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The Effect of Live Broadcast and Trust on Impulsive Shopping in the Purchase of H&H Skincare Products on the Tiktok Shop Application

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Abstract: This study explores how live streaming and consumer trust affect impulsive buying behavior, particularly for H&H Skincare products on TikTok Shop. Using a quantitative approach with a questionnaire distributed to 100 respondents, multiple linear regression analysis was conducted to evaluate variable relationships. The findings suggest that live streaming significantly enhances consumer engagement and increases impulsive purchases. At the same time, trust is crucial in spontaneous buying decisions. Businesses leveraging live streaming should prioritize consumer trust to boost sales and customer retention. This research contributes to digital marketing literature by examining the synergy between live streaming and trust in shaping impulsive buying behavior. Furthermore, the results offer practical implications for businesses seeking to optimize their marketing strategies on platforms like TikTok Shop. Companies can create engaging shopping experiences and increase revenue by fostering consumer trust and leveraging live streaming. The study also recommends future research to explore additional factors influencing impulsive buying in digital marketplaces.

Keywords: Impulsive Buying; Live Streaming; Consumer Trust; Digital Marketing; TikTok Shop

JEL Classification: M3; M31

Introduction

The COVID-19 pandemic has significantly reshaped global economic activities, particularly in Southeast Asia (Davies et al., 2021). With restrictions limiting mobility and in-store shopping, digital commerce platforms like TikTok Shop have gained prominence. Live streaming commerce, an innovative marketing approach, connects sellers and buyers in real-time, fostering a more interactive shopping experience. This study investigates the relationship between live streaming, trust, and impulsive buying behavior in the context of H&H Skincare products on TikTok Shop.

As a growing phenomenon and also a trend, many entrepreneurs, both micro and macro, are implementing live broadcasts on the TikTok social network as a platform for promotion. TikTok is one of the creative e-commerce features that can unite the three parties, namely traders,

consumers, and video makers through live broadcasts (Fathurrohman & et al., 2023). ByteDance succeeded in developing an online shopping feature called TikTok Shop on the TikTok application in April 2021.

Shopping through live broadcasts is a relatively new phenomenon. During the broadcast, visitors can choose products the seller presents in the display case or yellow basket according to their preferences. Creators and celebrities will showcase items live while answering questions from viewers and then proceed with the payment. TikTok also offers various promotions, from free shipping to discounts. Visitors can purchase products and give virtual gifts worth from zero to millions of rupiah as a token of appreciation to the seller, accompanied by various images.

Trust is a bridge that connects the hearts and minds of one person to another. Trust is a reliance on content provided by a social commerce organization, which increases word-of-mouth promotion and customer purchase intentions. Customers tend to buy from trustworthy sellers whose products match the claims. Online customer trust is the trust and determination of customers, meaning that the Company is committed to maintaining customer trust by providing the best quality service guarantees (Leong, Hew, Ooi, Chong, & Lee, 2021). Customer confidence reflects a sense of security when transacting online. Suppose a company can build trust and engagement with the community in virtual and non-virtual realms. In that case, strong trust is the key to building good relationships so that the sustainability and growth of the community can be guaranteed. The determining factors of trust are convenience, information, and service quality. In addition, this study has two dimensions; accuracy of product information and viral marketing; if distributed routinely to the public as its target market, then the product will be more famous and has the potential to increase purchases; conversely, if the product information shared does not match the actual condition of the product, it can betray customer trust, and they will not buy again. Broadcast messages or videos shared by other users or their relatives are more readily accepted and trusted because they are considered a trustworthy norm. Trust is one of the drivers of impulsive online buying behavior (Hu & Chaudhry, 2020). Therefore, it can lead to increased impulsive purchases. (Wu, Chiu, & Chen, 2020). Trust is an essential part of building relationships between business actors and consumers. The accuracy of product information and viral marketing affects the community's trust as a target market; the spread through broadcast messages or videos shared with other users or relatives is more readily accepted. This is also one of the drivers of impulsive online buying behavior (Iriani, Nuswantara, Kartika, & Purwohandoko, 2021). Therefore, this study is supported by (Vania & Astuti, 2023), stating that trust influences impulsive buying.

