



THE INFLUENCE OF LIVE STREAMING ON IMPULSIVE BUYING BEHAVIOR TOWARD READY-TO-WEAR CLOTHING PRODUCTS (A SURVEY ON TIKTOK-USING STUDENTS IN BANDUNG AREA)

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ABSTRACT

Introduction: The advancement of digital technology has transformed consumer behavior patterns, particularly in online shopping activities through live-streaming features. This feature offers a real-time interactive experience that has the potential to trigger impulsive buying behavior, especially among university students as active social media users. This research explores how specific live-streaming elements on TikTok impact the impulsive purchase behavior of ready-to-wear clothing products among university students in Bandung. The constructs and indicators used were developed by integrating findings from previous studies.

Method: A quantitative approach was employed through a survey of 423 respondents, and the data were processed using PLS-SEM, incorporating an analysis of second-order constructs. A key contribution of this study lies in the integration of diverse indicators from earlier research, combined with a focused investigation of an underexplored demographic and regional context.

Results: The findings indicate that live-streaming exerts a statistically significant and positive influence on impulsive buying behavior, and that all dimensions forming live-streaming contribute to increasing the intensity of impulsive purchases, proving this marketing strategy is effective. These findings offer theoretical contributions to the study of digital consumer behavior and practical implications for fashion business actors, particularly those in the ready-to-wear segment.

Keywords: online shopping, digital marketing, e-commerce, digital interaction, social media

INTRODUCTION

The rapid development of digital technology has transformed the way people interact and conduct business. One of the primary impact of this transformation is the growing role of the Internet as a key infrastructure in the digital economy. In 2024, the number of global internet users have reached 5.52 billion and continue to grow at a rate of 2.8% annually (Kirana, 2024). This highlights the internet's crucial role not only in communication but also in marketing activities (Handayani, 2021).

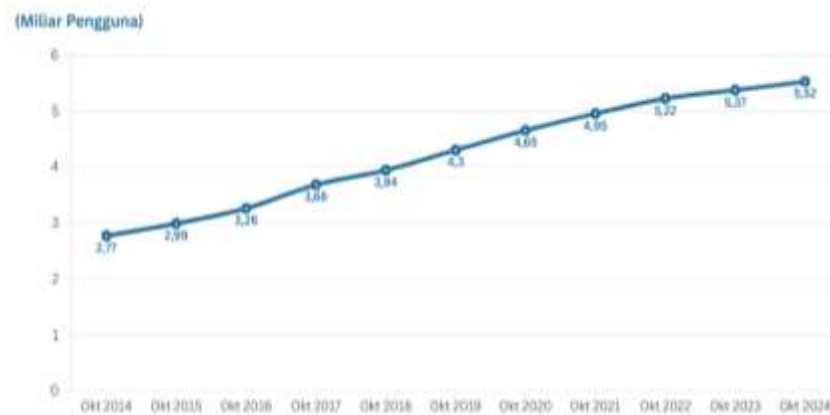


Figure 1. Global Internet User Growth (2014–2024)

This phenomenon has driven the growth of e-commerce as a primary channel for digital transactions. A survey by the Indonesian Retailers Association (ARINDO) found that 63% of consumers have purchased products through e-commerce platforms (Salsabillah, 2023). This transformation has also shifted marketing strategies from traditional to digital. Digital marketing today focuses not only on product promotion but also in creating experiences that engage consumers in real time (Setianingrum et al., 2024). Marketing 4.0 emphasizes the importance of integrating online and offline interactions, as well as leveraging digital technology to enhance marketing effectiveness and emotional engagement with consumers (Kotler et al., 2019).

One of the most rapidly evolving innovations in digital marketing is the live-streaming feature, particularly on e-commerce platforms such as TikTok Live. This feature enables businesses to promote products directly, engage with audiences in real time, and facilitate immediate purchases through embedded links. Live-streaming functions not only as an informational channel but also as an external stimulus that can trigger purchasing behavior, including impulsive buying (Lee & Chen, 2021; Xu et al., 2020).

However, amidst the popularity of TikTok Live, Shopee Live continues to maintain dominance in the live-streaming e-commerce market. Shopee Live holds a 69% market share, while TikTok Live holds only 25% (Kumparan, 2023). Nevertheless, TikTok is considered to have strategic potential for the future (Indonesiana.id, 2024). This phenomenon is particularly relevant to the ready-to-wear clothing industry due to its inherently visual and dynamic characteristics. According to data from TikTok Shop by Tokopedia, live broadcasts on TikTok Live have been viewed more than 2 billion times, reflecting consumers' strong interest in fashion and the considerable opportunity to adopt more interactive and engaging digital marketing strategies (Wardani, 2025).

