



The Effect of Sales Promotion and Social Presence on Impulse Buying on Live Shopping Tiktok for Fashion Products for Millennial Generation Women in Medan City with Emotional Response as a Mediating Variable

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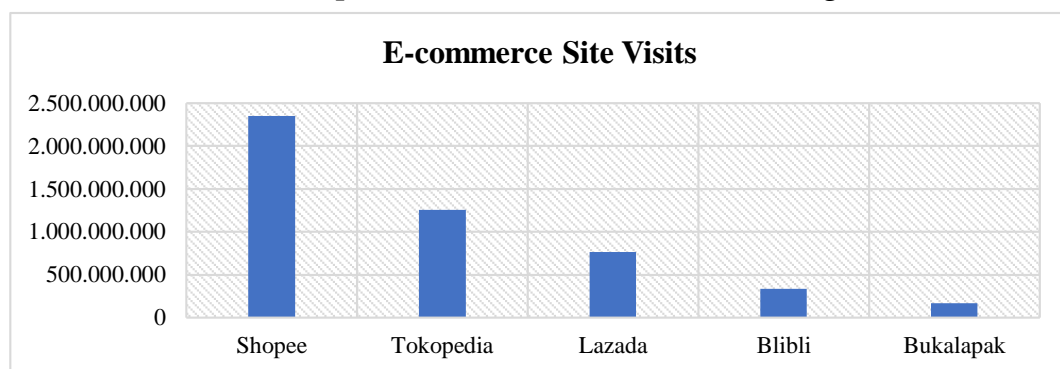


ABSTRACT

TikTok live streaming shopping is an effective sales strategy that combines limited-time promotions and strong social presence to influence consumer behavior. This study, using non-probability judgmental sampling and SEM-PLS analysis, examines the impact of Sales Promotion and Social Presence on Impulse Buying, with Emotional Response as an intervening variable. The results show that both Sales Promotion and Social Presence have direct and indirect positive effects on Impulse Buying through Emotional Response. Therefore, enhancing promotions and social interaction during live streaming can trigger emotional responses that lead to impulsive purchasing behavior

INTRODUCTION

The rapid development of information technology has been utilized by businesses to market products through social media and e-commerce. This technology not only facilitates communication, but also expands market reach and improves operational efficiency (Yadiati & Meiryani, 2019). E-commerce now plays an important role in modern marketing strategies, not only as a means of transaction, but also as an effective promotional medium. E-commerce strategies that combine B2B and s-commerce models are proven to increase customer interaction and satisfaction (Perdigón Llanes, 2020). Some popular platforms in Indonesia include Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. According to SimilarWeb 2024 data, Shopee took the top spot as the e-commerce site with the most visitors in January 2024, followed by Tokopedia, Lazada, Blibli, and Bukalapak. More details can be seen in Figure 1.

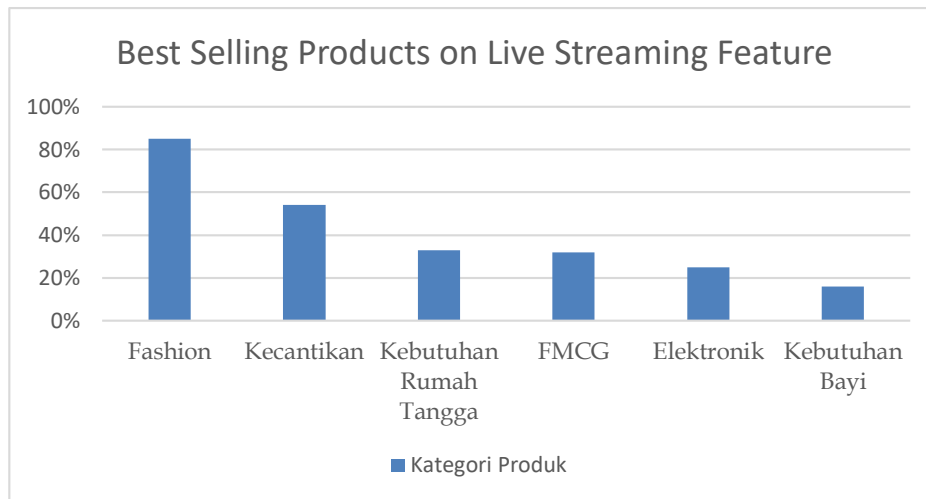


Sumber: Databoks.katadata.co.id (2024)

Figure 1. E-commerce Site Visits with the Most Visitors in Indonesia (January - December 2023)

Apart from e-commerce, social media also plays an important role in marketing, one of which is through TikTok. The app released the TikTok Shop feature in Indonesia in April 2021. Tokopedia's TikTok Shop allows users to sell various products directly, supported by interactive features that increase consumer engagement and trust (Dahniar et al., 2023).

