

Live Streaming and Impulse Buying in Social Commerce: A Comparative Study of TikTok and Shopee with Price Consciousness as a Moderator

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Abstract. The main purpose of this study is to examine the influence of live streaming on impulse buying of local fashion products with price consciousness as a moderation variable on the TikTok and Shopee platforms. The population in this study is young female consumers who shop for local fashion products unintentionally on live streaming social commerce platforms — TikTok and Shopee. The sample in this study amounted to 150 respondents spread across various regions in Indonesia. The results showed that live streaming had a positive and significant effect on impulse buying on both platforms, with a stronger influence on TikTok. In addition, price consciousness has been proven to moderate the influence of live streaming on impulse buying on TikTok, but not significantly on Shopee.

Keywords: Impulse Buying, Live Streaming, Price Consciousness

1 Introduction

In today's digital era, marketing strategies have evolved into a more interactive form through social commerce. Social commerce is the use of internet-based media that allows individuals to engage in various activities such as marketing, sales, product comparisons, purchases, and various information about products and services [1]. In Indonesia, the number of social commerce users is expected to continue to increase consistently between 2024 and 2029 with an estimated addition of around 13.2 million users or an increase of 22.48%, after experiencing an increase for eight consecutive years [2]. This trend shows that social commerce platforms are increasingly accepted by the public and have the potential to become the main channel in online shopping activities.

The two platforms that actively utilize the potential of social commerce and are most widely used in Indonesia are TikTok and Shopee [3]. TikTok and Shopee are platforms that utilize social commerce features through video content and live streaming. TikTok with the power of visual content and personalized algorithms, introduced TikTok Shop and utilized live streaming features, creating an interactive and enter-

taining shopping experience. Meanwhile, Shopee presents a live streaming feature that allows direct interaction between sellers and buyers in real time.

Digital transformation has also had a major impact on the fashion industry in Indonesia. The increasingly open access to information and the expansion of internet access among the public encourage fashion industry players to adapt to digital-based marketing strategies. On the other hand, the rapid advancement of communication technology and market globalization play a role in increasing the intensity of competition because fashion products available in the market are no longer limited to local brands, but also fashion products from abroad. As a result, consumers in developing countries, including Indonesia, are now increasingly familiar with and exposed to various brand choices from developed countries [4].

The live streaming feature is one of the digital marketing strategies in selling a product, including local fashion products. Live streaming as a relatively new phenomenon has not been the focus of much research, although its use has been shown to be associated with increased impulse buying behavior [5], [6]. Impulse buying is a form of consumptive behavior characterized by purchasing decisions made spontaneously and triggered by strong emotional impulses without going through a rational consideration process [7]. In the context of the fashion industry, impulse buying has become particularly relevant because of the characteristics of products that tend to be visual, trend-following, and often emotionally purchased.

Live streaming allows for real-time two-way communication, showcasing products live, and building social relationships between sellers and buyers, creating a higher sense of engagement than conventional promotions [6]. The informative and immersive nature of live streaming amplifies the emotional impulses that trigger impulse buying [8], [6]. Through this feature, consumers can ask questions, observe product details directly, and open up spaces for social interaction between streamers and audiences, thus increasing trust in product quality and speeding up purchasing decision-making [9], [10]. This creates the impression of direct interaction between consumers and streamers, as if there is face-to-face communication through the transmission of various sensory cues [11].

Live streaming also gives consumers a sense of freedom in exploring products and increases emotional engagement which can amplify the urge to make a purchase [12]. This interaction is further strengthened by the existence of a chat column that allows consumers to interact with fellow viewers, thus creating a more interactive, authentic shopping experience, and ultimately can encourage impulse buying [13]. With communicative and social characteristics, several studies show that live streaming encourages consumers to impulse buying [14], [9].

However, in the process of making a purchase decision, price is often one of the main factors considered by consumers. One form of such consideration is reflected in price consciousness, which is the tendency of consumers to avoid paying high prices, by showing a greater preference for products with lower prices [15]. Consumers with a high level of price awareness tend to be more careful in making purchases. Therefore, price consciousness has the potential to moderate the influence of live streaming on impulse buying by strengthening or weakening the influence depending on consumer price sensitivity.

This research is based on the Stimulus-Organism-Response (SOR) theoretical framework developed by Mehrabian and Russell [26]. In this context, stimuli in the form of interactive features in live streaming affect organisms, namely the internal psychological conditions of consumers such as emotions and involvement, which then produce a response in the form of impulse buying behavior. This study expands the application of the SOR framework by considering price consciousness as a moderation variable that can affect the power of influence between the stimulus and the response.

Based on previous literature reviews, previous studies have not comparatively analyzed the influence of live streaming on impulse buying on the two dominant social commerce platforms in Indonesia, namely TikTok and Shopee. In addition, price consciousness in previous studies has generally been positioned as an independent variable in purchasing behavior [16], [17], but not many studies have placed it as a moderation variable especially in the context of live streaming. Therefore, this research is here to fill this void.

