

Do TikTok Discounts Livestream Triggers Gen Z Impulse Buying Behavior?

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Abstract

The popularity of live streaming has changed the pattern of interaction between buyers and sellers in the modern business world. For business people, live streaming brings benefits because product information can be disseminated instantly. The high number of social media users in Indonesia has also led to new marketing methods, one of which is live streaming. This quantitative study aims to determine the effect of discounts on Livestream sales on the TikTok application on impulsive purchases of generation Z in Indonesia, which are mediated by positive emotions. This study involved 220 people from various regions in Indonesia who were collected online using a purposive sampling technique with a questionnaire. The data was analysed using Structural Equation Modeling (SEM) using AMOS 24. The results showed that discounts during Livestream selling on the TikTok application had a positive and significant effect on impulse purchases of generation Z in Indonesia. Meanwhile, discounts when selling Livestream on the TikTok application have a positive and significant effect on positive emotions. Positive emotions have an indirect effect between discounts during Livestream selling and impulsive purchases of generation Z in Indonesia. These findings can assist online business players in optimizing marketing in the Livestream selling industry, which is currently booming.

Introduction

Technology in the digitalization era plays a role in various aspects of life (De Mooij, 2019). Technology has significantly changed and affected every aspect of life (Sami & Irfan, 2018). There are 171.7 million internet users in Indonesia, or around 64.8% of Indonesia's total population of 264 million. Internet users have increased by 10.2% or 27.9 million people compared to internet users in the previous year, according to data from the Association of Indonesian Internet Service Providers (APJII). Turban et al. (2004) describes several things that support the rapid growth of internet users, including internet facilities that are increasingly easy to obtain and the increasingly widespread culture of online shopping that is practical, simple, and efficient.

The current development of information and technology has led to various features that support customer activities in making online purchases, one of which is the live streaming feature. Live streaming combines seller activities with video, enabling sellers to give distinctive interactive presentations (Wang, 2019). Live streaming is a new marketing tool gaining popularity worldwide (Wongkitrungrueng & Assarut, 2020). Sellers can carry out entertaining activities and encourage customers to buy the products presented (Lu, Xia, Heo, & Wigdor, 2018).

Sales with live streaming can occur through a live-streaming platform that combines commercial activities or social media that presents live-streaming features (Wongkitrungrueng & Assarut, 2018). Livestream selling is very effective for Generation Z, which cannot be separated from technological advances. Generation Z are those born between 1995 and 2010 who feel comfortable using technology because they were born in a digital world, so they are often called the first digitally native generation (Lanier, 2017). According to the research results of the Boston Consulting Group, it is stated that there has been a change in attitude or behavior in generation Z, especially when shopping and spending their money through online shopping, compared to previous generations (Ahmed, 2020). It is because those who enter the Z generation have hedonic, consumptive, and wasteful characters. They are also easily influenced by attractive stimuli to make purchases (N. D. Wahyuni, 2017).

Research conducted by the Valassis research institute shows that several sales promotion stimuli affect consumers, especially generation Z. In the context of live streaming, it refers to things such as exclusive prices

for live broadcasts, it gives consumers a type of sales promotion in the form of specific price discounts only when live stream going on. Price discounts are a price-based sales promotion strategy where customers are given the same product at a relatively lower price (Xu, Y., & Huang, J.S., 2014). When the live streaming ends, the price of the product being sold will return to its original price. The time limit given puts pressure on viewers to decide on a purchase (Wu et al., 2021). Stimuli during live streaming, such as price discounts, can lead to positive emotions in consumers when shopping, the more frequent price discounts make consumers feel happy (Kurniawati & Restuti, 2014). Maule et al. (2000) found that time pressure positively influences individual arousal. As a result, the brief decision window creates a sensation of time pressure and excites viewers during the live stream. It is what causes consumers to shop impulsively (Fahd, 2015). Impulse buying is a behavior carried out by a consumer without being planned and carried out spontaneously (Ruswanti, 2016). Online impulse buying is shopping behavior that occurs unplanned and emotionally attractive, where deciding on a purchase is carried out quickly without thinking about the information and other available alternatives.

Various analyzes of impulse buying have been carried out. Most impulse buying analysis focuses on e-commerce and conventional stores rather than Livestream selling. This research was conducted because it can provide information about discounts when Livestream selling TikTok can influence impulse buying in generation Z in Indonesia. In addition, the findings obtained will then be used for developing other research in the sales process utilizing live streaming. Therefore, this research aims to determine the effect of discounts during Livestream selling on the TikTok application on impulse purchases mediated by positive emotions.

