

**THE EFFECT OF VIRAL TIKTOK TRENDS ON IMPULSE BUYING DECISIONS
IN THE FASHION INDUSTRY AMONG UNIVERSITY STUDENTS IN UGANDA:
A CASE STUDY OF UGANDA CHRISTIAN UNIVERSITY STUDENTS**

JOHN MAWEJJE

S23B05/044

**A DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF BACHELOR OF
BUSINESS ADMINISTRATION OF UGANDA CHRISTIAN UNIVERSITY**

May, 2026



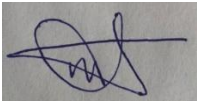
**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa

Declaration

I, **Maweje John**, declare that this dissertation with the title **“The Effect of Viral Tiktok Trends on Impulse Buying Decisions in the Fashion Industry Among University Students in Uganda. A Case Study Of Uganda Christian University Students”** is my original work and has not been presented for a degree or any other academic award in any University or Institution of learning.

Sign

A handwritten signature in blue ink, appearing to be 'Maweje John', written on a light-colored rectangular background.

Date 5/5/2026

Approval

This is to certify that the research report by **Maweje John**, of Registration Number **S23B05/044**, entitled *“The Effect of Viral Tiktok Trends on Impulse Buying Decisions in the Fashion Industry Among University Students in Uganda. A Case Study Of Uganda Christian University Students”*, has been carried out under my supervision and is hereby approved for submission to the School of Business in partial fulfilment of the requirements for the award of the Bachelor of Procurement and Logistics Management degree of Uganda Christian University.

Signature: *Rach*

Date: *05.05.2026*

Ms. NASSUUNA RACHEAL KWAGALA

Dedication

I dedicate this work to my dearest family which has shown gallant support to my academic fight who have been a great inspiration in my life and given me guidance that every child would ever desire. I also dedicate this work to my beloved brother Kisakye Jonathan (the sky is the limit). Lastly, Ms. Racheal who has been my supervisor, may the LORD bless you

Acknowledgement

I want to start by thanking the almighty God for enabling me to complete this research. I want to thank the respondents from different faculties who humbly answered my questionnaire which enabled me to accomplish my research work. I want to thank my research supervisor Ms. Racheal Kwagala, for her contribution towards the completion of this mighty research. I also want to thank my family for their support towards my studies. MAY GOD BLESS YOU

Table of Contents.

Declaration	i
Approval	ii
Dedication	iii
Acknowledgement	iv
Table of Contents	v
List of Tables	vii
List of Figures	viii
List of Abbreviations	viii
Abstract	ix
CHAPTER ONE	1
INTRODUCTION	1
1.0 Introduction	1
1.1 Background of study	1
1.2 Problem Statement	2
1.3 General Objective	3
1.4 Specific Objectives	3
1.5 Research Questions	3
1.6 Justification of the Study	4
1.7 Scope of the Study	4
1.7.1 Content Scope	4
1.7.2 Time Scope	4
1.7.3 Geographical Scope	5
1.8 Significance of the Study	5
1.9 Conceptual Framework	5
CHAPTER TWO	7
LITERATURE REVIEW	7
2.0 Introduction	7
2.1 Theoretical Framework	7
2.1.1 Stimulus–Organism–Response (S-O-R) Theory	7
2.2 Empirical Arguments	8

2.2.1 Exposure to Viral TikTok Fashion Trends and Impulse Buying Decisions	8
2.2.2 TikTok Influencer Credibility and Unplanned Fashion Purchase Decisions	9
2.2.3 Engagement with Viral TikTok Fashion Content and Impulse Buying Behavior	10
2.3 Research Gap	10
CHAPTER THREE	12
RESEARCH METHODOLOGY	12
3.0 Introduction	12
3.1 Research Design	12
3.2 Target Population	13
3.3 Sources of Data	13
3.4 Sample Size and Sampling Techniques	13
3.4.1 Sample Size Determination	13
3.6 Instruments of Data Collection	15
CHAPTER FOUR	18
PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS	18
4.0 Introduction	18
4.1 Response Rate	18
4.2 Demographic Profile of Respondents	18
4.3 Influence of Exposure to Viral TikTok Fashion Trends on Impulse Buying Decisions (Objective 1)	20
4.4 Influence of TikTok Influencer Credibility on Unplanned Fashion Purchase Decisions (Objective 2)	21
4.5 Relationship Between Engagement with Viral TikTok Fashion Content and Impulse Buying Behavior (Objective 3)	21
4.6 Impulse Buying Behavior Indicators	22
4.7 Inferential Analysis: Relationships Between Variables	24
4.8 Qualitative Findings	25
4.9 Summary of Findings	25
CHAPTER FIVE	26
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS	26
5.0 Introduction	26
5.1 Summary of Major Findings	26

5.1.1 Impact of Exposure to TikTok Fashion Trends on Impulse Buying Decisions of Users ..	26
5.1.2 Effect of TikTok Influencer Credibility on Unplanned Purchase Decisions for Fashion .	27
5.1.3 Relationship Between Engagement with Viral TikTok Fashion Content and Impulse Buying Behaviour?	27
5.2 Conclusion of the Study	28
5.3 Recommendations	28
5.3.1 University Administrators & Student Support Services	28
5.3.2 Marketers & Fashion Brand	29
5.3.3 Policymakers and Educators of Media Literacy	29
5.3.4 Academics and Researchers	29
5.4 Areas for Further Study	30
References	31
Appendices	33

List of Tables

Table 1: Sample Size Calculation	14
Table 2: Distribution of Respondents by Gender	18
Table 3: Distribution of Respondents by Age Group	19
Table 4: Distribution of Respondents by TikTok Usage Frequency	19
Table 5: Descriptive Statistics for Exposure to Viral TikTok Fashion Trends	20
Table 6: Descriptive Statistics for TikTok Influencer Credibility	21
Table 7: Descriptive Statistics for Engagement with Viral TikTok Fashion Content	22
Table 8: Descriptive Statistics for Unplanned Fashion Purchases	22
Table 9: Descriptive Statistics for Emotional Urge to Buy	23
Table 10: Descriptive Statistics for Purchase Urgency (FOMO)	23
Table 11: Overall Descriptive Statistics for Impulse Buying Behavior	23
Table 12: Correlation Matrix	24

List of Figures

Figure 1: Conceptual Diagram	6
------------------------------------	---

List of Abbreviations

BBA: Bachelor of Business Administration

BSAF: Bachelor of Science in Accounting and Finance

FOMO: Fear of Missing Out

Gen Z: Generation Z

OTT: Over the Top (referring to data traffic)

