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The Effect of Live Streaming, Hedonic Shopping, and Shopping Lifestyle on Impulsive Buying Through Price Discounts

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Abstract: Tik-Tok Shop is a social media application that is widely liked by almost all levels of society, including young people, including regular students of Sisingamangaraja XII Tapanuli University (UNITA). Many features are available in the Tik-Tok application, including tik-tok shop, which is given the convenience of conducting product/service buying and selling transactions such as live streaming, price discounts that can hypnotize all consumers. Where initially just browsing, then continued to become impulsive buying and this will eventually become hedonic shopping and shopping lifestyle so that it has an impact on high consumption. The number of samples used in this study was 86 people, using non-probability sampling techniques and using purposive sampling methods. The data analysis method used is path analysis with SEM (Structural Equation Modeling). The results of the study show that partially Live Streaming has no significant effect on Impulsive Buying, partially Live Streaming has a significant effect on Price Discount, partially Hedonic Shopping has a significant effect on Impulsive Buying, partially Hedonic Shopping has a significant effect on Price discount, partially Shopping Lifestyle has a significant effect on Impulsive Buying, partially Shopping Lifestyle has a significant effect on Price Discount, partially Price Discount has a significant effect on Impulsive Buying. Live Streaming has a significant indirect effect on Impulsive Buying through Price Discount as an Intervening variable, Hedonic Shopping has a significant indirect effect on Impulsive Buying through Price Discount as an Intervening variable, and Shopping Lifestyle has a significant indirect effect on Impulsive Buying through Price Discount as an Intervening variable.

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INTRODUCTION

Current technological advances have shifted the way we shop. *Online shopping* involves transactions using media or intermediaries, such as websites or social networking sites, to offer goods and services. You don't need to sell your own products; you simply need to provide a platform that connects sellers and buyers (Siallagan et al., 2025). *TikTok Shop* is believed to be a fun and convenient shopping experience for brand owners, sellers, buyers, and users worldwide.

The more frequently you shop, the more you'll develop a desire to make purchases, which can trigger *impulsive buying* (Liska & Utami, 2023). *Impulsive buying* is a

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consumer's tendency to buy spontaneously, reflexively, suddenly, and automatically (Rook & Fisher, 1995). One factor influencing *impulsive buying behavior* is *live streaming* (Huang & Wang, 2017). *Live streaming shopping* is one of the newest and fastest-growing marketing methods (Sun, et.al, 2019).

Impulsive buying also occurs due to a person's lifestyle towards *fashion.Shopping lifestyle* is the way a person uses time and money for various products, services, technology, education, entertainment and *fashion* , (Japarianto & Sugiharto, 2011). Sometimes, in order to fulfill a lifestyle, a person tends to be more consumptive by purchasing products/services even though they do not match their needs and financial capabilities, (Meydila & Cempena, 2024). This is no exception for students of Sisingamangaraja XII Tapanuli University (UNITA), which is included in Generation Z. This Generation Z is included in those who have high consumption and are vulnerable to purchasing products that are less relevant or even unnecessary, (Arda & Andriany, 2019).

Another factor influencing *impulsive buying* is *hedonic shopping value* . *Hedonic shopping value* describes the potential and value of shopping for consumers seeking pleasure and stress relief through shopping activities (Angraeni & Trisnani, 2024). Therefore, consumers often experience *impulsive buying* when driven by hedonic desires or other reasons beyond economic considerations, such as pleasure, fantasy, social, or emotional influences (Mooduto et al., 2023).

A marketing strategy frequently employed by businesses is offering *discounts* or price cuts on certain products (Amalia, 2020). The various *price discounts* offered by *TikTok Shop* will delight consumers and encourage them to make *impulsive purchases* because they feel they are getting a significant benefit (Annur, 2023). This study aims to explore the consumer habits of regular students at Sisingamangaraja XII Tapanuli University (UNITA).

Theoretically, the study of impulsive buying behavior has long been a subject of interest in marketing and consumer behavior literature. However, most existing theories such as the *Stimulus-Organism-Response (S-O-R)* model or the *Theory of Planned Behavior* were developed in the context of traditional retail or catalog based e-commerce. The emergence of live streaming commerce on TikTok Shop introduces a new dimension involving real-time interactivity, influencer persuasion, and visual entertainment, which are not yet fully captured by existing theoretical frameworks.

