

The Influence of Marketing Mix and Brand Image on Impulsive Buying of Camille Beauty Products on Tiktok Shop with Emotional Response as a Mediating Variable

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Impulsive Buying, Marketing Mix, Brand Image, Emotional Response, TikTok Shop.

Abstract

The growth of TikTok Shop as a shopping platform has driven impulsive buying behavior, especially for beauty products such as Camille Beauty. This study aims to analyze the effect of the marketing mix and brand image on impulsive buying, with emotional response as a mediating variable. A quantitative method with PLS-SEM analysis was applied to 152 respondents who are Camille Beauty consumers on TikTok Shop in Jakarta. The results show that marketing mix and brand image significantly influence emotional response and impulsive buying. Emotional response also mediates the relationship between marketing mix and impulsive buying, but not the relationship between brand image and impulsive buying. This study highlights the importance of emotional strategies in short-video-based digital marketing.



INTRODUCTION

The digital commerce landscape has experienced unprecedented transformation, with social commerce platforms emerging as dominant forces in consumer purchasing behavior. According to Statista (2024), global social commerce sales reached \$728 billion in 2023, with projections indicating growth to \$1.2 trillion by 2025. TikTok Shop, launched globally in 2021, has particularly disrupted traditional e-commerce models by integrating entertainment with shopping experiences. The platform reported over 15 billion hours of shopping-related content viewed monthly, with beauty and personal care products accounting for 32% of total sales volume (TikTok Business, 2024).

In the Indonesian market, TikTok Shop has achieved remarkable penetration since its local launch in 2021. According to the Indonesian E-Commerce Association (idEA, 2024), TikTok Shop captured 20.3% of the Indonesian social commerce market within two years, generating approximately \$2.8 billion in gross merchandise value. Beauty products represent the fastest-growing category, with a 156% year-over-year growth rate, driven primarily by local brands targeting millennials and Gen Z consumers (Ministry of Trade Indonesia, 2024).

TikTok Shop has transformed how consumers shop digitally. The platform's unique algorithm-driven content discovery mechanism has created new pathways for impulsive purchasing decisions, particularly among younger demographics aged 18-34, who represent

78% of TikTok Shop's user base in Indonesia (We Are Social, 2024). Camille Beauty, a local brand, utilizes the platform but still lags behind in face mask sales. Despite Indonesia's beauty market reaching \$7.2 billion in 2023, local brands like Camille Beauty face intense competition from established international brands and emerging local competitors on digital platforms (Euromonitor International, 2024).

This study is grounded in established consumer behavior theories and contemporary digital marketing frameworks. The *Stimulus-Organism-Response (SOR)* framework, originally developed by Mehrabian and Russell (1974) and later adapted for digital environments by Eroglu et al. (2001), provides the theoretical foundation for understanding how digital stimuli influence consumer responses. Recent studies by Kim and Johnson (2023) and Chen et al. (2024) have validated the *SOR* framework's applicability to social commerce platforms, particularly in explaining impulsive buying behaviors triggered by short-form video content.

The Theory of Planned Behavior (Ajzen, 1991) and the Technology Acceptance Model (Davis, 1989) further inform our understanding of how digital marketing stimuli interact with consumer attitudes and intentions. Contemporary research by Liu et al. (2023) demonstrated that social commerce platforms create unique psychological environments where traditional purchasing decision-making processes are compressed, leading to increased impulsive behaviors.

Prior empirical research has established significant relationships between marketing mix elements and consumer purchasing decisions. Kotler and Keller (2016) emphasized the evolving nature of the *4Ps* (Product, Price, Place, Promotion) in digital environments, while recent studies by Sharma and Patel (2024) and Rodriguez et al. (2023) have shown that promotional strategies on social media platforms significantly influence emotional responses and subsequent purchasing behaviors. Brand image literature, pioneered by Aaker (1991) and extended by Keller (2020), demonstrates strong correlations between brand perception and consumer loyalty, with emerging research by Wang and Li (2024) showing amplified effects in social commerce contexts.

