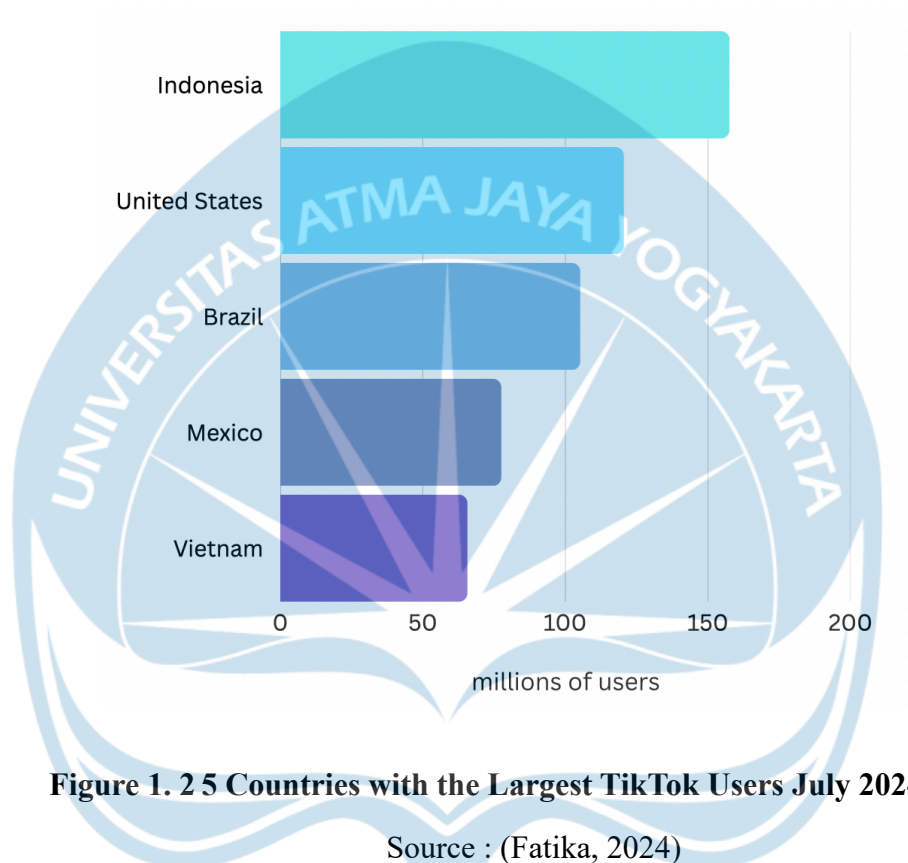


Figure 1.2 shows that Indonesia has the largest number of TikTok users in the world, reaching 157.6 million users. This number even surpasses the United States with a total of 120.5 million users. In third place is Brazil with 105.2 million users, followed by Mexico with 77.54 million users, Vietnam with 65.64 million. TikTok is not only used as a platform to share videos, but also as a source of business. Many successful influencers were born thanks to their viral videos on the platform. Not only that, now TikTok users can also sell online, opening up new business opportunities and employment.

Fashion industry is included in the creative field. This creative industry sector is very dynamic, one of which is due to fashion trends that continue to emerge every year. The fashion industry in Indonesia is currently experiencing very good development ranging from fashion models, clothing designs, costume styles, and others are a necessity for social society, the growing public awareness of fashion that has led to the fulfilment of a lifestyle in clothing. The rapid development of fashion in Indonesia is also showcased through the annual Jakarta Fashion Week event which is the largest annual fashion week in Indonesia which was first held in 2008. Since its launch in 2008, Jakarta Fashion Week has consistently been a beacon for Indonesia's fashion industry. Not only being a host in their own country, through various programs, such as Indonesia Fashion Forward, Indonesian creatives are also invited to enliven the fashion stage of the countries across (Jakarta Fashion Week, 2025). The development of the fashion industry in Indonesia has the full support of the Deputy Minister. Creative Economy, Irene Umar, who expressed her hope that Indonesian fashion will not only succeed domestically but also expand internationally. The local fashion brand in Indonesia cannot be underestimated. Not only selling well in the domestic market, Indonesian local fashion brands have also managed to spread their wings to penetrate the international market. The success of Indonesian local fashion certainly proves that this subsector is indeed worthy of being called the backbone of exports in the creative industry in Indonesia.

