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Analysis of Factors Driving Impulsive Buying through Live Streaming Shopping Tiktok Shop

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Abstract

This study aims to see what factors drive this impulsive buying behavior, especially when purchasing fashion products using TikTok Shop live streaming. This study uses a convenience and non-probability sampling method conducted on 259 respondents. This study's primary data analysis method is the Partial Least Square Structural Equation Model PLS-SEM. Then, the data processing of this study was carried out with the help of IBM SPSS Statistics 24 and SmartPLS 3.0 software. The data is processed application and showed that convenience does not affect perceived enjoyment, but Demand has a significant impact. Furthermore, product usefulness influences perceived usefulness, but product price does not. Then, the perceived enjoyment variable affects perceived usefulness, and both variables positively impact encouraging impulsive buying intention in the TikTok Shop live streaming shopping environment. This research is expected to be useful for companies or fashion businesses that want to promote their products through live-streaming shopping. This research helps them develop strategies to captivate consumer attention and increase sales in the live-streaming shopping environment. Analyzing the driving factors of impulsive buying through TikTok Shop live streaming shopping has significant managerial implications, especially in improving marketing strategies and business management. These implications include a deeper understanding of consumer behavior, increasing the effectiveness of promotions, and developing more relevant products and services.

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INTRODUCTION

Nowadays, using the internet has changed individual behavior patterns. The internet has become accessible and provides many conveniences for humans in fulfilling needs such as communicating, searching for information, accessing world or global news, and even shopping online (Daulay & Handayani, 2021). However, this convenience comes with a risk as consumers become more easily tempted to overbuy items that may not be needed or lead to consumptive behavior (Amalia, 2022). The existence of online shopping makes activities easier and more enjoyable for customers; transforming shopping activities from a necessity to a source of pleasure is what drives impulse shopping behavior (Mertaningrum et al., 2023).

One of the most popular online platforms is the TikTok application. Based on 2024 in an article by Slice.id (2024), TikTok was Indonesia's second most popular and most used social media site. TikTok was used as a platform for online marketing before expanding by creating TikTok Shop. An article mentions that TikTok became an effective platform for promoting fashion products, which helped improve Indonesia's fashion position and became one of the sources of economic growth in Indonesia (Genesis, 2023). Based on Insight Data (2023), 70.13% of people choose this product category as a product that is often purchased online, while other products, such as beauty and self-care, reached 49.73%, and for the food category, it was 40.8% (Jauhari, 2023). The emergence of live-streaming features on online shopping platforms has been capturing significant attention from consumers. Live streaming shopping is an electronic commerce transaction in a virtual space in real time through streaming platforms (Xu et al., 2020). Live streaming allows customers to get closer to a product by seeing and hearing how the streamer describes the quality, appearance, or usage of the product (Hu & Chaudhry, 2020).

Regarding impulsive buying, Rook (1995) defines it as an irrational and unplanned purchase accompanied by cognitive dissonance and an emotional drive. This emotional drive is associated with a strong desire to buy the product immediately, ignore the adverse effects of the purchase, and experience satisfaction (Anas, 2020). Before individuals decide to buy a product, some factors drive them, such as the desire to own the product. Demand influences individual behavior patterns, especially consumer impulse purchases (Zhang et al., 2021). Consumers' desire to shop becomes even stronger when they can view products directly through the live streaming feature.

Other factors like convenience are also reasons consumers shop online in live e-commerce. Niazi and Oktaviani (2023) stated that the convenience offered in online shopping can influence consumer attitudes because consumers feel more comfortable compared to conventional shopping. Moreover, the price of a product is the amount of expenditure incurred by an individual to obtain benefits such as the use and ownership of a good or service provided. (Kotler et al., 2018). Price is a term used in buying and selling activities involving goods and services (Magdalena et al., 2022).