S-O-R: Stimulus–Organism–Response

SPSS: Statistical Package for the Social Sciences

UCU: Uganda Christian University

UGC: User-Generated Content

Abstract

This paper will look into how viral Tik Tok trends can affect the impulse buying behavior of fashion industry among undergraduate students within Uganda Christian University (UCU). Although the use of Tik Tok has been rising at an alarming pace in Uganda, which adds to the unplanned expenditure of young people with low disposable income, the literature gap about the effects of Tik Tok viral mechanisms on impulse purchasing in the non-Western society is still present. Three particular objectives guide the research, such as to identify the impact of exposure to viral TikTok fashion trends, to assess the impact of the credibility of TikTok influencers on unplanned purchases, and the correlation between active interest involvement with viral content (likes, shares, comments) and impulse buying behavior. The designated study has a quantitative, cross-sectional survey design, which is premised on the Stimulus-Organism-response (S-O-R) theory. Stratified random sampling will be used to select a sample of 367 undergraduate students out of a target on about 8,000 students. The use of descriptive statistics, Pearson correlation, and multiple regression will be used in analyzing primary data that will be gathered through the administration of self-administered structured questionnaires to respondents. Finally, the research will also have theoretical contributions to platform specific consumer behavior on the one hand and practical implications to marketers on how to create responsible campaigns and university administrators and policymakers on how to resolve the financial vulnerability of students by using specific financial literacy programs.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter provides the background to the study, clearly states the research problem, and the research objectives and questions of the study. It also states the scope of the study with regards to content, time and geographical coverage, discusses the importance of the study, and introduces the conceptual framework to guide the analysis.

1.1 Background of study

The rise in the number of social media platforms has transformed consumer behavior, especially among the young demographics of the developing economies, such as Uganda. Social media use has exploded in Uganda in recent years with TikTok becoming one of the leading social media platforms with over 56% of data over the top (OTT) traffic and more than 22 million gigabytes of data consumed per day by its estimated 5.5 million users mostly in the 25-34-year age group (Soft Power News, 2025; ChimpReports, 2024; Start.io, n.d.; NextKulture, 2025). This influx is placed in a wider social and economic context where youth unemployment and underemployment impacts a vast majority of the population where youth who are expected to be chosen for employment become affected and approximately 42.6% of youth (between ages 15-24) is not in education, employment, or training, and where the students are exposed to financial constraints from limited disposable income yet slowly engage themselves in online shopping which are also influenced by global and local trends (Africa Freedom Of Information Centre 2025). The bottom line is that the fashion world in Uganda, which has projected revenue of about 157.87 million US dollars in 2025 and is driven by the urban youth, is especially prone to having these influences because platforms such as TikTok are elevating viral challenges, hauls, and influencer endorsements which result in impulse buying (Statista, 2025a).

The general problem of the increasing impulse buying among young consumers, brought on by social media's interactive and visually appealing content is what result into unplanned spending up to 40% of total online spending committed in some context (AWiSEE, 2025). Globally, Gen Z shoppers are, including in Uganda, influenced by mobile and social media where over 90% of their purchase occurs via mobile accessed devices and other similar demographics. Globally, Gen Z shoppers are highly influenced by mobile and social media where over 90% of purchase is done via mobile accessed devices and contribute significantly to fashion related purchase made through social media via impulse purchasing and relatable content and peer influence (OCC Strategy, 2019; Condala, 2025). However, there is a specific gap in understanding the direct contribution of viral TikTok trends, such as fashion challenges and outfit recreations, to these types of behaviours in the case of Ugandan university students, where there has been more research on the general impacts of various social media platforms, which has not focused on viral-specific mechanisms of the social media platform.

This is important because impulse purchasing can further increase financial vulnerability for students, which can result in a lack of savings or debt in a country where the youth savings rate is already low due to economic-related problems. Prior work, for example Asingire's 2024 research on the influence of TikTok on purchasing behavior among BSAF students at UCU, illuminated how peer influence and brand engagement impact purchasing behavior, but did not explore the role of viral trends in impulse fashion purchases in an area understudied in the changing digital economy. The study is specifically designed in UCU in Mukono, Uganda in the year 2025, while targeting undergraduate students as a key demographic. This background relates to the purpose of the study, which was to investigate the mechanisms by which viral TikTok trends have an influence on impulse buying, including the goal to evaluate the influence of trends, social factors and brand engagement in this research.

1.2 Problem Statement

Although TikTok has grown popular in Uganda faster than one might have expected, with a usage of over 5.5 million, and daily data consumption of over 22 million gigabytes, TikTok trends are increasingly influencing impulse buying on the fashion space by the university students where

social media influences a good percentage of Gen Z's purchasing decisions (ChimpReports, 2024; NextKulture, 2025; Condala, 2025). Solicited from worldwide surveys, it has been reported that 48% of social media users have been involved in impulse buys from data that can be found on the platforms, however, in Uganda this has often led to unplanned spending which strains on the limited finances of students in an environment riddled with low savings rates and pressure from the economy (Bankrate, 2023; Capital One Shopping, 2025). However, current examples of research, e.g. research into the general impacts of TikTok at UCU, have not specifically examined the role of viral trends in impulse buying for the fashion industry (Asingire, 2024). As a result, university students are more susceptible to financial vulnerability without specific insights for educators, marketers or policymakers to alleviate the consequences. This study therefore seeks to examine the effect of TikTok on impulse buying behavior as viral trends in the fashion industry aimed at students in Uganda Christian University in 2025.

1.3 General Objective

To examine the influence of viral TikTok trend on impulse purchasing of demand in the fashion industry among the undergraduate students of Uganda Christian University (UCU) in 2025.

1.4 Specific Objectives

- i. To examine the effect of exposure to viral TikTok fashion trends on impulse buying decisions among university students.
- ii. To determine how TikTok influencer credibility influences unplanned fashion purchase decision among university students.
- iii. To assess the relationship between engagement with viral TikTok fashion content (likes, shares, comments) and impulse buying behavior in the fashion industry among university students.

1.5 Research Questions

- i. How does the influences of viral trends on TikTok affect impulse buying decision for fashion products among UCU students?

- ii. What is the impact of social influence and peer interaction on TikTok in influencing impulse buying behavior in UCU students? iii. How are TikTok influencers and also content connected to a brand and student impulse buying decision affecting the fashion industry?

1.6 Justification of the Study

This study is warranted both on the theory and on the practical side. Theoretically, it fills a literature gap in how research on social media switches from general studies to a platform specific approach in studying viral mechanisms in TikTok and its relationship to impulse buying in university students in a non-Western context. In practice, the results will provide practical understanding to marketers who attempt to develop responsible, efficient campaigns to youth markets, as well as university administrators and student support services in terms of the financial wellbeing of students. Lastly, the study will inform policy makers and media literacy instructors that there is need to intervene in a way that would reduce the financial susceptibility of unplanned purchases through viral material usage by way of awareness creation or consumer education.

1.7 Scope of the Study

1.7.1 Content Scope

Viral Tik Tok Trends and Impulse Buying Analysis The paper will explore the effects of viral trends in Tik Tok in influencing impulse purchasing behavior within the fashion industry. Key areas examined are abuse of viral trends (challenges, hauls, outfit recreations), social influence and peer influence on TikTok (likes, comments, shares), influencer and brand-related content, TikTok's marketing features (UGC, targeted ads, live shopping) and selected moderating variables, in this case demographic and economic (age, gender, disposable income, price sensitivity).