Empirically, previous studies on impulsive buying behavior have largely focused on platforms such as Shopee, Tokopedia, Lazada, or Instagram Shopping. In contrast, research that specifically investigates TikTok Shop, particularly its live streaming features, remains limited—especially in the Indonesian context. This is a notable gap, considering the platform's growing popularity among younger generations and its unique format that blends entertainment and commerce.

The conceptual framework of the influence of *Live Streaming* ; *Hedonic Shopping* ; and *Shopping Lifestyle* on *Impulsive Buying* through *Price Discount* is as follows:

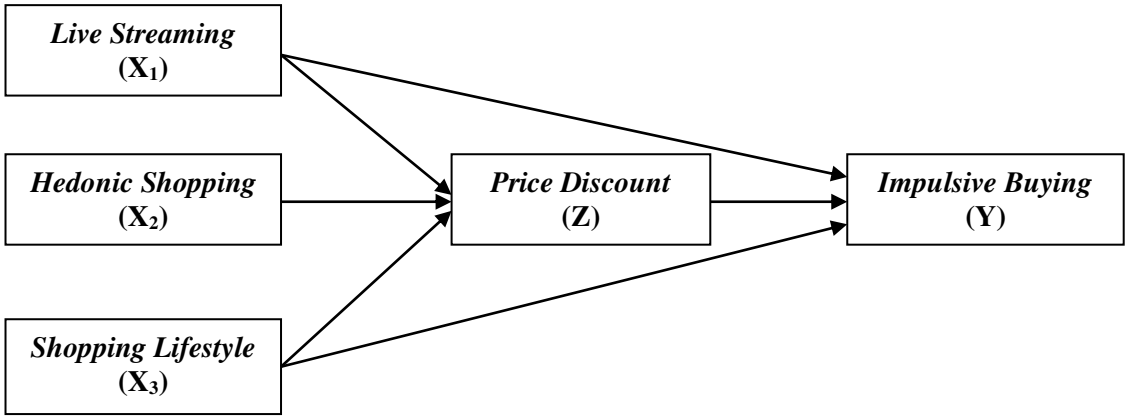

Figure 1. Conceptual Framework
Source: Data processed by the Author (2025)

Based on the introduction, theory and previous research and referring to the research objectives, the following research hypothesis is proposed:
H 1 : *Live Streaming* has a significant effect on *Impulsive Buying* .
H 2 : *Hedonic Shopping* has a significant influence on *Impulsive Buying* .
H 3 : *Shopping Lifestyle* has a significant influence on *Impulsive Buying* .
H 4 : *Price Discount* has a significant effect on *Impulsive Buying* .
H 5 : *Live Streaming* has a significant effect on *Price Discount* .
H 6 : *Hedonic Shopping* has a significant effect on *Price Discount* .
H 7 : *Shopping Lifestyle* has a significant effect on *Price Discount* .
H 8 : *Live Streaming* has a significant effect on *Impulsive Buying* through *Price Discount* .
H 9 : *Hedonic Shopping* has a significant influence on *Impulsive Buying* through *Price Discount* .
H 10 : *Shopping Lifestyle* has a significant influence on *Impulsive Buying* through *Price Discount*

METHODS

This study employed a quantitative approach, supported by a sample survey that collected data related to the research variables. The population comprised 601 regular students at Sisingamangaraja XII Tapanuli University (UNITA). The sampling technique used was *non-probability sampling* , employing a *purposive sampling method.* The following requirements were applied to the sample: (1) Regular students of Sisingamangaraja XII Tapanuli University (UNITA); (2) Not married yet; (3) Have you ever shopped more than 2 times on the *Tik-Tok Shop application.* Determination of the number of samples using the Slovin formula, obtained as many as 86 people.

The data collection technique used in this study was to create a list of statements given to regular students of Sisingamangaraja XII Tapanuli University (UNITA). Then, interviews were conducted with regular students and related departments in charge of student affairs at Sisingamangaraja XII Tapanuli University (UNITA). Furthermore, a documentation study was conducted to collect relevant data that supported this research, such as the number of regular students and other data available at Sisingamangaraja XII Tapanuli University (UNITA).

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The data analysis technique used in this study is descriptive statistics. Descriptive statistics are statistics used to analyze data by describing or depicting the collected data as it is without the intention of drawing general conclusions (Sugiono, 2012). Based on this understanding, data analysis using a quantitative descriptive approach aims to provide an understanding of the situation that occurs or applies to the research object. The hypothesis testing technique in this study uses path analysis *with* SEM (*Structural Equation Modeling*) ***SmartPLS version 4***.

