

THE INFLUENCE OF SOCIAL MEDIA MARKETING, ELECTRONIC WORD OF MOUTH, AND LIVE STREAMING ON IMPULSE BUYING ON TIKTOK SHOP

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ABSTRACT

Online shopping behavior is continuously increasing as community lifestyles increasingly follow year-to-year trends. The strong desire for individuals to look attractives is one of the causes for the high usage of marketplace sites for online shopping. The purpose of this study is to determine the influence of socials media marketings, electronics words of mouth, and live streaming on impulse buying. The sample in this study consists of 112 respondents who are TikTok Shop consumers in Denpasar City. Research sampling was conducted using the purposive sampling method. The data analysis technique used is regressions analysis. The research results state that socials media marketings has a positives and significant effects on impulse buying, electronics words of mouth has a positives and significant effects on impulse buying, and live streaming does not influence impulse buying.

Keywords: socials media marketings, electronics words of mouth, live streaming, impulse buying

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1. INTRODUCTION

The internet serves as a communication medium and a marketing channel that has transformed the online social environment into a marketing platform. Online shopping behavior is continuously increasing as community lifestyles increasingly follow year-to-year trends. The strong desire for individuals to look attractives is one of the primary causes for the high usage of marketplace sites for online shopping. High consumer interest in visiting online shopping sites presents an opportunity for sellers to conduct product sales online (Septiyani & Hadi, 2024). The growth of consumer visits to TikTok Shop can be seen in the following image:

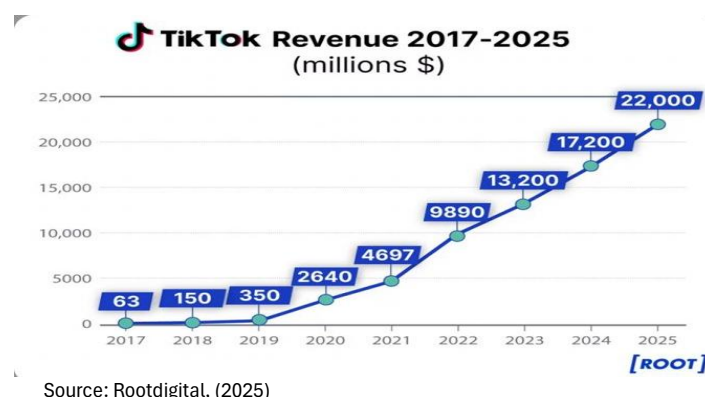


Figure 1. TikTok Shop Consumer Trends 2025

Recent statistics show that 58% of TikTok users utilize TikTok Shop to make purchases. With 1.5 billion TikTok users worldwide, this means approximately 870 million people make purchases through TikTok Shop. TikTok reached 1.6 billion monthly active users in 2024, making it the fifth-largest social application in terms of user count. The TikTok application itself has been downloaded more than five

billion times (Rootdigital, 2025). The emergence of TikTok Shop as a mobile application makes it easier for consumers to conduct online shopping.

observations of social media marketings, it is evident that several business actors utilize TikTok as a means of product promotion, such as whitening toothpaste, snacks, beauty products, and others. These promotions are packaged in the form of engaging short videos to encourage purchases. However, user comments, many consumers feel disappointed because the products received do not match the expectations formed through advertisements. Some even mention that such promotions are not merely marketing techniques, but a form of misleading information or fraud.

Regarding Electronics Words of Mouth (E-WOM), it is known that several TikTok users provide honest reviews of skincare products they purchased online, such as acne medication, lotions, and brightening soaps. Although the product promotion is packaged attractively to encourage spontaneous purchases, many consumers feel disappointed because the results obtained do not match what was promised in the advertisement. Some users even stated that the products worsened their skin conditions, such as increasing acne or causing irritation. These negative reviews then influence other users who were close to making an impulsive purchase but canceled their intention after reading about those experiences.

