

Analysis of the impact of TikTok Shop's live Shopping and Price Discount features on Impulsive Behavior and Brand Loyalty among online Shoppers

Kharisma Eka Safridayanti¹, Muhammad Fuad Asrofillah²

^{1,2} *Business Administration Department, State Polytechnic of Bengkalis, Indonesia*
safridaekaa@gmail.com¹, fuadasrofillah@polbeng.ac.id²

Abstract

This study analyzes the simultaneous impact of Live Shopping and Price Discount features on Impulsive Behavior and Brand Loyalty among online shoppers on TikTok Shop, particularly in Indonesia's dynamic social e-commerce environment. A quantitative approach using a survey method was employed, targeting TikTok Shop users in Bengkalis Regency who have made purchases during live sessions. Data analysis utilized statistical software such as SPSS or SmartPLS. The findings indicate that both features are significant drivers of short-term impulsive buying. Live Shopping triggers an emotional response through Social Presence, Enjoyment, and parasocial interaction, which reduces self-control. This effect is amplified by the Price Discount, providing a rational stimulus of urgency and value illusion that forces quick, unplanned purchases.. However, if discount-driven purchases consistently lead to poor quality or post-purchase regret, it risks damaging brand loyalty towards the product, even if loyalty to the platform remains high. The study contributes to digital marketing literature by integrating the impulsive behavior and brand loyalty perspectives in the social commerce context.

Keywords : Live Shopping, Price Discount, Impulsive Behavior, Brand Loyalty, TikTok Shop

1. INTRODUCTION

The development of digital technology has brought about major changes in the way consumers shop. Online shopping has become an integral part of modern life, especially in Indonesia, where internet penetration continues to increase every year. E-commerce platforms are also growing rapidly, offering a variety of innovative features that make the shopping experience more exciting and interactive. One platform that is currently on the rise is TikTok Shop, which combines social media features with e-commerce. TikTok Shop offers a live shopping feature where sellers can broadcast live and interact directly with potential buyers, as well as provide real-time discount offers. This feature is a major draw because it combines entertainment, social interaction, and the opportunity to get products at lower prices in one easily accessible platform.

The live shopping phenomenon presented by TikTok Shop has attracted the attention of many researchers and marketing practitioners due to its great potential in increasing consumer engagement. Empirical studies such as those conducted by (Zhang et al., 2023) and (Chen et al., 2024) show that direct interaction and entertainment features in live shopping can trigger impulsive purchases. This occurs because live shopping creates a sense of urgency and exclusivity that encourages consumers to make spontaneous purchasing decisions. However, while this feature increases transaction volume in the short term, its long-term effects on brand loyalty remain poorly understood. This is important because brand loyalty is key to business sustainability amid intense e-commerce competition.

In addition, pricing through discounts has become a very popular marketing strategy that is widely used on platforms such as TikTok Shop. Discounted prices are considered capable of attracting consumers' attention and driving increased sales volume. However, the effect of discounts on consumer perception and brand loyalty remains a controversial topic. (Chen et al., 2024) argue that discounts that are too frequent or too large can lower the value of a brand in the eyes of consumers, causing the brand to be perceived as less exclusive and risking a decline in long-term loyalty. On the other hand, (Liu et al., 2023) show that discounts given at the right time and strategically can actually increase customer satisfaction and retention. These differing views indicate that the context and implementation of discounts greatly determine their impact on consumer behavior, especially in social e-commerce ecosystems such as TikTok Shop.

Conceptually, contemporary consumer behavior theories provide a relevant framework for understanding the influence of live shopping features and discounted prices on impulsive behavior and brand loyalty. (Chen et al., 2024) adapted the Stimulus-Organism-Response (S-O-R) model to explain how digital stimuli such as live streaming and price promotions affect consumers' emotional states, which then trigger purchasing behavior. (Chen et al., 2024) emphasize that social interaction and visual elements in live shopping encourage impulsive buying through increased social presence and time pressure. (Mirzam, 2024) add that brand loyalty in the digital realm is built through consumer experiences that involve emotional engagement and continuous interaction. Meanwhile, (Desfitriady et al., 2025) reveal that hedonistic motivation, namely the pleasure and entertainment derived from live shopping, significantly contributes to triggering impulsive purchases while strengthening brand loyalty.

