

The Impact Of Tiktok Live Information On Impulsive Buying Behavior

Azzahra Putri Wijaya¹, Anastya Nurcahyani², Dewi Kurniaty³

^{1,2,3}Management, Paramadina University, East Jakarta, Indonesia

Article Info

Keywords:

TikTok Live Information,
Impulsive Buying.

ABSTRACT

With its TikTok Live feature, TikTok has emerged as an influential platform shaping purchasing behavior. However, more research needs to be conducted that thoroughly examines the impact of TikTok Live information on impulsive buying behavior. This study aims to analyze the influence of TikTok Live information on impulsive buying behavior using a quantitative approach. Data were collected from 140 respondents through a purposive sampling technique. The study is grounded in the theory that TikTok Live is an interactive feature enabling real-time communication of product information to audiences, fostering consumer trust and engagement, which may trigger impulsive purchasing decisions. Impulsive buying refers to spontaneous purchasing decisions driven by emotions and various factors, such as brand loyalty, the desire to try new products, or being enticed by discounts. The findings reveal that the information conveyed through TikTok Live significantly negatively influences impulsive buying behavior. This suggests detailed TikTok Live information encourages rational consumer decision-making, reducing impulsive purchasing tendencies.

This is an open access article
under the [CC BY-NC](#) license



Corresponding Author:

Azzahra Putri Wijaya
Paramadina University
Mabes Hankam Main Road No.Kav 9, Setu, Cipayung District, East
Jakarta City, Special Capital Region of Jakarta, 16680.
azzahra.wijaya@students.paramadina.ac.id

INTRODUCTION

Social media has become a part of many people's daily lives in the increasingly evolving digital era. According to data from We Are Social, the number of active social media users in Indonesia was 139 million people in January 2024, equivalent to 49.9% of the population. The number of social media users has decreased compared to 2023; 2023 it will be 167 million users.



Figure 1. Number of Active Social Media Users in Indonesia

Source: (Data Indonesia, 2024)

Among the various social media platforms, WhatsApp remains the most widely used, with a user percentage of 90.9% as of January 2024. Instagram ranks second with 85.3%, followed by Facebook at 81.6%. Meanwhile, TikTok is fourth, with 73.5% of Indonesians using the platform. TikTok, a social media and video-sharing app from Tiongkok (Anisa *et al.*, 2022), has rapidly grown into a leading platform known for its innovative, engaging, and entertaining short videos. TikTok is not merely a source of entertainment but has also evolved into an essential medium for disseminating product and brand information, including purchasing instructions and promotional content (Nurhasanah *et al.*, 2023).

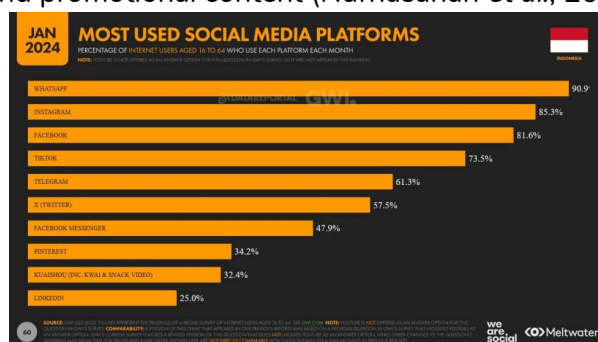


Figure 2. Most applications used

Source: (We Are Social, 2023)

The content contained in TikTok is growing by displaying information about the product through videos opening the product and providing value to the product, which makes users more curious about the product, then the TikTok Shop and Tiktok Live features come out (Juliana, 2023). The TikTok Live feature allows users to go live and interact with their audience through Q&A within TikTok Live. It increases user engagement and opens up new brand opportunities to promote their products. During the live broadcast session, the host can introduce the product directly, answer questions, and give discounts and exclusive promos to the audience. These real-time interactions create a more personalized and engaging shopping experience, which can encourage impulsive buying behavior. Several factors usually cause impulsive buying behavior. For example, the promotion of products or services and price reductions or discounts make the advertisement more attractive to consumers.

