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**Factors Affecting Customer's Purchase Decision  
while Shopping on Tiktok Live: Impulsive Buying  
as a Moderator**

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**Abstract**

Business development in the digital era is now starting to shift not only by selling products in online stores such as marketplaces but also by utilizing social media through live streaming features. Live streaming on the TikTok application allows consumers to directly see the products offered and interact with sellers. This study analyzes what factors influence consumer purchasing decisions when viewing live streaming on the Tiktok application. Respondents in this study were consumers who made purchases through live streaming on the Tiktok application as many as 173 respondents. Measurement of research results was tested using the Structural Equation Model (SEM) based on Partial Least Square (PLS). The results of the study show that scarcity messaging and hedonic shopping motivation influence impulsive buying. In addition, impulsive buying mediates the relationship between scarcity messaging and purchase decisions, and impulsive buying also

mediates the relationship between hedonic shopping motivation and purchase decisions. The results of this study can be used by business people to analyze the factors that influence purchasing decisions so that they are expected to be able to increase sales when live streaming takes place.

## **Introduction**

The Internet is the only shopping channel with higher growth than all other forms of shopping channels (Brabo et al., nd, 2021) . This phenomenon that occurs in Indonesia is found with the emergence of more and more online stores and marketplaces. The e-commerce sector in Indonesia has continued to grow in recent years, and its current economic value has even exceeded pre-pandemic levels (Rouibah et al., 2016) .

According to research by Google, Temasek, and Bain&Company, the economic value of Indonesia's e-commerce sector will reach USD 59 billion in 2022, equivalent to 76.62% of the total value of Indonesia's digital economy which is USD 77 billion (Heny Sidanti et al. , 2022) . The economic value of the e-commerce sector in 2022 has increased by 22% compared to the previous year (year-on-year), which was still USD 48 billion (Yu & Bastin, 2010) . Compared to before the pandemic, the economic value of Indonesian e-commerce this year has even increased by 136% from the achievement in 2019 which was only 25 billion (Horváth & Adıgüzel, 2018) . Google, Temasek, and Baik & Company also project that Indonesian e-commerce will continue to grow to reach 95 billion USD in 2025 (Heny Sidanti et al., 2022) . This potential is coupled with the number of internet users which reach 159 million people, representing more than 60% of the total population of more than 270 million people.

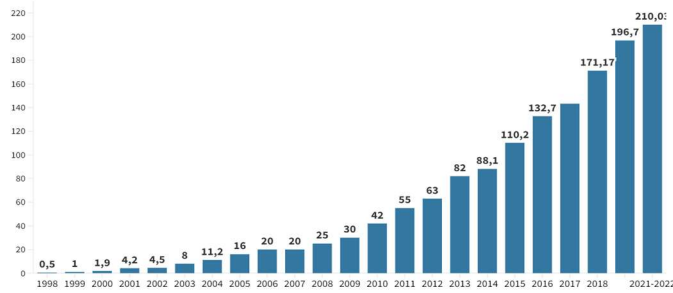


Figure 1. Graph of The Number of Internet Users in Indonesia (in million)  
Source: APJII

The rapid growth of online buying and multi-channel shopping has had a major impact on consumers' exposure to the marketing stimuli that drive impulse purchases (Nurmila et al., 2021). The Internet can also serve as a convenient shopping channel that allows consumers to shop at their leisure 24/7 wherever they are (Chen & Yao, 2018).

In general, the majority of Indonesian consumers are unplanned and like to act "last minute" so their purchases often change from the initial plan before and after entering the store, but this is different when consumers shop online. This is because when shopping online, consumers cannot see directly and complete the items to be purchased (Nurmila et al., 2021). This unplanned character includes the characteristic of impulsive buying (Ek Styvén et al., 2017).

The use of social media is not only a place for communication exchange. But it can also be used to do business online. Sellers must be able to follow the direction of digital business development, one of which is by utilizing the live streaming feature in the Tiktok application. This study aims to analyze what factors can influence consumer purchasing decisions, where the impulsive buying variable is used as a mediator.