This study is novel because it simultaneously examines two key features of TikTok Shop—live shopping and price discounts—in the context of Indonesia's highly dynamic and unique online consumer behavior. Unlike previous studies that usually focus on only one aspect, this study attempts to integrate the perspectives of impulsive behavior and brand loyalty simultaneously. This is crucial for providing a comprehensive picture of how the interaction between digital features and pricing strategies influences purchasing decisions and consumers' long-term relationships with brands. Thus, the results of this study are expected to contribute significantly to the digital marketing literature and provide practical insights for social e-commerce platform managers in developing effective and sustainable marketing strategies.

2. REVIEW OF LITERATURE

This Literature Review section aims to present a solid theoretical foundation and relevant empirical framework for analyzing the research idea “Analysis of the impact of TikTok Shop's live shopping and price discount features on impulsive behavior and brand loyalty among online shoppers.”:

- a. A study by (Simanjuntak & Pratama, 2024) analyzed that live shopping features on platforms such as TikTok Shop trigger Flow experiences through IT Affordances components (such as Visibility, Metavoicing, and Interactivity). An intense Flow experience, where buyers are highly engaged and lose self-awareness, directly influences the emergence of impulsive buying behavior. This research is supported by Flow Theory, which explains that an optimal and enjoyable mental state (such as in an interactive live shopping session) causes consumers to act spontaneously. Furthermore, (Jung, 2023) explains that Flow is one of the main determinants of online impulsive buying because it reduces rational consideration and increases emotional impulses.
- b. (Ramadhani & Nugroho, 2024) found in their study that price discounts have a significant partial effect on impulsive buying. Similarly, research (Tanzil et al., 2025) examining impulsive buying lists Time Scarcity as a moderating variable that strengthens the effect of spontaneous purchasing triggers. This phenomenon is explained through the Stimulus-Organism-Response (S-O-R) Theory, as referenced by (Zhang et al., 2023). In this context, Price Discount and Perceived Scarcity (e.g., flash sales or limited stock in live streaming) act as strong Stimuli, triggering an emotional state in the Organism (the buyer), which then results in a Response in the form of high impulsive buying behavior.
- c. (Juliana, 2023) examined the role of Live Streaming and Perceived Benefits on Purchase Intent through Consumer Trust on TikTok Shop. Although live streaming does not always have a direct effect on trust, Perceived Benefits have a positive influence, which

confirms the importance of the quality of information presentation in live broadcast sessions. This concept refers to the findings (Safitri et al., 2025) which confirm that live streaming plays an important role in building consumer trust. The quality of real-time interaction and the ability to address product uncertainty directly are key to enhancing seller credibility, which is an important prerequisite for building brand loyalty in the future.

- d. (Mona Liska & Nur Utami, 2023) examined the influence of Live Streaming and Content Marketing features on TikTok Shop consumers' purchasing decisions, finding that live streaming had a greater impact. This is reinforced by a study (Yuarti et al., 2023) which also found that Live Streaming and Flash Sales (a specific form of Price Discount and Scarcity) have a significant influence on Purchase Decisions. This is rooted in the Hierarchy of Effects and Customer Journey models. Live Streaming creates awareness and interest (early stage), while the combination with Flash Sale (price/urgency stimulus) accelerates consumers from the evaluation stage to the Purchase Decision stage. The live streaming feature with real-time interaction effectively breaks down information barriers that typically slow down decisions (Mona Liska & Nur Utami, 2023)
- e. (Wijaya et al., 2024) specifically analyzed the impact of TikTok Live Information on Impulsive Buying Behavior. They found that information conveyed through the live feature has a significant influence on impulsive buying behavior, which is driven by emotions and situational factors such as discounts, as mentioned in their abstract.

3. METHOD

This research uses a quantitative approach with a survey method. The quantitative approach was chosen to examine the causal relationship and influence between the independent variables, namely Live Shopping and Price Discount, on the dependent variables, namely Impulsive Behavior and Brand Loyalty, through statistical data analysis. Specifically, this research is descriptive and verifiable, meaning it aims to explain the characteristics of the variables studied while simultaneously testing the validity of the proposed hypothesis based on a theoretical framework linking the TikTok Shop social commerce phenomenon with consumer behavior.