The phenomenon of impulse buying behavior continues to increase amid easy access to information and the influence of online content. Impulse buying refers to purchasing decisions made without consideration (Fitria *et al.*, 2024) In a digital context, impulse buying can be triggered by a variety of factors, including compelling visuals, direct interaction with the host, as well as urgency created through limited-time offers or limited stock. TikTok Live has excellent potential to become an attraction due to its interactive and authentic features (Li *et al.*, 2022). TikTok Live has enormous potential to encourage impulse buying, but there needs to be more research on the influence of information conveyed through TikTok Live on impulse buying behavior. Many previous studies have focused on social media as a whole or

conventional online shopping sites, but few have specifically studied the impact of live streaming on media like TikTok. According to data from the Katadata website, 80% of TikTok Shop sales in Indonesia come from the live broadcast feature. This happens because consumers prefer to discuss directly with sellers.

Previous research found a significant relationship between four aspects related to search activities: content, variety, navigation, and promotion (Wadera & Sharma, 2019). This study has some similarities with previous research. One of them is to focus on the information delivered in real-time during a live broadcast on TikTok and how it affects the impulsive purchases of consumers who follow the broadcast. In addition, this study also raises similar topics, namely the influence of promotions, products displayed, and real-time interactions that occur during live broadcasts. The perceived benefits due to the discounts and promotions offered are found to be attractive to consumers, which makes them interested in searching for the store (Wadera & Sharma, 2019). However, its broader scope sets this study apart from the previous one. While previous research focused on specific aspects such as promotional influence, products, or real-time interactions, this study focused more on TikTok live. In other words, the study is not limited to one or two specific factors but instead tries to provide a more comprehensive picture of the phenomenon of live broadcasting on TikTok and how it affects consumer behavior. This explanation aims to help readers understand that despite the similarities in themes, this research's approach and scope differ from previous research. Therefore, this study analyzes how the information conveyed through TikTok Live affects buyers' impulsive decisions. Understanding the factors that influence impulse purchase decisions in the context of TikTok Live can provide practical insights for marketers in leveraging TikTok Live to drive sales and strengthen consumer engagement. Thus, this research is not only relevant for academics but also for practitioners in the field of digital management and marketing.

Impulsive Buying

According to Rizkya *et al.* (2024), impulsive buying behavior is a sudden decision to buy without being supported by adequate information about the product. In contrast to unplanned purchases, this behavior is heavily influenced by emotions. The strong urge to buy makes consumers choose products they did not previously plan. Meanwhile, according to Fitria *et al.* (2024), impulse buying is carried out spontaneously, without prior planning, compulsive, and not based on consideration of available information and options.

According to Agustinna & Sudarusman (2024), Impulsive buying has several types, including:

1. Pure impulse is a purchase made out of loyalty to a brand that impacts a person's social status.
2. Impulsive Reminder: the purchase of products that are usually purchased but are not on the shopping list.
3. Impulsive Suggestion is a newly discovered new product that encourages consumers to try it.
4. Planned Impulsivity is consumers' reaction to several incentives, such as discounts, that accompany purchasing a product.

Factors influencing impulsive buying behavior include emotions and moods, store and environmental design, promotions and discounts, and social influences. Positive emotions, such as happiness and excitement, and negative emotions, such as emotional disturbances, can trigger impulsive buying behavior to increase or eliminate those feelings. The store's interior design, product arrangement, and pleasant atmosphere also play an important role, as an attractive and comfortable store environment can create a more enjoyable shopping experience and increase the urge to buy impulsively. In addition, limited-time promotions and discount offers create a sense of urgency that can encourage impulsive behavior, especially when consumers feel they are getting more value from the product. The social influence of friends, family, or celebrities on social media is also significant because recommendations from people considered influential or believed to increase the urge to buy products impulsively (Winahyu *et al.*, 2024).

TikTok Live Streaming

TikTok is a social media platform focusing on short videos, which has become very popular recently. The TikTok Live feature allows users to go live and interact with their audience (Yuningsih *et al.*, 2024). This feature provides opportunities to promote products and interact directly with consumers (Juliana, 2023). According to Wongkitrungrueng and Assarut (2020), live interactions in live broadcasts can increase consumer trust and engagement, which in turn can encourage impulse purchases.