One of TikTok's flagship innovations is live shopping, which combines live broadcasts and transactions in real time, creating an interactive and personalized shopping experience (Dong & Tarofder, 2023; Wang et al., 2022). Products that are often featured include fashion, skincare, food, and household appliances. Based on the Populix report, the fashion category is the most popular in shopping via live streaming. More details can be seen in Figure 2.



Source: Katadata.co.id (June 2023)

Figure 2. Best-Selling Products on the Live Streaming Feature

Fashion is the most popular category in live shopping on platforms such as Shopee, TikTok, Tokopedia, and Lazada, with high interest reaching 85%. This proves the high consumer demand for fashion items. Human life cannot be separated from the need for fashion items that always evolve along with the times. This sector continues to grow and adapt to the changing tastes and trends of its consumers. Fashion is not only a primary need but has become an artistic necessity that depicts identity, identity, and taste, respectively. Today, Indonesia's fashion sector is growing and changing rapidly, creating a favorable environment for the expansion of the creative economy.

Based on BPS data in 2024, the Indonesian economy experienced growth of 5.03%, slowing down compared to growth of 5.05% in 2023. This indicates weak purchasing power. Evidently, from May 2024 to September 2024, Indonesia experienced deflation for five consecutive months, with deflation rates of 0.03%, 0.08%, and 0.18% in May, June, and July respectively. In August, the deflation rate started to increase by 0.03%, but in September, deflation fell again by 0.12%. This condition gave rise to the lipstick effect phenomenon—where consumers seek small happiness through affordable products. The lipstick effect creates a psychological condition where consumers want to feel “rewarded” despite the economic pressure, and this is the main trigger for impulse buying of cheap or discounted fashion products for women in particular. They tend to make impulsive purchases as a form of small happiness seekers against economic uncertainty. Small happiness that can still be reached without burdening their financial condition. Buying because they feel it still “makes sense” financially even though it is not actually needed.

Live streaming shopping on TikTok is an effective strategy because it brings limited promotion and strong social interaction. Many people like the live streaming approach because it allows potential customers to see the product live and ask questions about the condition of the product, just like when they are shopping in the market. This creates a sense of closeness and trust between sellers and buyers, which is very important in an e-commerce context (Zhong and Adilbish, 2024). This feature can significantly increase sales and create an emotional response of pleasure and enthusiasm that encourages impulse buying. However, this behavior also poses risks such as regret and financial problems (Iyer et al., 2020).

Impulse buying behavior is more prone to women than men. In general, men do not enjoy shopping as much as women do, which reduces the likelihood of making unwise decisions among men. Women's buying behavior is easily influenced by advertisements, merchandise displays, the environment, sales promotions and the perspective of salespeople because women are more likely to shop using their emotions (Karim, Nisa and Imam, 2021). Most of the women who tend to make impulse purchases are at the age of the millennial generation. Where at this age they already have stability in economic status and are also familiar with technology and social media platforms (Cavazos- Arroyo and Maynez-Guaderrama, 2022). This is relevant to the results of research by (Hussain, Khan and Tahir, 2023) which reveal that the millennial generation, especially women, are often influenced by external and internal factors when shopping, both online and offline, which can trigger impulse buying behavior, especially in the fashion industry. According to Pew Research Center and Gramedia, the millennial generation is in the year of birth, namely the birth of 1981 to the birth of 1996.