Research Location, Population, and Sample The research location specifically focuses on TikTok Shop users residing in Bengkalis Regency, Riau Province. Although data collection was conducted online using a digital questionnaire, this location was determined to limit the population criteria and obtain consumer perspectives from the region. The research population was all TikTok Shop users in Bengkalis Regency who had made purchases during the Live Shopping feature. The sampling technique used was Non-Probability Sampling with the Purposive Sampling method (purposeful sampling), where the sample was selected based on criteria set by the researcher, such as domicile in Bengkalis and shopping experience through Live Shopping. The sample size was determined to be sufficient for multivariate analysis, for example between 100 and 200 respondents, to ensure valid statistical results.

The main material used in this study is Primary Data, collected through a structured questionnaire. This questionnaire was distributed online, generally using Google Forms, to respondents who met the sample criteria. All variables, including Live Shopping (X1), Price Discount (X2), Impulsive Behavior (Y1), and Brand Loyalty (Y2), were measured using a five-point Likert Scale (e.g., from 1 = Strongly Disagree to 5 = Strongly Agree). Operational definitions of the variables included indicators such as host quality and interaction for Live

Shopping; discount size and offer urgency for Price Discount; unplanned purchases for Impulsive Behavior; and repeat purchase intention and recommendations for Brand Loyalty.

The collected data will be processed using statistical software such as SPSS or SmartPLS (Structural Equation Modeling-Partial Least Squares). The analysis procedure begins with Data Quality Testing, which includes Validity Testing to ensure instrument accuracy and Reliability Testing to ensure consistency of respondents' answers. Next, if using the Multiple Linear Regression method (in SPSS), Classical Assumption Testing (Normality, Multicollinearity, Heteroscedasticity) will be carried out. The core stage is Hypothesis Analysis, which can use Multiple Linear Regression Analysis to test partial and simultaneous effects, or PLS-SEM which is very effective for comprehensively testing structural models and inter-variable influences. Finally, the Coefficient of Determination will be calculated to determine the contribution of Live Shopping and Price Discounts in explaining changes in Impulsive Behavior and Brand Loyalty.

4. RESULT & DISCUSSION

Research result Quantitative

Quantitative results show a significant relationship between the independent variables (Live Shopping and Price Discount) and the mediating variables (Trust and Shopping Value) and the dependent variables (Impulsive Buying and Loyalty).

Table 1: Impact on Impulse Buying and Purchase Intentions

Independent Variable (IV)	Dependent/Mediating Variable (DV/MV)	Key Quantitative Result (Significant Influence)
Live Streaming Feature	Online Impulse Buying	Positive and Significant ($\beta = 0.385$).
Enjoyment (Aspect of Live Shopping)	Online Impulse Buying	Positive and Significant.
Social Presence (Aspect of Live Shopping)	Online Impulse Buying	Positive and Significant.
Parasocial Interaction (PSI) (Emotional Aspect)	Impulse Buying Behavior	Positive and Significant (among Gen Z).
Price Discount	Online Impulse Buying	Positive and Significant ($\beta = 0.193$).
Shopping Lifestyle	Online Impulse Buying	Strongest predictor found ($\beta = 0.362$).

Independent Variable (IV)	Dependent/Mediating Variable (DV/MV)	Key Quantitative Result (Significant Influence)
Online Impulsive Buying	Continuous Purchase Intention	Positive and Significant.

Source: Processed research data (2025) (Mardhiana, 2024)

Table 2: Impact on Trust and Loyalty

Independent/Mediating Variable (IV/MV)	Dependent Variable (DV)	Key Quantitative Result (Significant Influence)
Live Streaming TikTok Shop	Consumer Trust	Positive and Significant.
Consumer Trust	Purchase Intention	Positive and Significant.
Trust (as part of Customer Experience)	Attitudinal Loyalty	Positive and Significant.
Perceived Benefits	Consumer Trust	Positive and Significant.
Live Streaming Feature	Purchase Decision	Positive and Significant (Larger impact than Content Marketing).

