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THE INFLUENCE OF LIVE STREAMING AND FREE SHIPPING ON IMPULSE BUYING OF THRIFTING PRODUCTS ON TIKTOK SHOP

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ABSTRACT

The digital age has drastically altered how we go about our daily lives, jobs, and social interactions. Major changes have occurred in communication methods and information dissemination, demonstrated by increased internet usage to access social media. Social media is an online platform that supports individual creativity and ideas and enables long-distance communication such as the TikTok platform. This study aims to determine whether Live streaming and Free Shipping influence Impulse Buying Thrifting TikTok Shop. The research employs a quantitative methodology. Information was gathered via online surveys conducted with customers from the Cirebon city region who had bought secondhand fashion items. Random sampling method was used for sampling and Hair formula calculation obtained 150 respondents. Structural Equation Modeling - Partial Least Square (SEM-PLS) was utilized for the analysis. It was found from the results that Live Streaming and Free Shipping both play a significant role in influencing Impulse Buying. This shows that both independent variables together influence consumer minds to make impulsive purchases of TikTok Shop thrifting products with a stronger influence on Impulse Buying obtained from the Free Shipping variable. This shows that Free shipping allows influencing consumer minds to buy thrifting products impulsively, because Free Shipping reduces additional costs that often become buyer considerations when buying something. The results show that combining interactive features such as live streaming and economic incentives such as free shipping can create a shopping environment that encourages impulsive shopping activities, especially for products purchased through hunting. Therefore, in the technology-based economy era, marketing strategies that focus on interactivity and cost incentives are very important to increase sales rates on digital platforms.

KEYWORDS

Live Streaming, Free shipping, Impulse Buying

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Introduction.

The development of digital technology has revolutionized the way humans live, work, and interact comprehensively. This transformation is clearly visible in how society accesses information and communicates. Previously, communication depended on conventional media such as books, letters, and telephones. Now, with one digital device in hand, such as a smartphone connected to the internet, anyone can connect to the entire world in seconds (Putra & Hayadi, 2024).

The process of digitalization in Indonesia is gaining momentum as more and more people use the internet each year, which also directly impacts the high use of social media, especially the TikTok platform (Goodstats 2024). TikTok, as one of the emerging social media platforms, has experienced a surge in popularity thanks to its interactive features that support the creation and dissemination of creative content (Putra & Hayadi, 2024). Improved internet network quality encourages users to upload and access videos more easily, thus accelerating the spread of information and trends (Nurwulan et al., 2024).

Not only as an entertainment platform, TikTok has transformed into a platform for online shopping with the introduction of the TikTok Shop function, which allows users to make transactions directly from the application. This feature is supported by content-based marketing strategies, live streaming, and attractive promotions such as free shipping, which have proven effective in increasing consumer buying interest (Sari & Kadi, 2023). TikTok's popularity has experienced very rapid growth in recent years. In 2020, this application was recorded to have around 984 million downloads globally, and by 2024 the number jumped to 1.6 billion monthly active users. This surge reflects TikTok's transformation from merely an entertainment platform to a widely influential digital interaction space, including in the consumption realm. One feature that supports this change is TikTok Shop, which has developed into one of the leading social commerce models. In the United States, TikTok Shop transaction volume increased by up to 650% annually, with Gross Merchandise Value (GMV) reaching around 9 billion US dollars. Globally, TikTok's revenue is estimated to reach 22 billion US dollars in 2025, indicating the developing economic strength of this digital ecosystem. This significant growth confirms TikTok Shop's position as a content-based e-commerce platform that is not only popular but also shapes new consumer behavior patterns in the digital era.

Impulse buying or spontaneous purchasing has become a particular concern, especially in purchasing thrifting products that are widely offered through TikTok Shop. Live broadcast allows for real-time communication between vendors and customers, as well as ease of access such as free shipping, is believed to be the main trigger for impulse buying (Adella et al., 2024; Putra & Hayadi, 2024). This behavior, although economically beneficial for sellers, potentially encourages excessive consumption and lack of consideration. Although live streaming features on e-commerce platforms like Shopee have proven effective in increasing impulse buying behavior (Lutviari et al., 2024), studies that explicitly test similar phenomena on TikTok Shop are still very limited. Some existing research, such as those conducted by Widodo (2023) and Ardiyanti (2023), have indeed begun exploring the impact of live streaming on TikTok on consumer habits, but the approaches used are generally still descriptive or conceptual, and have not directly compared with other platforms. Similar findings have also been identified in the context of Shopee Live (Amasuba & Apriani, 2024), but the characteristics and dynamics of user interaction on TikTok Shop have not been fully explored comprehensively.