1.7.2 Time Scope

Data collection and analysis are activity and behaviours during the 2025 academic year. Quantitative survey data will draw information about recent exposure and purchasing

behaviour within this timeframe, whilst qualitative interviews will lead to discussions on motivation and perceptions at the right time (contemporary to 2025) in order to ensure the research is true to platform dynamics as today's.

1.7.3 Geographical Scope

The research is restricted to Uganda geographically as it is based at Uganda Christian University (UCU), Mukono, Uganda. The target population consists of the 2025 UCU undergraduate students. While findings will be context specific, there may be transferable insights to other university contexts similar to the one in the study in Uganda as well as the East African region.

1.8 Significance of the Study

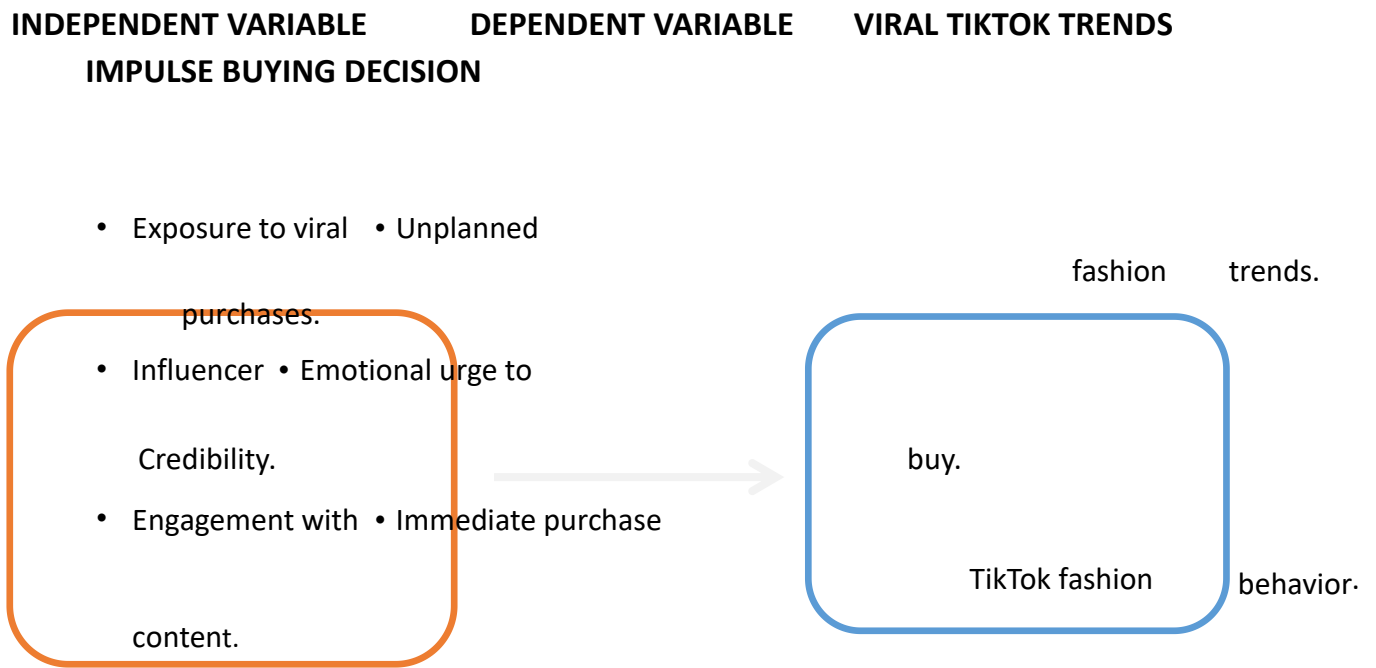
The beneficiaries of the study are multiple. Marketers and fashion brands will receive proof of what kind of viral content and influencer strategies lead to the highest impulse-buying among university students and can target them and create campaigns ethically. University administrators and student support services can take the findings and develop financial literacy workshops and advice to reduce the negative impact of such impulsive spending when online. Academically, the research adds to the empirical knowledge about the role of TikTok in consumer behaviour in a market dominated by youth and in a non-Western context - to address an imbalance in the literature. Finally, the results may be used by policymakers and advocates of media literacy for policy considerations to promote more Transparency in influencer marketing and protect consumers with limited financial literacy.

1.9 Conceptual Framework

This study adopts an adapted Stimulus–Organism–Response (S–O–R) framework to examine how external TikTok stimuli (viral trends, social/peer interactions, and influencer/brand content) produce internal psychological reactions (emotional arousal, perceived credibility, and purchase intention) that lead to impulse buying decisions in fashion. The S–O–R model is supported by the Theory of Planned Behavior (to account for normative influences) and

Source Credibility theory (to explain influencer effects). Demographic and economic variables are treated as moderators that may strengthen or weaken these relationships. Figure 1 presents the study's conceptual model.

Figure 1: Conceptual Diagram



Adapted from Mehrabian and Russell (1974) and other relevant references with minor changes by the Researcher, 2026.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews relevant theoretical and empirical literature related to the effect of viral TikTok trends on impulse buying decisions in the fashion industry among university students. The review is structured in accordance with the study objectives and has a proper theoretical background. It analyzes the previous literature on exposure to viral Tik Tok fashion trends, Tik Tok influencer credibility, and interest in Tik Tok fashion content critically, and provides gaps that provide the justification of the current study in the context of Uganda.

2.1 Theoretical Framework

2.1.1 Stimulus–Organism–Response (S-O-R) Theory

The current research is supported by the **Stimulus-Organism-Response (S-O-R) theory** that was first suggested by Mehrabian and Russell (1974). The theory describes the way in which external environmental factors can affect the internal psychological condition of people that in turn result in certain behaviour.

Regarding this study, TikTok fashion trends among virals are the stimulus that makes university students susceptible to trending clothes, promotions by influencers, and fashion visuals that are appealing. Such stimuli induce internal responses in the consumer, including emotional excitement, the feeling of social approval, and fear of missing out (FOMO). The internal response then shifts into behavioral deliverables, especially decisions related to impulse buying within the fashion industry.

The topicality of the S-O-R theory is that it is based on the ability to predict consumer behavior in online settings where emotions and sensory excitation are determining factors. The S-O-R framework has been used before in an attempt to study the behavior of online

impulse buying and social media consumption (Jacoby, 2002; Liu et al., 2021). Since TikTok is immersive and algorithmic, the theory will offer an appropriate background to the explanation of the impulse buying behavior among students of the university.