Source: Processed research data (2025)

Impulse buying on TikTok Shop is dominated by emotional and rational triggers working together. The Live Streaming feature has proven highly significant in encouraging spontaneous purchases, primarily because it creates a pleasant atmosphere of Enjoyment and Social Presence, as well as a sense of emotional closeness (PSI and SCÉM) with the host. This drive is rationally reinforced by Price Discounts, which create urgency to buy due to the fear of missing out. However, these external triggers will be most effective if consumers already have a strong internal propensity to shop, as demonstrated by the strong influence of Shopping Lifestyle.

Furthermore, live shopping also contributes to Loyalty; Impulse Buying that results in a positive experience can be transformed into Continued Purchase Intention. The foundation of this Loyalty is Consumer Trust, built through transparency and real-time interactions in Live Streaming. However, Trust must be supported by overall platform quality, including Design Quality and Ease of Navigation, to ensure stable and long-term customer Loyalty is formed.

Pembahasan Kualitatif (Interpretasi Hasil)

1. Live Shopping as a Powerful Impulse Trigger

The significant impact of Live Shopping on Impulsive Buying (Safitri et al., 2025) is interpreted as follows:

Social Presence & Emotion: Results show that Enjoyment and Social Presence are key factors (Auliarahman, 2025). Live Shopping provides a realistic, interactive, and entertaining shopping experience, triggering Hedonic Shopping Value (Adawiyah & Haris, 2024). Consumers buy not only out of necessity, but also because of the enjoyable experience and personal interaction.

Parasocial Bonding: Especially among Gen Z, Parasocial Interaction (PSI)—the feeling as if viewers have a close relationship with the host or influencer—is highly significant (Mardhiana, 2024). This emotional bond creates a drive for Social Commerce Emotional Motivation (SCEM), which weakens self-control and triggers spontaneous (impulse) purchases.

2. Synergy of Price Discount and Live Shopping

Rationality in Impulse: Although impulsive buying is emotional, the finding that price discounts also have a significant influence (Safitri et al., 2025) indicates that rational stimuli (saving money) remain a key motivating factor in the context of live shopping. Discounts offered exclusively and for a limited time during live broadcasts create a sense of urgency (scarcity), forcing consumers to make quick (impulse) purchasing decisions.

The Role of Lifestyle: Results show that shopping lifestyle is the strongest predictor of impulsive buying (Safitri et al., 2025). This indicates that the influence of live shopping and discounts is stronger in individuals who already have a lifestyle that favors shopping, emphasizing that individual psychological variables amplify the impact of the platform.

3. The Bridge from Impulsiveness to Brand Loyalty

Although Live Shopping initially triggers impulse purchases, data suggests a mechanism that transforms impulses into loyalty:

Positive Impulse to Continuous Purchase Intention: The finding that Online Impulse Buying positively influences Continuous Purchase Intention (Auliarahman, 2025) is crucial. This means that if the impulsive buying experience on TikTok Shop is positive (quality product, good delivery, satisfactory interaction), consumers will have the intention to repurchase on the same platform, which is the initial stage of loyalty.

Trust as a Key Mediator: The significant impact of Live Shopping on Consumer Trust (Yuarti et al., 2023) is an important mechanism leading to loyalty. The interactive and transparent nature of live streaming (live product displays, real-time Q&A) increases consumer confidence in the product and seller. This trust then becomes a prerequisite for Purchase Intention (Juliana, 2023) and the formation of Customer Loyalty (Attitudinal Loyalty) towards the platform.

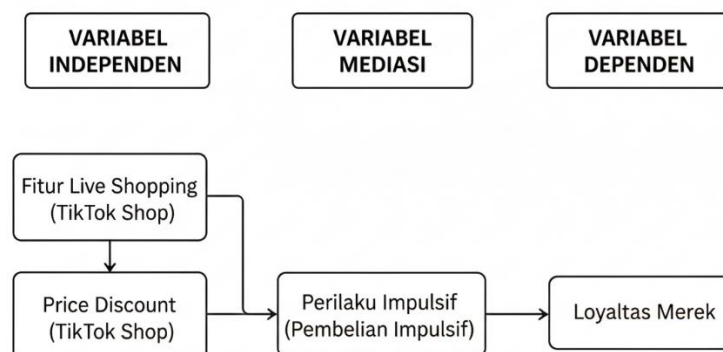


Fig. 1. Thematic model illustrating Analisis dampak fitur live shopping dan price discount dari TikTok Shop terhadap perilaku impulsif dan loyalitas merek di kalangan pembeli online.

