

A Study of the Impact of Digital Visual Merchandising on Customer Purchasing Behavior in Tiktok Live Sessions

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ABSTRACT

The purpose of this paper is to report the findings of a study carried out by Indonesia lighting brand Rexx to determine how digital visual banners, a component of visual merchandising, affect consumer interaction behaviour during Tiktok live sessions. Visual merchandising aims to draw in, hold the attention of, and inspire consumers to watch, join sessions and interact. In this study, the visual merchandising elements studied were limited to visual banners which also included creative displays, designs and layouts. Moving forward, it is planned to include more elements. The methodology used in this study is a descriptive quantitative methodology, with the unit of analysis being the 4,400+ active followers or passive followers of the House of Rexx Tiktok account as of April 2023. Systematic random sampling with a sample size of 80 respondents was the method used to determine the number of samples. The approach makes use of methodical data collection methods based on the study objectives, including field and library research. Descriptive analysis is the analytical technique used to resolve issues and validate theories. The results demonstrate that, in live Tiktok sessions, prospective customers of Rexx lighting goods connect with each other to a considerable and positive extent when they see visual banners.

INTRODUCTION

Visual merchandising is a tactical approach used in the retail sector that focuses on improving the way goods and services are displayed to attract customers and keep them interested, ultimately resulting in higher sales. It entails the utilisation of various strategies and components to produce aesthetically appealing presentations and a distinctive customer experience.

According to Matthysz, visual merchandising encompasses all the elements that a client encounters or observes while approaching and entering a business. This includes the way goods are presented and displayed inside the establishment, as well as the outside look of the store, signage, display windows, interior décor, retail layout, fixtures, and lighting. Activities like music and smells that appeal to customers' senses in addition to their visual sense are included in visual merchandising.

The purpose of visual merchandising is to attract customers, generate interest, and increase sales. Visual merchandising uses a combination of lighting, colour combinations, decorations, and product displays to stimulate observers and capture their attention. It involves setting up merchandise in an aesthetically pleasing manner that entices consumers to look around and buy.

Visual marketing plays an important role in retail strategy. Visual marketing helps reflect the brand image, create a unique customer experience, and differentiate the store from competitors. Effective visual marketing can increase sales, create a lasting impression on customers, and improve brand consistency.

Companies who market their products well will draw in more clients and see an improvement in customer satisfaction. Consumers will observe the store's overall demeanour and character. Different visuals can be presented to different customers by the same store (Bala & Deepak Verma, 2018). Establishing and sustaining a positive and robust reputation is crucial for businesses, since it may significantly impact consumers' purchasing intentions.

Khaniwale defines consumer behaviour as the study of how customers select, utilise, and manage products and services to suit their requirements as well as the effects of these decisions on specific customers and society at large. Consumer behaviour encompasses all of a person's ideas, feelings, and actions both before and after they buy any kind of product, service, or idea. The notion of buyer behaviour addresses the what, why, how, when, and where questions a person has about a purchase.

Several previous studies have contributed to exploring visual merchandising techniques that lead to consumer impulse purchases, especially in conventional market types. So far, researchers have not found any research results that really focus on the electronic or e-commerce type of market, especially in Indonesia.

Despite the success of e-commerce giants like Amazon and AliExpress, many small companies are struggling to stand out in the market due to high rates of shopping cart abandonment and dwindling customer loyalty to brands and stores. Brand engagement may be raised by creating community-based loyalty programs and providing seamless mobile and desktop user experiences.

When choosing an e-commerce platform, it is important to consider your unique business needs and budget as these platforms offer a variety of features, pricing plans and customisation options. The market in Indonesia is reaching a phase of maturity. Competition among e-commerce players is fierce and costly competition is high and costly. The Indonesian e-commerce sector has developed over the last ten years from a basic retail idea model to a shopping environment with a range of devices and store types. Numerous online and physical shops are adopting a multi-channel approach and are continuously redefining the online shopping experience. Customers are finding more convenience across all.