RESULTS AND DISCUSSION

Convergent Validity

Convergent validity is a measure of the correlation between a construct and a latent variable. Convergent validity can be measured using the AVE factor and loading factor values (Fauzi et al ., 2024). The following are the results of hypothesis testing using partial last squares analysis with SmartPLS version 4, showing the schematic form of the PLS program model being tested, is to use first order.

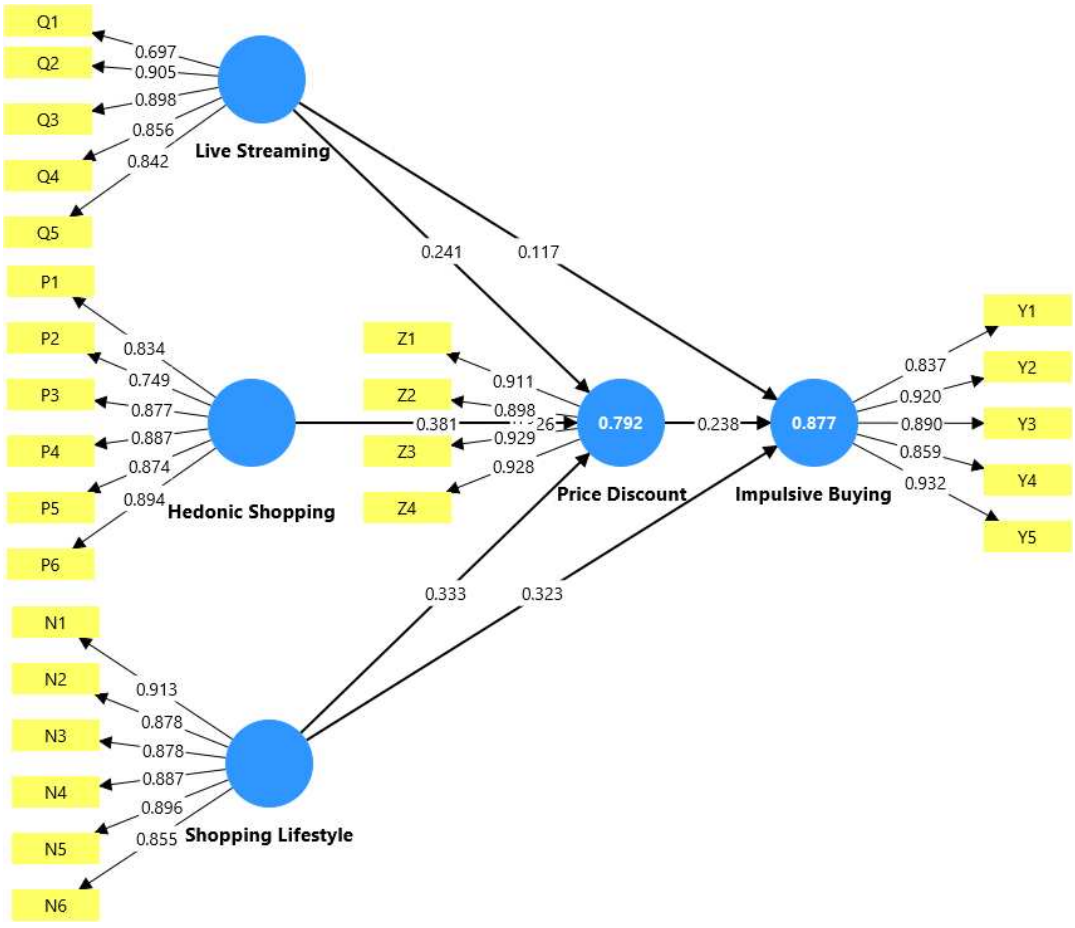

Figure 2. Results of the First *Convergent Validity Data Processing*
Source: Data processed by the Author (2025)

In Figure 2, the results of *convergent validity testing can be seen* using each indicator in each variable, namely Q1, Q2, Q3, Q4, and Q5 (*Live Streaming*), P1, P2, P3, P4, P5, and P6 (*Hedonic Shopping*), N1, N2, N3, N4, N5, and N6 (*Shopping Lifestyle*), Y1, Y2, Y3, Y4, and Y5 (*Impulsive Buying*), and Z1, Z2, Z3, and Z4 (*Price Discount*). An

indicator can be said to meet *convergent validity* well if it has an *outer loading value* of more than 0.7. Based on each indicator of the research variables that have been tested above, there is one indicator that has a value below 0.7, which is 0.697 so that researchers need to delete indicators that have a value below 0.7, namely indicator Q1 in the *Live Streaming variable*. Therefore, the author must delete invalid indicators and retest.

