

The Effect Of Live Streaming Shopping On Consumer Impulse Buying On The Tiktok Shop Platform

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ABSTRACT

This article examines the effect of live streaming shopping on consumers' impulse buying on TikTok Shop through a structured literature review. The review maps empirical studies on live-stream commerce, social presence, perceived value, enjoyment, trust, customer engagement, and impulse buying. Sources were selected based on construct relevance, online-shopping context, and the clarity of their methods and findings. The synthesis indicates that live streaming shopping acts as a compound stimulus that combines product demonstration, real-time seller responses, viewer interaction, and time-limited offers. These stimuli shape cognitive and affective responses, particularly social presence, perceived value, enjoyment, trust, and engagement. Such internal responses can strengthen the urge to buy and shorten consumers' evaluation process before checkout. The relationship is not automatic. Self-control, product need, shopping experience, perceived risk, and information transparency can strengthen or weaken impulse buying. The article proposes a stimulus-organism-response framework and a quantitative research agenda for examining mediation and moderation mechanisms among TikTok Shop users in Indonesia.

INTRODUCTION

Live commerce transforms online shopping from a product discovery activity into an interactive experience. Consumers can see products displayed, ask questions, view comments from other viewers, and select products without leaving the broadcast page. On TikTok Shop, this flow connects directly with the catalog, cart, promotions, and checkout. This integration shortens the time between attention, evaluation, and purchase. This is crucial in marketing because purchasing decisions can occur while consumers are still in a state of entertainment or content exploration.

Live streaming shopping is different from catalog regular. Catalog provide While live broadcasts provide relatively static information , they provide demonstrations, communication

rhythms, responses to questions, and social signals that change minute by minute. Consumers evaluate not only the product but also the seller, the broadcast atmosphere, viewership, comments, and promotional limitations. Wongkitrungrueng and Assarut (2020) emphasize that live broadcast interactions play a role in building consumer trust and engagement with social commerce sellers.

Impulse buying refers to a decision buy what appears fast, strong, and frequent No accompanied by planning previously. Rook (1987) explained that encouragement buy can present in a way sudden and pushing action immediately . Beatty and Ferrell (1998) show that purchase impulsive develop through situation shopping, encouragement buying, emotions, time available, and characteristics individual. In the digital context, barriers physique For transactions become low . Consumers can move from watch to checkout in a number of touch screen.

The relationship between live streaming and purchasing impulsive No can explained only through promotion price . Demonstration product can reduce uncertainty. Response seller can Increases a sense of intimacy. Viewer comments can serve as social proof. Countdowns, limited stock, and bonuses can create urgency. Because multiple stimuli appear simultaneously, consumers process product benefits and experiential pleasures quickly. This process requires a framework that connects external stimuli, the consumer's psychological state, and the purchase decision.

Mehrabian and Russell's (1974) stimulus-organism-response (SOR) framework is relevant for explaining this process. The stimulus includes visual quality, interactivity, information, promotions, and social signals. The organism encompasses cognitive and affective evaluations, such as perceived value, social presence, enjoyment, trust, and engagement. Responses emerge in the form of impulse purchases and unplanned purchases. Huo et al. (2023) and Gong and Jiang (2023) suggest that live-streaming commerce research can utilize a psychological approach to more fully explain impulse buying.

Research in Indonesia on TikTok Shop is still developing and demonstrates the need to clarify consumers' internal mechanisms. Ananda, Monoarfa, and Lutfia (2025) found that the social presence of streamers and viewers is associated with enjoyment and impulse buying in the context of TikTok live streaming among Generation Z. These findings suggest that the social experience within the broadcast is an important part of purchasing decisions. However, research needs to differentiate between live streaming's ability to provide practical information, shape hedonic experiences, and create time pressure.

This article aims to analyze the influence of live streaming shopping on consumer impulse buying on the TikTok Shop platform, based on empirical literature. The study focuses on three questions: First, what elements of live streaming are most relevant as marketing stimuli. Second, how social presence, perceived value, enjoyment, trust, and engagement play a role in internal processes. Third, what factors need to be considered so that

live streaming strategies drive transactions effectively while remaining transparent to consumers.

RESEARCH METHODS

This study employed a structured literature review with a narrative synthesis approach. This approach was chosen because the objective was to map the mechanisms of live-streaming shopping's influence on impulse buying, rather than to test new statistical coefficients from respondents. The units of analysis were scientific articles discussing live-streaming commerce, online shopping, social presence, perceived value, trust, customer engagement, and impulse buying.

The literature search used a combination of keywords: live streaming shopping, live streaming commerce, TikTok Shop, social presence, perceived enjoyment, customer engagement, and impulse buying. Articles were prioritized from reputable or national journals with searchable author, year, methods, and findings information. The publication period used was 2017 to 2025 to ensure that the articles still contained important theoretical foundations and the latest research developments.