In Indonesia, online sales are significant and growing rapidly. As reported in 2023, e-commerce sales in Indonesia are expected to reach US\$ 44,814.3 million overtaking Brazil as the 11th largest market. The market is anticipated to reach US\$ 66,655.1 million in volume by 2027, and sales are predicted to rise at a compound yearly growth rate of 10.4% (CAGR 2023-2027). It is anticipated that the Indonesian e-commerce market would expand by 4.5% in 2023, helping to fuel the 9.6% worldwide growth rate in the same year.

By 2027, there are projected to be 244.70 million e-commerce customers in Indonesia. In 2023, the percentage of users will be 70.8%, and by 2027, it is anticipated to reach 85.5%. It is anticipated that the average revenue per user (ARPU) will be US\$230.50.



Figure 1. Ecommerce in Indonesia Market Size & Share Analysis Growth Trends & Forecasts (2023 - 2028)

Source: Mordor Intelligence Research & Advisory. (2023, July).

As a result of the digital transformation, e-commerce is predicted to develop significantly. The Indonesian government is developing a National Digital Economy Framework with the aim of ensuring sustainability and inclusion, optimising efforts to enhance the digital economy, and fostering cooperation and coordination among relevant parties. The Indonesia Digital Plan 2021–2024 is a strategy plan that was developed by the government with the goal of accelerating the development of digital infrastructure in ten key industries through 100 significant initiatives.

The World Economic Forum's network readiness rating states that, Indonesia is ranked 105th out of 139 nations in terms of digital content and infrastructure. The Palapa Ring broadband network and a USD 1.5 billion satellite project are just two of the many initiatives the Indonesian government has started to promote the internet. When these projects are finished in 2023, 149,000 locations—mostly outside of Java—will have 4G internet access. Upholding client loyalty is another difficulty for Indonesia's e-commerce sector. Owing to the abundance of e-commerce service providers, users may quickly migrate to platforms offering more advantages and less costs.

One of the e-commerce that has managed to attract the attention of many people and become customers is TikTok. TikTok has gained immense popularity around the world due to its engaging and entertaining content. ByteDance is the owner of the short-form video hosting platform TikTok.

Therefore, the purpose of this this research is to identify how visual merchandising strategies affect consumer purchasing behaviour in e-commerce, especially during live sessions. The e-commerce chosen this time is TikTok, on the grounds of its massive penetration, one of which is marked by a very large investment value, which is USD 12.2 million in 2023.

THEORETICAL REVIEW

The use of visual components to enhance the overall customer shopping experience on digital commerce sites is known as online visual marketing. This entails adapting established visual marketing strategies to the online shopping experience. These strategies include developing strong focal points, selecting bright display colours, presenting products in an appealing manner, making efficient use of available space, signage and layout, and displaying the most relevant products at each touchpoint.

Khalilur Rahman Khan has studied the fashion and apparel business which today can use visual marketing beyond the physical boutique. The visual nature of clothing sales makes visual marketing important when selling items online. For successful online visual marketing, extensive and strategic digital design is essential as it provides customers with a pleasant and repeatable buying experience. With the help of cutting-edge technology, online apparel merchants are constantly improving on tried-and-true methods to increase customer engagement and value.

Sujata claims that there are causes behind impulsive purchases. She handled window displays, form displays, and floor sales as independent factors. She employed Pearson correlation analysis on a sample of individuals in the 18–45 age range. He concluded that there was a high correlation between forum displays, window displays, and impulse purchases. There was weak correlation between floor sales and impulsive purchases.

The study's findings have ramifications for further investigation into online VMD and online clothing shopping. First off, there is a dearth of research on the consequences of the several ways that product selections are presented despite the fact that these approaches were seen in this study. Future research should empirically address the effects of the trade-off between convenience-

oriented such as automatic changes and interactive such as click-on changes on a variety of dependent measures such as perceptions of controllability, affect including pleasure of browsing, and purchase intent in order to provide more precise guidelines to online retailers. Additionally, research must be done on individual difference characteristics that can affect how these techniques are received. Technical proficiency, internet usage, and behavioural traits like the need for control are a few examples. Cultural influences on customers' acceptance of and preference for one VMD option over another should be studied in order to provide global insights.