Previous research conducted by Nurmila, Sulhaini and Akhmad Saufi (2021) entitled "The Need for Uniqueness's Impact

Analysis on Impulsive Buying of Online Fashion Product with Prices and Intervening Variable" obtained the result that the need for uniqueness has a significant positive impact on direct impulse buying and a significant positive impact on indirect impulse buying through price. Although the indirect impact is significant, the price of online fashion products does not mediate fully but partially (Nurmila, Sulhaini, and Saufi 2021). Furthermore, research conducted by Umair Akram, Peng Hui, Muhammad Kaleem Khan, Chen Yan and Zubair Akram entitled "Factors Affecting Online Impulsive Buying: Evidence from Chinese Social Commerce Environment" obtained the results that situational factors positively influence the online impulse buying among Chinese online shoppers in the SC environment. Four dimensions of hedonic shopping value (social shopping, relaxation shopping, adventure shopping and idea shopping) positively moderate the relationship between serendipity and OIB; value shopping is insignificant with moderation effect (Akram et al. 2018a).

Research conducted by Natasha A. Prawira and Sabrina O. Sihombing (2021) entitled "Predicting the Relationship Between Scarcity and Serendipity Information Toward Impulse Buying Behaviour: Hedonic Shopping Values as Moderator, obtained the result that the relationship between scarcity, serendipity information moderated by social shopping, adventure shopping, value shopping, relaxation shopping and idea shopping towards online impulse buying behaviour (Prawira and Sihombing 2021).

This research is very interesting to do because the development of ecommerce today cannot be denied because online sellers are careful in understanding how consumers behave in buying. Not all buyers act logically and rationally when buying a product. So that from there emerged the phenomenon of impulse buying. Impulse buying is any purchase that the buyer has not planned. This behaviour tends to occur spontaneously when

shoppers are shopping. The existence of an out-of-control drive causes consumers to buy a product.

## **Review of Literature**

### ***Consumer Behavior***

Consumer behavior is defined as a form of purchasing study for individuals, groups, or organizations that make up the market so that the terms individual market, consumer market, group purchasing unit, and business market appear by the organization (Kotler & Keller, 2012) .

According to Mowen and Minor (2022), consumer behavior is explained as the study of purchasing units and exchange processes which include the acquisition, consumption, and disposal of goods or services, experiences, and ideas. This definition can also be interpreted that the exchange process involving a series of steps, starting from the acquisition stage and the consumption stage (Mowen & Minor, 2002) .

### ***Scarcity Messaging***

The concept of scarcity or scarcity in microeconomics illustrates that if all things remain constant, then scarcity will create a trade-off between supply and demand for certain products in a free market (Akram et al., 2018) . Scarcity will limit supply and give prices the freedom to continue to increase so that the supply of the product equals the perceived demand (Wu et al., 2021). Given the existing scarcity in the market, prices tend to increase because scarcity increases competition for a product, not because scarcity increases product want (Zheng et al., 2013) .

*Scarcity* refers to a real threat to consumers' ability to satisfy their needs and wants due to a lack of access to goods or services and resources (Hamilton et al., 2019) . According to Hamilton, there are two types of scarcity, namely scarcity of products and resources

(Hamilton et al., 2019) . The scarcity of resources is explained as an actual or perceived shortage of some capital procedures. For example, financial or cultural, and other production inputs for example time, to be given to consumers in using goods and services (Hamilton et al., 2019) . In e-commerce, consumers are attracted by messages of scarcity to purchase products and services that have not been available for a long time (Nurmila et al., 2021) . In social trading, scarcity is given in terms of quantity and time. The quantity given is limited in terms of the number of kites and products provided, while the time is limited according to the period of purchase of certain products and services (Rouibah et al., 2016) . Indications of scarcity messaging tend to persuade consumers to click buttons or touch products presented on the web or shopping applications (Moser, 2020) .

### ***Hedonic Shopping Motivation***

Motivation is likened to a driving force within individuals that makes them take an action (Schiffman & Kanuk, 2008) . This situation is a situation where you are squeezed into a situation that requires encouragement due to something that is not fulfilled. In fulfilling a need, everyone needs encouragement and desire (Prawira & Sihombing, 2021) . For this reason, motivation is one of the supporting factors in acting (Schiffman & Kanuk, 2008) .

