

The Effect of Live Streaming Sales and Promotion on Impulsive Buying on 'Skintific' Products on the TikTok Platform with Consumer Trust as an intervening variable

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Abstract

The advancement of digital technology, particularly Live Streaming features and promotions on the TikTok platform, has significantly impacted consumers' impulsive buying behavior. This study aims to analyze the effect of Live Streaming sales and promotions on impulsive buying behavior for "Skintific" products, with consumer trust as an intervening variable. A quantitative approach was employed, gathering data through an online survey of 100 consumers in the Jakarta area. Data analysis was conducted using SEM with SmartPLS. The findings indicate that Live Streaming and promotions have a significant positive effect on consumer trust. In turn, consumer trust significantly drives impulsive buying behavior. However, the direct effects of Live Streaming and promotions on impulsive buying are not significant. Indirect effects through consumer trust were found to be significant, underscoring the crucial role of trust in mediating these relationships. This study provides strategic implications for businesses to leverage Live Streaming and promotions to enhance consumer trust. Consequently, companies can encourage impulsive buying behavior by focusing on trust-building marketing strategies. These results highlight the importance of an integrated approach to creating engaging and spontaneous shopping experiences for consumers.

Keyword: *Live Streaming, Promotion, Impulsive Buying, Customer Trust, Digital Technology,*

1. Introduction

The rapid advancements in digital technology and the widespread use of the internet have fundamentally transformed consumer behavior. Today, consumers no longer rely solely on traditional offline shopping methods. Instead, they increasingly utilize online platforms to search for, evaluate, and purchase products. Among these platforms, TikTok has emerged as a dominant force, leveraging its large user base and interactive features to facilitate commerce through innovative means such as Live Streaming Shopping. Live Streaming Shopping combines real-time video broadcasts with social interaction, allowing businesses to present products directly to consumers while addressing their queries instantaneously. This creates a sense of trust and urgency, fostering deeper engagement and often leading to impulsive purchasing behavior (Nurivananda & Fitriyah, 2023). In parallel, promotional activities such as exclusive discounts,

flash sales, and product bundling further enhance the appeal of products, significantly influencing consumer decisions (Cahya & Prabowo, 2023).

One notable example is the skincare brand "Skintific," which has successfully utilized TikTok's Live Streaming Shopping and promotional strategies to capture a broader audience. However, while these tools effectively drive engagement, their direct impact on impulsive buying remains unclear. Trust, as a critical mediating factor, may play a pivotal role in converting engagement into unplanned purchases (Rosa et al., 2022). This study investigates the influence of Live Streaming Shopping and promotional activities on impulsive buying behavior for Skintific products, emphasizing the role of consumer trust as an intervening variable. By understanding these dynamics, the study aims to provide actionable insights for businesses to optimize their digital marketing strategies in a competitive online landscape.

2. Literature Review

2.1 Live Streaming

Live Streaming is a real-time video broadcast over digital platforms that enables interaction between sellers and consumers. According to Nurivananda and Fitriyah (2023), Live Streaming integrates compressed video distribution technology that allows seamless interaction and communication during the sales process. This innovative approach bridges the gap between traditional and digital commerce by allowing consumers to gain real-time insights into the products offered. Yulius and Aprillia (2019) emphasize that Live Streaming provides a competitive advantage for social commerce, as it offers direct visual access to products and facilitates real-time consumer engagement through text-based chats. The detailed product descriptions provided by sellers during Live Streaming sessions significantly influence consumer purchase decisions, as noted by Munib et al. (2023). Furthermore, Live Streaming is considered an effective personal selling method to introduce and persuade consumers, as argued by Chen et al. in Adetya (2024). This feature not only improves transparency but also enhances consumer trust by addressing their concerns in real-time, making it a powerful tool in modern marketing strategies.

2.2 Promotion

Promotion is a strategic communication activity designed to inform, attract, and persuade consumers regarding a product or service. Tjiptono in Tolan et al. (2021) defines promotion as a crucial element of the marketing mix aimed at communicating product value to potential customers. It is through promotional strategies that businesses can highlight unique selling points and differentiate themselves in a crowded marketplace. Kotler and Armstrong (2019) describe promotion as a series of activities that highlight product advantages to encourage consumer purchase behavior. Cahya and Prabowo (2023) argue that effective promotions, such as exclusive discounts or limited-time offers, increase consumer interest and sales performance. Additionally, promotions are instrumental in creating a sense of urgency among consumers, which can lead to

impulsive buying decisions. According to Kotler and Keller in Ekowati et al. (2020), the key indicators of successful promotion strategies include frequency, quality, timing, and relevance to target audiences. These elements ensure that promotional campaigns not only attract attention but also convert interest into actual purchases.