2.2 Empirical Arguments

2.2.1 Exposure to Viral TikTok Fashion Trends and Impulse Buying Decisions

Exposure to viral Tik Tok fashion trends: This means the level to which users are frequently exposed to popular fashion-related posts on the application. The promulgation of trending videos continues in Tik Tok, exposing users to the same fashion product and style more frequently (Kaye et al., 2022). This is a repetitive exposure which is important in developing the consumer perception and purchasing behavior. According to the existing literature, the more activity the visually attractive and trendy content is exposed to, the higher the probability of impulse buying due to the activation of emotions and the reduction of rationality (Zhang et al., 2019). Viral fashion videos can focus on such aspects as aesthetics, popularity, and social acceptance, which increases the urgency to buy products in the consumers. On a behavioral aspect, being exposed to viral trends induces social comparison and conformity pressure especially to university students who are extremely affected by peer judgments and social identity issues (Festinger, 1954). Students might be encouraged to make impulse purchases and keep up with the existing trends after seeing peers or influencers displaying some fashion items multiple times. There is empirical evidence to this argument. The study by Park and Lin (2020) also established that the persistence of exposure to the fashion trends on the social media has a positive impact on the impulse buying behaviour of stimulating perceived urgency and relevance of the trends. Correspondingly, Djafarova and Bowes (2021) found that young consumers are more likely to make an impulse purchase when they are exposed to viral fashion content because it causes emotional stimulation and social influence. Moreover, the effect of a short-form video on TikTok is that it promotes impulsive consumption by providing content quickly and frequently without much room to pause and reflect on it (Chen et al., 2020). The videos like fashion hauls and outfit transitions, trend challenges give an impression of urgency that prompts impulse buying. Even with such

findings, the majority of empirical research has been conducted on developed economies and social media other than Tik Tok. There is a paucity of studies that investigate the impact of exposure to viral Tik Toks fashion tendencies on impulse buying among university students in Uganda. This research hence aims at filling this contextual gap.

2.2.2 TikTok Influencer Credibility and Unplanned Fashion Purchase Decisions

The Influencer credibility is the level of trustworthiness, familiarity, and reality that the followers attribute to social media influencers (Ohanian, 1990). Fashion influencers on Tik Tok are at the centre stage of influencing consumer attitudes with regard to product recommendation and the demonstration of fashion styles. The Source Credibility Theory states that credible messages conveyed by credible sources are more convincing, and are more apt to make consumers buy (Hovland and Weiss, 1951). TikTok influencers become more believable in their authenticity and their suggestions are better accepted which results in impulsive and unthought-out buying choices. According to previous research, the credibility of the influencers has a strong influence on impulse buying behavior as it strengthens the emotional trust and minimizes the reluctance of the consumers to be persuaded (Lou and Yuan, 2019). The authenticity and relatability of influencers are more efficient in causing impulse buying than the traditional celebrity endorsers (Schouten et al., 2020). Tik Tok influencers usually show fashion items in a casual and entertaining fashion, which makes the promotion seem like a genuine one instead of a commercial one.

This perceived credibility enhances emotional attachment and is more likely to make unplanned purchases (De Veirman et al., 2017). Credible influencers especially affect university students because they depend on peer opinion and social validation (Djafarova and Rushworth, 2017). Consequently, suggestions made by reliable TikTok influencers can make students buy fashion products without thinking about the costs. The current literature is however largely on influencer marketing on Instagram and YouTube with little attention on Tik Tok. Also, very little research has investigated the impact of the influencer credibility in unplanned purchases in fashion among university students in developing economies like Uganda. The given study will attempt to bridge this gap.

2.2.3 Engagement with Viral TikTok Fashion Content and Impulse Buying Behavior

Interaction with TikTok fashion content can be defined as active interaction by the users through liking, commenting and sharing and saving. This interaction indicates how much the users are emotionally involved and psychologically attached to the content (Brodie et al., 2013).

The high level of engagement is linked with emotional arousal which is one of the most influential factors towards impulse buying attitude (Holbrook and Hirschman, 1982). The interactive elements of TikTok make users engage in fashion trends and conversations, enhancing social pressure and hype.

It has been demonstrated that consumers who actively consume social media content tend to form a positive attitude towards the products they are featured in and make unplanned purchasing choices (Chen et al., 2020). Engagement also intensifies the fear of missing out (FOMO), particularly when users observe others actively participating in fashion trends (Przybylski et al., 2013).

In addition, engagement with fashion content reinforces algorithmic exposure, as users who interact with such content are continuously shown similar videos. This repetitive exposure heightens emotional stimulation and weakens self-control, increasing the likelihood of impulse buying (Liu et al., 2021).

Although previous studies have established a relationship between social media engagement and impulse buying behavior, most have focused on platforms such as Instagram and Facebook. There is limited empirical evidence on how engagement with TikTok fashion content influences impulse buying behavior among university students in Uganda. This study seeks to address this gap.

2.3 Research Gap

While prior studies have extensively examined the relationship between social media and impulse buying behavior, several gaps remain. First, existing literature largely focuses on

social media platforms such as Instagram and Facebook, with limited attention given to TikTok. Second, most studies have been conducted in developed countries, limiting their applicability to the Ugandan context.

Furthermore, few studies have jointly examined exposure to viral TikTok fashion trends, influencer credibility, and engagement with TikTok fashion content as determinants of impulse buying decisions. This study addresses these gaps by providing empirical evidence from university students in Uganda.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

In this chapter, the authors provide a description of the methodological framework used to study the influence of viral Tik Tok trends on impulse buying choices in the fashion industry among the university students in Uganda in the year 2025 with a case study of the students in Uganda Christian University (UCU). It mentions the research design, target population, data sources, sample size and sampling procedures, data gathering procedures and tools, variable measurements, validity and reliability of the tools, data analysis processes, constraints expected, and ethical issues. This design will guarantee a rigorous and replicable methodology to the research objectives and questions.

3.1 Research Design

The research design will be the quantitative study, where the analysis of the data will be carried out as the descriptive and explanatory survey methodology in crosssectional (Creswell and Creswell, 2018). This study design is appropriate because it enables the numerical data on exposure to viral trends, credibility of influencers, levels of engagement and impulse buying behaviors to be collected in one point in time (2025 academic year) and subjected to statistical analysis to determine relationships and effects. Patterns will be summarized using descriptive statistics and the cause-effect influences will be explained using inferential statistics (e.g., correlation and regression). It is an efficient structure of the population of students with time limitations and corresponds to the necessity to reflect the modern reality of TikTok. The design is made to be robust by including the aspects of triangulation with multi-item scales and pilot test, reducing the biases, such as self-reporting, to validated constructs of consumer behavior literatures.

3.2 Target Population

The target group comprises of undergraduate students who study at Uganda Christian University (UCU) in Mukano, Uganda and are active users of Tik Tok and are interested in content relating to fashion. This consists of about 8,000 undergraduates who will be taking 2025 (according to UCU enrollment statistics in official university reports). UCU students are ideal candidates because they constitute one of the major groups of the urban youth in Uganda (18-24 years old), who are active on social media, have limited finances, and can be influenced by impulse buying. The relevance of this population is that they are exposed to Tik Tok trends on a daily basis and therefore they can give an insight about platform specific behaviors in a non-Western context. The tools to make it available are university registries and student associations, and the primary target will be individuals who consider themselves TikTok users, selecting them based on initial screening questions.