This research is focused on the consumer segment that is most active in using live streaming features to purchase fashion products, namely young women in Indonesia who tend to be exposed to visual content intensively and responsive to digital trends. This focus was chosen to ensure the relevance between the impulse buying phenomenon and the actual context of using social commerce platforms. In line with this, this study aims to examine the influence of live streaming on impulse buying of local fashion products with price consciousness as a moderation variable on the TikTok and Shopee platforms. Based on the theoretical framework and literature that has been described, this study proposes the following hypothesis: (H1a) Live streaming has a positive effect and has a significant effect on impulse buying on the TikTok social commerce platform; (H1b) Live streaming has a positive effect and has a significant effect on impulse buying on the Shopee social commerce platform; (H2a) Price consciousness moderates the influence of live streaming on impulse buying on the social commerce platform TikTok; (H2b) Price consciousness moderates the influence of live streaming on impulse buying on the Shopee social commerce platform.

2 Method

This study uses a causal quantitative method. This study uses primary data and secondary data. The population in this study is young female consumers who have shopped for local fashion products unintentionally on the live streaming of social commerce platforms TikTok and Shopee. Young female consumers are categorized as 17 – 38 years old [18]. The sample in this study amounted to 150 respondents spread across various regions in Indonesia, which were obtained through nonprobability sampling techniques, especially purposive sampling.

Data collection in this study was carried out online with a questionnaire in the form of Google Forms. The questionnaire link was shared through social media to reach a wider range of respondents. The distribution of questionnaires was also assisted by research friends in various regions in Indonesia. To measure the research variables,

respondents were asked to rate each statement using a seven-point likert type scale (1 = strongly disagree to 7 = strongly agree).

Related to live streaming measurement, construct streamer's credibility; media richness; Interactivity is measured with items adapted from Song and Liu [19]. To measure the price consciousness of an item adapted from Sinha and Batra [20] among them buying products at the lowest price; looking for the cheapest products; depending on the price; Price is the most important factor. Impulse buying is adapted from Smoke [21] Among them is spontaneity; power, compulsion, and intensity; excitement and stimulation; disregard for consequence. The data analyzed used SMART PLS 4 to statistically test the comparison of the influence of live streaming variables on impulse buying with price consciousness as a moderation variable on the social commerce platforms TikTok and Shopee.

3 Results and Discussion

3.1 Respondent Characteristics

Table 1. Respondent Characteristics

Respondent Characteristics	Number (people)	
	TikTok	Shopee
Age		
17 – 24 Years	62	22
25 – 32 Years	26	26
33 – 38 Years	2	12
Work		
Student/Student	32	9
Self employed	3	2
Civil Servant/TNI/POLRI	17	9
Private Employees	16	24
Other	22	16
Income		
< Rp. 1,500,000	37	9
IDR 1,600,000 – IDR 3,000,000	21	15
IDR 3,100,000 – IDR 5,000,000	23	17
IDR 5,100,000 – IDR 10,000,000	5	16
>Rp. 10,000,000	4	3
Domicile		
Javanese	30	18
Bali and Nusa Tenggara	37	22
Sumatra	11	8
Sulawesi	10	7
Kalimantan	1	4
Papua	1	1

Table 1 shows the characteristics of the respondents. Based on table 1, TikTok users are dominated by the age group of 17 - 24 years old with student/college status and low income, while Shopee users are more evenly distributed with jobs as private and middle-income employees.

3.2 Validity and Reliability Tests

Table 2. Outer Loading

Variable	Outer Loading	
	TikTok	Shopee
Live Streaming		
The streamer on the social commerce platform knows a lot about local fashion products	0.526	0.789
The streamer on the social commerce platform has a lot of experience with local fashion products	0.781	0.945
Streamers on social commerce platforms provide viewers with information about local fashion products	0.868	0.946
I hope that the streamer on the social commerce platform will keep the promise he made	0.719	0.926
I hope streamers on social commerce platforms have good intentions towards me	0.891	0.955
Live streaming on social commerce platforms allows me and my communication partners to tailor our messages to our personal needs	0.880	0.930
Live streaming on social commerce platforms allows me and my communication partners to use rich and varied language in our messaging	0.796	0.937
Streamers on social commerce platforms are willing to communicate with me	0.794	0.929
I can get a lot of good advice from streamers on social commerce platforms	0.672	0.875
Streamers on social commerce platforms have the ability to respond quickly and efficiently to my specific questions	0.780	0.885
Other consumers' comments directly have helped me make decisions to buy local fashion products	0.678	0.716
Price Consciousness		
I tend to buy local fashion products at the cheapest prices in the category that suits my needs	0.848	0.887
When buying local fashion products, I look for the cheapest brands available	0.808	0.766
When it comes to buying categories of local fashion products, I rely heavily on price	0.879	0.869
Price is the most important factor when I choose local fashion products	0.883	0.862
Impulse Buying		
I don't make any plans before shopping for local fashion products	0.626	0.751
I immediately shopped when I first saw a local fashion product	0.773	0.891

