

The Effect of TikTok Live Streaming Shopping on Impulse Buying Behavior in The 2023 Global Crisis

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Abstract

Various studies have proven the effectiveness of social media in influencing consumers. This is used by business actors to increase sales through social media. Especially now that entertainment media such as Tiktok also provide convenience by presenting the TikTok shop and TikTok live streaming shopping.

The presence of TikTok live streaming shopping is increasingly spoiling TikTok users. In fact, many potential consumers who had no previous shopping plans suddenly made a purchase. This is called impulsive buying. Impulsive behavior is certainly not wise to do during a global crisis like today. The decline in income levels requires people to downsize.

This study aims to determine the effect of TikTok live-streaming shopping on impulsive buying behavior in the era of the global crisis. From the results of research conducted on 100 sample people using a qualitative descriptive method, it shows that TikTok lives streaming shopping has a significant effect of 38.5% on impulsive buying behavior. This is due to the affordable product selling prices, ease of communication between sellers and buyers, as well as attractive promos such as special prices when shopping during live streaming.

Keywords

e-commerce; global crisis; impulse buying; lives-streaming; TikTok shop

INTRODUCTION

The Covid-19 pandemic and advances in technology have changed many people's habits from offline to online. Currently, the pandemic has subsided and community activities are running normally. However, some technology-based activities are maintained because they are considered very practical and easy. One of them is online shopping activity. It's no wonder that more and more new e-commerce and marketplaces are popping up and growing rapidly. Even the Tiktok application, which previously focused on entertainment media, is now also involved in the marketplace industry by launching the Tiktok Shop application.

TikTok shop comes with many competitive advantages, including free shipping, can be paid on the spot (COD), discounted coupons, low administration fees for sellers, product affiliation, the convenience of shopping when ads are showing with the yellow click basket feature, and TikTok live streaming that allows direct interaction between sellers and potential buyers. It's no wonder that TikTok Shop is a shopping application that is popular with the public.

One of the superior marketing content from Tiktok is Tiktok Live. Tiktok Live is widely used by brand owners and sellers in promoting their products. Not infrequently, brands cooperate with public figures to carry out promotions. Ease of shopping and attractive promos, as well as added live-streaming content, can increase direct interaction between brands and consumers. Special discounts are also presented when shopping when the seller is live. Not surprisingly, product sales have increased rapidly while live streaming on the TikTok application.

The TikTok live streaming feature makes it easy for consumers to ask questions directly and view products in detail so that consumers are more confident about product quality and can make purchasing decisions quickly. However, consumers also often make decisions to buy products suddenly without any prior planning. This is known as impulsive buying or impulsive buying. Whereas in Islam it is highly recommended to spend wealth wisely, not excessively, nor stingy. Especially now that there is a global crisis which is also very influential on the Indonesian economy so that people have to save money.

Based on the results of research conducted by Hidayati, Hidayah, & AlHakim (2022), it shows that the online shopping media TikTok shop has a significant effect on impulsive buying behavior in adolescents. Research conducted by Fitriani (2021) also shows that impulsive buying behavior is strongly influenced by live streaming shopping on e-commerce Shopee. From the description above, this study aims to determine the effect of content marketing TikTok live streaming shopping on consumer impulse buying behavior during the current global crisis.

LITERATURE REVIEWS

Content Marketing

Many sellers try to attract attention and build emotional attachments to customers by consistently creating or spreading content that is informative, interesting, or trending. This strategy is called content marketing. In the early stages, creators try to make their companies,

products, or skills known to the general public. But in the long run, emotional closeness with the audience will be built, getting relationships, branding, and building a positive image of the company. According to Pratiwi (2018), interesting and creative content marketing must consider design, current events, reading experience, timing, and tone.

Live Streaming Shopping

TikTok lives streaming shopping features that allow sellers to create live streaming sessions and promote products directly to buyers. Buyers can directly communicate with sellers in real-time to find out more about your products and buy them directly without leaving the streaming page. The live streaming feature's purpose is to facilitate communication between sellers and potential buyers, especially regarding products that are sold directly. Live streaming can be used by all TikTok users, including sellers of official brands, small and medium businesses, and micro-entrepreneurs. Another feature is the special price offered if you make a purchase during live-streaming.

Impulse Buying

Impulsive buying is a decision to purchase services or goods without prior planning or suddenly. There are three categories of impulsive buying. The first, unplanned substitution, is when a potential buyer already understands what product and brand to buy, but suddenly changes his mind. Second, partially unplanned, that is, potential customers already have a shopping plan, but don't know what brand to buy. Third, completely unplanned, namely purchases that were not planned at all. For example, suppose you don't plan to buy clothes, but you suddenly make a purchase when you see an interesting piece of clothing content on social media.