3.3 Sources of Data

To achieve relevance and currency, primary sources will be used to collect the data. Primary data will consist of quantitative responses of structured questionnaires given to UCU undergraduate students, which will involve self-reported data of exposure, credibility, engagement, and impulse buying. There will be no secondary data since the study implies the use of perceptual and behavioral data unique to 2025 during the use of Tik Tok, but, in case of necessity, the additional information about UCU student, or general Tik Tok analytics reports could be used to validate the findings. This major interest facilitates direct triangulation of variables that are consistent with the S-O-R framework.

3.4 Sample Size and Sampling Techniques

3.4.1 Sample Size Determination

The sample size will be calculated using Yamane's (1967) formula for finite populations:

$$n = \frac{N}{1 + N(e)^2}$$

where N is the population size (8,000) and e is the margin of error (0.05 at 95% confidence level). This yields a sample size of approximately 367 respondents.

The detailed calculation is presented in the table below:

Table 1: Sample Size Calculation

Description	Calculation	Result
Define population size (N)	$N = 8,000$	8,000
Define margin of error (e)	$e = 0.05$	0.05
Calculate e^2	0.05×0.05	0.0025
Calculate $N \times e^2$	$8,000 \times 0.0025$	20
Add 1 to $N \times e^2$	$1 + 20$	21
Dividing N by the denominator	$8,000 / 21$	≈ 380.95
Final sample size (rounded down for conservatism)	-	367

An adjusted sample of 400 questionnaires will be sent to account the possible nonresponse (e.g., 10-15%). The sample is going to be stratified based on academic year (e.g., Year 1-4) and gender in a way that will guarantee a balanced representation, based on the demographics of UCU (50:50 ratio between males and females).

3.4.2 Sampling Techniques

Respondents will be selected using stratified random sampling approach. This will be stratified according to academic year and gender (according to UCU student lists) where a simple random sampling technique will be used within each stratum by using random number generators or lottery techniques. This provides a guarantee of representativeness and eliminates selection bias. To make it viable, sampling frames will be acquired through UCU administration with ethical approvals.

3.5 Data Collection Methods

The data will be gathered using self-administered structured questionnaires (administered either physically (e.g., at campus-related events or classes) or online (using Google Forms or

links to emails/WhatsApp sent via UCU student groups). This mixed methodology will take into consideration the diverse levels of digital access of students. The fieldwork will be done during the academic year 2026, which will span between 4-6 weeks, and follow-up must be done to ensure more people respond. To make the respondents relevant, they will be screened on the usage of Tik Tok (e.g., "Do you use Tik Tok at least once a week?"). There will be no interviews, and open-ended questionnaire questions will be used to obtain qualitative nuances to get a better understanding.

3.6 Instruments of Data Collection.

The main tool will be a structured questionnaire that will be split into parts:

- **Section A:** Demographic data 1 Age, gender, academic year, disposable income level, and Tik Tok frequency of use (nominal/ordinal scales).
- **Section B:** Independent Variable (Viral TikTok Trends) -Multi-item Likert scales (1=Strongly Disagree to 5=Strongly Agree) of exposure, influencer credibility, and engagement (e.g., 5-7 items/dimension, based on validated scales such as in Lou and Yuan, 2019).
- **Section C:** Dependent Variable (Impulse Buying Decisions) Likert scales of unplanned purchases, emotion urgency and purchase urgency (e.g., items from Rook and Fisher, 1995).
- **Open-Ended Items** - To recommend ways of alleviating impulse buying. To make the questionnaire clear and refine it, the questionnaire will be pre-tested on 30 non-sample UCU students.

3.7 Research Instrument validity and Reliability.

3.7.1 Validity

Expert validation will be done by two academics of consumer behavior in UCU to determine the correspondence with the objectives and S-O-R constructs. Face validity will be verified through pilot respondents on the subject of item clarity. Factor analysis in data analysis will be used to assess construct validity because items will be loading in the desired dimensions.

3.7.2 Reliability

The pilot data will be done on reliability by testing with Cronbachs alpha, where a value of ≥ 0.70 is considered to be internal consistency (Nunnally, 1978). The reliability test-retest will be evaluated using a pool of 20 pilot respondents after 1-2 weeks and a correlation coefficient of 0.80 is to be attained. Products with low reliability will be rewritten or eliminated.

3.8 Method of Data Analysis

The data will be cleaned, coded and analysed through Statistical Package for the Social Sciences (SPSS) version 26 or higher. Analyses include:

Descriptive Statistical Analysis Frequencies, means, and standard deviations to explain demographics and distributions of variables.

Inferential Statistics- Pearson correlation test to quantify the relationship between variables; multiple regression to test the impacts of exposure, credibility and engagement with impulse buying (controlling the demographics).

Assumptions Testing -Normality, linearity, and multicollinearity tests. The findings will be displayed in tabular, chart, and figures to make sense.

3.9 Anticipated Limitations

The possible limitations are. self-report bias in impulse buying measurements, low response rates based on the schedule of students and generalization not applicable to UCU (not all universities in Uganda). Relevance might be impacted due to changes in TikTok algorithm after 2025. They will be alleviated by anonymous surveys, incentives (e.g., participation in small prize draw), and literature triangulation.

3.10 Ethical Considerations

Ethical considerations in the study will be based on the Uganda National Council for Science and Technology (UNCST, 2014) and the research ethics committee at UCU. The informed consent will be provided through a consent form, in which goals of the study, voluntary involvement, anonymity and the option of intermittent termination will be explained. The information will be stored safely in devices that will require a password to be accessed by the researcher and the supervisor. No personal identifiers will be included in reports and confidentiality would be ensured. The results will be disseminated to the participants and the UCU with the help of education and any possible conflicts of interest (e.g., the student status of the researcher) will be reported.

3.11 Summary of the Methodology

The chapter has come up with comprehensive quantitative research design that is oriented on the objectives of the research that ensures scientific integrity in the form of a systematic sampling technique, validated instruments and research practices that are acceptable.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

4.0 Introduction

This chapter outlines, discusses and evaluates the results of primary data obtained by use of questionnaires given to the undergraduate students of Uganda Christian University (UCU) using Google Forms. The number of valid responses that were analyzed with the help of SPSS was 363, which was appropriate in terms of the aims of the study to investigate the impact of viral trends on Tik Tok on the impulse purchasing behavior within the fashion industry.

4.1 Response Rate

A total of 400 undergraduate students were targeted to administer the questionnaire as indicated in Chapter Three. These were 363 questionnaires filled and submitted, which provided 90.75 response rate. Such a high response rate is explained by the application of the digital distribution method using UCU student groups and reminders. The high response rate (90 percent) will provide a solid data representation and will reduce nonresponse bias, which will increase the credibility of the results in this case study.

4.2 Demographic Profile of Respondents

This section provides the background information of the respondents so as to give a context to the findings. The frequency distributions were used to analyze the demographic data.