Hedonic comes from the Greek which means enjoyment or pleasure (Chung et al., 2017) . Someone who has a hedonic lifestyle will always want to be the center of attention and avoid misery so that the facilities they have will be sufficient (Chung et al., 2017) . The hedonic aspect is related to consumer emotions so that when they spend money on shopping, they will feel emotions such as happiness, hate, anger, or feeling an adventure (To et al., 2007) . According to To, Liau, and Lin (2007) shopping is the activity of buying something, or known as shopping (To et al., 2007) . Hedonic

shopping motivation is consumption behavior in getting happiness, desire, sensuality, and great desire (Bakırtaş & Divanoğlu, 2013) . The reason that consumers like hedonic shopping are that they want to enjoy the shopping process (Kirgiz, 2014) . Not solely just to get the item (To et al., 2007) . Hedonic shopping motivation is the desire of consumers to shop because shopping is a pleasure in itself (Çavuşoğlu et al., 2021) . The reason that consumers like hedonic shopping are that they want to enjoy the shopping process, not even to get the goods (Klepek & Bauerová, 2020) .

### **Impulsive Buying**

Viewed from planning, buying behavior is divided into two, namely planned buying and unplanned buying (impulsive buying behavior or unplanned buying) (Kim & Eastin, 2011) . Planned purchases are defined as purchases that have determined in advance what to buy before entering the store, while unplanned purchases are buying behavior where consumers do not plan and consider buying but have not yet decided what products to buy, can be interpreted as actions who had no purchase intention before entering the store (Mowen & Minor, 2002) .

Impulse buying is a purchase that is made when the consumer sees an item that suddenly comes to mind to buy the item, which in turn decides to buy it (Akram et al., 2018) . Impulsive buying arises when consumers buy products they don't plan to when they enter a store, view a catalog, watch television shows, shop online and so on (Nguyen & Ha, 2021) . This means it is spontaneous and there is no pre-purchase plan, but an urge to purchase after entering the store, viewing the live stream even searching the shopping site (Chung et al., 2017) .

### **Purchase Decision**

According to Kotler (2009) purchase decision is the use of the preferred brand from various choices, but there are two choices between purchase intention and purchase decision (Kotler & Keller, 2012a, p. 56) . It was also explained that the purchase decision becomes a process of choosing one of the various alternatives that encourage one to decide on making a purchase (Ilyas et al., 2022) . Meanwhile, according to Namho Chung, et al (2017) purchasing decisions are concepts in purchasing behavior in which consumers decide to act and in this case, carry out the purchasing process or utilize certain products or services (Chung et al., 2017) .

Zheng, et al (2013) explained that the forces that influence consumer purchasing decisions are divided into two forces, namely internal forces consisting of the learning experience, personality, self-concept, motivation, attitudes, and desires, as well as external forces, including cultural, and social factors. , environment, and marketing mix (Zheng et al., 2013) .

## **Research Method**

This research is a type of quantitative research. Processing and testing of data using the Structural Equation Model (SEM) based on Partial Least Square (PLS). The analysis tool used is the Smart PLS application. The methods used include observation, questionnaires, documentation, and literature. The research population is all users of the TikTok application, and the sample criteria are users of the TikTok application who have shopped through the live streaming feature of TikTok and live in Solo Raya (Sukoharjo, Karanganyar, Sragen, Boyolali, Surakarta, Klaten and Wonogiri). The sample collection technique used convenience sampling so that 173 respondents were obtained. The conceptual framework in this study is described in Figure 2 as follows:



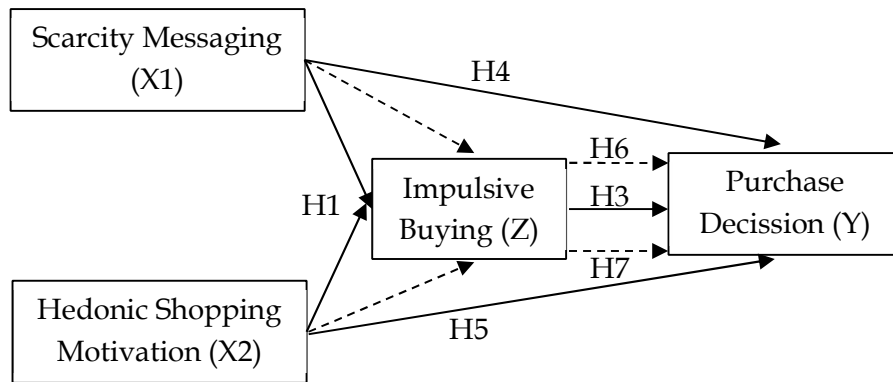


Figure 2. Schematic Diagram of the Study

The hypotheses in this study include:

- Hypothesis 1 : Scarcity messaging has a positive and significant effect on impulsive buying
- Hypothesis 2 : Hedonic shopping motivation has a positive and significant effect on impulsive buying
- Hypothesis 3 : Impulsive buying has a positive and significant effect on purchase decisions
- Hypothesis 4 : Scarcity messaging has a positive and significant effect on purchase decisions
- Hypothesis 5 : Hedonic shopping motivation has a positive and significant effect on purchase decisions
- Hypothesis 6 : Scarcity messaging has an indirectly significant effect on purchase decisions through impulsive buying
- Hypothesis 7 : Hedonic shopping motivation has an indirect significant effect on purchase decisions through impulsive buying

In this study, there were 2 (two) independent variables, namely scarcity messaging and hedonic shopping motivation, the dependent variable, namely purchase decision, and the intervening variable, namely impulsive buying. Evaluation of measurements

using a Likert scale. Indicators or measurement items are presented in the following table:

Table 1. Question Items

Variables	Indicators	Question Items
Scarcity messaging	a. Limited time	(1)
	b. Limited quantity	(2)
	c. Concerned product sold out (Elisa et al., 2022)	(3)
hedonic Shopping motivation	a. Social shopping	(4)
	b. Value shopping	(5)
	c. Shopping ideas	(6)
	d. Adventure shopping (Ozen and Engizek 2014)	(7)
Impulsive buying	a. Purchase without a plan	(8)
	b. Purchase out of interest	(9)
	c. Purchase for quality	(10)
	d. Purchase due to viewing live-streaming shows (Akram et al., 2018)	(11)
Purchase decision	a. Consistency in buying products	(12)
	b. Recommend to others	(13)
	c. Make repeat purchases (Kotler & Keller, 2012)	(14)

Source : Author (2023)

## Results

Based on the data obtained and presented in Table 1, female respondents dominate by 66%. When viewed from age, the majority of respondents were respondents aged 17-25 years, or 39% of the total respondents. Based on the level of education, the majority of respondents were respondents with a high school education level, or 46% of the total respondents. Likewise, based on the work of the

respondents, the majority of respondents were students, namely 50.3%. The monthly income of the majority of respondents is less than IDR 2,500,000.00 or 56% of the total respondents.

Table 2. Characteristics of Respondents

Categories	Alternative Responses	number	%
Gender	Female	115	66.5%
	Male	58	33.5%
age	17 - 25 years	68	39.3%
	26 - 35 years	50	28.9%
	36 - 45 years	32	18.5%
	>46 years	23	13.3%
Educational Levels	High School	73	42.2%
	Undergraduate	71	41.0%
	graduate	22	12.7%
	post Graduate	7	4.0%
Income per month (Rupiah)	< 2,500,000	97	56.1%
	2,500,001 - 5,000,000	36	20.8%
	5,000,001 - 10,000,000	26	15.0%
	>10,000,001	14	8.1%
Occupation	BUMN/BUMD	12	6.9%
	Private sector employees	21	12.1%
	Freelancers	16	9.2%
	Student	87	50.3%
	government employees	28	16.2%
	Entrepreneur	9	5.2%

Source : Author (2023)

### ***Outer Model***

#### *Validity test*

Testing the validity of the data can be analyzed through convergent validity from the value of the loading factor table. The research instrument is said to be valid if the loading factor value is

> 0.7. Based on Table 2, all indicators have a loading factor value of more than 0.7.

Table 3. Loading Factor and AVE

Variables	Indicators	Loading Factor	AVE	Status
Scarcity messaging (X1)	X1.1	0.746	0.721	Valid
	X1.2	0.904		Valid
	X1.3	0.889		Valid
hedonic Shopping motivation (X2)	X2.1	0.796	0.695	Valid
	X2.2	0.853		Valid
	X2.3	0.850		Valid
Impulsive buying (Z)	X2.4	0.834	0.674	Valid
	Z. 1	0.824		Valid
	Z. 2	0.905		Valid
	Z. 3	0.811		Valid
Purchase decision (Y)	Z. 4	0.734	0.755	Valid
	Y. 1	0.805		Valid
	Y. 2	0.910		Valid
	Y.3	0.888		Valid

Source : Author (2023)

In addition to using the loading factor value, data validity testing can also be analyzed through the AVE (Average Variance Extracted) value. The test results are said to be valid if they have an AVE value > 0.5. Table 2 shows that all indicators have an AVE value > 0.5. It can be concluded that all question items on the indicators are declared valid.