Understanding impulsive buying behavior is key to achieving sales targets and driving business growth. Marked by a sudden and unpredictable shopping action pushed by desire darting and continuous urge, thereafter it consumers will face several problems, feelings, thoughts, and actions (Luo, Chen, Li, Nie, & Wang, 2021). Most decisions made do not consider the consequences of their purchases. Impulsive shopping can be divided into two key topics: first, familiar personality, which shows an individual's tendency to do impulsive shopping; second, situation factor, which influences judgment in a particular

shopping situation. Live streaming commerce, by illustrating its mechanism using three main aspects of live streaming commerce, i.e., content, anchoring, parasocial connection, and community, can finally lead to the development of impulsive shopping behavior (Lo et al., 2022). According to (Padmasari & Widyastuti, 2022), with the dimension of spontaneous purchases, consumers tend to make impulsive purchases. Consumer trust in online sellers is key to influencing impulsive shopping decisions. This study highlights the role of live broadcasts in enhancing consumer trust and how they impact impulsive shopping behavior towards H&H Skincare products on TikTok Shop. Live broadcasts provide sellers with the opportunity to interact with consumers in real time, explain products directly, and offer special promotions, all of which have the potential to trigger impulsive purchases.

According to Wu *et al.* (2019), consumers with impulsive purchases make buying decisions and make purchases without awareness, occurring when browsing products. Various other conveniences and benefits the public feels when using e-commerce can provide stimulus or stimulation to the point that the phenomenon of impulse buying arises (Wahyuni & Setyawati, 2020). Consumers will be more consumptive because they are tempted by various offers and promos in e-commerce Ika et al. (2020), which trigger many transactions spontaneously without any prior planning. Impulse Buying can occur anytime and anywhere because of the supply stimulus and the ease of shopping. Some factors that cause impulse buying include a shopping lifestyle, hedonic shopping motivation, and flash sales.

Live broadcast provides a platform for dynamic and engaging interactions. Connected live streaming combines various forms of content into a single, interactive experience leveraging the power of communities and applications, which can generate more significant benefits for all involved. This research expands and evaluates the overall perceived through eight aspects of coverage connected live broadcast, media stead involvement, perceived information depth, information conveyance ability, perceived practical quality, Perceived enjoyment dimensions, social community support, social interaction, feeling of being together (Chen, Chen, & Keng, 2020). To encourage active user participation, live streaming has adopted attractive monetization mechanisms (Lu, Wu, & Zhao, 2022). This certainly involves a platform that includes live-streaming technology to provide a virtual environment of interaction, entertainment, fun, and sales. Researching live streaming on Live.me concluded that there are two reasons why someone engages in live streaming: to do online shopping activities, ease of use in getting information about products, save time when shopping, and find products easily. The physical appeal of the host to live broadcasts shows that e-commerce can attract customers and launch campaigns to promote new products or brands by inviting celebrities or celebrities who are known to many people (Lee & Chen, 2021). Live broadcasting is one strategy for selling products. It involves someone as an interactive host and provides information about the product to encourage viewers to buy it. Ease of use affects getting product information, helping audiences save time and making shopping easier.

A survey conducted by Bank Indonesia (BI) and the Indonesian Central Bureau of Statistics (BPS) in 2023 found that impulse buying decreased by approximately 48%, primarily due to rising inflation and shifts in consumer spending behavior (BPS, 2023; BI, 2023). Economic uncertainty has made consumers more cautious in purchasing, prioritizing essential goods over discretionary spending.

Despite this trend, live broadcasts foster consumer trust, creating an engaging shopping environment that encourages real-time interaction and impulsive purchases. Studies from McKinsey and Company (2023) and Statista (2023) indicate that interactive shopping experiences, such as live streaming, influence buyer decisions by enhancing transparency, product credibility, and social proof. This highlights the ongoing impact of social commerce platforms like TikTok Shop in maintaining consumer engagement amid economic challenges. Impulse buying can be categorized into three factors: first, sudden purchases at the initial consumer awareness stage before they have a desire to buy from a seller; second, sudden purchases where consumers intend to buy but have not yet determined the desired brand or product type; and third, planned purchases. Due to interactions with the seller, these unplanned purchases indicate high uncertainty for customers in rejecting or buying a specific product or service with a particular brand and model (Fitryani & Aditya Surya Nanda, 2021).