Marketers can use TikTok Live to introduce their products directly, answer audience questions, and offer exclusive promotions or discounts that increase engagement and encourage consumers to buy (Winahyu *et al.*, 2024). Live streaming on TikTok has a significant opportunity to influence consumer shopping decisions while strengthening the relationship between brands and their consumers (Paulus, 2024). TikTok Live facilitates higher engagement between marketers and consumers and provides a powerful platform for product promotion and increased sales through innovative and interactive marketing strategies.

Social Media and Impulse Buying

The development of technology has made it very important in the communication process. Online communication through social media uses a system connected to the Internet; social media makes it easier for individuals to receive and disseminate information quickly in daily life (Octarina, 2024). Social media uses the Internet for users to interact with each other, participate, and share their content directly in a media.

TikTok is widely used as a marketing tool to attract consumers through its live feature. TikTok Live is a live broadcast that provides information about products and several other promotions that can cause impulse purchases. Indonesians use TikTok to do business, such as selling beauty products and household needs (Secha & Sumardijjati, 2024).

Real-Time Interaction and Impulse Buying

According to Cai & Wohn in the study (Suhyar & Pratminingsih, 2023), live broadcasting is a development of media that involves direct interaction. This involves a live broadcast feature that provides live interaction, entertainment, activities, and commerce, according to Chao & Chien in the study (Suhyar & Pratminingsih, 2023). The live broadcast feature on

TikTok can influence purchasing decisions because sellers can interact directly with potential buyers. Sellers can explain information about their products directly. In addition, the speed at which questions are answered during live broadcasts can motivate and encourage purchasing decisions. The live broadcast feature on TikTok can influence purchase decisions because sellers can interact directly with potential buyers. Sellers can directly provide information about their products. In addition, the speed at which the sellers can answer questions during a live broadcast can motivate and drive a purchase decision.

Yulius and Aprillia (2023) explain in the article that the live broadcast feature allows sellers to engage directly and in real-time with consumers to provide additional information about the product described during the broadcast. Consumers can interact directly, triggering them to purchase a live broadcast. According to Wu, Gao, and Zhang's research, live broadcasts on e-commerce can cause direct interaction between sellers and potential buyers, influencing consumers in impulse purchases (Saniyyah, 2024).

The Relationship between TikTok Live Information and Impulse Buying

TikTok Live is one of the significant factors in encouraging impulse buying behavior. Impulse buying occurs when consumers feel confident and secure, so there is no need to think twice before deciding. Through TikTok Live, consumers can interact directly with sellers, watch products in real-time, and take advantage of exclusive promotions available during broadcasts. This reinforces the relationship between live broadcasts and impulse buying, where real-time interactions and exclusive offers create a strong incentive to buy spontaneously (Supriyaningsih *et al.*, 2024). TikTok Live also facilitates different impulse purchases, including suggestions and planned impulses. The shopping experience and entertainment create an atmosphere that encourages consumers to buy spontaneously, even when they do not initially plan to shop (Salsabila & Fitria, 2023). Consumers often feel interested in products or offers they have not considered (Ardiyanti, 2023). Overall, live broadcasting has positively and significantly influenced impulse buying (Suhyar & Pratminingsih, 2023).

H1: TikTok Live Information Affects Impulsive Buying

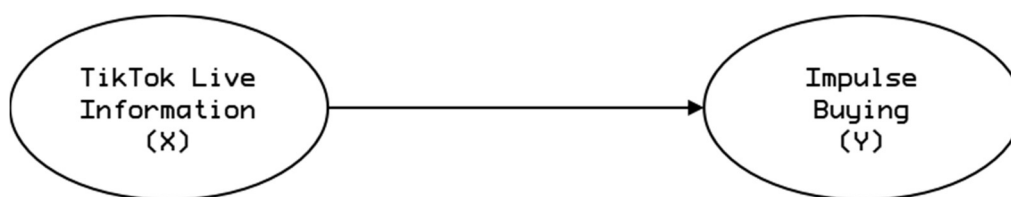


Figure 3. Research Model
Source: (Kamanda, 2023)

METHODS

This study uses a quantitative approach to analyze the relationship between TikTok Live information and Impulse Purchases among TikTok users, with data collection through online surveys using Google Forms. The sampling method used is non-probability sampling with

purposive sampling, where 140 respondents who meet the criteria as TikTok users who have used TikTok Live are invited to fill out a questionnaire. The data analysis in this study uses the help of Smart Partial Least Square (Smart-PLS) software. The collected data was analyzed using a descriptive approach to describe the characteristics of the respondents and inferential analysis, which included validity, reliability, and hypothesis tests to determine the relationship between variables, as well as linear regression to test the influence of TikTok Live information on impulse purchases.

