



The Influence of Live Streaming, E-Wom, and Discounts on Impulsive Buying of Skincare Products at Tiktok Shop

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ABSTRAK

The development of TikTok Shop has created a trend for interactive and easy online shopping. This has an impact on increasing impulse buying behavior, especially for skincare products. This research aims to determine the influence of live streaming, E-WOM, and discounts on impulse purchasing behavior for skincare products at the TikTok Shop. This research uses a quantitative approach with a causal design. The sampling technique used non-probability and purposive sampling with a total of 126 TikTok Shop users. The data obtained was analyzed using SmartPLS. The results of this research show that live streaming, E-WOM, and discounts have a positive and significant influence on impulse purchases of skincare products at the TikTok Shop. Based on the findings of this research, sellers are advised to collaborate with influencers, develop a strong E-WOM strategy, and implement discount strategies to maximize sales

INTRODUCTION

Information, communication and technology have developed rapidly along with the times. Thanks to these changes, activities in daily life are increasingly focused on the modern digital world. Social commerce, like buying and selling activities on social media, is a platform that combines the functions of social media and e-commerce (Peter et al., 2023). One example of a social commerce platform that is currently developing rapidly in Indonesia is TikTok Shop.

On the Databoks website, Annur stated that in October 2023, there would be around 106.51 million TikTok users in Indonesia. With these figures, Indonesia is the country with the second largest number of TikTok users in the world, behind the United States which has 143.4 million users (Annur, 2023). This shows that TikTok is very popular in Indonesia. TikTok focuses on “algorithms” to determine what content you see “for your page” to enhance the user experience (Bhandari & Bimo, 2022). Algorithms recommend products to users based on their preferences and behavior, making it easier for consumers to find what they need (Chandra et al., 2023).

Currently, TikTok has integrated real-time shopping features within its ecosystem such as live streaming. After the COVID-19 pandemic, the live streaming feature has become an increasingly popular trend in Indonesia. This can be seen from the rapid development of this trend in the TikTok application, which provides a live streaming feature to increase interaction between its users. This trend can also be seen in the skincare industry, where more and more people are choosing to buy skincare products online via live streaming on the Tiktok Shop.

Analysis of Shoplus data published on the Kumparan website shows that beauty products topped the best-selling commodities on TikTok Shop during the period 27 August to 25 September 2023. During that time, skincare became the most popular subcategory of beauty products with total sales of IDR 456 billion (Pratama, 2023). The high level of public interest in skincare products on the TikTok Shop opens up opportunities for sellers to increase sales through various strategies, one of which is by offering discounts based on product quality and price to encourage consumer interest and increase sales effectively (Permatasari & Hidayat, 2023).

Apart from discounts, Electronic Word of Mouth (E-WOM) plays an important role in driving sales of skincare products on the TikTok Shop. E-WOM includes online recommendations and reviews by consumers about products or services. Research results prove that the quality, quantity and credibility of E-WOM positively influence the intention to purchase skincare products (Dwiputri & Syahputra, 2023). Consumers tend to trust recommendations from other people more than advertisements or promotions carried out by sellers (Dong & Saini, 2023). By building positive E-WOM, sellers can increase consumer confidence in their skincare products, encourage more purchases, and improve their reputation on TikTok Shop.

Skincare sellers take advantage of this by offering big discounts and collaborating with beauty influencers to endorse their products (Amallia & Syaefulloh, 2023). In addition, TikTok users, especially in Indonesia, are prone to impulse buying behavior, which is influenced by factors such as perceived ease of use, perceived usefulness, and sales promotions (H. P. et al., 2023). This trend is further strengthened by the active participation of beauty influencers on TikTok, so that consumers are always tempted by the latest beauty trends made viral by beauty influencers. In order to satisfy their curiosity, consumers are willing to spend their money on purchases without any intention which leads to regret with the nominal amount of money spent only for momentary needs. Previous research has identified various variables that influence impulse buying behavior (Dwiputri & Syahputra, 2023; Ghea Septia Atika Refasa et al., 2023). This research focuses on impulsive buying on the social commerce platform TikTok Shop, different from previous research which generally examines e-commerce in general. This is important because social commerce platforms have unique characteristics that can influence impulse buying differently. This research aims to determine the influence of live streaming, electronic word of mouth, and discounts on impulse purchasing behavior for skincare products on the Tiktok Shop platform. By understanding the factors that encourage impulsive buying on TikTok Shop, it is hoped that it can help consumers make more rational purchasing decisions so they avoid regret.

