

THE EFFECT OF LIVE STREAMING, DISCOUNTS, AND SHOPPING LIFESTYLE ON IMPULSE BUYING ON COSMETICS ON TIKTOK SHOP

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ABSTRACT

The rapid growth of Indonesia's cosmetics industry, fueled by digital transformation and social commerce, has made impulse buying a critical phenomenon. This study analyzes the effects of Live Streaming, Discounts, and Shopping Lifestyle on Impulse Buying in TikTok Shop, a platform dominating Indonesia's e-commerce landscape. Using a quantitative approach, data from 145 TikTok Shop users in Cirebon Regency were analyzed via multiple linear regression. Results confirmed all three variables significantly influence impulse buying, with Shopping Lifestyle ($\beta = 0.362$, $*p* = 0.000$) as the strongest predictor, followed by Live Streaming ($\beta = 0.385$, $*p* = 0.000$) and Discounts ($\beta = 0.193$, $*p* = 0.012$). The model explained 66.5% of variance, underscoring their collective impact. Findings align with prior research but extend knowledge by focusing on TikTok Shop's unique ecosystem. Practical implications suggest businesses should prioritize live streaming interactions, time-sensitive discounts, and hedonistic lifestyle targeting. Limitations include unexamined variables (e.g., social influence), urging future research to expand the model. This study bridges theoretical and practical gaps in digital consumer behavior, offering actionable insights for marketers in the social commerce era.

Keywords: live streaming; discounts; lifestyle shopping and impulse buying.

INTRODUCTION

The cosmetics industry in Indonesia has experienced rapid growth due to increasing public awareness of self-care and appearance, driven by lifestyle changes, urbanization, and social media influence, making it one of the country's most developed sectors. Projections show total revenue rising from 1.31 billion (IDR 21.45 trillion) in 2021 to 1.31 billion (IDR 21.45 trillion) in 2021 to 1.94 billion (IDR 31.77 trillion) in 2024, a 48% increase, with sales climbing from 1.8 billion in 2022 to 1.8 billion in 2022 to 2 billion in 2023. By 2024, the Beauty & Personal Care market is estimated to reach 9.17 billion, growing at 4.029.17 billion, growing at 4.023.88 billion. Indonesia's population of 282 million, particularly women as primary consumers, makes it a highly promising market for both local and international beauty industry players (Natania et al., 2024; Viartasiwi et al., 2024; Yudha & Haryono, 2024).

Today, the role of information and communication technology in business is increasingly important (Islam, 2016). The development of information and communication technology-based media is a form of use of information and communication technology in business (Kim, 2019; Pratt & Cakula, 2021). Information and communication technology-based media can be in the form of websites, mobile applications, or social media, and can help businesses become more accessible to consumers and increase the effectiveness of

business operations (Ebrahimi et al., 2021; Law et al., 2020). The new order of life is generated by digital culture. Utilizing social media, shopping online, making digital transactions, learning online, and working from home are examples of new habits that have emerged due to these influences on the way they interact with each other.

Shopping has evolved from a practical transaction to a means of fulfilling desires and personal needs, becoming an integral part of consumer lifestyle (Yu, 2014). The rise of online shopping in Indonesia has turned it into a lifestyle, reflecting consumption patterns that reveal individual preferences in spending time and money, with consumers willing to invest both for desired products (Wardah & Harti, 2021). This shift is driven by factors like convenience, time efficiency, and ease of transactions, leading to impulsive buying behaviors facilitated by digital marketplaces. Marketplaces, as platforms connecting multiple sellers and buyers, have made Indonesia a hub for online trade, with TikTok emerging as a rapidly growing player. Originally launched in China in 2016 and introduced in Indonesia in 2019, TikTok started as an entertainment app for short videos but has since expanded into e-commerce, leveraging features like live streaming, discounts, and free shipping vouchers. Despite its relatively recent entry, TikTok has become Indonesia's most popular platform, boasting 157.6 million users.