#### *Reliability Test*

The reliability test is used to prove the consistency, accuracy, and precision of the instrument in measuring constructs. An instrument is said to be reliable if it has a *Composite Reliability value*

of  $> 0.7$  and the expected value for *Cronbach Alpha* is  $> 0.6$  for all constructs.

Table 4. Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Scarcity Messaging (X1)	0.807	0.885
Hedonic Shopping Motivation (X2)	0.853	0.901
Impulsive Buying (Z)	0.836	0.891
Purchase Decision (Y)	0.837	0.902

Source : Author (2023)

Based on the results of the reliability test, all variables have a value that meets the requirements, namely *composite reliability*  $> 0.7$  so it can be concluded that all constructs are reliable and have a high level of reliability. All variables have *Cronbach Alpha values*  $> 0.6$ , so it can be concluded that all constructs are reliable and acceptable.

### ***Inner Model***

*Inner model* testing or structural model evaluation is carried out to ensure that the structural model built is robust (model parameters) does not change much when a new sample is taken from the total population and is accurate. Evaluation of *the inner model* can be identified in several ways, namely by looking at the Coefficient of Determination (R2), *Predictive Relevance* (Q2), *Goodness of Fit Index* (GoF) (Hussein, 2015).

Table 5. R2 and Q2 Test Results

Variables	R2	Q2
Impulsive Buying ( Z )	0.538	0.354
Purchase Decision (Y)	0.655	0.479

Source : Author (2023)

The results of the coefficient of determination test show that the R-square value of the impulsive buying variable is 0.538. . Meanwhile, the R-square of the purchase decision variable is 0.655. This value means that the purchase decision variable is influenced by the impulsive buying variable by 65.5% and the rest is influenced by other variables not discussed in this study.

The results of the Q2 test show that the impulsive buying and purchase decision variables have a Q2 value > 0, meaning that the research model has predictive relevance. Based on table 5, the diversity of purchase decision variables that can be explained by the model as a whole is 47.9%.

In addition, in the *Goodness of Fit Index* (GoF) test, a calculation result that exceeds 0 is considered to have a good predictive value. In this study, the results of the GoF test were 0.651 or equivalent to 65.1%. This indicates that the contribution of the data that is able to be explained by the model is 65.1% and the remaining 34.9% is explained by other variables that are not included in the model and errors.

### ***Hypothesis Testing***

Testing the hypothesis in this study can be seen by paying attention to the t-statistic value which is more than t-table (1.96) and the p-value < 0.05, if these conditions are met then it can be concluded that the hypothesis can be accepted, that is, there is a positive influence and significant among the variables tested.

Table 6 . Hypothesis Test

hypothesis	effects	Original Sample	T Statistics	P Value	Notes
1	X1 → Z	0.173	2,426	0.016	Significant
2	X2 → Z	0.613	8,777	0.000	Significant

3	Z → Y	0.230	2,839	0.005	Significant
4	X1 → Y	0.372	2,426	0.016	Significant
5	X2 → Y	0.507	6,710	0.000	Significant
6	X1 → Z → Y	0.040	2,328	0.021	Significant
7	X2 → Z → Y	0.141	2,395	0.018	Significant

Source : Author (2023)

The relationship between scarcity messaging (X1) and impulsive buying (Z) has a path coefficient value of 0.173. Testing the significance of the effect obtained a t-statistic value of 2.426 with a p-value of 0.0016 ( $p < 0.05$ ), so it can be stated that scarcity messaging (X1) has a positive and significant effect on impulsive buying (Z). This shows that hypothesis 1 is accepted. This is consistent with research conducted by Zhang et al. (2022). Scarcity influences impulsive buying. When consumers find out that others are buying a product, they perceive the product as becoming scarcer in the market. This perception of product scarcity triggers impulsive behavior. Research conducted by Guo, Xin, and Wu (2017) also shows similar findings. With the rise of e-commerce, limited quantity and limited time promotion strategies are widely used by online retailers to entice consumer purchases. The results provide strong evidence that both limited quantity and limited time scarcity messaging positively influence the perceived urgency felt by consumers, ultimately leading to impulsive buying.

