

Influence Live Shopping And Affiliate Marketing On Impluse Buying On Tiktok Shop Application

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Abstract

This study aims to analyze the effect of Live Shopping and Affiliate Marketing on Impulse Buying behavior among active Tiktok users. Using a quantitative approach with Partial Least Squares–Structural Equation Modeling (PLS-SEM), data were collected from 150 respondents dominated by young consumers aged 17–24 years, consisting mainly of students and university learners. The results of the direct effect hypothesis testing show that: (1) Live Shopping has a positive and significant effect on Impulse Buying with an original sample value of 0.376, supported by a t-statistic of 4.696 (>1.96) and a p-value of 0.000 (<0.05), indicating that H1 is accepted; (2) Affiliate Marketing has a strong positive and significant effect on Impulse Buying with an original sample value of 0.718, supported by a t-statistic of 8.911 (>1.96) and a p-value of 0.000 (<0.05), confirming that H2 is accepted; and (3) Live Shopping and Affiliate Marketing simultaneously have a significant effect on Impulse Buying, supported by a combined t-statistic of 7.319 (>1.96) and a p-value of 0.000 (<0.05), indicating that H3 is accepted. The findings confirm that interactive live promotional features and creator-based recommendation strategies effectively stimulate impulsive purchase decisions among young digital consumers. This study provides theoretical and practical contributions by emphasizing the importance of real-time engagement and social-persuasive marketing synergy in shaping impulse buying responses on e-commerce platforms.

Keywords: Live Shopping, Affiliate Marketing, Impulse Buying

INTRODUCTION

The development of digital technology in the last two decades has been a fundamental change. on consumption public, specifically in activity trading And marketing. Transformation This marked with changes behavior in demand buyer from transaction conventional to digital-based transactions utilizing the internet and social media. In Indonesia, the development of e-commerce represents a highly relevant trend, in line with the rise of internet access, smartphone ownership, and the use of social media as a source of information and entertainment. This situation makes Indonesia one of the largest digital markets in the Asian region. Southeast, at the same time create opportunities for birth model trading new Which more interactive and participatory, namely *social commerce*. Andriani, (2017).

Social commerce is the integration of social media and buying and selling activities, creating opportunities for direct connections between sellers, creators, and consumers within a single digital ecosystem. Unlike conventional e-commerce, which tends to be transactional, social commerce emphasize aspect entertainment, involvement emotional, And connection social in purchasing process. A very popular example of social commerce today is live shopping, which is the activity of promoting and selling products through live broadcasts that give buyers the opportunity to review products in real time, communicate with the host, and also make purchases directly at one time. Arifin, (2016).

Live shopping is said to be more effective than static advertising because it provides a more realistic and engaging experience. convincing for buyers. People can see the demo product, submit question direct, And get answer quick from traders or product manufacturers.

Additionally, live shopping is often accompanied by marketing incentives, such as limited-time discounts, purchase bonuses, and offers available only during the event. The combination of direct engagement, time limits, and attractive product visuals can create interest and prompt

purchase. Affiliate marketing is another rapidly growing digital marketing method, along with shopping direct. Marketing affiliate is type marketing Which focus on Performance . Affiliates or creators promote certain products through digital content and are paid for each sale made through their affiliate link (Baskoro, 2015).

People who follow affiliates on social media generally see them as close, real, and trustworthy. Personalized content, honest reviews, or first-hand user experiences that endorse a product can change how people think about it and make them more likely to purchase it, even if they do n't know about it. No planning For buy it. Feature *TikTok Shop* in TikTok is Wrong One a platform that combines direct shopping and affiliate marketing in one application. TikTok Shop is ecosystem digital Which unite video short, shopping direct with system affiliates, and simple transactions in one place. TikTok's algorithm-based content personalization allows consumer For see things Which in accordance with interest And preference they repeat time, Which make they more tend buy in a way impulsive. Person No just buy goods; they too watch advertisement and entertainment as well as involved in a way emotional with both of them (Cahyani, 2018).

The phenomenon of impulse buying in the context of TikTok Shop is increasingly important to study. Impulse buying is when people purchase items without prior consideration. This behavior is generally driven by emotions, situations, and marketing. In real life, impulse buying on TikTok Shop can occur for a number of reasons, such as direct invitations. from carrier program shopping direct, suggestion from affiliate trusted, testimoni time real from viewers other, And assumption that product difficult found Because offer limited time. This situation shows that direct shopping and affiliate marketing can significantly influence customer impulse buying behavior (Damayanti, 2014).