This research also has not deeply identified the differences in interaction dynamics, promotional strategies, and emotional aspects of consumers that trigger impulse buying on each platform. In fact, TikTok Shop has different characteristics compared to Shopee, especially in terms of entertainment-based content, visual creativity, and young audience reach. Therefore, there is an urgent need to conduct empirical studies that specifically examine how features such as live streaming and free shipping promotions on TikTok Shop affect impulse buying, while filling the literature gap that compares the effectiveness of these features with other e-commerce platforms such as Shopee.

The main problem in this research is how features such as live streaming and free shipping on TikTok Shop affect impulse buying behavior, specifically in the context of thrifting products. The novelty of the research (research gap) lies in the focus specifically directed at TikTok Shop, different from previous research that generally studied similar phenomena on other major e-commerce platforms such as Shopee, Tokopedia, and Lazada. This research also highlights forms of digital social interaction and transaction convenience as the main triggers of consumptive behavior, which has not been explained in depth in the TikTok context. With this background, this study aims to examine the impact of live streaming and free shipping on spontaneous purchases of second-hand items on TikTok Shop. The findings will offer insights into consumer behavior in the digital realm and offer suggestions for businesses using TikTok for sales.

2. Literature Review

2.1. Live Streaming

Live streaming is usually used as a way to interact directly with potential buyers. Store owners or streamers can convey information and provide reviews about the goods being sold, while viewers or potential buyers are free to ask questions. According to Imron et al. (2024) streamers can increase customer trust to buy products reviewed during live streaming sessions. Live streaming commerce uses live broadcast features through social media or e-commerce platforms. This broadcast uses audio and video to provide information to viewers directly and interactively through the internet (Hady et al., 2024).

2.2. Free Shipping

In the process of purchasing items online, sellers will adjust shipping fees depending on the weight and size of the product being bought. Subsequently, buyers will be required to cover both the cost of the item and the shipping fees. Shipping cost or "*ongkir*" is a term commonly used to refer to this shipping cost (Atrian & Sholihah, 2024). Free Shipping promotion is a free shipping cost promotion used by online business management to attract customers (Atrian & Sholihah, 2024). The offer of free shipping clearly indicates that customers are no longer required to cover the costs of shipping. This method is almost certainly used by all online businesses to attract buyers. This shows that free shipping promotions are very effective in increasing sales (Pratiwi et al., 2023).

2.3. Impulse Buying

Impulsive purchasing, also known as impulse buying, is a type of purchase made without prior planning and characterized by quick decision-making without considering whether the purchase is truly necessary (Pratiwi et al., 2024). Impulse buying occurs when buyers spend money unexpectedly on certain items without thinking about the consequences, this impulse buying occurs unconsciously and unplanned (Oktavyana et al., 2024). Referring to Ningrum & Widanti (2023), impulsive purchasing is an illogical or unplanned action influenced by conflicts of thought and someone's emotional needs.

2.4. Relationship Between Live Streaming and Impulse Buying

Extensive research has been conducted on the impact of live streaming on consumer behavior, specifically in the context of impulse purchases, within social e-commerce platforms. Lo et al. (2022) shows that parasocial interactions and vicarious experiences that occur during live streaming trigger emotional and cognitive reactions in consumers, which subsequently increase the tendency for impulsive purchasing. This shows that emotional involvement through live streaming can be a strong driver in spontaneous purchasing decisions. Chao-Hsing & Chien-Wen (2021); Feng et al. (2024); and Li et al. (2022) strengthen these findings by adding that consumers' affective and cognitive reactions play a role as mediators between live streaming and impulse buying, so the influence of live streaming is not only direct but also through consumers' psychological responses. Additionally, the connection is influenced by various factors like how the price is perceived and the use of scarcity tactics, indicating that promotional context in live streaming greatly determines the intensity of impulsive buying behavior.

Further, Huo et al. (2023) suggest that social and promotional elements in live streaming enhance consumers' flow experience, which is a condition of maximum focus and engagement while shopping. This flow condition significantly increases the likelihood of consumers making spontaneous purchases, especially when supported by time availability and purchasing power. Zhang & Zhang (2024) add that the compatibility between streamers and promoted products can reduce risk perception and increase affective intensity, thus encouraging impulsive buying intentions. Meanwhile, Yang et al. (2022) show that the design and overall aesthetic of a live stream are important factors that contribute to its appeal and effectiveness in prompting impulse purchases.