Inclusion criteria included: articles discussing purchasing behavior in the context of e-commerce or social commerce; articles explaining constructs relevant to live streaming or impulse buying; and articles presenting theoretical frameworks, methods, or findings that could be used for synthesis. Exclusion criteria included duplicate publications, opinion pieces without scientific procedures, and articles solely discussing video usage without any transactional or consumer behavior elements.

The analysis process was conducted in three stages. The first stage grouped studies according to their focus on stimulus, organism, and response. The second stage compared the role of each variable, including similarities and differences in the research results. The third stage developed a conceptual framework and quantitative research agenda for the context of TikTok Shop in Indonesia. The synthesis did not combine statistical values across studies due to differences in the objects, measurement tools, and research designs.

To maintain traceability, the articles used in the main discussion are listed based on their research context, key constructs, and contributions. This way, the discussion doesn't simply summarize previous research findings but rather constructs an argumentative framework that explains how live streaming can translate into unplanned purchase decisions.

Analytical Constructs and Indicators

Table 1. Main Constructs in Synthesis Literature

Construct	Analytical Focus	Example Indicators
Live streaming shopping	Digital and social stimulus	Visual clarity, demonstration, seller response, chat, limited time promo
Social presence	A sense of closeness in broadcasts	Streamer presence, viewer interaction, comments, real time responses

Construct	Analytical Focus	Example Indicators
Perceived value	Evaluation of consumer benefits	Ease of obtaining information, practical benefits, entertainment, symbolic
Pleasure	Affective response	Feeling happy, enthusiastic, enjoying the shopping experience
Trust and engagement	Relational response	Product credibility, seller reliability, watch time, participation
Impulse buying	Behavioral response	Spontaneous decisions, immediate impulses, unplanned purchases

Source: author's synthesis of Mehrabian and Russell (1974), Huo et al. (2023), Gong and Jiang (2023), and Ananda et al. (2025)

RESULTS AND DISCUSSION

Literature Findings Map

Literature shows that live streaming commerce differs from conventional e-commerce because it combines product information, social interaction, entertainment, and transactions simultaneously. Research by Zhang, Liu, Wang, and Zhao (2022) identified trust as a key issue in live streaming commerce, as consumers still need to assess products and sellers despite the limitations of physical inspection. Zheng et al. (2023) also highlighted that viewing and purchasing motivation stems not solely from the product but from the combination of the stream, the streamer, and the viewer.

Huo et al.'s (2023) study developed an analysis based on SOR to examine impulse buying factors in live-streaming shopping. The findings of this study help explain that the quality of the broadcast situation can influence consumers' internal states before forming a purchase response. Gong and Jiang (2023) also examined impulse buying through a product involvement perspective. Both studies demonstrate that impulse buying is not simply understood as a reaction to price, but also as a result of information processing, emotions, and consumer involvement.

Evidence from the TikTok context supports this explanation. Ananda et al. (2025) examined streamer and viewer social presence, enjoyment, and impulse buying among TikTok users in Indonesia. The study showed that social presence and enjoyment are important pathways in the relationship between live streaming experiences and impulse buying. Adha, Prabawani, and Dewi (2025) also demonstrated the role of hedonic value, symbolic value, trust, and customer engagement in TikTok live commerce. Overall, the literature supports the need to examine psychological mechanisms, rather than simply measuring the intensity of live feature usage.

Table 2 Summary of Relevant Studies

Researchers	Context and Focus	Contribution to the Study
Rook (1987)	Basic theory of impulse buying	Describes a sudden and immediate urge to buy.
Beatty & Ferrell (1998)	Impulse buying model	Connecting shopping situations, emotions, impulses, and actions.
Wongkitrungrueng & Assarut (2020)	Live streaming and trust	Emphasize interaction in building trust and engagement.
Zhang et al. (2022)	Trust live commerce	Differentiate between trust in the product and trust in the seller.
Zheng et al. (2023)	Stream-streamer-viewer	Explains the motivations of the broadcast elements, hosts, and viewers.
Huo et al. (2023)	SOR and live shopping	Placing stimulus and internal conditions as explanations for impulse buying.
Gong & Jiang (2023)	Product involvement	Demonstrates the importance of product involvement in impulse buying.
Zhang et al. (2023)	Impulse buying live commerce	Strengthening the role of environment and live cues in spontaneous decisions.
Ananda et al. (2025)	TikTok, social presence, fun	Providing evidence to Generation Z in the context of TikTok Indonesia.
Adha et al. (2025)	TikTok Live Commerce	Explaining values, trust, and engagement as behavioral mechanisms.