To support this phenomenon, the following data is presented from a preliminary survey of 120 active TikTok Shop users (who have shopped at least once in the last 3 months):

Table 1. Results Survey Introduction Behavior Shopping Users TikTok

Statement	Percentage Respondents
Once watch live shopping in TikTok Shop	88%
Once buy product moment live shopping ongoing	67%
Purchase done without planning previously	61%
Once buy product through link affiliate	72%
Feel pushed buy Because recommendation creator	69%

Source: Data Primary processed, 2026

The data indicate that the majority of respondents were not only exposed to live shopping and affiliate marketing activities but had also engaged in impulse buying behavior. This finding suggests a close relationship between social interaction-based digital marketing strategies and impulse buying among TikTok Shop users. Previous studies have also supported this relationship. Pangastuti and Kusumaningtyas (2015) found that live shopping significantly influences consumers' impulse buying behavior by increasing engagement and real-time interaction. Similarly, Rahmawati and Yuliana (2012) reported that digital marketing strategies implemented through social commerce platforms can encourage unplanned purchasing decisions. Furthermore, Fitriani and Hidayat (2013) revealed that affiliate marketing positively affects impulse buying because recommendations from creators are perceived as more personal and trustworthy by consumers. Although live shopping and affiliate marketing have become increasingly popular and have a substantial impact on consumer behavior, studies examining the simultaneous influence of these two variables on impulse buying remain relatively limited. Most previous studies have focused on conventional e-commerce platforms or examined only one digital marketing variable separately (Dwiputra, 2012).

In addition, the characteristics of TikTok Shop as a social commerce platform that integrates short-video content, live shopping, and affiliate marketing have not been widely explored in quantitative studies in Indonesia. Based on this condition, a clear research gap exists

regarding the need to comprehensively examine the combined influence of live shopping and affiliate marketing on impulse buying behavior in TikTok Shop. Therefore, this study aims to contribute to the development of consumer behavior literature in the context of social commerce while also providing practical implications for business actors, content creators, and platform managers in designing effective, ethical, and sustainable marketing strategies (Fadilah, 2012).

RESEARCH METHODS

This study employed a quantitative approach with an associative research design. According to Creswell (2018), quantitative research is an approach used to test objective theories by examining the relationship among variables through numerical data and statistical analysis. Meanwhile, Sugiyono (2019) states that associative research aims to identify the relationship and influence between two or more variables, whether causal or correlational. Data were collected through a survey using a structured questionnaire distributed to respondents. Since the study population was relatively large, the sample size was determined using the Lemeshow formula, resulting in 151 respondents. The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the SmartPLS software. According to Hair et al. (2022), PLS-SEM is suitable for predictive research and complex models involving multiple latent variables because it can simultaneously evaluate the measurement model (outer model) and the structural model (inner model). In addition, PLS-SEM does not require normally distributed data, making it appropriate for questionnaire-based research using Likert-scale measurements and respondents with diverse characteristics.

RESULTS AND DISCUSSION

Result

Analysis Measurement Model (Outer Model)

Table 2. Outer Loading Testing Instrument

	<i>live shopping</i>	<i>affiliate marketing</i>	<i>impulse buying</i>
S 1	.860		
S 2	.863		
S 3	.811		
S 4	.793		
S 5	.894		
M 1		.707	
M 2		.731	
M 3		.800	

M 4		.761	
M 5		.811	
B 1			.892
B 2			.861
B 3			.909
B 4			.874
B 5			.851

Source: Data Primary processed, 2025

It can be stated that all parameters in the study variables describe an outer loading value > 0.5 . Each variable can be said to represent its latent variable.

Test Validity Convergent (AVE) Instrument

Table 3. Test Convergent Validity (AVE) Instrument

	VE	AVE
<i>live shopping</i>	.692	.831
<i>Affiliate marketing</i>	.572	.756
<i>impulse buying</i>	.788	.887

Source: Data Primary processed, 2025

Test findings Average Variance Extracted (AVE) describes the scores AVE the value of each construct exceeds 0.5, which indicates that each construct has met *the convergent validity standard*.

Test Validity Discriminant (Discriminant Validity)

Construct validity is tested by rejecting the measurement of loading scores between constructs. The constructs are called valid when rejected measuring on score loading on construct other, score loading on this construct is larger.

