

Determinants of Impulse Buying by the Younger Generation in E-Commerce: A Behavioral Study in the Context of SDGs 12

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ABSTRACT

Objective: The purpose of this study is to analyze the determinants of impulsive buying among young people in e-commerce, particularly among 12th grade social studies students at SMAN 1 Driyorejo. The research focuses on the influence of celebrities' authenticity, sentiment polarity, and impulse buying tendency on the urge to buy impulsively, as well as the role of impulse buying tendency as a moderating variable. **Method:** Using a quantitative approach and Partial Least Squares Structural Equation Modelling (PLS-SEM) analysis techniques through WarpPLS software, data was obtained from 106 respondents through questionnaires. **Results:** The results show that celebrities' authenticity has a significant effect on the urge to buy impulsively, and sentiment polarity also has a significant effect on the urge to buy impulsively. Furthermore, impulse buying tendency was found to moderate the relationship between celebrities' authenticity and the urge to buy impulsively, as well as the relationship between sentiment polarity and the urge to buy impulsively. **Novelty:** This study focuses on the context of young learners in Indonesia, who are a segment of the population with Gen Z characteristics. With a local background and a comprehensive approach relevant to the development of marketing and consumer education strategies in the digital age. The findings support SDG 12 by encouraging responsible consumption through media literacy and sustainable digital behavior.

INTRODUCTION

In the current global economic context, e-commerce continues to adapt to changes in consumer attitudes and behavior in order to meet demand (Liu et al., 2023). Now, people can access a wealth of information (reviews, opinions, ratings) posted directly by other customers, which can also serve as a guide for assessing product quality before making a purchase, thanks to significant technological advancements and the growth of social interaction systems on e-commerce platforms (Rosillo-Díaz et al., 2024). Social media has evolved into an ecosystem that facilitates the development of parasocial relationships between users and influencers, thereby enhancing their social status and credibility (Omeish et al., 2025).

In 2015 saw the introduction of the Sustainable Development Goals (SDGs) by (Lozano et al., 2024; United Nations, 2015). (Arora et al., 1 C.E.; Lozano et al., 2024) said that if corporations include corporate social responsibility into their business strategy, which entails considering stakeholder expectations, it will enable them to accomplish the SDGs (ElAlfy et al., 2020; Lozano et al., 2024). Recent research by (Lozano et al., 2024) describes the growing trend of responsible consumerism among millennials and Generation Z in developing countries, where end users engage with and favor goods and services from businesses that exhibit ethical conduct and provide trust.

In a study conducted by (Akhter & Ummara, 2024) stated, the Sustainable Development Goals, or SDGs, offer a comprehensive framework for global

development as well as a list of answers to the most important problems facing the world. Goal 12 of the SDGs, Responsible Consumption and Production, is directly related to this study. Through more sustainable manufacturing methods, effective resource usage, and less waste, responsible consumption and production aims to lessen the negative effects of goods and services on the environment. Being a key contributor to wasteful spending behaviors, reckless shopping has a significant impact on the environment, our wallets, and ourselves.

In a study (Zafar et al., 2021) the portrayal of authenticity by digital celebrities has a significant impact on customer behavior, especially impulsive purchasing. Fans are more likely to make hasty purchases when celebrities project an image of being approachable and sincere, as this builds trust and a sense of connection with them. According to (Zhu et al., 2020) customers' perceptions of brands and products are positively correlated with the popularity, knowledge, and reliability of endorsers, as well as their interactions with their followers. This, in turn, is believed to drive impulsive purchases. E-commerce businesses can improve customer happiness and service quality by analyzing customer review sentiment trends (Yang et al., 2020; Yao, 2022). Sentiment polarity (sentiment analysis) for product evaluation, often referred to as text orientation analysis, is a technique that automatically assesses subjective comments with the emotional tone of customers (Alsaeedi & Khan, 2019; Yao, 2022). According to (Feng et al., 2023) as user-generated content (UGC), we can express our opinions on public, business, or personal issues by posting comments, tweets, or sharing content.