Source: processed from sources in the reference list

Live Streaming Shopping as a Marketing Stimulus

Visual quality and product demonstrations are the primary stimuli. Consumers use visuals to assess a product's shape, size, color, usage, and results. For items requiring explanation, real-time demonstrations can reduce ambiguity that isn't always resolved through catalog photos. Zhang et al. (2017) showed that live video streaming can influence purchase intentions because it provides a richer product experience than static information. In TikTok Shop, visual clarity needs to be accompanied by consistent information between the host's explanation, catalog, pricing, variations, and shipping policies.

Interactivity is the second stimulus. Sellers can answer questions, greet viewers, compare variants, or show product details upon request. Quick responses convey the impression that consumers aren't interacting with an impersonal system. Wongkitrungrueng and Assarut (2020) explain that live activities can strengthen engagement through direct interaction. However, effective interactivity goes beyond the number of comments. The quality of responses, the consistency of information, and the accuracy of responses determine whether the interaction builds trust or raises doubts.

Social signals act as a third stimulus. The number of viewers, chats, reactions, comments on product experiences, and purchases announced during a live stream can provide clues to a product's social acceptance. Zhao, Fu, and Bai (2022) explain the

bandwagon effect in live streaming commerce as the influence of other users' actions or presence on consumer decisions. In certain situations, social signals can help consumers obtain information. However, these signals can also accelerate decisions when consumers interpret a product as in demand or potentially out of stock.

Limited-time promotions are the fourth stimulus. Countdowns, special live bonuses, limited-time discounts, and limited stock can add time pressure. This pressure can encourage consumers to make quick evaluations. However, credible promotions need to clearly display the final price and terms. When promotional information doesn't align with the catalog price or voucher terms aren't easily understood, the short-term impact at checkout can compromise consumer trust. Therefore, promotional quality needs to be measured through transparency, not just frequency or discount size.

Organism Process: Social Presence, Values, and Pleasure

Social presence describes the extent to which consumers perceive the presence of other people in digital interactions. In live streaming, the presence of the host, voice, face, responses, and audience conversation make the shopping experience feel more social. Ananda et al. (2025) showed that the social presence of both streamers and viewers is related to enjoyment and impulse buying in the TikTok context. These findings suggest that consumers not only see the product but also experience the atmosphere and closeness created during the broadcast.

Perceived value encompasses both practical and emotional benefits. Practical benefits arise when consumers can obtain information that helps evaluate a product, such as ingredients, usage instructions, comparisons, or suitability. Emotional benefits arise when the broadcast feels enjoyable, exciting, or provides a sense of involvement. Adha et al. (2025) differentiated between utilitarian, hedonic, and symbolic value in TikTok live commerce. This distinction is important because consumers can make impulse purchases not solely because they need the item, but because the broadcast atmosphere makes the product feel appealing and relevant to their identity.

Perceived enjoyment acts as an affective response. When consumers enjoy a broadcast, their attention can be sustained longer, engagement increases, and evaluations of the stimulus become more positive. Under these conditions, the purchase can shift from a need-seeking act to an entertainment experience. However, enjoyment doesn't always lead to good decisions. Consumers may still need to check whether the product meets their needs, whether the final price is competitive, and whether the host's claims are supported by adequate product information.

Trust links live information to consumers' willingness to take transaction risks. Zhang et al. (2022) differentiate between trust in the product and trust in the seller. Trust in the product relates to the belief that the product matches the demonstration and expectations. Trust in the seller relates to integrity, responsiveness, price, delivery, and after-transaction service. In TikTok Shop, both types of trust need to be built together. A good-looking

product isn't enough when the host or store is perceived as non-transparent, while a responsive seller still requires verifiable product information.

Customer engagement describes consumer involvement through attention, comments, questions, following stores, sharing information, or watching subsequent broadcasts. Engagement can be a crucial channel because actively engaged consumers receive more information and social signals. Adha et al. (2025) identified engagement as a powerful driver of impulse buying among Gen Z in the context of TikTok Live Commerce. These results emphasize that live strategies should not only pursue quick transactions but also design relevant and informative engagement.

Figure 1 Synthesis Framework of the Influence of Live Streaming Shopping on Impulse Buying



Source: compiled by the author based on the SOR framework

Response: Urge to Buy and Impulse Buying

Impulse buying in live streaming can be understood as the final response after consumers receive a stimulus and form an internal evaluation. Rook (1987) emphasized the sudden and powerful nature of the buying urge. In the context of TikTok Shop, this response can manifest as a decision to purchase a product not previously on a wish list, an immediate checkout decision due to a live bonus, or an additional purchase after viewing a demonstration and comments from other viewers.

However, a quick purchase isn't always the same as an impulse purchase. Consumers may checkout immediately because they've already planned their purchase and are simply waiting for product information. Therefore, measuring impulse buying requires distinguishing between quick, planned decisions and spontaneous decisions triggered by situational stimuli. Relevant indicators include the absence of a pre-planned purchase, difficulty resisting the urge, spontaneous purchase decisions, and changes in shopping intentions after watching a live stream.