Materials and Methods

1. Materials

1.1 Discount on Livestream Selling and Impulse Buying

According to Buyit (2020), Livestream selling refers to using live video to showcase and sell products. Livestream selling is a powerful sales channel because it increases engagement in several ways. The live streaming transmission uses one or more communication technologies that can instantly send images and sound to other locations, allowing users to see their visibility and presence (Chen & Lin, 2018). People can watch live streams on their smartphones anytime and anywhere, interact in real-time with sellers and make purchases immediately by simply clicking on the link embedded on the screen. Consumers prefer live-streaming shopping for many reasons, one of which is that discounted prices are the main thing (Hou & Shen, 2021).

According to Sutisna (2002: 300), a price discount is a reduction in the price of a product from the regular price within a certain period. Discount indicators are: 1) The discount amount, namely the discount given when the product is discounted. 2) Price discount period, such as the period given at the time of discount, and 3) Types of products that get discounted prices, namely the variety of choices on products that are discounted (Gendall et al., in Asterrina et al. 2011: 3). Discounts can encourage impulse buying behavior.

In accordance with research from Brian Vicky Prihastama (2016), Septian Wahyudi (2017), and Sudharto P. Hadi (2017), the tendency of consumers to buy out of control comes from sales promotion stimulants, one of which is caused by price discounts or discounts. Sales promotions can also impact emotions in the form of positive emotions for consumers (Kotler & Keller, 2016). These positive emotions result in sudden cravings. When consumers' positive emotions increase, this will also increase consumer impulse purchases (Kurniawan & Kunto, 2013).

1.2 Discount on Livestream Selling and Positive Emotion

Sales promotion functions not only as a company communication tool with consumers but as a tool to influence consumers in purchasing activities (Purnamasari & Murwatiningsih, 2012). Consumers will immediately be interested in trying a product or service offered when the manager displays an attractive sales promotion for consumers. The existence of sales promotions can also have an impact on emotions in the form of positive emotions among consumers (Kotler & Keller, 2016).

Stimulus in Livestream selling in the form of price discounts can lead to positive emotions in consumers when shopping, the more frequent price discounts make consumers feel happy (Kurniawati & Restuti, 2014). Price

discounts are a price-based sales promotion strategy where customers are offered the same product at a lower price (Gumilang & Nurcahya, 2016). Previous research stated that price discounts affect positive emotions (Kurniawan & Kunto, 2013; Kurniawati & Restuti, 2014; Fahd, 2015; Akyuz, 2018; Idris, 2018).

1.3 Positive Emotion and Impulse Buying

Emotional shopping is a feeling that cannot be controlled but can influence people's behavior or habits when shopping (Hidayat & Erika, 2017). Amiri (2012) states that, generally, more positive emotions at the time of purchase can lead to an increase in impulsive purchases. Positive emotions play an essential role in their intention to buy. Positive emotions can influence consumers when shopping, where consumers experience feelings of pleasure and joy. These positive emotions result in sudden cravings. When consumers' positive emotions increase, this will also increase consumer impulse purchases (Kurniawan & Kunto, 2013). Several experts and previous studies have tested whether when consumers have significant positive emotions will influence purchases more. Kwan (2016) proved and stated that the higher the consumer's positive emotions, the higher the effect on impulsive purchases.

2. Methods

2.1 Measurements

Samples were taken by purposive sampling to collect data with the criteria determined by the researcher. This research uses primary data sources through questionnaires. The questionnaire uses a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The number of samples collected and examined in this study was 220 respondents. Respondent criteria are customers who have shopped at least once during Livestream selling on the TikTok application. This study will use Structural Equation Modeling (SEM) with the AMOS 24 statistical tool to analyze and evaluate the measurement model and structural model of the research construct that is built. The fit test model will be assessed based on goodness of fit index parameters such as CMIN/DF, Root Mean Square Error of Approximation (RMSEA), Root means squared residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normal Fit Index (NFI).