Impulse buying tendency (IBT) innate and age factors together contribute to the frequency of impulsive purchases (J. V. Chen et al., 2016a) Individuals who are impulsive and younger tend to be more easily tempted to make spontaneous purchases (Hu et al., 2019). Impulse buying tendency (IBT) is defined as an innate human tendency that drives people to react quickly without careful thought or preparation (Dholakia, 2000; Zafar et al., 2021). In today's digital economy, Generation Z is the primary consumer generation, and social media has emerged as one of the main channels influencing their purchasing decisions (Nisa & Wijayani, 2023). Students use digital financial tools to make online payments and enjoy the convenience of obtaining payments. Spontaneous purchasing behavior is a phenomenon involving spontaneous or unexpected purchases made solely to satisfy desires or impulses (Khan et al., 2024).

Based on latent state-trait (LST) theory, individual factors (traits), environmental features (states), and interactions between these variables shape human behavior. (Redine et al., 2023; Steyer et al., 1999). Impulsive online purchasing behavior in social and e-commerce contexts can be explained using latent state-trait (LST) theory (J. V. Chen et al., 2016b; Eysenck, 1983; Zafar et al., 2021). A psychologist asserts that each individual has variations that influence consumer behavior, which are seen as

something congruent with time and situation referred to as characteristics, and these are seen as components of personality (Maltby et al., 2013; Zafar et al., 2021). In Latent State-Trait Theory (LST), the environment or state is a situational factor that can temporarily influence a person's behavior. In this study, the environment refers to exposure to social media, digital reviews, and the influence of online celebrities experienced by students. Meanwhile, trait refers to a person's inherent character or tendency that is constant and stable over time. These traits are not easily altered by situations and form the basis for how an individual responds to environmental conditions. In this study, impulsive traits (impulse buying tendency) reflect the extent to which students have the habit or tendency to make purchases without planning. Research (Anindito & Handarkho, 2022; Y. F. Chen & Wang, 2016) using LST theory to examine how original information and the number of likes on commercial posts influence the factors that cause clients to make impulsive purchases on Facebook.

In the world of digital commerce, Generation Z plays a significant role as a group of consumers who are tech-savvy and actively engage on online platforms. While impulsive purchasing behavior among students has been extensively studied in Southeast Asia, research examining the psychological factors of impulsive purchasing among high school students, particularly in Indonesia, remains limited. For example, (Hendrawan & Nugroho, 2018) this study is one of the initial efforts in Indonesia to understand the importance of personality traits among young consumers that lead to impulsive purchasing behavior (Pradipto et al., 2016) impulsive shopping behavior is a phenomenon that usually occurs among individuals who have just started earning an income in metropolitan cities such as Jakarta. However, these studies tend to generalize consumer behavior and fail to highlight the unique emotional and psychological responses of digitally active Gen Z teenagers.

Technology, media, and human Behavior by exploring how digital environments particularly influencer content and emotional sentiment on e-commerce platforms shape impulse buying behavior among students in Indonesia. As Generation Z spends a significant portion of their daily lives engaging with social media and online shopping platforms, their consumer behavior is increasingly influenced by digital cues such as celebrity authenticity and emotional product narratives. According to (Kamkankaew et al., 2024) In this case, real content from influencers and engaging interactions can increase impulse purchases, especially among younger generations such as Generation Z. IBT has been shown to have a favorable effect on the urge to buy on social commerce platforms by subsequent researchers (Xiang et al., 2016; Zafar et al., 2021).

This study fills that gap by focusing on 12th grade social studies students at SMAN 1 Driyorejo. Using Latent State-Trait theory, this study makes a new contribution by integrating emotional, contextual, and personal factors to understand impulsive shopping behavior among young digital natives in Indonesia. The novelty of this

research includes significant contributions to the understanding of impulsive buying among young people in the digital age, particularly Generation Z in high school. First, this study highlights the role of influencers in the authenticity of their posts as a factor that influences the urge to buy impulsively. Second, this research also explores sentiment polarity (sentiment analysis), which can provide new insights into how consumer opinions or reviews influence purchasing decisions. Third, it considers the moderating effect of impulse buying tendency.