I decided to shop for local fashion products in a very quick and short time	0.670	0.816
I don't care about other things that get in the way when shopping for local fashion products	0.718	0.729
I feel obsessed with buying and owning local fashion products right away by spending some or all of the money I have	0.755	0.877
I buy local fashion products without a second thought	0.659	0.707
I tend to buy local fashion products because I just love them but don't really need them	0.782	0.805

Table 2 shows the results of the validity test, where all statement items on the live streaming, price consciousness, and impulse buying variables have values above 0.5 [22]. Therefore, all statement items are declared valid.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha		Composite Reliability		Rule of Thumb	Type
	TikTok	Shopee	TikTok	Shopee		
Live Streaming (X)	0.928	0.975	0.940	0.978	> 0.70	Evaluation Reliable
Impulse Buying (Y)	0.839	0.905	0.879	0.925		Reliable
Price Consciousness (W)	0.877	0.870	0.916	0.910		Reliable

Table 3 shows the results of the reliability test, where all statement items on the live streaming, price consciousness, and impulse buying variables have a value of > 0.70. Therefore, all variables used met the reliability criteria [22].

Table 4. R-Square Value

Variable	R-Square		R Square Adjusted	
	TikTok	Shopee	TikTok	Shopee
Impulse Buying (Y)	0.541	0.526	0.525	0.501

Table 4 shows the R-Square value, where R-Square is the impulse buying variable on the TikTok social commerce platform of 0.541. This means that 54.1% of the live streaming variable and the role of price consciousness moderation can explain the impulse buying variable. In comparison, the remaining 45.9% were influenced by other factors not included in the study. Meanwhile, the R-Square value of the impulse buying variable on the Shopee social commerce platform is 0.526. This means that 52.6% of the live streaming variable and the role of price consciousness moderation can explain the impulse buying variable. The remaining 47.4% were influenced by other factors not included in this study. The R Square Adjusted value of 0.525 on TikTok and 0.501 on Shopee indicates a moderate model adjustment rate [23].

3.3 Hypothesis Testing Results

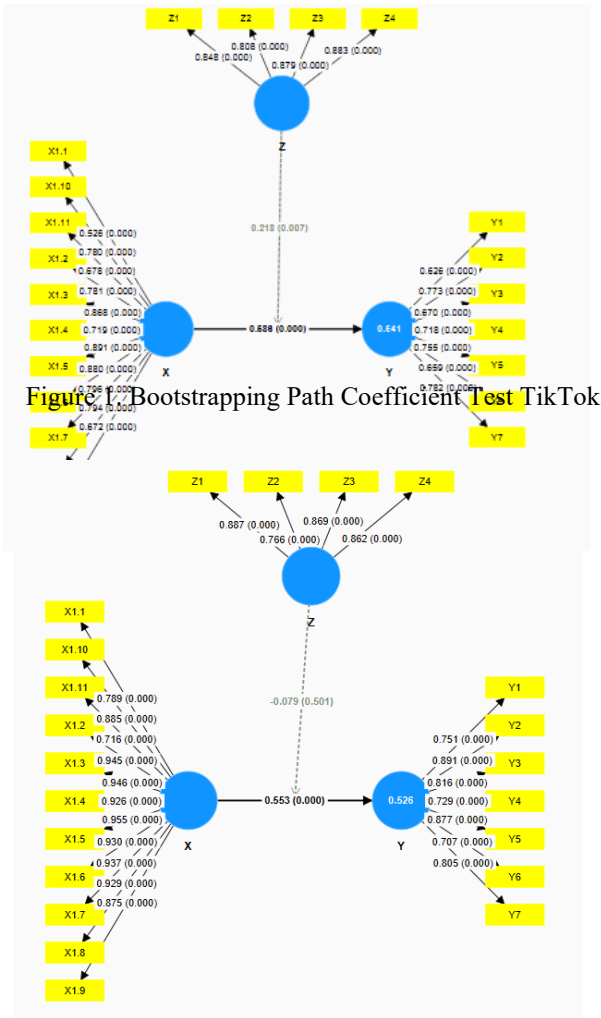


Fig. 1. Bootstrapping Path Coefficient Test Shopee

Table 5. Hypothesis Test Results

	Influence Between Variables	Original Sample	T statistics	P values	Information
H1a	Live Streaming → Impulse Buying	0.586	7.497	0.000	Significant
H1b	Live Streaming → Impulse Buying	0.553	4.388	0.000	Significant
H2a	Price Consciousness x Live	0.218	2.697	0.007	Significant

	<i>Streaming</i> → <i>Impulse</i> <i>Buying</i>				
H2b	<i>Price Consciousness x Live Streaming</i> → <i>Impulse Buying</i>	-0.079	0.673	0.501	Insignificant

Table 5 shows that only hypothesis 2b is not accepted. The results showed that price consciousness did not moderate the influence of live streaming on impulse buying on the Shopee social commerce platform (Sig. < 0.05). Meanwhile, other hypotheses are acceptable.