Bandung, one of Indonesia's prominent fashion hubs, is widely recognized as a "Fashion City" and serves as a center for the creative industry and ready-to-wear clothing production (Ayobandung, 2024). Data from Statistics Indonesia (2023) indicate that the export value of ready-made clothing from Bandung reached USD 160.062, marking a 21.24% increase compared to the previous year. However, toward the end of 2023, the fashion industry in Bandung experienced a decline in sales both physical and online stores, attributed to increasing market competition and an urgent need for innovative marketing strategies (Abdalloh, 2023). In this context, industry players require more engaging and interactive marketing methods to boost sales, one of which is through the utilization of the live-streaming feature on the TikTok platform.

Bandung was selected as the focus of this study because it represents the complex and competitive dynamics of the fashion industry. The research targets university students, a productive, native demographic that actively engages with social media platforms such as TikTok and exhibits a strong preference for current fashion trends. This aligns with the fact that technological developments are rapidly adopted by educated young generations (Chaniago & Sayuti, 2019). Business of Apps (2022) reported that 34% of TikTok users fall within the 18–24 age group (Santika, 2023). This demographic data underscores TikTok Live's potential to influence consumer behavior

through engaging visual content that can quickly and emotionally trigger impulsive buying behavior (Pratiwi & Rahmasari, 2023; Hasya et al., 2023).

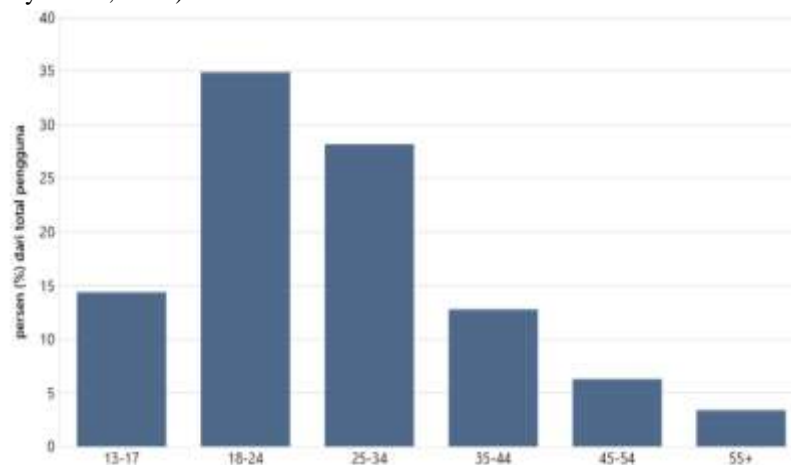


Figure 2. Global TikTok User Age Demographics (2022)

These advantages have been effectively utilized by various global and local brands, including Zara and Jiniso, who actively use TikTok Live for promotional purposes and have successfully increased their sales. Zara was able to attract more than 800,000 viewers in a single live-streaming session, while local brand Jiniso recorded sales of IDR 600 million in just one live-streaming event (Reid & Pons, 2024; Mariana & Dwi, 2022). The success of live-streaming strategies in boosting sales has prompted researchers to investigate their influence on consumer behavior, particularly regarding impulsive buying. However, findings from previous studies about the impact of live-streaming on impulsive buying behavior remain inconsistent. Some studies have found significant effects, while others report no meaningful relationship. Furthermore, variations in the indicators used across studies create gaps in both theoretical understanding and practical application, especially in the context of Bandung.

This study offers novelty by integrating indicators derived from multiple previous studies. Additionally, it specifically focuses on universities in Bandung area who use TikTok in the context of ready-to-wear clothing products. Prior studies have typically taken a general approach; thus, this research provides a more specific perspective. A quantitative approach is employed, using a second-order construct measurement model based on Partial Least Squares–Structural Equation Modeling (PLS-SEM). The objectives of this study are: (1) identify the use of TikTok live-streaming features in marketing ready-to-wear clothing products, and (2) determine the impact of TikTok live-streaming features on university students' impulsive purchasing behavior in Bandung. The study aims to address inconsistencies in previous findings and enrich the literature on interactive digital marketing, particularly regarding the use of TikTok Live as a shopping medium for fashion products.