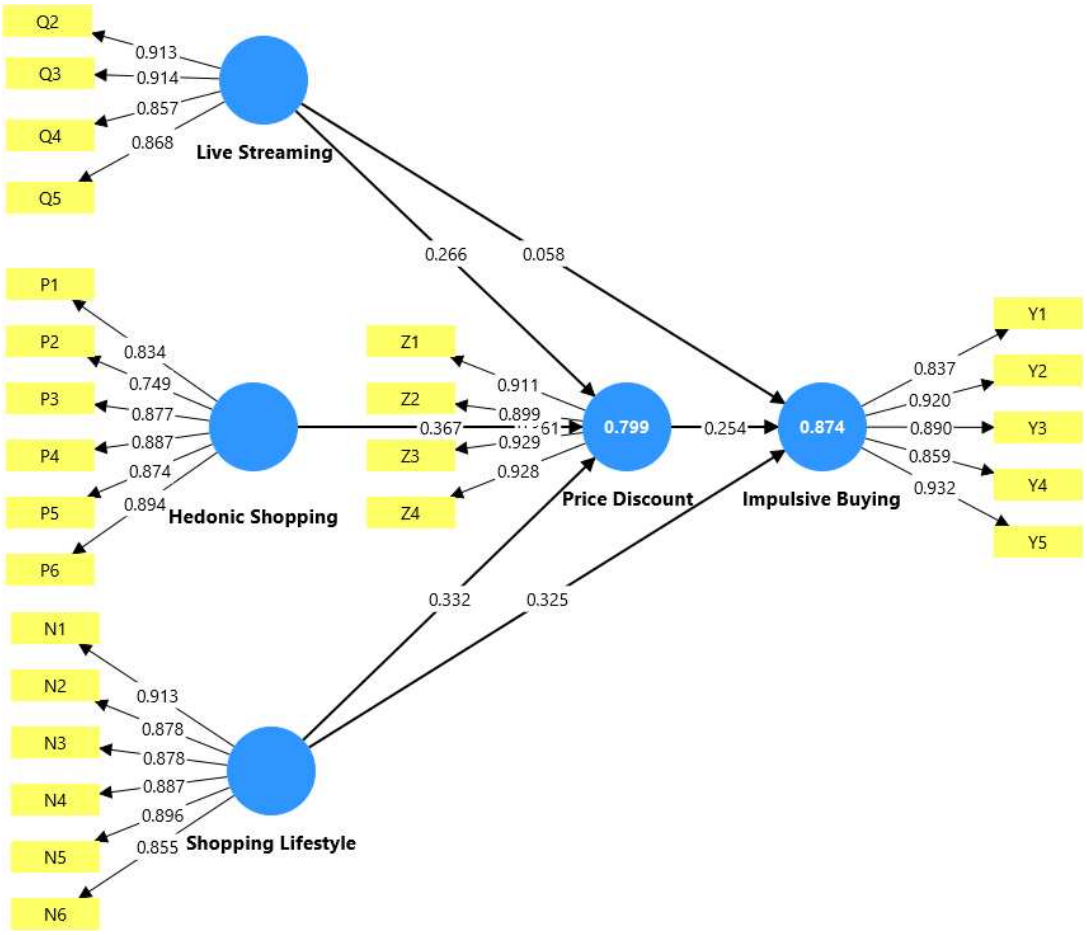

Figure 3. Results of Second *Convergent Validity Data Processing*
Source: Data processed by the Author (2025)

Based on Figure 3. The results of the second *convergent validity test* , it can be seen that all indicators have *an outer loading* above 0.7, so that all questionnaire statement indicators in this study have met the *convergent validity criteria* and are declared valid.

Reliability Test

Convergent validity tests, reliability testing is also necessary. Reliability testing is carried out using the *Average Variance Extracted indicator.* (AVE) which must have a value of more than 0.5 so that the model used is better, (Ghozali, 2016).