LITERATURE REVIEW

Sales Promotion

According to Kotler & Armstrong (2001) sales promotion is a variety of short-term incentives designed to encourage the purchase or sale of a product or service. Sales promotion is designed to trigger impulse purchases and is an important component in a store, both online and offline (Wiranata and Hananto, 2020). Some frequently used sales promotion tactics, such as buy 1 get 1 free, free shipping, additional gifts, and gift coupons, can influence impulse purchases. The success of marketers in influencing impulse purchases in informing their products (Tumiwa et al., 2021). Sales promotions are driven by marketers to attract customers to their brand which results in brand switching by customers (Apriliani, 2018; Memon et al., 2019). Sales promotions are key to introducing products to consumers and encouraging a person's desire to buy impulsively. Therefore, technological developments need to be improved regarding digital promotions. Social media is important as a marketing medium today to promote company products. Hasim et al (2018) revealed a positive relationship between sales promotion and impulse buying. In this study using dimensions according to Odgen & Minahan (2015) which consists of 2 dimensions, namely monetary and non-monetary with indicators of discounts, cashback, postage vouchers, giveaways and bundling packages.

Impulse Buying

Impulse buying is a consumer behavior that arises suddenly and emotionally without prior rational planning. This behavior is often triggered by attractive products, tempting promotions, or momentary emotional impulses that encourage consumers to buy without considering financial conditions and long-term benefits (Chen et al., 2019; Akram et al., 2018). In the context of online shopping, impulse buying is defined as a purchase made spontaneously without initial intention, and is often accompanied by a strong brief emotional impulse (Sun, Shen & Ma, 2021; Luo et al., 2021). Internal factors such as emotions, personality, and psychological states, as well as external factors such as sales promotions and product displays, play a major role in driving this behavior (Iyer et al., 2020b; Rook, 1987).

Stern (1962) classifies impulse buying into four types, namely pure impulse buying (pure purchases without a plan), reminder impulse buying (because of remembering previous needs), suggestive impulse buying (due to visual influence or additional information), and planned impulse buying (occurs due to discounts or special offers even though there is a previous shopping intention). Rook and Fisher (1995) explain that impulse buying is characterized by spontaneity, a strong emotional drive, a sense of excitement, and indifference to consequences. In addition, according to Verplanken and Herabadi (2001), this behavior can be seen from two main aspects: cognitive, which involves decisions without rational analysis, and affective, which relates to the emotions that drive quick decisions and post-purchase feelings..

Emotional Response

Emotional responses refer to the subjective emotions that consumers feel at a particular time and situation, both from internal factors and external stimuli. These emotions can significantly influence purchasing decisions, especially in the context of impulse purchases. Consumers with limited cognitive control are often driven by emotional responses to attractive products, making sudden purchases without rational consideration (Jois, Pawar & M, 2024). According to Mehrabian and Russell (1974), emotional responses consist of two main dimensions: pleasure, which is the feeling of pleasure or satisfaction arising from certain situations, and arousal, which is the level of emotional activation or arousal of a person in the face of these stimuli.

Social Presence

Social presence plays an important role in the context of online shopping, especially on e-commerce live streaming platforms. Social presence refers to consumers' perceptions of social engagement in online interactions that are able to create a warm, familiar and humanized atmosphere through digital media (Lu, Fan & Zhou, 2016). In live streaming e-commerce, social presence is viewed multidimensionally as consumers not only interact with streamers but also with other viewers in the virtual space. Based on the concept developed by Li, Wang, and Cao (2022), social presence is divided into three main dimensions, namely: (1) Social presence of streamer, which is the extent to which viewers interact directly with the broadcaster during the live broadcast is known. With indicators, namely: Sense of the streamer's attitudes, Sense of human touch, and Warm communication (2) Social presence of the viewer, which refers to the

viewers interacting with other viewers in the live broadcast. With indicators namely: Aware of other viewers who share the product's information, Aware of other viewers who have purchased the products and Aware of other viewers who are interested in the products and the third dimension Social presence of the live streaming feature, refers to the potential of live streaming to evoke feelings of warmth, friendliness, and sensitivity. With indicators namely: Sense of human contact, Sense of personalness, and Sense of Sociability.