LITERATURE REVIEW

Live Streaming

Live streaming is a live broadcast via a network that is broadcast to a number of audiences simultaneously with the original event (Kurniawati, 2019). In the beginning, internet users used live streaming to share stories about their personal lives. However, now live streaming, especially on TikTok, has gained popularity as a growing e-commerce model. This has transformed traditional online shopping into a more interactive experience (Wang & Oh, 2023). Live streaming platforms offer immediate interactivity, which can increase utilitarian and hedonic value, leading to impulse purchases (Wu et al., 2024). According to Az Zahra and Chairy (2023), several factors that contribute to the popularity of e-commerce live streaming on TikTok are: 1) Interactivity; 2) Informativity; 3) Entertainment; 4) Perceived relevance; and 5) Visibility.

E-WOM

Word of mouth (WOM) communication is the process of recommending products or services to other people, either individually or collectively, with the aim of conveying relevant and trustworthy information (Kotler & Keller, 2021). Meanwhile, by utilizing the influence of social media and online platforms to share information and opinions about goods and services, electronic word of mouth (E-WOM) has become a powerful marketing tactic. This involves consumers sharing their experiences, recommendations and opinions with others

through online channels, such as the social media platform Tiktok (Pramesthi, 2022). This technique encourages consumers to share their experiences about a company's product or service with others online through writing, video and audio. In the research of Maulida et al. (2022), there are several indicators that can influence the effectiveness of e-WOM, namely: 1) Quality of information; 2) Performance Expectations; 3) Social influence; 4) Trust; and 5) Influencers.

Discon

Discounts are reductions in selling prices offered by sellers to consumers for promotional activities. This price reduction aims to attract consumers to buy goods or services (Harahap & Situmorang, 2023). The discounts offered by online shopping sites are indeed much more attractive in line with the massive use of e-commerce. Sellers continue to break the boundaries of conventional discounts by adding various discount methods such as "direct discounts", "quantity discounts", "bundle discounts", and "coupon discounts" (Ren et al., 2022). These various discount schemes have become increasingly popular, with sellers often offering more than one discount at the same time (Yunita et al., 2022). According to Maulida et al. (2022) there are several indicators that can be used to measure the impact of discounts on consumer behavior, namely: 1) Perception of quality; 2) Price perception; and 3) Purchase intention.

Impulsive Buying

Impulsive buying is the behavior of spending money that cannot be controlled. Impulse buying is goods that consumers do not need (Kafadar & Yilmaz, 2022). Impulse buying refers to purchasing goods or services that are unplanned and without any prior intention or consideration of the impact. It is often driven by emotions, feelings and external triggers. Several factors have been identified as determinants of impulse buying behavior, including indulgence tendencies, impulsive tendencies, sales noise, peers and family members, personality traits, affect, problem-solving abilities, cognitive flexibility, social media, hedonic consumption, and conscientiousness. There are several factors that can encourage impulsive buying behavior, including (Siew Chein Teo et al., 2023): 1) Shopping motivation; 2) Visual merchandising; 3) Personality traits; 4) Affection; and 5) Cognitive factors.

Influence Live Streaming to Impulsive Buying

According to several studies that have been conducted previously, the use of live streaming on TikTok has influenced impulse buying in several ways: 1) Live streaming sales platforms such as TikTok Shop have the power to generate billions in revenue within hours, making it a profitable space to encourage consumers to do so. impulse buying (Lo et al., 2022); 2) The live-streaming shopping environment on TikTok stimulates consumers' perceived satisfaction, which directly drives consumers' intention to make impulse purchases (Lin et al., 2022); 3) High interactivity and sensory stimulation with affective intensity as the driving force in live streaming can easily lead consumers to make impulse purchases (Y. Xu et al., 2021); 4) The attractive appearance and real-time interaction of live streaming on TikTok has a positive impact on

consumer attitudes and behavior, including impulse purchases, with celebrity support acting as a moderator (Khoi & Le, 2023).

H1: Live Streaming has a positive and significant effect on Impulsive Buying of Skincare products on the TikTok Shop.

