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## EXPLORING THE MEDIATING ROLE OF GOOD LOOKING APPEARANCE: HOW DO BRAND AND CUSTOMER EMOTIONS AFFECT IMPULSE BUYING?



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### Abstract

Digitalization has given birth to new marketing strategies that are more interactive, one of which is through live streaming. The high consumer interaction in live streaming shows the significant attractiveness of the batik market. In addition, audience comments also show an emotional attachment to the product and the seller. This condition is related to the concept of emotional brand attachment, which is the emotional attachment of consumers to the brand. This study uses a quantitative approach with a survey method, which aims to test the relationship between variables through numerical data processing and statistical analysis. The results show that promotional strategies that combine emotional elements and visual aesthetics can effectively increase consumer interaction, engagement, and impulsive purchase impulses on social commerce platforms such as TikTok. Emotional and visual factors are important elements in shaping the impulse buying behavior of batik consumers on TikTok. Emotional brand attachment emerged as the most dominant variable that affects visual perception (good-looking appearance) and impulsive purchase decisions.

**Keywords:** Good Looking, Emotional Branding, Impulsive Buying, TikTok, Gen Z, Marketplace

## INTRODUCTION

Indonesia is known as a country rich in cultural, ethnic, linguistic, and customary diversity spread from Sabang to Merauke. This diversity is a characteristic of the nation while enriching national identity. Cultural heritage plays an important role in shaping people's identities and strengthening a sense of unity in the midst of differences. Indrawati & Sari (2024) stated that cultural heritage is an important asset that has great potential to be developed and preserved. One form of cultural heritage that Indonesia is proud of is batik. Batik is not just a patterned fabric, but a symbol of national identity that distinguishes Indonesia from other countries. In the modern era, batik has undergone quite significant development, where its motifs and designs have begun to be combined with contemporary fashion trends without losing their traditional value (Azizah et al., 2025).

The change in the mindset of the younger generation, especially generation Z, has also encouraged the transformation of perception of batik. Batik, which was once synonymous with formal events, is now seen as a unique and flexible fashion element. The younger generation is more open to adopting a combination of traditional and modern elements, so that batik is increasingly accepted on various occasions. This phenomenon is inseparable from the rapid development of digital technology that affects the way people search, choose, and buy products. Anwar (2024) stated that advances in information and communication technology have brought major changes to consumer habits who now use digital platforms to shop.

Digitalization has also given birth to new marketing strategies that are more interactive, one of which is through live streaming. According to Nursaima et al. (2024), e-commerce live streaming is a rapidly growing marketing strategy, where business actors use live broadcasts to introduce products in real time and build direct interaction with consumers. TikTok is the most widely used platform thanks to its interactive features. Firdaus & Fasa (2024) emphasizes that TikTok is not only used as a content-sharing medium, but also develops as an effective marketing tool.

In 2024, TikTok is recorded to have 127 million users in Indonesia and will be the second largest social media after YouTube. This figure shows that TikTok has a very wide audience reach, so it is used by various business actors, including batik manufacturers and shops. The TikTok Live feature allows for direct two-way interaction between sellers and consumers, creating a more personalized shopping experience. Sellers can display products in detail, answer questions related to motifs, materials, sizes, and provide promotions such as discounts and free shipping. Some accounts that actively market batik through live streaming include Batik Arkanza Id, Batik Nawilis Solo, Batik Sanarakarta, and Batik Ratmanto, with a variety of products ranging from men's batik shirts, women's blouses, couple batik, to metered batik fabrics at a price of IDR 99,000–IDR 400,000.

The high level of consumer interaction in live streaming shows the significant attractiveness of the batik market. In addition, audience comments also show an emotional attachment to the product and the seller. This condition is related to the concept of emotional brand attachment, which is the emotional attachment of consumers to the brand. Dewita (2019) emphasized that emotions are an important factor that influences purchasing decisions. Meanwhile, Hajjid et al. (2022) stated that brand love is formed through strengthening consumers' emotional bonds to a brand. However, research findings regarding

the influence of emotional brand attachment are not always consistent. Bidayah & Rakhmawati (2024) found a significant positive effect on brand loyalty, while Yolanda & Sharif (2023) showed a significant effect on brand equity.

In addition to emotional brand attachment, there is also customer emotional attachment which describes the emotional attachment of consumers to the entire shopping experience, not just the brand. Shera (2021) states that emotions shape consumer perception of products so that they give rise to stable affection. In the context of batik marketing through TikTok Live, customer emotional attachment is reflected in the behavior of several consumers who make repeated purchases and declare loyalty to one particular store.

The phenomenon of real-time interaction in TikTok Live also triggers the occurrence of online impulsive buying, which is spontaneous purchases without prior planning. Putri & Komalasari (2023) define this behavior as a buying decision that is made quickly and triggered by emotional impulses. A GoodStats survey (2024) shows that 70% of Indonesians tend to make impulse purchases, an indication that people are more driven by momentary consumptive desires. Research by Vidayat & Arkansyah (2023) reveals that involvement in live streaming increases impulsive buying tendencies. However, Khovifah et al. (2025) showed different results that live streaming activities do not always affect impulsive buying of fashion products on TikTok Shop.