The results of the study revealed that live streaming has a positive and significant influence on impulse buying of local fashion products on both social commerce platforms, namely TikTok and Shopee. This shows that live streaming activities are a factor that can encourage consumers to make impulse purchases by creating a visually and emotionally appealing shopping environment. The influence of live streaming on impulse buying of local fashion products has proven to be stronger on the TikTok platform. In line with the characteristics of age and consumer occupation, where the majority of TikTok respondents are 17-24 years old and dominated by students/college students. This young age group tends to be more emotional and responsive, they are easily influenced by live streaming features that provide an informative, interactive, and immersive shopping experience [8]. In this context, emotional factors and direct interaction are triggers for impulse buying on social commerce platforms.

Meanwhile, on the Shopee platform, although live streaming still has a significant effect on impulse buying, the level of influence is not as big as TikTok. This can be attributed to the characteristics of Shopee respondents who are more diverse in age, including the age group of 25 – 38 years. Young age groups have higher rates of impulse buying, while this tendency tends to decrease with age [24]. Thus, live streaming has been shown to be able to influence impulse buying, especially its influence is stronger in the early young age group.

Price consciousness has been proven to positively and significantly moderate the influence of live streaming on impulse buying of local fashion products on the TikTok platform. This means that in consumers who use TikTok, price consciousness actually strengthens consumers' reactions to live streaming activities. The findings are in line with the age characteristics dominated by the 17 – 24 years old age group who are in a dynamic life phase, where trends, lifestyle, and exposure to social commerce also affect consumer preferences. Although consumers have high price consciousness, this group still shows a tendency to make purchases when price offers look more favorable such as discounts or limited promotions. This is reinforced by research Lucas and Ardansyah [25] who found that discounts in live streaming can be a trigger for impulse buying behavior. In this context, price consciousness is not an obstacle, but rather a driver because consumers consider live streaming to be the most optimal opportunity to earn more profit from their purchases.

On the other hand, on the Shopee platform, the results of the study show that price consciousness does not have a significant moderation effect on the influence of live streaming on impulse buying. In other words, the price consciousness level of Shopee consumers is not strong enough to weaken or strengthen the influence of live stream-

ing on impulse buying. This is attributed to the characteristics of Shopee respondents who are more diverse in age and have a more even distribution of income, including groups with middle to upper incomes. Even if they follow a live stream, the decision to buy is not entirely influenced by the impression of a low price or the urgency of the promotion. Thus, the results of this study are interesting because the role of price consciousness as a moderation variable shows the different dynamics between social commerce platforms.

These findings support the Stimulus-Organism-Response (SOR) theoretical framework which is the basis of this research. In this context, live streaming acts as a stimulus that triggers the psychological response of consumers (organisms), such as emotional engagement, perception of urgency, and trust in the product. This internal response encourages impulsive buying behavior in response. In addition, price consciousness in the TikTok platform can be positioned as an element that influences the power of influence between stimulus and response in the SOR model. When favorable price perceptions emerge during live streaming, consumers' emotional reactions are stronger and the impulse to buy impulsively increases. On the other hand, the insignificance of price consciousness moderation on Shopee shows that the stimulus from live streaming is not enough to trigger strong psychological reactions in more rational or mature consumers.

4 Conclusion

This study examines the influence of live streaming on impulse buying of local fashion products with price consciousness as a moderation variable on the TikTok and Shopee platforms. This study shows that live streaming has a positive and significant effect on impulse buying of local fashion products on TikTok and Shopee with a stronger influence on TikTok. This is influenced by the characteristics of TikTok users who are dominated by early youth who are more responsive to visual and interactive experiences. Price consciousness has also moderated the influence of live streaming on impulse buying in TikTok, but not in Shopee. These findings confirm that the effectiveness of live streaming as a digital marketing strategy is greatly influenced by the consumer behavior of each social commerce platform.

This study has several limitations, the respondents involved in this study are still limited to respondents who use TikTok and Shopee which are dominated by young consumers, especially in the age range of 17 – 24 years. This may limit findings to older age groups or users of other social commerce platforms. Therefore, further research is recommended to involve more diverse respondents in terms of demographics. In addition, further research may involve other moderation variables to examine the effect of live streaming on impulse buying.

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