

**THE EFFECT OF *LIVE STREAMING* AND SALES PROMOTION ON
IMPULSIVE BUYING AMONG TIKTOK SHOPP USERS
(A STUDY OF STUDENTS OF THE FACULTY OF ECONOMICS AND
BUSINESS, PGRI UNIVERSITY OF PALEMBANG)**

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Abstract

The rising use of TikTok Shop as an e-commerce platform reflects a shift in consumer shopping behavior, particularly among university students who are heavy social media users. Live streaming features and sales promotions are believed to drive impulsive buying, although the specific impact of each factor requires empirical verification. This study aims to analyze the influence of live streaming and sales promotions on impulsive buying among students at the Faculty of Economics and Business, Universitas PGRI Palembang, who use or have used TikTok Shop. A quantitative approach employing descriptive and verification methods was used, with 91 respondents selected via non-probability sampling. Data were collected using Likert-scale questionnaires and analyzed through multiple linear regression. The results indicate that live streaming has a positive and significant effect on impulsive buying, whereas sales promotions do not have a significant effect. However, when combined, live streaming and sales promotions exert a significant influence on impulsive buying. These findings suggest that the interaction and product information delivery facilitated by live streaming are crucial drivers of spontaneous purchases, while sales promotions are more effective when supported by engaging and communicative live streaming sessions.

Keywords: Live Streaming, Sales Promotion, Impulsive Buying, TikTok Shop

INTRODUCTION

The rapid development of digital technology has driven changes in trade activities and consumer behavior, one of which is through the development of *electronic commerce* (e-commerce). The presence of various online shopping platforms makes it easier for consumers to search for information, compare products, and even make transactions without having to visit a store in person. One such platform that is growing and utilizing social media as a means of commerce is TikTok Shop. The diverse products and marketing strategies offered through this platform can influence consumer behavior, including encouraging spontaneous or *impulsive buying*.

Impulsive buying is a buying behavior that occurs suddenly without prior planning. This

behavior can begin when consumers search for information or *browse* available products. The wide selection of products offered through TikTok Shop can increase consumer interest in following trends and fulfilling hedonic needs and desires. This situation can encourage consumers to make purchases without considering prior needs (Rook in Putri, 2022). Therefore, the various marketing strategies implemented by TikTok Shop are important to examine because they can influence consumers' tendency to make impulsive purchases.

One strategy used in trading activities through TikTok Shop is sales promotion. Sales promotions can be implemented through various offers, such as free shipping, *flash sales*, and double-date promotions. Free shipping is an attractive form of promotion for consumers because it can reduce transaction costs. According to Tjiptono in Marpaung and Lubis (2022), free shipping is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases or increase the number of items purchased by customers. Free shipping promotions are also considered capable of influencing consumer perceptions and interest because they provide the benefit of reduced shipping costs (Febria et al., 2022).

In addition to sales promotions, *live streaming* has become a marketing strategy increasingly used in sales activities on TikTok Shop. Through *live streaming*, consumers can see products directly through sales demonstrations, obtain product information, and interact with sellers in *real time*. This interaction can increase consumer trust and create a shopping experience that resembles an in-person purchase (Damanik et al., 2024). This situation demonstrates that *live streaming* not only functions as a medium for conveying product information but can also create a more interactive and engaging shopping atmosphere.

However, delivering product information via *live streaming* may not necessarily directly encourage consumers to make purchases if it is not supported by attractive promotions. Promotions in the form of discounts, vouchers, or special offers can strengthen the product's appeal and encourage consumers to make purchasing decisions more quickly. Research by Zakiyah et al. (2025) shows that promotions can be a significant factor in strengthening the influence of *live streaming* on consumer purchasing decisions. This suggests that the combination of direct interaction through *live streaming* and various forms of sales promotions can create conditions that encourage consumers to make spontaneous purchases.

Another form of sales promotion widely used on *e-commerce platforms* is the *flash sale*. A *flash sale* is a promotional strategy that offers products at significantly discounted prices for a very limited time and in limited quantities. This strategy is designed to create scarcity and time pressure, encouraging consumers to make immediate purchases (Ramadani et al., 2025). Limited-time offers can create a sense of urgency because consumers feel the opportunity to obtain a product at a certain price could end at any time. This situation can encourage consumers to make hasty decisions and less carefully consider purchasing decisions (Indadari & Firmansyah, 2026; Putri & Firmansyah, 2024).

Besides *flash sales*, *double-day promotions* are also a marketing strategy used by online shopping platforms. These promotions offer special deals on specific dates that have the same number between the date and month, such as 2:2, 3:3, 4:4, and so on (Eka Putri & Ambardi, 2023). Offers in the form of discounts and various promotions during this period can attract consumer attention and encourage unplanned purchases (Wijaningsih et al., 2024). Sihombing and Sondari (2024) also showed that *double-day promotions* can encourage *impulsive buying*

behavior because the offers provided are able to attract consumers' attention and trigger spontaneous purchasing decisions. However, the results of research by Eka Putri and Ambardi (2023) showed different findings, namely that double-day promotions do not significantly trigger unplanned purchases because the benefits offered are not necessarily attractive enough to consumers.