Impulse purchases can also be followed by post-purchase evaluation. When the product matches the demonstration and the consumer understands the promotional terms, a

quick purchase doesn't always result in regret. Conversely, when product information is unclear, the final price differs from expectations, or delivery is delayed, consumers can feel disappointed. Therefore, marketing strategies need to assess the quality of post-purchase transactions, such as order cancellations, reviews, returns, and satisfaction, not just the number of checkouts.

Strengthening and Weakening Factors in Relationships

Self-control plays a role as a personal factor that can inhibit the conversion of impulses into purchases. Consumers with better self-control tend to pause before checking out, compare prices, and assess needs. Verplanken and Herabadi (2001) differentiate impulse buying tendencies through affective and cognitive aspects. In live commerce, self-control can be tested as a moderator between enjoyment, time pressure, and impulse buying.

Product necessity and level of product involvement can also influence responses. Daily necessities may trigger more rational purchases because their benefits are easily evaluated. Fashion, beauty, or accessory products may be more responsive to demonstrations, trends, and hedonic value. Gong and Jiang (2023) demonstrated the relevance of the product involvement perspective to understanding impulse buying in live-streaming commerce. Researchers need to consider product categories to avoid overly generalized conclusions.

Perceived risk can mitigate the impact of live streaming on purchases. Risks relate to quality, fit, authenticity, payment security, and after-transaction service. When perceived risk is high, consumers may continue watching and interacting but delay purchasing. This explains why clarity of information, return policies, reviews, and seller credibility are crucial components of live streaming design.

Digital promotional literacy can also influence decision quality. Consumers who understand the differences between regular prices, strikethrough prices, vouchers, service fees, and shipping costs can more accurately evaluate promotional benefits. They aren't solely attracted to narratives of discounts or limited stock. Future studies could incorporate digital promotional literacy as a moderator to determine whether consumers with higher levels of digital literacy remain susceptible to time pressure or are able to maintain more rational evaluations.

Managerial Implications and Consumer Protection

For sellers, live streaming should be designed as an information and service experience, not simply a promotional platform. Hosts should demonstrate products in real-life situations, explain variations, address limitations, answer important questions, and clearly communicate the final price. Consistent communication patterns will help build consumer trust. Fast transactions can occur without creating the perception that consumers are being pressured into buying through misleading information.

For platform managers, live shopping elements need to provide easily verifiable information before checkout. Discounted prices, voucher terms, service fees, shipping costs,

variations, stock availability, and return policies should be readily accessible without disrupting the viewing experience. Platforms should also ensure that stock indicators or limited-time promotions are reliably based. Such transparency helps maintain long-term trust and reduces the potential for post-purchase regret.

For consumers, live streaming can be a valuable source of information when accompanied by adequate evaluation. Consumers can use the live feature to request demonstrations, compare products, and check reviews. Before purchasing, consumers should check the final price, product requirements, promotional terms, and store policies. Taking a brief pause before checkout can help distinguish a momentary impulse from a more discerning need.

Quantitative Research Agenda

Table 3 Proposed Model and Direction of Empirical Testing

Connection	Theoretical Rationale	Role
Live streaming versus social presence	Real-time interaction makes consumers feel like there is a host and other viewers.	Immediate effects
Live streaming on perceived value	Demonstrations and information help evaluate practical as well as hedonic benefits.	Immediate effects
Social presence on enjoyment	Social closeness can enhance a pleasant shopping experience.	Immediate effects
Value, enjoyment, trust towards engagement	Positive evaluations encourage consumer attention and participation.	Mediation
Engagement towards impulse buying	Engagement increases exposure to stimuli and the urge to buy.	Immediate effects
Self-control, risk, literacy	Personal and situational factors can change the strength of a relationship.	Moderation

Source: developed by the author from the results of literature synthesis

Further empirical research could employ a quantitative survey design among TikTok Shop users who have shopped via live streaming in the past six months. A purposive sampling technique could be used, with the criteria being that respondents must be at least 17 years old, have watched live shopping, and have made a transaction through TikTok Shop. The study would need to distinguish between respondents who merely watched and those who actually purchased to ensure the behavioral model remains aligned with the research objectives.

SEM-PLS analysis can be used when the model includes latent constructs, mediation paths, and moderation. The evaluation stage can include convergent validity through factor loadings and average variance extracted, reliability through composite reliability and Cronbach's alpha, and discriminant validity. Structural models can be evaluated through path coefficients, R-squared values, effect sizes, predictive relevance, and bootstrapping. Researchers still need to adjust the choice of technique to the sample size, inference objectives, and data characteristics.

To strengthen causal conclusions, experimental research is also feasible. Respondents can be exposed to broadcast stimuli with varying levels of interactivity, social presence, or time pressure. Researchers can then measure changes in perceived enjoyment, trust, and purchase intention. A combination of surveys, experiments, and behavioral data such as product clicks and cart additions will yield stronger insights than any single method alone.