The relationship between hedonic shopping motivation (X2) and impulsive buying (Z) has a path coefficient value of 0.613. Testing the significance of the effect obtained a t-statistic value of 8.777 with a p-value of 0.000 ( $p < 0.05$ ), so it can be stated that hedonic shopping motivation (X2) has a positive and significant effect on impulsive buying (Z). This shows that hypothesis 2 is accepted. This is consistent with research conducted by Widagdo & Roz (2021). Hedonic shopping motivation influences impulsive

buying. An individual's shopping intention is motivated by several factors, including hedonic shopping intention. This intention triggers impulsive buying or unplanned purchases. This phenomenon often occurs in society, such as sudden desires to buy products or items without considering whether they are needed (Xiabing Zheng et al. 2019).

The relationship between impulsive buying (Z) and purchase decision (Y) has a path coefficient value of 0.230. Testing the significance of the effect obtained a t-statistic value of 2.839 with a p-value of 0.005 ( $p < 0.05$ ), so it can be stated that impulsive buying (Z) has a positive and significant effect on purchase decision (Y). This shows that hypothesis 3 is accepted. This is consistent with research conducted by Azizah et al (2022). Impulsive buying occurs when consumers experience a sudden, usually strong and continuous urge to buy something immediately. Consumers feel the need to buy the product. Stimuli that influence impulsive buying resulting in purchase decisions on a product can occur.

The relationship between scarcity messaging (X1) and purchase decision (Y) has a path coefficient value of 0.372. Testing the significance of the effect obtained a t-statistic value of 2.426 with a p-value of 0.016 ( $p < 0.05$ ), so it can be stated that scarcity messaging (X1) has a positive and significant effect on purchase decision (Y). This shows that hypothesis 4 is accepted. This is consistent with research conducted by Hamilton et al. (2019). The use of scarcity messaging can increase consumer interest, ultimately leading to a decision to purchase a product or service. This is because messages that indicate limited availability can create a sense of urgency and make consumers feel that they need to act quickly to obtain the product or service.



The relationship between hedonic shopping motivation (X2) and purchase decision (Y) has a path coefficient value of 0.507. Testing the significance of the effect obtained a t-statistic value of 6.710 with a p-value of 0.000 ( $p < 0.05$ ), so that it can be stated that hedonic shopping motivation (X2) has a positive and significant effect on purchase decision (Y). This shows that hypothesis 5 is accepted. This is consistent with research conducted by Whitley et al. (2018). Hedonic purchasing motivation affects consumers' perceptions of their product preferences and the number of choices they want to consider when making a purchase. The perceived uniqueness of these preferences increases the chance of finding a product that fits their preferences, resulting in a decision to purchase a product.

The relationship between scarcity messaging (X1) and purchase decision (Y) through impulsive buying (Z) has a t-statistic value of 2.238 with a p-value of 0.021. In addition, the path coefficients of the scarcity messaging variable (X1) on purchase decisions (Y) through impulsive buying (Z) show a positive number of 0.040. The indirect effect is stated to be significant if the two direct influences that form it are significant. The direct effect of scarcity messaging (X1) on impulsive buying (Z) and the direct effect of impulsive buying (Z) on purchase decisions (Y), both have a significant effect. So it can be concluded that there is a significant indirect effect between scarcity messaging (X1) on purchase decisions (Y) through impulsive buying (Z), therefore hypothesis 6 is accepted.

The relationship between hedonic shopping motivation (X2) and purchase decision (Y) through impulsive buying (Z) has a t-statistic value of 2.395 with a p-value of 0.018. In addition, the path coefficients of the hedonic shopping motivation variable (X2) on purchase decisions (Y) through impulsive buying (Z) show a

positive number of 0.141. The indirect effect is stated to be significant if the two direct influences that form it are significant. The direct effect of hedonic shopping motivation (X2) on impulsive buying (Z) and the direct effect of impulsive buying (Z) on purchase decisions (Y), both have a significant effect. So it can be concluded that there is a significant indirect effect between hedonic shopping motivation (X2) on purchase decision (Y) through impulsive buying (Z), therefore hypothesis 7 is accepted.