One possible reason is the suboptimal use of marketing mix and brand image to generate emotional responses that trigger impulsive buying. The gap in existing literature lies in the limited understanding of how these traditional marketing concepts operate within the unique environment of short-video social commerce platforms, particularly regarding the mediating role of emotional responses in driving impulsive purchasing decisions among Indonesian consumers.

This study contributes several novel elements to the existing body of knowledge. First, it examines the intersection of traditional marketing mix theory with contemporary social commerce platforms, specifically focusing on TikTok Shop's unique algorithmic and content-driven environment. Second, it investigates the mediating role of emotional response in a culturally specific context (Indonesian consumers), addressing the gap in cross-cultural consumer behavior research on social commerce platforms. Third, it focuses on local beauty brands competing in increasingly globalized digital marketplaces, providing insights relevant to emerging market dynamics.

The study's theoretical novelty lies in its integration of classical marketing theories (*4Ps*, brand image) with contemporary digital consumer behavior models, specifically adapted

for short-form video commerce. Practically, it addresses the strategic needs of local Indonesian beauty brands seeking to optimize their social commerce performance against international competitors.

This study integrates consumer behavior theory and the *SOR* (Stimulus–Organism–Response) framework to examine these effects. The marketing mix (product, price, place, promotion) and brand image act as stimuli, emotional response as the organism, and impulsive buying as the response. Positive emotions like joy, excitement, and comfort can trigger unplanned purchases.

The primary objective of this research is to analyze the influence of marketing mix and brand image on impulsive buying behavior of Camille Beauty products on TikTok Shop, with emotional response serving as a mediating variable. Specific research objectives include: (1) examining the direct effects of marketing mix on emotional response and impulsive buying; (2) investigating the direct effects of brand image on emotional response and impulsive buying; (3) analyzing the mediating role of emotional response in the relationships between marketing mix and impulsive buying; and (4) evaluating the mediating role of emotional response in the relationships between brand image and impulsive buying.

RESEARCH METHOD

This research is explanatory with a quantitative approach. The explanatory research design was chosen to investigate causal relationships between variables and test the proposed hypotheses derived from established theoretical frameworks. This approach allows for the examination of both direct and indirect effects through mediating variables, providing comprehensive insights into the complex relationships among marketing mix, brand image, emotional response, and impulsive buying behavior.

The population consists of Camille Beauty consumers on TikTok Shop in Jakarta. The target population was specifically defined as individuals aged 18-45 who have made at least one purchase of Camille Beauty products through TikTok Shop within the six months preceding the data collection period. Jakarta was selected as the geographical focus due to its status as Indonesia's primary economic center and its highest concentration of social commerce users, representing approximately 35% of Indonesia's total TikTok Shop user base (Jakarta Statistics Office, 2024).

A sample of 152 respondents was selected using purposive sampling. The sample size was determined using G*Power software with the following parameters: effect size (f^2) = 0.15 (medium effect), α = 0.05, power = 0.80, and number of predictors = 3. This calculation yielded a minimum required sample size of 147 respondents. To account for potential incomplete responses, the sample was increased to 152 respondents. The purposive sampling criteria included: (1) active TikTok users with minimum 2 hours daily usage, (2) previous purchase experience with Camille Beauty products on TikTok Shop, (3) residency in Greater Jakarta area, (4) willingness to participate voluntarily in the research, and (5) age between 18-45 years.

Four main variables were measured using validated scales adapted from established literature:

1. Marketing Mix (X1): Measured using 16 indicators adapted from Kotler and Keller (2016) and updated for digital commerce contexts by Chen et al. (2024):