The increasing consumptive level in Indonesia is also one of the factors for the development of the fashion industry in Indonesia. Indonesian household

consumption was recorded to grow 4.34% in the first quarter of 2022 compared to the first quarter of the previous year. The growth of clothing and footwear purchases in 2022 increased by 6.46% from the previous year, reaching around 83.10 trillion IDR (Kusnandar, 2022). The high consumptive of Indonesians also goes hand in hand with the number of fashion brands that are present and expand the market in Indonesia. One of Indonesia's local fashion brands is This Is April.

This Is April is a fashion brand from Indonesia founded in 2012 by a woman who is also a wife and a mother, Maria Anggraini. Starting out in the restaurant business, Maria, a hospitality school graduate, became interested in the fashion business as she liked the fashion styles of young women she saw while traveling abroad (Anna, 2018). Initially starting as a web-based store, the brand has grown significantly over 11 years, now boasting 60 offline stores across Indonesia. Committed to empowering women through fashion, This Is April offers a variety of products designed to be valuable investments for women. With designs that follow trends while remaining simple, each piece of clothing is made with high-quality, comfortable materials, ensuring affordability for every woman (<https://www.linkedin.com/company/this-is-april/>, accessed on 20th of march 2025). Committed to empowering women through fashion, This Is April embraces the idea that fashion should be on-trend yet uncomplicated, with thoughtful designs that make every piece a great investment. This Is April offers a diverse range of women's fashion products designed to empower and cater to various styles and occasions. Their collections include tops, bottoms, dresses, outerwear, jumpsuits and sets, and also accessories including bags and shoes to compliment and complete

the whole outfit. Highlighting affordability, the products at This Is April are very affordable for the models and quality, with a price range of 239,000 IDR to 469,000 IDR (This Is April, 2025). This Is April actively engages with its community through social media, events, and collaborations, aiming to empower women through fashion. This Is April's partnership is also shared through their TikTok account to make more people aware and interested in buying.

This Is April's efforts in terms of promotion are also by offering their VIP membership to customers to be able to get 10% discount on every online purchase if they have This Is April VIP. In addition, there is an offline membership where customers with this membership will get 10% off every purchase in stores, 15% off every 15th of every month, and 20% off, on the customer's birthday. This Is April implements promotions very well in both online stores and offline stores. The brand believes its stores have become destinations for creative, young, and dynamic women, continuously spreading positive energy through social media, social events, and collaborations (This Is April, 2025). This Is April, a well-established Indonesian fashion brand, has successfully leveraged social media, particularly TikTok, as a key marketing channel to engage with its target audience. With the rise of social commerce and the increasing influence of digital platforms on consumer behaviour, the brand utilizes a combination of social media community engagement and targeted advertisements to drive sales. The highly interactive nature of TikTok, where users actively comment, review, and share fashion inspiration, makes consumers who feel connected to a brand's online community are more likely to experience Fear of Missing Out (FoMO) and develop a stronger impulsive buying

intention, as they do not want to miss trending products that are frequently showcased by influencers and fellow community members (Djamhari et al., 2024).

Online social media communities (SMCs) have transformed into interactive social structures where members openly share relationships and interactions, creating a space for individuals with common ideas, values, attitudes, perspectives, and emotions (Nambisan & Watt, 2011). Seeing the figure 1.3, This Is April has built an active and dynamic community on TikTok, connecting with users through engaging and creative content. With more than 396,000 followers and 1.7 million likes, their official TikTok account (@thisisapril_) acts as a go-to platform for fashion lovers looking for style inspiration and the latest collection updates. This Is April's fashion inspiration contents also follow the trend in Indonesia for example in Ramadhan season, This Is April make a lot of content that is related to Ramadhan vibes. The response from the social media community to these advertisements has been positive, as followers consistently interact through likes, comments, and shares. Figure 1.4 is one of their contents introducing the Ramadan collection. Furthermore, the content gets quite a lot of interaction from TikTok users, namely more than 25,400 likes, 466 comments, and 8,368 people who add the video to their favourites. This shows that there is good engagement on This Is April's TikTok account. This continuous interaction strengthens brand loyalty, as consumers feel a sense of belonging and connection to the brand's identity, ultimately influencing their purchasing decisions and long-term engagement (This Is April, 2025).