Based on this background, the primary objective of this study is to examine the determinants of impulsive buying behavior among Generation Z students in the digital age, specifically within the context of electronic commerce. This research aims to analyze the direct influence of celebrities' authenticity and sentiment polarity on the urge to buy impulsively, while also investigating the moderating role of impulse buying tendency in these relationships. By focusing on 12th-grade social studies students at SMAN 1 Driyorejo as representatives of digitally active adolescents, this study seeks to contribute to a deeper understanding of how individual traits and situational digital stimuli interact to shape online consumer behavior among young people. This study aligns with SDG 12 as it addresses impulsive online purchasing behavior among young people, which is a real challenge in achieving responsible consumption and production patterns. In the digital context, impulsive buying often occurs without rational consideration, driving excessive consumption of unnecessary items, increasing waste (particularly from fashion or electronic products), and negatively impacting the financial well-being and mental health of adolescents. By examining factors such as perceptions of the authenticity of digital celebrities, sentiment polarity, and impulsive tendencies, this study provides important insights for efforts in digital literacy education and the design of more ethical marketing strategies.

RESEARCH METHOD

To test the theory and explain the variables, this study uses a quantitative research method by collecting and analyzing numerical data (Queirós et al., 2017). The Partial Least Square (PLS) method is the data analysis method used in this study. PLS is a multivariate method that can handle multiple factors simultaneously, including response variables to explanatory variables (Purwanto & Sudargini, 2021). Using WarpPLS 7 software, the analysis was conducted using the SEM-PLS approach to test this research model. Through the following research design model:

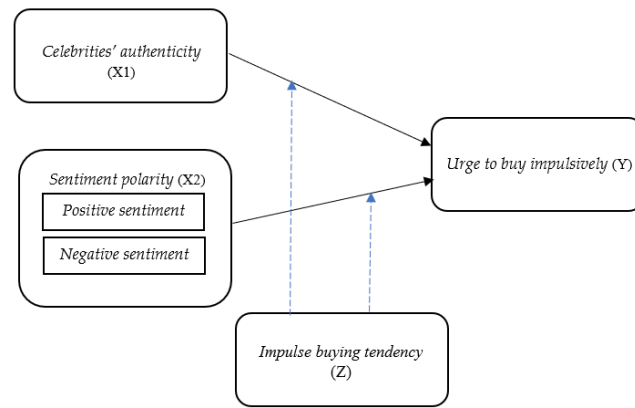


Figure1. Research Design

Source: (Zafar et al., 2021)

The research location is at SMAN 1 Driyorejo, located in Wates Hamlet, Cup Village, Driyorejo Subdistrict, Gresik Regency, East Java 61177. The research was conducted in February-March 2025, targeting 12th-grade IPS students in the 2024/2025 academic year.

This population was deliberately selected because it represents teenagers in the final stages of secondary education who are active users of digital technology and e-commerce platforms, making it highly relevant for studying impulsive purchasing behavior. Students in this group belong to Generation Z, known for their high responsiveness to online content and susceptibility to digital marketing, including social media. Although this study was conducted at a single school, the characteristics of the respondents—such as age, digital literacy, socioeconomic diversity, and online shopping experience reflect the general patterns observed among secondary school students in urban areas of Indonesia within the Generation Z student population.

Data collection techniques refer to the methods applied to gather information or facts found in the field (Priadana & Sunarsih, 2021), namely observation and questionnaires using a 1-5 Likert scale.