LITERATURE REVIEW

Consumer behavior is an area of study that explores how individuals and groups engage in the processes of selecting, purchasing, using, and discarding products or services. This process is influenced by various psychological, social, and economic factors (Wardhana et al., 2022). In the current digital era, marketing strategies have shifted toward a technology-based approach known as digital marketing. This strategy aims to create value while reaching consumers more effectively (Hendarsyah, 2020). The concept of Marketing 4.0 emphasizes the importance of connectivity between online and offline interactions, as well as the use of advanced technologies such as artificial intelligence to enhance customer engagement (Kotler et al., 2019). One of the emerging strategies from this approach is live-streaming, a real-time sales method proven to create emotional conditions that can trigger impulsive buying behavior (Lee & Chen, 2021; Xu et al., 2020).

Live Streaming

Live-streaming is a form of social commerce that facilitates real-time interaction between sellers and consumers via digital platforms. This live broadcast technology is employed to create an interactive and immersive shopping experience, while also enabling audiences to follow events live over the Internet (Sun et al., 2019; Chen &

Lin, 2017; Setyawan & Marzuki, 2018). In the business context, Lee and Chen (2021) define live-streaming as a marketing strategy that utilizes computers, mobile phones, and other networked devices to allow sellers to present products in detail, provide consumers with the opportunity to ask questions directly and enable purchases through embedded links. Accordingly, live-streaming can be understood as the use of live broadcast technology integrated into e-commerce platforms to establish a dynamic, interactive, and transactional virtual environment for consumers.

Several studies have identified key dimensions in the context of live-streaming. Xu et al. (2020) classified three main dimensions which are:

1. **Visibility:** The ability to present high-quality video during live sessions to attract audience attention.
2. **Voice:** The ability to provide clear and comprehensible audio to support effective communication.
3. **Shopping Guidance:** The extent to which live sessions help consumers make purchases easily and confidently.

Table 1. Dimensions and Indicators of Live Streaming

Dimensions and Indicators of Live Streaming					
No	Dimensions	Indicator			Indicators Used in This Research
		Xu et al. (2020)	Lee & Chen (2021)	Utami & Ahmadi (2024)	
1	Visibility	Streamer Attractiveness	Attractiveness	Entertainment	Attractiveness Entertainment
2	Voice	Para-Social Interaction	Trustworthiness	Interactivity	Trustworthiness Interactivity
3	Shopping Guidance	Information Quality	Expertise	Information Quality	Information Quality

The live-streaming indicators used in this study are as follows:

1. **Attractiveness:** The streamer's appearance, personality, friendliness, and presentation play a key role in promoting products.
2. **Entertainment:** Entertaining content can enhance consumer interest and make the live session enjoyable.
3. **Trustworthiness:** Consumers must perceive the streamer as trustworthy, honest, and sincere when conveying product information.
4. **Interactivity:** Two-way communication between streamers and viewers allows for real-time engagement, strengthening emotional bonds and promoting loyalty.
5. **Information Quality:** The clarity, completeness, and trustworthiness of the information shared during the session, particularly when addressing questions about the product.

Impulsive Buying

Impulsive buying behavior is characterized by spontaneous, rapid actions without prior intention to purchase, often initiated by urgent and emotional desires (Wirasti et al., 2023; Pratiwi & Rahmasari, 2023). According to Rook and Hoch's, impulsive buying occurs when consumers experience a sudden, often strong, and persistent urge to make an immediate purchase. A key element of impulsive behavior is spontaneous and urgent desire (Mathur, 2019). This behavior reflects consumer actions that are spontaneous and not based on rational thinking, where purchases are made suddenly without prior planning and are influenced by emotional impulses.

According to Pambagyo et al. (2020), impulsive buying consists of two main dimensions, cognitive and affective:

1. **Cognitive Dimension**
 - **Cognitive Deliberation:** Strong emotional drive to purchase immediately.
 - **Unplanned Buying:** Making spontaneous purchases without prior planning.
 - **Disregard Buying:** Buying without considering the consequences.

2. Affective Dimension

- Irresistible Urge to Buy: A strong emotional impulse to make an immediate purchase decision
- Positive Buying Emotion: Feelings of joy and satisfaction during the purchase.
- Mood Management: Buying as a response to improving one's mood.