Regarding live streaming, it is observed that business owners conduct live streaming activities on the TikTok platform to market skincare and electronics products. This promotion method is known to be effective in driving spontaneous purchases because it provides direct interaction with potential buyers, accompanied by limited offers and calls for immediate purchase. However, in this case, many viewers questioned the authenticity and legality of the products offered, such as BPOM (Indonesian FDA) permits and the official status of the electronics being sold. The lack of transparency and clear information creates doubt and hinders purchases from occurring.

Interviews with several respondents living in Denpasar revealed that the majority of consumers tend to make impulsive purchases after being exposed to promotional content on the TikTok platform. Respondents stated that they initially accessed TikTok for entertainment, but over time, the platform's algorithm displayed various attractive promotional contents, such as short videos highlighting product uniqueness, affordable prices, and testimonials from other users. Some respondents admitted they were driven to make unplanned purchases solely because they were attracted to the product visualization or persuasive promotional narratives, such as limited discounts, purchase bonuses, and presentations through live streaming. These findings indicate that social media, particularly TikTok, plays a significant role in influencing consumption behavior and driving impulse buying among young consumers.

The results of observations and interviews on the TikTok marketplace, three major issues were found to influence Impulse Buying behavior: Social media marketings, Electronics Words of Mouth (E-WOM), and Live Streaming.

Social media is a strategic way to interact with customers and discover what they want. By creating engaging content and establishing good communication and interaction with customers, sellers can reach a wider audience and increase sales. Social media marketing influences Impulse Buying on TikTok Shop. The higher the marketing activity on social media carried out by sellers in the marketplace, the more it will increase sudden or unplanned consumer purchases (Amanda et al., 2024). This statement is consistent with research by Ayunda (2023), Elcorina (2024), Tambunan et al. (2024), Amanda et al. (2024), and Santoso & Risan (2023), which state that social media marketing has positive effects on impulse buying. Conversely, this statement is inconsistent with research by Aldiaz et al. (2024) and Dina & Marlien (2023), which state that social media marketing has no effects on impulse buying.

The second factor influencing impulse buying behavior is Electronics Words of Mouth (E-WOM), which is an indirect form of promotion beneficial to business actors. It is widely found on social media and e-

commerce platforms, where product reviews are trusted because they represent the experiences of previous buyers. This encourages e-commerce users to make unplanned purchases, often after seeing products with high reviews and ratings that they had not previously considered buying (Mursalin et al., 2022). This statement is consistent with research by Awaliyah & Wardhana (2024), Herdiana & Supriyono (2023), Aji & Sumarmawati (2022), Susilo et al. (2025), and Aurelia et al. (2021), which state that electronics words of mouth has a positives effects on impulse buying. Meanwhile, it is inconsistent with research by Agustina et al. (2024), Fitriani & Zagladi (2025), and Puspita et al. (2023), which state that electronics words of mouth has no effects on impulse buying.

The final factor influencing impulse buying is promotion through live streaming, which presents products directly and attracts consumer attention. Live streaming allows for quick access to product information and interaction that aids purchase decisionss. On TikTok Shop, this feature has become an alternatives for business actors, transforming entertainment into a transaction medium. Consumers are interested in buying products due to exclusive promotions offered during live streaming, such as free shipping. Sales promotions, including coupons and discounts, play a vital role in driving transactions by motivating consumers not to miss out on offers (Safira & Novie, 2024). This statement is consistent with research by Lubis (2025), Langi et al. (2025), Azzahra et al. (2025), Gumilang et al. (2024), and Raspati et al. (2025), which state that live streaming promotion has a positives effects on impulse buying. On the other hand, it is inconsistent with research by Sari & Kadi (2023), Putri et al. (2025), Zakiyah et al. (2025), Kurniawati et al. (2025), and Rahayu et al. (2024), which state that live streaming promotion has no effects on impulse buying.

The phenomena observed through results of observations and interviews, as well as the inconsistencies in previous research findings, the researcher is interested in examining “The Influence of Socials media marketings Strategies, E-WOM, and Live Streaming on Impulse Buying Behavior on the TikTok Shop Marketplace.”