The inconsistency of the study's findings suggests the need for other variables that can bridge the relationship between emotional attachment and impulsive buying. One of the variables that is considered relevant is the good looking appearance or physical attractiveness of the host. Shabrina et al. (2024) state that the host's appearance has a significant influence on purchasing decisions, as visual appeal is able to create positive perceptions and build emotional relationships with consumers. Angelina & Henuk (2024) also assert that attractive appearances increase arousal and audience engagement, thus driving buying decisions quickly.

TikTok viewers' comments highlighting the host's good looks or beauty show that good looking appearance has a strong role in attracting attention and creating a more intense interaction atmosphere. This visual appeal is thought to strengthen the relationship between emotional brand attachment, customer emotional attachment, and online impulsive buying.

The urgency of this research lies in the need to answer the inconsistencies of previous findings as well as understand how the visual appeal of the host can strengthen the emotional connection of consumers in the context of impulse purchases. In addition, the lack of research that specifically examines Generation Z as batik consumers through TikTok in Indonesia confirms the importance of this study. Therefore, this study examines the mediating role of good looking appearance in the relationship between emotional brand attachment, customer emotional attachment, and online impulsive buying in Generation Z batik consumers.

## REVIEW OF LITERATURE

The theory used in this study is Stimulus-Organism-Response (S-O-R) developed by Mehrabian and Russell (1974), which explains that external stimuli can affect the internal psychological state of individuals (organisms), resulting in certain responses. In the context of TikTok's social commerce, stimulus comes from the form of consumers' emotional attachment to the brand (emotional brand attachment) and to the experience of interaction

with the brand (customer emotional attachment). Emotional brand attachment refers to the emotional attachment of consumers to the brand formed through affective closeness, self-identification with the brand, and positive feelings that drive loyalty (Yolanda & Sharif, 2023; Zafran & Bajwa, 2025). Meanwhile, customer emotional attachment emphasizes more on consumers' emotional attachment to the experience of interacting with brands, which creates emotional satisfaction, loyalty, and impulsive buying tendencies (Wardana et al., 2024; Syahputra et al., 2025). These two forms of emotional attachment act as stimuli that affect consumers' psychological responses during shopping.

In the organism part, the S-O-R theory is used to explain how emotional stimuli are translated into internal processes in the form of aesthetic perception, which in this study is represented by the good looking appearance variable. This variable includes consumer perception of the visual appeal displayed in TikTok content, both in terms of product appearance and host appearance, such as facial expressions, dress styles, gestures, and the quality of information delivery (Syahputra et al., 2025; Ayu & Meiji, 2023; Akmal & Fadhillah, 2024). Such visual perception can arouse emotional interest, increase consumer focus, and reinforce the effects of previous stimuli. In the S-O-R framework, the organism acts as a bridge that translates emotional and visual stimuli into specific psychological conditions, such as attraction, pleasure, or desire to own a product, so that it is ready to form a behavioral response.

In the final stage, the response that appears in the S-O-R model is represented by online impulse buying, which is the act of buying spontaneously without prior planning. This behavior is influenced by the emotional and visual impulses that arise when consumers see an interesting product, promotion, or presentation on the TikTok platform (Nurhayati et al., 2021; Amalia et al., 2021; Cahyani & Marcelino, 2023). Online impulse buying arises when stimuli and internal perceptions generate spontaneous motivation to buy due to momentary pleasure, the urgency of a promotion, or the aesthetic appeal of the content. Thus, the S-O-R theory becomes a conceptual framework that explains that emotional brand attachment and customer emotional attachment (stimulus) affect aesthetic perception through good looking appearance (organism), which ultimately encourages the occurrence of online impulse buying (response) in TikTok social commerce users in Indonesia.

## RESEARCH METHOD

This study uses a quantitative approach with a survey method, which aims to test the relationship between variables through numerical data processing and statistical analysis. The research location was chosen in Indonesia because it has a large and diverse batik consumer, plus the number of TikTok users which reaches 127 million people (DataReportal, 2024). The population in this study is Generation Z aged 15–29 years who actively use TikTok Shop as a medium for batik shopping through live streaming. Based on data from the Central Statistics Agency (2025), the total population of Generation Z in this age range is 66,770.5 thousand people. The sampling technique uses Non-Probability Sampling with the Purposive Sampling method, refers to the criteria for using TikTok, following batik seller accounts, and having shopped through TikTok Shop. The determination of the minimum number of samples in this study refers to the statement of Hair et al., (2010) who stated that the number of respondents is determined based on the number of indicators in each variable, with provisions between 5 to 10 times the number of indicators ( $n$ ). In this study, it is

multiplied by 10 of the total number of indicators where the total indicators of each variable are 16, then  $16 \times 10 = 160$  respondents.