## **Discussion**

### ***Effect of Scarcity Messaging on Impulsive Buying***

Hypothesis testing using Smart PLS shows that scarcity messaging (X1) has a positive and significant effect on impulsive buying (Z). Scarcity based on limited quantity due to high demand or low supply as well as scarcity based on limited time both increase the motivation consumers feel when ordering online which leads to impulsive purchases Elisa et al. (2022) . When consumers see a live streaming show, the seller will display the products being sold live and convey product specifications directly, as well as inform the limited number of products and time-limited promos. This attracts the attention of the live-streaming audience, so the next step is to open the account profile and look for information about the online store. When consumers feel interested in products and sellers' posts on TikTok, consumers think about making impulsive purchases because they think that the opportunity to get a product that suits their needs at an affordable price will not come twice. This is consistent with the results of research which revealed that scarcity messaging (X1) has a positive and significant effect on impulsive purchases (Z).

The findings can be implemented by managers, especially TikTok sellers. The use of scarcity messaging should be used wisely,

either by limiting the available stock or by using scarcity messaging at strategic times. This is because excessive use of scarcity messaging can create distrust among consumers. The implementation of these findings for managers can be done by providing opportunities for consumers to make the right decisions. Provide enough information so that consumers can make informed decisions. This can help ensure that the marketing strategies used remain effective and ethical.

### *The Effect of Hedonic Shopping Motivation on Impulsive Buying*

Hypothesis testing using Smart PLS shows that hedonic shopping motivation (X2) has a positive and significant effect on impulsive buying (Z). This is in line with research conducted by Tirtayasa et al., (2020) . Hedonic shopping motivation can be developed through a positioning strategy that is not only focused on the utilitarian aspects of hedonic motivation but also on buyers by providing excitement, entertainment, fantasy, and fun. (Saints & Marques, 2021) . This supports research conducted by Brabo et al., (2021) . Hedonic shopping motivation occurs in situations of high involvement, where people experience a decreased level of deep involvement and this turns out to be a positive influence. Hedonic shopping motivation plays a role in encouraging impulsive purchases (Tirtayasa et al., 2020b) . Live streaming shows that display products directly provide a real picture of the products being sold to trigger hedonistic desires or other reasons besides economic reasons. This is consistent with the results of the study which revealed that hedonic shopping motivation (X2) has a positive and significant effect on impulsive purchases (Z).

The findings can be implemented by management, especially TikTok sellers. The use of more informative marketing tactics creates hedonic motivation for consumers. Consumers who are

driven by hedonic motivation often do not pay much attention to the utilitarian aspects of the product, such as its features and benefits. Therefore, more informative marketing tactics, such as informing consumers about product benefits, can help guide consumers in making more informed decisions.

In addition, management can implement effective cross-selling and up-selling strategies. Effective cross-selling and up-selling strategies can help direct consumers to relevant products that can satisfy their needs. By using these strategies effectively, management can minimize the risk of impulsive buying that arises from hedonic motivation.

### *Effect of Impulsive Buying on Purchase Decision*

Hypothesis testing using Smart PLS shows that hedonic shopping motivation (X2) has a positive and significant effect on impulsive buying (Z). Time-limited promotional programs and attractive content often encourage unplanned consumer purchasing decisions (Liu et al., 2022). Impulse buying occurs when consumers see a particular product or brand, then consumers become interested in getting it, usually because of an attractive stimulus from the store (Noor, 2020). The existence of various features that offer free shipping promos, flash sales, and discounts make consumers feel the need to buy the products being promoted. Stimuli that influence the occurrence of impulsive purchases that result in purchasing decisions for an item can occur (Azizah et al., 2022).

The findings can be implemented by the management, especially TikTok sellers. Sellers should be able to build a strong and positive brand image. Building a strong and positive brand image

can help minimize the risk of impulse buying. Consumers who are satisfied with the brand and product they buy tend to be more cautious in making purchasing decisions. Management also needs to measure the impact of impulse buying regularly. This can help management understand its impact on the overall purchase decision and take appropriate action if necessary.

### *Effect of Scarcity Messaging on Purchase Decision*

Hypothesis testing using Smart PLS shows that scarcity messaging (X1) has a positive and significant effect on purchase decisions (Y). This is in line with research conducted by (Song et al., 2019). Live streaming shows on the TikTok application for each user appear based on a unique random algorithm. Seller accounts can appear randomly as consumers browse impressions after viewing on TikTok. Through live broadcasts, sellers can display the products being sold and provide responses to comments submitted by the audience. Viewers who are interested in live-streaming shows are willing to watch for hours to get the product they want. Especially if the seller provides information that the product has dwindling stock, the audience will rush to make a purchase. This is why the message of scarcity conveyed by the seller will encourage the audience to immediately make a purchase decision.