The Populix survey results indicate that 78% of female consumers make purchases from beauty and body care products during National Day (Databoks, 2022). The cosmetics and beauty sector continues to grow and become more competitive. This phenomenon has led to an increase in the promotion of skincare products on one of the e-commerce platforms, TikTok Shop.

Table 1 Female Consumers' Shopping Preferences During Harbolnas 2022

Data Name	Percentage
Personal Care Products	78
Fashion	70
Consumption	40
Household Appliances	32
Electronics	27
Children's Products	23
Favorite Items	16
Medical Supplies	15
Sports Equipment	6
Excursion Equipment	6

Source: Databoks, 2022

According to data from Kompas.com (2023), the number of cosmetic companies in Indonesia has drastically increased from 913 to 1,010 by mid-2023. The fastest growth in Asia occurred from January to November 2023, with a value of Rp12.546 trillion and Rp13.287 trillion in 2018-2022, with a transaction volume of 145.44 million. Populix data shows that 66% of beauty product buyers purchase online, a high percentage compared to the combined number of consumers in retail stores. Beauty product purchases in retail stores account for 12%, social media 3%, hypermarkets 2%, and other places 5%

(Databoks, 2022). Through live broadcasts, TikTok has become a popular social media platform for shopping, particularly beauty products. According to Indonesia's Ministry of Trade (Kemendag) and the Indonesian E-Commerce Association (idEA), beauty and personal care products rank among the top-selling items in online marketplaces, including TikTok Shop (Kemendag, 2023). Official data from Statista and the Indonesian Central Bureau of Statistics (BPS) also indicate that online beauty product sales increased significantly during major shopping events, with a surge in consumer transactions through live-streaming promotions (BPS, 2023; Statista, 2023).

A survey by McKinsey and Company (2023) further highlights that live-stream commerce contributes up to 80% of beauty product sales growth in Southeast Asia, with Indonesia as one of the leading markets (McKinsey & Company, 2023). These findings emphasize the growing influence of social commerce and real-time interaction in shaping impulsive buying behavior for beauty products on TikTok Shop.

One of the beauty products that will be researched is H&H Skincare, one of the local cosmetic brands in Indonesia, established in 2020. H&H Skincare has successfully attracted the interest of TikTok consumers through its skincare products and social media marketing by keeping up with technological advancements. The impact of marketing through live broadcasts has been significant, as evidenced by H&H Skincare's growth in followers over the past four years, reaching 1.2 million followers and 4.9 million likes. With an average of 100 viewers per live TikTok session lasting more than 10 seconds, which is bustling from 5:00 to 7:00 in the morning, the interactive TikTok platform allows H&H Skincare to expand its reach to various demographics across Indonesia. Their innovations have ultimately placed H&H Skincare among the top 20 brands on TikTok.

Previous research by Aqilah et al. (2023) shows that social presence influences impulsive buying with trust as an intervening variable, which aligns with the importance of trust in the context of impulsive buying. However, it does not directly examine the impact of live broadcasts. Meanwhile, Yulius and Aprillia (2023) found that live streaming positively influences impulsive buying on the TikTok platform, which aligns with your research on live broadcasts. Isnaini and Hanandhika (2024) also support your research findings, indicating that the attractiveness of live TikTok affects impulsive buying interest. Furthermore, Kusuma (2024) identified that price and promotions through live streaming influence impulsive behavior, adding an essential dimension to your research. The research by Ubaedilah et al. (2023) analyzing factors influencing impulsive purchasing decisions also supports your hypothesis, while Yusra and Primanita (2023) demonstrate that the intensity of TikTok social media usage affects impulsive buying tendencies, which is relevant to your research focus. On the other hand, Amalia and Yuwono (2023) do not align with this study, as their research, despite examining the relationship between purchase interest and price perception towards impulsive buying, does not explore the direct impact of live broadcasting or trust.

As one of the social media platforms with a growing live broadcasting function, TikTok has not been extensively explored in the context of online shopping, especially in the Indonesian market. This gap presents an opportunity for research to examine how live

broadcasts can serve as a stimulus to enhance trust and encourage impulsive shopping on the TikTok Shop platform. This study aims to address this gap by empirically analyzing the relationship between live broadcasts, consumer trust, and impulsive shopping within the context of TikTok Shop. The novelty of this research lies in using TikTok Shop as a research platform and focusing on skincare products that have not been extensively studied before.