Table 1. Measurement Items

| Variable | Indicators | Reference |
|-------------------------|---|-------------------------|
| TikTok Live Information | <p>Content</p> <ol style="list-style-type: none"> (x1.1) In my opinion, TikTok Live provides relevant, detailed information. (x1.2) In my opinion, TikTok Live shows good visual product information (such as product images, product descriptions, etc.). <p>Variations:</p> <ol style="list-style-type: none"> (x1.3) TikTok Live provides a wide variety of goodies. (x1.4) TikTok Live offers products at various prices. (x1.5) Tiktok Live offers a wide variety of brands. (x1.6) TikTok Live sells the latest items. <p>Design:</p> <ol style="list-style-type: none"> (x1.7) Visually TikTok Live is fun. (x1.8) TikTok Live is attractive. <p>Navigation:</p> <ol style="list-style-type: none"> (x1.9) Features in TikTok Live are easy to find. (x1.10) The features in TikTok Live are easy to learn. (x1.11) In TikTok Live, it is easy to compare products or services offered <p>Price:</p> <ol style="list-style-type: none"> (x1.13) TikTok Live provides products at reasonable prices. (x1.14) The prices of products and services offered on TikTok Live are affordable. <p>Promotion:</p> <ol style="list-style-type: none"> (x1.15) Sales promotion on TikTok Live is great. (x1.16) Promotional ads on TikTok Live often catch my attention <p>Shopping Enjoyment:</p> <ol style="list-style-type: none"> (x1.16) Shopping is an entertaining thing for me. | (Wadera & Sharma, 2019) |

| Variable | Indicators | Reference |
|------------------|--|-----------|
| Impulsive Buying | 2. (x1.17) Shopping makes me happy. | |
| | 3. (x1.18) Shopping is one of my favorite activities. | |
| | Browsing: | |
| | 1. (x1.19) The time I spend watching TikTok Live is quite a lot. | |
| | 2. (x1.20) I just looked around when watching TikTok Live. | |
| | 3. (x1.21) I devote most of my attention to the items I plan to buy. | |
| | 1. (kpi1) I often buy things spontaneously (without thinking twice). | |
| | 2. (kpi2) "I saw it, I bought it" described me. | |
| | 3. (kpi3) "Buy now, think later" describes me. | |
| | 4. (kpi4) Sometimes, I feel like buying something out of the blue. | |

RESULTS AND DISCUSSION

Description of Respondent Characteristics

The characteristics of the respondents in this study, which amounted to 140 people, based on gender, were the most female, with a percentage of 70%, and male, with a percentage of 30%. Based on the age of the respondents in this study, the most common was at the age of 17-25 years, with a percentage of 66,4%. Based on the income of the respondents, this study is most at Rp 1.000.000-Rp 5.000.000 with a percentage of 41,1%. Based on the monthly budget allocation for shopping through TikTok Live, the most is Rp < 1.000.000 with a percentage of 92,2%.

Table 2. Description of Respondent Characteristics

| Indicators | Variable | Frequency | Percentage |
|--|---------------------|-----------|------------|
| Gender | Male | 42 | 30% |
| | Female | 98 | 70% |
| Age | 17-25 years | 93 | 66.4% |
| | 25-40 years | 21 | 15% |
| Income | >40 years | 26 | 18.6% |
| | <1,000,000 | 43 | 30.7% |
| | 1,000,000-5,000,000 | 66 | 47.1% |
| | >5,000,000 | 31 | 22.1% |
| Budget allocation per month for shopping through TikTok Live | <1,000,000 | 130 | 92.9% |

| | | |
|-------------------------|---|------|
| 1,000,000- 5,000,000 | 9 | 6.4% |
| >5,000,000 | 1 | 0.7% |

Source: Processed Primary Data (2024).

Validity Test Results

According to Saksono and Untoro (2023), it is important to conduct a validity test to ensure that the questionnaire for each variable is valid. Adequate outer loading usually has a minimum value of 0,5, but it is recommended to reach 0,7 or more to ensure the indicator can substantially explain its latent variables (Chantika *et al.*, 2023).