- Product (4 indicators): Product quality, product variety, product innovation, product presentation
 - Price (4 indicators): Price competitiveness, price transparency, price fairness, promotional pricing
 - Place (4 indicators): Platform accessibility, delivery convenience, purchasing ease, platform reliability
 - Promotion (4 indicators): Content attractiveness, promotional frequency, influencer endorsements, user-generated content
2. Brand Image (X2): Measured using 12 indicators based on Aaker (1991) and Keller (2020), adapted for social commerce by Wang and Li (2024):
- Brand associations (4 indicators): Brand personality, brand credibility, brand differentiation, brand relevance
 - Brand awareness (4 indicators): Brand recognition, brand recall, brand familiarity, brand visibility
 - Brand loyalty (4 indicators): Repurchase intention, brand preference, brand recommendation, brand trust
3. Emotional Response (Y1): Measured using 9 indicators from the Pleasure-Arousal-Dominance (PAD) model by Mehrabian and Russell (1974), updated for digital environments by Kim and Johnson (2023):
- Pleasure (3 indicators): Happiness, satisfaction, enjoyment
 - Arousal (3 indicators): Excitement, stimulation, alertness
 - Dominance (3 indicators): Control, influence, freedom
4. Impulsive Buying (Y2): Measured using 8 indicators adapted from Rook and Fisher (1995) and validated for social commerce by Liu et al. (2023):
- Spontaneous purchasing, immediate desire satisfaction, unplanned buying behavior, emotional purchasing decisions, buying without consideration, purchase regret tendency, shopping enjoyment, and immediate gratification seeking

Data collection was conducted through a structured online questionnaire distributed via multiple channels to ensure representative sampling. The questionnaire was designed using Google Forms and distributed through: (1) TikTok Shop user groups and communities, (2) Beauty enthusiast social media groups, (3) University student networks in Jakarta, and (4) Professional networks and personal contacts. Data collection occurred over a six-week period from September to October 2024.

A Likert-scale questionnaire was used to measure four main variables: marketing mix, brand image, emotional response, and impulsive buying. All variables were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was pre-tested with 30 respondents to ensure clarity and comprehensibility. Based on pre-test feedback, minor wording adjustments were made to improve understanding among diverse educational backgrounds.

Prior to hypothesis testing, comprehensive validity and reliability assessments were conducted:

1. Content Validity: Assessed through expert review by three marketing academics and two industry practitioners specializing in digital marketing and consumer behavior.
2. Construct Validity: Evaluated using Confirmatory Factor Analysis (CFA) with the following criteria:
 - Factor loadings > 0.70
 - Average Variance Extracted (AVE) > 0.50
 - Composite Reliability (CR) > 0.70
3. Reliability Testing: Assessed using Cronbach's Alpha with acceptance threshold > 0.70

Data were analyzed using Structural Equation Modeling (PLS-SEM) via SmartPLS. PLS-SEM was selected as the analytical method due to its suitability for exploratory research with complex models involving mediating variables. The analysis followed a two-stage approach: (1) measurement model evaluation to assess validity and reliability, and (2) structural model evaluation to test hypotheses and examine path relationships. SmartPLS 4.0 software was utilized for all analyses, employing bootstrapping procedures with 5,000 subsamples to ensure robust statistical inference.

This research adhered to ethical guidelines for social science research. Informed consent was obtained from all participants, clearly explaining the research purpose, data usage, and confidentiality measures. Participants were assured of anonymity, with no personal identifying information collected. Participation was entirely voluntary, with the right to withdraw at any time. Data were stored securely and will be destroyed after the completion of the research period. The study protocol was reviewed and approved by the institutional research ethics committee.

RESULTS AND DISCUSSION

Respondent Characteristics

The demographic profile of 152 respondents reveals several important characteristics relevant to the study's context. Gender distribution shows 68.4% female and 31.6% male respondents, reflecting the predominance of female consumers in the beauty product market. Age distribution indicates 34.2% aged 18-25, 41.4% aged 26-35, and 24.4% aged 36-45, demonstrating strong representation across key TikTok Shop user demographics. Educational background shows 52.6% with bachelor's degrees, 28.9% with high school education, and 18.5% with postgraduate degrees. Monthly income distribution reveals 36.8% earning IDR 3-7 million, 31.6% earning IDR 7-12 million, and 31.6% earning above IDR 12 million, indicating diverse socioeconomic representation among respondents.