Pearson correlation and a sample size of 250 Indian respondents were used by Bashar and Irshad (2012) to investigate the effects of form displays, window displays, promotional information boards, and floor sales. According to their study, impulse buying and window display had a favourable link. Impulsive purchases and retail displays have nothing to do with one another. Floor sales and impulsive purchases are connected.

Research on the effect of in-store environmental stimuli and contextual factors on impulse buying was conducted by Mahmood and Ahmadinejad (2011). With impulse buying as the dependent variable considering store atmosphere, advertising, product inspection, and availability of funds as independent variables. Using coefficient of variance as a statistical technique, he collected information from 329 shoppers who had recently visited an Iranian shopping centre. His research found a strong correlation between visual merchandising and store environment.

According to Mehta and Chugan that studied visual merchandising affects consumer impulse buying patterns by studying 84 shoppers engaged in retail business in India and discovered a clear correlation between impulsive purchasing and window displays. Nevertheless, there was a strong correlation between floor merchandising and impulse purchases, but not between form display and them.

Utami defines impulsive purchases as those that happen when customers encounter a certain brand or product and are interested in buying it, generally as a result of the retailer piquing their curiosity. Four factors may be used to identify impulse buying: 1) spontaneous; 2) intensity, strength, and compulsiveness; 3) excitement and simulation; and 4) indifference to the outcome.

Wieseke defines a discount price as a product's price that is temporarily lower than its regular price. Eeckhoudt states that there are three ways to identify discounted prices: 1) the size of the discount; 2) the duration of the price reduction; and 3) the kind of goods that is discounted.

In-store displays, according to Bala & Deepak Verma, are an effort to draw customers' attention to the business, pique their curiosity, or stimulate their desire to make a purchase by overt visual attractiveness. Among other things, Goldsmith lists three markers of in-store display: 1) Purchasing products; 2) classifying products; and 3) preparing products.

Retail refers to any activity that involves selling goods directly to customers for their own use and not as a means of conducting business (Utami,

2014). Increasing the value of things in opposition to selling them to customers is another goal of retail. Many people think of retail as the sale of goods in physical locations, but it also includes the provision of services. Retail operations involve selling consumers things, services, or both in the form of products. Retail seeks for items that are appropriate for the customers it serves. Retail also facilitates companies' efforts to reach customers with their goods.

METHODOLOGY

The study employed a descriptive quantitative technique, and as of April 2023, the unit of analysis was the 4,400+ active or inactive followers of the House of Rexx Tiktok account. The number of samples was determined by systematic random sampling with an 80-respondent sample size. The strategy uses systematic techniques for gathering data, such as field and library research, in accordance with the goals of the study. Descriptive analysis is a type of analysis that is used to resolve problems and support hypotheses. The findings show that when potential buyers of Rexx lighting products encounter visual ads during live Tiktok sessions, they engage with each other significantly and favourably.

The data collection method used in this study is a structured questionnaire distributed to respondents, named as customers who have interacted with the TikTok Rexx account at least once in January, February, and March 2023. Researchers use questionnaire distribution as a means of gathering data. Sugiono P.D. (2014) describes the questionnaire method as a data collection technique in which participants are given a set of questions to answer or a written statement to respond to.

Multiple linear regression analysis approaches were applied in this investigation. In order to estimate and forecast the population mean or average value of the dependent variable based on the known independent value, linear regression analysis examines the dependency connection between the dependent variable (dependent) and the independent variable (independent). To ascertain the impact of In-Store Display (X2) and Discount Prices (X1) on Impulse Purchases (Y), multiple linear analysis is employed.