2. LITERATURE REVIEW AND HYPOTHESIS

Theory S-O-R (Stimulus, Organism, Response)

The S-O-R theory is a concept in communication known as Stimulus-Organism-Response. According to this idea, mass media has a significant role in shaping the perceptions of those who receive messages. The S-O-R theory outlines the communication process clearly, consisting of just two main elements: the mass media itself and the audience or message receivers.

Impulse Buying

Impulse buying is a purchase that occurs due to a strong desire to buy something immediately, usually carried out without considering the consequences. to Suhartini et al. (2016), the indicators of impulse buying consist of: spontaneity, strength, compulsions, and intensity, excitement and stimulation, and disregard for consequences.

Socials media marketings

Socials media marketings is a form of digital marketing that introduces products accessible to everyone at an affordable cost, while also creating communities, building relationships, and exchanging information with other users. to Gunelius, as cited in Sarah et al. (2021: 416), there are four elements used as indicators of Socials media marketings: content creation, content sharing, connecting, and community building.

Electronics Words of Mouth

E-WOM or Electronics Words of Mouth is commonly referred to as viral marketing, where the provided stimulus spreads contagiously like a virus, analogizing information that spreads quickly by words of mouth through the boundless internet network. to Wiyono, as cited in Afif et al. (2021), the indicators are: talking, promoting, recommending, and selling.

Live Streaming

Live streaming or live broadcasting is a development of media that involves real-time interaction (Cai & Wohn, 2019). to Faradiba & Syarifuddin (2021), the indicators of live streaming consist of: promotion time, discounts or promotions, product descriptions, and visual marketing.

Hypotheses

The Influence of Socials media marketings on Impulse Buying Behavior

to Gunelius (Angela & Siregar, 2021), socials media marketings is a form of digital marketing that introduces products accessible to everyone at an affordable cost, while also creating a community, building relationships, and exchanging information with other users. By creating attractive content and establishing good communication and interaction with customers, sellers can reach a wider audience and increase sales (Swimbawa & Lemy, 2023). Previous research on socials media marketings regarding impulse buying behavior conducted by Ayunda (2023), Elcorina (2024), and Tambunan et al. (2024) states that socials media marketings has a positive and significant influence on impulse buying behavior. This is supported by Amanda et al. (2024) and Santoso & Risan (2023), who also state that socials media marketings has a positive and significant influence on impulse buying behavior. the theoretical foundation and previous research, the hypothesis can be formulated as follows:

H1: Socials media marketings has a positive and significant influence on Impulse Buying behavior

The Influence of E-WOM on Impulse Buying Behavior

E-WOM, often called viral marketing, describes how a message can spread like a virus, drawing a comparison to the quick dissemination of information through the vast internet network via words of mouth. According to Kotler and Keller (2016), some marketers focus on two main types of words-of-mouth: buzz and viral. Buzz marketing stirs interest, builds excitement, and shares new, pertinent information about a brand in surprising or unexpected ways, prompting consumers to recommend the company's products and services online through audio, video, and text formats. Earlier studies on the effect of E-WOM on Impulse Buying behavior, carried out by Awaliyah and Wardhana (2024) and Herdiana and Supriyono (2023), indicate that E-WOM has a positive and significant impact on Impulse Buying behavior. These findings align with research by Aji and Sumarmawati (2022), Gorga . (2022), and Aurelia . (2021), all confirming that E-WOM significantly affects impulse buying behavior. Based on the theoretical framework and prior research, the hypothesis can be formulated as follows:

H2: Electronics Words of Mouth (E-WOM) has a positive and significant influence on Impulse Buying behavior.