Table 2. Dimensions and Indicators of Impulsive Buying

Dimensions and Indicators of Impulsive Buying					
No	Dimensions	Indicator			Indicators Used in This Research
		Pontoh et al. (2017)	Sari (2021)	Rahma (2022)	
1	Kognitif-Unpalanned Buying	Unplanned Purchase Without Considering the Consequences	Spontaneity Indifference to the Consequences	Unplanned Purchase	- Spontaneity
2	Afektif-Irresistible Urge to Buy	Emotionally Influenced Purchase	Strength, Compulsion, and Intensity	-	- Strength, Compulsion, and Intensity
3	Afektif-Positive Buying Emotion	-	Excitement & Stimulation	Purchase Based on Momentary Feelings	- Excitement & Stimulation
4	Afektif -Mood Management	Attractive Offers	-	Attractive Purchase	- Attractive Purchase - Attractive Offers

The impulsive buying indicators used in this study are as follows:

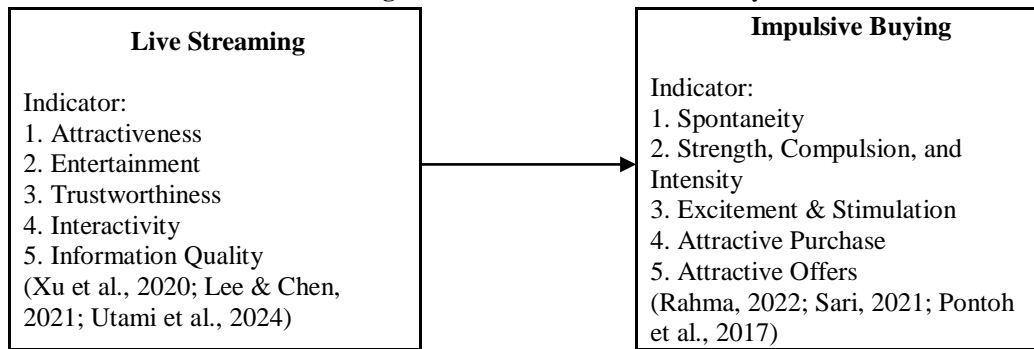
1. Spontaneity: Making purchases without prior planning or consideration.
2. Strength, Compulsion, and Intensity: A strong urge to buy, often without reflection or evaluation.
3. Excitement & Stimulation: The belief that the product will bring joy or emotional stimulation.
4. Attractive Purchase: Buying products based on visual appeal or other distinctive attractions.
5. Attractive Offers: Purchase decisions are driven by compelling deals or discounts that enhance consumer interest.

To strengthen the conceptual framework of this study, previous researches that are related to live-streaming and impulsive buying was reviewed.

Research by Lee and Chen (2021), Feng et al. (2024), Li et al. (2024), Chen et al. (2022), and Sapa et al. (2021) shows that live-streaming has a positive effect on impulsive buying. Additionally, studies by Xu et al. (2020), Zhang E. (2024), and Lee and Chen (2021) indicate that attractiveness indicators in live-streaming serve as supporting factors for impulsive buying. Furthermore, research by Yingxing et al. (2024), Tian and Frank (2024), Chandraa (2024), and Li et al. (2024) asserts that entertainment indicators contribute significantly to impulsive buying behavior. Accurate and transparent information can also increase consumer trust and trigger spontaneous purchases, as emphasized by Luo et al. (2024) and Xu et al. (2020).

However, some studies show contradictory results. For example, Ratnawati (2022) found no significant relationship between live-streaming and impulsive buying behavior. Despite differing views, most studies conclude that live-streaming has a positive effect on impulsive buying. Based on these findings, this research develops a model that connects live-streaming features to impulsive buying behavior, specifically in the context of TikTok and fashion products among university students.

Figure 3. Research Model and Analysis



Research Hypotheses:

H1: Live streaming has a positive and significant effect on the impulsive buying behavior of ready-to-wear clothing products among TikTok users in the university student population of Bandung.

H0: Live streaming has no positive or significant effect on the impulsive buying behavior of ready-to-wear clothing products among TikTok users in the university student population of Bandung.

RESEARCH METHODS

This research method is an explanatory survey using a quantitative approach. The analytical design employed is Structural Equation Modeling (SEM), using the Partial Least Squares (PLS) method based on a second-order construct, which is suitable for simultaneously measuring multidimensional constructs. The analysis was carried out using SmartPLS 4.0 software.

Primary data was collected through an online questionnaire distributed via Google Form between February and April 2025 in Bandung area. Respondents were selected based on the criteria which are, university students aged 18 to 24 years who are active TikTok users and have experience watching and purchasing ready-to-wear clothing products through TikTok's live-streaming feature. The variables examined in this study include live-streaming as the independent variable and impulsive buying as the dependent variable, each measured through several indicators.