Thus, prior studies consistently indicate that live streaming has a major impact on impulse purchases. This is based on the characteristics of live streaming that can create an attractive, informative, and convincing shopping atmosphere. Additionally, consumers tend to respond more quickly to promotional messages packaged interactively and persuasively through intensive visual media. According to this explanation, the hypothesis presented is as follows.

H1: Relationship between Live Streaming and Impulse Buying

2.5. Relationship Between Free Shipping and Impulse Buying

Free shipping promotions have become a popular marketing strategy on e-commerce platforms to attract consumer attention and encourage increased transactions. According to Huang et al. (2019), free shipping policies with certain thresholds can encourage consumers to add purchase quantities to meet the promotion requirements. This condition allows consumers to make impulsive purchases without proper planning, especially when additional costs such as shipping fees are eliminated. Yendola & Windasari (2022) found that free shipping promotions not only rationally affect purchasing decisions but also strengthen consumers' hedonic motivation, such as satisfaction and pleasure obtained while shopping. This hedonic motivation plays an important role in increasing impulsive buying tendencies, especially for products that are pleasure or lifestyle-oriented.

Kamilah et al. (2024) also add that the presence of free shipping promotions in combination with other promotions such as flash sales can strengthen the effect on impulsive buying behavior. Although the influence is sometimes not significant when standing alone, together these promotions can create strong encouragement for consumers to make spontaneous purchases. Based on the theoretical description and empirical findings above, the following hypothesis can be formulated.

H2: Relationship between Free Shipping and Impulse Buying

2.6. Relationship Between Live Streaming and Free Shipping with Impulse Buying

The rise of digital technology has led to the creation of fresh marketing tactics that focus on engagement and convenience, as reflected in live streaming features and free shipping promotions on social media-based e-commerce platforms such as TikTok Shop. Live streaming features allow sellers to interact directly with consumers in real-time, provide comprehensive product explanations, and create attractive and emotional shopping atmospheres. Such interactions have proven capable of arousing consumers' affective responses, such as enthusiasm and urgency, which can ultimately encourage impulse buying, namely spontaneous buying decisions without adequate rational consideration.

On the other hand, the presence of free shipping promotions becomes a special attraction for consumers, particularly in online shopping contexts. By eliminating shipping costs, consumers tend to feel that their total shopping is more affordable, so value perception of products increases. Reducing psychological barriers during transactions can lead to more spontaneous purchases, especially when consumers are feeling emotional or are bombarded with intense marketing messages both visually and verbally, such as in live streaming sessions.

Several studies support the direct or simultaneous influence between live streaming and free shipping on impulse buying. Sapa et al. (2023) concludes that the combination of both variables plays a major role in impacting impulsive purchasing habits in consumers who shop on e-commerce platforms. Similar findings are also stated by Langi et al. (2025) who say that both live streaming and free shipping significantly affect impulsive purchasing decisions on TikTok Shop. This shows that the integration of visual-interactive strategies and cost incentives becomes an effective combination in triggering spontaneous consumptive behavior. Based on this theoretical foundation and empirical findings, in this study, the researchers present the following theory.

H3: Relationship between Live Streaming and Free Shipping on Impulse Buying

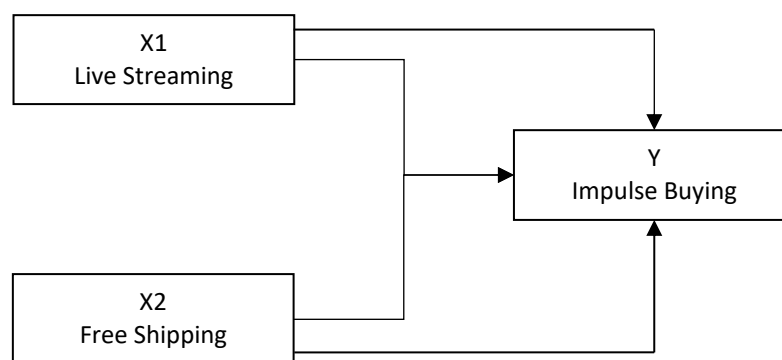


Fig. 1. Framework of Thought

3. Research Method

This research uses a quantitative approach to see how independent variables affect dependent variables. Data was collected through online surveys using Google Forms distributed to customers in the Cirebon city area who made thrifting fashion purchases through Google Forms. Random sampling method was used for sampling. If everyone in the population is given the same opportunity to become a sample member, this is called probability sampling (Asari et al., 2023). In terms of sampling, there is no selection of participants to be chosen (Asari et al., 2023). To conduct this assessment, criteria relevant to the research topic are used. Respondents were selected based on TikTok Shop usage and shopping experience through live streaming.