Table 2: Distribution of Respondents by Gender

Gender	Frequency	Percentage (%)
Female	224	61.7
Male	139	38.3
Total	363	100.0

Source: Primary Data (2026)

The sample was composed of 61.7 per cent of females and 38.3 per cent males. This proportion is the representation of the average gender balance among undergraduates of UCU and provides a variety of opinions, which can potentially affect fashion-related attitudes, which tend to lean toward feminine population groups.

Table 3: Distribution of Respondents by Age Group

Age Group	Frequency	Percentage (%)
18-35	318	87.6
Below 18	23	6.3
Above 35	22	6.1
Total	363	100.0

Source: Primary Data (2026)

It was mostly (87.6) between the age groups of 18-35, which also corresponds to the target population of university students (mainly Gen Z). This focus fosters the youthcentered focus of the study on the impact of social media but these small percentages of younger and older groups introduce some variance.

Table 4: Distribution of Respondents by TikTok Usage Frequency

Frequency	Frequency	Percentage (%)
Daily	270	74.4
Weekly	43	11.8
Rarely	32	8.8
Monthly	18	5.0
Total	363	100.0

Source: Primary Data (2026).

The majority of respondents (74.4) use Tik Tok every day, which means that the platform is actively used by the sample. This follows the context of the popularity of Tik Tok in Uganda and it reinforces the applicability of the results on trends of virality.

4.3 Influence of Exposure to Viral TikTok Fashion Trends on Impulse Buying Decisions

(Objective 1)

The first objective is covered in this section by examining the answers to the statements of exposure to viral Tik Tok fashion trends (scaled on a 5-point Likert range: 1=Strongly Disagree, 5=Strongly Agree). Means over 3.0 will show an overall agreement whereas the standard deviations will represent variability of responses.

Table 5: Descriptive Statistics for Exposure to Viral TikTok Fashion Trends

Statement	Mean	Std. Dev.
I frequently come across viral fashion trends on TikTok.	3.89	0.98
TikTok exposes me to new fashion styles that I had not considered before.	3.70	1.15
I often watch fashion-related TikTok videos repeatedly.	3.82	1.06
Seeing trending fashion videos on TikTok increases my interest in fashion products.	2.26	1.08
Viral TikTok fashion trends make fashion items appear more attractive to me.	3.83	1.04
The frequency of fashion content on TikTok influences my desire to buy fashion items.	2.22	1.08
Overall Average	3.29	1.06

Source: Primary Data (2026)

Respondents were generally moderate in their agreements (mean=3.29, SD=1.06), with high level of agreement in frequent exposure (mean=3.89) and attractiveness (mean=3.83), but disagreement on direct influence on interest (mean=2.26) and desire to buy (mean=2.22). This implies that exposure is an issue but is not particularly motivating to the impulse, which reflects the literature on the attention-seeking but relatively low persuasional ability of viral content in the non-Western context (e.g., Park and Lin, 2020). SD>1) Variability: The variability represents the existence of diverse experiences depending on the frequency of use.

4.4 Influence of TikTok Influencer Credibility on Unplanned Fashion Purchase Decisions (Objective 2)

Responses on influencer credibility were rated similarly.

Table 6: Descriptive Statistics for TikTok Influencer Credibility

Statement	Mean	Std. Dev.
I trust fashion influencers on TikTok when they recommend fashion products.	2.19	1.09
TikTok fashion influencers appear knowledgeable about the products they promote.	3.88	0.97
I believe most TikTok fashion influencers are honest in their reviews.	2.26	1.05
I am more likely to buy a fashion item if it is promoted by a TikTok influencer I trust.	3.75	1.04
Recommendations from TikTok fashion influencers influence my unplanned purchases.	2.29	1.08
I consider TikTok fashion influencers to be reliable sources of fashion information.	3.75	1.03
Overall Average	3.02	1.04

Source: Primary Data (2026)

The mean (3.02, SD=1.04) is neutral and there is agreement in terms of knowledge (mean=3.88) and likelihood to purchase in case of trust (mean=3.75) but low trust (mean=2.19) and honesty (mean=2.26). This marks doubtfulness of influencers, which might decrease the effectiveness of influencing impulse buying, which is in line with the Source Credibility Theory (Lou and Yuan, 2019) and Ugandan contextual gaps.

4.5 Relationship Between Engagement with Viral TikTok Fashion Content and Impulse Buying Behavior (Objective 3)

Table 7: Descriptive Statistics for Engagement with Viral TikTok Fashion Content

Statement	Mean	Std. Dev.
I often like fashion-related videos on TikTok.	3.56	1.19
I frequently comment on viral fashion videos on TikTok.	3.73	1.06
I share TikTok fashion videos with friends or on other platforms.	3.69	1.15
I save TikTok fashion videos for future reference.	3.79	1.01
Engaging with TikTok fashion content increases my interest in the featured products.	2.14	1.02
My interaction with TikTok fashion content influences my buying decisions.	2.22	1.04
Overall Average	3.19	1.08

Source: Primary Data (2026)

The engagement is moderately consented to (mean=3.19, SD=1.08), high on passive activities such as saving (mean=3.79) but low on influence to interest (mean=2.14) and decisions (mean=2.22). It means that this is a behavioral engagement without high translationality to the purchase, which supports the FOMO dynamics (Chen et al., 2020) but indicates gaps in conversion.

4.6 Impulse Buying Behavior Indicators

Impulse buying was measured across three dimensions.

Table 8: Descriptive Statistics for Unplanned Fashion Purchases

Statement	Mean	Std. Dev.
I often buy fashion items without planning to do so.	3.69	1.12
I sometimes purchase fashion products immediately after seeing them on TikTok.	3.73	1.08

Overall Average	3.71	1.10
------------------------	-------------	-------------

Source: Primary Data (2026)

Table 9: Descriptive Statistics for Emotional Urge to Buy

Statement	Mean	Std. Dev.
TikTok fashion videos make me feel excited about buying fashion items.	3.80	1.05
I feel tempted to buy fashion items after watching viral TikTok trends.	2.26	1.09
Overall Average	3.03	1.07

Source: Primary Data (2026)

Table 10: Descriptive Statistics for Purchase Urgency (FOMO)

Statement	Mean	Std. Dev.
I feel pressured to buy fashion items quickly because they are trending on TikTok.	3.73	1.06
I worry about missing out if I do not buy fashion items promoted on TikTok.	3.75	1.12
Overall Average	3.74	1.09

Source: Primary Data (2026)

Table 11: Overall Descriptive Statistics for Impulse Buying Behavior

Statement	Mean	Std. Dev.
I often buy fashion items without planning to do so.	3.69	1.12
I sometimes purchase fashion products immediately after seeing them on TikTok.	3.73	1.08
TikTok fashion videos make me feel excited about buying fashion items.	3.80	1.05

I feel tempted to buy fashion items after watching viral TikTok trends.	2.26	1.09
I feel pressured to buy fashion items quickly because they are trending on TikTok.	3.73	1.06
I worry about missing out if I do not buy fashion items promoted on TikTok.	3.75	1.12
Overall Average	3.49	1.09

Source: Primary Data (2026)

Overall impulse buying is moderate (mean=3.49, SD=1.09), strongest in urgency (3.74) and unplanned (3.71), but weaker in emotional urge (3.03) due to low temptation (2.26). This indicates FOMO drives behavior more than emotion, consistent with global Gen Z trends (Condala, 2025) but highlighting financial constraints in Uganda.