Comparison with Conventional E-Commerce

Live streaming shopping differs from conventional e-commerce primarily in the level of communication synchronization. In a traditional catalog, consumers independently research information through descriptions, photos, reviews, and search features. Interaction with sellers typically occurs through messages, which aren't always answered immediately. In live streaming, the flow of information is synchronous. Consumers can ask the host to show specific product sections, compare variants, or respond to other viewers' comments directly. This synchronous nature creates an experience closer to a sales consultation, but takes place in a fast-paced digital environment.

The second difference lies in social intensity. Digital catalogs may have reviews, ratings, and product sales figures, but this information is relatively static. Live broadcasts add real-time reactions, comments, emojis, questions, and host narration. These elements enhance social presence and allow consumers to see that other people are making purchasing decisions. When a host mentions a product as a favorite, when positive comments recur, or when other viewers announce purchases, consumers can perceive the product as an object of social acceptance.

The third difference relates to decision-making time. Conventional e-commerce allows consumers to visit multiple stores, save products to their cart, and return at a later time. Live streaming often uses temporary promotional schedules, stock limits, and bonuses. This narrows the purchasing time and place. This strategy can be efficient for sellers when product information is complete and order fulfillment capacity is readily available. However, time pressures can also reduce consumers' inclination to compare alternatives. Therefore, good transaction design should still provide easy access to product details and final cost information.

The fourth difference is the host's role as a liaison between the store and consumers. In catalogs, brands communicate through text, images, and page design. In live streaming, the host translates product information into conversation. Clarity, credibility, communication style, demonstration skills, and how they answer questions can shape perceptions of both the brand and the seller. Zheng et al. (2023) emphasize that the streamer is a crucial element, along with the broadcast stream and viewers, in explaining behavioral motivations in live streaming.

Table 4 Comparison of Characteristics of Catalog Shopping and Live Streaming Shopping

Aspect	E-Commerce Catalog	Live Streaming Shopping
Product information	Photos, descriptions, reviews and catalogs.	Demonstrations, sounds, conversations, and direct responses.
Interaction	Generally asynchronous via messages.	Synchronize through host, chat, comments, and real-time responses.
Social signals	Saved ratings and reviews.	The number of views, comments, reactions, and purchases are visible.
Decision time	Consumers can delay and compare.	Limited time promotions can speed up evaluation and checkout.
Behavioral risks	Especially misinformation or product quality.	Plus time pressure and social influences during broadcasts.

Source: author's synthesis based on live-streaming commerce literature

The Role of the Host, Persuasive Language, and Communication Credibility

The host serves as a source of information, a facilitator of interaction, and a representative of the seller during the broadcast. This role makes the quality of the host's communication crucial for building trust. The host must be able to explain the product's benefits in easy-to-understand language without exaggerating claims. A relevant demonstration is more valuable than a repeated call to purchase. When consumers can see the product's application, size, texture, results, and limitations firsthand, they have a better basis for evaluating the product's effectiveness.

Persuasive language remains essential in marketing, but its effectiveness hinges on credibility. Claims like "best seller," "check out now," or "out of stock" can increase urgency. However, these claims need to be supported by clear information. Over the long term, consumers will compare the host's narrative with their experience receiving the product. Repeated discrepancies can damage trust in the seller and decrease interest in participating in future live events. Zhang et al. (2022) show that trust in live commerce has product and seller dimensions that need to be managed differently.

Communication credibility can be strengthened through transparency. Hosts need to explain whether prices apply to all variants, whether vouchers have a minimum spend requirement, whether bonuses are awarded while supplies last, and when orders are processed. Sellers should also distinguish between personal opinions, product demonstrations, and verifiable claims. This practice helps consumers understand information without relying on emotional pressure. Transparency is not a barrier to conversion, but rather a foundation for minimizing post-transaction disappointment.

Future research could examine more specific host characteristics, such as expertise, attractiveness, responsiveness, credibility, and authenticity. These characteristics could be categorized as stimuli or antecedents of social presence. A more detailed model would help distinguish whether consumers purchase primarily because of the product, because of trust in the host, because of social experiences, or because of a combination of all these factors.

Product Segmentation and Differences in Consumer Response

Product categories influence how consumers process live information. Beauty and fashion products often require visual demonstrations, color, texture, size, or usage examples. Therefore, live streaming can add both informational and hedonic value. Grocery products may be more influenced by price, shipping, availability, and bundled packages. Electronics or high-value items may require more technical explanations, warranties, compatibility, and robust credibility evidence before consumers are willing to checkout.

The differences in categories demonstrate that live quality cannot be judged by a single measure. A successful session for a cosmetic product might prioritize usage demonstrations and testimonials. A session for an electronic product might require specifications, performance comparisons, and warranty information. A session for a household product might be more effective when demonstrating practical uses and cost savings. Research that combines all categories without controls risks drawing overly broad conclusions.