Conceptual Framework

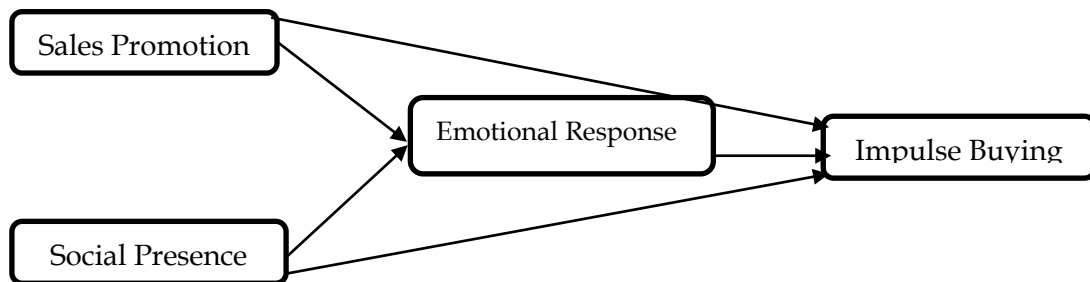


Figure 3. Conceptual Framework

METHODOLOGY

This study uses a quantitative approach with an associative method, which aims to determine the relationship between the independent variables, namely Sales Promotion (X1) and Social Presence (X2), the mediating variable Emotional Response (Z), and the dependent variable Impulse Buying (Y). The research location is in Medan City, with the subject of millennial generation female consumers who have made impulse purchases of fashion products through TikTok live shopping. The research was conducted from March to May 2025. This study limits the scope to these four main variables, each of which is operationally described and measured using a Likert scale. The sample was determined by judgmental sampling technique and amounted to 162 respondents, based on the calculation formula of a total of 27 research indicators. The types of data used include primary data obtained through questionnaires, as well as secondary data from related literature and documents. Data collection techniques were carried out through questionnaires, interviews, and documentation studies. The validity test was conducted on 30 respondents outside the main sample, using SPSS software and an r-table value of 0.361; while the reliability test used the Cronbach's Alpha value to ensure instrument consistency. Data analysis was conducted through two stages, namely descriptive statistical analysis to describe the characteristics of respondents and their answers, and Partial Least Square - Structural Equation Modeling (PLS-SEM) analysis to test the relationship between latent variables through measurement models (outer models), structural models (inner models), and path diagrams. The PLS method was chosen because it is able to handle predictive models with small sample sizes and complex indicators.

RESULT

This study involved 162 respondents, namely millennial generation female consumers in Medan City who have made impulse purchases of fashion products through live streaming shopping on TikTok. To find out the respondents' responses to the research variables, a questionnaire was distributed which included demographic aspects such as age, status, occupation, average income, shopping expenditure, frequency of purchase in one month, and the main factors that influence purchasing decisions when watching live shopping. This data is used to describe the characteristics of respondents and strengthen the analysis of the effect of Sales Promotion and Social Presence on Impulse Buying, with Emotional Response as a mediating variable.

Data Processing with Partial Least Squares (PLS)

This study uses the Partial Least Squares (PLS) method as a technique for testing hypotheses, which is an alternative to variant-based Structural Equation Modeling (SEM).

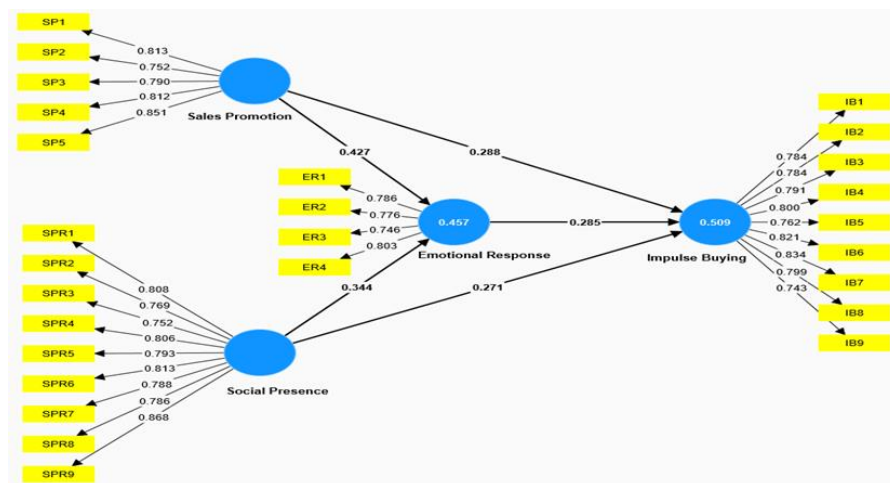


Figure 4. Research Model

Table 1. Outer Loading Result

	Sales Promotion	Social Presence	Emotional Response	Impulse Buying
SP1	0.813			
SP2	0.752			
SP3	0.790			
SP4	0.812			
SP5	0.851			
SPR1		0.808		
SPR2		0.769		
SPR3		0.752		
SPR4		0.806		
SPR5		0.793		
SPR6		0.813		
SPR7		0.788		
SPR8		0.786		
SPR9		0.868		
ER1			0.786	
ER2			0.776	
ER3			0.746	
ER4			0.803	
IB1				0.784
IB2				0.784
IB3				0.791
IB4				0.800
IB5				0.762
IB6				0.821
IB7				0.834
IB8				0.799
IB9				0.743