The Influence of Live Streaming on Impulse Buying Behavior

Zhang. (2020) describe live streaming marketing as a real-time online broadcast that facilitates communication between businesses and consumers. This form of marketing is an immediate electronic commerce effort carried out through live feeds, aimed at fostering growth and creating a highly engaging environment with customers. It utilizes live streaming platforms that provide the necessary tools and framework for virtual engagement, entertainment, activities, and transactions. Research by Lubis (2025) on the effects of live streaming on impulsive purchasing indicates that promotions via live streaming positively and significantly impact impulsive buying tendencies. These results align with the findings of studies by Langi et al. (2025), Azzahra et al. (2025), Gumilang et al. (2024), and Raspati et al. (2025), all of which assert that live streaming has a positive and substantial effect on impulse buying behavior. Based on the theoretical framework and earlier studies, the hypothesis can be formulated as follows:

H3: Live Streaming has a positive and significant influence on Impulse Buying behavior..

3. RESEARCH METHOD

This study took place in Denpasar City. The focus of the research revolves around social media marketing, electronic words-of-mouth, and live streaming as they relate to impulse buying on TikTok Shop. The participants in this research are consumers who have made purchases through TikTok Shop, though the

precise number is not specified. A total of 112 TikTok Shop buyers from Denpasar City were chosen as the sample, utilizing the purposive sampling method. Various methods for gathering data were applied in this study, including observation, interviews, and questionnaires. The techniques for analyzing the data involved research instrument assessments, descriptive statistics, classical assumption test, multiple linear regression analysis, simple linear regression analysis, determination coefficient testing (Adjusted R²), F-test, and hypothesis testing (t-test).

4. RESULTS AND DISCUSSIONS

Research Instrument Testing

a. Validity Test

Table 1. Research Instrument Validity Test Results

No	Variabel	Indicators	Validity	
			Pearson Correlation	Remarks
1	Socials media marketings	X1.1	0,747	Valid
		X1.2	0,756	Valid
		X1.3	0,833	Valid
		X1.4	0,812	Valid
2	Electronics Words Of Mouth	X2.1	0,738	Valid
		X2.2	0,688	Valid
		X2.3	0,802	Valid
		X2.4	0,753	Valid
3	Live Streaming	X3.1	0,669	Valid
		X3.2	0,851	Valid
		X3.3	0,815	Valid
		X3.4	0,846	Valid
4	Impulse Buying	Y1	0,869	Valid
		Y2	0,880	Valid
		Y3	0,776	Valid
		Y4	0,886	Valid

Source: Data Analysis Results (2025)

Table 1 above, it is concluded that all question items for the variables socials media marketings, E-WOM, live streaming, and impulse buying used in this study are valid. This is evident as each question item has a Corrected Item-Total Correlation values greater than 0.30.

b. Reliability Test

Table 2. Research Instrument Reliability Test Results

No	Variable	Cronbach Alphas	Remarks
1	Socials media marketings (X1)	0,786	Valid
2	Electronics Words of Mouth (X2)	0,733	Valid
3	Live Streaming (X3)	0,805	Valid
4	Impulse Buying (Y)	0,874	Valid

Source: Data Analysis Results (2025)

Table 2, it is explained that all variables have a Cronbach's Alphas values above 0.60. Therefore, all these instruments are considered reliable, making them suitable to be used as research instruments.

Classical Assumption Test

a. Normality Test

Table 3. Normality Test Results

Unstandardized Residual	
N	12
Asymp. Sig. (2-tailed)	0.074

Source: Data Analysis Results (2025)

Table 3, it can be observed that the Asymp. Sig. (2-tailed) values is 0.074. This values is greater thans 0.05, which means it can be stated that the variables are normally distributed.

b. Multicollinearity Test

Table 4. Multicollinearity Test Results

Independents Variable	Tolerance	VIF Values
Socials media marketings (X1)	0,328	3,051
Electronics Words Of Mouth (X2)	0,392	2,548
Live Streaming (X3)	0,356	2,811

Source: Data Analysis Results (2025)

Table 4 shows that the Tolerance values is greater thans 0.10 and the VIF values is less thans 10. Therefore, it can be conclud that there is no multicollinearity in the regressions model.

c. Heteroskedasticity Test

Table 5. Heteroskedasticity Test Results

Independent Variable	Sig.
Socials media marketings (X1)	0,093
Electronics Words Of Mouth (X2)	0,724
Live Streaming (X3)	0,352

Source: Data Analysis Results (2025)

Table 6, it can be seen that the significans values between the independents variables and the absolute residual values (ABS_RES) is greater thans 0.05. This means that there is no heteroskedasticity symptom in the regressions model.