The research data was collected using a Google Form questionnaire, which was distributed through WhatsApp, Instagram, TikTok, and digital barcodes. The instrument uses a Likert Scale of 1–5, with categories ranging from strongly disagree to strongly agree. All data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) through the SmartPLS application. The analysis was carried out in two stages: outer model to assess the validity and reliability of the indicators (loading factor  $> 0.7$ ;  $ETA > 0.5$ ;  $HTMT < 0.9$ ), as well as an inner model to test the relationships between variables through R-square, F-square, and Q-square. The analysis process was carried out through the bootstrapping technique by paying attention to the path coefficient, t-statistic, and p-value values. A hypothesis is declared significant if the p-value is below 0.05 and the t-statistic exceeds 1.96 at a 95% confidence level.

## RESULTS AND DISCUSSION

### Respondent Characteristics

This study aims to find out the factors that drive online impulse buying among TikTok social commerce users in Indonesia by exploring the role of emotional brand attachment, customer emotional attachment, and the mediating variables of good looking appearance. Data was collected through an online questionnaire using Google Form with purposive sampling technique, involving 160 respondents who are generation Z in Indonesia as well as followers and consumers of TikTok accounts that market batik products through live streaming. The analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with SmartPLS software version 4.1.1.4, including descriptive statistical analysis, validity test, reliability, R-Square, F-Square, Q-Square, mediation test, and hypothesis test. All respondents have filled in their complete identities, including name, gender, age, domicile, and occupation. This chapter will explain in detail the results of data processing as well as discussions related to the interpretation of the results of the analysis.

**Table 1.**  
**User Characteristics of the Satwagia Mobile App**

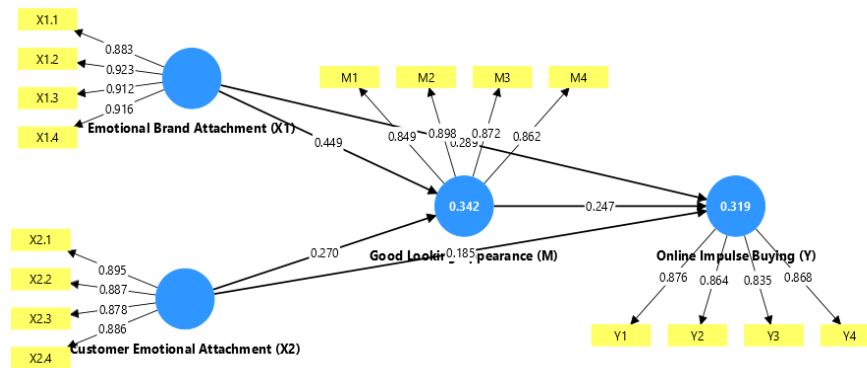
Characteristics	Category	Number (people)	Percentage (%)
Gender	Man	52	32,5%
	Woman	108	67,5%
Age group	13-15 years old	0	0%
	16-20 years	16	10%
	>20 years old	144	90%
Work	Student	120	75%
	Self employed	18	11,25%
	PNS	6	3,75%
	Other	16	10%
Domicile	Bali	4	2,5%
	Jakarta	31	19,4%
	Central Java	43	26,8%

East Java	37	23,2%
West Java	15	9,4%
IN Yogyakarta	28	17,5%
NTB	2	1,2%
Other	0	0%

Source: Data processed

Based on demographic characteristics, the respondents in this study were dominated by women as many as 108 people (67.5%), while men amounted to 52 people (32.5%). This is in line with the findings of Soleha et al. (2022) who stated that women are the group that buys the most batik products because they pay more attention to aesthetic and fashion aspects. In terms of age, the majority of respondents were in the age group of more than 20 years, namely 144 people (90%), while the age of 16-20 years was only 16 people (10%) and there were no respondents aged 13-15 years. The composition shows that early generation Z and young adults are active users of TikTok Shop who most often make online purchases (Cahyani et al., 2025). In addition, based on domicile, respondents were spread across various regions of Indonesia with the largest number coming from Central Java (26.8%), followed by East Java (23.2%) and Jakarta (19.4%), which shows the concentration of batik users in areas with cultural and geographical proximity to batik production centers, as stated by Bidari et al. (2025).

**Outer Model Review**



**Figure 1**  
**Outer Model (Actual Test)**

External model analysis or measurement model aims to assess indicators (observed variables) that form latent variables that cannot be measured directly. This external analysis of the model is used to assess both the validity and reliability of the model. Outer models with reflective indicators are evaluated through the convergent validity or discriminant validity of the indicators that form latent constructs, as well as through composite reliability and Cronbach's alpha for the indicator blocks.

