

## Comparison Of Driving Factors On Impulsive Buying And Purchase Intention : Case Study Of Skincare Products In TikTok Live Shopping

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### Abstract

The development of digital technology has driven changes in consumer behavior in online shopping activities, one of which is through the TikTok Live Shopping feature which is widely used in marketing skincare products. This study aims to analyze the influence of Perceived Enjoyment, Perceived Risk, and Scarcity Message on Impulsive Buying and Purchase Intention on TikTok Live Shopping for skincare products in Gresik, with product categories including facial wash, toner, serum, moisturizer, and sunscreen. This study uses a quantitative approach with a causal associative research type. Data collection was carried out through a survey method using a questionnaire distributed online via Google Form to 219 respondents who had participated in TikTok Live Shopping activities for skincare products. Data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4.0 software. The results showed that Perceived Enjoyment and Scarcity Message had an effect on Impulsive Buying and Purchase Intention, respectively. Meanwhile, Perceived Risk had no effect on Impulsive Buying and Purchase Intention. These findings show that emotional experience factors and scarcity messages have an important role in driving consumer behavior on TikTok Live Shopping skincare products.

**Keywords:** *Impulsive Buying, Perceived Enjoyment, Perceived Risk, Purchase Intention, Scarcity Message*

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### INTRODUCTION

*online* shopping, as it is considered more practical, saves time, is secure, offers a wider variety of products, and offers more competitive prices (Baeshen, 2021) . Data from We Are Social shows that by early 2025 the number of internet users will reach 212 million out of a population of 285 million in January 2025. This data indicates Indonesia's internet penetration rate has reached 74.6% (Haryanto, 2025) . This change is driving a shift in consumer behavior from previously relying on physical stores to shopping online.

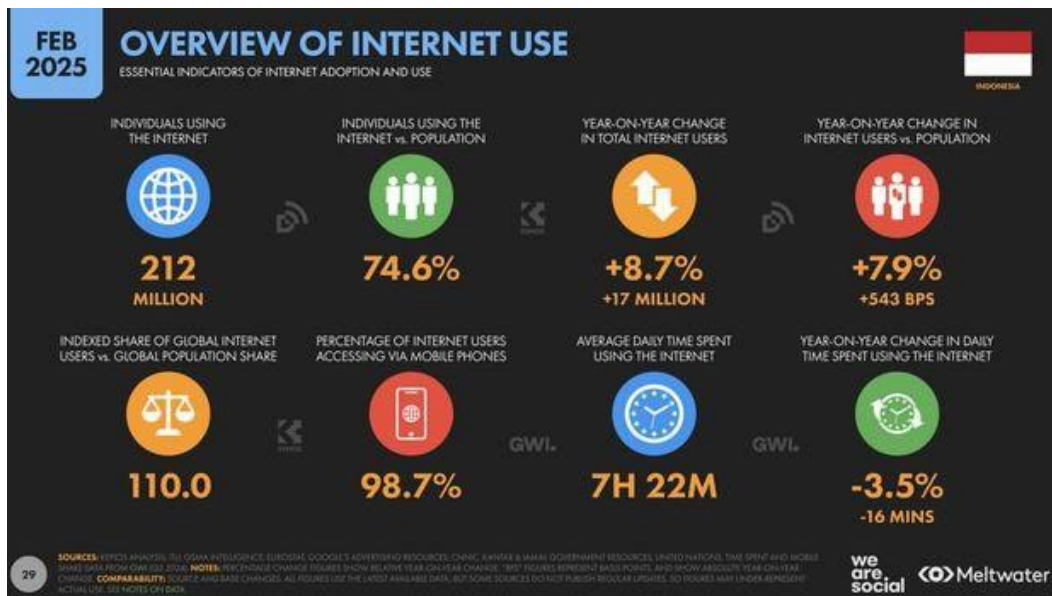


Figure 1. Internet User Data in Indonesia 2025

(Source: Detikinet.com, 2025)



Figure 2. Device User Data and Internet Services

(Source: Detikinet.com, 2025)

One form of real innovation that is driving changes in consumer behavior is the emergence of *live shopping*. *Live shopping* is a feature on *e-commerce* or social media platforms that allows sellers to market products in *real-time* through live broadcasts, creating an interactive virtual space between the broadcaster ( *seller/streamer* ) and consumers (Siregar & Firdausy, 2024) . Through this feature, sellers can interact directly, albeit virtually, with potential buyers. They can also answer questions directly and display products more attractively. In Indonesia, the most popular form of *live shopping* is on the TikTok platform. TikTok is a social media platform that contains a collection of short videos that showcase the creativity and talents of its users (Gesmundo et al., 2022) . Currently, TikTok not only serves as a platform containing

short videos that showcase user creativity but also plays a role as part of a social media platform in the context of the creator economy (Bleier et al., 2024) .