Hair's formula is used to calculate the number of samples in this research because the population number cannot be determined (Hair et al., 2021). The formula suggests that when the population being researched is vast and the number of indicators is unknown, sampling should include between five and ten times more samples than indicators (Teta, 2025), which produces a sample of at least 150 people responding. Researchers can test structural models, measurements, and hypotheses in one integrated analysis stage with PLS-SEM. To examine structural models, indicators such as R-Square and F-Square are used to evaluate the quality of dependent variables. Additionally, path coefficients are used to evaluate relationships between independent and dependent variables. The significance of path coefficients is tested with t-statistics. This method allows researchers to explore relationships between variables more deeply and comprehensively.

4. Result and discussion

4.1. Results

4.1.1. Descriptive Analysis

A total of 150 respondents participated in filling out questionnaires in this study. Based on demographic characteristics, respondents consisted of 77 males (51.30%) and 73 females (48.60%). This comparison shows a balanced number between male and female respondents. The biggest age group among the participants was 18-22 years old, with a total of 70 individuals, which made up 46% of the sample. Furthermore, there were 44 respondents (29.30%) aged ≥ 27 years, 35 people (23.30%) aged 23-26 years, and only 1 person (0.60%) aged 14-17 years. The information indicates that most of the participants are in their prime working years, with many being young adults who are currently enrolled in higher education or are employed.

Table 1. Respondent Demographics

Category	Possible Answer	Frequency	Percentage
Gender	Male	77	51,30%
	Female	73	48,60%
Age	14-17 Years Old	1	0,60%
	18-22 Years Old	70	46%
	23-26 Years Old	35	23,30%
	≥ 27 Years Old	44	29,30%
Education	Student	83	55,30%
	Private Employee	30	20%
	Entrepreneur	26	17,30%
	Civil Servant	11	7,30%

Source: Data Processing, 2025

4.1.2. Measurement Model Test Results

In this study, various analytical tests such as outer loading, average variance extracted (AVE), Cronbach's alpha, and construct reliability are utilized to assess the accuracy and consistency of model measurements. These tests aim to ensure that the data generated is both valid and reliable. The results of the measurement model are as follows:

Table 2. Measurement Model

Variable	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Live Streaming (X1)	X1.1	0,758	0,619	0,846	0,89
	X1.2	0,742			
	X1.3	0,797			
	X1.4	0,820			
	X1.5	0,813			
Free Shipping (X2)	X2.1	0,725	0,645	0,816	0,878
	X2.2	0,845			
	X2.3	0,755			
	X2.4	0,877			
Impulse Buying (Y)	Y1	0,778	0,618	0,796	0,866
	Y2	0,822			
	Y3	0,782			
	Y4	0,760			

Source: Data Processing 2025

The convergent validity assessment presented in Table 2 demonstrates that all indicators achieve outer loading values exceeding 0.70, confirming that each indicator adequately represents its respective construct. Additionally, the Average Variance Extracted (AVE) scores for all constructs surpass 0.50, with values of 0.619 for Live Streaming, 0.645 for Free Shipping, and 0.618 for Impulse Buying, thereby satisfying convergent validity criteria.

Moreover, construct reliability evaluation reveals that both Cronbach's Alpha and Composite Reliability coefficients for all three constructs exceed the 0.70 minimum standard. Cronbach's Alpha coefficients were 0.846 for Live Streaming, 0.816 for Free Shipping, and 0.796 for Impulse Buying. Composite Reliability coefficients reached 0.890, 0.878, and 0.866 respectively. These results confirm that the measurement instruments demonstrate strong internal consistency and reliability. Consequently, all study indicators are deemed both valid and reliable, making them suitable for subsequent analytical procedures.

4.1.3. Analysis Model Structure

Model analysis is used in testing structural models to anticipate cause-and-effect relationships among variables that are not directly measurable, such as latent variables. The assessment of inner model analysis includes the measurement of r-square, and f-square.