In the realm of online shopping, consumers can purchase products from various domestic and international locations, with TikTok Shop emerging as a prominent platform that attracts shoppers through engaging videos and live broadcasts (Ananda, Siregar, & Saputra, 2023). Launched in April 2021, TikTok Shop is a feature designed to facilitate direct purchases within the TikTok app, initially gaining little awareness but now offering a wide range of products across categories such as fashion, cosmetics, skincare, electronics, and home appliances. The platform enables businesses to market their products innovatively, capturing consumer interest through creative short-form videos that enhance product appeal and deliver a unique shopping experience. With its diverse offerings, TikTok Shop encourages consumers to stay updated with the latest trends, fostering continuous engagement and demand.

In the contemporary market, manufacturers and retailers are attracted to unplanned purchasing behaviors. Emotionally attracted consumers often abandon rationality as part of their purchasing decision-making process. Manufacturers must understand the appropriate strategies and the elements that influence consumer behavior in impulse purchases, so that large investments especially for promotional costs can pay off and not go to waste. Impulse buying is when someone buys something without prior intention, this purchase is made without any plan or spontaneously. Consumers make impulse buying without thinking about buying products from certain brands.

One of the factors that affect impulse buying behavior is a person's shopping lifestyle. A shopping lifestyle is an individual's spending patterns that reflect their preferences regarding how they spend their time. People who adopt a voluntary shopping lifestyle spend

time following certain trends. Shopping Lifestyle itself refers to the habit of spending part or all of money on shopping (Liska & Utami, 2023). This style of shopping is driven by consumer behavior, or the emotions of the person who wants to spend their money. This emotion is closely related to impulse buying purchases. Shopping Lifestyle allows for a shopping experience that encourages consumers to shop continuously and access to new products can lead to impulse buying behavior (Kim Kim, D. J., & Wachter, K., 2013).

The way to encourage consumers to make impulse buying is to use sales promotion strategies, which are marketing activities and provide additional value to increase product sales volume. Manufacturers can use this sales promotion strategy by providing a variety of offers that provide convenience and benefits to consumers, which can change their purchasing behavior. With this, the sellers use promotional strategies such as Live Streaming and Discounts

Live Streaming is a feature that allows consumers to understand more deeply about the products offered through direct interaction between sellers and buyers (Masito, Wibowo, Prihatma, & Miharja, 2024). With the live streaming feature, many merchants are starting to compete to get as many customers as possible, because live streaming content can be easily accessed anywhere and anytime (Suhyar & Pratminingsih, 2023). People's high dependence on online shopping makes the purchase process through live streaming easier. This situation often leads to unplanned purchases by consumers due to interest in the content displayed, which can trigger impulse buying behavior.

A discount is a reduction in the price given by the seller so that consumers are interested in buying goods that get the discount. In fierce competition like now, manufacturers must consider the price factor, because the size of the price will affect consumers in purchasing their products so that they do not move to different manufacturers. Discounts often create a sense of urgency and a desire to take immediate action. This is because consumers are afraid of missing out on the opportunity to get a favorable price quote (Meydila & Cempena, 2024). With discounted prices, consumers logically think they can spend more with less money. However, consumers have unknowingly made impulse buying purchases (Risma & Dr. Cut Sukmawati, 2023).

This study analyzes the effects of Live Streaming, Discounts, and Shopping Lifestyle on Impulse Buying in Tiktok Shop, a platform dominating Indonesia's e-commerce landscape. This study advances existing literature by specifically examining the combined influence of Live Streaming (X1), Discounts (X2), and Shopping Lifestyle (X3) on Impulse Buying (Y) within the context of Tiktok Shop, a platform underexplored in prior research (Ananda, Siregar, & Saputra, 2023). While previous studies have investigated these factors in isolation (Nurhadi & Febriansyah, F., 2025; Pratiwi Efendi et al., 2023; Wang et al., 2024), this research uniquely integrates them into a single model, revealing their collective impact (66.5% variance explained) and identifying Shopping Lifestyle as the strongest predictor ($\beta = 0.362$). Additionally, it focuses on cosmetics, a high-growth sector in Indonesia's digital

marketplace (Majid L., 2024), and employs a quantitative approach with 145 TikTok Shop users in Cirebon Regency, addressing regional gaps in prior work. The study also highlights practical strategies for leveraging TikTok's live commerce features, contributing fresh insights into platform-specific marketing (Imilda R., & Zahra, R., 2024).