Table 4. Test Validity Discriminant Instrument

	<i>live shopping</i>	<i>Affiliate marketing</i>	<i>impulse buying</i>
LS 1	0.860	0.779	0.632
LS 2	0.863	0.800	0.608
LS 3	0.811	0.677	0.619
LS 4	0.793	0.628	0.525
LS 5	0.894	0.679	0.609
AM 1	0.568	0.707	0.491
AM 2	0.605	0.731	0.861
AM 3	0.863	0.800	0.608
AM 4	0.587	0.760	0.572
AM 5	0.668	0.811	0.561

IB 1	0.633	0.716	0.892
IB 2	0.605	0.731	0.861
IB 3	0.674	0.704	0.909
IB 4	0.874	0.716	0.892
IB 5	0.851	0.731	0.861

Source: Data Primary processed, 2025

Can reviewed If Score loading use each parameter construct describe score Which more than the loading scores in other constructs.

Reliability test

Test reliability when wearing SmartPLS tested on two approach, namely *Cronbach's Alpha* Also *Composite Reliability*. A construct called reliable when score *Composite Reliability* > 0.7 Also score *Cronbach's Alpha* > 0.6.

Table 5. Test Reliability

	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_c)</i>
<i>live shopping</i>	0.852	0.900
<i>Affiliate marketing</i>	0.850	0.889
<i>impulse buying</i>	0.865	0.918

Source: Data Primary processed, 2025

Assessment show *Composite score Reliability* too *Cronbach's Alpha* use the entire construct >0.7, Which describe If each construct in model Which reviewed Already meet reliability requirements.

Coefficient of Determinant (R Square)

From this step, the R Square score for the dependent variable should at best exceed 0.10 (the bigger the score, the better the quality) so that the dependent construct can be said to meet good requirements.

	R- square	R-square adjusted
<i>live shopping</i>	0.516	0.513
<i>Affiliate marketing</i>	0.827	0.825
<i>impulse buying</i>	0.589	0.551

Source: Data Primary processed, 2025

Findings testing model structural describe If Live Shopping Have score R-Square of a number 0.516 Also R-Square adjusted a number of 0.513, Which indicates If 51.6% construct variation Live Shopping Can explained Affiliate Marketing, whereas 48.4% the rest influenced by other causes outside the assessment model. Furthermore, the construct Affiliate Marketing obtained an R-Square score of 0.827 and an adjusted R-Square of 0.825, which means that 82.7% of the variation in the Affiliate Marketing construct can be explained by Live Shopping, while the remaining 17.3% is explained by other variables not studied in this model.

The Impulse Buying construct has an R-Square score of 0.589 and an adjusted R-Square of 0.551, which explains that 58.9% of the tendency for impulsive buying on TikTok Shop can be explained by the Live Shopping and Affiliate Marketing constructs structurally, while 41.1% the rest influenced by determinant other in outside model. Score R-Square This confirms that the model has strong predictive ability on the Affiliate Marketing construct, is quite strong on Live Shopping, and is moderate on Impulse Buying, so that overall it is suitable for use to explain the relationship between variables in the context of social commerce.

Testing Direct Effect

Direct Effect is a testing step that assesses the direct relationship between independent and dependent variables, the aim of which is to assess the extent of the significant impact of each hypothesis proposed.

Table 7. Results Testing Direct Effect

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
LS -> IB	0.376	0.387	0.080	4,696	0,000
AM -> IB	0.718	0.713	0.081	8,911	0,000
LS, AM -> IB	0.601	0.593	0.082	7,319	0,000

Source: Data Primary processed, 2025

The findings of the direct effect test using the SEM-PLS method describe the hypothesis test, namely:

1. Live Shopping has a positive and significant effect on Impulse Buying, with an original sample score of 0.376, which indicates a unidirectional and fairly strong relationship. The study findings also show a t-statistic value of $4.696 > 1.96$ and a P-value of $0.000 < 0.05$, thus proving the effect to be statistically significant. Therefore, the first hypothesis (H1) is approved, meaning the higher the intensity and appeal of Live Shopping, the higher the tendency of buyers to make impulsive purchases.
2. Affiliate Marketing influential positive Also significant on Impulse Buying, with the original sample score was 0.718, which indicates a strong positive influence on the decision purchase impulsive. Results testing significance show score The t-statistic is $8.911 > 1.96$ and the P-value is $0.000 < 0.05$, confirming that the relationship between the variables is positively significant. Thus, the second hypothesis (H2) is accepted, indicating that the Affiliate Marketing strategy is more effective in persuading consumers. And reach audience, until increasingly tall also potential existence impulse purchases from buyers.
3. The results of the simultaneous effect test (combined effect) show that Live Shopping and Affiliate Marketing simultaneously has a significant effect on impulse buying. This is validated by the combined t-statistic score of $7.319 > 1.96$ and the P-value. a number of $0.000 < 0.05$, Which signify If second variables independent That by jointly providing participation, a significant influence on impulse buying. Therefore, hypothesis third (H3) accepted, which mean combination Live strategy Shopping and Affiliate Marketing has been proven to be able to encourage Impulse Buying behavior more optimally than its partial influence.

