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The Influence of Live Streaming and Flash Sales on Purchasing Decisions on the TiktokShop Application

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A R T I C L E I N F O

A B S T R A K

TikTok has an impact on growing its market share and providing opportunities for TikTok to develop its business through online shopping called TikTok Shop. This research aims to determine the relationship between live streaming and flash sales on purchasing decisions on the TiktokShop application. This research is quantitative. The data collection method in research is through distributing of online questionnaires. The number of samples collected was 120 respondents in the city of Cirebon who had made purchases during live streaming and flash sales on the TiktokShop application. This research uses a non-probability sampling method, namely purposive sampling. Test data analysis using the Structural Equation Modeling (SEM) theoretical model on SmartPLS 3 software. Based on the research results, it can be concluded that the live streaming variable has a positive and significant influence on purchasing decisions on the TiktokShop Application, and the flash sales variable also has a positive and significant influence on purchasing decisions on the TiktokShop Application.

INTRODUCTION

Indonesia is one of the most technologically advanced countries in the Southeast Asia region. The development of traditional economic activities has begun to transform digitally. For example, when buying or selling goods or services. Previously, buyers and sellers had to meet in a place called a market. Currently, a digital market called e-commerce exists and can be accessed by everyone with the help of digital devices. What Millennials call "online shopping" (Dewi, Herawati, and Adiputra 2021). Lam said many Southeast Asian countries have mastered social commerce (S-commerce). E-commerce is electronic commerce or e-commerce that integrates social media and interactive tools to facilitate transactions with sellers (Chan and Asni 2022). One platform that offers this is TikTok.

TikTok is one of the fastest-growing social media platforms in the world. TikTok allows users to create short 15-second videos with music, filters, and other creative features. Nearly four years after its launch, TikTok is experiencing a resurgence in popularity. At the end of 2019, there were 500 million active users worldwide. This application is popular among various groups in Indonesia, including celebrities (Martini, Suardhika, and Dewi 2022).

TikTok success in updating its image has an impact on growing its market share and providing opportunities for TikTok to develop its business through online shopping called TikTok Shop. This feature allows users to carry out online buying and selling transactions like e-commerce stores in general without having to bother accessing the marketplace again to carry out buying and selling transactions. Users can also see what products are being sold or promoted in TikTok video content by selecting the "yellow basket" icon in the bottom left corner (Arifin and Setyorini 2023).

The potential of TikTok Shop cannot be underestimated by old e-commerce players such as Shopee and Lazada. Meanwhile, TikTok Shop only arrived in Southeast Asia in 2021. According to a study conducted by research firm Cube Asia, users shop more at TikTok stores, resulting in less spending at Shopee and Lazada. In Indonesia, Thailand, and the Philippines, user spending on Shopee decreased by 51% because allocations were shifted to TikTok shop. However, sales at Lazada decreased by 45% and at offline branches by 38%. Specifically, in Indonesia, TikTok Shop earned GMV of $2.5 billion within three months in Q1 2023, according to data from Cube Asia. For comparison, Shopee's GMV is still much higher than TikTok Shop. By 2022, Shopee's gross merchandise value is expected to reach $73.5 billion. Meanwhile, Lazada achieved a GMV of $21 billion (CNBC n.d.)

The Tiktok platform allows business people to be creative in marketing their products in the form of videos, live streaming, and holding price discounts or flash sales which are held every month (Pasaribu, Simanjorang, and Siregar 2023). Live-streaming commerce is the delivery of e-commerce activities and transactions via a live-streaming platform. This includes live streaming space, live streaming technology, and infrastructure to provide a cyber environment that delivers real-time interaction, entertainment, social activity, and commerce with seamless and affordable functionality. In such an environment, live streaming rooms create virtual spaces for streamers to stream and provide channels for viewers to watch and interact with streamers (Xu, Wu, and Li 2020). If you are a seller and you have a new brand and want people to know about it,

using TikTok live streaming is a great way to get your target audience to discover your brand. Live streaming allows merchants to immediately display interesting and interactive content such as product reviews, unboxings, and ongoing product discount promotions. Sellers can also interact directly and answer questions from their followers. This creates a sense of familiarity between sellers and potential buyers (Chan and Asni 2022). TiktokShop also offers a flash sale feature that helps business people increase sales.