Figure 3. TikTok live Shopping page for Skincare Products (Source: Screenshot of TikTok platform (taken by researcher, 2025))

Based on information from We Are Social and Meltwater published by DataIndonesia.id (2025) , Indonesia is recorded as the country with the highest number of TikTok users in the world, reaching 184.95 million users. This figure far exceeds the number of users in the United States, which reached 132.76 million, and Brazil, which recorded 120.28 million users. This situation shows that almost all levels of Indonesian society are involved with interactive content in the form of short videos and live broadcasts, which now serve not only as a means of entertainment but also as a tool for digital transactions. The large number of users makes Indonesia a very promising market for the development of *social commerce* , including in *live shopping activities* which are increasingly popular with many people.

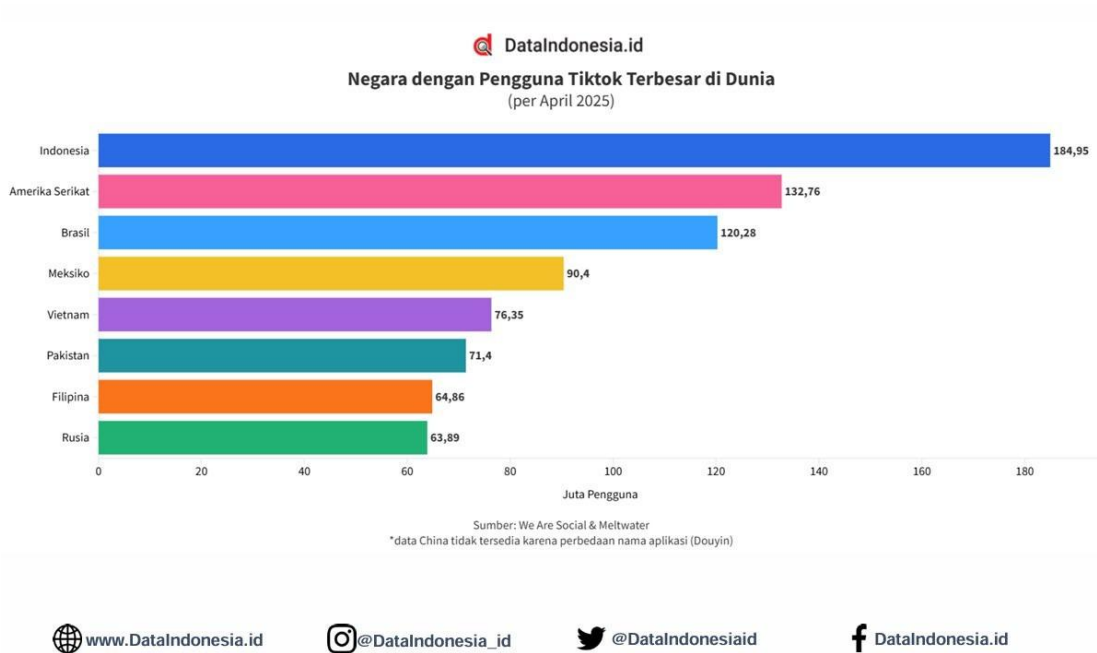


Figure 1TikTok User Country Data

(Source: DataIndonesia.id, accessed October 10, 2025)

This phenomenon has become a major driver for the rapid growth of the beauty industry in the digital realm. According to a report from KOL.ID (2025) , in the period from January 6 to 12, 2025, the beauty industry on TikTok managed to earn revenue of IDR 508.59 billion, with *skincare products* being the second largest contributor at IDR 138.04 billion. Skincare, which includes products such as *facial wash* , *toner* , *serum* , *moisturizer* , and *sunscreen* , is the category that appears most frequently in TikTok *live shopping* . In addition, 60% of beauty brands in Indonesia have accessed TikTok Shops, while only 34% are on Instagram and 24% on Facebook. The report also shows that there are around 133,000 active beauty creators on TikTok Indonesia who regularly produce content related to beauty, *skincare* , and education about cosmetic ingredients (KOL.ID, 2025) . This data shows that TikTok is not only an entertainment platform, but has developed into a digital economic ecosystem that significantly influences consumer purchasing decisions.