Table 3. Validity Test

| Indikator | Faktor Pemuatan |
|-----------|-----------------|
| x1.1 | 0.687 |
| x1.2 | 0.657 |
| x1.5 | 0.678 |
| x1.6 | 0.700 |
| x1.7 | 0.748 |
| x1.8 | 0.746 |
| x1.9 | 0.755 |
| x1.10 | 0.755 |
| x1.11 | 0.742 |
| x1.12 | 0.670 |
| x1.15 | 0.675 |
| x1.16 | 0.741 |
| x1.17 | 0.684 |
| x1.18 | 0.668 |
| kpi1 | 0.856 |
| kpi2 | 0.846 |
| kpi3 | 0.860 |
| kpi4 | 0.844 |
| kpi6 | 0.814 |

Source: Data Processing Results (2024)

Table 3 shows that all indicators in this study meet the variable feasibility requirements, with a minimum outer loading value above 0,5, thus supporting the information generated in the study. Average Variance Extracted (AVE) measures the average of the variant of the indicator described by the construct, with the minimum recommended value being 0,50 (Fauzan *et al.*, 2023.). This limit shows that the construct can explain more than half of the variance of the indicators it has (Khoiroh *et al.*, 2023.). Based on the results of AVE, among the impulse purchase variables and TikTok Live, only the impulse purchase variable has a value above 0,5. The reliability for both constructs is high. However, the information construct of TikTok Live shows a problem with convergent validity because the AVE value is lower than 0,5. The highest AVE value is found in the impulse purchase variable (0,594), while the lowest is found in the TikTok Live variable (0,447).

Reliability Test Results

Next, reliability testing for each variable is performed by examining Cronbach's Alpha and Composite Reliability values, as listed in Table 4.

Table 4. Reliability Test Results

| | Cronbach's alpha | rho_a | Composite reliability | AVE |
|-------------------------|------------------|-------|-----------------------|-------|
| Impulsive Buying | 0.809 | 0.854 | 0.883 | 0.594 |
| TikTok Live Information | 0.938 | 0.943 | 0.944 | 0.447 |

Source: Data Processing Results (2024)

The reliability test results showed that the Composite Reliability value exceeded the baseline value of 0,7 (Chantika *et al.*, 2023). This proves that all statements in the variable questionnaire are reliable because the consistency of the respondents' answers has been proven. In the TikTok Live information variable, the Composite Reliability value reached 0,944, while the impulse purchase variable reached a value of 0,883.

Descriptive Test

Table 5. Descriptive Test Results

| Variable | Labels | Mean | Standard Deviation |
|---------------------------------|--------|-------|--------------------|
| TikTok Live Information (X) | D1 | 1,386 | 0.605 |
| | D2 | 1,329 | 0.553 |
| | H1 | 1,264 | 0.529 |
| | H2 | 1,257 | 0.453 |
| | K1 | 1,321 | 0.613 |
| | K2 | 1,371 | 0.552 |
| | KB1 | 1,450 | 0.625 |
| | KB2 | 1,486 | 0.638 |
| | KB3 | 1,679 | 0.830 |
| | N1 | 1,336 | 0.568 |
| | N2 | 1,336 | 0.605 |
| | N3 | 1,386 | 0.650 |
| | P1 | 1,357 | 0.549 |
| | P2 | 1,407 | 0.675 |
| | PJ1 | 2,364 | 0.994 |
| | PJ2 | 1,414 | 0.707 |
| | PJ3 | 1,464 | 0.701 |
| | V1 | 1,386 | 0.568 |
| | V2 | 1,364 | 0.576 |
| | V3 | 1,343 | 0.504 |
| | V4 | 1,350 | 0.506 |
| Average TikTok Live Information | | 1,431 | |
| Impulsive Buying (Y) | KPI1 | 2,307 | 1,048 |
| | KPI2 | 2,250 | 1,063 |
| | KPI3 | 2,457 | 1,072 |
| | KPI4 | 1,793 | 0.960 |
| | KPI5 | 1,436 | 0.600 |
| | KPI6 | 2,150 | 1,082 |
| Average Impulse Buying | | 2,066 | |

Source: Data Processing Results (2024)

The 15th indicator, "The time spent watching TikTok Live is quite a lot," obtained the most significant value in the TikTok Live information variable (X). The average was 2.364, with a standard deviation of 0.994. This indicates that respondents generally have a positive perspective on the time spent watching TikTok Live and that they have a lot of time to view it.