Shofiyana (2020) stated that product usefulness significantly influences impulse buying decisions where buyers tend to choose high-quality goods because they will get more benefits. Thus, this study will discuss various factors that can encourage consumer behavior in creating impulsive buying intention. This is based on differences in research findings, where some statements suggest that certain variables are not very significant or do not play an essential role in driving purchase intentions, while others indicate the opposite.

Furthermore, this research differs from earlier studies due to variations in location and demographics. The feature of the research object, TikTok live streaming shopping, particularly in fashion products, is where the originality and contribution of this study reside. Last but not least, the study uses the Stimulus-Organism-Response (S-O-R) theory as a foundation to investigate whether Demand, convenience, product usefulness, and price all influence perceived enjoyment and usefulness.

The goal is to demonstrate whether or not all of these factors influence consumers' impulsive purchasing intentions, particularly regarding TikTok live-streaming shopping.

Relationship between Demand and Perceived Enjoyment

According to Gaspersz (2017), Demand can be defined as the quantity of goods or services that consumers are willing and able to purchase within a specific time frame and under certain conditions. Furthermore, according to Zhang et al. (2021), consumers make purchasing decisions largely influenced by Demand. The results of previous research by Lin et al. (2023) indicated that Demand significantly affects perceived enjoyment. This statement is based on the research results that live-streaming content with the products sold must meet consumer desires and demands.

H1: Demand positively affects Perceived Enjoyment in live-streaming shopping.

Relationship between Convenience and Perceived Enjoyment

Suki (2011) defines perceived enjoyment as a condition where individuals feel comfortable using an existing technology when doing activities in it. In online shopping, consumers tend to use live streaming as part of their consumption behavior to help them select products. This enables them to make the shopping process more enjoyable and enhance their overall shopping experience. This statement is also supported by research by Lin et al. (2023), which stated that convenience is significant to perceived enjoyment.

H2: Convenience positively affects Perceived Enjoyment in live-streaming shopping.

Relationship between Product Usefulness and Perceived Usefulness

Product usefulness is one of the factors considered by individuals when making purchases because this is the usefulness that customers believe in when using information technology or e-commerce (Monisa, 2013). The benefits individuals feel will encourage them to purchase, as consumers believe no other app offers as attractive and good deals as this one (Fawahan & Marianingsih, 2022). The results of previous research by Lee & Chen (2021) stated that product usefulness has a positive significance to perceived usefulness.

H3: Product Usefulness positively affects Perceived Usefulness in live-streaming shopping.

Relationship between Product Price and Perceived Usefulness

The price of a product is the amount that consumers must pay to buy a good or service (Lionarto et al., 2022), and Bi (2009) mentioned that competitive product prices could increase perceived usefulness in a live-streaming shopping environment. Moreover, Khalidah et al. (2020) stated that product price and perceived usefulness are interrelated because prices considered too high make the product less useful, while lower prices make the product better.

H4: Product Price positively affects Perceived Usefulness in live streaming shopping.

Relationship between Perceived Enjoyment and Impulsive Buying Intention

Perceived enjoyment has a significant positive impact in creating an urge for consumers to make impulsive purchases. The previous research results by Lee and Chen (2021) said that perceived enjoyment positively affects impulsive buying intention. Putri and Maryam (2023) stated that perceived enjoyment significantly influences impulsive buying intention. The joy that customers feel directly drives their intention to make impulsive purchases.

H5: Perceived Enjoyment positively affects Impulsive Buying Intention in live-streaming shopping.

Relationship between Perceived Usefulness and Perceived Enjoyment

Consumers can feel usefulness when they make purchases quickly, get complete information, and make payments easily. It also becomes the paramount trust in making

purchases. Consumers will feel more satisfied because of the benefits they feel when doing online shopping faster in meeting their needs (Prasetia & Suwitho, 2022). The results of previous research by Lee and Chen (2021) stated that perceived usefulness significantly affects perceived enjoyment. This statement is also supported by Zhou and Feng (2017), who suggest that perceived usefulness will positively influence perceived enjoyment.

H6: Perceived Usefulness positively affects Perceived Enjoyment in live-streaming shopping.