2.2 Sampling and Data Collection

The number of samples collected and examined in this study was 220 respondents. The sample involved is a Livestream-selling TikTok customer who is domiciled in Indonesia, with an age range of 12-27 years, having purchased Livestream selling on the TikTok application at least once. Sampling locations were distributed in various cities in Indonesia, such as Jakarta, Bandung, Medan, Surabaya, Semarang, Balikpapan, Denpasar, Makassar, Pontianak, and various other regions of Indonesia, through online questionnaires.

2.3 Data Analysis

The validity evaluation will rely on the standardized loading factor (SLF) value, which must be ≥ 0.50 (Hair et al., 2014, p. 618), and the reliability construct will rely on the tabulated results of construct reliability (CR) and average variance extracted (AVE) values. Furthermore, the SEM analysis is a structural model analysis to assess the research hypothesis that has been built and whether it is accepted or rejected. SEM analysis will display the t-value for each coefficient. The hypothesis can be said to have a causal relationship if the t-count value $\geq t$ table (1.96) with a significant level of α , like 0.05. The Sobel test will determine the mediating variable's indirect effect.

Results and Discussion

1. Respondent Characteristics

Data on the characteristics of the respondents are shown in Table 1, which totals 220 respondents. Gender is dominated by women (72.3%), domiciled in Jakarta (16.8%), the age range is 19-22 years (92.3%), work is as a student (85%), shopping intensity is two times on TikTok Livestream (33.6%) and spending on TikTok Livestream < Rp. 100,000,- (48.2%).

Table 1: Characteristics of Respondents.

Category	Item	f	%
Gender	Male	61	27,7%
	Female	159	72,3%
	Total	220	100%
domicile	Jakarta	37	16,8%
	Pontianak	97	44%
	Bandung	17	7,7%
	Surabaya	9	4%
	Medan	7	3,2%
	Semarang	2	0,9%
	Makassar	2	0,9%
	Denpasar	3	1,4%
	Manado	1	0,5%
	Palembang	1	0,5%
	Mempawah	9	4%
	Bogor	1	0,5%
	Bekasi	2	0,9%
	Lampung	1	0,5%
	Singkawang	3	1,4%
	Malang	3	1,4%
	Tangerang	8	3,6%
	Purwokerto	2	0,9%
	Yogyakarta	13	5,9%
	Sanggau	1	0,5%
Balikpapan	1	0,5%	
Total	220	100%	
Age	12 – 15 Year	4	1,8%
	16 – 18 Year	7	3,2%
	19 – 22 Year	203	92,3%
	23 – 27 Year	6	2,7%
	Total	220	100%
Occupation	Students	187	85%
	Civil Servant	7	3,2%
	Private sector employee	16	7,3%
	Businessman	9	4%
	Freelancer	1	0,5%
Total	220	100%	
How many times have you shopped online during Live Streaming on the TikTok app in 1 month?	1 time	36	16,3%
	2 times	74	33,6%
	3 times	69	31,4%
	4 times	18	8,2%
	>5 times	23	10,5%
	Total	220	100%
The average cost incurred for shopping online during Live Streaming on the TikTok application	<IDR. 100.000	106	48,2%
	IDR. 100.000 – Rp. 200.000	27	12,3%
	IDR. 200.000 – Rp. 300.000	16	7,3%
	>IDR. 300.000	71	32,3%
	Total	220	100%

2. Measurement and Structural Models

The results of the validity and reliability tests on the research indicators were obtained from the results of the AMOS 24 data processing output.

Table 2: Measurement Model Results

Items		SLF	CR	AVE
<i>Discount on Livestream Selling (DOLS)</i>	I feel that the countdown promotion time specified in the livestreaming is relatively short	0,703	0,923	0,528
	Before the deadline of sales promotion on livestreaming, there is very little time for making the decision	0,702		
	The closer to the end of the time limited sale promotion, the more time pressure will push me to buy as soon as possible	0,687		
	I will keep watching the live streaming to receive coupons and freebies or to enter a prize draw	0,748		
	Triggering consumers to buy in discount amount	0,745		
	Triggering consumers to buy in discount period	0,769		
	Triggering consumers to buy in product category	0,733		
<i>Positive Emotion (PE)</i>	Happy feeling	0,759	0,881	0,538
	Feeling satisfied	0,727		
	Comfortable feeling	0,702		
	Feelings of excited	0,747		
<i>Impulse Buying (IB)</i>	Spontaneous purchase	0,762	0,850	0,560
	Purchase without thinking	0,850		
	Rush purchase	0,726		
	Purchases are influenced by emotional conditions	0,643		

Table 2 is the result of testing the validity and reliability of the overall model. The standardized loading factor (SLF) value of all indicator variables in the full model is above 0.50. It means that all indicators are declared valid and believed to be able to measure the construct of the entire model being built. The results of the reliability test present relevant results. All instruments are declared reliable and can consistently measure the constructs of the entire model built. It is shown from the avariance extracted (AVE) value of all instrument indicators, which obtain a value of ≥ 0.50 , and the value of construct reliability (CR) which obtains a value of ≥ 0.70 .