The population of this research consists of all university students in the Bandung area who meet the specified criteria. The sample size was determined based on the guidelines by Hair et al. (2022), which recommend five to twenty-five times the number of indicators. With a total of 10 indicators, the minimum required sample size is calculated as follows:

$$n = 10 \times 25 = 250 \quad (1)$$

Based on this calculation, the minimum sample size used in this study was 250 respondents. This research successfully collected data from 423 respondents who met the criteria, thus exceeding the minimum requirement. The sampling technique employed was non-probability sampling using purposive sampling, which involved selecting samples based on specific characteristics relevant to the research objectives.

The research instrument consisted of a structured questionnaire utilizing a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Before the main data collection, the instrument was tested for validity and reliability with a sample of 40 respondents to ensure that each item effectively and consistently measured the intended constructs.

RESULT AND ANALYSIS

This study aims to examine the influence of TikTok live-streaming features on the impulsive buying behavior of fashion products among university students in Bandung. Specifically, the study has two primary objectives: ((1) identify the use of TikTok live-streaming features in marketing ready-to-wear clothing products, and (2) determine the impact of TikTok live-streaming features on university students' impulsive purchasing behavior in Bandung.

Usage of TikTok Live Streaming Feature

For the live-streaming variable, the Attractiveness indicator recorded the highest average score of 4.427, with a median and mode of 5.00, and a standard deviation of 0.793. Other indicators, including Interactivity (mean = 4.301), Information Quality (mean = 4.264), Entertainment (mean = 4.230), and Trustworthiness (mean = 4.228), also showed high mean values with relatively low standard deviations. These results suggest that TikTok's live-streaming feature is perceived as attractive, entertaining, interactive, trustworthy, and capable of delivering relevant information. This finding aligns with the current digital landscape. According to Riyanto & Pratomo (2024), Indonesia has approximately 157.6 million active TikTok users, making it one of the largest social media platforms in the country (Riyanto & Pratomo, 2024). Additionally, a report by Katadata (2024) states that about 80% of transactions on TikTok Shop are driven by live-streaming sessions, indicating that this feature has evolved into an effective promotional and sales channel within the digital ecosystem (Septiani, 2024).

For the impulsive buying behavior variable, the Attractive Offers indicator registered the highest mean score of 4.317, with a median of 4.00, a mode of 5.00, and a standard deviation of 0.822. Other indicators, such as Excitement and Stimulation (mean = 4.205), Attractive Purchase (mean = 4.193), and Spontaneity (mean = 4.079). However, the indicator Strength, Compulsion, and Intensity had the lowest mean (3.927) and the highest standard deviation (1.076), indicating a more varied perception among respondents. These findings are supported by GoodStats (2024), which reports that 48.7% of Indonesian consumers make purchases via live-streaming several times per month, and 22.7% do so several times per week (Lubis, 2024). Overall, the high mean values and low standard deviations reflect relatively consistent and positive respondent perceptions.

Considering these analytical results, it can be concluded that the first objective of this study has been achieved—namely, to identify the usage patterns of TikTok's live-streaming feature among university students in the Bandung area in the context of purchasing fashion products. The findings confirm that students in Bandung actively use TikTok live-streaming to purchase ready-to-wear clothing products.

To ensure instrument validity and reliability, convergent validity was assessed using outer loadings and Average Variance Extracted (AVE), while reliability was tested using Cronbach's Alpha (CA) and Composite Reliability (CR). As shown in Table 3, all indicators had outer loading and AVE values of greater than 0.5, indicating valid measurement instruments. In addition, all constructs had CA values above 0.6 and CR values above 0.7, indicating reliability (Hair et al., 2022). The highest outer loading value for impulsive buying indicators was found in Spontaneity (Y.1.1.2) at 0.940, while the highest for live-streaming indicators was Attractiveness (X.1.1.1) at 0.926. This indicates that these two indicators most strongly represent their respective constructs.