Consumers can also be segmented based on their shopping intentions. Some come to TikTok to be entertained and discover new products. Some already have a need and use live streaming as a source of clarification before purchasing. Others are chasing promotions or following creator recommendations. These initial intentions can influence whether live streaming results in planned or impulse purchases. Research can use shopping intentions as a control variable or conduct cluster analysis to compare response patterns across segments.

Age, income, digital experience, and platform usage habits need to be carefully considered. Generation Z is often the focus of research due to their active use of digital platforms. However, results from this group do not necessarily apply to all TikTok Shop users. Users with varying purchasing power or longer shopping experience may evaluate promotions, hosts, and social signals differently. A more diverse sample would increase the research's reach.

Limitations of Evidence and Methodological Implications

Evidence on live streaming shopping is still dominated by cross-sectional surveys that rely on respondent perceptions. This design is useful for examining relationships between constructs but has limitations in explaining causal sequences. Respondents who frequently make impulse purchases may also be more likely to choose to watch live streaming. In other words, the relationship between live streaming usage and impulse buying may be bidirectional. Longitudinal research could help determine whether repeated live streaming exposure actually increases impulse buying over time.

Another limitation is common method bias. When all variables are measured using the same questionnaire, at the same time, and from the same respondents, correlations can be higher due to the similarity of measurement methods. Researchers can mitigate this risk by separating measurement times, using varying question formats, maintaining anonymity, and combining surveys with behavioral data. Data on viewing time, catalog clicks, voucher

usage, cart additions, and cancellations can complement respondents' subjective assessments.

Experimental research provides an opportunity to test different stimuli in a more controlled manner. Researchers can create multiple live videos featuring the same product but with varying levels of interactivity, number of comments, or time pressure. Respondents can then be asked to rate social presence, enjoyment, trust, and purchase intention. This type of design can help assess whether behavioral changes are due to specific live features, rather than solely to respondent characteristics.

Measurement quality also requires attention. The construct of live streaming shopping should not be measured solely by viewing frequency. Indicators should differentiate between visual quality, information clarity, host responsiveness, ease of interaction, price transparency, and promotional appeal. Impulse buying should be distinguished from purchase intention and planned purchase decisions. This conceptual distinction will increase the clarity of the results and reduce the risk that the study is actually measuring regular purchase intention but labeling it as impulse buying.

Because this study used narrative synthesis, the findings should be understood as an argumentative mapping, not a meta-analysis with pooled effect sizes. Differences in countries, platform types, product categories, sampling techniques, and indicators mean that study results are not always directly comparable. Future research could conduct a systematic review or meta-analysis with more rigorous search protocols once the number of empirical studies on TikTok Shop has increased.

Promotion Ethics and Responsible Consumption

Live streaming commerce offers economic potential for businesses, but also poses a responsibility to promotional design. Time limits, limited stock, prizes, and interactive games can increase attention. The use of these incentives should avoid false information, stock manipulation, unsubstantiated health claims, or excessive emotional pressure. Consumers should receive sufficient information to understand the product and its costs before approving a transaction.

Consumer protection principles can be implemented through price transparency, clear descriptions, identification of promotional content, return policies, and access to complaints. Sellers and hosts should avoid statements that create unrealistic expectations. Platforms can support these practices by simplifying product information pages, displaying final prices before payment, and providing easy-to-understand cancellation procedures. These steps don't eliminate the dynamic nature of live shopping but balance it with consumers' right to make informed decisions.

Responsible consumption is also relevant for consumers. Consumers can employ simple strategies, such as creating a budget, saving items in a cart before purchasing, comparing final prices, and assessing product needs. These strategies can help separate the real value of promotions from momentary impulses. Consumer education doesn't have to

take away the joy of shopping, but it can help consumers enjoy the features without sacrificing spending control.

From an academic perspective, ethical issues open up opportunities to develop new variables, such as perceived manipulation, perceived fairness, post-purchase regret, and consumer well-being. Future models could test whether stimuli that increase impulse buying always increase satisfaction. The relationship likely depends on information transparency, product suitability, and the consumer's ability to control the decision. This approach would broaden research from a focus on transaction conversion to the quality of the consumer experience.

Sustainable Live Shopping Strategy Design

Sustainable live shopping implementation can be divided into three stages: pre-broadcast, during the broadcast, and post-broadcast. In the pre-broadcast stage, sellers need to determine the session's objectives, main product categories, pricing, stock, offers, and a list of anticipated questions. This preparation helps hosts maintain information consistency. The catalog should be checked to ensure that prices, variations, photos, descriptions, and stock match those displayed during the live broadcast. A mismatch between the catalog and the host's explanations can undermine trust, even if the broadcast attracts a large audience.