Based on the Outer Loading results data in Table 1, it is known that each variable indicator in this study has an outer loading value > 0.6 which means moderate and is considered sufficient to meet the convergent validity requirements. After all outer loading results meet the convergent validity requirements, the reliability test is carried out to ensure the accuracy, consistency, and accuracy of an instrument in measuring constructs (Ghozali, 2021).

Construct reliability with reflective indicators can be measured using two methods, namely Cronbach's Alpha and Composite Reliability, also known as Dillon-Goldstein's. For confirmatory research, the value of Composite Reliability is higher than that of Cronbach's Alpha. For confirmatory research, the Composite Reliability value must be more than 0.7. Table 2 presents data showing the Cronbach's Alpha and Composite Reliability values as follows:

Table 2. Results *Construct Validity and Reliability*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Sales Promotion	0.863	0.869	0.901	0.647
Social Presence	0.929	0.930	0.941	0.638
Emotional Response	0.785	0.793	0.860	0.605
Impulse Buying	0.925	0.927	0.938	0.626

Source: PLS Output (2025)

Based on Table 2 above, it can be seen that the Composite Reliability and Cronbach's Alpha values of all research constructs are > 0.70 so that they meet the reliability requirements. Assessment of convergent validity apart from looking at the results of outer loading, it is also done by looking at the average variance extracted (AVE) value for each construct. Hair et al. (2019) states that the AVE value for each good construct is at least > 0.5. Table 4.14 shows that the AVE value of each construct in the final model has reached a value > 0.5. Thus the proposed structural equation model has met the convergent validity criteria.

Evaluation of Measurement Model (Inner Model)

Table 3. R-Square Results

	R-square
Emotional Response	0.457
Impulse Buying	0.509

Source: PLS Output (2025)

The R² value shows that Sales Promotion and Social Presence contribute 45.7% to emotional response and 50.9% to impulse buying. The rest is influenced by other factors outside the model. This finding indicates that these two variables play an important role in increasing emotional response and impulse buying.

Direct Effect Hypothesis Testing

Table 4. Path Coefficient (Direct Effect)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P Values	Hypothesis
Sales Promotion -> Emotional Response	0.427	0.425	0.108	3.935	0.000	Accepted
Sales Promotion -> Impulse Buying	0.288	0.284	0.105	2.729	0.006	Accepted
Social Presence -> Emotional Response	0.344	0.350	0.111	3.102	0.002	Accepted
Social Presence -> Impulse Buying	0.271	0.279	0.105	2.584	0.010	Accepted
Emotional Response -> Impulse Buying	0.285	0.281	0.099	2.870	0.004	Accepted

Source: PLS Output (2025)

The results of the data analysis test are in Table 4:

- a. Sales Promotion has a positive and significant effect on emotional response (coefficient 0.427; sig. 0.000) and on impulse buying (coefficient 0.288; sig. 0.006).
- b. Social Presence also has a positive and significant effect on emotional response (coefficient 0.344; sig. 0.002) and on impulse buying (coefficient 0.271; sig. 0.010).
- c. Emotional Response has a positive and significant effect on impulse buying (coefficient 0.285; sig. 0.004).

Indirect Hypothesis Testing (Indirect Effect)

Table 5. Path Coefficient (Indirect Effect)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P Values	Hypothesis
Sales Promotion -> Emotional Response -> Impulse Buying	0.122	0.121	0.057	2.151	0.031	Diterima
Social Presence -> Emotional Response -> Impulse Buying	0.098	0.097	0.044	2.228	0.026	Diterima

Source: PLS Output (2025)

The results of the data analysis test are in Table 5:

- a. Sales Promotion has a positive and significant indirect effect on impulse buying through emotional response (coefficient 0.122; sig. 0.031).
- b. Social Presence also has a positive and significant indirect effect on impulse buying through emotional response (coefficient 0.098; sig. 0.026).