Figure 2Beauty Brand Revenue Data on TikTok

(Source: KOL.ID, accessed October 18, 2025)



Figure 3 Beauty Brand Data on TikTok (Source: KOL.ID, accessed October 18, 2025)

However, behind this enormous opportunity lies an interesting consumer behavior phenomenon worth studying. Many consumers engage in impulsive buying among *TikTok live shopping users*. Consumers often purchase items suddenly without prior planning. This is triggered by various stimuli, such as *perceived enjoyment*, promotional incentives like limited discounts (*scarcity message*), *the host's persuasive style*, and the FOMO (*Fear of Missing Out*) effect. Consumers are often drawn to purchase an item not out of necessity, but because of the emotional impulses that arise during the *live stream*. On the other hand, there are inhibiting factors that can reduce purchasing impulses, namely perceived risk. Concerns felt by consumers include anxiety about the authenticity of the item, security in transactions, and the level of trust in the seller.

In addition to encouraging impulsive behavior, *live shopping activities* also play a role in shaping a consumer's purchase intention. Purchase intention *indicates* the extent to which an individual desires to purchase a product after being exposed to certain stimuli such as advertisements, content, or interactions with *influencers*. In the context of *TikTok live shopping*, *perceived enjoyment can* strengthen purchase intention *through* positive experiences, while *perceived risk tends* to reduce it because it creates feelings of insecurity. On the other hand, *scarcity messages can* increase purchase intention because they create the perception that the opportunity to obtain the product is very limited.

This phenomenon illustrates how consumer behavior in *TikTok live shopping* is influenced not only by rational considerations but also by emotional states, digital stimuli, and internal cognitive processes. Therefore, analyzing factors such as *perceived enjoyment*, *perceived risk*, and *scarcity messages* is crucial for understanding how consumers respond through *impulsive buying* and *purchase intention*. Furthermore, from an Islamic perspective, consumption behavior is also regulated to avoid excess and self-harm. The Quran provides guidance for humans to be careful in managing wealth and avoid excessive consumption. This is stated in QS. Al-Isra verses 26–27 (Indonesia, 2025), which reads:

تَنْذِيرًا تُبَدِّرُ وَلَا إِلَهَ إِلَّا اللَّهُ وَالْمُسْكِينِ حَقَّهَ الْقُرْبَىٰ A وَأَت  
كُفُورًا لِرَبِّهِ إِلَّا شَيْطَانُ وَكَانَ الشَّيْطَانُ إِخْوَانَ كَانُوا الْمُبْرِينَ Al-Nayyy

Meaning: "And give their rights to close relatives, also to the poor and those on a journey; and do not squander (your wealth) wastefully. Indeed, those who are wasteful are the brothers of Satan and Satan is very disbelieving of his Lord." (QS. Al-Isra': 26-27).

This verse is relevant in the context of this research because impulsive purchases arising from emotional impulses or situational pressures during *live shopping* can lead to unnecessary, even detrimental, consumption. By examining the variables influencing impulsive purchases and purchase intentions, this research is expected to contribute to consumers' wiser shopping practices in accordance with Islamic values, which promote self-control and caution.

Previous research by Siregar & Firdausy (2024) is an important source in understanding how *perceived enjoyment*, *perceived risk*, and *scarcity messages* influence impulsive buying behavior in the context of *live shopping* in *e-commerce*. However, this study has several limitations that open up opportunities for further research. First, this study was conducted generally on various *e-commerce platforms* such as TikTok, Shopee, Instagram, Tokopedia, Lazada, and Bukalapak, with percentages of 38%, 36%, 13%, 7%, 5%, and 1% indicating that the platform frequently used for *live shopping* is TikTok. Therefore, it does not specifically reflect the phenomenon that occurs on the TikTok platform in the TikTok *live shopping feature*. Second, previous studies examined various product categories in general, so they did not analyze consumer behavior based on specific product categories, such as focusing on *skincare products*. Third, Siregar & Firdausy's (2024) study only emphasized *impulsive buying*, while this study adds a *purchase intention variable* to see the extent of the stimulus that arises during *online shopping activities*. In addition, this study also broadens the context by involving respondents from Gresik, which provides new insights into consumer behavior outside the Jabodetabek area.