During the broadcast, sellers need to balance demonstrations, interactions, and calls to action. Demonstrations should be structured around information most relevant to consumer decisions, such as the product's function, size, materials, uses, and limitations. Interaction can be achieved by addressing frequently asked questions, soliciting viewer input, or showing variant comparisons. Calls to action should be placed after consumers have sufficient information. This sequence allows for quick decisions while still providing a better basis for evaluation.

Post-broadcast, sellers need to evaluate the quality of the experience, not just the number of orders. Important indicators include viewer retention, unanswered questions, most frequently clicked products, checkout rates, cancellations, complaints, returns, and reviews. This analysis can be used to improve the structure of subsequent live broadcasts. For example, if many consumers ask about sizing, subsequent sessions should include size charts and usage examples earlier. If cancellations are high due to misunderstandings about vouchers, the promotional explanation should be simplified.

A sustainable strategy also requires coordination between content, customer service, warehouse, and shipping teams. A successful broadcast can quickly increase orders. Without adequate inventory and fulfillment processes, a positive live experience can turn into dissatisfaction due to delays or order errors. Therefore, decisions about aggressive promotions must consider operational capacity. Marketing and order fulfillment are inseparable in live commerce.

Consumer Decision Dynamics During Broadcast

Consumer decisions during a live stream can be understood as a micro-series.

Consumers first stop watching because of visuals, product topics, hosts, or algorithmic recommendations. After that, consumers assess whether the content is relevant to their needs or interests. The next stage is information seeking through demonstrations, questions, catalogs, and comments. If the information generates perceived value and the broadcast atmosphere is enjoyable, consumers may begin adding products to their cart. Purchase impulses increase when promotions, stock, or social signals provide a reason to act quickly.

This sequence demonstrates that impulse purchases aren't triggered solely by the moment the checkout button is pressed. Triggers can be triggered when consumers feel close to the host, see social proof, or find a product that looks appealing. However, consumers can still control the decision by viewing product details, comparing alternatives, or saving products for consideration. A good platform should support both possibilities: facilitating transactions for consumers who are already confident and still providing evaluation access for those who need more time.

Psychologically, consumers may experience conflict between the urge to obtain immediate benefits and consideration of consequences. A seemingly scarce product or an expiring promotion may increase the perception of a missed opportunity. However, this perception does not always reflect the product's true value. Therefore, self-control and promotional literacy act as internal resources. Consumers with these resources may question whether the price is truly lower, whether the product meets their needs, and whether there are additional costs that have not been accounted for.

Marketers need to understand that sound decisions can lead to better long-term relationships. Consumers who feel they've received the right product are more likely to return, leave positive reviews, and recommend the store. Conversely, consumers who feel rushed or deceived may not only cancel their order but also spread the negative experience. Therefore, live customer experience management should encompass satisfaction before, during, and after the transaction.

Opportunities for MSMEs and Local Brands

Live streaming shopping opens up opportunities for MSMEs and local brands to showcase products in a more contextual way. Sellers don't have to rely on expensive advertising to explain their products. Food products can be showcased, including packaging and presentation. Crafts can showcase details of ingredients and manufacturing processes. Fashion products can be displayed in multiple styles or sizes. The ability to build a story and answer questions directly is a key advantage that can differentiate small stores from more generic catalogs.

For MSMEs, the main challenge lies in consistent quality. Hosts can create high levels of engagement, but that experience must be supported by reliable products, inventory, service, and delivery. Sellers should avoid making unfulfilled promises simply to increase orders during a single session. A more robust strategy is to select a top product, clearly explain its benefits, and establish a consistent live schedule so consumers know when to

expect information or promotions.

Local brands can also use live streaming to gather market feedback. Viewer questions can reveal information barriers, preferences for specific variants, or complaints about previous products. This data can be used to adjust product descriptions, develop variations, or improve packaging. Thus, live streaming becomes not only a sales channel but also a direct and interactive market research channel. The use of feedback must be managed ethically and must not reveal viewers' personal data.

To measure effectiveness, MSMEs can use simple indicators such as the number of relevant inquiries, increase in store followers, product click-through rate, purchase rate, average order value, cancellation rate, and post-transaction reviews. These indicators should be read together, not individually. A high number of orders doesn't necessarily indicate a good strategy if it's accompanied by high cancellations or complaints. Conversely, sessions with moderate viewership but high satisfaction levels can be the basis for more stable growth.

Implications for the Development of Digital Marketing Theory

This synthesis emphasizes that the concept of stimulus in digital marketing needs to be understood as a packaged experience, not a single attribute. In live streaming, the stimulus consists of visuals, host language, response speed, viewer comments, promotions, interface, and checkout flow. Each element can reinforce or diminish the influence of the others. For example, a major promotion can increase attention, but its effect can be weakened if the product visuals are unclear or the host is unable to answer basic questions. The SOR approach helps to see the interconnectedness between these elements.