Discussion

Based on results study to 150 users TikTok, part big respondents It is in between age 17–24 year And dominated by students as well as student. Findings This confirms that generation young is segment market main *e-commerce*, specifically on platform Which has interactive features and aggressive promotions such as TikTok. This age group is known for its high usage of shopping apps, greater exposure to digital marketing stimuli, and a tendency to respond to real-time engagement-based promotional strategies, which in turn motivates impulse buying behavior.

The findings of the SEM-PLS model test show that *Live Shopping* has a positive and significant influence on Impulse Buying (H1 is accepted) on the original sample scores of 0.376 Also level significance t-statistic $4,696 > 1.96$ as well as p-value $0,000 < 0.05$. Matter This indicates that the more engaging, interactive, and persuasive a Live Shopping session is, the greater the likelihood that buyers will make spontaneous, unplanned purchases. This feature acts as a visual and emotional stimulus that strengthens product perception, increasing trust consumer, as well as create proximity psychological between seller and potential buyers. This fits with the *Stimulus Organism Response* (SOR) theory, where direct and attractive marketing stimuli can influence the internal state of consumers (organisms) and elicit a response in the form of an impulsive purchasing decision.

The study findings also validate that *Affiliate Marketing* has a positive and significant effect on *Impulse Buying* (H2 is accepted) with an original sample value of 0.718, which is classified

as very strong in influence behavior purchase impulsive. Supported by t-statistic $8.911 > 1.96$ Also p-value $0,000 < 0.05$, results This confirm If strategy Affiliate Marketing Effective campaigns, especially those that use creators as recommenders, can persuade consumers more intensely by delivering messages that feel personal, authentic, and relatable to younger audiences. In the context of digital word-of-mouth, affiliates act as an emotional booster because consumers don't feel like they're seeing a formal advertisement, but rather a recommendation from someone they trust, thus triggering faster, more unplanned purchasing decisions.

Simultaneous effects testing shows that *Affiliate Marketing* and *Live Shopping* together significantly influence *Impulse Buying* (H3 is accepted). This means that when both strategies are implemented simultaneously, for example, a Live Shopping session guided by a host and driven by promotions from affiliate creators, the stimulus received by consumers becomes stronger, more persuasive, and more quickly drives an impulsive buying response compared to their partial effects. The synergy between interpersonal closeness in *Live Shopping* And strength persuasi recommendation in *Affiliate Marketing* create an ideal digital marketing environment to trigger impulse responses in consumers, especially in the younger generation group who were the dominant respondents in this study.

Overall, the results of this study confirm that the *e-commerce marketing model* is based on interaction direct (*Live Shopping*) And recommendation creator (*Affiliate Marketing*) proven effective in encourage purchases impulsive, specifically on segment child young Which have digital consumer characteristics and a quick response to promotional stimuli. This finding provides contribution empirical that strategy marketing Which nature interactive Social-persuasive is more optimal in influencing Impulse Buying behavior, so it can be a strategic promotional approach for *e-commerce platforms* in increasing purchase conversions.

CONCLUSION

Based on the findings of this study, it can be concluded that Live Shopping and Affiliate Marketing have a positive and significant influence on Impulse Buying behavior among TikTok users. The SEM-PLS results show that Live Shopping has a positive and significant effect on Impulse Buying ($\beta = 0.376$, $t = 4.696$, $p < 0.001$), while Affiliate Marketing has a stronger positive and significant effect ($\beta = 0.718$, $t = 8.911$, $p < 0.001$). Furthermore, the simultaneous effect of Live Shopping and Affiliate Marketing on Impulse Buying is also significant ($t = 7.319$, $p < 0.001$). The structural model produced an R^2 value of 0.589, indicating that 58.9% of the variation in Impulse Buying can be explained by Live Shopping and Affiliate Marketing, while the remaining 41.1% is influenced by other factors outside this study. These findings indicate that direct interaction through live shopping and recommendation strategies through affiliate creators effectively encourage spontaneous purchasing decisions among TikTok users. The results also strengthen the application of the Stimulus-Organism-Response (SOR) theory in the context of digital marketing and suggest that the combination of Live Shopping and Affiliate Marketing is an effective strategy for increasing impulse buying, particularly among young consumers who are highly engaged with digital platforms.

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