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Table 1. Reliability Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Hedonic Shopping	0.925	0.928	0.942	0.729
Impulsive Buying	0.933	0.934	0.949	0.789
Live Streaming	0.911	0.911	0.937	0.790
Price Discount	0.937	0.938	0.955	0.840
Shopping Lifestyle	0.944	0.944	0.956	0.783

Source: Data processed by the Author (2025)

From table 1 above, it can be seen that the level of reliability of the variables *Live streaming, Hedonic Shopping, Shopping Lifestyle, Price discount* and *Impulsive Buying* has good reliability because all of them are above 0.70 with *composite reliability* > 0.70 and *overgent validity* indicated by AVE which is > 0.50.

Table 2. Cross Loading Test Results

	Hedonic Shopping	Impulsive Buying	Live Streaming	Price Discount	Shopping Lifestyle
N1	0.773	0.805	0.604	0.708	**0.913**
N2	0.684	0.746	0.602	0.752	**0.878**
N3	0.755	0.786	0.727	0.721	**0.878**
N4	0.769	0.777	0.590	0.743	**0.887**
N5	0.658	0.741	0.576	0.716	**0.896**
N6	0.779	0.787	0.610	0.733	**0.855**
P1	**0.834**	0.746	0.563	0.699	0.685
P2	**0.749**	0.616	0.823	0.720	0.563
P3	**0.877**	0.716	0.717	0.759	0.684
P4	**0.887**	0.842	0.659	0.705	0.750
P5	**0.874**	0.864	0.643	0.697	0.824
P6	**0.894**	0.781	0.697	0.808	0.743
Q2	0.693	0.678	**0.913**	0.701	0.552
Q3	0.724	0.677	**0.914**	0.727	0.631
Q4	0.708	0.725	**0.857**	0.693	0.623
Q5	0.706	0.666	**0.868**	0.689	0.678
Y1	0.787	**0.837**	0.649	0.791	0.839
Y2	0.801	**0.920**	0.715	0.758	0.776
Y3	0.817	**0.890**	0.718	0.787	0.744
Y4	0.740	**0.859**	0.622	0.677	0.729
Y5	0.823	**0.932**	0.724	0.864	0.792
Z1	0.826	0.828	0.671	**0.911**	0.763
Z2	0.746	0.774	0.743	**0.899**	0.725
Z3	0.790	0.854	0.774	**0.929**	0.794
Z4	0.774	0.752	0.711	**0.928**	0.735

Source: Data processed by the Author (2025)

Based on Table 2 above, it can be seen that all indicator items in *the cross loading* are above 0.70, meaning that all *outer models* are fulfilled.

Table 3. Adjusted R-Square

	R-square	R-square adjusted
Impulsive Buying	0.874	0.868
Price Discount	0.799	0.791

Source: Data processed by the Author (2025)

Based on table 3. R- *Square Adjusted,* it can be seen that the R- *Square Adjusted* on the *Impulsive Buying variable* is 0.868 or 86.8%, meaning that the influence of *Live Streaming; Hedonic Shopping; Shopping Lifestyle* ; and *Price Discount* on Impulsive Buying on UNITA regular students is 86.8% and the remaining 13.2% is influenced by other factors not examined in this study. Then it can be seen that the R- *Square Adjusted* on *the Price Discount variable* is 0.791 or 79.1%, meaning that the influence of *Live Streaming; Hedonic Shopping* ; and *Shopping Lifestyle* on *Price Discount* on UNITA regular students is 79.1% and the remaining 20.9% is influenced by other factors not examined in this study.

Table 4. *Path Coefficients*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Hedonic Shopping -> Impulsive Buying	0.361	0.374	0.088	4,088	0.000
Hedonic Shopping -> Price Discount	0.367	0.380	0.125	2,941	0.004
Live Streaming -> Impulsive Buying	0.058	0.050	0.056	1,025	0.308
Live Streaming -> Price Discount	0.266	0.260	0.077	3,446	0.001
Price Discount -> Impulsive Buying	0.254	0.249	0.069	3,686	0.000
Shopping Lifestyle -> Impulsive Buying	0.325	0.323	0.085	3,806	0.000
Shopping Lifestyle -> Price Discount	0.332	0.325	0.090	3,690	0.000

Source: Data processed by the Author (2025)