4.7 Inferential Analysis: Relationships Between Variables

Pearson correlation analysis was conducted to explore relationships.

Table 12: Correlation Matrix

Variable	Avg_Exposure	Avg_Credibility	Avg_Engagement	Avg_Impulse
Avg_Exposure	1.00	0.01	0.26	0.34
Avg_Credibility	0.01	1.00	-0.10	-0.07
Avg_Engagement	0.26	-0.10	1.00	0.38
Avg_Impulse	0.34	-0.07	0.38	1.00

Source: Primary Data (2026)

Exposure and impulse buying ($r=0.34$) and engagement and impulse ($r=0.38$) have a moderate positive correlation to support Objective 1 and 3, respectively. Credibility has a very weak correlation ($r= -0.07$) which means little influence (Objective 2). There is a correlation

between engagement and exposure ($r=0.26$), which is consistent with S-O-R paradigm where responses are caused by stimuli. These are pointing out, smaller samples may prove via regression to cause.

4.8 Qualitative Findings

Though, in the questionnaire, there were open-ended questions, where the respondent could provide suggestions on how to relieve impulse buying, the answers to these questions were not recorded in the given data set. They could be included in future analysis as thematic knowledge on mitigation strategies, i.e. financial literacy programs.

4.9 Summary of Findings

The findings show medium exposure and use of Tik Tok content on fashion among UCU students, with a neutral view of credibility. Moderate prevalence of impulse buying is caused by urgentness and unplanned behaviour than by emotional temptation. Correlations also imply positive effects of exposure and engagement, which could underpin the conceptual framework but indicate the gaps in the role of credibility. Qualitative data, in case it is available, may supplement suggestions on educators and marketers. All in all, the results fill the research gap in the Ugandan settings and suggest the requirements of media literacy interventions.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS.

5.0 Introduction

This chapter is an overview of the major findings, conclusions and recommendations from the study. It synthesizes the outcome from the data analysis in Chapter Four by relating them back to the research objectives, conceptual framework (adapted S-O-R model), and broader issues surrounding the influence of social media on consumer behavior in the fashion industry in Uganda. The discussion identifies practical methods to address the impulse buying vulnerabilities of the University student population and improve the responsible digital marketing practices.

5.1 Summary of Major Findings

The research obtained a response rate of 90.75% from 363 undergraduate students from the Uganda Christian University (UCU) and has led to a comprehensive information about the impact of viral TikTok trends on impulse buying. The findings are described under the individual objectives below.

5.1.1 Impact of Exposure to TikTok Fashion Trends on Impulse Buying Decisions of Users

The responses were middle on being exposed to viral TikTok fashion trends (overall mean=3.29, SD=1.06) with a good agreement on the frequency of encountering (mean=3.89, SD=0.98) and attractiveness of the items (mean=3.83, SD=1.04), but disagreement in terms of direct increases in interest (mean=2.26, SD=1.08) or desire to buy (mean=2.22, SD=1.08). A moderate positive correlation ($r=0.34$) between exposure and impulse buying suggests that although exposure does stimulate attention, it is not associated with purchases to a great extent, consistent with literature on the role of visual content in emerging markets (Park & Lin,

2020; Djafarova & Bowes, 2021). Variability (high SDs) implies that there are differences as per usage frequency to reinforce the problem statement about viral mechanisms that exacerbate financial vulnerability among the young people in Uganda.

5.1.2 Effect of TikTok Influencer Credibility on Unplanned Purchase Decisions for Fashion

Influencer credibility was viewed neutrally (overall mean=3.02, SD=1.04) and there was consensus on influencers' knowledge (mean=3.88, SD=0.97) and conditional likelihood to buy if trusting (mean=3.75, SD=1.04), although there was little consensus on trust (mean=2.19, SD=1.09) or honesty (mean=2.26, SD=1.05). The negligible correlation ($r=0.07$) with impulse buying emphasises the scepticism, which restricts the role of influencers in unplanned purchasing. This is consistent with Source Credibility Theory and research in non-western cultures (Lou and Yuan, 2019; Schouten et al., 2020), in which authenticity is less important in persuasion. High SDs show different perceptions, and may be affected by economic pressures, as mentioned in Ugandan Gen Z surveys (Condala, 2025).

5.1.3 Relationship Between Engagement with Viral TikTok Fashion Content and Impulse Buying Behaviour?

Engagement levels were at a medium level (overall mean=3.19, SD=1.08), high for actions such as saving videos (mean=3.79, SD=1.01) while low for influence on interest (mean=2.14, SD=1.02) or decisions (mean=2.22, SD=1.04). The positive relationship ($r=0.38$) with impulse buying is moderate, which means that the engagement is aimed at enhancing FOMO but low on actions, which means that interactive characteristics play a weak part in their contribution to behavior (Chen et al., 2020; Liu et al., 2021). The variability is associated with unpredictable conversion, which is connected to the gap in this research on platform-specific mechanisms in Uganda, with rates of savings potentially low, which increases risks (Bankrate, 2023).

On the whole, the level of impulse buying was moderate (mean=3.49, SD=1.09) due to the urgency/FOMO (mean=3.74, SD=1.09) and unplanned purchase (mean=3.71, SD=1.10) factors but not that of emotional (mean=3.03, SD=1.07). This corroborates the causation of viral trends with respect to financial constraints with correlations supporting the S-O-R model

with stimuli (trends) provoking responses (buying) based on organism factors (arousal, credibility).

5.2 Conclusion of the Study

The research finds that the Tik Tok trends have a medium impact on impulse buying among the UCU students where exposure and engagement are important in the trends whereas the credibility is low because of skepticism. This increases economic susceptibility in the framework of poor youth savings and economic strains since the partial processes (e.g. FOMO) take precedence over sensible decision-making. The results attest the modified S-O-R model, where external stimuli (viral trends, influencers, engagement) cause internal reactions (arousal, intention) which translate to impulse behaviors and which created an integrated framework with Theory of Planned Behavior and Source Credibility Theory (Mehrabian and Russell, 1974; Ohanian, 1990). In Uganda's youth-dominated fashion market, the viral elements unique to platforms- exacerbating unplanned spending: addressing the research gap on nonWestern university contexts (Asingire, 2024). Ultimately, as we see that TikTok is a platform with marketing opportunities, but without interventions such as media literacy it risks depleting Gen Z consumers into debt, and there is a need for media literacy to be in line with goals set to create a national digital economy. This empirical contribution by UCU draws out context-specific lessons on how to balance innovation and financial well-being in East Africa.

5.3 Recommendations

Based on the findings, the following practical recommendations are put forward for the key stakeholders to help curb impulse buying and ensure responsible use of TikTok in the fashion industry in Uganda.