Data Analysis Results

Table 6. Summary of Multiple Linear Regressions Analysis

Variable	Regressions Coefficients	Standardized Coefficientss (Beta)	t-values	Sig.
Konstanta	-0,649		-0,526	0,594
Socials media marketings (X1)	0,589	0,526	5,233	0,001
Electronics Words of Mouth (X2)	0,376	0,308	3,348	0,001
Live Streaming (X3)	0,026	0,023	0,238	0,812
R				0,642
Adjusted R Square				0,632

Source: Data Analysis Results (2025)

a. Results of Multiple Linear Regressions Analysis

The valuess presented in Table 6, the multiple linear regressions equation is as follow:

$$Y = -0,649 + 0,589 X_1 + 0,376 X_2 + 0,026 X_3$$

The multiple linear regressions equation above, the regressions line provides the following information:

- 1) $b_1 = 0,589$, This indicates that socials media marketings play a positives role in impulse buying. This means that an increase in socials media marketings effectsiveness will lead to an increase in impulse buying behavior

- 2) $b_2 = 0,376$, This indicates that electronics words of mouth (E-WOM) play a positives role in impulse buying. This means that the stronger and more positives the E-WOM, the higher the levels of impulse buying among consumers.
- 3) $b_3 = 0,026$, This indicates that live streaming play a positives role in impulse buying. Theoretically, this suggests that an increase in live streaming activities would increase impulse buying, although the impact in this specific model is relatively small compared to other variables.

b. Coefficients of Determination

The analysis results in Table 6, the values of the Adjusted R Square is 0.632. This indicates that the total contribution of socials media marketings, electronics words of mouth, and live streaming toward impulse buying is 63.2%. Meanwhile, the remaining 36.8% is influenced by other variables that were not examined in this research

c. t-Test (Partial Testing)

The analysis results in Table 6, the following conclusionss can be drawn:

- 1) The Influence of Socials media marketings on Impulse Buying
the analysis, the t-statistic (t-values) for Socials media marketings is 5.233, with a Beta coefficients of 0.526 and a significans levels of 0.001, which is less thans 0.05 ($0.001 < 0.05$). This indicates that Socials media marketings has a positives and significants influence on impulse buying. Consequently, the first hypothesis (H1), which states that socials media marketings positively influences impulse buying on TikTok Shop, is accepted.
- 2) The Influence of Electronics Words of Mouth (E-WOM) on Impulse Buying
The analysis yielded a t-statistic for Electronics Words of Mouth of 3.348, a Beta coefficients of 0.308, and a significans levels of 0.001, which is less thans 0.05 ($0.001 < 0.05$). This demonstrates that E-WOM has a positives and significants influence on impulse buying. Therefore, the second hypothesis (H2), which states that E-WOM positively influences impulse buying on TikTok Shop, is accepted.
- 3) The Influence of Live Streaming on Impulse Buying
the analysis, the t-statistic for Live Streaming is 0.238, with a Beta coefficients of 0.023 and a significans levels of 0.812, which is greater thans 0.05 ($0.812 > 0.05$). This indicates that Live Streaming does not have a significants influence on impulse buying. As a result, the third hypothesis (H3), which states that Live Streaming influences impulse buying on TikTok Shop, is rejected.