The limitations of previous research indicate that there is a research gap ( *Research gap* ) that needs further analysis. Therefore, this study was conducted to examine in depth the influence of *perceived enjoyment*, *perceived risk*, and *scarcity messages* on *impulsive buying* and *purchase intention* in TikTok *live shopping for skincare products* in Gresik. This study is expected to provide theoretical contributions in enriching studies on digital consumer behavior and provide practical input for business actors and marketers in designing more effective, interactive promotional strategies that are in line with the characteristics of modern consumers in the era of *social commerce*.

### **The Influence of *Perceived Enjoyment* on *Impulsive Buying***

Impulse buying behavior is an emotional response that occurs when a person receives positive stimuli from their environment. *Perceived enjoyment* describes the extent to which a person feels happy, entertained, and satisfied during the purchasing process (Lee & Chen, 2021). In the context of *live streaming commerce*, the enjoyment that arises from watching, interacting with the host, and enjoying promotions can trigger an impulsive urge to buy immediately. Research by Lee & Chen (2021) found that *perceived enjoyment* has a positive effect on impulse buying. These results are supported by Siregar & Firdausy (2024), who showed that enjoyment is the main driving factor for spontaneous buying behavior in *live shopping*. Thus, the higher the

level of enjoyment felt by consumers, the greater the likelihood of impulsive buying. This is the basis for the researchers to determine the following hypothesis formulation: H

1.1: *Perceived enjoyment influences impulsive buying*

H 1.0: *Perceived enjoyment has no effect on impulsive buying*

### **The Influence of *Perceived Enjoyment* on *Purchase Intention***

*Perceived enjoyment* creates positive emotions that can strengthen attitudes toward online shopping activities and increase purchase intentions. Research by Long et al. (2024) shows that consumers' positive attitudes and emotional experiences have a significant impact on their behavioral intentions . Similar results were also presented by Mindiasari et al. (2024) , who found that *perceived enjoyment* is one of the main factors influencing *purchase intention. in live streaming shopping* . This is the basis for the researcher to determine the following hypothesis formulation:

H 2.1 : *Perceived enjoyment has an effect on purchase intention*

H 2.0 : *Perceived enjoyment has no effect on purchase intention*

### **The Influence of *Perceived Risk* on *Impulsive Buying***

*Perceived risk* is defined as a consumer's belief in the potential losses that may arise from online purchasing decisions (Kim et al., 2008) . Kaniati et al. (2024) found that perceived risk significantly impacted impulse purchases in TikTok *live shopping* because concerns about product safety and quality inhibited spontaneous purchasing decisions. Siregar & Firdausy (2024) also found that perceived risk had a significant and positive influence on impulse purchases. This is the basis for the researchers to formulate the following hypothesis:

H 3.1: *Perceived risk has an effect on impulsiveness buying*

H 3.0: *Perceived risk has no effect on impulsiveness buying*

### **The Influence of *Perceived Risk* on *Purchase Intention***

Consumers' perceptions of their abilities and self-control ( *perceived behavioral control* ) are strongly influenced by the level of risk they perceive. High *perceived risk can reduce consumer confidence and inhibit their desire to purchase* (Ajzen, 1991) . Hong & Cha's (2013) research shows that *perceived risk* has a significant negative impact on *purchase intention* . The higher the risk perceived by consumers, whether related to performance, psychological, financial, or online payment, the lower their intention to make a purchase. Song & Liu's (2021) research shows that perceived risk has a significant negative impact on purchase intention in the context of *live-streaming shopping* in China. This is the basis for the researchers to formulate the following hypothesis:

H 4.1 : *Perceived risk has an effect on purchase intention*

H 4.0 : *Perceived risk has no effect on purchase intention*

### **The Influence of *Scarcity Message* Against *Impulsive Buying***

*Scarcity messages* are promotional messages that emphasize limited time or stock availability, aiming to create a sense of urgency and increase purchase intention ( Aggarwal & Vaidyanathan, 2003) . *Scarcity messages* act as external stimuli that can influence consumers' emotional responses and trigger impulsive buying behavior. Research by Siregar & Firdausy (2024) shows that *scarcity messages* have a significant and positive impact on impulsive purchases in *live shopping* . Kaniati et al. (2024) also support this finding, finding that time-limited promotions increase the tendency for

impulsive purchases among TikTok *live* users . This is the basis for the researchers to formulate the following hypothesis:

H 5.1 : Scarcity message influences impulsive buying

H 5.0 : Scarcity message has no effect on impulsive buying

### **The Influence of *Scarcity Messages* on *Purchase Intention***

*Scarcity messages* function as stimuli that can create positive emotional pressure, thus encouraging purchase intentions (Russell & Mehrabian, 1977) . Research by Maulyda & Ahadi (2023) shows that *scarcity messages* have a significant effect on *purchase intention* . Furthermore, Ding's (2023) research in the context of *e-commerce live broadcasting* indicates that *limited quantity* and *limited time strategies* can increase *purchase intention* through the role of perceived value. Research by Sin & Kembau (2025) also strengthens these findings by showing The study found that scarcity-based promotional strategies have a positive impact on *purchase intention* in *e-commerce live streaming* . This is the basis for the researchers to formulate the following hypothesis:

H 6.1 : *Scarcity message* influences *purchase intention*

H 6.0 : *Scarcity message* has no effect on *purchase intention*

## **METHODOLOGY**

This study uses a quantitative method, which aims to test the influence of previously formulated variables through data collection in the form of numbers and analysis using statistics. According to Sugiyono (2024:8) , quantitative research is a research method based on the philosophy of positivism and is applied to study certain populations or samples. The method of collecting information carried out in this method is through research instruments with quantitative or statistical data, with the aim of testing the hypotheses that have been determined in the study. The type of research used in this study is causal associative research, because this study aims to determine the relationship of a variable to the object being studied, as well as measuring how much influence the independent variable has on the dependent variable on the object being studied Sugiyono (2024:11) . This study involves independent/free variables consisting of (X1) *Perceived Enjoyment*, (X2) *Perceived Risk*, and (X3) *Scarcity Message*, as well as dependent/bound variables (Y1) *Impulsive Buying* and (Y2) *Purchase Intention* . This study was conducted in Gresik, East Java Province. The selection of Gresik as a research location is based on demographic and digital characteristics that support TikTok *live shopping activities for skincare* products . Based on BPS Gresik (2024) , the population of Gresik reaches around 1.35 million people with 66.4% being of productive age, including more than 200 thousand residents aged 20-29 years who are active social media users. In addition, based on BPS Gresik (2024) 78.95% of Gresik residents aged 15-59 years who accessed the internet in the last three months shows a high percentage. Adequate digital infrastructure, its proximity to the economic center of Surabaya, and stable regional economic growth also strengthen that Gresik is a relevant and representative location to analyze consumer behavior in TikTok *live shopping for skincare* products .

## RESULTS AND DISCUSSION

### Description of Research Subjects

This study involved individuals who had watched or purchased skincare products in the facial care category—including facial wash, toner, serum, moisturizer, and sunscreen—through the TikTok Live Shopping feature. The data used was primary data obtained through a questionnaire distributed to respondents aged 17–59 who resided or were currently residing in Gresik Regency, both as permanent residents and temporary migrants such as students and workers.

The questionnaire was compiled based on the indicators of each research variable and consisted of 19 statements measured using a Likert scale of 1–5. Of the total 229 questionnaires collected, 219 were declared suitable for analysis, while the remaining 10 questionnaires did not meet the research criteria. All data were then analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software version 4.1.1.6.

### Respondent Characteristics

Based on the data processing results, the characteristics of the respondents indicate that the majority were female (63.5%), while male respondents accounted for 36.5%. The dominance of female respondents reflects the characteristics of the skincare product market, which is still dominated by female consumers, who generally have a higher level of interest and engagement in facial treatments and visual and interactive live shopping content.

In terms of age, the largest number of respondents were in the 17–25 age range (42.9%), followed by the 26–35 age group (22.8%). These findings indicate that younger age groups, particularly Generation Z, are the most active TikTok users and have a high level of engagement in live shopping activities. Meanwhile, respondents aged 51–59 had the lowest percentage (9.6%), indicating that the intensity of TikTok use and participation in live shopping tends to decrease with age.