Table 3. Results of Validity and Reliability Tests

Variable	Indicator	Item Statement	Outer Loadings	AVE	CA	CR
Live Streaming	Attractiveness	X.1.1.1	0.926	0.852	0.827	0.920
		X.1.1.2	0.921			
	Entertainment	X.1.2.1	0.911	0.790	0.867	0.919
		X.1.2.2	0.861			
		X.1.2.3	0.894			
	Trustworthiness	X.2.1.1	0.871	0.786	0.864	0.917
		X.2.1.2	0.905			
		X.2.1.3	0.883			
	Interactivity	X.2.2.1	0.877	0.881	0.884	0.928
		X.2.2.2	0.913			
		X.2.2.3	0.913			
	Information Quality	X.3.1.1	0.866	0.805	0.878	0.925
		X.3.1.2	0.918			
		X.3.1.3	0.907			
Impulsive Buying	Spontaneity	Y.1.1.1	0.930	0.873	0.855	0.932
		Y.1.1.2	0.940			
	Strength, Compulsion, and Intensity	Y.2.1.1	0.863	0.787	0.864	0.917
		Y.2.1.2	0.930			
		Y.2.1.3	0.866			
	Excitement & Stimulation	Y.3.1.1	0.925	0.850	0.824	0.919
		Y.3.1.2	0.919			
	Attractive Purchase	Y.4.1.1	0.923	0.851	0.825	0.919
		Y.4.1.2	0.922			
	Attractive Offers	Y.4.2.1	0.908	0.801	0.875	0.924
		Y.4.2.2	0.924			
		Y.4.2.3	0.851			

Additionally, discriminant validity was assessed through the Heterotrait-Monotrait Ratio (HTMT). As presented in Table 4, all HTMT values for construct relationships were below the 0.90 threshold, indicating no multicollinearity among constructs. This verifies that each construct in the model reflects separate conceptual dimensions.

Table 4. HTMT

Indicator	A	E	I	ES	SCI	T	IQ	LS	AP	IB	AO	S
Attractiveness (A)												
Entertainment (E)	0.697											
Interactivity (I)	0.608	0.584										
Excitement & Stimulation (ES)	0.415	0.570	0.484									
Strength, Compulsion, and Intensity (SCI)	0.421	0.621	0.439	0.605								
Trustworthiness (T)	0.641	0.605	0.664	0.642	0.492							
Information Quality (IQ)	0.639	0.649	0.629	0.585	0.426	0.616						
Live Streaming (LS)	0.879	0.894	0.886	0.662	0.585	0.897	0.897					
Attractive Purchase (AP)	0.573	0.503	0.613	0.683	0.545	0.560	0.591	0.687				
Impulsive Buying (IB)	0.560	0.685	0.618	0.894	0.900	0.665	0.622	0.768	0.884			
Attractive Offers (AO)	0.464	0.464	0.562	0.590	0.509	0.540	0.496	0.614	0.702	0.885		
Spontaneity (S)	0.398	0.618	0.396	0.639	0.718	0.473	0.453	0.571	0.518	0.866	0.518	

The Influence of TikTok Live Streaming on Impulsive Buying

Based on the results of the R-Square (R^2) test, an R^2 value of 0.499 was obtained for the impulsive buying variable. This indicates that 49.9% of the variation in students' impulsive behavior is accounted by the use of TikTok live-streaming features, with the remaining 50.1% attributed to factors outside the model. Based on the results of the R-Square (R^2) test, an R^2 value of 0.499 was obtained for the impulsive buying variable. This indicates that 49.9% of the variation in students' impulsive buying behavior is explained by the use of TikTok live-streaming features, while the remaining 50.1% is influenced by factors outside the model. According to Hair et al. (2022), this R^2 value falls into the weak category. In addition, the R^2 values for all formative indicators of the live-streaming and impulsive buying variables are considered moderate, as they exceed the threshold of 0.5.

Table 5. R-Square and R-Square Adjusted

No	Indicator	R-Square	R-Square Adjusted
1	Attractiveness	0.593	0.592
2	Entertainment	0.646	0.645
3	Interactivity	0.644	0.643
4	Excitement & Stimulation	0.608	0.607
5	Strength, Compulsion, and Intensity	0.631	0.630
6	Trustworthiness	0.643	0.643
7	Information Quality	0.657	0.656
8	Attractive Purchase	0.592	0.591
9	Impulsive Buying	0.499	0.497
10	Attractive Offers	0.620	0.619
11	Spontaneity	0.587	0.586

Next, based on the effect size (f^2) test results presented in Table 6, the Effect Size for live-streaming indicators such as Information Quality ($f^2 = 1.912$), Entertainment ($f^2 = 1.822$), Interactivity ($f^2 = 1.809$),

Trustworthiness ($f^2 = 1.805$), and Attractiveness ($f^2 = 1.458$), indicate a large contribution in explaining live-streaming. The direct effect of live-streaming on impulsive buying has an f^2 value of 0.995, which is considered large (since > 0.35). This suggests that live-streaming features have a significant contribution to users' impulsive purchases. On the other hand, impulsive buying affects emotional indicators such as Excitement & Stimulation ($f^2 = 1.549$), Strength, Compulsion, and Intensity ($f^2 = 1.709$), Attractive Purchase ($f^2 = 1.453$), Attractive Offers ($f^2 = 1.630$), and Spontaneity ($f^2 = 1.422$), indicating that the impulsive buying variable is very large in explaining these emotional indicators.