On the organism side, digital marketing research can combine cognitive and affective processes in a more balanced way. Perceived value and trust represent cognitive evaluations. Social presence and enjoyment represent affective and social responses. Customer engagement serves as a visible bridge between participation behaviors. This combination of variables helps explain why consumers with the same product information can exhibit different responses. These differences can stem from a sense of closeness, a pleasant experience, or trust in the seller.

In the response section, research needs to expand outcome measures. Impulse buying is important because it's related to immediate conversion, but it shouldn't be the sole outcome. Satisfaction, loyalty, repeat purchases, post-purchase trust, regret, and consumer well-being are also relevant. Models that only measure impulse buying can produce recommendations that are too focused on short-term transactions. Adding post-purchase outcomes will provide insight into whether live strategies create sustainable value for both sellers and consumers.

Theory development also requires contextual sensitivity. TikTok Shop's interface design, content algorithm, user culture, and promotional mechanisms may differ from other platforms. Research findings from overseas contexts or other platforms need to be retested

before being generalized. Comparative studies between TikTok Shop, marketplaces with live features, and other social commerce platforms can identify which mechanisms are universal and which are related to platform characteristics.

Conceptual Boundaries between Impulse Buying and Problem Buying

Impulse buying needs to be distinguished from compulsive buying or problematic shopping behavior. Impulse buying describes spontaneous decisions made in specific situations and does not always result in negative consequences. Consumers may make a purchase quickly because they find the product useful, understand the information well, and obtain a reasonable price. Problematic buying has a broader scope because it can include repeated difficulties in controlling spending as well as financial or psychological consequences. This distinction is important so that live commerce research does not automatically assess all impulsive buying as detrimental.

In research measurement, researchers can assess impulse buying through decision spontaneity, purchase urge, and changes from initial plans. Meanwhile, post-purchase impacts can be measured separately through satisfaction, regret, product suitability, or repurchase intention. This separation helps clarify whether live broadcasts encourage quick decisions that are still positively evaluated by consumers or decisions that are later deemed less appropriate. Research results will be more useful for sellers and platforms when these two aspects are considered together.

Timing is also crucial. The impulse to buy may arise during a broadcast, but evaluation of the quality of the decision often occurs after the product is received. Short longitudinal studies, such as those measuring during viewing and several days after the order arrives, can capture these changes. Researchers could test whether social presence and enjoyment influence immediate checkout, and whether information transparency and product suitability influence satisfaction and regret. This type of design more closely mirrors the actual consumer journey.

This conceptual boundary also helps sellers develop more balanced performance indicators. Checkout rates should be compared with rates of cancellations, negative reviews, service inquiries, and repeat purchases. When quick purchases are high but cancellations or complaints are also high, a live strategy may overemphasize urgency over information quality. Conversely, quick purchases accompanied by satisfaction, positive reviews, and repeat purchases indicate that the live stimulus has been managed more responsibly.

For platforms, separation between transaction fast and purchase problematic can translated to in design that gives room control for users . For example is access easy to product details , information final cost , history order , features cancellation in accordance policies , as well as arrangement notification promotion . Such features This No remove dynamic live experience . The feature help consumer take decision in condition more information complete and supportive trust term long to TikTok Shop ecosystem .

CONCLUSION AND SUGGESTIONS

This section summarizes the findings without adding any new information beyond what was stated in the previous section. However, it should not be a verbatim repetition of what was discussed in the results and discussion sections.

Deductions or conclusions are drawn from the previous description, with the addition of argumentative personal opinions. This should also include limitations of the research process, the theory used, the methods applied, or generalizations of the results that will serve as a basis for further research on the subject in response to the observed limitations. Furthermore, the implications of this research should also be included.

Livestream shopping has the potential to drive impulse buying among TikTok Shop consumers because it combines visual stimuli, real-time interactivity, social signals, and limited promotions into a single shopping experience. Based on a literature synthesis, these influences don't occur directly. Livestreaming first builds social presence, perceived value, enjoyment, trust, and engagement. These internal conditions then increase the urge to buy and the likelihood of unplanned purchases.

Live streaming's role is stronger when product information is clear, the host is responsive, the viewing experience is enjoyable, promotions are transparent, and consumers trust the product and seller. Conversely, self-control, risk perception, product need, and digital promotion literacy can mitigate the influence of stimuli on impulse purchases. Therefore, the success of live shopping needs to be assessed not only by the number of checkouts, but also by the quality of information, satisfaction, and the lack of post-purchase regret.

Further research needs to quantitatively test the SOR model on TikTok Shop users in Indonesia, incorporating social presence, perceived enjoyment, perceived value, trust, customer engagement, self-control, and impulse buying. Research should also compare product categories and test longitudinal or experimental designs to more robustly explain causal relationships.

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