A thematic model analysis of the impact of TikTok Shop's live shopping and price discount features on impulsive behavior and brand loyalty focuses on how these two features act as key triggers for unplanned purchasing behavior. Live shopping sessions create a sense of urgency and FOMO (Fear of Missing Out) through limited-time offers and engaging real-time interactions. When combined with price discounts, this creates the illusion of unmissable value, overriding rational considerations, and directly increasing impulsive behavior among shoppers. The short-term impact is a high conversion rate, often followed by potential post-purchase regret if the emotionally purchased item doesn't meet their needs.

The long-term impact on brand loyalty is complex and dualistic. Increased impulse purchases can indeed build strong loyalty to the TikTok Shop platform itself or trusted hosts/influencers, as the platform is perceived as a consistent source of entertainment and "profitable" offers. However, brand loyalty to the products sold there will only develop if these impulse purchases are followed by high product satisfaction. If a product purchased on sale turns out to be of poor quality or useless, it can actually damage brand loyalty, even if shoppers keep returning to TikTok Shop to look for new deals.

5. CONCLUSION

This model concludes that the Live Shopping and Price Discount features on TikTok Shop collectively act as significant drivers of impulse buying behavior in the short term. Live Shopping triggers emotional responses through Social Presence, Enjoyment, and parasocial bonds with the host, all of which effectively reduce self-control and encourage spontaneous purchases. This effect is amplified by Price Discount, which provides a rational stimulus in the form of urgency and the illusion of time-limited value, compelling consumers to make quick, unplanned purchasing decisions. These findings highlight the synergy between the emotional factors of the entertainment platform and the rational factors of aggressive pricing strategies.

The long-term impact on brand loyalty is dualistic and mediated by Consumer Trust. Increased impulse buying can transform into Continuation Purchase Intention and the beginning of loyalty, provided the impulse buying experience results in positive product satisfaction. Live Shopping plays a key role in building this trust through real-time interaction and product transparency. However, if purchases driven by discounts and urgency consistently result in post-purchase regret due to poor quality, this can actually undermine brand loyalty, even though loyalty to the TikTok Shop platform as the source of the offerings may remain high. Thus, the sustainability of brand loyalty depends heavily on the seller's ability to guarantee product quality after successfully triggering an impulse purchase.

6. ACKNOWLEDGEMENTS

The authors express their deepest appreciation and gratitude to the various parties who have contributed to the completion of this study. We extend special thanks to our beloved family for their unwavering moral support, prayers, and understanding, which enabled us to fully focus on completing this research. We also extend our deepest appreciation to all our colleagues and colleagues on campus who have consistently been our discussion partners, provided advice, and created a supportive and inspiring work environment. Finally, we thank all respondents in *Bengkalis* Regency who have taken the time to participate and provide vital data for this analysis, and to the *Bengkalis* State Polytechnic for its facilities and administrative support.