Relationship between Perceived Usefulness and Impulsive Buying Intention

Perceived usefulness can be defined as the extent to which e-commerce technology helps customers conduct online transactions by making the transactions easier, saving time, and being more efficient so that consumers can get the desired benefits (Fitriana & Trishananto, 2021). The results of previous research by Rahmawati and Andhaniwati (2023) said that perceived usefulness positively affects impulsive buying. Wu et al. (2016) noted that impulsive buying intention is relative to perceived usefulness.

H7: Perceived Usefulness positively affects Impulsive Buying Intention in live-streaming shopping.

METHODS

This study uses a quantitative model with a causal approach where there are variables that explain the cause-and-effect relationship related to hypothesis testing. The data used in this research are primary. Primary data is original data collected directly from the source of respondents and is done by a sampling process (Wekke, 2019). The sampling method uses convenience sampling, which is part of the non-probability sampling method. Sugiyono (2016) said that convenience sampling is the process of choosing participants based on their accessibility to the researcher without considering how representative the sample is of the general population. Information is gathered from various sources within the community who are prepared to supply it by using convenience sampling. This study used a sample of 259 respondents, where the sample size, based on calculations, was estimated to be between 190 and 380 respondents. The research location was carried out in Indonesia, which covers all regions of Indonesia without any restrictions on specific geographical areas, considering that the data collection technique was carried out in the form of distributing questionnaires online. The data analysis technique used in this study is divided into two types: descriptive analysis and statistical analysis. According to Sugiyono (2014), descriptive data analysis is a statistical technique used to analyze data by describing it without reaching conclusions that apply to the public or generalization conclusion. This study's sample criteria include Indonesian citizens who have seen live-streaming shopping on the TikTok live-streaming shopping application.

The descriptive analysis in this study is a quantitative data analysis technique supported by the IBM SPSS application for instrument testing. Structural Equation Modeling (SEM) is used to analyze this research in statistical analysis. According to Hair et al. (2014), the Structural Equation Model (SEM) is a multivariate approach that uses factor analysis and multiple regression. It allows researchers to look at the relationships between the measured variables and their main underlying structures simultaneously and the relationships between the various interrelated underlying structures. According to Hair et al. (2022), the Structural Equation Model (SEM) is a statistical method used to estimate the interdependent relationship between construct variables and indicators while considering measurement error.

The research uses the PLS (Partial Least Squares) software application as a technique for analyzing the model structure and hypothesis testing. In this study, variables such as Demand, convenience, product usefulness, product price, perceived enjoyment, perceived usefulness, and impulsive buying intention

will be examined. Each research variable is measured using a Likert Scale and a five scale. According to Sugiyono (2016), the Likert scale calculates the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

This study adopts the Stimulus-Organism-Response (S-O-R) theory, which is a model that demonstrates and explains how an individual's cognitive and emotional dynamics can be influenced by external environments, which in turn alter their attitudes and behavior. Initially, this theory was invented by Hovland et al. (1953). The S-O-R Theory appeared first in psychology but was later used also in communication science because the subject of both fields is human: attitude, opinion, behavior, cognition (attitude about insight or understanding), affection (attitude about feelings), and conation (attitude about the tendency to do). Each component in this theory has its role. This theory states that a stimulus (S) influences a person's internal affective evaluation (O), and this leads or causes an approach or avoidance response (R) to emerge (Floh & Madlberger, 2013). If associated with individual purchasing behavior, this statement means that external elements such as advertisements or products (stimulus) influence a person by triggering internal processes and emotional evaluations within them (organism). This evaluation determines whether people will approach or avoid the stimulus (response). Therefore, this theory relates that any process by which social media influences a person must begin with attention or exposure to a particular message. One behavior that may emerge is impulsive buying behavior, which occurs when consumers experience a strong urge to buy something they may not need without planning (Khoirunnisa & Bestari, 2022).