Table 3. R Square and Adjusted R Square Output

Model	R Square	Adjusted R Square
X1 and X2 to Y	0,401	0,393

Source: Processing data, 2025

The R square values are classified into three groups: robust, moderate, and poor. Values of 0.75 fall into the robust category, 0.50 into the moderate category, and 0.25 into the poor category (Hair et al., 2019). As shown in Table 4, the impact of independent variables on dependent variables is considered weak. The R Square and Adjusted R Square results for the Live Streaming (X1) and Free Shipping (X2) model on Impulse Buying (Y) are below 0.5.

Table 4. Output F Square

Variable	Purchase Intention
Live Streaming	0,064
Free Shipping	0,093

Source: Processing data, 2025

Table 4 illustrates that the impact size or f-square score of the research factors indicates that the Live Streaming factor has a limited effect on Purchase Intent. Conversely, the Free Shipping factor strongly influences instances of Impulse Buying.

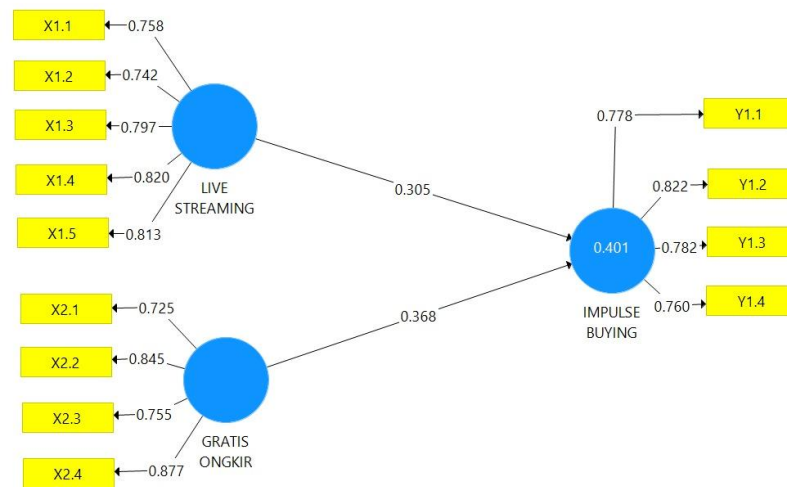


Fig. 2. Output Path Analysis

4.1.4. Hypothesis Testing

For direct and indirect hypothesis testing in this study can be seen in Table 5:

Tabel 5. Summary of Hypothesis Testing

Hypothesis	Independent Variable	Path Analysis	t Value	P Value
H1	Live Streaming → Impulse Buying	0,305	2,732	0,007
H2	Free Shipping → Impulse Buying	0,368	3,627	0,000
H3	Live Streaming → Free Shipping → Impulse Buying	0,401	-	-

Source: Processing data, 2025

The results of Table 5 above show that the Live Streaming path coefficient has a direct influence on Impulse Buying of 0.305, and the Free Shipping variable has the largest direct influence of 0.368. In addition, the overall path coefficient is 0.401, indicating that all independent variables provide the largest direct influence on Impulse Buying. It can be inferred that all the hypotheses examined in this research are valid, as each factor has a direct or indirect impact on the outcome variable.

4.2. Discussion

4.2.1. The Influence of Live Streaming on Impulse Buying

The results of this research indicate that live streaming plays a significant role in encouraging spontaneous purchases, reflecting a coefficient value of 0.305. This result indicates that the experience of watching live broadcasts significantly increases consumers' tendency to make spontaneous purchases, without prior planning. The interactivity and two-way communication between sellers and consumers in live streaming allows the formation of trust and positive perceptions of products, which encourages impulsive buying behavior.

This finding is consistent with studies conducted by Rizkya et al. (2024), which state that live streaming creates parasocial relationships between consumers and sellers, thereby strengthening emotional drives in the purchase decision-making process. Similarly, Lo et al. (2022) found that parasocial interactions and vicarious experiences during live streaming trigger affective and cognitive responses, which significantly correlate with impulsive buying behavior.

Chao-Hsing & Chien-Wen (2021) and Feng et al. (2024) show that affective reactions and risk perceptions act as important mediators in the relationship between live streaming stimuli and impulse buying

behavior. This indicates that the influence of live streaming on consumer behavior is not only direct, but also mediated by consumers' internal psychological factors, such as emotional involvement, trust, and product value perception. As explained by Huo et al. (2023) who highlight that social elements and promotional features in live streaming, such as real-time comments, celebrity endorsements, and user testimonials, can create flow experiences, namely a state of focus and full consumer engagement when watching. This experience increases the likelihood of impulsive purchases, especially when supported by emotional support and perceptions of purchase urgency, such as limited time or limited stock.