2.3 Customer Trust

Customer trust refers to the belief that a product, brand, or seller will deliver consistent value and reliability. Ilmiyah (2020) defines trust as consumer confidence in the characteristics and benefits of a product that meet their expectations. Building trust is a multifaceted process that involves not just the quality of the product but also the reliability of the seller. Dwiyanti (2022) highlights that trust arises from consistent and ethical seller behavior, including competence and integrity. According to Doney and Cannon in Nurhayati et al. (2023), trust is built through consistent demonstration of reliability and fairness by the brand or seller. This trust forms the foundation of long-term consumer relationships and loyalty. Purba et al. (2023) identify key trust indicators as benevolence, ability, integrity, competence, and consistency, which collectively establish a solid foundation for consumer loyalty and impulsive buying. By fostering trust, businesses can effectively reduce consumer hesitation and increase their propensity to make spontaneous purchase decisions.

2.4 Impulsive Buying

Impulsive buying refers to spontaneous and unplanned consumer purchasing behavior, often driven by emotional triggers. According to Fadillah (2023), impulsive buying occurs without prior planning or rational consideration, influenced by external factors like attractive promotions or free shipping. This behavior reflects a strong emotional response to marketing stimuli, making it a critical area for businesses to understand and leverage. Pangkaca et al. (2021) describe it as a reaction to sudden emotional stimuli or appealing marketing strategies. For instance, flash sales or limited-time offers are known to trigger impulsive buying tendencies among consumers. Pudyastari (2019) notes that impulsive buying reflects a strong internal urge to acquire products, often influenced by promotional tactics or consumer moods. Key indicators of impulsive buying, as outlined by Andriani and Harti (2021), include spontaneous purchasing, lack of deliberation, urgency, and emotional influence during the decision-making process. Understanding these dynamics enables businesses to design marketing strategies that capitalize on impulsive buying behaviors while ensuring consumer satisfaction.

3. Material and Method

3.1 Design Study

This study employs a quantitative research design to analyze the relationships among live streaming, promotions, consumer trust, and impulsive buying behavior. The research focuses on the skincare brand "Skintific" and its use of TikTok as a marketing platform. Data were collected through online surveys distributed to consumers who have made purchases via TikTok Live

Shopping. A structured questionnaire, developed based on validated scales, was used to measure the constructs. The study adopted a cross-sectional approach, capturing data at a single point in time to assess the variables and their interactions.

3.2 Data Analysis

The collected data were analyzed using Structural Equation Modeling (SEM) with SmartPLS software. SEM was chosen for its ability to model complex relationships between latent variables and to assess both direct and indirect effects. The analysis began with reliability and validity tests, including Cronbach's Alpha and Composite Reliability, to ensure the consistency of the measurement instruments. Convergent and discriminant validity were evaluated to confirm that the constructs were accurately represented. The structural model was then tested to analyze the hypothesized relationships. Path coefficients, T-statistics, and p-values were used to determine the significance of the relationships, while R-squared values were calculated to evaluate the explanatory power of the independent variables. The research model can be seen as follows:

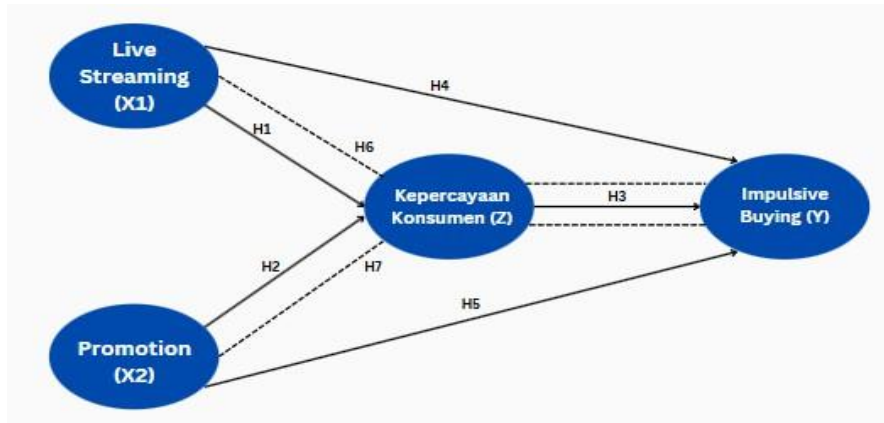


Figure 1. Research Model

4. Result

A total of 100 respondents participated in the survey, with 72% female and 28% male participants. The majority of respondents were aged 21-23 years (51%), followed by 18-20 years (29%) and 24-26 years (20%). The respondents were regular users of TikTok and had prior experience with TikTok Live Shopping.