Theoretically, this research contributes to the literature on consumer behavior in online shopping, particularly related to impulsive buying influenced by interactive social media and consumer trust. This study focuses on the TikTok platform, which is still underexplored in academic contexts, providing new insights into how live broadcasts can impact consumer shopping behavior.

Practically, this research provides insights to marketers and business practitioners on the importance of building consumer trust and using live broadcasts as an effective tool to drive purchases. By identifying factors that trigger impulsive buying, companies can design more effective and personalized marketing strategies through live broadcasts, ultimately enhancing product sales.

This research aims to analyze the impact of live broadcasts and consumer trust on impulsive shopping for H&H Skincare products on TikTok Shop. By understanding the relationship between these two variables, this study seeks to identify strategies to enhance digital marketing efficiency through live broadcasting platforms and build stronger consumer trust in the products and sellers.

Although the results of this research are not yet available, the findings are expected to demonstrate that live broadcasts and consumer trust significantly influence impulsive shopping. These findings imply that beauty and skincare product sellers, such as H&H Skincare, can utilize live broadcasts to promote their products, build trust through direct interaction, and enhance sales through impulsive purchases. Sellers on TikTok Shop can focus on increasing trust by showcasing product reviews, live demonstrations, and offering limited-time promotions during live broadcasts. Thus, this research provides theoretical insights into impulsive shopping behavior in the digital era and offers practical advice for businesses to maximize the potential of live broadcasts as an effective marketing strategy.

Research Method

This study employs a quantitative research approach with an incidental sampling technique, targeting TikTok users in Bandar Lampung. The Lemeshow formula determined the sample size, resulting in 100 respondents. Data collection was conducted through an online questionnaire distributed via social media platforms. The collected data were analyzed using multiple linear regression in SPSS 20 to examine the relationship between live streaming, trust, and impulsive buying behavior. This figure is obtained from the

calculation of the Lemeshow formula, which produces the n value set as 100 after being rounded up from 96 (Rahmawaty, Sa'adah, & Musyafaah, 2023).

To quantify the relationships among variables, the following economic model was developed:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where:

Y = Impulsive Buying Behavior

X_1 = Live Streaming

X_2 = Trust

α = Constant (intercept)

β_1, β_2 = Coefficients of independent variables

ϵ = Error term

Hypothesis Testing:

H_1 : Does Live Streaming, seen from the dimensions of Ease of Use and Attractiveness, positively influence Impulsive Shopping on Purchases of H&H Skincare Products on the TikTok Shop Application.

H_2 : Does trust, as seen from the dimensions of product information accuracy and viral marketing, positively influence impulse shopping when purchasing H&H skincare products on the TikTok Shop application?

Variable Measurement:

Each variable was measured using a **Likert scale (1-5)**:

- a) **Live Streaming (X1):** Ease of Use, Attractiveness
- b) **Trust (X2):** Product Information Accuracy, Viral Marketing
- c) **Impulsive Buying (Y):** Spontaneous Purchase, Emotional Influence

Data Validity and Reliability:

- a) **Validity Test:** Pearson correlation coefficient was used to ensure each item measured its intended construct. A correlation value above **0.1966** was considered valid.
- b) **Reliability Test:** Cronbach's Alpha was used to assess internal consistency, with a threshold of **0.6** for acceptable reliability.

Regression Analysis Interpretation:

The coefficient signs (β_1, β_2) and significance levels (p – values) provide insights into how live streaming and trust affect impulsive buying behavior. A positive β_1 confirms that live streaming encourages impulse buying, while a negative β_2 suggests that increased trust leads to more deliberate purchase decisions. By formulating the relationships in

economic modeling, this study offers a structured and analytical approach to understanding consumer behavior on TikTok Shop.