Currently, flash sales have become one of the marketing strategies for business people in selling their products. The term flash sale is the same as a discount or price reduction. Flash sales are often used in e-commerce for online shopping. This always happens every month depending on the date and number of months. Flash sales are usually only valid for 24 hours. This is a strategy for business and e-commerce players to capture consumer decision-making and purchasing power (Pasaribu, Simanjorang, and Siregar 2023). Brands negotiate periods with flash sale platforms to sell products at lower prices and return the original price outside the flash sale period (Zhang, Wang, and Wu 2021). For sellers, the aim of selling through flash sales is to increase e-commerce transactions, increase product sales, increase brand awareness of a particular brand, and increase sales. It is also a tool to determine demand for certain products and reach more consumers (Aribowo, Sulhaini, and Herman 2020).

With TikTok live streaming and flash sale features, some people may decide to buy a product because the price offered is cheaper. A purchasing decision is a consumer's final decision to buy a product or service based on various certain considerations. Consumer purchasing decisions represent the extent to which marketers attempt to promote products to consumers (Alfiah, Suhendar, and Yusuf 2023).

The aim of this research is to analyze the influence of live streaming and flash sales on purchasing decisions on the TiktokShop Application.

LITELATUR REVIEW

Live Streaming

According to Hu Mingya et al (2020) in the journal (Yin, Huang, & Ma, 2023) live streaming is a unique method of online shopping, providing interactive and active media to introduce and demonstrate how products are used to consumers. Live streaming includes a public scrolling text layer on the live streaming interface that allows customers to ask questions and make requests through text boxes on the screen, and live streaming moderators can immediately respond to these questions and real-time communication is enabled.

According to Chen (2019) in the journal (Hwang and Youn, 2023) live streaming shopping is a type of shopping that involves real-time communication between the seller (streamer or host) and the consumer, enabling consumers to interact with visual and interactive information. The indicators of Live Streaming according to Faradiba and Syarifuddin (2021) in (Maulidya Nurivananda et al. 2023) are: Promotion time, discounts or promotions, product description, visual marketing.

Flash Sales

According to Agrawal & Sareen (2016) in the journal (Saputri, Ramdan, Asep, & Norisanti, 2020) Flash sale is a promotion of products in limited quantities with lower prices within a short period. Flash sales are also known as "daily deals", which are part of promotions where customers receive special offers or discounts for certain products within a limited time.

According to Piccoli & Dev (2012) in the journal (Saputri, Ramdan, Asep, & Norisanti, 2020) Flash sales are often referred to as daily deals or sales on the same day. This sales model is an e-commerce business model where a website offers products in limited quantities or single items with discounted prices for a short period. Sales usually last from several hours to 24-36 hours. The indicators of Flash Sale according to Kotler and Keller in (Ariska, Yustanti, & Ervina, 2022) are: Promotion frequency, promotion quality, promotion time, and accuracy or relevance of promotions.

Purchasing Decisions

According to Kotler and Armstrong (2008) in the journal (Nabila Khotaman 2022) It is explained that the purchase decision is the most preferred brand purchase decision and involves two factors between buying intention and purchasing decision.

According to Schiffman and Kanuk (2015) in the journal (Brama Kumbara, 2021) Purchase decision is the selection of two or more alternative choice decisions. This means that there must be several alternative choices available to make a decision. Purchase decisions can influence the way decision-making processes work. The indicators of Purchase Decision according to Thompson and Peteraf (2016) in (Winasis, Widiyanti, & Hadibrata, 2022) are: suitability of needs, having benefits, accuracy in purchasing, and repeat purchase.

The link between live streaming and purchasing decisions

Live streaming has a notable effect on increasing purchasing decisions. It implies that live streaming activities can sway consumer choices toward products (Anindasari and Tranggono, 2023). Research conducted by (Rahmayanti and Dermawan, 2023) confirms that live streaming significantly influences purchase decisions.

H1: Live streaming has a positive and significant impact on purchasing decisions.

The link between Flash Sales and purchasing decisions

The concept of flash sales essentially involves a temporary price reduction on products offered daily. Due to the limited time frame, consumers are prompted to select products they wish to purchase during the flash sale. Consequently, consumers tend to be competitive when shopping online in the market. Potential consumers can learn more about the products being sold, increasing sales of products not included in the promotion (Rachmadi and Arifin, 2021). This is supported by research conducted by (Husniyyah, Pantjolo, and Pitoyo, 2024), which proves that flash sales can have a positive and significant influence on purchasing decisions

H2: Flash sales has a positive and significant impact on purchasing decisions.