Contextually, this finding is very relevant to digital consumption trends in Indonesia, where the use of TikTok Shop has increased sharply in the last two years. Interactive features such as live streaming and supporting facilities such as free shipping strengthen consumer attraction to make spontaneous purchases. This is also supported by research from Adella et al. (2024) and Putra & Hayadi (2024), which state that consumers' impulsive decisions are largely triggered by a combination of intensive visual communication and financial incentives such as discounts and free shipping.

Although live streaming features are also implemented by other platforms such as Shopee, most previous research still focuses on conceptual and descriptive design, without explicitly testing the difference in influence between TikTok Shop and other platforms (Ardiyanti, 2023; Widodo, 2023). Thus, live streaming is proven to be a very effective marketing tool in increasing impulse buying. Real-time interaction, visual intensity, and time-limited promotions make consumers more responsive to product offers. Therefore, live streaming-based marketing strategies need to be strategically designed by considering emotional elements, value perception, and user engagement in order to maximize the potential for impulsive purchases in the current digital commerce era.

4.2.2. The Influence of Free Shipping on Impulse Buying

The results of this study show that free shipping promotions have a positive and significant influence on impulse buying behavior, with an influence value of 0.368. This finding shows that consumers tend to take advantage of these promotions to reduce logistical cost burdens, which in turn triggers spontaneous and unplanned purchase decisions. Psychologically, free shipping promotions create a perception of "additional benefits" that strengthens the utilitarian value of transactions, while stimulating a sense of urgency to immediately buy products before the promotion ends (Oktavyana et al., 2024; Priantono et al., 2024).

Theoretically, this finding can be explained through the Stimulus–Organism–Response (S–O–R) framework, where external stimuli in the form of free shipping promotions (stimulus) affect consumers' internal conditions (organism) such as feelings of satisfaction, happiness, and luck, which then encourage responses in the form of impulsive buying behavior (Vieira, 2013). In addition, aspects of hedonic shopping motivation also play a role, as revealed by Yendola & Windasari (2022), that free shipping not only impacts rational decision making, but also strengthens consumers' emotional motivation, such as shopping enjoyment.

Support for this finding is also shown in studies by Huang et al. (2019), which state that consumers tend to increase the amount of shopping to meet the minimum threshold for free shipping, thereby increasing the likelihood of impulsive purchases. This strategy is considered effective because it not only reduces transaction barriers, but also increases the perception of value of purchased goods. In fact, Kamilah et al. (2024) show that when free shipping promotions are combined with other stimuli such as flash sales, the psychological effect on impulse buying becomes stronger, because consumers feel time pressure and double value from the offer.

However, it is important to note that the effectiveness of free shipping promotions can also depend on the type of product, consumer profile, and their digital experience. On TikTok Shop, for example, integrating free shipping promotions with live streaming features provides a more immersive and interactive shopping experience, which strengthens purchase intentions and decisions in a short time (Atrian & Sholihah, 2024). Therefore, in the context of social media-based e-commerce, free shipping promotions are not only financial incentive tools, but also psychological tools capable of shaping impulsive digital consumption patterns.

4.2.3. The Influence of Live Streaming and Free Shipping on Impulse Buying

The findings from this research indicate that live streaming and complimentary shipping have a significant impact on encouraging impulsive buying habits among consumers using the TikTok Shop platform. These results align with prior studies that highlight the importance of interactive marketing tactics and economic incentives in driving spur-of-the-moment online purchases (Chao-Hsing & Chien-Wen, 2021; Hayu & Arianto, 2023)

Live streaming provides an immersive and real-time shopping experience, which increases consumer engagement through direct interaction with sellers and visual product displays (Prasetyo, 2024). This interactivity strengthens trust and urgency, so consumers tend to make spontaneous purchases without mature planning (Guo & Liu, 2023; Li et al., 2022; Ming et al., 2021). Furthermore, live streaming features can create a "fear of missing out" (FOMO) effect by displaying limited stock and exclusive discount offers that only apply during broadcasts, which is proven effective in increasing purchase impulses (Pham et al., 2025; Widodo, 2023).