**Table 2**  
**Average Variance Extracted Results**

Variabel	Average Variance Extracted
Emotional Brand Attachment	0.825
Customer Emotional Attachment	0.786
Good Looking Appearance	0.757

Online Impulse Buying	0.741
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Source: Primary data processed by researchers, 2025

Based on the output of the test results above, it can be said that each variable used in this study which includes emotional brand attachment (X1), customer emotional attachment (X2), good looking appearance (M) and online impulse buying (Y) has exceeded the expected value of 0.50. So it can be concluded that overall, the data used in this study can be declared valid.

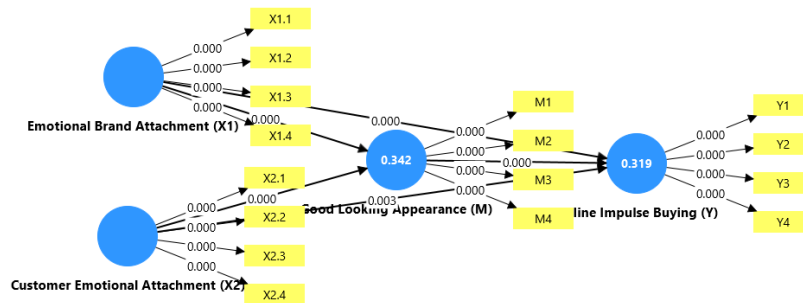
**Table 2**  
**Cronbach's Alpha and Composite Reliability Results**

Variabel	Cronbach's Alpha	Composite Reliability	Information
Emotional Brand Attachment	0.929	0.931	Reliabel
Customer Emotional Attachment	0.910	0.920	Reliabel
Good Looking Appearance	0.893	0.895	Reliabel
Online Impulse Buying	0.883	0.884	Reliabel

Source: Primary data processed by researchers, 2025

The output of the reliability test through Cronbach's alpha and composite reliability values which can be seen in the table above successfully confirmed that the research construct consisting of emotional brand attachment (X1), customer emotional attachment (X2), good looking appearance (M) and online impulse buying (Y) has obtained a composite reliability value and Cronbach's Alpha is greater than the requirement by 0.70. So it can be said that all research instruments are consistently answered by respondents and produce reliable research data

**Inner Model Analysis**



**Figure 2**  
**Inner Model (Actual Test)**

Internal model evaluation can be assessed through several indicators, including the analysis of the inner model, also known as the structural analysis method. The analysis of the inner model aims to predict the relationship between latent variables, Ghozali (2015).

**Table 3**  
**R - Square Results**

Variabel	R – Square	R – Square Adjusted
Good Looking Appearance (M)	0.342	0.334
Online Impulse Buying (Y)	0.319	0.307

Based on the results of the SEM-PLS test, the F2 value showed that the good looking appearance (M) variable had a variation of 34.2% explained by the predictor variable in the model, with the remaining 65.8% influenced by external factors such as the credibility of the host or the uniqueness of the batik product. Meanwhile, the variation in online impulse buying (Y) that can be explained by the model is 31.9%, with the remaining 68.1% influenced by other external factors such as emotional stimulus, live shopping atmosphere, and price promotions.

Table 4  
 Results F - Square

Variabel	Emotional Brand Attachment	Customer Emotional Attachment	Good Looking Appearance	Online Impulse Buying
Emotional Brand Attachment			0.283	0.088
Customer Emotional Attachment			0.103	0.042
Good Looking Appearance				0.059
Online Impulse Buying				

Source: Primary data processed by researchers, 2025

Based on the results of the F2 test, the contribution of independent variables to dependent variables in the batik consumer behavior model on TikTok was mostly in the small to medium category (referring to Hair et al., 2017), showing a real but not dominant influence. Specifically, the influence of emotional brand attachment on good looking appearance was the strongest with an F2 value of 0.283 (medium effect), which indicates that consumers' emotional attachment to batik brands contributes significantly to shaping their positive perception of TikTok host's appearance. Meanwhile, all other direct relationships, including the influence of emotional brand attachment on online impulse buying (F2=0.088), customer emotional attachment to both dependent variables (F2=0.103 and F2=0.042), and good looking appearance on online impulse buying (F2=0.059), showing a small effect, confirms that batik consumers on TikTok tend to consider rational factors and other external influences such as promotional strategies and product uniqueness, although there is a link between emotional factors, visual perception of the host, and impulse buying behavior.