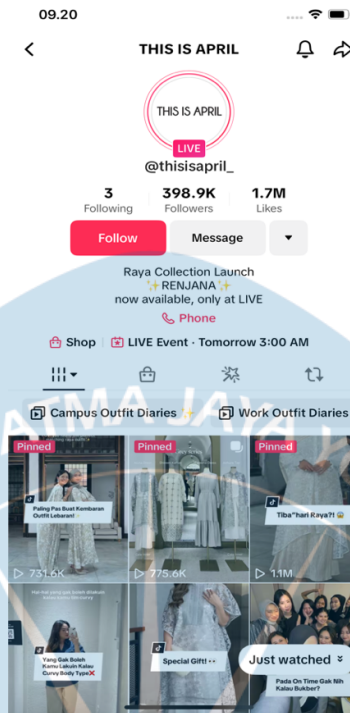


Figure 1. 3 This Is April's Tiktok Account

Source: (https://www.tiktok.com/@thisisapril_, accessed on 19th of March 2025)

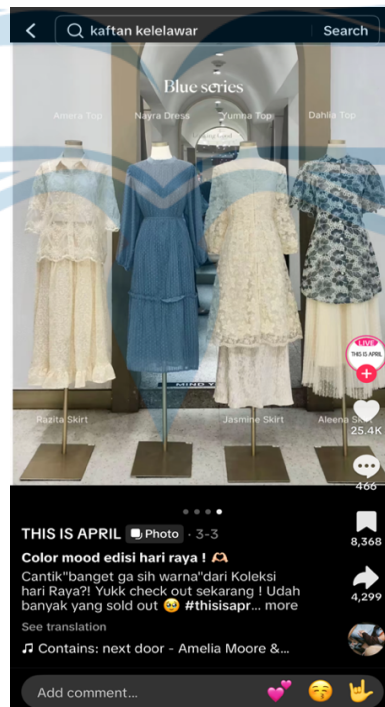


Figure 1. 4 This Is April's Tiktok Community Interactions

Source: (https://www.tiktok.com/@thisisapril_, accessed on 19th of March 2025)

Social Media Advertisements (SMA) has transformed from merely maintaining a presence on social networks into a crucial element of modern business strategies (Singh et al., 2023). The quality of social media advertisements plays a crucial role in shaping consumers' decision-making process (Ulfy et al., 2021). This Is April effectively utilizes TikTok's advertising features to engage its audience and promote its fashion collections. The brand's TikTok account (@thisisapril_) showcases a variety of content, including fashion inspiration, live event promotion, and also exclusive member benefits. As seen in figure 1.5, This Is April is conducting a live promotion and flash sale with limited time to invite consumers to buy their products immediately. This Is April's efforts on doing live promotion also enhances the brand's visibility on TikTok's algorithm, make it more likely to reach a broader audience, and fosters deeper connections between "This Is April" and its customers. The advertisements for sale products are also shared by a form of a video on This Is April's TikTok account that is shown in the figure 1.6. Through this, TikTok users who see This Is April content on their for you page may be interested in purchasing that sale product.



Figure 1. 5 This Is April's Live Promotion

Source: (<https://www.tiktok.com/@thisisapril> , accessed on 19th of March 2025)



Figure 1. 6 This Is April's Advertisement Content

Source: (<https://www.tiktok.com/@thisisapril> , accessed on 19th of March 2025)

The desire to make impulsive purchases is an irrational urge that often manifests as an intention to buy impulsively. This urge originates solely from within the consumer. A stronger impulse to purchase impulsively is partly driven by the increased intensity of TikTok usage, which enhances exposure to engaging content and, in turn, leads to a higher likelihood of impulse buying (Rani et al., 2023). In the case of This Is April, as users frequently engage with the brand's visually appealing advertisements, influencer promotions, and community-driven content, their exposure to persuasive marketing increases. This heightened interaction fosters a stronger impulse to buy, ultimately driving more impulsive purchasing behaviour. The seamless integration of TikTok Shop and direct purchase links further facilitates this process, making it easier for consumers to act on their spontaneous buying urges. Coupled with the live shopping feature on TikTok which often holds big promos that can only be obtained when This Is April TikTok Live takes place. This can lead to impulsive consumer intentions to buy and ultimately increase impulse buying behaviour. With the rapid advancement of e-commerce, consumers now play a more active role in marketing, significantly influencing purchasing decisions. Consumers are exposed to relatively similar marketing stimuli in online shopping environments, variations in individual traits are more likely to drive impulsive purchasing behaviour (Wang et al., 2022).