Meanwhile, free shipping acts as a financial incentive that reduces additional cost barriers in the purchasing process. Free shipping offers increase consumer value perception and convenience so as to trigger them to buy more products or make spontaneous purchases (Yendola & Windasari, 2022). Studi oleh (Obiso et al., 2025) and (Lina et al., 2022) show that free shipping promotions significantly increase impulsive purchase intentions, especially among young consumers who are very responsive to economic value offers.

When combined, live streaming and free shipping form a strong synergy in encouraging impulse buying. Live streaming creates visual and emotional experiences that move consumers psychologically, while free shipping eliminates cost barriers that rationally often become considerations before buying. The Stimulus-Organism-Response (S-O-R) model can explain this mechanism, where live streaming and free shipping act as stimuli that affect consumers' internal processes (organism), which then produce responses in the form of impulsive buying behavior (Mehrabian & Russell, 1974). Thus, the combination of interactive marketing approaches via live streaming and complimentary shipping promotions creates a powerful synergy that retailers can leverage to enhance spontaneous purchasing behavior on digital marketplaces like TikTok Shop (Rosdiana & Indrawati, 2024).

These research outcomes offer substantial theoretical insights for advancing digital consumer behavior scholarship, especially regarding impulse purchasing dynamics within social media-integrated e-commerce environments such as TikTok Shop. The study demonstrates that live streaming and free shipping function as external catalysts capable of affecting consumers' psychological mechanisms and stimulating impulsive purchasing tendencies. Within the Stimulus–Organism–Response (S-O-R) theoretical model, live streaming serves as an emotional engagement facilitator through immersive visual content and interactive dialogue, consequently forming favorable brand attitudes and enhancing consumer involvement on both emotional and rational levels. This condition leads to spontaneous purchasing actions, in line with parasocial theory which states that pseudo relationships between sellers and consumers can create a sense of closeness and intense trust, thereby strengthening emotional drives in purchase decision making.

On the other hand, free shipping creates perceptions of economic benefits that strengthen utilitarian motivation while triggering feelings of satisfaction and happiness that are hedonic in nature, which theoretically expands understanding of the role of financial incentives in encouraging impulsive consumption behavior. When these stimuli are combined, a stronger synergistic effect is formed in triggering impulsive purchases, because consumers not only experience emotional stimulation from live streaming interactivity, but also receive real incentives in the form of shipping cost savings. This finding also strengthens the relevance of the fear of missing out (FOMO) concept, where time and stock limitations in live broadcasts trigger purchase urgency, enriching literature on psychological mechanisms behind fast purchase decisions in digital contexts. Thus, this study not only strengthens the validity of the S-O-R model in the digital marketing realm, but also expands consumer behavior theory by integrating emotional, economic, and social dimensions in explaining impulse buying, as well as providing new directions in developing interactivity and incentive theory in increasingly immersive online shopping environments.

5. Conclusions

The impact of live streaming and free shipping offers on spontaneous purchasing habits on TikTok Shop is examined in this research. The results from the study reveal that live streaming plays a crucial role in encouraging impulse buying. This indicates that real-time interaction, visual product demonstrations, and social engagement during live streaming sessions can encourage unplanned purchase decisions through increased emotional engagement and consumer trust in products. Meanwhile, free shipping promotions show a stronger influence, indicating that financial incentives play an important role in increasing purchase intentions. Free shipping acts as an economic stimulus that reduces transaction cost barriers and increases value perception, thereby encouraging spontaneous consumptive behavior. The results align with the theoretical framework known as Stimulus–Organism–Response (S–O–R), in which live streaming and free

shipping act as external triggers influencing consumers' internal states (emotional and cognitive), leading to impulsive purchases.

This study confirms that integration between interactive marketing strategies and economic incentives creates synergistic effects that strengthen impulse buying behavior among digital consumers. This is very relevant in the context of e-commerce in Indonesia, where young consumers are very responsive to visual content and time-limited promotional offers. Thus, this finding provides strategic implications for digital business actors to design more attractive and valuable shopping experiences to maximize the potential for impulsive purchases on social commerce platforms such as TikTok Shop. Therefore, it can be concluded that combining interactive features such as live streaming and economic incentives such as free shipping can create a shopping environment that encourages impulsive shopping activities, especially in terms of products purchased through hunting. Therefore, in the technology-based economy era, marketing strategies that focus on interactivity and cost incentives are very important for increasing sales levels on digital platforms.

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