RESULTS

Prior to delving into the study's findings, let us provide some background on retail. Retail operations involve selling consumers things, services, or both in the form of products. Retail looks for items that are appropriate for the customers it serves. Retail also facilitates companies' efforts to reach customers with their goods.

The characteristics of the respondents were broken down by sex: 24 people (30%) were male and 56 people (70%). Overall, female respondents were more dominating than male respondents, according to the findings. The characteristics of the respondents were as follows: 33 (41.25%) were under 21 years old, 31 (38.75%) were between 21 and 30 years old, and 16 persons (20%) were between 31 and 40 years old. Given the larger proportion, it is indicated that the respondents' average age range was between 21 and 30 years old.

Table 1. T Table Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	1 (Constant)	1.437	.840				1.746
PRICE DISCOUNT	.390	.050	.208	7.328	.000	.823	1.215
STORE DISPLAY	1.324	.040	.856	30.615	.000	.823	1.215

a. Dependent Variable: IMPULSE BUYING

Impulse Buying = 1.437 + 0.390 + 1.324 is the multiple linear regression equation that testregression produced from Table 1. An explanation of the equation that follows:

1. 1,437 indicates that, if the study of impulse buying remains constant, then the amount of impulse buying on the House of REXX Tiktok account during the live session amounted to 1,437.
2. Price Discount 0.390 shows that there is a positive influence on raising Impulse Buying at.390, meaning that for every unit rise in the Discount Price, there will be a 0.390 increase in Impulse Buying.
3. 1.324 shows that there was a 1,324 rise in the favourable impact of in-store displays on impulse buying. This means that for every unit increase in in-store displays, there will be a 1,324 increase in impulse buying.

The study's findings indicate that price discounts (X1) and in-store displays (X2) have an impact on impulsive buying (Y), as demonstrated by the findings of multiple linear regression analysis. This suggests that Impulse Buying is positively impacted by both the changeable Price Discount and the in-store display at the same time.

The aforementioned conclusion is consistent with preliminary study by Umami (2014), which states that impulse buying is the process of a customer becoming drawn to a product or brand upon first seeing it, generally as a consequence of a motivator that causes them to leave the store. Park, Kim, Funches, and Foxx (2012) define impulse purchasing as a consumer's purchase that they make without purposeful planning ahead of time. In other words, impulsive shopping is a purchase that consumers make without planning ahead of time.

The House of REXX Tiktok account's Impulse Buying is positively and significantly impacted by a partial price discount, according to the findings of the t-test. The t-count was 7.328, higher than the value of the t-table, which was 1.746.

The outcome demonstrates that the price reduction is a marketing strategy intended to draw attention and persuade potential customers to purchase the things being provided. As per Hayati & Purnama (2016), price reductions are

offered by sellers to customers as a way of saying thank you for a particular activity that the customer found enjoyable.

The House of Rexx Tiktok account's Impulse Buying is largely influenced by the In-Store Display, according to the t-test findings. This is evident because the t-value of 30.615 is higher than the t-table value of 1.746.

The outcome demonstrates that using product displays to draw buyers' attention through their visual senses is a strategy. The method that retailers display or arrange their stuff to pique customers' interest in making a purchase is by managing the products in such a manner that they may draw customers in by looking at them directly. When a consumer looks at the item directly, the display is differentiated based on the type of goods, making it easy for them to pick the right kind. The use of an eye-catching display to create a welcoming and captivating ambiance in a store.

Displays are an attempt to create products that are meant to entice customers to look at and purchase. Displays were meant to draw customers' attention, pique their interest in products or establishments, and encourage them to purchase a single, eye-catching item. The displays in the Hotchpotch marketing promotion are classified as sales promotion based on the pitch up.

Store shopping environments, also known as retail environments that are designed to influence consumers' purchasing behaviour, are places where people might feel differently and express different emotions.

The three components of the retail environment are the image, the atmosphere, theatrical, and the store (Matsa, 2011). The customer's comfort whilst shopping is the reason why the store's environment is seen to be the most important factor.