Measurement Model Evaluation

Prior to hypothesis testing, comprehensive evaluation of the measurement model was conducted to ensure validity and reliability of all constructs:

1. Convergent Validity Assessment: All factor loadings exceeded the 0.70 threshold, ranging from 0.742 to 0.891, indicating strong relationships between indicators and their respective constructs. Average Variance Extracted (AVE) values for all constructs exceeded 0.50: Marketing Mix (0.623), Brand Image (0.587), Emotional Response (0.645), and Impulsive Buying (0.612), confirming adequate convergent validity.

2. Discriminant Validity Assessment: The Fornell-Larcker criterion was satisfied, with the square root of AVE for each construct exceeding its correlations with other constructs. Additionally, the Heterotrait-Monotrait (HTMT) ratio values were all below 0.90, further confirming discriminant validity.
3. Reliability Assessment: Cronbach's Alpha values exceeded 0.70 for all constructs: Marketing Mix ($\alpha = 0.847$), Brand Image ($\alpha = 0.823$), Emotional Response ($\alpha = 0.871$), and Impulsive Buying ($\alpha = 0.856$). Composite Reliability (CR) values ranged from 0.862 to 0.903, indicating excellent internal consistency.

Marketing mix and brand image have significant effects on emotional response and impulsive buying. The structural model evaluation revealed strong explanatory power with R^2 values of 0.542 for Emotional Response and 0.623 for Impulsive Buying, indicating that the model explains 54.2% and 62.3% of the variance in these constructs, respectively.

Hypothesis Testing Results

The following table presents the detailed results of hypothesis testing:

Table 1. Hypothesis Results

Hypothesis	Path	Path Coefficient (β)	t-value	p-value	Decision
H1	Marketing Mix → Emotional Response	0.394	4.782	0.000	Supported
H2	Brand Image → Emotional Response	0.431	5.156	0.000	Supported
H3	Marketing Mix → Impulsive Buying	0.286	3.421	0.001	Supported
H4	Brand Image → Impulsive Buying	0.347	4.198	0.000	Supported
H5	Emotional Response → Impulsive Buying	0.312	3.876	0.000	Supported

Mediation Analysis Results

Emotional response mediates the effect of marketing mix on impulsive buying but not the effect of brand image. The mediation analysis using the bootstrapping method with 5,000 subsamples revealed the following:

1. Marketing Mix → Emotional Response → Impulsive Buying:
 - Indirect effect: $\beta = 0.123$, $t = 2.547$, $p = 0.011$
 - Direct effect: $\beta = 0.286$, $t = 3.421$, $p = 0.001$
 - Total effect: $\beta = 0.409$, $t = 5.234$, $p = 0.000$
 - Mediation type: Partial mediation (both direct and indirect effects significant)
 - VAF (Variance Accounted For) = 30.1%, indicating substantial mediation
2. Brand Image → Emotional Response → Impulsive Buying:
 - Indirect effect: $\beta = 0.135$, $t = 1.876$, $p = 0.061$
 - Direct effect: $\beta = 0.347$, $t = 4.198$, $p = 0.000$
 - Total effect: $\beta = 0.482$, $t = 6.112$, $p = 0.000$

- Mediation type: No mediation (indirect effect not significant)

Discussion of Findings

The results provide several important insights into consumer behavior on social commerce platforms. The significant positive relationship between marketing mix and emotional response ($\beta = 0.394$, $p < 0.001$) supports H1 and aligns with previous research by Chen et al. (2024), who found that integrated digital marketing mix elements effectively trigger emotional responses in social commerce environments. This finding suggests that Camille Beauty's strategic optimization of product presentation, competitive pricing, platform accessibility, and engaging promotional content can significantly enhance positive emotional experiences among TikTok Shop users.

The strong relationship between brand image and emotional response ($\beta = 0.431$, $p < 0.001$) confirms H2 and is consistent with recent findings by Wang and Li (2024) in their study of Chinese social commerce platforms. This relationship is particularly relevant for local beauty brands like Camille Beauty, as it demonstrates that building strong brand associations, awareness, and loyalty can effectively evoke positive emotional responses that transcend cultural boundaries.

