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Understanding Digital Consumer Behavior: The Role of Social Media Marketing, Influencers, Flow State, and Trust in Online Impulsive Buying Behavior Toward SDG 12

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DOI : <https://doi.org/10.63230/jocsis.3.2.196>

Sections Info

Article history:

Submitted: February 11, 2026

Final Revised: May 24, 2026

Accepted: June 6, 2026

First Available Online: July 20, 2026

Publication Date: September 27, 2027

Keywords:

Digital Consumer Behavior;
Flow State;
Influencer Marketing;
Online Impulsive Buying;
Responsible Consumption;
Social Media Marketing;
Trust.

ABSTRACT

Objective: The rapid development of social commerce has transformed consumer purchasing behavior through digital platforms such as TikTok, where entertainment, interaction, and shopping activities are integrated into a single environment. This study aims to examine the influence of social media marketing, influencers, flow state, and trust on online impulsive buying behavior. This research contributes to understanding digital consumer behavior and supports Sustainable Development Goal (SDG) 12 by highlighting the importance of responsible consumption practices in digital marketplaces. **Method:** A quantitative approach using a cross-sectional survey design. Data were collected from 140 TikTok users who had participated in online shopping activities. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the direct and indirect relationships between social media marketing, influencers, flow state, trust, and online impulsive buying behavior. **Results:** The results indicate that flow state significantly influences online impulsive buying, while social media marketing and influencers do not have a direct significant effect. Furthermore, trust fully mediates the relationship between social media marketing, influencers, flow state, and online impulsive buying. These findings demonstrate that consumer trust and psychological engagement are important factors influencing digital purchasing decisions. **Novelty:** To provide a novel perspective by integrating trust mediation into the relationship between digital marketing stimuli and impulsive purchasing behavior. The findings offer insights into developing more responsible digital consumption practices by encouraging consumers to make more conscious purchasing decisions in social commerce environments.

INTRODUCTION

The Ministry of Communication and Information of the Republic of Indonesia confirmed that the number of internet users in Indonesia has continued to increase, with a significant proportion of users accessing the internet for social media activities. The number of active social media users in Indonesia reached millions of users, reflecting substantial growth compared to previous years. This development indicates that social media has become an important part of daily digital activities and consumer interactions in Indonesia (Hui, 2020). The increasing adoption of social media platforms demonstrates the growing role of digital communication channels in shaping online behavior and social engagement (G.M. Group, 2016). Access to the TikTok application has experienced significant growth, with users spending longer durations on the platform compared with other social media applications (G.M. Group, 2016).

The expansion of internet utilization into marketing activities represents a form of digital marketing practice known as Social Media Marketing (SMM). Social Media Marketing can be defined as a process of creating, distributing, and sharing brand-related information through social media platforms to establish relationships with stakeholders (Chan et al., 2023; Albanna et al., 2022). According to Chan et al. (2023), social media marketing strategies require effective management of visual and interactive elements to increase consumer engagement. Social media functions as an