5. RESULTS AND DISCUSSIONS

The Influence of Socials media marketings on Impulse Buying Behavior

the testing, socials media marketings has a positives and significants influence on impulse buying on TikTok Shop. This indicates that the more effectisive the socials media marketings strategies implemented by sellers or affiliates on TikTok Shop, the more they will encourage impulse buying by consumers. Socials media marketings on TikTok Shop shows that among the four indicators assessed, the indicator with the highest score is Content Creation. Specifically, Statement 1 “TikTok Shop social media content is attractives to me”—received the highest rating. This confirms that content attractiveness is the most dominant aspect in shaping respondentss' perceptions, as it serves as the initial visual encounter that directly influences consumer interest. Previous research regarding socials media marketings on impulse buying behavior conducted by Ayunda (2023), Elcorina (2024), and Tambunan et al. (2024) states that socials media marketings has a positives and significants influence on impulse buying behavior. This is further supported by Amanda et al. (2024) and Santoso & Risan (2023), who also found that socials media marketings has a positives and significants influence on impulse buying behavior.

The Influence of Electronics Words of Mouth (E-WOM) on Impulse Buying Behavior

the testing, E-WOM has a positives and significants influence on impulse buying on TikTok Shop. This indicates that increasingly positives and strong E-WOM on TikTok Shop will further encourage impulse buying by consumers. Effectisive E-WOM spread by consumers or Key Opinion Leaders (KOLs) on the platform will increasingly drive impulsive purchases by users. E-WOM on TikTok Shop shows that among

the four indicators measured, the indicator with the highest score is Recommending, specifically Statement 3: “I am interested in buying products on TikTok Shop after seeing recommendations from other users.” This finding indicates that recommendations from other users have the strongest influence in driving consumer purchase interest, as they are considered convincing and relevant sources of information. Previous research regarding the influence of E-WOM on impulse buying behavior conducted by Awaliyah & Wardhana (2024) and Herdiana & Supriyono (2023) states that the E-WOM variable has a positives and significant effects on impulse buying behavior. These results are consistent with studies conducted by Aji & Sumarmawati (2022), Gorga et al. (2022), and Aurelia et al. (2021), which also state that the E-WOM variable significantly influences impulse buying behavior.

The Influence of Live Streaming on Impulse Buying Behavior

the testing, live streaming does not have an influence on impulse buying on TikTok Shop. This indicates that live streaming activities conducted by sellers or hosts on TikTok Shop do not necessarily directly encourage impulse buying by consumers. Although live streaming is real-time and interactive, these activities often fail to significantly generate sudden purchases. Live Streaming on TikTok Shop shows that among the four measured indicators, the indicator with the highest score is Product Description, specifically Statement 3: “Detailed product explanations provided by the seller during TikTok live streaming make me more confident in buying.” This suggests that direct and detailed product explanations are the strongest factors in increasing respondents' confidence to make a purchase. Conversely, the lowest score was found in Statement 1, which relates to the Promotion Time indicator. Previous research regarding the influence of live streaming on impulse buying behavior conducted by Sari & Kadi (2023), Putri et al. (2025), Zakiyah et al. (2025), Kurniawati et al. (2025), and Rahayu et al. (2024) also states that live streaming promotion does not influence impulse buying.

6. CONCLUSIONS AND LIMITATIONS

The research findings and discussions presented, several key conclusions can be drawn. First, social media marketing is proven to have a positive and significant influence on impulse buying, suggesting that effective strategies by sellers and affiliates on TikTok Shop are crucial in driving spontaneous consumer purchases. Second, E-WOM also exerts a positive and significant impact; the stronger and more positive the words-of-mouth shared by consumers and Key Opinion Leaders (KOLs), the higher the likelihood of impulsive buying behavior. Interestingly, this study found that live streaming does not significantly influence impulse buying, indicating that real-time interaction and host broadcasts do not necessarily lead to immediate, unplanned purchases.

Regarding the limitations of this study, the focus was restricted to Denpasar City, which means the results may not be fully generalizable to TikTok Shop consumers in other regions. Consequently, future research should consider expanding the geographical scope to include a broader area in Bali or other major cities in Indonesia to gain a more comprehensive perspective. Furthermore, as this study only examined three independent variables—social media marketing, E-WOM, and live streaming—there is a possibility that other factors play a more dominant role. Future researchers are encouraged to explore additional variables that might affect impulse buying, such as sales promotions, consumer lifestyle, and price discounts, to provide a deeper understanding of digital consumer behavior.

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