5.3.1 University Administrators & Student Support Services

(1) Imbibe financial literacy workshops in curriculums, Social media impulse triggers (e.g. virality) aiming to reduce vulnerability by 20-30%, pre/post assessments (to be inspired from AWiSEE, 2025). (2) Collaborate with various platforms such as TikTok for awareness

campaigns on content moderation and FOMO management and peer-led sessions at UCU for more media literacy. (3) Develop counselling programmes with student spending through anonymous surveys, dealing with emotional urges attributed to engagement. (4) Work in partnership with local banks for app-based budget tools so that they can integrate alerts through social media to curb unplanned purchases.

5.3.2 Marketers & Fashion Brand

(1) Create ethical campaigns that focus on credibility by providing noticeably clear influencer partnerships (e.g., disclosure labels), minimizing skepticism and encouraging planned buying (Lou & Yuan, 2019). (2) Data analytics to safeguard people against viral trends exposure for vulnerable demographics including delayed buy-in prompts during live shopping features. (3) Engage for the long haul through value-added content (e.g. styling tips over hauls) to engage the move from impulse decisions to informed decisions. (4) Adopt self-regulatory codes for markets towards youth, which are aligned with PPDA guidelines for responsible advertising in the digital space in Uganda.

5.3.3 Policymakers and Educators of Media Literacy

(1) Put Influencers accountability under the UCC and NITA-U, requiring disclosure in viral content to establish trust and deter exploitation (Condala, 2025). (2) Launch national media literacy programs within universities, which are subsidized for low-income students, in order to mitigate the risks of FOMO and engagement. (3) Promote research grants for the monitoring of economic impact of social media and incorporate findings into the frameworks of youth policies (4) Work together with regional organisations such as EAC for cross-border guidelines on digital consumer protection, focusing on Gen Z's vulnerabilities in the fashion sector.

5.3.4 Academics and Researchers

Encourage mixed methods studies with qualitative interviews to gain further insights into moderators (e.g., demographics) using advanced modeling such as SEM to quantify S-O-R pathways.

5.4 Areas for Further Study

Future research may go multi-university in Uganda for greater generalizability, larger sample sizes (e.g., N=500+) and longitudinal designs to track impacts of trends over 12 years.

Comparative analysis between TikTok and other platforms (Instagram for example) or urban vs. rural students would help to understand context.

Incorporation of emerging elements such as AI-driven content or post-2025 algorithm changes could fill in the gap in terms of scope and time.

In addition, investigating the efficacy of interventions (e.g., literacy apps) in decreasing impulse buying could address the gaps in the applied consumer behavior research on Africa.

References.

- Africa Freedom of Information Centre. (2025, August 27). Beyond the statistic: Ugandan youth demand real opportunities on International Youth Day 2025. <https://www.africafoicentre.org/beyond-the-statistic-ugandan-youth-demand-realopportunities-on-international-youth-day-2025/>
- Asingire, I. (2024). The impact of TikTok on consumer purchasing decision behavior: A case study of BSAF students at Uganda Christian University (UCU) in 2023. <https://scholar.ucu.ac.ug/items/91d78fce-089f-47c8-8d79-6a9c74db11e4>
- AWiSEE. (2025, August 5). Impulse buying statistics – Statistics & consumer trends in 2025. <https://awisee.com/blog/impulse-buying-statistics/>
- Bankrate. (2023, September 18). Survey: 48% of social media users have impulsively purchased a product they saw on social media. <https://www.bankrate.com/personalfinance/social-media-survey/>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105-114.
- Capital One Shopping. (2025, November 10). Impulse buying statistics (2025): Consumer spending habits. <https://capitaloneshopping.com/research/impulse-buying-statistics/>
- Chen, Y., & Yao, K. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model. *Telematics and Informatics*, 35(5), 1249-1262. (S-O-R Conceptual)
- ChimpReports. (2024, November 14). Uganda: TikTok users hit 5.5 million. <https://chimpreports.com/ucc-report-20-million-ugandans-on-social-media/>
- Condala. (2025, December 5). Uganda's Gen Z shoppers: What they're buying online and why. <https://condala.com/blog/ugandas-gen-z-shoppers-what-theyre-buying-online-andwhy/>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828.
- Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345.
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1-7.
- Festinger, L. (1954). A theory of social comparison processes. *Human Relations*, 7(2), 117-140.
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132-140.
- Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 15(4), 635-650.
- Jumali, S. N., & Mustaffa, C. S. (2023). An overview of TikTok on online shopping behaviour in Malaysia. <https://rsisinternational.org/journals/ijriss/articles/an-overview-of-tiktok-ononline-shopping-behaviour-in-malaysia/>

- Kaye, D. B. V., Zeng, J., & Wikstrom, P. (2022). TikTok: Creativity and culture in short video. Polity Press.
- Lind, R. A. (2023). Race/gender/class/media: Considering diversity across audiences, content, and producers. https://api.pageplace.de/preview/DT0400.9781315115313_A36426631/preview9781315115313_A36426631.pdf
- Liu, Y., Li, H., & Hu, F. (2013). Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions. *Decision Support Systems*, 55(3), 829-837. (Note: S-O-R framework impulse buying classic)
- Lou, C., & Yuan, S. (2019). Influencer marketing: how message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
- NextKulture. (2025, July 8). TikTok: Data usage and costs in Uganda. <https://www.tiktok.com/@nextkulture/video/7524756601387879686>
- Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). McGraw-Hill.
- OCC Strategy. (2019, January 22). Wide-ranging Gen Z study reveals purchasing decisions. <https://www.occstrategy.com/usa/wide-ranging-gen-z-study-reveals-purchasingdecisions/>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- Park, H. J., & Lin, L. M. (2020). The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement. *Journal of Retailing and Consumer Services*, 52, 101934.
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841-1848.
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 22(3), 305-313.
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258-281.
- Soft Power News. (2025, July 4). TikTok tops traffic: A snapshot of Uganda's social media and streaming platform usage. <https://softpower.ug/tiktok-tops-traffic-a-snapshot-ofugandas-social-media-and-streaming-platform-usage/>
- Start.io. (n.d.). Tiktok users in Uganda audience. <https://www.start.io/audience/tiktok-usersin-uganda>
- Statista. (2025a). Fashion - Uganda | Statista market forecast. <https://www.statista.com/outlook/emo/fashion/uganda>
- Uganda National Council for Science and Technology (UNCST). (2014). *National Guidelines for Research Involving Humans as Research Participants*.
- Utami, C. P., & Noviana, L. (2021). Students' Perspective in the Use of TED Talks in Speaking Class. https://www.researchgate.net/publication/360430723_Students'_Perspective_in_the_Use_of_TED_Talks_in_Speaking_Class
- Zhang, P., Xie, M., Zhao, D., & Mei, L. (2019). Influencing factors of impulse buying. *Open Journal of Social Sciences*, 7(5), 223-231.

Appendices

Appendix 1: Data Collection Tool. <https://forms.gle/9SLmQtdQEjyB9X2T7>