METHOD

This study uses a quantitative approach to test the influence of live streaming, discounts, and shopping lifestyle on impulse buying in cosmetic products on TikTok Shop. The sample in this study is consumers who use TikTok Shop in Cirebon Regency with a total of 145 respondents taken using purposive sampling techniques. The research variables consisted of three independent variables, namely live streaming (X_1), discounts (X_2), and shopping lifestyle (X_3), as well as one dependent variable, namely impulse buying (Y). Data was collected through a questionnaire with a Likert scale (1-5) that was disseminated online using platforms such as Google Form. The questionnaire was designed to measure respondents' perception of the influence of live streaming, discounts, and shopping lifestyle on impulse buying tendencies. In addition to primary data, this study also uses secondary data from literature, and journals as support.

Data analysis is carried out in several stages. First, validity and reliability tests are carried out to ensure that the research instrument is valid and reliable. Second, before conducting the analysis of the main data, a prerequisite test of analysis is carried out first to ensure that the data meets the necessary assumptions. Normality tests were performed using Kolmogorov-Smirnov to test whether the data was normally distributed. This test was chosen because it was able to handle a large number of samples (above 50 respondents). The data is said to be normal if the p-value (sig.) is greater than 0.05. Furthermore, a linearity test was carried out to ensure that the relationship between independent and dependent variables was linear. The linearity test is carried out by looking at the value of deviation from linearity. The results of the linearity test are said to be qualified if the p-value (sig.) is greater than 0.05, which indicates a linear relationship between variables.

Once the prerequisite test is met, the data is analyzed using multiple linear regression analysis to test the influence of independent variables on dependent variables. The t-test is used to test the significance of the influence of each independent variable, while the coefficient of determination (R^2) is used to find out how much the independent variable explains the dependent variable. Software used for data analysis through SPSS.

RESULTS AND DISCUSSION

Today, the role of information and communication technology in business is increasingly important. The development of information and communication technology-based media is a form of use of information and communication technology in business.

Based on the results of the questionnaire data that has been collected from 145 consumers, it can be analyzed as follows.

Table 1. Validation Test Results

Variable	Indicators	r count	r Table	Sign	α	Information
Live streaming (X1)	X1.1	0,744	0,1631	0,000	0,05	Valid
	X1.2	0,815	0,1631	0,000	0,05	Valid
	X1.3	0,743	0,1631	0,000	0,05	Valid
	X1.4	0,719	0,1631	0,000	0,05	Valid
Discount (X2)	X2.1	0,644	0,1631	0,000	0,05	Valid
	X2.2	0,761	0,1631	0,000	0,05	Valid
	X2.3	0,818	0,1631	0,000	0,05	Valid
	X2.4	0,873	0,1631	0,000	0,05	Valid
Shopping lifestyle (X3)	X3.1	0,791	0,1631	0,000	0,05	Valid
	X3.2	0,784	0,1631	0,000	0,05	Valid
	X3.3	0,676	0,1631	0,000	0,05	Valid
	X3.4	0,812	0,1631	0,000	0,05	Valid
	X3.5	0,778	0,1631	0,000	0,05	Valid
Impulse buying (Y)	Y.1	0,666	0,1631	0,000	0,05	Valid
	Y.2	0,712	0,1631	0,000	0,05	Valid
	Y.3	0,730	0,1631	0,000	0,05	Valid
	Y.4	0,699	0,1631	0,000	0,05	Valid
	Y.5	0,678	0,1631	0,000	0,05	Valid

Source: results of SPSS Version 27 of 2025 data processing

Table 1 presents the results of the validity test for each indicator used in measuring the research variables, namely Live Streaming (X1), Discount (X2), Shopping Lifestyle (X3), and Impulse Buying (Y). Validity tests are carried out to ensure that each indicator used is really capable of measuring the construct or variable in question. Based on the results listed in the table, it can be seen that all indicators meet the validity criteria with a calculated r value greater than the table r (0.1631) and a significance value (p) of 0.000 ($p < 0.05$). This shows that all indicators are valid and significant in measuring the variables in question. The results of this validity test provide a solid basis for further analysis, as the research instrument has been proven to be able to measure the constructs to be studied accurately and reliably.