Influence E-WOM To Impulsive Buying

According to previous research conducted by H. P. et al. (2023) the use of e-wom in TikTok shop has a significant positive influence on impulse buying behavior during live streaming because e-wom influences purchase intentions, brand image and customer interest on the TikTok shop platform (Widjaya et al., 2022). Live-streaming characteristics such as interactivity, informativeness, entertainment, perceived relevance, visibility, professionalism, and originality influence trust, which ultimately influences viewers' interest in continuing to watch live-streaming for shopping (Az Zahra & Chairy, 2023). In addition, the atmosphere of the online shop, online customer reviews, and online shop customer ratings on TikTok Shop have a positive effect on trust, which mediates its influence on purchase intention, thereby creating impulsive buying (Dinanti & Bharata, 2023).

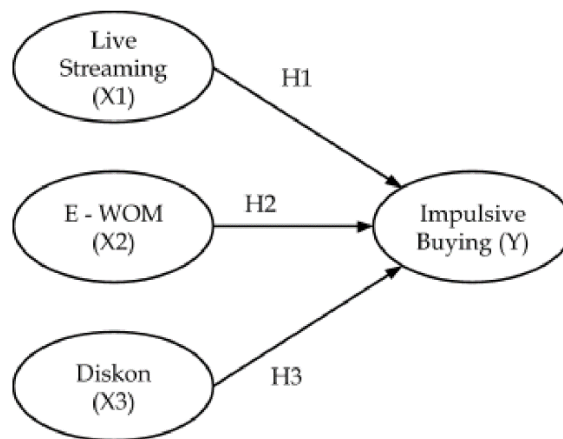
H2: E - WOM has a positive and significant effect on Impulsive Buying of Skincare products at the Tiktok Shop.

Influence Diskon To Impulsive Buying

According to several studies that have been conducted, discounts play an important role in influencing impulse buying behavior in various contexts. In social commerce environments such as TikTok Shop, discounts are identified as a major antecedent of impulsive buying, along with positive emotions, negative emotions, and social commerce appeal (Moreira & Barbosa, 2019). Apart from that, according to Dasare & Kumar (2021), their research shows that discounts positively influence impulse purchases in the digital era. Therefore, TikTok Shop offers discounts that have the potential to stimulate impulse buying behavior by appealing to consumers' desire for immediate gratification and perceived value.

H3: Discounts have a positive and significant effect on Impulsive Buying of Skincare products at the Tiktok Shop.

Picture 1. Conceptual Framework



METODOLOGY

In this study, researchers used quantitative research methods. Namely a research method carried out scientifically and methodologically divided into several parts with the aim of establishing cause and effect relationships. It is said to be a quantitative method because the data presented is in the form of numbers and analyzed using statistics. According to Donmorey in his book (Given, 2008) defines quantitative research as a systematic method for collecting, evaluating, and interpreting numerical data in order to answer research issues. The approach in this research uses a causality approach or an approach with a cause and effect relationship.

The primary data source used in this research is data collected directly from distributing online surveys created via Google Forms. Then, we used WhatsApp to distribute questionnaires to respondents. In the questionnaire, the Likert scale is used as a measuring tool. Sugiyono (2014) states that the Likert scale is a tool used to measure the attitudes, beliefs and perceptions of a person or group regarding social phenomena. Researchers also use pre-existing secondary data from books, journals, theses, websites, and other literature reviews to assist this research.

The population in this study includes all TikTok users in Indonesia. When using non-probability sampling, not all members of the population have the same chance of being selected as the sample. In determining the sample, researchers used purposive sampling. According to Sugiyono (2014), purposive sampling is a sampling technique by considering certain criteria. The number of samples required in this research is 5-10 parameters multiplied by the number of indicators (Ferdinand, 2014). The number of indicators in this research is 18 indicators, so a sample size of $18 \times 7 = 126$ samples is required. Therefore, researchers took a sample of 126 respondents. Researchers use SmartPLS software to process and analyze research data.

RESULT

Demografi Responden

The results of this research are known to involve 126 respondents. Based on table 1, it shows that the majority of respondents are women (78.60%). This is caused by a greater preference for skincare products among women. The distribution of respondents based on age shows that the 20-30 year age group is the largest age group with a percentage of 86.50%, followed by the ≤ 20 year age group (10.30%) and the ≥ 30 year age group (3.20%) .