Table 1. Linkert scale

Description of Likert Scale	Likert Scale	Likert Scale Interval
Strongly disagree	1	1.00 – 1.80
Disagree	2	1.81 – 2.60
Neutral/Unsure	3	2.61 – 3.40
Agree	4	3.41 – 4.20
Strongly agree	5	4.20 – 5.00

Source: (Nyutu et al., 2021)

In the initial stage, the validity of the instrument was tested by first piloting it on a population group that would not be included as a sample in this study. A total of 33 respondents from 10th grade students were selected to participate in the instrument pilot test. The validity and reliability of the instrument are crucial for obtaining reliable results and significantly advancing knowledge about the phenomenon being studied. This evaluation is essential for maintaining the integrity and accuracy of research

findings (Lim, 2024). In the validity test, SPSS software was used to test the instrument in this study. The basis for validity testing is the significance value (Sig). If the significance value is < 0.05 , it is valid, and if the significance value is > 0.05 , it is invalid (Janna & Herianto, 2021). Second, for reliability testing, SPSS software was used to test the instruments in this study. To assess the reliability of the instruments, Cronbach's Alpha values were compared, and the instruments were considered reliable if Cronbach's Alpha > 0.6 (Laila & Kusumadiarti, 2018).

Data analysis technique: The researcher used WarpPLS 7 software, which is based on the Partial Least Square (PLS) approach of Structural Equation Modeling (SEM). Data analysis in this study applied PLS-SEM, which focuses on three steps according to (J. F. Hair et al., 2014): Model Specification, Evaluation of the Outer Model, and Evaluation of the Inner Model.

RESULTS AND DISCUSSION

Results

Data were analyzed using the SEM-PLS method, which includes the measurement model and path analysis. In the measurement model testing, indicators must have outer loading values between 0.40 - 0.70 and an AVE value greater than 0.50 to meet the criteria for convergent validity. For discriminant validity, the square root of the AVE for each construct should be higher than its correlations with other constructs. Meanwhile, reliability is assessed by ensuring that both Cronbach's Alpha (α) and Composite Reliability (CR) values are greater than 0.70 (Hair et al., 2017).

This section presents data obtained from respondents' responses to a number of variables. The following is a description of the respondent data presented in the table.

Table 2. Respondent Data Description

Criteria	Classification	Total	Percentage
Class	Class 12.8	23	21.7%
	Class 12.9	36	34.0%
	Class 12.10	14	13.2%
	Class 12.11	33	31.1%
Gender	Male	25	23.5%
	Female	81	76.4%
Age	17 Years Old	33	31.1%
	18 Years Old	69	65.0%
	19 Years Old	4	3.7%

Students (31.1%), class 12.8 with 23 students (21.7%), and class 12.10 with 14 students (13.2%). Based on gender, the majority of respondents were female, totaling 81 people (76.4%), while males numbered 25 people (23.5%).

Based on the results of the outer model measurement on the variables of celebrities' authenticity (X1), sentiment polarity (X2), impulse buying tendency (Z), and urge to buy impulsively (Y). It was found that all indicators had factor values > 0.40 , thus

meeting convergent validity. However, if acceptable values are found in other indices (such as the index obtained from the Composite Reliability (CR) stage, which is 0.7, AVE is 0.5, and discriminant cross-loading is met), values between 0.40 and 0.70 can be justified (J. Hair & Alamer, 2022; J. F. Hair et al., 2019). And significant factor loadings meet convergent validity <0.05 . The composite reliability results, if all coefficients above are greater than 0.7, meet the composite reliability criteria (Solimun et al., 2017). The Cronbach's alpha coefficients above 0.6 meet the Cronbach's alpha coefficients criteria (Solimun et al., 2017). The results of the convergent validity and discriminant validity tests can be seen in Table 3, and the reliability test results can be seen in Table 5.