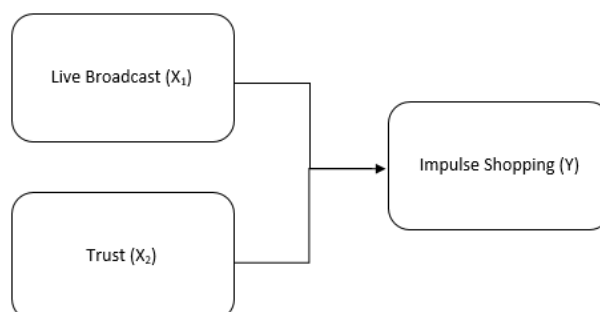


Figure 1 Conceptual Model

Result and Discussion

According to (Sugiyono, 2019), a valid measurement scale is a measuring instrument that is precise and accurate in measuring the construct being studied. The result of the validity try obtained meets the validity try requirements. The total value r-count score for all items in the questionnaire has a correlation value with a total score above 0.1966, so it is declared valid.

Table 2 Validity Try Results

Variable	Instrument	r-Table	r- Count
Live Broadcast	SL.1	.1966	.813
	SL.2	.1966	.859
	SL.3	.1966	.795
	SL.4	.1966	.876
	SL.5	.1966	.844
	SL.6	.1966	.807
	SL.7	.1966	.838
	SL.8	.1966	.853
	SL.9	.1966	.853
Trust	K.1	.1966	.764
	K.2	.1966	.734
	K.3	.1966	.711
	K.4	.1966	.756
	K.5	.1966	.785
Impulsive Shopping	BI1	.1966	.441
	BI2	.1966	.517
	BI3	.1966	.378

According to (Sugiyono, 2019), Reliability is an absolute requirement that must be met before testing the validity of an instrument. Based on the available data, we can conclude that all parts of the statement (declaration) are correct because the resulting correlation coefficient exceeds expectations. The empirically measured Cronbach's Alpha coefficient

value indicates an outstanding level of instrument reliability, which is more than the specified threshold of 0.600, so it is concluded that the reported items are trustworthy.

Table 3 Reliability Try Result

Variable	Cronbach's Alpha
Live Broadcast	.959
Trust	.928
Impulsive Shopping	.882

Using the simultaneous test, it is possible to specify the extent to which exempt variables affect bound variables at different times. If there is a statistical correlation, there is a difference in the probability of significance error ≤ 0.05 . Thus, exempt variables have a clout on bound variables.

Table 4 Simultaneous Try Result

Model	Sum of Quadratic	df	Mean Quadratic	F	Sig.
Correlation	204.135	2	102.067	9.442	.000 ^b
Residue	1048.615	97	10.810		
Totally	1252.750	99			

Furthermore, the simultaneous test results prove that the f-count value $9.442 \geq 3.090$ at significance level ≤ 0.05 , that every exempt variable collectively has a significant influential bound variable.

Partial try in this study is used to analyze each independent variable. And test the significance of each variable, namely, live broadcast and trust in the dependent variable, impulsive shopping.

Table 5 Individual Hypothesis Result

Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (β)	t	Sig.
Live Broadcast	0.247	0.060	0.625	4.113	.000
Trust	-0.277	0.115	-0.364	-2.398	.018

Based on the individual testing results, the live broadcast variable yielded a t-value of 4.113 with a significance level of ≤ 0.05 . This indicates that live broadcasting positively and significantly influences impulsive shopping. This finding aligns with the Stimulus-Organism-Response (SOR) paradigm, where live broadcasting serves as a stimulus that influences consumer perception and emotions, ultimately leading to impulsive purchasing behavior. These results are consistent with the research of Suhyar and Pratminingsih (2023) and Rahma et al. (2022), who also found that live streaming impacts impulsive buying behavior.

Impulsive shopping can be categorized into two key factors: (1) personality traits that predispose an individual to engage in impulsive purchases and (2) situational factors that influence decision-making in specific shopping contexts. Live streaming commerce enhances impulsive shopping by incorporating three essential features: engaging content,

persuasive anchoring, and parasocial connections that foster a sense of community (Lo et al., 2022).

Furthermore, the individual testing results for trust yielded a t-value of -2.398 with a significance level of ≤ 0.05 , indicating that trust negatively and significantly influences impulsive shopping. This suggests that as consumer trust in a brand or product increases, their likelihood of making impulsive purchases decreases. This finding is supported by the Theory of Planned Behavior (TPB), which posits that increased trust in a brand leads consumers to make more deliberate purchasing decisions. Trust Theory further reinforces this notion by suggesting that high levels of trust encourage consumers to thoroughly evaluate a product before purchasing rather than acting impulsively.