Impulse buying is shopping behavior without any prior planning and purchase decisions occur quickly without thinking. Prasetyo, Yulianto, and Kumadji (2016) stated that impulse buying is shopping behavior without any prior planning, and purchase decisions occur quickly without thinking.

Types of unplanned purchases (impulsive buying) according to Loudon (1993), Firstly, Pure Impulse (pure Impulse). The act of purchasing something because of reasons of interest are usually when a purchase occurs out of loyalty towards the brand or buying behavior that has been commonly done. Secondly, Reminder Impulse (impulse reminder). The buyer looks at the product and is reminded that supplies at home need to be added or have run out. Thirdly, Suggestion Impulse (suggestion impulse). A product that consumers encounter for the first time will stimulate the desire to try it. Fourthly, Planned Impulse (planned impulse). Internal planning aspects shows consumer response to some incentives special to buy units that are not anticipated. These impulses are usually stimulated by announcements of coupon sales, coupon discounts, or other tempting offers.

Miniard (2006) suggests there are five important characteristics that differentiate between impulsive and non-impulsive consumer behavior. Characteristics are:

- a. Consumers feel a sudden urge and spontaneously perform an action that is different from the behavior previously.
- b. The sudden urge to make a purchase in a state of psychological imbalance, where the consumer feels temporarily out of control
- c. Consumers will experience psychological conflict and try to balance between immediate need satisfaction and long-term consequences of the length of purchase. Consumers will reduce the cognitive evaluation of the product
- d. Consumers often buy impulsively without paying attention to future consequences.

METHODS

Descriptive quantitative is the method used in this research. Sources of data were collected from literature studies and survey results using questionnaires. The research subjects are TikTok users. Nonprobability purposive sampling is used as a sampling method with the criteria of having attended and made purchases through live-streaming shopping on TikTok. The number of samples is one hundred respondents. This number is the ideal number of samples according to Hair, Anderson, Tatham, & Black, (2010). The reliability and validity of the questionnaire are calculated by calculating r.

RESULT AND DISCUSSION

Table 1. SPSS Test Results

Validity test	the results of r counting all question items are more than R table (0.1966) so that all question items are declared valid
Reliability Test	Cronbach's Alpha calculation results of each variable are more than 0.6 so that all variables are declared reliable
Normality test	the results of the calculation of the normality test show a significance greater than 0.05 so the data is declared normal
Multicollinearity test	the results of multicollinearity test calculations show that each variable has a VIF <10 and a significance > 0.1 so it is stated that each variable is free from multicollinearity.

Autocorrelation test	the results of the calculation of the Durbin watson test show that $du < \text{test result} < (4-du)$. So it is declared free of autocorrelation.
F Test	F-test results show a significance < 0.05 . These results indicate that TikTok live-streaming shopping has a significant influence on impulsive buying behavior.
T Test	T-test results showed significance < 0.05 . These results show that each Ticktok live-streaming shopping indicator has a significant influence on impulsive buying behavior.
Model Summary	The model summary results show an R test of 0.385. This shows that TikTok live-streaming shopping has an effect of 38.5% on impulsive buying behavior.

The results of the SPSS test, H1 (TikTok live streaming shopping has an effect on impulsive buying behavior) is accepted. This shows that TikTok live-streaming shopping has an effect of 38.5% on impulsive buying behavior. Even though there is a global crisis, customer shopping interest in TikTok is still high. This is caused by several things,

1. Tiktok’s live-streaming shopping feature facilitates communication between sellers and buyers.
2. Free Shipping Promo provided by TikTok
3. The price offered on TikTok Shop is affordable.
4. The items offered on TikTok Shop are very diverse, including basic things necessities.
5. COD features are available.
6. Free “order handling fee” for Customers.

CONCLUSION

TikTok Live Streaming Shopping Streaming affects impulsive buying behavior in customers. This can be used by sellers or businesses to increase sales. The steps that must be taken include creating content to build emotions with the audience. Content can follow the trending issue. With a sufficient number of followers, sellers/entrepreneurs can start selling through live streaming directly.

This study only focused on the effect of TikTok live-streaming shopping on impulsive buying behavior. Other factors that influence the behavior of impulsive buying can be examined in future research so that it can be useful for entrepreneurs to be able to increase sales.

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