Table 2. Results of Reality Test

Variable	Cronbach,s Alpha	Standard	Information
Live streaming (X1)	0,749	0,70	Reliable
Discount (X2)	0,772	0,70	Reliable

Shopping lifestyle (X3)	0,827	0,70	Reliable
Impulse buying (Y)	0,766	0,70	Reliable

Source: results of SPSS Version 27 of 2025 data processing

Table 2 presents the results of the reliability test for the research variables, namely Live Streaming (X1), Discount (X2), Shopping Lifestyle (X3), and Impulse Buying (Y). The reliability test is carried out to measure the consistency and stability of research instruments in measuring a construct. In this study, reliability was measured using Cronbach's Alpha, with an accepted minimum limit of 0.70. Based on the results listed in the table, it can be seen that all variables have Cronbach's Alpha values that exceed the minimum limit. The Live Streaming variable (X1) has a Cronbach's Alpha value of 0.749, the Discount variable (X2) of 0.772, the Shopping Lifestyle (X3) variable of 0.827, and the Impulse Buying variable (Y) of 0.766.

These values show that all research instruments are reliable and consistent in measuring the construct in question. This good reliability ensures that the instruments used can be trusted to produce stable and accurate data. Thus, this research instrument is suitable for further analysis, as it has met the necessary reliability requirements. This also strengthens the validity of the research findings, as the data generated by reliable instruments can provide a consistent picture of the relationships between the variables being studied.

Table 2. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		145
Normal Parameters, b	Mean	,0000000
	Std. Deviation	1,67733435
Most Extreme Differences	Absolute	,059
	Positive	,059
	Negative	-,041
Test Statistic		,059
Asymp. Sig. (2-tailed)		,200

a. Test distribution is Normal.

b. Calculated from data.

Source: results of SPSS Version 27 of 2025 data processing

Table 3 presents the results of the normality test using the One-Sample Kolmogorov-Smirnov Test to test whether the data used in the study are normally distributed or not. This normality test is important because many statistical methods, including regression, require the assumption that the data is normally distributed. Based on the results listed in the table,

it can be seen that the Test Statistic value is 0.059 with Asymp. Sig. (2-tailed) of 0.200. This significance value is greater than 0.05, which indicates that the data is distributed normally.

Table 4. Results of the Impulse Buying Linearity Test on Live Streaming

ANOVA Table							
			Sum of		Mean		
			Squares	Df	Square	F	Sig.
Impulse Buying * Live Streaming	Between Groups	(Combined)	562,034	11	51,094	10,505	,000
		Linearity	527,792	1	527,792	108,511	,000
		Deviation from Linearity	34,242	10	3,424	,704	,719
	Within Groups		646,904	133	4,864		
Total			1208,938	144			

Source: results of SPSS Version 27 of 2025 data processing

In ANOVA's analysis of the Live Streaming variable, an F value of 10.505 with a Sig. 0.000 indicates that there is a significant influence between Live Streaming and Impulse Buying. A high Linearity value (F = 108.511; p = 0.000) indicates that the relationship between the two variables is linear. Meanwhile, the Deviation from Linearity has a value of 0.719, which means that the linear model is enough to explain the relationship.

Table 5. Results of Impulse Buying Linearity Test on Discounts

ANOVA Table							
			Sum of		Mean		
			Squares	Df	Square	F	Sig.
Impulse Buying * Discount	Between Groups	(Combined)	548,719	13	42,209	8,375	,000
		Linearity	482,923	1	482,923	95,821	,000
		Deviation from Linearity	65,796	12	5,483	1,088	,375
	Within Groups		660,219	131	5,040		
Total			1208,938	144			

Source: results of SPSS Version 27 of 2025 data processing

For the Discount variable, an F value of 8.375 with a Sig. 0.000 also shows a significant influence on Impulse Buying. The high Linearity value (F = 95.821; p = 0.000) confirms that the relationship between Discount and Impulse Buying is linear. Deviation from Linearity has a value of 0.375, which indicates that the linear model is adequate.