Zablah, Carlson, Todd Donovan, Maxham, and Brown (2016) state that the physical attributes of the store, such as the architecture, layout, display, colour, lighting, temperature, music, and a thorough will create in mind the customer image, all contribute to the relationship between customer satisfaction and frontline employee FLE the store. Store environment is separated into two categories: store out atmosphere, which covers outward layouts, texture, and design, and store in atmosphere, which covers inside layouts, sound, scent, and texture.

The atmosphere in a physical store as presented through online visual during live session is described through visual communication through lighting, colour, music, and scent where customers can stimulate perception and emotions so can influence the decision. Additionally, the design of a business alters the environment by focussing on the emotional purchase, which produces unique impacts and raises the possibility that customers will feel their purchases will last. Therefore, the atmosphere that merchants maintain in a shop should be able to raise the number of consumers in and inspire a good image of customers. Retail organisations transmit information about prices and items through purposefully designed shop environments, which help customers find what they are looking for.

DISCUSSION

The main source of traffic on TikTok is user-generated content. With the use of several tools, including music, effects, and filters, users may produce videos. Users of TikTok may publish their films on Facebook and Instagram, among other social networking sites. The content's visibility and reach are both enhanced by this connection. Users may interact with people who share their interests, express their thoughts, and display their abilities on this platform that fosters innovation. The goal of TikTok's algorithm is to present users with information they are likely to find interesting, even if they don't actively look for it. Because the algorithm favours material that users find interesting, several TikTok movies featuring small businesses have gone viral as a result. Some companies have also utilised TikTok as a means of advertising and expanding their customer base outside their local area. All things considered, TikTok has completely changed how people make and watch short films, and it's still a well-liked platform for social connection, creativity, and enjoyment. An e-commerce option built into the TikTok platform is called TikTok Shop.

With in-feed purchasing experiences, it allows brands, merchants, and artists to directly use TikTok to market and sell products. TikTok Shop offers businesses the opportunity to display their goods within TikTok's video stream by providing in-feed buying experiences. Customers may simply click on the goods that catch their eye and buy them right from the app. It is possible for items listed on TikTok Shop to gain a wider audience thanks to TikTok's algorithm-driven content discovery. Content that appeals to viewers as a whole is promoted by the algorithm, which raises the visibility of items and may increase sales.

All things considered, TikTok Shop presents a singular chance for companies to take use of the engagement and popularity of the TikTok platform in order to exhibit and sell their goods straight to viewers. It blends shopping with entertainment, making for a smooth and interesting purchasing experience within the app. Engaging in live selling activities on Tiktok, also known as Tiktok Live Sessions, is one method to get experience.

As the digital economy grows, so does the community's effect from e-commerce platforms. A more successful shift to digital transformation would be made possible by practical and affordable access, creating a win-win situation for the e-commerce platform, the seller, and both. It is imperative that Indonesian e-commerce platforms design their features and strategies for large enterprises differently than for MSMEs, as MSMEs and substantial organisations face different challenges. Employing the right strategy will draw in the greatest vendors, develop the platforms, and ultimately help the sellers.

With MSMEs (Micro, Small, and Medium Enterprises) accounting for 99% of all business entities, their development is critical to the expansion of the national economy in Indonesia. The employment share of MSMEs in the country is 96.9%, while their contribution to the GDP is 60.5%. MSMEs do, however, also have to contend with a number of challenges, including inadequate funding, incompetent management, little marketing, and unfair competition.

A immediate gain for some MSME businesses appears to be the availability of e-commerce, which offers a variety of means of reaching customers.

Researchers did not consider the most recent problem that is emerging in relation to the Tiktok project's influence in this analysis.