These findings contribute to the existing literature by demonstrating how live streaming catalyzes impulsive shopping. At the same time, trust is a moderating factor that can reinforce or inhibit impulsive behavior. Customer trust is crucial in fostering a sense of security in online transactions. Suppose businesses successfully build and maintain trust in virtual and physical spaces. In that case, they can enhance customer relationships, ensuring long-term community engagement and brand sustainability. This aligns with the findings of Vania and Astuti (2023), who also confirmed that trust influences impulsive buying behavior.

Understanding impulsive buying behavior is essential for achieving sales targets and fostering business growth. It is characterized by sudden and unplanned purchasing decisions driven by strong urges and emotional impulses (Luo, Chen, Li, Nie, & Wang, 2021). The trust serves as the foundation of successful e-commerce transactions, as consumers tend to rely on the credibility of social commerce platforms. Trust also enhances word-of-mouth marketing and strengthens purchase intent. Customers are more likely to buy from merchants they perceive as reliable and whose products meet expectations.

According to Padmasari and Widyastuti (2022), customers are more likely to purchase impulsively when exposed to persuasive online shopping environments. Consumer trust in online merchants significantly influences their impulse buying decisions. This study highlights the role of live streaming in fostering consumer trust and its subsequent impact on impulsive shopping behavior for H&H Skincare products on TikTok Shop. Live broadcasts enable real-time interaction between sellers and buyers, allowing for live product demonstrations and special promotions—both of which can trigger impulse buying.

Based on the findings, live streaming significantly correlates with impulsive shopping, supporting the first hypothesis. Additionally, trust positively influences consumer behavior in impulsive buying, confirming the second hypothesis. This study also reveals an interactive effect: live streaming can enhance consumer trust through direct engagement, transparent product demonstrations, and real-time information delivery. Conversely, consumers with higher confidence in a brand are likelier to pay close attention to its live-streaming events.

These insights provide a foundation for developing a more comprehensive model of impulsive shopping behavior. This study contributes valuable knowledge to digital marketing by exploring the interplay between live streaming, electronic word-of-mouth (E-WOM), purchasing decisions, trust, and impulsive buying behavior. Future research should consider additional variables that may further explain the dynamics of online impulsive shopping, such as emotional engagement, promotional strategies, and consumer psychological factors.

Sugiyono (2019) stated that the multiple relationship analysis approach used to calculate results exempt variables against one dependent variable. Multiple linear regression measures several factors' effects on the outcome variable.

Table 6 Multiple Relationship Analysis Try Results

Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (β)	t	Sig.
Cons.	5.791	1.445		4.008	.000
Live Broadcast	0.247	0.060	0.625	4.113	.000
Trust	-0.277	0.115	-0.364	-2.398	.018

This study uses a multiple linear regression model, namely the formula:

$$Y = \alpha + b_1X_1 + b_2X_2 + \sum$$

$$Y = 5.791 + .247 X_1 - .277 X_2 + \sum$$

The analysis reveals that live streaming positively and significantly impacts impulsive buying behavior ($\beta = 0.247$, $p < 0.05$), indicating that increased live interaction encourages spontaneous purchases. Conversely, trust demonstrates a negative but significant relationship with impulsive buying ($\beta = -0.277$, $p < 0.05$), suggesting that higher consumer trust leads to more calculated purchasing decisions. These findings align with the Stimulus-Organism-Response (SOR) model, where live streaming is an external stimulus influencing consumer decision-making.

Conclusion

This study concludes that live streaming positively and significantly influences impulsive shopping behavior, as evidenced by a t-value of 4.113 ($p < 0.05$). The findings confirm that live streaming serves as a stimulus that enhances consumer engagement and leads to increased impulsive purchases. Conversely, trust demonstrates a negative and significant effect on impulsive buying behavior, with a t-value of -2.398 ($p < 0.05$). This indicates that higher consumer trust results in more cautious purchasing decisions, reducing impulsivity.

These results suggest that businesses can optimize live streaming strategies to encourage impulsive purchases while maintaining a balance by fostering trust to ensure long-term customer loyalty. Future research should explore additional factors influencing impulsive

buying, such as emotional engagement and promotional strategies within live commerce platforms.

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