Based on table 4. above, the results of partial influence can be presented, where, the influence of *Live Streaming* on *Impulsive Buying* with a *T-Statistics value* of 1.025 and a p-Value value of 0.308 is greater than the significant level of 0.05. This means that there is no partial significant influence *of Live Streaming* on *Impulsive Buying* in UNITA regular students. Then the influence of *Price Discount* on *Impulsive Buying* with a *T-Statistics value* of 3.686 and a *p-Value value* of 0.000 is smaller than the significant level of 0.05. This means that there is a partial significant influence *of Price Discount* on *Impulsive Buying* in UNITA regular students. Then the influence of *Live Streaming* on *Price Discount* with a *T-Statistics value* of 3.446 and a *p-Value value* of 0.001 is smaller than the significant level of 0.05. This means that there is a partial significant influence *of Live Streaming* on *Price Discount* in UNITA regular students. Then the influence of *Shopping Lifestyle* on *Impulsive Buying* with a *T-Statistics value* of 3.806 and a *p-Value value* of 0.000 smaller than the significant level of 0.05. This means that there is a partial significant influence *of Price Discount* on *Impulsive Buying* in UNITA regular students. Then the influence of *Shopping Lifestyle* on *Price Discount* with a *T-Statistics value* of 3.690 and a *p-Value value* of 0.000 smaller than the significant level of 0.05. This means that there is a partial significant influence *of Shopping Lifestyle* on *Price Discount* in UNITA regular students. Then the influence of *Hedonic Shopping* on *Impulsive Buying*

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with a *T-Statistics value* of 4.088 and a *p-Value value of* 0.000 smaller than the significant level of 0.05. This means that there is a partial significant influence of *Hedonic Shopping* on *Impulsive Buying* in UNITA regular students. Then, the influence of *Hedonic Shopping* on *Price Discount* with a *T-Statistics value* of 2.941 and a *p-Value of* 0.004 is smaller than the significance level of 0.05. This means that there is a partial significant influence *of Hedonic Shopping* on *Price Discount* in UNITA regular students.

Table 5. *Specific Indirect Effects*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Shopping Lifestyle -> Price Discount -> Impulsive Buying	->0.084	0.082	0.033	2,572	0.012
Hedonic Shopping -> Price Discount -> Impulsive Buying	->0.093	0.094	0.040	2,305	0.023
Live Streaming -> Price Discount -> Impulsive Buying	->0.068	0.064	0.026	2,593	0.011

Source: Data processed by the Author (2025)

Based on table 5. above, the results of the indirect effect can be presented, where the influence of *Shopping Lifestyle* on *Impulsive Buying* through *Price Discount* with a *T-Statistics value* of 2.572 and a *p-Value* of 0.012 which is smaller than the significance level of 0.05. This means that *Shopping Lifestyle* has an indirect and significant influence on *Impulsive Buying* through *Price Discount* on regular UNITA students.
Then the influence of *Hedonic Shopping* on *Impulsive Buying* through *Price Discount* with a *T-Statistics value* of 2.305 and a *p-Value* of 0.023 which is smaller than the significance level of 0.05. This means that *Hedonic Shopping* has an indirect and significant influence on *Impulsive Buying* through *Price Discount* on regular UNITA students, this is in line with research conducted by Rafi'ah Al Adawiyah & Helmi Haris (2024).

Then, the influence of live streaming on impulsive buying through price discounts, with a t-statistic value of 2.593 and a p-value of 0.011, is smaller than the 0.05 significance level. This means that live streaming has an indirect and significant influence on impulsive buying through price discounts in regular UNITA students, which is in line with research conducted by Rafi'ah Al Adawiyah & Helmi Haris (2024).

CONCLUSION

Based on the results of previous research and the discussions conducted, several conclusions can be drawn. Partially, Live Streaming has a significant effect on Impulsive Buying among regular students at UNITA. Similarly, Hedonic Shopping significantly influences Impulsive Buying, indicating that shopping for pleasure contributes to impulsive purchasing behavior. In addition, Shopping Lifestyle is also found to have a significant impact on Impulsive Buying, suggesting that students' shopping habits are closely associated with their tendency to make spontaneous purchases.Furthermore, Price Discount has a partial and significant effect on Impulsive Buying, which highlights that discounted prices serve as a strong motivator for impulsive buying decisions. Beyond that, Live Streaming, Hedonic Shopping, and Shopping Lifestyle each show a significant partial effect on Price Discount, indicating that these factors contribute to how students perceive and respond to price reductions.Indirectly, Live Streaming influences Impulsive Buying through Price Discounts, suggesting that the appeal of discounts presented in live

streaming content enhances the likelihood of impulsive purchases. The same pattern is observed with Hedonic Shopping and Shopping Lifestyle, both of which significantly affect Impulsive Buying through Price Discounts. Therefore, Price Discount acts as a mediating variable that strengthens the relationship between consumer behavior factors and impulsive buying tendencies among regular students at UNITA.

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