Table 5  
 Q - Square Results

Variabel	Q - Square	Category
Good Looking Appearance (M)	0.323	Keep
Online Impulse Buying (Y)	0.258	Keep

Source: Primary data processed by researchers, 2025

The Q-Square value in the medium category shows that this research model already has sufficient predictive relevance in explaining the relationship between variables, especially in the context of batik consumers' purchasing behavior on TikTok. However, there

is still room for model development by considering additional external factors so that the model's predictive ability can be improved in future research

**Hypothesis**

**Table 6**  
**Direct Effect Hypothesis Test Results**

Variabel	Original sample (O)	T statistics	P Value	Information
Customer Emotional Attachment -> Good Looking Appearance	0.270	4.044	0.000	Accepted
Customer Emotional Attachment -> Online Impulse Buying	0.185	2.978	0.003	Accepted
Emotional Brand Attachment -> Good Looking Appearance	0.449	7.238	0.000	Accepted
Emotional Brand Attachment -> Online Impulse Buying	0.289	3.762	0.000	Accepted
Good Looking Appearance -> Online Impulse Buying	0.247	3.690	0.000	Accepted

Source: Primary data processed by researchers, 2025 (Appendix 10)

**Table 7**  
**Indirect Effect Hypothesis Test Results**

Variabel	Original sample (O)	T statistics	P Value	Information
Customer Emotional Attachment -> Good Looking Appearance -> Online Impulse Buying	0.067	2.719	0.007	Accepted
Emotional Brand Attachment -> Good Looking Appearance -> Online Impulse Buying	0.111	3.122	0.002	Accepted

Online Buying	Impulse				
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Source: Primary data processed by researchers, 2025

Overall, these results confirm that good looking appearance has an important role as a mediating variable between emotional brand attachment and customer emotional attachment to online impulse buying. This means that the appearance and expression of the TikTok host not only serve as a visual element of promotion, but also become an emotional channel that connects the consumer's closeness to the brand and the drive to make spontaneous purchases

## Discussion

This study uses the SEM-PLS analysis model with the help of SmartPLS software version 4.1.1.4 to test the relationship between emotional brand attachment, customer emotional attachment, good looking appearance, and online impulse buying in consumers who use batik on TikTok. Hypothesis testing was carried out through the bootstrapping method to obtain accurate t-statistical and p-value values to determine the significance between variables. Furthermore, the results of the analysis were analyzed in depth based on the SOR (Stimulus–Organism–Response) theory, which explains that external stimuli (host appearance, promotion, shopping atmosphere) affect the internal conditions of individuals (emotions and perceptions), which ultimately elicits a response in the form of purchasing behavior.

### **H1: Emotional Brand Attachment has a positive effect on Good Looking Appearance in TikTok social commerce users in Indonesia.**

The results of the analysis show that emotional brand attachment has a positive and significant influence on good looking appearance in TikTok social commerce users in Indonesia. With an original sample value of 0.449, t-statistic of 7.238, and a p-value of 0.000. It can be concluded that the stronger the emotional attachment of consumers to the batik brands they like on TikTok, the more positive their perception of the appearance of the host who promotes the product. Emotional brand attachment creates a deep psychological connection between consumers and products that is associated with personal values, image, and positive emotional experiences. In the context of promoting batik on TikTok live, consumers who have an emotional bond with the brand will tend to positively assess all visual elements related to the brand. These findings are in line with the Stimulus-Organism-Response (S-O-R) theory which explains that consumers' attitudes and emotions towards an object can affect how they respond to stimuli from the external environment.

According to the S-O-R framework, consumers' positive attitudes towards brands can shape their purchase intentions and behaviors through affective processes, where emotional attachment plays an important role in building perceptions of product attributes, including visual aspects such as Yolanda & Sharif (2023) good looking appearance. affirms that pleasurable emotional experiences will strengthen brand attachment and have an impact on improving consumers' judgment of the product's visual appearance. In the context of this study, TikTok Amanda et al., (2024) hosts who are able to present themselves in an expressive, friendly, and reflective manner well will strengthen the emotional connection that consumers already have with the brand.

The findings of the study regarding the influence of emotional brand attachment on good looking appearance can also be understood more clearly when associated with the characteristics of the respondents involved. The data shows that the majority of respondents

in this study are female (67.5%). The dominance of female respondents provides additional context for the strong relationship between emotional attachment and perception of host appearance. Women in general are more sensitive to aesthetic aspects, expressions, and visual imagery when shopping for fashion products such as batik. This is in line with the view that women tend to pay more attention to aesthetics in choosing fashion products. Thus, the high proportion of female respondents also strengthens how Soleha et al. (2022) emotional brand attachment leads them to judge the host more positively.

**H2: Customer Emotional Attachment has a positive effect on Good Looking Appearance in TikTok social commerce users in Indonesia.**

The results of the analysis show that customer emotional attachment has a positive and significant influence on good looking appearance in TikTok social commerce users in Indonesia. With an original sample value of 0.270, t-statistic 4.004, and p-value 0.000. This means that the positive emotional experience that consumers experience when buying batik on TikTok makes them more sensitive to the visual appeal and expression of the host during the promotion. Based on the Stimulus-Organism-Response (S-O-R) theory, these positive emotional experiences create internal conditions that reinforce the perception of external stimuli, namely the host's appearance and expression. In the framework of Stimulus-Organism-Response (S-O-R), consumers' attitudes and emotional attachment to the shopping experience will influence their evaluation of the product and purchase intent. Customer emotional attachment reflects a consumer's emotional attachment to the shopping experience or interaction with a brand, which has a direct impact on the visual perception of the product, Bist & Mehta (2023). Research shows that positive emotional experiences can increase consumers' assessment of the product's Cahyani & Marcelino (2023) visual appeal, which is in line with the concept of good looking appearance.