In the impulse buying variable (Y), the most significant value was obtained in the third indicator, which stated, "Buy now, think later." An average value of 2.457 and a standard deviation of 1.072 shows that the perception of buying now and thinking later is quite positive. Most respondents agreed with the buy now perception and the average standard deviation. Therefore, the results show that most respondents have a similar view to this statement.

The analysis results show that the browsing aspect has the highest mean value in the TikTok Live Information variable, showing that respondents tend to give a more positive assessment of the time spent browsing TikTok Live. Furthermore, the prices of products and services have the lowest mean value, indicating that respondents gave a lower assessment of the price aspect of products and services offered on TikTok Live being more affordable in this study.

Hypothesis Test Results

Based on the results of the hypothesis in Table 6, it is stated that there is a significant negative influence between exposure to information from TikTok Live and impulse purchase behavior. A detailed discussion of each hypothesis based on the table below is explained as follows:

Table 6. Hypothesis Test Results

| | P Value |
|---|---------|
| TikTok Live Information -> Impulsive Buying | 0.000 |

Source: Data Processing Results (2024)

TikTok Live Information has a negative and significant relationship with a P-Value of $0.000 < 0.05$ (5%), which means there is a significant relationship between TikTok Live Information and Impulse Purchases.

Discussion of Research Results

The Effect of TikTok Live Information on Impulse Buying Behavior

The study found that information conveyed through TikTok Live significantly negatively influenced impulse purchases. These findings contradict previous research by Suhyar and Pratminingsih (2023), which claimed that information from TikTok Live can improve Impulse Purchase behavior. According to Yuningsih *et al.* (2024), live broadcasts positively and significantly influence purchase decisions. Live broadcasts designed to build active engagement with consumers have significant potential in improving purchasing decisions (Wang *et al.*, 2023). This difference in results is due to respondents' perception of the two variables tending to be low, which indicates that TikTok Live could have been more effective in encouraging impulse purchases. The study also found that information from TikTok Live significantly negatively influenced impulse purchases.

Several factors can cause this difference in results. However, this difference in results can be explained by the low perception of respondents on TikTok Live information variables and impulse purchases in this study. As the results of the descriptive test show, the average value of the TikTok Live information variable tends to be low, with the most significant value found in the indicator "The time spent viewing TikTok Live is quite a lot." Meanwhile, on the impulse buying variable, the "Buy now, think later" indicator has the highest average value, but overall, it still shows a low level. This indicates that TikTok Live has not succeeded in creating a shopping experience that triggers impulse purchases among the study respondents.

The relevance of the products offered and the suitability of the product price to consumer expectations. Consumers are less likely to make impulse purchases when a product is irrelevant or the price is inappropriate. This condition shows that although TikTok Live has the potential to attract consumers' attention, the results depend on the ability of business people to understand consumer needs and preferences. This is in line with the argument (Wang et al., 2023), which emphasizes the importance of designing live broadcasts that can build active engagement with consumers to improve purchasing decisions. As such, it is important to continue conducting further research to explore the relationship between information strategies on social media, product relevance, and consumer buying behavior to provide deeper insights into the influence of TikTok Live on purchase decisions.

CONCLUSION

The study found a significant negative relationship between information exposure on TikTok Live and impulse buying behavior, where the more information received, the lower the consumer's tendency to buy impulsively. Although TikTok Live's interactive features have great potential, their effectiveness in encouraging spontaneous purchases still needs to be improved. To increase its effectiveness, it is recommended that TikTok Live improve visual quality, offer exclusive promotions with time limits, and encourage more personalized interactions between sellers and buyers. Engaging in product demonstrations and content-touching emotions can also help build trust and trigger impulse purchase decisions. Further research is needed to explore the psychological factors and other variables influencing impulsive buying within a broader study context to provide a more comprehensive understanding. This is important to assist marketers, and social media platforms develop more effective strategies to encourage purchases.