	Outer loadings	AVE
LV.1 <- LV (X1)	0,819	0,654
LV.2 <- LV (X1)	0,768	
LV.3 <- LV(X1)	0,745	

LV.4 <- LV(X1)	0,806	
PR.1 <- PR (X2)	0,701	0,617
PR.2 <- PR(X2)	0,717	
PR.3 <- PR(X2)	0,772	
PR.4 <- PR(X2)	0,805	
TR.1 <- TR (Z)	0,891	0,563
TR.2 <- TR (Z)	0,895	
TR.3 <- TR(Z)	0,809	
IB.1 <- IB (Y)	0,810	0,749
IB.2 <- IB (Y)	0,847	
IB.3 <- IB(Y)	0,825	
IB.4 <- IB (Y)	0,750	

Tabel 1. Outer Loadings

The validity test results show that all indicators in each construct have met the validity requirements. Based on the outer loading value, all indicators have a value of more than 0.7, so they are considered valid in representing the measured construct. Therefore, it can be concluded that each indicator is able to describe its construct validly. According to Hair et al. (2014), an AVE value that exceeds 0.5 indicates that more than 50% of the indicator variance can be explained by the construct. Thus, it can be concluded that the constructs in this study have good convergent validity, which means that all constructs can be measured validly using predetermined indicators.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
LV (X1)	0,918	0,823	0,824	0,654
PR (X2)	0,915	0,794	0,808	0,617
IB (Y)	0,916	0,741	0,752	0,563
TR (Z)	0,908	0,832	0,837	0,749

Tabel 2. Cronbach's alpha

The reliability test results show that all constructs in this study have Cronbach's Alpha and Composite Reliability (CR) values that exceed 0.7. The Cronbach's Alpha value for the Live Streaming construct (X1) is 0.918, Promotion (X2) is 0.915, Consumer Trust (Z) is 0.908, and Impulsive Buying (Y) is 0.916. In addition, the Composite Reliability (CR) value of each construct also meets the reliability criteria, with a value above 0.7, namely Live Streaming of 0.824, Promotion of 0.808, Consumer Trust of 0.837, and Impulsive Buying of 0.752. According to Hair et al. (2014), the Cronbach's Alpha and Composite Reliability values above 0.7 indicate good internal consistency, indicating that the indicators used can be relied upon to represent the construct. Based on these results, it can be concluded that this research instrument has a good level of reliability, so it is suitable for further analysis.

	LV	PR	IB	TR
LV.1	0,819	0,585	0,572	0,556
LV.2	0,768	0,555	0,342	0,459
LV.3	0,745	0,543	0,367	0,450
LV.4	0,806	0,645	0,415	0,539
PR.1	0,588	0,701	0,305	0,431
PR.2	0,553	0,717	0,379	0,445
PR.3	0,575	0,772	0,477	0,515
PR.4	0,527	0,805	0,446	0,545
IB.1	0,436	0,385	0,810	0,544
IB.2	0,488	0,457	0,847	0,485
IB.3	0,451	0,405	0,825	0,524
IB.4	0,414	0,515	0,750	0,469
TR.1	0,556	0,553	0,565	0,891
TR.2	0,622	0,586	0,556	0,895
TR.3	0,486	0,548	0,503	0,809

Tabel 4. Cross Loadings

Discriminant validity is used to measure the extent to which the constructs in the research model differ from one another. Based on the cross loading table, each indicator has a higher loading value on its respective construct compared to the loading value on other constructs. The LV.1 indicator has the highest loading value on the Live Streaming (LV) construct, which is 0.819, compared to loading on other constructs such as Promotion (PR) of 0.585, Impulsive Buying (IB) of 0.572, and Consumer Trust (TR) of 0.556. The same thing is also seen in indicator PR.3, which has the highest loading value on the Promotion (PR) construct, which is 0.772 compared to the values in other constructs. Likewise, the IB.1 indicator, which has the highest loading value on the Impulsive Buying (IB) construct of 0.810, is greater than the value in other constructs. These results indicate that each indicator has a stronger relationship with its original construct than with other constructs, thus meeting the discriminant validity criteria. Thus, all constructs in this study have good discriminant validity, supporting the reliability of the model in distinguishing between measured variables.