Consumers who have a strong emotional bond with digital shopping experiences and interactions will be more easily attracted to the looks, speaking styles, and expressions of hosts who promote batik. Explaining that positive emotional experiences during the shopping process such as satisfaction, happiness, and entertainment can strengthen aesthetic perceptions and increase consumer interest in the products displayed. The higher the emotional engagement that consumers feel during the online shopping process Chauhan et al., (2023), the higher their tendency is to view the host's appearance as an attractive and trustworthy aspect. This condition ultimately strengthens consumer interest in batik products promoted on TikTok, because positive perceptions of the host play a role in shaping visual appeal and increasing buying interest emotionally.

The results of the study on the influence of customer emotional attachment on good looking appearance were also strengthened by the findings of respondent characteristics. The dominance of respondents over 20 years old (90%) also contributes to the strong relationship between customer emotional attachment and good looking appearance. This age group includes early Generation Z and young adults who are already accustomed to the digital environment and rapid visual consumption. mentioning that this age group is an active TikTok Shop user who tends to evaluate products based on visual impressions and . Cahyani et al. (2025) host interactions. Therefore, when they feel a positive emotional experience while shopping, their perception of the host's appearance becomes stronger and more easily influences their attraction to the batik products displayed.

### **H3: Good Looking Appearance has a positive effect on Online Impulse Buying on TikTok social commerce users in Indonesia.**

Based on the results of the analysis, it shows that good looking appearance has a positive and significant influence on online impulse buying among TikTok social commerce users in Indonesia. With an original sample value of 0.247, t-statistic of 3.690, and a p-value of 0.000. This indicates that the attractive, expressive, and communicative appearance of TikTok hosts is able to trigger emotional responses that encourage spontaneous purchasing behavior in batik consumers. In the framework of Stimulus-Organism-Response (S-O-R), the appearance of the host acts as a stimulus that creates an affective response in the consumer. The results of this analysis also show that the visual appeal and expression of the host during promotions have an important role in creating a fun and interactive shopping atmosphere. In the framework of Stimulus-Organism-Response (S-O-R), the attractive appearance of the host acts as an external stimulus that evokes emotional reactions and positive perceptions in the consumer (organism), resulting in a response in the form of spontaneous purchases. Good looking appearance or visual appeal is an important factor that influences consumer attitudes towards products and their shopping experience. suggests that consumers' emotions and visual perceptions of products have a significant influence on Smith & Kabamba (2022) impulsive shopping tendencies online.

The findings regarding the influence of good looking appearance on online impulse buying are clearer when analyzed together with the characteristics of the respondents of this study. The data shows that more than half of the respondents are women, which is 67.5% of the total. This condition strengthens the hypothesis test results because the female group tends to have greater attention to aesthetic and visual aspects of the shopping process, including the appearance and expression of the host during live streaming. According to women, they are indeed the most dominant group in batik consumption and are more responsive to visual elements and clothing styles than men. Thus, the dominance of women in this study contributes to the stronger influence of Soleha et al. (2022) good looking appearance on the emergence of impulse purchases. Furthermore, job characteristics show that the majority of respondents are college students (75%). The student group is an active user of social media, has a high tendency towards visual trends, and is easily influenced by attractive digital presentations.

### **H4: Emotional Brand Attachment has a positive effect on Online Impulse Buying on TikTok social commerce users in Indonesia.**

The results of the analysis show that emotional brand attachment has a positive and significant influence on online impulse buying among TikTok social commerce users in Indonesia. With an original sample value of 0.289, t-statistic of 3.762, and a p-value of 0.000, it can be concluded that the higher the impulsive emotional attachment of consumers to batik brands, the greater their impulse to make impulsive purchases on TikTok. This condition reflects that the emotional connection built between consumers and brands is able to create a sense of closeness, trust, and pleasure that encourages spontaneous purchases. In the theory of Stimulus-Organism-Response (S-O-R), this emotional attachment forms a positive affective condition in the consumer (organism), which then gives rise to a quick and spontaneous reaction to a promotional stimulus or the appearance of an attractive product on social media. In the theory of Stimulus-Organism-Response (S-O-R), emotional brand attachment describes a consumer's positive attitude and emotional connection to a brand,

which directly influences impulsive purchase intentions and behaviors online. Explains that emotional attachment to brands plays an important role in shaping consumers' affective responses that can trigger unplanned purchase actions. Consumers who have a strong emotional bond with a brand tend to buy products without prior planning, because their purchasing decisions are driven more by emotional factors than rational, . Ngo et al., (2025) Salsabila & Vania (2025)