REFERENCE

- Agustinna, A. S., & Sudarusman, E. (2024). Motivasi Belanja Hedonis, Gaya Hidup, Dan Keterlibatan Fashion Pada Pembelian Impulsif. In Eka Sudarusman (Vol. 5, Issue 1).
- Anisa, Risnawati, R., & Chamidah, N. (2022). Pengaruh Word Of Mouth Mengenai Live Streaming Tiktok Shop Terhadap Keputusan Pembelian Konsumen. *Jurnal Komunikasi Pemberdayaan*, 1(2), 131–143. <https://doi.org/10.47431/jkp.v1i2.230>

- Ardiyanti, V. D. (2023). The Effect Of Tiktok Live Streaming Shopping On Impulse Buying Behavior In The 2023 Global Crisis. In *Asian Journal Of Logistics Management* (Vol. 2, Issue 1).
- Chantika, I. A. P. L., Safitri, E. M., & Wulansari, A. (2023). Analisis Kepuasan Pengguna E-Peken Surabaya Menggunakan Delone And Mclean Information System Success Model (Issm).
- Data Indonesia. (2024). Jumlah Pengguna Sisial Media Aktif Indonesia.
- Fauzan, R., Dipo Priantono, T., Yuliana, L., Paramadina, U., & Manajemen, S. (2023). Pengaruh Brand Familiarity Dan Perceived Quality Terhadap Brand Credibility. *Jurnal Cahaya Mandalika* ISSN 2721-4796, 4(2), Article 2. <https://doi.org/10.36312/jcm.v4i2.1995>
- Fitria, S., Mahrinasari, M., & Fihartini, Y. (2024). Impulsive Buying Behavior In E-Commerce Live Streaming Based On The Stimulus Organism Response (Sor) Framework In Women's Clothing Products (Study On Live Streaming Shopee). *Journal Of Economics, Finance And Management Studies*, 07(03). <https://doi.org/10.47191/Jefms/V7-I3-32>
- Juliana, H. (2023). Pengaruh Siaran Langsung Dan Manfaat Yang Dirasakan Terhadap Niat Beli Melalui Kepercayaan Konsumen Pada Aplikasi Tiktok Shop. *Sinomika Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(6), 1517–1538. <https://doi.org/10.54443/Sinomika.V1i6.754>
- Kamanda, S. V. (2023). Pengaruh Fitur Live Terhadap Keputusan Pembelian Produk Pada Pelanggan E-Commerce Shopee. *Jurnal Al-Amal*, 2(1), 1–7.
- Khoiroh, A., Elvira, D., Yuliana, L., & Studi Manajemen, P. (2023). Pengaruh Brand Signature Dan Brand Logo Terhadap Brand Reputation. *Agustus*, 16(2), 2023. <https://doi.org/10.46306/Jbbe.V16i2>
- Li, M., Wang, Q., & Cao, Y. (2022). Understanding Consumer Online Impulse Buying In Live Streaming E-Commerce: A Stimulus-Organism-Response Framework. *Int. J. Environ. Res. Public Health*, 19. <https://doi.org/10.3390/10.3390/Ijerph19074378>
- Nurhasanah, A., Day, S. C. P., & Sabri. (2023). Media Sosial Tiktok Sebagai Media Penjualan Digital Secara Live Di Kalangan Mahasiswa Universitas Ahmad Dahlan. *Jssh (Jurnal Sains Sosial Dan Humaniora)*, 7(2), 69. <https://doi.org/10.30595/Jssh.V7i2.16304>
- Octarina, J. S. (2024). Penggunaan Fitur Live Streaming Tiktok Pada Perilaku Impulsive Buying Dewasa Muda Kota Surabaya.
- Paulus, A. (2024). Analisis Live Streaming Tiktok Sebagai Aplikasi Komunikasi Digital Dan Dampaknya Pada Purchase Intention Studi Kasus Brand Senikersku. <https://doi.org/10.52960/A.V4i1>
- Rizkya, S. N., Sarah, S., & Wijaya, F. (2024). Pengaruh Flash Sale, Gratis Ongkos Kirim, Dan Live Streaming Terhadap Impulsive Buying Pada Pengguna Shopee. *Jurnal Ilmu Sosial, Manajemen, Akuntansi, & Bisnis*, 5(1), 83–99. <https://doi.org/10.47747/Jismab.V5i1.1629>
- Saksono, A. S., & Untoro, W. (2023). Konseptual Perceived Ease Of Use Dan Perceived Usefulness Konsumen Dalam Penggunaan Aplikasi Shopee Di Surakarta Dengan Discount Sebagai Variabel Moderasi. *Seminar Nasional Pariwisata Dan Kewirausahaan (SnPk)*, 2, 360–368. <https://doi.org/10.36441/SnPk.Vol2.2023.141>