7. REFERENCES

- Adawiyah, R. Al, & Haris, H. (2024). Pengaruh Live Streaming, Shopping Lifestyle, dan Hedonic Shopping Value terhadap Impulsive Buying melalui Tiktok Shop dengan Mediasi Price Discount pada Generasi Z. *Jurnal Manajemen Bisnis Dan Keuangan*, 5(2), 372–385. <https://doi.org/10.51805/jmbk.v5i2.252>
- Auliarahman, L. (2025). From impulse to loyalty: examining drivers of continuous purchase intention on the Tiktok live shopping platform. *BISMA (Bisnis Dan Manajemen)*, 17(2), 169–191. <https://doi.org/10.26740/bisma.v17n2.p169-191>
- Chen, J., Luo, J., & Zhou, T. (2024). Research on Determinants Affecting Users' Impulsive Purchase Intention in Live Streaming from the Perspective of Perceived Live Streamers' Ability. *Behavioral Sciences*, 14(3). <https://doi.org/10.3390/bs14030190>
- Desfitriady, Desmaria Natalia Waruwu, & Mursyidah, D. S. (2025). Pengaruh Brand Loyalty Dan Diskon Terhadap Keputusan Pembelian Kosmetik Wardah Pada Platform E-Commerce Shopee. *Jurnal Ekonomi Manajemen Bisnis Dan Akuntansi : EMBA*, 4(1), 17–31. <https://doi.org/10.59820/emba.v4i1.426>
- Juliana, H. (2023). Pengaruh Siaran Langsung Dan Manfaat Yang Dirasakan Terhadap Niat Beli Melalui Kepercayaan Konsumen Pada Aplikasi Tiktok Shop. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(6), 1517–1538. <https://doi.org/10.54443/sinomika.v1i6.754>
- Jung, S.-C. (2023). The Effect of Live Commerce Characteristics on Purchase Intention: Focusing on the Comparison between Korea and China. *Global Convergence Research Academy*, 2(2), 24–35. <https://doi.org/10.57199/jgcr.2023.2.2.24>
- Liu, M., Wang, Y., & Wang, Y. (2023). Analysis of Low User Retention Rate of Fitness Technology Platforms. *Advances in Economics, Management and Political Sciences*, 21(1), 8–17. <https://doi.org/10.54254/2754-1169/21/20230227>
- Mardhiana, H. R. (2024). Gen Z'S impulse buying behavior of shopping through live-streaming social commerce platforms: Investigating the role of parasocial interaction and social commerce emotional motivation. *Journal of Social Sciences and Humanities*, 3, 29–50.
- Mirzam, D. (2024). Pengaruh fitur live streaming dan content marketing terhadap keputusan pembelian dalam konteks Tiktok Shop. 1(2), 1–23.
- Mona Liska, & Nur Utami, F. (2023). The Influence of Shopping Lifestyle and Discount Prices on Impulsive Buying Through Tiktok Shop Media on Generation Z and Millennials in Jakarta Pengaruh Shopping Lifestyle Dan Harga Diskon Terhadap Impulsive Buying Melalui Media Tiktok Shop. *Management Studies and Entrepreneurship Journal*, 4(5), 6215–6123. <http://journal.yrpiiku.com/index.php/msej>
- Ramadhani, L. N., & Nugroho, D. A. (2024). Pengaruh Live Streaming, Flash Sale, Dan Hedonic Shopping Motivation Terhadap Impulsive Buying. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 3(1), 207–215. <https://doi.org/10.21776/jmppk.2024.03.1.21>
- Safitri, K., Khasanah, S. A., & Dedu, M. (2025). The Effect of Live Streaming, Discounts, and Shopping Lifestyle on Impulse Buying in Cosmetics on Tiktok Shop. *Journal of World Science*, 4(4), 409–421. <https://doi.org/10.58344/jws.v4i4.1392>
- Simanjuntak, E. R., & Pratama, R. S. (2024). IT Affordances, Flow, and Perceived Scarcity: A Study on Impulsive Buying Behavior and Post-Purchase Dissonance in Live Shopping. *Journal The Winners*, 25(1), 13–23. <https://doi.org/10.21512/tw.v25i1.11526>
- Tanzil, F., Rofianto, W., Simatupang, B. M., & Surjaatmadja, S. (2025). Art of Seduction: How Customer Experience Drives Attitudinal Loyalty and Online Impulse Buying on Shopee. *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, 11(2), 227–244. <https://doi.org/10.35384/jemp.v11i2.808>
- Wijaya, A. P., Nurcahyani, A., & Kurniaty, D. (2024). The Impact Of Tiktok Live

- Information On Impulsive Buying Behavior. *Jurnal Ekonomi Sean Institute*, 13(04), 2024. <https://doi.org/10.54209/ekonomi.v13i04>
- Yuarti, Y. V., Live, D.-P., Tiktok, S., Terhadap, S., Konsumen, K., Keputusan, D., Konsumen, B., Yuarti¹, Y. V., Purwati, T., Tima, E. M., Rakhmadian, M., Ekonomi, P., Budi, I., & Malang, U. (2023). Pengaruh Live streaming TikTok Shop Terhadap Kepercayaan Konsumen dan Keputusan Beli Konsumen. *Jurnal Pendidikan Ekonomi*, 104–116. <https://doi.org/10.33503/prosiding.v1i1>
- Zhang, L., Chen, M., & Zamil, A. M. A. (2023). Live stream marketing and consumers' purchase intention: An IT affordance perspective using the S-O-R paradigm. *Frontiers in Psychology*, 14(February), 1–12. <https://doi.org/10.3389/fpsyg.2023.1069050>