Previous research also shows that *live streaming* is one of the factors that can influence *impulsive buying behavior*. Direct interaction, *real-time product presentation*, and an engaging shopping experience through *live streaming* can increase consumers' spontaneous impulse to make purchases (Wijaya et al., 2024). Meanwhile, Kurniawan and Nugroho (2024) stated that *flash sales* are part of a marketing strategy other than *live streaming* that can encourage consumers to make quick purchases due to limited-time offers. Research by Wijaningsih et al. (2024) also shows that double-date event promotions on *e-commerce* can attract consumers' attention through various attractive offers and can trigger emotional impulses in the form of *fear of missing out* (FOMO), thus encouraging consumers to make impulsive purchases.

In consumer behavior studies, *impulsive buying* is a purchase made suddenly without prior planning (Maharani & Wahyudi, 2025). One factor that can trigger this behavior is a *flash sale* because the offer of large discounts for a limited time creates a sense of urgency and pressure for consumers to make a purchase immediately. Febriyanti and Ratnasari (2024) explain that this condition can cause consumers to make quick decisions due to fear of missing an opportunity. However, research results regarding the effect of *flash sales* on *impulsive buying* still show differences. Several studies found that *flash sales* do not always have a significant effect, while under certain conditions they can have a positive and significant effect (Maharani & Wahyudi, 2025; Febriyanti & Ratnasari, 2024). Research by Putri et al. (2025) shows that *live streaming*, *flash sales*, and free shipping promotions simultaneously influence *impulsive buying behavior* among TikTok Shop users.

The discrepancies in these research findings indicate a *research gap* that requires further study, particularly regarding the influence of *live streaming* and sales promotions on *impulsive buying*. Prior research has examined various promotional strategies separately, such as *flash sales*, free shipping, and double-date promotions, while the results of studies on the influence of these strategies on impulsive buying remain inconsistent. Furthermore, research specifically examining the influence of *live streaming* and sales promotions on *impulsive buying* among TikTok Shop users, particularly students at the Faculty of Economics and Business, Universitas PGRI Palembang, is needed.

Based on these conditions, this study presents a novelty by examining the influence of *live streaming* and sales promotions on *impulsive buying* among TikTok Shop users, with students from the Faculty of Economics and Business, Universitas PGRI Palembang as the research subjects. This study aims to analyze the influence of *live streaming* and sales promotions on *impulsive buying*, both partially and simultaneously. The results are expected to contribute to the development of consumer behavior studies in digital commerce and provide input for business actors in determining more effective marketing strategies through *live streaming* and sales promotions.

IMPLEMENTATION METHOD

This study uses a quantitative approach with descriptive and verification methods to analyze the influence of *live streaming* and sales promotions on *impulsive buying* among TikTok Shop users. The study was conducted on students of the Faculty of Economics and Business, Universitas PGRI Palembang who use or have used TikTok Shop as an *online shopping tool*. The study population was students of the Faculty of Economics and Business, Universitas PGRI Palembang, while the sample used was 91 respondents who were determined using a *non-probability sampling technique* with the criteria of respondents who use or have used TikTok Shop.

Data collection was conducted through the distribution of questionnaires designed based on the indicators of each research variable, namely *live streaming*, sales promotions, and *impulsive buying*. Each statement in the questionnaire was measured using a Likert scale. Before being used as a research instrument, the questionnaire was first tested for validity and reliability to ensure that each statement item could be used to measure the research variables accurately and consistently.

The collected data were analyzed using *the Statistical Package for the Social Sciences* (SPSS). The analysis stages included classical assumption tests consisting of normality tests, multicollinearity tests, and heteroscedasticity tests, then continued with multiple linear regression analysis to determine the effect of *live streaming* and sales promotions on *impulsive buying*. Next, a coefficient of determination analysis was conducted to determine the ability of the independent variables to explain the variation of the dependent variable. Hypothesis testing was carried out using partial tests (*t -tests*) to determine the effect of each independent variable and simultaneous tests (*F -tests*) to determine the effect of *live streaming* and sales promotions together on *impulsive buying* among students of the Faculty of Economics and Business, Universitas PGRI Palembang who use or have used TikTok Shop.

RESULTS

This study involved 91 students from the Faculty of Economics and Business, Universitas PGRI Palembang, who use or have used TikTok Shop. Respondents were selected using a *non-probability sampling technique*. Data obtained through questionnaire distribution was then used in the research analysis process. Before testing the hypotheses, the research instrument underwent validity and reliability tests, as well as classical assumption tests, thus making it suitable for use in multiple linear regression analysis.

Table 1. Results of Multiple Linear Regression Analysis

Variables	Regression Coefficient (B)
Constant	10,948
<i>Live streaming</i> (X ₁)	0.583
Sales Promotion (X ₂)	0.154

Source: Data processed using SPSS (2026)

The results of the regression analysis produce the equation:

$$Y = 10.948 + 0.583X_1 + 0.154X_2 + e$$

The regression coefficients indicate that *live streaming* and sales promotion variables have a positive influence on *impulsive buying*. The *live streaming* coefficient of 0.583 indicates that each increase in *live streaming* will increase *impulsive buying* by 0.583 units, assuming other variables are constant. Meanwhile, the sales promotion coefficient of 0.154 indicates that each increase in sales promotion has a positive influence on *impulsive buying* by 0.154 units, assuming other variables are constant.