Table 3: Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
CMIN/DF	≤ 3.00	1,965
RMSEA	$\leq 0,08$	0,066
RMR	$\leq 0,05$	0,029
GFI	$\geq 0,90$	0,910
TLI	$\geq 0,90$	0,938
IFI	$\geq 0,90$	0,949
CFI	$\geq 0,90$	0,949
NFI	$\geq 0,90$	0,902

Table 3 is the result of the fit test model. The model fit test results show that the model's suitability requirements can be accepted and declared fit. Eight measurements show the degree of good fit. Hair et al. (2014: 583) state that a research model construct can be declared fit and accepted if three to four measurements obtain a degree of good fit or above the cut-off value.

3. Hypotheses Testing

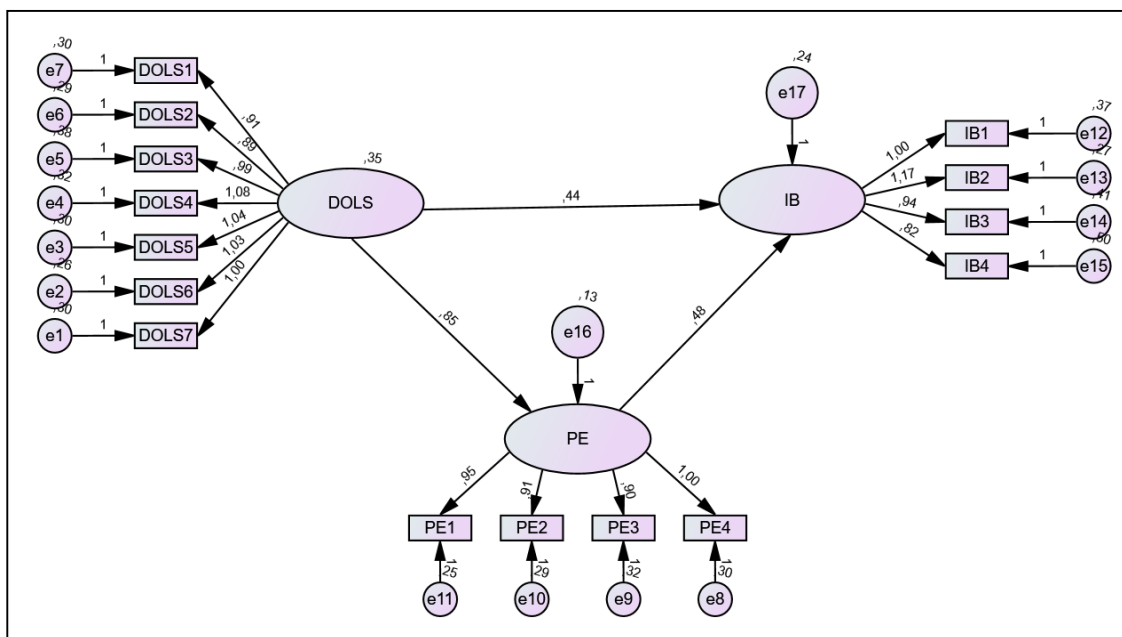


Fig 1: Full Model Structural Test

The results of testing the effect of the relationship between variables in the research construct built in this study can be presented as follows.