According to the study, psychological factors such as emotional attachment can reinforce impulse buying tendencies, especially for consumers who have low levels of self-control. In the context of buying batik on TikTok, this can be interpreted as the greater the likeness and closeness of consumers to a certain batik brand, the higher the likelihood of them making spontaneous purchases when they see interesting promotions from Sun et al., (2021) hosts or influencers. Thus, the results of this study reinforce the previous finding that emotional brand attachment plays an important role in shaping online impulse buying behavior, where a positive emotional attachment to the brand is the main driver in creating spontaneous buying reactions on social commerce platforms. When viewed based on domicile, the majority of respondents came from Central Java (26.8%). This is in accordance with the findings that consumers from Central Java have a higher cultural closeness and historical attachment to batik products. This cultural attachment allows consumers to form Bidari et al. (2025) emotional brand attachments more quickly, thus increasing the tendency to make impulse purchases when their favorite batik products are displayed attractively through TikTok Live. It also emphasized that consumers who have a cultural proximity to certain products are more prone to impulse purchases because of positive emotions reinforced by that cultural identity. Shera (2021)

When viewed from the work aspect, most of the respondents are students as much as 75%. This group is known to be active users of social commerce and is easily affected by emotional stimuli. It is mentioned that students have a strong Princess & Komalasari (2023) impulse buying tendency when they feel they have an emotional attachment to a brand or when they are exposed to interesting live shopping content . Thus, the dominance of students in this study also strengthens the relationship between emotional brand attachment and online impulse buying.

##### **H5: Customer Emotional Attachment has a positive effect on Online Impulse Buying in TikTok social commerce users in Indonesia.**

Based on the results of the analysis, customer emotional attachment has a positive and significant influence on online impulse buying, with an original sample value of 0.185, t-statistic of 2.978, and p-value of 0.003. These results show that consumers who feel satisfied, happy, and have an emotional attachment to the batik shopping experience on TikTok tend to be more easily encouraged to make spontaneous purchases. This condition indicates that positive emotions that arise during shopping interactions, such as enthusiasm or engagement with the host, are capable of triggering a purchase without prior planning. Based on the theory of Stimulus-Organism-Response (S-O-R), these positive emotional experiences act as components of the organism that stimulate behavioral reactions (responses) in the form of impulsive actions in shopping. In the framework of the Stimulus-Organism-Response (S-O-R) theory, consumers' positive attitudes towards brands or products have an important role in shaping purchase intentions and behaviors. Customer emotional attachment, as a form of emotional attachment to the brand, can increase

consumers' desire to buy products spontaneously on digital platforms, This research is in line with findings that explain that the Wardana et al., (2024). Syahputra et al., (2025) emotional appeal of a brand is able to trigger impulse buying behavior through visual perception and consumer emotional attraction to the promotions displayed. The host's expressive appearance, convincing promotions, and interactive atmosphere during live streaming can amplify consumers' emotional state, so they are encouraged to make spontaneous purchases. Thus, emotional attachment not only increases loyalty to the brand, but also creates a strong psychological drive to respond immediately to a promotional stimulus through impulse purchase actions. These results reinforce the Stimulus-Organism-Response (SOR) theory that emotions and attachment to the online shopping experience are important factors in driving impulse buying online behavior in consumers.

In addition to showing the positive influence of customer emotional attachment on online impulse buying, these results became stronger when associated with the characteristics of the study respondents. Based on gender distribution, female respondents are more dominant, and this group generally has a higher level of emotional sensitivity to visual experiences and interactions during the shopping process. This is in line with the view that consumers' emotional experiences are formed from aesthetic perceptions and psychological closeness that arise during their observation of a product or its representation. This means that the dominance of female respondents in this study reinforces how the positive emotions they feel during TikTok Revelation (2015) live streams can quickly turn into impulse buying impulses. In terms of work, the majority of respondents are students, a group that is known to be very active in using social media and responsive to interesting digital interactions. College students tend to look for a fun and fast shopping experience, so when they experience emotional satisfaction during live streaming, impulsive impulses to buy easily appear. These findings are supported by the opinion that digital consumers are easily driven to impulsively shop when they experience a strong emotional stimulus while still considering certain rational aspects. Wibisono & Fachira (2021)

**H6: Good Looking Appearance mediated the influence of Emotional Brand Attachment on Online Impulse Buying in TikTok social commerce users in Indonesia.**