RESULTS AND DISCUSSION

The data processing results relate to descriptive analysis of respondent characteristics, descriptive analysis of research variables, outer model test results, and inner model test results that have been tested with PLS-SEM with SmartPLS 3.0 tools. The results of this data are used to test whether the data collected is suitable for the research hypothesis. All data shown in the table is based on 259 respondents.

Based on Table 1, female respondents dominate this study with 69.5%, respondents aged 17-22 years are the majority in this study with 36.3%, respondents with a diploma/ bachelor category are 44.4%, the majority of respondents work as Diploma / Bachelor, respondents who are in the Java region are 41.3%, the average income of respondents in this study ranges from IDR 3,000,000-Rp5,000,000 and expenses range from IDR 1,000,000-Rp3,000,000 per month, and in one day the majority of respondents spend 0-4 hours.

Table 2 shows that the value of the loading factor and Average Variance Extracted (AVE) in this study is in accordance with the standard criteria. The loading factor values of all variables are more than 0.7, and AVE is more than 0.5. Not only that, the table also shows that all variables have a Cronbach's Alpha and Composite Reliability value ≥ 0.6, which means that all variables are valid and reliable.

Table 3 shows that all constructs have met the criteria for excellent discriminant validity, as indicated by the square root of AVE having a construct value greater than the correlation between the construct and the construct. As shown in the table, the square root of AVE in the convenience construct is 0.794, which is greater than all the item values in the row below it (0.695; 0.669; 0.602; 0.662; 0.702; 0.774). This shows that the convenience construct has good discriminant validity because the AVE value is greater than the correlation with another construct. This concept also applies to the following constructs: Demand, impulsive buying intention, perceived enjoyment, perceived usefulness, product price, and product usefulness.

Table 1. Respondents' Demographic Characteristics

Items	Freq	Percentage (%)	Items	Freq	Percentage (%)
Gender			Average Revenue		
Male	79	30.5%	< Rp1.000.000	28	10.8%
Female	180	69.5%	Rp1.000.000-Rp3.000.000	62	23.9%
Age			Rp3.000.000-Rp5.000.000	97	37.5%
17-22 Years	94	36.3%	> Rp5.000.000	72	27.8%
23-28 Years	88	34%	Average Spend		
29-34 Years	54	20.8%	< Rp1.000.000	58	22.4%
35-40 Years	17	6.6%	Rp1.000.000-Rp3.000.000	114	44%
>40 Years	6	2.3%	Rp3.000.000-Rp5.000.000	56	21.6%
Latest Education			> Rp5.000.000	31	12%
Grade School–JHS	-	-	Watching Duration		
SHS/Equivalent	115	44.4%	0-4 Hours	173	66.8%
Diploma/Bachelor	134	51.7%	5-8 Hours	62	23.9%
Master	10	3.9%	9-12 Hours	22	8.5%
Occupation			13-16 Hours	2	0.8%
New Graduates	10	3.9%	> 16 Hours	-	-
PNS/TNI/POLRI	28	10.8%			
Entrepreneur	40	15.4%			
Students	90	34.7%			
Private Employees	73	28.2%			
Co-Ass	3	1.2%			
Housewife/Unemployed	15	5.8%			
Region					
Sumatera	84	32.4%			
Jawa	107	41.3%			
Kalimantan	39	15.1%			
Sulawesi	29	11.2%			

