

ABSTRACT

In mid-2021, TikTok introduced the TikTok Shop feature with live streaming. Live streaming shopping on the TikTok application has become one of the growing shopping activities, especially during COVID-19. One of the advantages of TikTok Shop is its ability to leverage short videos, which are not only entertaining but also informative in promoting products. The displayed content often includes reviews, demonstrations, or creative usage tips, making products easier for potential buyers to understand. During live streaming sales on TikTok Shop, hosts, who guide the live session, commonly use time-limited promotions as a marketing strategy, creating a sense of urgency that drives consumers to make sudden purchasing decisions.

This study partially replicates previous research, aiming to bring the research model to Indonesia to examine whether the findings hold in a different cultural setting. While China is known for its individualistic culture, Indonesia leans towards collectivism. Beyond addressing this gap, this study investigates how Time Pressure influences Impulsive Buying (Cognitive and Affective), the mediating role of Perceived Value, and the moderating effects of Positive and Negative Emotions.

This research employs a non-probability sampling method, targeting TikTok Shop users in Semarang as the population, with a sample of 238 respondents who have had at least one live streaming shopping experience. This study adopts a quantitative approach, utilizing Structural Equation Modeling (SEM) with the Covariance-Based (CB) method, analyzed using AMOS version 23 software.

The findings confirm that Time Pressure positively affects Impulsive Buying (both Cognitive and Affective). Additionally, Perceived Value has a positive effect on Impulsive Buying (Cognitive and Affective) and significantly mediates the relationship between Time Pressure and Impulsive Buying (Cognitive and Affective). Furthermore, Positive Emotions negatively moderate the relationship between Time Pressure and Cognitive Impulsive Buying, but positively moderate the relationship between Time Pressure and Affective Impulsive Buying. On the other hand, Negative Emotions positively moderate both the relationship between Time Pressure and Cognitive Impulsive Buying, as well as the relationship between Time Pressure and Affective Impulsive Buying.

Keyword:

Online impulsive buying, live streaming e-commerce, time pressure, perceived value, emotions, cognitive and affective impulsive buying.