Table 6. Effect Size (f^2) Values (f^2)

No	Effect Size (f^2) of Relationships	f^2
1	Live Streaming-> Attractiveness	1.458
2	Live Streaming-> Entertainment	1.822
3	Live Streaming-> Interactivity	1.809
4	Live Streaming-> Trustworthiness	1.805
5	Live Streaming-> Information Quality	1.912
6	Live Streaming->Impulsive Buying	0.995
7	Impulsive Buying-> Excitement & Stimulation	1.549
8	Impulsive Buying-> Strength, Compulsion, and Intensity	1.709
9	Impulsive Buying -> Attractive Purchase	1.453
10	Impulsive Buying -> Attractive Offers	1.630
11	Impulsive Buying -> Spontaneity	1.422

To answer the second research objective, which is to determine the magnitude of the effect of live-streaming on impulsive buying, the bootstrapping test results are shown in Figure 4.



Figure 4. Bootstrapping Test

Based on Table 7, a path coefficient of 0.706 was obtained between live streaming and impulsive buying, with a t-statistic value of 17.776 and a p-value of 0.000. Since the t-statistic value > 1.96 and the p-value < 0.05 , Hypothesis H1 is accepted, indicating that there is a positive and significant influence between TikTok live streaming and impulsive buying behavior.

Table 7. Results of the Bootstrapping Test

Indicator	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values
Live Streaming-> Attractiveness	0.770	0.769	0.042	18.414	0.000
Live Streaming-> Entertainment	0.804	0.803	0.028	29.015	0.000
Live Streaming-> Interactivity	0.802	0.802	0.030	26.718	0.000
Live Streaming-> Trustworthiness	0.802	0.802	0.029	28.003	0.000
Live Streaming-> Information Quality	0.810	0.810	0.033	24.412	0.000
Live Streaming->Impulsive Buying	0.706	0.706	0.040	17.776	0.000
Impulsive Buying-> Excitement & Stimulation	0.780	0.780	0.029	27.066	0.000
Impulsive Buying -> Strength, Compulsion, and Intensity	0.794	0.794	0.025	32.381	0.000
Impulsive Buying -> Attractive Purchase	0.770	0.770	0.024	31.437	0.000
Impulsive Buying -> Attractive Offers	0.787	0.787	0.030	25.938	0.000
Impulsive Buying -> Spontaneity	0.766	0.766	0.027	27.988	0.000

The hypothesis testing results address the second research question, which determine the impact of TikTok live-streaming features on university students' impulsive purchasing behavior in Bandung. Based on the analysis using PLS-SEM, the findings indicate that TikTok's live-streaming feature has a positive and significant influence on impulsive buying behavior, as evidenced by a path coefficient of 0.706, a t-statistic of 17.776 (>1.96), and a p-value of 0.000 (<0.05). The R^2 value of 0.499 suggests that approximately 49.9% of the variation in impulsive buying behavior is explained by the live-streaming variable. Therefore, Hypothesis H1 is accepted, confirming a statistically significant positive relationship between TikTok live-streaming and impulsive buying. This implies that the more positively students perceive the live-streaming feature, the higher their tendency to make unplanned purchases.

These findings are in line with previous studies, such as Sapa et al. (2023), which highlighted the impact of live-streaming on impulsive buying behavior. Lee and Chen (2021), Feng et al. (2024), Li et al. (2024), and Chen et al. (2022) also confirmed that live-streaming significantly affects impulsive purchases by enhancing entertainment, interactivity, and trust—factors that trigger spontaneous buying decisions. Additionally, Jiang et al. (2024) and Yingxing et al. (2024) emphasized that interaction between sellers and buyers during live streams further strengthens consumer purchase intentions.

According to Hair et al. (2021), analyzing the contribution of each indicator can help formulate more efficient and targeted strategies. Thus, by utilizing a second-order construct model, further analysis was conducted to explore how each indicator influences its respective latent variable.