Table 3. Convergent and Discriminant Validity Testing

Variables	Indicators X1	Factor Loading and Cross Loading				P-Value
		X1	X2	Z	Y	
Celebrities' Authenticity (X1)	X1.1	0.545	-0.735	0.125	0.078	<0.001
	X1.2	0.495	-0.462	0.098	0.052	<0.001
	X1.3	0.626	0.474	-0.032	0.113	<0.001
	X1.4	0.676	0.424	0.217	-0.109	<0.001
	X1.5	0.735	-0.303	-0.240	0.050	<0.001
	X1.6	0.799	-0.061	0.039	0.054	<0.001
	X1.7	0.534	0.121	-0.096	-0.147	<0.001
	X1.8	0.641	0.395	-0.074	-0.102	<0.001
Sentiment Polarity (X2)	Indicators X2	X2	X1	Z	Y	P-Value
	X2.1	0.682	-0.006	-0.193	0.047	<0.001
	X2.2	0.778	0.264	-0.143	-0.026	<0.001
	X2.3	0.766	-0.064	0.117	-0.305	<0.001
	X2.4	0.788	0.130	-0.276	0.192	<0.001
	X2.5	0.776	-0.095	0.023	0.137	<0.001
	X2.6	0.451	-0.234	0.465	-0.402	<0.001
	X2.7	0.710	-0.106	0.202	0.205	<0.001
Impulse Buying Tendency (Z)	Indicators Z	Z	X1	X2	Y	P-Value
	Z1	0.836	0.050	-0.035	-0.354	<0.001
	Z2	0.814	-0.123	0.137	-0.139	<0.001
	Z3	0.912	0.036	-0.019	0.122	<0.001
	Z4	0.848	0.084	-0.145	0.156	<0.001
Urge To Buy Impulsively (Y).	Indicators Y	Y	X1	X2	Z	P-Value
	Y1	0.744	-0.232	0.352	0.189	<0.001
	Y2	0.925	0.113	-0.180	-0.048	<0.001
	Y3	0.904	0.076	-0.106	-0.107	<0.001

Table 4. AVE Roots and Their Correlations

No	Variable	Root AVE				Description
		X1	X2	Z	Y	
1.	X1	0.639	0.760	0.231	0.058	Unfulfilled
2.	X2	0.760	0.716	0.368	0.203	Unfulfilled
3.	Z	0.231	0.368	0.823	0.733	Fulfilled
4.	Y	0.058	0.203	0.733	0.861	Fulfilled

Table 5. Reliability Test

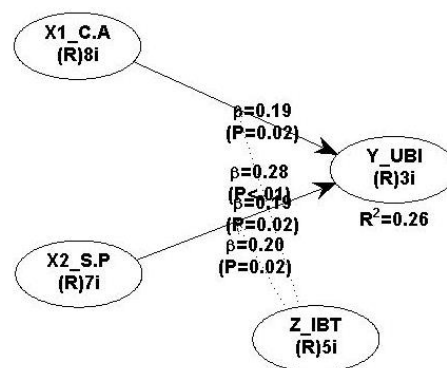
Variables	Composite Reliability Coefficients	Cronbach's Alpha Coefficients
Celebrities' Authenticity (X)	0.844	0.786
Sentiment Polarity (X2)	0.878	0.835
Impulse Buying Tendency (Z)	0.912	0.878
Urge To Buy Impulsively (Y).	0.895	0.822

The next step in the analysis is to test the hypothesis. This test aims to determine the relationship between variables and to find out the magnitude of the path coefficient of each variable. The results of the hypothesis test can be seen in the following table.

Table 6. Hypothesis Testing

Relationships Between Variables (Exogenous Variables->Endogenous Variables)		Path Coefficients	p-value	Significance Categories
X1	Y	0.193	<0.019	Significant (p < 0.05)
X2	Y	0.190	<0.021	Significant (p < 0.05)
Z (X1)	Y	0.281	<0.001	Highly Significant (p < 0.01)
Z (X2)	Y	0.202	<0.015	Significant (p < 0.05)

From the results of the hypothesis testing above, it can be further explained that celebrity authenticity (X1), sentiment polarity (X2), impulse buying tendency (Z) (X1) and Impulse Buying Tendency (Z) (X2) significantly influence the urge to buy impulsively (Y) with a p-value <0.001, which is <0.05, thus accepting the hypothesis. The path coefficient values show positive results ranging from 0.193 to 0.202, meaning that the better and more authentic an influencer or digital celebrity is, the higher the impulse buying urge (UBI) becomes.