Table 4: Hypothesis Testing

	Estimate	S.E.	C.R.	P	Label
Positive_Emotion <--- Discount_on_Livestream_Selling	0,851	0,094	9,066	***	
Impulse_Buying <--- Discount_on_Livestream_Selling	0,443	0,163	2,720	0,007	
Impulse_Buying <--- Positive_Emotion	0,478	0,160	2,990	0,003	

Based on Table 4, the t-count value for the variable discount on Livestream selling on impulse buying is obtained by some 2.720, which indicates an acquisition greater than the t-table value of 1.96. Likewise, the p-value of 0.007 indicates a value smaller than 0.05 ($\alpha = 0.05$). It means that the first hypothesis regarding the discount on Livestream selling positively and significantly affects impulse buying. For the second hypothesis, the t-value for the discount on the Livestream selling variable for positive emotion also obtains a value of 9.066 and a p-value of less than 0.001. Prove the hypothesis that was built where the discount on Livestream selling has a positive and significant effect on positive emotion. The third hypothesis, the acquisition of the t-count value for the positive emotion variable for impulse buying, is obtained by a number of 2.990 and a p-value of 0.003. It means that positive emotion has a positive and significant effect on impulse buying. To see the indirect effect on the influence of the built mediation variable is presented in table 5, obtained from the Sobel test results.

Table 5: Sobel Test - Significance of Mediation

	Sobel test statistic	Two-tailed probability
Discount on Livestream Selling --> Positive Emotion --> Impulse Buying	2,84	0,004

Based on the results of the Sobel test shown in Table 5, the Sobel test statistic was 2.84, and the p-value was 0.004. These results indicate that the value of the Sobel test statistic is greater than the t-table value of 1.96. Likewise, the p-value obtained shows a value less than 0.05 ($\alpha = 0.05$). This result indicates a significant indirect effect of discounts on Livestream selling on impulse buying through positive emotion.

Discussion

This study aims to propose a conceptual model of discount on Livestream selling and its effect on impulse buying on the TikTok application in Indonesia, which is mediated by positive emotion. According to the results of this study, all hypotheses are accepted, showing that discounts on Livestream selling affect impulse buying in the TikTok application. Also, positive emotion mediates the relationship between discounts on Livestream selling and impulse buying. The results of this study are helpful for companies for future marketing strategies by considering discounts on Livestream sales.

Previous research stated that price discounts affect positive emotions (Kurniawan & Kunto, 2013; Kurniawati & Restuti, 2014; Fahd, 2015; Akyuz, 2018; Idris, 2018). The more frequent price discounts make consumers feel happy in shopping (Kurniawati & Restuti, 2014). This research is also in line with Amos et al. (2014), Bandyopadhyay et al. (2021), Febrilia & Warokka (2021), and Ozer & Gultekin (2015). Mood, or emotional state, has long been associated with impulse buying (Lucas & Koff, 2017; Rook & Fisher, 1995). When consumers are in a positive mood, they emotionally respond to situational stimuli and then engage in impulsive buying behavior. It can be interpreted as feelings of pleasure, excitement, fear, and anxiety influencing consumer behavior in unplanned purchases. For example, when consumers feel happy, shopping activities become more enjoyable, so the opportunity to purchase suddenly increases (Ozer & Gultekin, 2015).

The results of this study indicate that in increasing impulse buying, business people are expected to consistently provide promotional strategies in the form of price discounts to touch consumers' hearts and create positive emotions when shopping on Livestream selling.

Conclusions

Based on the conclusions in this study, business people need to provide discounts more often, especially when conducting Livestream selling, because it is proven that price cuts make consumers more interested in unplanned purchases (impulse buying). It is because consumers have positive emotions that it is hard to control themselves when looking at discounted prices. Then for further researchers, it is recommended to use variables other than the variables in this study to obtain more varied results. It is also recommended to increase the number of samples used in the study. Then for further researchers, it is recommended to use variables other than the variables in this study to obtain more varied results. It is also recommended to increase the number of samples used in the study.

Data Availability

The Data Already in sub Results and Discussion.

Conflicts of Interest

The author declare that there is no conflict of interest regarding the publication of this paper.

Funding Statement

The funding of this research from author self.

Authors' contributions

Authors may use the following wordings for this section: “ ‘First Author’ designed the study, performed the statistical analysis, wrote the protocol, and wrote the first draft of the manuscript. ‘Second Author’ and ‘Third Author’ managed the analyses of the study. ‘Fourth Author’ and ‘Fifth Author’ manage the literature searches. All authors read and approved the final manuscript.”

Acknowledgments

The author would like to express his deepest gratitude to the Dean of Faculty of Economics & Business Universitas Tanjungpura, for her whole hearted support. I also thanks the Head of Management Department of Management Faculty of Economics & Business Universitas Tanjungpura, and MBKM Program from Ministry of Education, Culture, Research, and Technology, who contributed to the completion of this research.

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