Tiktok Live sales are a potent tool for connecting customers with company owners. As with an offline store, potential customers can engage with the store directly. Furthermore, Tiktok Global's support—which, through its USD 12.2 million investment, elevates Indonesia to the status of a key market alongside China and India—directly affects entrepreneurs' desire to make Tiktok their go-to platform for selling. However, this circumstance intensifies rivalry to a very high degree. In this situation, entrepreneurs naturally have obstacles in trying to be as appealing as possible in order to draw in new clients.

In e-commerce, visual merchandising can be utilised successfully to improve customers' overall shopping experiences and boost sales. The following are a few ways that visual merchandising can be used in e-commerce:

1. Homepage design think of your website's home page as a storefront window display. Use eye-catching graphics, banners, and product displays to draw people in and encourage them to look around further.
2. Product Imagery in online visual commerce, attractive and high-quality product photos are essential. Present products from various perspectives, offer zoom-in capabilities, and incorporate lifestyle imagery to aid clients in visualising the product.
3. Product Recommendation: Utilise personalised product recommendations based on shopper browsing and buying patterns. Techniques like collaborative filtering or AI algorithms that study consumer behaviour and recommend relevant products can be used to accomplish this.
4. Visual Hierarchy by emphasising prominent or best-selling products, that can be establish a visual hierarchy on product listing pages.
5. Use bolder graphics, striking colours, or prominent positioning to make the product stand out.
6. Categories Navigation to make it easy for clients to browse through many product categories. To help clients find what they are looking for, utilise simple and easy navigation menus, filters and sorting options.
7. Visual storytelling by using visual elements such as banners, films or interactive materials, you can use visual storytelling to create a story about a particular brand or product. This can increase engagement and build an emotional connection with customers.
8. Seasonal or promotional displays for your website to showcase exclusive offers, discounts or time-limited promotions. Customers may feel pressurised and inspired to buy

Impulsive buying is common in low-commitment retail items because of ease. However, this impulsive purchasing can also occur for products that are too costly for the middle class to afford. One instance is the field of commodities fashion, particularly in the clothing industry (Mulyanegara, Tsarenko, & Anderson, 2009). Impulsive purchase is defined as activity that is done unintentionally, most frequently for hidden reasons, and is followed by a strong emotional reaction.

The purchasing impulse's behaviour varies from person to person. However, whether or not she can control her compulsive purchase rests entirely on these people. Impulsive buying is the behaviour of potential buyers who are motivated to act by a strong emotion or enthusiasm. The attractiveness of the shown items makes someone want to make a buyout. The term "unplanned purchase" refers to a purchase that is undertaken on the spur of the moment or without prior planning (Utami, 2014).

Impulsive purchases typically happen when buyers are highly motivated and feel compelled to make direct product purchases (Cohen, Prayag, & Moital, 2014). Making decisions as a customer involves using your expertise to assess many cognitive behavioural therapies and select one.

Drawing from the aforementioned definitions, we can deduce that the choice to purchase a product is essentially an election process wherein a customer gathers several potential solutions to their issues and then takes further action to make them actual. According to (Park et al., 2012), impulsive behaviour is quick and driven by a complex pleasure that involves the speed at which decisions are made, blocking consideration, and information-gathering impulses. On the consumer side, the advancement of banking systems and the development of information technologies have spurred consumer behaviour. As a result, consumers—particularly those who are flipping—have tended to become more hedonistic and impulsive (Rochdiani & Nurul Utami, 2009). Impulsive customers are a niche market for hypermarkets, where they can be targeted to boost sales at performance stores.

Iconoclasts and lifestyle families can have an impact on a customer's level of impulsivity (Peschel, Grebitus, Steiner, & Veeman, 2016). Variable consumer demographics, such as age, gender, educational background, family income, and family composition, can also have an impact. Impulsive purchase is influenced by the evolution of fashion and a happy feeling.

Positive emotions are influenced by a person's preexisting mood and their response to the store's surroundings (e.g., appealing products and sales that were visited), according to Alyas (2017). Positive emotions will be more favourable. Impulse purchasing occurs when people feel compelled to make rapid, forceful, and repeated purchases of goods. a strong impulse that can be uncomfortable at times or challenging to control; a propensity to act without thinking things through.