This means that increasing Sales Promotion and Social Presence can encourage impulse buying through emotional response.

DISCUSSION

The Effect of Sales Promotion on Emotional Response

Sales promotions such as discounts, cashback, postage vouchers, giveaways and bundling packages are proven to be effective in generating emotional responses such as excitement and enthusiasm, especially during live shopping on TikTok. The data shows that female respondents really like these promotions because they provide low prices and a fun shopping experience. The analysis shows that sales promotion has a positive and significant effect on emotional response (coefficient 0.427; sig. 0.000).

The Effect of Sales Promotion on Impulse Buying

Time-limited sales promotions such as discounts, cashback, and postage vouchers, giveaways and bundling packages encourage consumers, especially millennial women, to make impulse purchases. The live shopping strategy is proven to create a sense of urgency that increases sudden purchase decisions. The data shows a positive and significant influence between sales promotion and impulse buying (coefficient 0.288; sig. 0.006).

The Effect of Social Presence on Emotional Response

Social presence in live streaming, such as direct communication from the host and interaction between viewers, creates a warm and pleasant experience. This evokes positive consumer emotions and increases pleasure while shopping. The results showed that social presence has a positive and significant effect on emotional response (coefficient 0.344; sig. 0.002).

The Effect of Social Presence on Impulse Buying

The active interaction between the host and the audience in live shopping stimulates impulse buying. Communicative and convincing hosts are able to influence the spontaneous decisions of consumers, especially women. The results show that social presence has a positive and significant effect on impulse buying (coefficient 0.271; sig. 0.010).

The Effect of Sales Promotion on Impulse Buying Through Emotional Response

Attractive offers during live shopping trigger a positive emotional response which ultimately encourages impulse buying behavior. Discounts and bonuses make consumers feel happy, encouraging quick purchasing decisions. The analysis results show a significant indirect effect between sales promotion and impulse buying through emotional response (coefficient 0.122; sig. 0.031).

The Effect of Social Presence on Impulse Buying Through Emotional Response

The involvement of hosts and viewers in live streaming sessions creates a social atmosphere that encourages positive consumer emotions. This emotional response is the main trigger for impulse buying. The results showed a positive and significant effect of social presence on impulse buying through emotional response (coefficient 0.098; sig. 0.026).

The Effect of Emotional Response on Impulse Buying

Positive emotions such as pleasure, satisfaction, and enthusiasm when shopping have been shown to be important factors that trigger impulse buying, even without the presence of promotions. Consumers with high emotional response are more prone to making spontaneous purchases. The analysis results show a positive and significant influence between emotional response and impulse buying (coefficient 0.285; sig. 0.004).

CONCLUSION AND RECOMMENDATION

Based on the results of this study, the following conclusions can be drawn:

1. Sales promotion has a positive and significant effect on emotional response.
2. Sales promotion has a positive and significant effect on impulse buying.
3. Social presence has a positive and significant effect on emotional response.
4. Social presence has a positive and significant effect on impulse buying.
5. Emotional response has a positive and significant effect on impulse buying.
6. Sales promotion has a positive and significant effect on impulse buying through emotional response.
7. Social Presence has a positive and significant effect on impulse buying through emotional response.

Based on the research results, it is recommended that the TikTok live shopping platform presents promotional information transparently, such as listing prices before and after discounts to build consumer trust. Streamers also need to present the event in an interactive and informative manner while maintaining a comfortable atmosphere so as not to disturb the buyer's focus. Emotional responses such as excitement and enthusiasm have been shown to drive impulse buying, so it is important to present attractive visual content and emotionally resonant narratives. In addition, to support impulse buying, product information should be clearly presented, with honest reviews and open price comparisons. Platforms also need to provide easy returns to minimize post-purchase regret.

This research has several limitations that need to be considered. First, the scope of the research is still limited to certain e-commerce platforms, so the findings obtained do not fully reflect the dynamics of e-commerce services more broadly. To obtain a more comprehensive picture, future research is recommended to involve other platforms beyond those studied in this study. Second, the variables used in this study do not cover all the factors that have the potential to influence impulse buying behavior. Future research can consider adding other variables, such as paylater payment method (BNPL), flash sale, FOMO, social influence, shopping lifestyle, to enrich the analysis.

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