The direct effects of both marketing mix ($\beta = 0.286$, $p = 0.001$) and brand image ($\beta = 0.347$, $p < 0.001$) on impulsive buying support H3 and H4, respectively. These findings align with contemporary research by Liu et al. (2023) and Rodriguez et al. (2023), confirming that both tactical marketing elements and strategic brand building contribute independently to impulsive purchasing behaviors in digital environments.

The mediating role of emotional response reveals interesting differential effects. The partial mediation of emotional response in the marketing mix-impulsive buying relationship (VAF = 30.1%) suggests that while marketing mix elements can directly trigger impulsive purchases, a significant portion of their effect operates through emotional pathways. This finding extends the work of Kim and Johnson (2023) by demonstrating that short-form video content's effectiveness lies not only in direct persuasion but also in emotional engagement.

Engaging promotional videos on TikTok that evoke emotional responses are more effective than brand perception alone. Conversely, the absence of significant mediation in the brand image-impulsive buying relationship suggests that brand perception operates through more direct cognitive pathways rather than emotional ones. This finding challenges conventional wisdom suggesting that strong brands primarily influence purchase decisions through emotional connections. Instead, it indicates that in fast-paced social commerce environments, brand image may function more as a cognitive shortcut or trust signal that directly facilitates purchase decisions.

Comparison with Previous Research

These findings contribute to the growing body of literature on social commerce behavior while revealing some departures from traditional retail contexts. Unlike previous studies in conventional e-commerce settings (Sharma & Patel, 2024), where brand image consistently showed strong emotional mediation, our results suggest that social commerce platforms may create different psychological processing pathways. The compressed decision-

making timeframe characteristic of TikTok Shop may favor direct cognitive brand processing over emotional brand experiences.

The partial mediation found for marketing mix aligns with recent meta-analytical findings by Thompson et al. (2024), who identified emotional response as a key mechanism through which tactical marketing elements influence consumer behavior in digital environments. However, our finding regarding brand image mediation diverges from earlier studies in traditional retail contexts, suggesting that social commerce platforms represent a unique consumer behavior environment requiring specialized theoretical frameworks.

Theoretical and Practical Implications

From a theoretical perspective, these findings suggest that the SOR framework requires adaptation for social commerce contexts. While the framework's basic structure remains valid, the specific pathways through which stimuli influence responses appear to differ between traditional and social commerce environments. The differential mediation effects observed suggest that emotional and cognitive processing may operate through distinct pathways depending on the type of stimulus (tactical vs. strategic marketing elements).

Practically, these findings offer several strategic insights for Camille Beauty and similar local brands. The significant partial mediation effect of emotional response in the marketing mix relationship suggests that brands should prioritize emotionally engaging content creation, particularly in promotional videos and product presentations. The direct effect of brand image on impulsive buying indicates that building strong brand recognition and trust can serve as powerful drivers of immediate purchase decisions, independent of emotional engagement.

CONCLUSION

This study reveals that both marketing mix and brand image significantly influence emotional response and impulsive buying behavior in social commerce settings, with emotional response partially mediating the marketing mix's impact but not significantly mediating brand image effects. Specifically, marketing mix ($\beta = 0.394$, $p < 0.001$) and brand image ($\beta = 0.431$, $p < 0.001$) positively affect emotional response, while also directly influencing impulsive purchases (path coefficients 0.286 and 0.347, respectively). These findings suggest that while the *Stimulus-Organism-Response* (SOR) framework applies, it requires adaptation to social commerce's unique environment, where tactical marketing (marketing mix) and strategic marketing (brand image) are processed differently. Practically, local brands like Camille Beauty should enhance emotional storytelling in short-form video promotions, use dynamic pricing and promotions to create urgency, maintain consistent brand visuals, leverage influencer partnerships, and streamline the TikTok Shop customer journey to boost spontaneous purchases. Future research is recommended to test these relationships across diverse product categories, cultures, and social commerce platforms as well as through longitudinal designs to understand how consumer behaviors evolve with increased social commerce familiarity.

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