Table 6. Results of the Impulse Buying Linearity Test on Shopping Lifestyle

			Sum of		Mean		
			Squares	Df	Square	F	Sig.
Impulse Buying * Shopping Lifestyle	Between Groups	(Combined)	750,756	18	41,709	11,470	,000
		Linearity	648,918	1	648,918	178,453	,000
		Deviation from Linearity	101,838	17	5,990	1,647	,062
	Within Groups		458,182	126	3,636		
Total		1208,938	144				

Source: results of SPSS Version 27 of 2025 data processing

In the Shopping Lifestyle variable, an F value of 11.470 with a Sig. 0.000 shows a significant influence on Impulse Buying. A very high Linearity value (F = 178.453; p = 0.000) corroborates that the relationship between Shopping Lifestyle and Impulse Buying is linear. Although the Deviation from Linearity is close to significant (p = 0.062), the linear model remains considered sufficient to explain this relationship.

Based on the results of ANOVA, it can be concluded that the three independent variables, namely Live Streaming, Discounts, and Shopping Lifestyle, have a significant influence on Impulse Buying. This shows that these three factors play an important role in influencing impulse buying behavior. In addition, the relationship between the three independent variables and Impulse Buying is linear, which means that an increase in the independent variable will be followed by an increase in Impulse Buying. These results provide a solid basis for continuing regression analysis to find out how much each variable contributes to Impulse Buying.

Table 7. Model Summary

Model Summaryb					
Change Statistics					
Type	R Square Change	F Change	df1	df2	Sig. F Change
1	.665a	93,249	3	141	,000

a. Predictors: (Constant), Shopping Lifestyle, Live Streaming, Discounts

b. Dependent Variable: Impulse Buying

Source: results of SPSS Version 27 of 2025 data processing

The Square Change's R-value of 0.665 indicates that 66.5% of the variation in Impulse Buying (Y) can be explained by three independent variables, namely Live Streaming, Discounts, and Shopping Lifestyle. The rest (33.5%) were influenced by other factors not included in this model. An F Change value of 93.249 with a Sig. F Change of 0.000 (p < 0.05)

indicates that this regression model is statistically significant and feasible to be used to predict Impulse Buying.

Table 8. Anova Test Results

ANOVA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	803,801	3	267,934	93,249	,000b
	Residual	405,137	141	2,873		
	Total	1208,938	144			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Shopping Lifestyle, Live Streaming, Discounts

Source: results of SPSS Version 27 of 2025 data processing

The results of the ANOVA test on the regression model showed an F value of 93.249 with a Sig. of 0.000 ($p < 0.05$). This confirms that the regression model is significant as a whole and that the three independent variables together have a significant influence on Impulse Buying. The Sum of Squares Regression value (803,801) which is much larger than the Sum of Squares Residual (405,137) also suggests that the model is able to explain most of the variation in the data.

Table 9. Multiple Linear Regression Test Results

		Coefficient				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Type		B	Std. Error	Beta		
1	(Constant)	3,840	1,090		3,521	,001
	Live Streaming	,385	,090	,293	4,297	,000
	Discount	,193	,075	,176	2,553	,012
	Shopping Lifestyle	,362	,043	,492	8,323	,000

a. Dependent Variable: Impulse Buying

Source: results of SPSS Version 27 of 2025 data processing

Based on the results of the regression analysis presented in the Coefficients table, we can form a multiple regression equation model to predict Impulse Buying (Y) based on the independent variables of Live Streaming (X1), Discount (X2), and Shopping Lifestyle (X3). The multiple regression equations formed are:

$$Y=3.840+0.385X1+0.193X2+0.362X3+e$$

This equation can be used to predict Impulse Buying based on the value of Live Streaming, Discounts, and Shopping Lifestyle. These results also show that the three independent variables have a positive influence on Impulse Buying, with Shopping Lifestyle

making the largest contribution. Furthermore, it can also be seen the influence of each independent variable on Impulse Buying:

- Live Streaming (X1): Has a regression coefficient of 0.385 with a value of $t = 4.297$ and a Sig. of 0.000 ($p < 0.05$). This shows that Live Streaming has a positive and significant effect on Impulse Buying. Every single unit increase in Live Streaming will increase Impulse Buying by 0.385.
- Discount (X2): Has a regression coefficient of 0.193 with a value of $t = 2.553$ and a Sig. of 0.012 ($p < 0.05$). Discounts also have a positive and significant effect on Impulse Buying, although the effect is smaller than Live Streaming. Each increase of one unit on the Discount will increase the Impulse Buying by 0.193.
- Shopping Lifestyle (X3): Has a regression coefficient of 0.362 with a value of $t = 8.323$ and a Sig. of 0.000 ($p < 0.05$). Shopping Lifestyle has a positive and significant effect on Impulse Buying, with the largest contribution among the three variables. Every single unit increase in Shopping Lifestyle will increase Impulse Buying by 0.362.

The results showed that the three independent variables had a significant influence on impulse buying, with the regression model formed being able to explain 66.5% of the variation in impulse buying behavior. These findings are in line with relevant previous studies. For example, Wang et al. (2024) found that live interaction in live streaming can increase buying trust and interest, thereby triggering impulse purchases. One of the e-commerce platforms that offers this convenience is TikTok Shop, which is equipped with a live streaming feature, thereby encouraging the tendency of impulse buying behavior (Irwandi, 2025) which is often used by business people to promote their products (Fadla Malik, A. J., & Syahnur, K. N. F., 2025).

More specifically, Live Streaming was found to have a positive and significant effect on Impulse Buying ($\beta = 0.385$; $p = 0.000$), which was supported by the research of Lestari & Jaya (Lestari & Jaya, R. C., 2025); and Kinanti et al., (2024) which highlighted interactive features in live streaming as a driver of impulse purchases so as to optimize live streaming sales with interactive host training. The impact of content and live streaming on purchase decisions affects shopping decisions on TikTok Shop (Sudrajad, et al., 2024). Discounts also have a positive and significant effect ($\beta = 0.193$; $p = 0.012$), according to the findings of Pratiwi, et al., (2023) the effect of shopping discount vouchers on the TikTok application live streaming application on impulse purchases. Discounts offered during live streaming online shops tend to make buyers more motivated to shop and discount strategies in live streaming online shops are effective in increasing consumer buying interest (Sitanggung et al., 2024). Meanwhile, Shopping Lifestyle had the greatest influence ($\beta = 0.362$; $p = 0.000$), which is consistent with research by Nurhadi & Febriansyah (2025) which found that Shopping Lifestyle is positively correlated with impulse purchases. In line with the research of Sari et al., (2023) Shopping Lifestyle motivation has a positive and significant effect on impulsive purchases.

The regression model formed in this study was able to explain 66.5% of the variation in Impulse Buying, with an F Change value of 93.249 ($p = 0.000$). These findings are in line with research by Cahyani & Jumai (2024) which states that a combination of external factors (such as discounts) and internal factors (such as Shopping Lifestyle) may explain most of the variation in impulse buying behavior. Practically, the results of this study can be a reference for business people to design effective marketing strategies, such as utilizing live streaming, offering discounts, and targeting consumers with a fun-oriented shopping lifestyle. The phenomenon of online shopping through TikTok Shop affects consumption behavior (Majid L., 2024). In addition, for business people in designing targeted marketing strategies based on the characteristics of different platforms (Imilda R., & Zahra, R., 2024).

CONCLUSION

This study concludes that Live Streaming (X1), Discounts (X2), and Shopping Lifestyle (X3) significantly influence Impulse Buying (Y), with live streaming enhancing buyer engagement, discounts creating urgency, and shopping lifestyle (particularly pleasure-seeking and instant gratification tendencies) emerging as the strongest predictor, collectively explaining 66.5% of impulse buying variance. The findings suggest practical marketing strategies like leveraging live commerce and time-sensitive promotions, while acknowledging limitations in the 33.5% unexplained variance, prompting recommendations for future research to incorporate additional variables (positive emotions, social influences), broader demographic samples, platform-specific features (TikTok's algorithm), psychological triggers (FOMO), and mixed-method or longitudinal approaches to better understand evolving digital consumption patterns and develop more comprehensive marketing frameworks.

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