	R-square	R-square adjusted
Y	0,438	0,420
Z	0,480	0,469

Tabel 5. R-Square

This study shows that the Consumer Trust construct (Z) has an R-Square of 0.480, and Impulsive Buying (Y) has an R-Square of 0.438. Based on the criteria of Hair et al. (2014), an R-Square value of 0.26 to 0.50 is categorized as moderate. These results indicate that the independent variables (Live Streaming and Promotion) make a considerable contribution in explaining the variance in Consumer Trust. Likewise, Consumer Trust together with Live Streaming and Promotion provide a moderate influence in explaining the variance of Impulsive Buying.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Z	0,359	0,371	0,109	3,287	0,001
X2 -> Z	0,383	0,375	0,127	3,013	0,003
Z -> Y	0,421	0,403	0,132	3,180	0,001
X1 -> Y	0,182	0,207	0,186	0,979	0,328

X2-> Y	0,135	0,129	0,174	0,777	0,437
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Tabel 6. Path Coeficient

Hypothesis 1 (H1): Live streaming sales have a significant effect on consumer trust

Hypothesis 1 (H1) states that Live Streaming has a positive influence on Consumer Trust and Hypothesis 1 is accepted. The analysis results show a T-statistic of 3.287 and a P-value of 0.001, which indicates that Live Streaming significantly increases Consumer Trust. Thus, Live Streaming is effective in creating high trust from consumers. Consumers who feel the benefits of this promo tend to feel more satisfied with Shopee's services. Therefore, a marketing strategy that focuses on Live Streaming can be the right move to increase Consumer Trust.

Hypothesis 2 (H2): Promotion has a significant effect on Consumer Trust

Hypothesis 2 (H2) states that Promo has a positive influence on Consumer Trust and Hypothesis 2 is accepted. The analysis results show a T-statistic of 3.013 and a P-value of 0.003, which indicates that Promo significantly increases consumer trust. Thus, this promo is effective in creating consumer trust in the Skintific brand. Consumers who feel the benefits of this promo tend to feel trust in the Skintific brand. Therefore, a marketing strategy that focuses on flash sale promos can be the right step to increase consumer trust.

Hypothesis 3 (H3): Consumer Trust has a significant effect on Impulsive Buying

Hypothesis 3 (H3) states that Consumer Trust has a positive influence on Impulsive Buying and hypothesis 3 is accepted. With a T-statistic of 3.180 and a P-value of 0.001, these results indicate that there is a significant relationship between Consumer Trust and Impulsive Buying. The more consumers trust the brand, the more likely they are to engage in Impulsive Buying. Therefore, focusing on consumer trust can be a useful strategy for creating Impulsive Buying.

Hypothesis 4 (H4): Live Streaming Sales has a significant effect on Impulsive Buying

Hypothesis 4 (H4) states that Live Streaming sales have a negative influence on Impulsive Buying and hypothesis 4 is rejected. With a T-statistic of 0.979 and a P-value of 0.328, these results indicate that there is no significant relationship between Live Streaming and Impulsive Buying. Thus, marketing strategies that use Live Streaming may need to be integrated with other more effective approaches to encourage impulse buying behavior. Further research is needed to explore variables that can strengthen the relationship between Live Streaming and Impulsive Buying.

Hypothesis 5 (H5): Promotion has a significant effect on Impulsive Buying

Hypothesis 5 (H5) states that sales promotion has a negative influence on Impulsive Buying and hypothesis 5 is rejected. With a T-statistic of 0.777 and a P-value of 0.437, these results indicate that there is no significant relationship between Promotion and Impulsive Buying. Although promotion is often used as a strategy to encourage consumers to make purchases, this finding suggests that promotion alone is not enough to trigger impulse buying. This may be due to other factors, such as consumer preferences, perceptions of promotions, or the attractiveness of the

products offered, which can influence purchasing decisions. To increase the effectiveness of promotions in creating Impulsive Buying, companies can consider combining promotions with other strategies, such as improving product quality, strengthening consumer trust, or creating an attractive shopping experience.

	f-square
X1 -> Z	0,112
X2-> Z	0,127
Z-> Y	0,164
X1 -> Y	0,024
X2-> Y	0,028

Tabel 7. F-Square

In the table above, the Live Streaming variable (X1) has a high influence on Consumer Trust (Z) with a value of 0.112, and shows a high influence on Impulsive Buying (Y) with a value of 0.127. Promotion (X2) has a low influence on Consumer Trust (Z) with a value of 0.024 and also a low influence on Impulsive Buying (Y) with a value of 0.029. Furthermore, Consumer Trust (Z) has a high influence on Impulsive Buying (Y) with a value of 0.164. From this, it can be concluded that although all variables contribute to Impulsive Buying (Y), Consumer Trust has a key role that strengthens the relationship of Live Streaming and Promotion variables to Impulsive Buying.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Z-> Y	0,151	0,152	0,071	2,120	0,034
X2 -> Z -> Y	0,161	0,149	0,068	2,369	0,018