For the live-streaming construct, all indicators including, Attractiveness, Entertainment, Interactivity, Trustworthiness, and Information Quality, shows positive contributions to students' perceptions. Among them, Information Quality emerged as the most dominant indicator, with a path coefficient of 0.810, a t-statistic of 24.412, and a p-value of 0.000. The R^2 value of 0.657 indicates that 65.7% of the variation in perception of live-streaming can be explained by Information Quality. This suggests that students place high importance on the clarity, authenticity, and completeness of product information during live-streaming sessions. Accurate and transparent information can enhance consumer trust and trigger spontaneous purchases, as also emphasized by Luo et al. (2024) and Xu et al. (2020).

In addition, the Entertainment indicator also showed a strong and significant contribution (path coefficient = 0.804; $t = 29.015$; $p = 0.000$). Entertainment features in live-streaming not only capture the audience's attention but also foster emotional engagement, which ultimately drives unplanned purchases. These findings are supported by studies from Yingxing et al. (2024), Tian and Frank (2024), Chandaa (2024), and Li et al. (2024). Conversely, the Attractiveness indicator had the lowest path coefficient among the live-streaming indicators (0.770; $t = 18.414$), although it remained statistically significant. This implies that while the streamer's appearance may attract attention, students are more influenced by the quality of information and the interactivity during the stream. This aligns with the findings of Xu et al. (2020), Zhang E. (2024), and Lee and Chen (2021), who stated that Attractiveness acts as a supporting factor rather than a primary driver of impulsive purchases.

For the impulsive buying construct, all indicators, including Spontaneity, Strength, Compulsion, Intensity, Excitement & Stimulation, Attractive Purchase, and Attractive Offers, show positive and significant effects on

students' impulsive buying behavior. The indicator Strength, Compulsion, and Intensity had the strongest influence (path coefficient = 0.794; $t = 32.381$; $p = 0.000$). This suggests that strong emotional impulses significantly impact impulsive buying, particularly when self-control diminishes due to time-limited offers and flash promotions. On the other hand, Spontaneity contributed the least (path coefficient = 0.766; $t = 27.988$), although still statistically significant. These findings indicate that emotional arousal and a sense of urgency play a more dominant role than mere spontaneous actions in shaping impulsive buying behavior.

Overall, TikTok live-streaming plays a pivotal role in shaping students' impulsive buying behavior. It serves not only as an informational channel but also as an external stimulus that can trigger spontaneous purchase decisions (Lee & Chen, 2021; Xu et al., 2020). Effective live-streaming marketing strategies should combine clear and trustworthy product information with entertaining and interactive features to enhance audience engagement. Understanding the relative contribution of each indicator is essential for marketers. The dominance of information quality as the key factor underscores the need for accurate, comprehensive, and transparent product information to be prioritized in live streaming marketing strategies.

CONCLUSION

This study demonstrates that the objectives set forth have been successfully achieved, and the proposed hypotheses have been statistically validated through the analysis conducted. Overall, the findings reveal that students actively utilize the TikTok Live feature as a shopping tool, particularly for ready-to-wear products. Furthermore, a positive and significant relationship was found between the use of TikTok live-streaming and impulsive buying behavior. The results indicate that the greater the exposure students have to live-streaming, the more likely they are to engage in impulsive buying. Thus, the hypothesis proposed in this study is supported and aligns with previous research indicating that live-streaming influences impulsive buying behavior. Additionally, this study found that, to enhance impulsive buying behavior, the live-streaming feature must be improved, particularly in terms of the quality of information provided during live-streaming sessions. The aspect with the least influence was the attractiveness of the streamer, though it remained within a favorable category. This suggests that while the attractiveness of the streamer plays a role, factors such as the quality of informations are more dominant in driving impulsive buying. From the perspective of the impulsive buying variable, the most influential indicators were strength, compulsion, and intensity, reflecting the emotional urgency experienced by individuals when exposed to live-streaming. Conversely, the indicator with the least influence was spontaneity, suggesting that most students engage in impulsive purchases not due to poor planning, but because of strong emotional impulses triggered by the streaming content. Theoretically, this research contributes to the literature on live-streaming commerce. From a practical perspective, the findings provide strategic insights for e-commerce practitioners, particularly in the ready-to-wear product industry, on how to optimize TikTok Live features in designing promotional strategies. This is crucial for establishing long-term relationships with young consumers, especially students, who constitute the majority of TikTok users for shopping purposes.

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