Source: Processed Primary Data, 2024

Table 2. Outer Loading, Average Variance Extracted (AVE), and Reliability

Construct	Item	Mean	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability
Convenience	CV1	3.81	0.837	0.630	0.847	0.892
	CV2	3.89	0.882			
	CV3	3.99	0.887			
	CV4	3.16	0.504			
	CV5	3.73	0.795			
Impulsive Buying Intention	IB1	3.75	0.822	0.716	0.992	0.938
	IB2	3.72	0.809			
	IB3	3.78	0.831			
	IB4	3.83	0.876			
	IB5	3.93	0.867			
	IB6	3.81	0.870			
Demand	ND1	3.89	0.908	0.794	0.935	0.950
	ND2	3.94	0.900			
	ND3	3.92	0.926			
	ND4	3.69	0.807			
	ND5	3.82	0.909			
Perceived Enjoyment	PERE1	3.81	0.935	0.850	0.941	0.958
	PERE2	3.81	0.912			
	PERE3	3.91	0.907			
	PERE4	3.85	0.934			
Perceived usefulness	PERU1	3.59	0.841	0.799	0.937	0.952
	PERU2	3.77	0.890			
	PERU3	3.89	0.904			
	PERU4	3.79	0.909			
	PERU5	3.76	0.922			
Product Price	PP1	3.54	0.866	0.740	0.827	0.895
	PP2	3.32	0.831			
	PP3	3.53	0.883			
Product Usefulness	PU1	3.80	0.906	0.777	0.857	0.913
	PU2	3.82	0.894			
	PU3	3.72	0.843			

Source: Processed Primary Data, 2024

Notes: CV = Convenience. IB = Impulsive Buying Intention. ND = Demand. PERE =Perceived Enjoyment. PERU = Perceived Usefulness. PP = Product Price. dan PU = Product Usefulness

Table 3. The Results of Fornell Larcker Criterion

	CV	ND	IB	PERE	PERU	PP	PU
Convenience (CV)	0.794						
Demand (ND)	0.695	0.891					
Impulsive Buying Intention (IB)	0.669	0.653	0.946				
Perceived Enjoyment (PERE)	0.602	0.621	0.910	0.992			
Perceived Usefulness (PERU)	0.662	0.674	0.715	0.668	0.894		
Product Price (PP)	0.702	0.554	0.530	0.398	0.462	0.860	
Product Usefulness (PU)	0.774	0.676	0.677	0.562	0.544	0.838	0.882

Source: Processed Primary Data, 2024

Table 4. The Results of The Collinearity Test

	CV	ND	IB	PERE	PERU	PP	PU
Convenience (CV)				1.212			
Demand (ND)				1.363			
Impulsive Buying Intention (IB)							
Perceived Enjoyment (PERE)			1.806				
Perceived Usefulness (PERU)			1.806	1.892			
Product Price (PP)					3.350		
Product Usefulness (PU)					3.350		

Source: Processed Primary Data, 2024

Based on Table 4, a higher VIF value will indicate a higher collinearity problem. As we can see in Table 4 shows that all variables have a VIF value < 5, which means they are included in the criteria for low collinearity problems.

Table 5. The Results of R-Square and Q-Square

	R-Square	R-Square Adjusted	Q-Square
Impulsive Buying Intention	0.849	0.848	0.585
Perceived Enjoyment	0.501	0.496	0.421
Perceived Usefulness	0.296	0.291	0.232

Source: Processed Primary Data, 2024

Table 5 shows that the R-Square value on the Impulsive Buying Intention variable is in the strong category criteria ($R^2 > 0.67$). In the perceived enjoyment variable, it can be concluded that the R-Square value is in the medium/moderate category criteria ($0.33 < R^2 < 0.67$). Finally, the Perceived Usefulness variable is in the weak category criteria ($0.19 < R^2 < 0.33$). Then, the Q-Square value on the predictive relevance of the variables.

Table 6 shows that H3, H5, H6, and H7 have significant hypothesis results because the values have met the criteria that the T-statistics value must be more than 1.96 and the value of the P-value must be less than 0.05. Meanwhile, specifically for H1, it changed to be significant because the program usually sets the results on two sides, so the calculation results must be divided by two, which makes the P-Values of

Table 6. The Result of The Hypothesis Relationship

Variable Relation	Original Sample	T Statistics	P Values	Conclusion
ND -> PERE	0.230	1.752*	0.080*	Supported
CV -> PERE	0.101	0.712	0.477	Not Supported
PU -> PERU	0.528	6.387	0.000	Supported
PP -> PERU	0.019	0.241	0.810	Not Supported
PERE -> IB	0.781	13.799	0.000	Supported
PERU -> PERE	0.446	4.603	0.259	Supported
PERU -> IB	0.193	3.090	0.648	Supported