Tabel 8. Specific Indirect Effect

Hypothesis 6 (H6): Live Streaming has an indirect effect on Impulsive Buying through Consumer Trust

Hypothesis 6 (H6) states that Live Streaming sales have a positive influence on Impulsive Buying through through Consumer Trust with a T-statistic value of 2.120 and a P-value of 0.034 and hypothesis 6 is accepted. This confirms the importance of building consumer trust during the Live

Streaming process, for example through transparent communication, convincing product demonstrations, and responsive interaction with the audience. These strategies not only increase credibility but also create a more engaging and spontaneous shopping experience for consumers. Therefore, businesses can maximize the potential of Live Streaming by prioritizing elements that can strengthen consumer trust to increase the likelihood of Impulsive Buying.

Hypothesis 7 (H7): Promotion has an indirect effect on Impulsive Buying through Consumer Trust

Hypothesis 7 (H7) states that promotion has a positive influence on Impulsive Buying through Consumer Trust with a T-statistic value of 2.369 and a P-value of 0.018 and hypothesis 7 is accepted. This relationship is proven to be significant, which means that promotion is effective in increasing consumer confidence in the brand or product, which then encourages impulse buying behavior. This finding highlights the importance of the consumer trust element in promotional strategies. Well-designed promotions, such as exclusive discounts, loyalty programs, or limited-time offers, can increase consumers' positive perceptions of the brand. As this trust grows, consumers are more likely to make impulse purchases as they feel confident in the value offered. Therefore, to maximize the effectiveness of promotions in creating Impulsive Buying, businesses need to ensure that their promotions are not only attractive but also able to build and strengthen consumer trust in the products or services offered.

5. Discussion

The findings of this study highlight the critical role of consumer trust in driving impulsive buying behavior in the context of TikTok Live Shopping. While both live streaming and promotional activities demonstrated positive relationships with consumer trust, their direct effects on impulsive buying were not significant. This suggests that trust acts as a necessary bridge, transforming engagement generated through live streaming and promotions into impulsive purchase decisions. The significant relationship between live streaming and consumer trust aligns with previous studies that emphasize the importance of interactive and transparent communication in building trust (Nurivananda & Fitriyah, 2023). Live streaming's ability to showcase product details, respond to consumer inquiries in real time, and create a personalized shopping experience reinforces trust, which in turn influences buying behavior. Promotional activities, particularly time-limited offers and exclusive discounts, were also shown to positively impact consumer trust. This finding supports prior research by Cahya and Prabowo (2023), which demonstrated that well-executed promotions enhance brand credibility and consumer confidence. However, the study's results indicate that promotions alone are insufficient to trigger impulsive buying without the mediating effect of trust.

The mediating role of trust underscores the importance of fostering credible and authentic interactions with consumers. Businesses leveraging TikTok Live Shopping should prioritize building trust by maintaining transparency, offering high-quality products, and providing responsive customer service. By doing so, they can maximize the effectiveness of live streaming

and promotional strategies in encouraging impulsive purchases. These findings have practical implications for digital marketers and businesses seeking to optimize their use of social commerce platforms. Integrating trust-building measures within live streaming sessions and promotional campaigns can create a more compelling shopping experience, ultimately driving both consumer engagement and sales. Future research could explore additional factors, such as emotional triggers or social proof, to further understand their interplay with trust and impulsive buying behavior.

6. Conclusion, Implication, and Recommendation

This study concludes that Live Streaming and promotion positively influence consumer trust, which serves as a key factor in driving impulsive buying behavior for Skintific products on TikTok. Although the direct effects of Live Streaming and promotion on impulsive buying are not significant, both exhibit significant indirect effects through consumer trust. The practical implications highlight that businesses should leverage interactive and transparent Live Streaming to build consumer trust and design attractive and relevant promotions to strengthen consumer relationships. The theoretical implication emphasizes the role of consumer trust as a crucial mediating variable linking Live Streaming and promotion with impulsive buying behavior. Recommendations for businesses include enhancing the quality of Live Streaming, creating urgency-driven promotional designs, and improving services to build consumer trust. Future research could explore other factors influencing these relationships, employ mixed methods, or expand the study context to other digital platforms.

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