Based on the relationships between variables explained above, the following research framework was developed:

Figure 1. Conceptual Framework
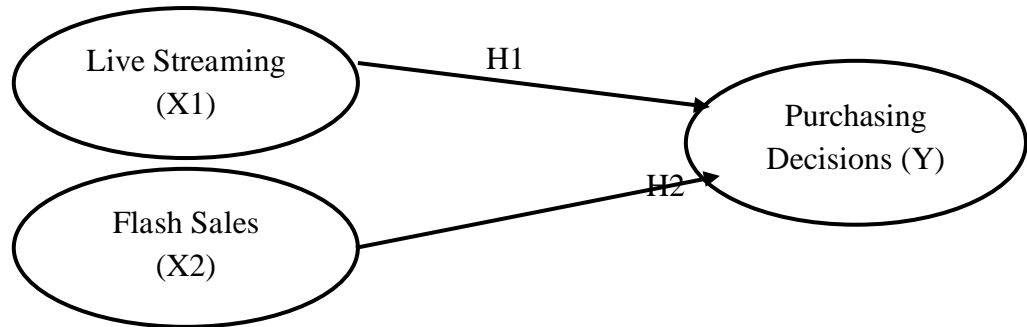
METHODOLOGY

In this study, there are two independent variables, namely live streaming and flash sales, and the dependent variable is purchasing decision. This type of research utilizes quantitative research methods to analyze the influence of live streaming and flash sales on purchasing decisions in the TiktokShop application. The population of this study consists of individuals in Cirebon City who have made purchases during live streaming and flash sales on the TiktokShop application. The determination of the sample size in this study uses the formula by (Hair et al., 2014). because the population size is not precisely known. Based on (Hair et al., 2014), which recommends multiplying by at least 5-10 with the total number of questions or items of variables used in the study. Therefore, $N = 10 \times Q$, where N represents the sample size and Q represents the number of questions. This survey covers a total of 12 question indicators. Therefore, the sample used consists of 120 samples generated using Google Form (online questionnaire). The sampling method used is non-probability sampling, according to (Sugiyono 2020), which is a sampling technique that does not provide equal opportunities for all elements or members of the population to be selected as samples. And the sampling technique used will be purposive sampling, according to (Sugiyono 2020), which is a technique for determining samples with certain considerations. We tested our theoretical model using the Structural Equation Model (SEM) with SmartPLS 3 software.

RESULT

Data Analysis Results
1. Convergent Validity Test

Table 1 Outer Loading

	Live Streaming	Flash Sales	Purchasing Decisions
LS1	0.796		
LS2	0.845		
LS3	0.815		
LS4	0.772		
FS1		0.717	
FS2		0.841	
FS3		0.721	
FS4		0.804	
KP1			0.767
KP2			0.809
KP3			0.747
KP4			0.863

Source: Data processed by SmartPLS in 2024

Table 1 shows that factor loadings are greater than 0.5, indicating that all indicators are valid and suitable for further analysis. Indicators with factor loadings greater than 0.7 indicate strong validity. Additionally, factor loadings in the range of 0.5 to 0.6 can be accepted for the developing model (Ghozali, 2014). This information ensures that the measurement instrument in the outer model has sufficient reliability and validity to represent the tested constructs. These results provide a strong foundation to proceed with further structural analysis using PLS. The structural model is depicted in the following figure:

Figure 2. Outer Model Testing Results
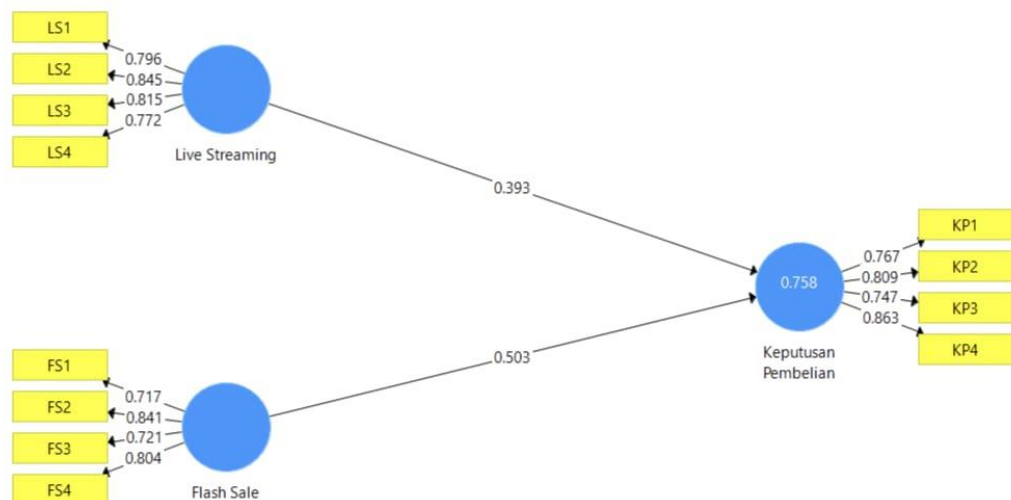
Source: Data processed by SmartPLS in 2024

2. Realibility Test

The reliability of the indicator blocks measuring constructs is determined by subsequent testing. In this study, composite reliability values are used to determine reliability, with an acceptable threshold >0.7. Furthermore, the construct variables should demonstrate reliability through Cronbach's alpha from the indicator block. A construct is considered reliable if the Cronbach's alpha value is greater than 0.7 (Sarstedt et al., 2017). Table 2 below shows the loading values of the study variable configuration obtained by running the SmartPLS program.

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	(AVE)
Live Streaming	0.829	0.882	0.652
Flash Sales	0.776	0.855	0.597
Purchasing Decisions	0.810	0.875	0.636

Source: Data processed by SmartPLS in 2024

An AVE value greater than 0.5 is acceptable for reflective constructs. If the AVE value is less than 0.4, it is advisable to exclude it from the model (Hair et al., 2014). This is important to ensure variable validity. Table 2 indicates that AVE values exceeding 0.5 for each tested variable demonstrate that all variables in this study meet the criteria for discriminant validity. These criteria are used to demonstrate that all variables in this study meet the reliability criteria for the described constructs.

3. R-Square

An R-Square value of 0.67 or higher indicates good performance. If the value falls between 0.33 and 0.67, the model is considered moderate. However, an R-Square value less than 0.33 indicates model weakness (Chin et al., 2008). Referring to the data analysis results, the R-Square values for this study can be detailed as follows:

Table 3. R-Square

	R Square	R Square Adjusted
Purchasing Decisions	0.758	0.754

Source: Data processed by SmartPLS in 2024

The R-Square value for the purchasing decision variable is 0.754, meaning approximately 75.4% of the variance or changes in purchasing decision capability can be explained by the variables considered in the analysis model. This indicates that the model significantly contributes to explaining the factors influencing the capability of purchasing decision variables.

4. Hypothesis Testing Results (Direct Effects)

Based on Hair et al (2014), structural model coefficient analysis is conducted to analyze hypotheses by examining significant relationships between variables. Hypothesis testing in this study is carried out using T-statistic and P-value. If the T-statistic is greater than 1.96 and the P-value is less than 0.05, then the hypothesis is accepted. The following table shows the results of Path Coefficients influencing direct relationships between variables.

Tabel 4 Direct Effect Test Results

Hypothesis	Relation	Coefficient	T Statistics	P Values	Informasi
H1	Live Streaming -> Purchasing Decisions	0.393	3.351	0,001	Supported
H2	Flash Sales -> Purchasing Decisions	0.503	4.150	0,000	Supported

Source: Data processed by SmartPLS in 2024

DISCUSSION

a. Live Streaming has a Positive and Significant Influence on Purchasing Decisions

Based on the hypothesis testing results presented in the table above, it can be observed that Hypothesis 1 indicates that live streaming has a positive and significant influence on purchasing decisions conducted through the TiktokShop application. This result is considered significant because the T-statistic value for the influence of live streaming on purchasing decisions is 3.351, which is greater than 1.96, and the P-value is 0.001 (less than 0.05). The findings of this research suggest that live streaming advertisements on Tiktok influence purchasing decisions. This implies that better, more creative, and more frequent advertising through live streaming on Tiktok tends to result in more purchasing decisions and greater popularity. This explanation aligns with previous research (Amin & Fikriyah, 2023; Anisa et al., 2022; Huang & Suo, 2021).