The reference journal "Measuring the Impact of Social Media on Impulse Buying Behaviour" by (Singh et al., 2023). examines the impact of social media on impulse buying behaviour among Saudi Arabian consumers, the present research will focus on Gen Z consumers in Indonesia, specifically in the fashion industry.

This difference makes the present research more regionally and demographically specific, as it investigates how Indonesian Gen Z consumers respond to TikTok-driven marketing strategies. Another key difference lies in the social media platforms analysed. The reference study looked at general social networking sites (SNS) such as Facebook, Instagram, and Twitter, whereas the present research is platform-specific, focusing on TikTok. As TikTok is a dominant force in social commerce and influencer-driven marketing, this focus makes this research more relevant to current digital marketing trends. In addition, the present research is more industry-specific, concentrating on fast fashion and Gen Z consumers' purchasing patterns for This Is April products. On the other hand, the reference journal does not focus on a specific industry or brand, so its findings are more general. By analysing This Is April's TikTok marketing strategy, this research will provide insights that can be directly applied to fashion brands looking to optimize their social media strategy.

1.1 Research Questions

1. Does social media community influence impulse buying intention for This Is April fashion brand?
2. Does social media advertisements impact impulse buying intention for This Is April fashion brand?
3. Does impulse buying intention affect impulse buying behaviour for This Is April fashion brand?

1.2 Research Objectives

1. To analyse the influence of social media community on impulse buying intention for This Is April fashion brand.
2. To examine the impact of social media advertisements on impulse buying intention for This Is April fashion brand.
3. To investigate the effect of impulse buying intention on impulse buying behaviour for This Is April fashion brand.

1.3 Research Benefit

a. Academic Benefit

This research contributes to the existing literature on digital marketing and consumer behaviour by providing insights into how social media communities and social media advertisements influence impulse buying behaviour among Gen Z consumers. This study expands the understanding of how social commerce platforms like TikTok shape fast fashion purchasing decisions, particularly in an Indonesian market context.

b. Practical Benefit

This study provides valuable insights for fashion brands like This Is April on how to optimize their social media marketing strategies to effectively engage Gen Z consumers. By identifying whether social media communities or social media advertisements have a stronger influence on impulse buying behaviour, brands can allocate their marketing budgets more efficiently and develop campaigns that drive higher consumer engagement and conversion rates.

1.4 Research Systematics

The systematics of the arrangement of this research is described as follows:

CHAPTER 1 INTRODUCTION

Chapter 1 provides an overview of the research background, explaining the relevance and significance of the study. It also presents the research questions, research objectives, and research benefits, which include both academic contributions and practical implications. Additionally, this chapter outlines the research systematics to provide a clear structure of the study.

CHAPTER 2 LITERATURE REVIEW

Chapter 2 discusses relevant theories and previous studies that form the foundation of this research. It includes explanations of social media community, social media advertisement, impulsive buying intention, and impulsive buying behaviour. Additionally, this chapter reviews significant prior research within the field of digital marketing, social media influence, and consumer behaviour, particularly in the context of TikTok advertising and online brand communities.

CHAPTER 3 RESEARCH METHODOLOGY

Chapter 3 details the methodology employed in the study, explaining the research design and approach. It includes the definition of the research population and sample, as well as the research framework that guides the study. Additionally, this chapter describes data collection techniques, including measurement items, and outlines the data analysis methods used to interpret the findings.

CHAPTER 4 DATA ANALYSIS & DISCUSSION

Chapter 4 presents the results derived from the data analysis, utilizing the chosen analytical methods to evaluate the research variables. It then provides an in-depth discussion of the findings, interpreting them in relation to the research objectives and linking them to previous studies. This chapter aims to highlight key insights, trends, and implications derived from the data.

CHAPTER 5 CONCLUSION

Chapter 5 summarizes the overall findings of the study, synthesizing key results and their implications. It also discusses the managerial and theoretical contributions of the research, offering insights for businesses and academia. Furthermore, this chapter acknowledges the limitations of the study and provides recommendations for future research directions.