Source: Processed Primary Data, 2024
Notes: CV = Convenience. IB = Impulsive Buying Intention. ND = Demand. PERE = Perceived Enjoyment. PERU = Perceived Usefulness. PP = Product Price. dan PU = Product Usefulness

Hypothesis 1 0.04. Furthermore, H2 and H4 have insignificant hypothesis results because they do not reach the standard criteria. These results will be further explained as follows,

The results of hypothesis testing conducted on the seven variables in the study show that the two hypotheses have no influence and are not significant between variables. The following is an explanation of each hypothesis. In the first hypothesis, the demand variable has a P-value smaller than 0.05, which is 0.04 after adjustment. The T-statistics value is still considered significant, considering that hypothesis testing is one-sided. Thus, the results of this test indicate that the level of Demand substantially affects Perceived enjoyment, which means that the first hypothesis in this study is supported. The results of this study are the same as previous research conducted by Lin et al. (2023) and Liu et al. (2019,) who stated that Demand significantly influences perceived enjoyment because live-streaming content with the products sold must meet consumer wants and needs.

The second hypothesis shows that convenience has no effect or is insignificant on perceived enjoyment. This is reflected in the T-statistics value of 0,712 < 1,96 with a P-value greater than 0,05, which is 0,477. The results of this study are not the same as those of previous research conducted by Lin et al. (2023), who stated that convenience significantly affects perceived enjoyment because live streaming allows viewers to watch online streaming in any situation. Consumers who feel comfortable shopping live streaming will directly increase their perceived enjoyment while watching. However, the results of this study are similar to Lee et al. (2021), who stated that convenience does not have a significant effect on perceived enjoyment because this variable focuses more on an easy shopping experience rather than creating a pleasant shopping experience, which means that consumers do not always feel they are enjoying their shopping experience. Thus, even though consumers get an easy purchasing experience, if the content or product displayed is not attractive, the level of enjoyment felt by consumers will also be low.

The third hypothesis shows that product usefulness positively and significantly affects perceived usefulness. This is reflected in the T-statistics value of 6,387 > 1,96 with a P-value lower than 0,05, which is 0,000. The results of this study are not the same as previous research conducted by Lee & Chen (2021), who stated that product usefulness positively affects perceived usefulness because the product usefulness variable confirms that this variable affects consumers' cognitive conditions in purchasing goods. Thus, product usefulness positively affects perceived usefulness in the live-streaming TikTok Shop environment, especially fashion products. When consumers feel that the fashi-

on products displayed will have benefits and fulfill their needs, it also indirectly increases their perception of the product.

The fourth hypothesis shows that product price has no effect or is insignificant on perceived usefulness. This is reflected in the T-statistics value of 0,241 < 1,96 with a P-value greater than 0,05, which is 0,810. The results of this study are the same as previous research conducted by Lee et al. (2021), who stated that product price does not positively affect perceived usefulness. This can happen because in TikTok Shop live streaming shopping, consumers are not always based on the product's cost but are more focused on the interactions that occur during the live streaming. It shows when the host demonstrates the product's usefulness directly, which can divert consumers' attention and thoughts from price to emotional and interactive experiences. Thus, product price does not always positively affect the perceived usefulness variable, especially when purchasing fashion products. This is because the perceived usefulness variable is more influenced by consumer preferences and how fashion products are broadcast in TikTok live streaming.