When associated with the theoretical study of TiktokShop live streaming, this feature enables consumers to directly inquire about products in the comments section during live streaming sessions, allowing consumers to obtain more product information, making it easier for them to make informed decisions, while sellers can promptly answer customer inquiries. This aligns with the information provided by Hu et al (2017), where viewers or audiences can also interact and communicate through text-based chat features. It can be concluded that live streaming serves as a platform/media for advertising, informing, and influencing consumers to use products, purchase them, and remain loyal. Visual appeal, especially attractive and clear images, accurate and up-to-date product descriptions, and the use of easily readable fonts, facilitate consumers in understanding products. Consumers can see, read, and make smart choices and decisions about the products they want to buy. The impact of TikTok live streaming on purchasing decisions is not only applicable to physical products but also to services. For example, TikTok users can stream live during trips or outings. Live streaming can showcase experiences and interesting activities in a location, influencing the purchasing intentions of consumers who visit the location or use the services provided by the broadcaster of the live stream (Pongratz et al., 2023).

b. Flash Sales has a Positive and Significant Influence on Purchasing Decisions

Based on the hypothesis testing results presented in the table above, it can be observed that Hypothesis 2 indicates that flash sales have a positive and significant influence on purchasing decisions conducted through the TiktokShop application. This result is considered significant because the T-statistic value for the influence of flash sales on purchasing decisions is 4.150, which is greater than 1.96, and the P-value is 0.000 (less than 0.05). This suggests that an increase in flash sales correlates with an increase in purchasing decisions on TiktokShop. Conversely, when flash sales decrease, consumer purchasing decisions on TiktokShop also decrease. This explanation aligns with the following research studies (Febriyanti & Ratnasari, 2024; Rita & Guinardi, 2023; Shihab & Siregar, 2023).

Flash sales is a marketing strategy that utilizes limited timeframes and attractive discounts to encourage consumers to make purchasing decisions promptly. In a flash sales scenario, consumers feel they have limited choices to purchase products at attractive discounted prices. This can create a sense of urgency among consumers, making them feel the need to purchase the product quickly before it runs out. Additionally, flash sales can also influence consumers' price perceptions of products. The discounted prices offered during flash sales can make consumers feel they are getting a better deal compared to regular prices, even if the discount is not significant. Flash sales typically offer attractive discounts or promotions within a limited timeframe to encourage consumers to make immediate purchases. When consumers receive information about a flash sale, there is a high likelihood that they will respond by purchasing the offered products or services. In other words, flash sales directly influence consumers' purchasing decisions.

CONCLUSION AND RECOMMENDATION

The purpose of this study is to examine the influence of live streaming and flash sales on purchasing decisions within the TiktokShop application. By connecting findings with theoretical perspectives, it can be understood that TiktokShop live streaming feature facilitates consumers in comprehensively understanding product information. Additionally, the aim is to investigate the correlation between flash sales and purchasing decisions, as flash sales utilize limited timeframes and attractive discounts to prompt consumers to make purchase decisions swiftly. Therefore, our research focuses on understanding the relationship or impact of live streaming and flash sales on purchasing decisions within the TiktokShop application.

Based on the research findings, it is evident that live streaming has a positive and significant influence on purchasing decisions. This implies that the better, more creative, and more frequent advertising through TikTok live streaming, the more frequently consumers make purchasing decisions on TiktokShop. Similarly, the flash sale variable also has a positive and significant influence on purchasing decisions. In a flash sale scenario, consumers feel they have limited options to purchase products at attractive discounted prices. This can create a sense of urgency among consumers, prompting them to feel the need to purchase the product immediately before it runs out. Therefore, any increase in flash sales will impact the increase in purchasing decisions on TiktokShop.

This research has limitations and it is recommended that future research be conducted to address these limitations. Among them, the sample size is too small. This limitation can be addressed in future research by conducting studies over a longer period

of time and increasing the number of available research samples. Additionally, this study suggests that future researchers consider other variables that may contribute to purchasing decisions on the TiktokShop application. This study provides valuable insights for researchers who want to further understand the impact of live streaming and Flash Sales on purchasing decisions on the TiktokShop application.

FUTHER STUDY

For further research, we suggest paying attention to other variables that have the potential to influence purchasing decisions on the TiktokShop Application.

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