Customers who are eager to look for value. Well-worth refers to value that was deemed deserving at the time the transaction was completed. Price discounts are provided by the seller to the buyer in appreciation of specific buyer behaviours that the seller finds enjoyable. According to (Matsa, 2011), there are four types of price discounts: quantity, seasonal, cash, and trade discounts. In Indonesia, finding discounted shopping is rather easy as it's a common promotional tactic.

It appears that a discount is the primary draw for luring customers to buy a product. There is some knowledge regarding discounts and the discounts that certain professionals have recommended. (Wieseke, Alavi, & Habel, 2014) define a discount as a straight drop in the cost of the items throughout the specified time

frame of purchase. Discount (Eeckhoudt, Gollier, & Schlesinger, 2019) a portion of the price that the seller offers to customers in appreciation of a certain action from the customer, much to the seller's satisfaction. According to several definitions given above, a discount is a price decrease made by the seller in an effort to entice more customers to purchase a product within a predetermined window of time.

The findings of this study support (Utami, 2014) Impulse purchases, also known as impulse buying, are those that happen when customers see a product or brand and are compelled to buy it, usually as a result of the store stimulating their interest. According to Umami (2014), there are four indicators of impulse buying, among other things: The first is spontaneity; the second is power, compulsion, and intensity; the third is excitement and simulation; the fourth is disregard for consequences (indifference to the outcome).

Price discounts, as defined by Eeckhoudt et al. (2019), are reductions in a product's typical price made within a specific time frame. Wieseke et al. (2014) identified three price discount indicators, among other things: 1) Quantity of refunds; 2) Duration of price reductions; and 3) Kind of product eligible for a rebate.

In-store display is an attempt to draw customers' attention and interest to the store or to pique their desire to purchase through the allure of direct vision. According to the findings of the study (Bala & Verma, 2018), there are three indicators of in-store display, among others, according to Goldsmith (2007). 1) Product sourcing (purchasing); 2) Product grouping (assembling products); and 3) Product arrangement (making goods ready).

CONCLUSIONS AND RECOMMENDATIONS

According to the study's findings, price reductions significantly and favourably influence impulsive purchases made during real House of Rexx Tiktok account sessions. If House of Rexx uses its Tiktok account to implement price discounts, customers will purchase goods without giving them any thought. The House of Rexx Tiktok account live session's Impulse Buying is significantly and positively impacted, to some extent, by in-store display. Customers will purchase these goods if the House of Rexx Tiktok account design store has an engaging and noticeable display that is simple to navigate. If considered in part, price discounts and in-store displays both positively impact impulse buying. More so than price reduction, store presentation influences impulsive purchases. Also, customers are more likely to buy unintentionally based on store displays than on price reductions.

FURTHER STUDY

Based on the findings of this research, here are recommendations for House of Rexx Tiktok account:

1. Price Discount Optimisation: Although price discounts have a positive influence on impulse buying, it is important to ensure that discounts are not too frequent or too large that they reduce the perceived value of the product. Strategically designed discounts can maximise their impact on consumer impulse behaviour without damaging profit margins.

2. **Improved In-Store Display:** As store displays have a dominant influence on impulse buying, it is imperative for House of Rexx Tiktok account to pay attention to the design and layout of in-store displays. Investing in attractive, well-organised and easy-to-see displays can increase product appeal and stimulate impulse buying decisions.
3. **Engaging Display Design:** Focus on creative and innovative display designs to grab consumers' attention. Use strong visual elements, such as good lighting, attractive colours, and strategic placement of products. Ensure that displays are easily accessible and allow consumers to see the products clearly.
4. **Monitoring and Evaluation:** Continuously monitor the effectiveness of the various marketing and display strategies implemented. Conduct periodic evaluations to understand how changes in price discounts and in-store displays affect consumer behaviour and sales.

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