Table 1. Demografi Responden

Kategori	Keterangan	Total	Persen (%)
Jenis Kelamin	Perempuan	99	78,60%
	Laki-laki	27	21,40%
Usia	≤ 20 tahun	13	10,30%
	20-30 tahun	109	86,50%
	≥ 30 tahun	4	3,20%

Sumber: Data primer diolah (2024)

Outer Model

The outer loading value is a measure that shows how well the indicators in a construct or research variable reflect that construct. According to (Hussein, 2015) convergent validity is expected to be > 0.70 . The following are the outer loading values for each indicator in the research variable.

Tabel 2. Nilai Outer Loading

	Live Streaming	E-WOM	Discount	Impulsive Buying
LS2	0,748			
LS3	0,854			
LS4	0,812			
LS5	0,719			
LS1	0,760			
EW1		0,796		
EW2		0,729		
EW3		0,881		
EW4		0,908		
EW5		0,839		
D1			0,823	
D2			0,896	
D3			0,863	
IB1				0,763

IB2				0,738
IB3				0,751
IB4				0,723
IB5				0,859

Sumber: Data primer diolah (2024)

The table above shows each indicator for various research variables, all of which have outer loading values above 0.70. These data show that there are no indicators or variables with outer loading values below 0.70, thus confirming the suitability and validity of all indicators for research purposes. Therefore, these indicators can be used for further analysis.

Uji Validitas dan Reliabilitas

Next, assess discriminant validity. The expected AVE value is > 0.5 (Hussein, 2015). Thus, discriminant validity can be ensured. The following are the AVE values for each research variable.

Tabel 3. Nilai AVE (Average Variance Extracted)

	Average Variance Extracted (AVE)
Live Streaming	0,608
E-WOM	0,695
Discount	0,741
Impulsive Buying	0,590

Sumber: Data primer diolah (2024)

Based on the data in the available table, it shows that all the variables examined in this study have an AVE (Average Variance Extracted) value exceeding 0.50. Each variable in this study has a different value, namely 0.608 for Live Streaming, 0.695 for E-WOM, 0.741 for Discounts, and 0.590 for Impulsive Buying. These values indicate that each variable in this study can be considered valid in the context of discriminant validity.

Reliability testing ensures that research tools can measure concepts or constructs consistently and measurably. To determine the reliability of research using SEM PLS analysis, it is said to be reliable if the composite reliability value has a value of > 0.7 . The table below is the composite reliability value for each variable examined in this research.

Tabel 4. Composite Reliability

	Composite Reliability
Live Streaming	0,885
E-WOM	0,919
Discount	0,896
Impulsive Buying	0,878

Sumber: Data primer diolah (2024)

Based on the data in the table, it can be seen that the Reliability Composite value for all research variables exceeds 0.70. Clearly the variables in this study show different values for Live Streaming of 0.885, E - WOM of 0.919, Discounts of 0.896, and Impulsive Buying of 0.878. So these results show that each variable shows that all the statements in this study are reliable.

Tabel 5. Cronbach's Alpha

	Cronbach's Alpha
Live Streaming	0,838
E-WOM	0,888
Discount	0,825
Impulsive Buying	0,828

Sumber: Data primer diolah (2024)

According to Nunnally, 1994 in (Ghozali, 2016) provides a benchmark of 0.70 for the internal consistency scale. Cronbach's alpha values for all variables in this study, which are listed in the table, show values above 0.70. This shows that all variables in this study have a good level of reliability.

Tabel 6. Statistik Kolinearitas (VIF)

	Live Streaming	E-WOM	Discount	Impulsive Buying
Live Streaming				3,268
E-WOM				3,658
Discount				3,344
Impulsive Buying				

The table shows the results of Collinearity Statistics (VIF) which shows multicollinearity testing. Specifically, the VIF for the Live Streaming variable

reflects a value of 3.268 for Impulsive buying, E-WOM reflects a value of 3.658 for impulsive buying, and Discount reflects a value of 3.344 for Impulsive Buying. Each variable has a cut-off value > 0.1 or equal to a VIF value < 5 so that it does not violate the multicollinearity test.