The fifth hypothesis shows that perceived enjoyment positively and significantly affects impulsive buying intention. This is reflected in the T-statistics value of 13,799 > 1,96 with a P-value lower than 0,05, which is 0,000. The results of this study are the same as those of previous research conducted by Lin et al. (2023), who stated that perceived enjoyment has a significant influence on consumers' impulse purchase decisions. This statement means that when consumers feel happier when shopping, their desire to make impulse purchases will increase. Xiang et al. (2016) claimed that perceived enjoyment felt by consumers can positively encourage consumers to have impulsive buying intentions. Thus, it can be concluded that perceived enjoyment positively affects the impulsive buying intention variable, especially in purchasing fashion products, because the pleasant atmosphere of TikTok Shop live-streaming shopping encourages consumers to make purchases and feel that their visit is fun and exciting.

The sixth hypothesis shows that perceived usefulness positively and significantly affects perceived enjoyment. This is reflected in the T-statistics value of 4,603 > 1,96 with a P-value lower than 0,05, which is 0,000. The results of this study are the same as previous research conducted by Lee & Chen (2021), who stated that perceived usefulness has a positive effect on perceived enjoyment, and it means that consumers feel more pleasure when using a product or service with high usability. This study is similar to Al-maghrabi et al. (2011), who indicated that when consumers feel that the products displayed help meet their needs, it increases their sense of pleasure in shopping. Thus, it can be concluded that perceived usefulness positively affects perceived enjoyment, especially when buying fashion products. The easier it is for users to find products, the more likely they will enjoy them. TikTok has succeeded in creating a practical and enjoyable shopping experience for consumers through its live streaming feature.

Lastly, the seventh hypothesis shows that perceived usefulness positively affects and significantly influences impulsive buying intention. This is reflected in the T-statistics value of 3,090 > 1,96 with a P-value lower than 0,05, which is 0,000. The results of this study are the same as previous research conducted by Wu et al. (2016), who stated that the occurrence of impulse purchases in customers is very relative to perceived usefulness. This study is similar to Rahmawati and Andhaniwati (2023) and Ramadan and Artadita (2022), who also stated that perceived usefulness positively and significantly affects impulsive buying intention. Thus, the perceived usefulness variable positively impacts the impulsive buying intention variable, especially in purchasing fashion products. Consumers feel that shopping using TikTok's live streaming feature helps them buy and search for products easily, which realizes the effectiveness of product shopping.

CONCLUSION

Based on the results of the study, convenience does not have a positive and significant effect on perceived enjoyment. Then, Demand has a significant impact on perceived enjoyment, which shows that the higher Demand for fashion products does not necessarily increase consumer perceptions of the enjoyment felt in TikTok live-streaming shopping. Then, product usefulness has a positive and significant effect on perceived usefulness, which means that the higher the level of consumers feel that the products displayed when watching TikTok live streaming shopping match their needs, increasing their experience to be more enjoyable. However, the product price has no positive and nonsignificant effect on perceived usefulness, which means that the high perceived usefulness in live streaming shopping TikTok fashion products is not always due to the influence of a reasonable price level.

Then, perceived usefulness has a positive and significant effect on perceived enjoyment, which shows that the high perception of consumer usefulness can encourage the perception of consumer comfort when shopping for TikTok live streaming. Lastly, perceived enjoyment and usefulness have a positive and significant effect on impulsive buying intention, which shows that the high consumer perception of the usefulness of the products displayed in live streaming encourages them to buy these items impulsively. Thus, this research is expected to provide marketing managers or business people engaged in fashion to understand what factors need to be improved and have a strong influence on consumers in realizing impulsive purchase intentions through online shopping, primarily live streaming shopping on the TikTok social media platform.

The limitations that exist during the research can be used as lessons and references for further research to obtain more comprehensive research results in understanding the influencing factors of live-streaming shopping that encourage impulsive buying intention, which is described as follows. Additional research can collect sampling using surveys distributed online and offline. This method can help researchers see whether respondents are filling it out seriously or not, and for more in-depth results, additional interviews can be conducted as well. Further research is expected to examine other platforms with live-streaming shopping features to see whether the variables influence each other because there may be differences in features and user behavior. Further research is expected to disseminate surveys to areas not covered in this study. This aims to see whether consumers on other islands have the same preferences.

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