**Figure 2.** Hypothesis Testing Results

Discussion

H1: Celebrities' Authenticity Has A Significant Effect On The Urge To Buy Impulsively Among Students.

Thus, the role of digital celebrities has an influence on impulsive buying. The results of this study show that individuals' perceptions of the authenticity of digital celebrities (celebrities' authenticity) have a significant effect on the urge to buy impulsively among

students. This finding directly aligns with the thematic scope of technology, media, and human behavior, as digital platforms serve not only as marketplaces but also as psychological environments where perceptions, emotions, and identity are formed. Through platforms like Instagram, TikTok, and YouTube, digital celebrities establish emotional resonance with their followers by portraying authenticity displaying honesty, transparency, and relatability in their lifestyle and endorsements. For students, especially those from Generation Z, such mediated interactions blur the line between entertainment and persuasion, activating emotional responses that increase impulsive tendencies. This process is well-explained by the Latent State-Trait Theory (Steyer et al., 1999), which describes the interaction between situational conditions (state) and personal tendencies (trait). In this study, the environment refers to exposure to social media, digital reviews, and the influence of online celebrities experienced by students. Meanwhile, traits are inherent characteristics or tendencies within an individual that are stable and consistent over time. These traits are not easily altered by situations and form the basis for how an individual responds to environmental conditions.

The findings of this study are consistent with the research by (Zafar et al., 2021) First, the findings of this study confirm hypothesis H1a by showing that a person's tendency to make impulsive purchases is positively influenced by celebrity posts that display their authenticity. In line with the opinion of (Kowalczyk & Pounders, 2016) which shows how customer-celebrity interactions on social media are significantly influenced by emotional attachment. Meanwhile, in the study by (Zafar et al., 2023) social media influencers' (SMIFs) followers' perceptions of the information and conditions of their posts are significantly influenced by their authenticity. According to (Shao et al., 2024) relational transition and relationship benefits directly contribute to relationship commitment toward social media celebrities. In line with the research (M. Chen et al., 2021) customers are more likely to trust influencers (ICs) they recognize, like, have a connection with, and who complement the promoted brand.

Based on the findings of this study, it can be concluded that an individual's perception of the authenticity of digital celebrities, particularly the belief that these celebrities are honest in their reviews, has a positive impact on the urge to buy impulsively among young students.

H2: Sentiment Polarity Has A Significant Effect On The Urge To Buy Impulsively Among Students.

This shows that both positive and negative sentiments in the digital context can encourage students to make impulsive purchasing decisions on e-commerce platforms. In this context, sentiment polarity acts as a situational factor that triggers temporary psychological conditions such as happiness, interest, or even curiosity, which then result in impulsive responses. This aligns with the domain of technology, media, and human behavior, as students are increasingly exposed to product-related content that carries either positive or negative emotional valence such as customer reviews, influencer expressions, or social media narratives. These emotionally charged messages

serve as situational stimuli (state), which activate temporary emotional reactions like excitement, curiosity, or even urgency, thereby leading to impulsive purchases. Thus, exposure to emotionally charged digital content becomes an important trigger in shaping temporary psychological states that encourage spontaneous purchasing actions, in line with the conceptual framework of the LST theory. For Generation Z students who rely heavily on digital information for decision-making, the emotional tone embedded in digital content influences their cognitive responses more quickly than rational evaluation would. As a result, sentiment polarity is not just a form of communication, but a psychological driver that, when combined with digital immediacy, plays a critical role in encouraging impulsive buying behavior.