The results of the mediation showed that good looking appearance significantly mediated the influence of emotional brand attachment on online impulse buying, with an original sample value of 0.111, t-statistic of 3.122, and a p-value of 0.002. This suggests that the host's appearance and expression become important intermediaries that link emotional attachment to the brand with impulsive buying behavior. In the context of promoting batik on TikTok, the stronger the emotional attachment of consumers to the brands they like, the more likely they are to be affected by the visual appeal of the host promoting the product. Based on the theory of Stimulus-Organism-Response (S-O-R), the appearance of the host acts as an external stimulus that strengthens the relationship between the emotional state of the consumer (organism) and the behavioral response (response) in the form of a spontaneous purchase action. In other words, consumers who have a high emotional attachment to the brand will be more easily seduced by hosts who appear attractive, expressive, and persuasive during the promotion process. In the theory of Stimulus-Organism-Response (S-O-R), emotional brand attachment affects consumers' attitudes and emotions towards products, which in turn impacts impulse purchase intentions and behaviors. Good looking appearance or visual appeal serves to strengthen this relationship, because positive perceptions of the

host's and product's appearance can increase the emotional drive to buy without planning. This is supported by the opinion that attractive visual perception can reinforce the effect of emotional attachment on impulsive buying intent. argues that positive consumer experiences during the digital interaction process can amplify the emotional effect on spontaneous purchasing behavior. Yolanda & Sharif (2023) Ngo et al., (2025)

Based on the descriptive results, the majority of respondents were in the age range above 20 years, namely 144 respondents or 90% of the total sample. This age group includes early generation Z and young adults who are known to be very active in using TikTok Shop, These age characteristics illustrate that consumers are in a phase of life with a high level of exploration and a tendency to be exposed to intense visual promotions on social media. These findings strengthen the effectiveness of mediating Cahyani et al. (2025). good looking appearance in the relationship between emotional brand attachment and online impulse buying. The characteristics of the work also provide an important context in understanding the outcome of the mediation. Most of the respondents were students, which was 120 people or 75% of the total research sample. According to students, it is a group of batik users who are quite active and have a high interest in the variety of clothing styles. Students are also among social media users who are consumptive to visual content and Lani (2021), live streaming interactions. With the background of age and occupation characteristics dominated by the younger generation and students, the role of good looking appearance mediation is becoming increasingly relevant. The host's appearance not only functions as a visual element, but also as a bridge that strengthens the influence of emotional brand attachment on impulse purchase decisions on social media, especially in the context of promoting batik products on TikTok.

#### **H7: Good Looking Appearance Mediating influence Customer Emotional Attachment against Online Impulse Buying TikTok social commerce users in Indonesia.**

The results of the mediation showed that good looking appearance also significantly mediated the influence of customer emotional attachment on Online impulse buying, with the value of original sample 0.067, t-statistic 2,719, and p-value 0.007. This indicates that consumers' positive emotional experience of buying batik on TikTok will further strengthen the tendency to make purchases impulsive when Hosted that promote products that appear attractive, expressive, and convincing. In other words, visual appeal Hosted serves as a bridge that connects consumers' emotional experiences with spontaneous purchasing behaviors. Based on theory Stimulus-Organism-Response (S-O-R), Hosted interesting role as stimulus external factors that reinforce positive emotional states in consumers (organism), which then gives rise to response in the form of impulse purchases. In theory Stimulus-Organism-Response (S-O-R), consumers' emotional attachment to brands plays an important role in shaping purchase intentions and behaviors. Good looking appearance It serves as a mediator that strengthens the relationship by increasing consumers' perception and positive attitude towards the products offered. suggests that attractive visual perception can amplify the effects of emotional attachment on predisposition Rahmania & Sari (2025) Online impulse buying, because consumers tend to respond to displays that elicit positive emotions. Furthermore, it affirms that visual factors and user experience significantly reinforce impulsive behavior, especially in the context of shopping Salsabila & Vania (2025) Online which is fast and interactive.

The findings of mediation on H7 are even more relevant when they are associated with the demographic characteristics of respondents who are dominated by women. The majority of female respondents (67.5%) are considered to be a more responsive group to aesthetic and fashion aspects in purchasing batik. The dominance of female respondents strengthens the mediation results that Soleha et al. (2022) good looking appearance is a significant factor that bridges the influence of customer emotional attachment on online impulse buying. Women are generally more sensitive to the host's visual expression and appearance, so when they have a positive emotional experience of buying batik, the host's visual appeal becomes an additional trigger that increases impulsive impulses. Thus, higher sensitivity to this visual aspect makes female consumers more likely to respond more strongly to the host's appearance, thus magnifying the influence of emotional attachment on spontaneous purchasing actions. Therefore, good looking appearance plays an important role as a mediating variable that strengthens the influence of customer emotional attachment on online impulse buying.

## CONCLUSION

Based on the results of the study, it can be concluded that emotional and visual factors are important elements in shaping the impulse buying behavior of batik consumers on TikTok. Emotional brand attachment emerged as the most dominant variable that affects visual perception (good looking appearance) and impulsive purchase decisions. This research supports the theory of Stimulus–Organism–Response (S-O-R), which explains that external stimuli in the form of host appearance and promotional atmosphere affect the emotional state of consumers, which then causes a response in the form of impulsive, spontaneous purchases. Thus, a promotional strategy that effectively combines emotional elements and visual aesthetics can increase consumer interaction, engagement, and impulsive purchase impulses on social commerce platforms like TikTok.

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