Evaluasi Inner Model

Tabel 7. R- Square

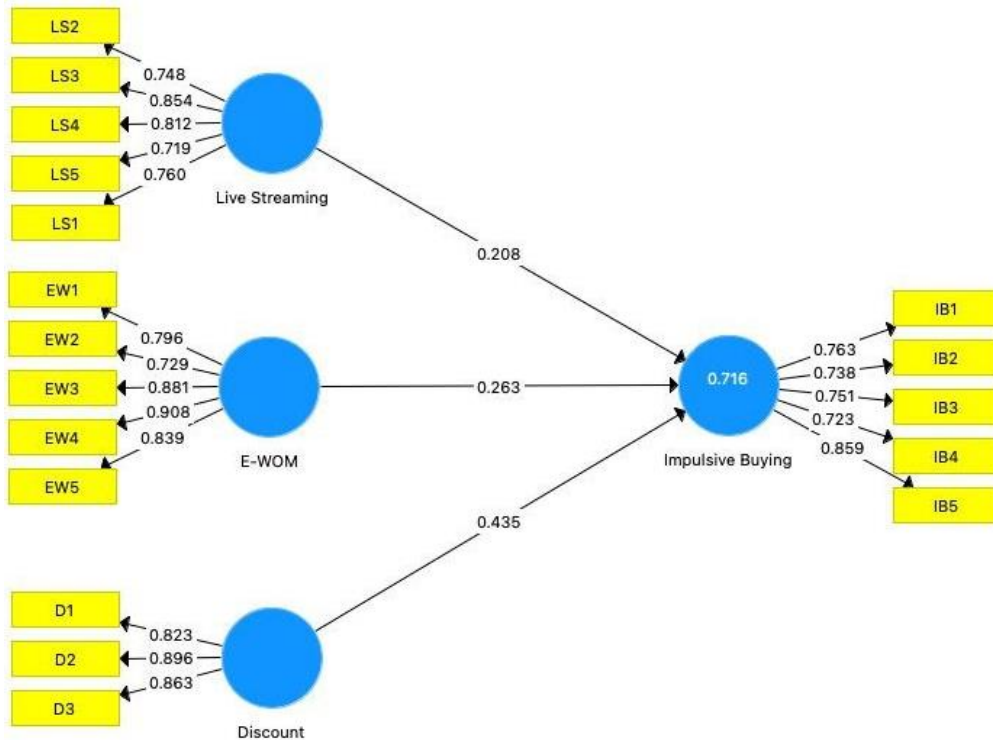
	R Square
Impulsive Buying	0,716

Sumber: Data primer diolah (2024)

The structural model was evaluated using R-square (R^2) for the dependent construct and the independent construct, with criteria for limiting the value of three classifications, namely 0.67; 0.33; and 0.19. From the table above, there is an R-Square value of 0.716, which means that the success of Impulsive Buying can be explained simultaneously through Live Streaming, E-WOM and Discounts.

The Path Model is a diagram used to visually determine the hypothesis and the relationship of the variables being examined when SEM is run (Hair et al., 2010). This research uses Partial Least Square (PLS) data analysis techniques with SmartPLS. The following is the schematic of the PLS program model being tested.

Gambar 2. PLS Model Analysis



Sumber: Data primer diolah (2024)

The image above shows the results of the Outer Model (Measurement Model) that the three independent variables Live Streaming, E-WOM, and Discounts have a significant and positive influence on the dependent variable (Impulsive Buying). This means that the indicators in this variable have quite a high influence on strengthening Impulsive Buying.

Hypothesis testing

A research hypothesis is a powerful tool for showing whether the results are true or false in a way that is free from values, opinions and testing them (Sahir, 2021). This research hypothesis is carried out in order to find out something that is considered true but must be based on evidence of its truth. The table below shows the results of hypothesis testing as follows.

Tabel 8. Pengujian Hipotesis

	H	T Statistics	P Value
Live Streaming -> Impulsive Buying	H1	3,231	0,001
E-WOM -> Impulsive Buying	H2	2,469	0,014
Discount -> Impulsive Buying	H3	2,399	0,017

Sumber: Data primer diolah (2024)

Based on calculations using bootstrapping, where the coefficient test results estimate Live Streaming on Impulsive Buying with a calculated t value of 3.231 and a p value of $0.001 < 0.05$ so that H1 is accepted, meaning that Live Streaming on Impulsive Buying is statistically significant. Furthermore, the test results of the estimated coefficient of E-WOM on Impulsive Buying with a calculated t value of 2.469 and a p value of $0.014 < 0.05$ so that H2 is accepted, meaning that E-WOM on impulsive Buying has a significant influence. Then the results of the estimated coefficient test Discount on Impulsive Buying with a calculated t value of 2.399 and p value $0.017 < 0.05$ so that H3 is accepted, meaning that Discount on Impulsive Buying has a significant influence.