Table 2. Hypothesis Test Results

Variables	Sig.	Decision
<i>Live streaming</i> (X_1)	0.001	Significant
Sales Promotion (X_2)	0.093	Not significant
F test	0.001	Significant

Source: Data processed using SPSS (2026)

Table 2 shows that *live streaming* significantly influences *impulsive buying*, with a significance value of $0.001 < 0.05$. Therefore, the first hypothesis is accepted. Conversely, sales promotions have a significance value of $0.093 > 0.05$, meaning they have no significant effect on *impulsive buying*, and the second hypothesis is rejected.

The simultaneous test results showed a significance value of $0.001 < 0.05$. Thus, *live streaming* and sales promotions simultaneously had a significant effect on *impulsive buying* among students of the Faculty of Economics and Business, Universitas PGRI Palembang who use or have used TikTok Shop.

Adjusted R Square value of 0.629 indicates that the *live streaming* and sales promotion variables can explain 62.9% of the variation in *impulsive buying*. Meanwhile, 37.1% is influenced by other factors outside the scope of the study.

The results of the study showed that *live streaming* was a significant factor influencing *impulsive buying*, while sales promotions, as a partial measure, were not able to provide a significant effect. However, when both variables were tested together, *live streaming* and sales promotions were shown to have a significant effect on *impulsive buying*.

DISCUSSION

The results of the study indicate that *live streaming* has a positive and significant effect on *impulsive buying* among students of the Faculty of Economics and Business, Universitas PGRI Palembang who use or have used TikTok Shop. This finding indicates that the more interactive and engaging the *live streaming* is, the greater the tendency for consumers to make spontaneous purchases. Through *live streaming*, consumers can obtain product information directly, see *real-time product demonstrations*, and interact with sellers, creating a more engaging and convincing shopping experience. These results are in line with research by Wijaya et al. (2024) which states that *live streaming* has a positive effect on *impulsive buying* because it is able to create an engaging and interactive shopping experience and encourage spontaneous purchasing decisions.

Unlike the *live streaming variable*, sales promotions do not have a significant effect on *impulsive buying*. Although TikTok Shop offers various forms of sales promotions, such as discounts, *cashback*, vouchers, *flash sales*, free shipping, and limited offers, these promotions have not been able to encourage students to make spontaneous purchases. This condition indicates that respondents tend to consider needs, product benefits, and financial conditions before making a purchase, so sales promotions are not the main factor influencing *impulsive buying behavior*. This result is in line with the research of Ardiansyah et al. (2026) which shows that partially sales promotions and *e-WOM* do not have a significant effect on impulsive buying. However, the results of this study are inconsistent with the research of Adzqia and Adialita (2024) and Paputungan, Machmud, and Radji (2025) which stated that sales promotions have an effect on *impulsive buying*. The difference in results may be caused by the characteristics of the respondents, the research object, the intensity of promotions received, and the shopping behavior of each respondent.

Simultaneously, *live streaming* and sales promotions significantly influenced *impulsive buying*. These results indicate that although sales promotions did not have a significant effect when tested partially, the combination of *live streaming* and sales promotions was able to significantly influence impulsive buying behavior. The effectiveness of sales promotions becomes stronger when delivered through interactive *live streaming*, because consumers not only obtain information about the product but also get a more interesting and convincing shopping experience. The results of this study are in line with the research of Azzahra, Shiroth, and Wibowo (2024) which stated that *live streaming* and sales promotions simultaneously have a significant effect on *impulse buying*.

Adjusted R Square value of 0.629 indicates that *live streaming* and sales promotions can explain 62.9% of the variation in *impulsive buying*, while 37.1% is influenced by other factors outside the scope of the study. This finding indicates that the two variables studied have a significant ability to explain *impulsive buying behavior* in college students who use TikTok Shop, although there are still other factors that can influence this behavior and can be studied in further research.

CONCLUSION

This study concludes that *live streaming* has a positive and significant effect on *impulsive buying* among students of the Faculty of Economics and Business, Universitas PGRI Palembang who use or have used TikTok Shop, while sales promotions have no significant effect. Simultaneously, *live streaming* and sales promotions have a significant effect on *impulsive buying*. These findings indicate that engaging interactions, direct delivery of product information, and the shopping experience through *live streaming* are important factors that encourage spontaneous purchases. Therefore, business actors in TikTok Shop are expected to improve the quality and interactivity of *live streaming* and combine it with attractive and communicative sales promotions to make marketing strategies more effective. Further research is recommended to develop the research model by adding other variables beyond *live streaming* and sales promotions that have the potential to influence *impulsive buying*, so as to provide a more comprehensive understanding of the factors that influence impulsive buying behavior among TikTok Shop users.

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