The findings can be implemented by managers, especially TikTok sellers. Providing accurate and clear information about product availability is important for managers to prevent consumers from being deceived by messages of scarcity. This information should always be updated and easily accessible to consumers. Therefore, after consumers receive messages of scarcity through live streaming and decide to purchase, the product can be bought immediately.

### *The Effect of Hedonic Shopping Motivation on Purchase Decision*

Hypothesis testing using Smart PLS shows that hedonic shopping motivation (X2) has a positive and significant effect on purchase decisions (Y). The phenomenon of live streaming selling like TikTok acts as an intermediary for sellers and buyers through direct two-way communication. This phenomenon is an uncommon concept in conventional e-commerce platforms. So far, some e-commerce only provides displays in selling their products. In contrast to the live streaming selling application which displays directly the products being sold and the interactions in them. The interaction between sellers and buyers when live streaming takes place creates an emotional pleasure or arousal for the audience. Consumers with emotional arousal often experience hedonic shopping (Xu et al., 2020) . Consumers who have hedonic shopping motivation tend to make every effort to fulfill their desire to have the desired product, in this case making purchasing decisions during live streaming.

The findings can be implemented by managers, especially TikTok sellers. Managers can offer special and attractive deals or promotions to trigger consumers' hedonic motivations. These offers may include discounted prices, free shipping, free gifts, or loyalty programs. If consumers are interested in these offers, it will trigger their hedonic motivations, making it easier for them to decide to buy the products.

### *Effect of Scarcity Messaging on Purchase Decision through Impulsive Buying*

Hypothesis testing using Smart PLS shows that scarcity messaging (X1) has a positive and significant effect on purchase decisions (Y) through impulsive buying (Z). This shows that impulsive buying increases the effect of scarcity messaging on purchase decisions and provides a positive mediating effect. When

live streaming takes place, the seller can embed a link indicating an ongoing promo, either in the form of a discount, cashback, or free shipping promo. In addition, sellers can also embed product links that display descriptions, stock availability, and color variations. So viewers can see how many products other viewers have purchased. This raises concerns in itself considering that the available stock is decreasing. As a result, viewers who initially only intend to view content will appear to want to make purchases without a plan and will make a purchase decision as soon as possible.

### ***The Effect of Hedonic Shopping Motivation on Purchase Decisions through Impulsive Buying***

The hypothesis test using Smart PLS shows that hedonic shopping motivation (X2) has a positive and significant effect on purchase decisions (Y) through impulsive buying (Z). This shows that impulsive buying increases the influence of hedonic shopping motivation on purchase decisions and provides a positive mediating effect. When live streaming takes place, sellers take advantage of the various features provided by TikTok to attract the attention of their viewers. This is done so that the audience feels at home, and comfortable, and enjoys watching the content presented. The longer the duration of the audience viewing the show and the interactive response between sellers and buyers, will encourage the emergence of hedonic shopping motivation. So that the buyer will easily make a purchase decision.

### **Conclusion.**

The results of the study show that scarcity messaging and hedonic shopping motivation can increase purchase decisions for Tiktok live streaming consumers. Messages of scarcity conveyed by sellers during live streaming such as limited stock and limited time, especially when based on consumer behavior that tends to make

impulse purchases, can increase consumer purchasing decisions. Likewise with hedonic shopping motivation. This research reveals that hedonic shopping motivation is able to increase purchase decisions of live-streaming TikTok consumers. Consumers with emotional arousal often experience hedonic shopping, especially if it is based on consumer behavior that tends to make impulse purchases. So consumers will make every effort to fulfill their desire to have the desired product, in this case making purchasing decisions during live streaming.

The findings of this study are important considering that the current digital marketing strategy does not only provide media for transactions but also builds interaction between sellers and buyers. The Tiktok application through live streaming selling is the right medium for sellers to attract as many buyers as possible, especially since this application provides various attractive features and promos. Some strategies that can be done are by displaying scarcity messaging during live streaming and building good interactions to generate hedonic shopping motivation so that consumers will easily make purchasing decisions.

It is recommended that further research be able to examine other intervening variables that can influence purchasing decisions, and apply them to other live streaming shopping provider applications such as Shoppe Live and Tokopedia Live. The results of this study can be used by business people to analyze the factors that influence purchasing decisions so that they are expected to be able to increase sales when live streaming takes place.

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