DISCUSSION

Influence Live Streaming To Impulsive Buying

Based on the hypothesis test, the results of the T test, the Live Streaming variable (X1) has a positive and significant influence on the Impulsive Buying variable (Y). This is proven by the t-statistic value obtained at 3.231, which means obtaining positive and significant results or it could also be called Live Streaming which is closely related to the Impulsive Buying variable. Previous research shows that live streaming influences impulse purchases among Generation Z consumers in Indonesia (Dinanti & Bharata, 2023). This shows that Live Streaming can influence Impulsive Buying. meaning that the higher the intensity

of consumers watching live streaming, the higher the possibility they will make impulse purchases.

Influence E-WOM to Impulsive Buying

Based on the hypothesis test, the results of the T test, the E-WOM variable (X2) has a positive and significant influence on the Impulsive Buying variable (Y). This is proven by the t-statistic obtained at 2.469, which means it is positive and significant or it could also be called E-WOM which is closely related to Impulsive Buying. Therefore, the large number of positive reviews encourages consumers to buy impulsively. In addition, previous research shows that E-WOM has been proven to directly influence impulse buying behavior, because consumers with high impulsive reactions tend to make impulse purchases, especially on platforms such as TikTok Shop (Salsabila et al., 2023).

Influence Diskon To Impulsive Buying

Based on the hypothesis test, the results of the T test, the Discount variable (X3) has a positive and significant influence on the Impulsive Buying variable (Y). This is also proven by the t-statistic obtained at 2.399 which means positive and significant or it could also be called Discount has a positive and significant influence on the Impulsive Buying variable. Previous research shows that discounts during sales on Live Streaming TikTok Shop have a positive and significant effect on Generation Z's impulse purchases in Indonesia (A. Agustin & Sampoerno, 2023). Apart from that, Cashback and Price Discounts were also found to have a significant impact on the impulsive buying behavior of Tokopedia users (Ghea Septia Atika Refasa et al., 2023). Therefore, the discounts offered on skincare products in the TikTok Shop have the potential to trigger impulse buying behavior among consumers, where the bigger the discount offered, the greater the possibility of consumers making impulse purchases.

CONCLUSION

Based on research that has been conducted, it was found that live streaming, electronic word of mouth (E-WOM), and discounts have a positive and significant influence on impulse purchases of skincare products at the TikTok Shop. Live streaming has the most dominant influence on impulse buying. So, the higher the intensity of consumers watching live streaming, the higher the consumer's interest in making impulse purchases of skincare products on the TikTok Shop. Followed by E-WOM, which indicates that positive reviews encourage consumers to make impulse purchases of skincare products. In addition, discounts show that the more discounts given by sellers to buyers can significantly influence consumers to make impulse purchases.

To effectively increase the potential of live streaming, E-WOM, and discounts in driving impulse purchases on TikTok Shop, sellers must focus on enhancing the live streaming experience by collaborating with influencers. They should also invest in building a strong E-WOM strategy by encouraging customers to share their experiences and opinions about their products. In addition, strategic application of discounts, such as bundle discounts and flash sale discounts, can

be used to create a sense of urgency and encourage spontaneous purchases. By integrating these strategies, businesses can maximize their impact on impulse purchases and increase sales on TikTok Shop.

FUTHER STUDY

This research provides insight into impulse buying on the TikTok Shop, but further research could expand our understanding. One way is to compare platforms such as Instagram, Facebook, and YouTube influence impulse purchases compared to TikTok Shop. Another area of exploration is cultural factors. By examining how cultural values, social norms, and peer influence influence impulse buying in various regions. Finally, future research could build on these findings to create a comprehensive framework for understanding impulse buying on social commerce platforms in general. It can even generate predictive models for businesses to optimize their marketing strategies and drive sales through impulse purchases.

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