Research findings relevant to this study (Wang et al., 2017) suggest that online reviews should be classified based on product characteristics. For example, for smartphones, reviews can be grouped based on design, performance, and other features that attract consumer attention. This categorization helps consumers understand the product and facilitates decision-making. According to (Mursid, 2021a) this study examines the impact of scarcity, information credibility, and COVID-19 information on positive and negative attitudes. Second, this study confirms the impact of positive and negative attitudes on behavior and impulsive purchasing tendencies. Third, this study confirms that impulsive purchasing behavior is influenced by impulsive purchasing tendencies. In line with the views of (Román et al., 2024) the influence of consumer characteristics and brand reputation on consumers' perceptions of overly positive and exaggerated online reviews, as well as their impact on consumer responses in the hospitality industry. Meanwhile, in the studies by (Zafar et al., 2021; Zhao et al., 2015) negative reviews have a significant influence on users' intentions to make online reservations, while positive reviews have a small influence. Online hotel booking services and celebrity communities have different levels of trust, which may be the cause of these conflicting results.

Based on the research findings, it can be concluded that sentiment polarity significantly influences the urge to make impulsive purchases among students in the context of e-commerce.

H3: Impulse Buying Tendency Significantly Moderates The Relationship Between Celebrities' Authenticity And Urge To Buy Impulsively Among Students.

Within the framework of the Latent State-Trait Theory (LST), celebrity authenticity is a situational factor (state), while the tendency to buy impulsively is a latent and stable personal characteristic (trait). The interaction between these state and trait factors creates a momentary psychological urge that triggers impulsive purchasing. This means that the higher an individual's impulsive tendency, the stronger the influence of perceptions of celebrity authenticity in triggering spontaneous shopping impulses. If an individual's impulse buying tendency is low, the influence of celebrity authenticity on the urge to buy impulsively will weaken or even become insignificant. In this context, individuals tend to be more rational, cautious, and less easily tempted to make

purchases simply because they feel that celebrities appear honest or authentic. For marketers, it highlights the necessity to tailor emotional and authentic digital content specifically for audiences with high IBT characteristics. These students are more likely to act spontaneously when exposed to influencers they trust or emotionally charged reviews. For educators, the findings point to the need for early intervention and digital literacy programs that address consumer self-control. Students with low IBT are generally more rational and less affected by persuasive cues in digital media, but those with high IBT require structured guidance to differentiate needs from impulsive wants.

The results of this study are relevant to research conducted by (Shamim et al., 2024) on the moderating effect of trust in sponsored posts, which shows that trust can be a link between UBI and communication elements related to influencer marketing. In the study by (Moghddam et al., 2025) the positive moderating effect of the Optimum Stimulation Level (OSL) on impulsive purchasing was revealed, showing that individuals with high OSL, who seek novelty and stimulation, are more likely to make unplanned purchases when inspired during live streaming events. In contrast, studies by (Zafar et al., 2021; Zhang et al., 2018) argue that the inherent impulsive nature of users can enhance the influence of environmental stimuli in the context of social commerce. However, what is interesting is that the authenticity of celebrity posts and the tendency toward impulsive purchasing do not significantly moderate the relationship between negative sentiment and the urge to make impulsive purchases (UBI). In line with the research by (Yue et al., 2023) impulsive purchasing of products endorsed by celebrities can be influenced by situational, emotional, and individual factors.

H4: Impulse Buying Tendency Significantly Moderates Between Sentiment Polarity and Urge to Buy Impulsively Among Students.

Within the framework of the Latent State-Trait Theory (LST), sentiment in digital reviews acts as a situational factor (state) that is temporary and triggered by the environment (e.g., positive or negative comments about a product). Meanwhile, Impulse Buying Tendency reflects a stable personality trait (trait) that determines the extent to which situational stimuli influence an individual's psychological urge. The higher an individual's impulsive tendency, the stronger the influence of sentiment in digital content on the urge to make impulsive purchases. Conversely, if an individual's impulse buying tendency is low, the influence of sentiment polarity on the urge to buy impulsively will also weaken. For marketers, it is important to craft promotional messages or reviews that appeal to the emotions of the target audience, especially when targeting young consumers who tend to be impulsive. For educators and parents, it is important to equip students with the ability to manage their emotions and think rationally when faced with digital information.