- Salsabila, F., & Fitria, S. (2023). Analisis Perkembangan Bisnis Skincare Dengan Menggunakan Live Streaming Tiktok Sebagai Media Promosi (Studi Pada Brand Skincare Lokal Alldays). *Diponegoro Journal Of Management*, 12(4), 10. [Http://Ejournal-S1.Undip.Ac.Id/Index.Php/Dbr](http://Ejournal-S1.Undip.Ac.Id/Index.Php/Dbr)
- Saniyyah, F. (2024). Pengaruh Intensitas Penggunaan Flash Sale Dan Live Shopping Terhadap Impulse Buying Pada E-Commerce (Survey Pada Siswa Kelas X Dan Xi Di Sman 22 Bandung).
- Secha, J., & Sumardijati, S. (2024). Penggunaan Fitur Live Streaming Tiktok Pada Perilaku Impulsive Buying Dewasa Muda Kota Surabaya. *Jiip - Jurnal Ilmiah Ilmu Pendidikan*, 7(5), 4893–4899. <https://doi.org/10.54371/Jiip.V7i5.4312>
- Suhyar, S. V., & Pratminingsih, A. (2023). The Influence Of Live Streaming And Trust On Impulsive Buying In The Purchase Of Skintific Skincare Products Pengaruh Live Streaming Dan Trust Terhadap Impulsive Buying Dalam Pembelian Produk Skincare Skintificid 2 *Corresponding Author. In *Management Studies And Entrepreneurship Journal* (Vol. 4, Issue 2). [Http://Journal.Yrpiiku.Com/Index.Php/Msej](http://Journal.Yrpiiku.Com/Index.Php/Msej)
- Supriyaningsih, O., Kurniati, E., & Adetya, P. S. (2024). Pengaruh Live Streaming Shopping Dan Time Limit Terhadap Perilaku Impulsive Buying Pada Pembelian Online Di Aplikasi Tiktokshop Dalam Perspektif Bisnis Syariah. *Jurnal Ilmu Manajemen, Ekonomi Dan Kewirausahaan*, 2(3), 351–364. <https://doi.org/10.58192/Wawasan.V2i3.2340>
- Wadera, D., & Sharma, V. (2019). Impulsive Buying Behavior In Online Fashion Apparel Shopping: An Investigation Of The Influence Of The Internal And External Factors Among Indian Shoppers 55 Impulsive Buying. <https://www.researchgate.net/publication/335061840>
- Wang, S., Paulo Esperança, J., & Wu, Q. (2023). Effects Of Live Streaming Proneness, Engagement And Intelligent Recommendation On Users' Purchase Intention In Short Video Community: Take Tiktok (Douyin) Online Courses As An Example. *International Journal Of Human-Computer Interaction*, 39(15), 3071–3083. <https://doi.org/10.1080/10447318.2022.2091653>
- We Are Social. (2023). *Digital 2022: Another Year Of Bumper Growth*.
- Winahyu, N. A., Astono, A. D., & Iskandar, D. A. (2024). Pengaruh Faktor Impulsive Buying Behavior Terhadap Keputusan Pembelian. 21–34.
- Wongkitrungrueng, A., & Assarut, N. (2020). The Role Of Live Streaming In Building Consumer Trust And Engagement With Social Commerce Sellers. *Journal Of Business Research*, 117, 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Yulius, A., & Aprillia, A. (2023). Pengaruh Live Streaming Terhadap Pembelian Impulsif Pada Platform Tiktok. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen Terakreditasi Sinta*, 4(4), 809–821. www.jim.usk.ac.id/Ekm
- Yuningsih, Lukita, C., & Pranata, S. (2024). Siaran Langsung Tiktok Terhadap Kesadaran Merek, Kepercayaan Merek, Dan Keputusan Pembelian. *Bisnis Dan Industri (Ebi)*, 06(01), 53–62. <http://jurnal.cic.ac.id/53>