Research relevant to this study was conducted by (Zafar et al., 2021) on sentiment polarity surrounding impulsive purchasing and found that consumers are more likely to be influenced by favorable reviews. The cognitive information processing

mechanisms underlying impulsive purchasing decisions were also validated by this study. Meanwhile, according to (Y. F. Chen & Wang, 2016) the moderating factors of impulsive purchasing intentions were continuously examined in this study. Cashback promotions (high/low) acted as moderators. According to (Mursid, 2021b) the tendency toward impulsive purchasing has a positive effect on impulsive purchasing behavior. This indicates that marketing managers need to identify consumer characteristics with such tendencies to target promotions, as this will encourage purchasing behavior. In the study conducted by (Le et al., 2024) the results show that AVD, SP, VP, HM, and UM have a positive influence on impulsive purchasing behavior (IBB), while HM and UM act as mediators in the relationship between AVD, SP, VP, and IBB. Additionally, positive product reviews (PPR) significantly moderate the relationship between HM and IBB, while impulsive buying traits (IBT) positively moderate the relationship between SP and IBB on e-commerce platforms.

CONCLUSION

Fundamental Finding: 1.) Celebrities' Authenticity has a positive and significant effect on the Urge to Buy Impulsively among students at SMAN 1 Driyorejo. This means that when students perceive digital celebrities as honest and authentic, they are more likely to be impulsively driven to make purchases; 2.) Sentiment Polarity has a positive and significant effect on the Urge to Buy Impulsively. This positive relationship explains that both positive and negative sentiments toward a product can influence students' urge to make impulsive purchases; 3.) Impulse Buying Tendency significantly moderates the relationship between Sentiment Polarity and the Urge to Buy Impulsively. When students have a tendency to shop impulsively, it strengthens the influence of celebrity authenticity on the urge to make spontaneous purchases. (4) Impulse Buying Tendency was found to significantly moderate the relationship between sentiment polarity and the urge to buy impulsively. This means that the higher the students' impulsive tendency, the stronger the influence of their emotional sentiment both positive and negative on the urge to make spontaneous purchases. These findings reinforce the relevance of the Latent State-Trait (LST) theory in explaining consumer behavior in the digital age. Understanding this interaction is vital for supporting SDGs 12, which promotes responsible consumption. Digital environments and influencers shape youth purchasing habits, making it essential for educators and marketers to implement media literacy and ethical marketing. This study shows that celebrity authenticity and sentiment polarity both significantly influence the urge to buy impulsively (UBI), while impulse buying tendency (IBT) strengthens these effects, especially among students more emotionally reactive to online content. **Implication:** For marketers, the findings suggest the need to design influencer campaigns that promote authenticity transparently, especially when targeting high-impulse youth audiences. Practical strategies include using influencers who engage in sincere, relatable storytelling, and incorporating sentiment-aware design in product reviews or advertisements to evoke controlled emotional responses. These can be

strengthened by implementing ethical marketing guidelines that discourage manipulative tactics targeting vulnerable adolescent consumers. For educators, this research highlights the importance of integrating digital literacy and financial education into the school curriculum. Interventions may include workshops that teach students how to critically evaluate online content, identify persuasive marketing cues, and differentiate between emotional triggers and actual needs. **Limitation:** This study has several limitations that should be acknowledged. First, the sample was drawn from a single school, which may limit the generalizability of the findings to broader student populations across different regions or school types. Second, the use of self-reported questionnaires may introduce response bias, as participants may not always provide accurate or objective answers, especially regarding personal shopping behavior. Third, the cross-sectional design of the study prevents the ability to assess behavioral changes over time or establish causal relationships between variables. Lastly, the limited time for data collection posed a logistical challenge, particularly because the respondents were 12th-grade students preparing for final exams and graduation, which constrained the optimal scheduling of survey distribution. **Future Research:** It is recommended to expand the scope of respondents from different school backgrounds and educational levels to obtain more representative results. The research could also integrate the variable of celebrity authenticity, whether endorsed (paid) or not, in reviewing products. Alternatively, other variables such as the influence of digital lifestyle, self-control, or consumerist values could be added to gain a deeper understanding of impulsive purchasing behavior.

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