Based on employment status, students comprised the largest group of respondents (32.9%), followed by employees (29.2%). This indicates that students and employees are relatively active users of social media and online shopping, driven by their flexible schedules, frequent internet use, and need for personal care products.

In terms of monthly income, the majority of respondents had an income of ≤ Rp3,000,000, with the group >Rp1,000,000–Rp3,000,000 being the most dominant (34.7%). This distribution indicates that TikTok Live Shopping users for skincare products in this study are predominantly from low- to middle-income groups, who tend to be sensitive to promotions, affordable prices, and easy access to digital platforms.

Based on TikTok usage duration, respondents with an average viewing time of 2–3 hours per week constituted the largest group (29.2%), followed by those with a duration of 4–5 hours per week (22.8%). This indicates that the majority of respondents are active TikTok users. Meanwhile, TikTok's most dominant access time occurred at

night (7:00 PM–10:59 PM WIB) at 49.8%, indicating that this time is a potential period for TikTok Live Shopping activities.

### Descriptive Analysis of Research Variables

Descriptive analysis was conducted to describe respondents' perceptions of each research variable, namely Perceived Enjoyment, Perceived Risk, Scarcity Message, Impulsive Buying, and Purchase Intention, using the average value (mean ) of each indicator.

The analysis results showed that the Perceived Enjoyment variable obtained a mean value of 4.213, categorized as very high. This finding indicates that respondents experienced a very high level of enjoyment while shopping through TikTok Live Shopping. The shopping process was perceived not only as a transactional activity but also as an engaging, enjoyable, and entertaining experience.

The Perceived Risk variable obtained a mean score of 4.033, categorized as high. These results indicate that respondents had a relatively good perception of information clarity, ease of product search, and shopping security through TikTok Live Shopping. Therefore, potential risks in online shopping are perceived to be minimized through the live shopping feature.

Furthermore, the Scarcity Message variable obtained a mean value of 3.805, categorized as high. This finding indicates that respondents perceived the message of scarcity, both in terms of stock limitations and live broadcast duration, creating a sense of urgency in the purchasing decision-making process.

The Impulsive Buying variable obtained a mean score of 3.989, categorized as high. This result indicates that respondents have a fairly strong tendency to make spontaneous purchases during TikTok Live Shopping for skincare products, triggered by promotions, direct interactions, and emotional stimulation during the broadcast.

Meanwhile, the Purchase Intention variable obtained a mean value of 3.903, categorized as high. This finding indicates that respondents have a fairly strong purchase intention for skincare products offered through TikTok Live Shopping and are also likely to recommend the platform to others.

## DISCUSSION

### Direct Effect Test (Partial)

Partial effect testing is conducted to determine the significance of the direct influence of each exogenous variable on the endogenous variable. Therefore, the hypothesis formulated in this test is as follows:

1.  $H_0$  : Exogenous variables do not affect endogenous variables.
2.  $H_1$  : Exogenous variables influence endogenous variables.

Interpretation of the test results shows that  $H_0$  is rejected if the *p-value* is  $<0.05$  and the *t-statistic* is  $>1.96$ , which indicates a significant influence of the exogenous variable on the endogenous variable. Conversely, if the *p-value* is  $>0.05$  and the *t-*

statistic is  $<1.96$ , then  $H_0$  is accepted so it can be concluded that the exogenous variable does not have a significant influence on the endogenous variable.

In addition to the significance level, the direction of the relationship between exogenous and endogenous variables can also be determined through the path coefficient value. A positive path coefficient indicates a unidirectional influence, while a negative coefficient indicates an inverse influence. The resulting model estimates are then used as the basis for testing the research hypotheses, as shown in the following figure:

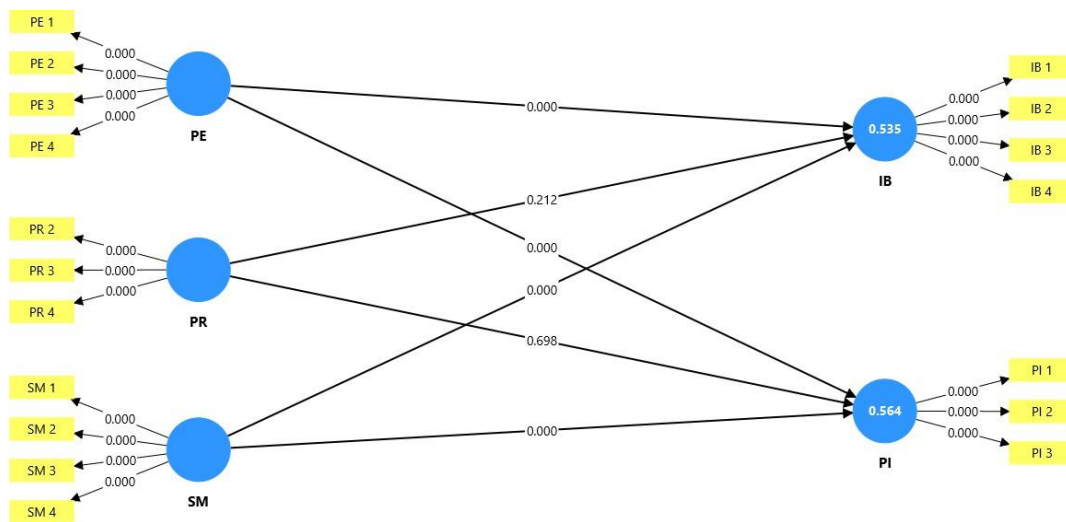


Figure 1 PLS Bootstrapping Model Estimation Results

(Source: SmartPLS 4.1.1.6)

Referring to the PLS model estimation results obtained through analysis using the PLS Algorithm and Bootstrapping methods, it can be seen that several relationship pathways significantly influence the endogenous variables, both positively and negatively. Complete information regarding the significance test results for these direct effects is presented in the following table:

Table 4.21 Results of SEQ Tabel\_4. \\* ARABIC Direct Influence

Variables	Path Coefficient	T statistics	P values
<i>Perceived Enjoyment → Impulsive Buying</i>	0.315	5,013	0.000
<i>Perceived Enjoyment → Purchase Intention</i>	0.444	6,031	0.000
<i>Perceived Risk → Impulsive Buying</i>	0.079	1,248	0.212
<i>Perceived Risk → Purchase Intention</i>	0.025	0.388	0.698
<i>Scarcity Message → Impulsive Buying</i>	0.443	6,130	0.000
<i>Scarcity Message → Purchase Intention</i>	0.372	4,582	0.000

(Source: SmartPLS 4.1.1.6)

Referring to the results of the hypothesis testing presented in the table above, the results of testing each path can be interpreted as follows:

1. The Path of *Perceived Enjoyment* to *Impulsive Buying*

This path shows the relationship between *perceived enjoyment* and *impulsive buying* . The test results show a *p-value* of 0.000 with a *t-statistic* of 5.013 and a path coefficient of 0.315. Since the *p-value* is  $<0.05$  and the *t-statistic* is  $>1.96$ , and the path coefficient is positive, it can be concluded that *perceived enjoyment* has an effect on *impulsive buying* .

#### 2. The Path of *Perceived Enjoyment* to *Purchase Intention*

This path shows the relationship between *perceived enjoyment* and *purchase intention* . The *p-value* is 0.000, the *t-statistic* is 6.031, and the path coefficient is 0.444. Since the *p-value* is  $<0.05$ , the *t-statistic* is  $>1.96$ , and the path coefficient is positive, it can be concluded that *perceived enjoyment* has an effect on *purchase intention* .

#### 3. The Path of *Perceived Risk* to *Impulsive Buying*

This path shows the relationship between *perceived risk* and *impulsive buying* . The test results show a *p-value* of 0.212 with a *t-statistic* of 1.248 and a path coefficient of 0.079. Since the *p-value* is  $>0.05$  and the *t-statistic* is  $<1.96$ , even though the path coefficient is positive, it can be concluded that *perceived risk* has no effect on *impulsive buying* .

#### 4. The Path of *Perceived Risk* to *Purchase Intention*

This path shows the relationship between *perceived risk* and *purchase intention* . The *p-value* is 0.698, the *t-statistic* is 0.388, and the path coefficient is 0.025. Since the *p-value* is  $>0.05$ , the *t-statistic* is  $<1.96$ , and the path coefficient is positive, it can be concluded that *perceived risk* has no effect on *purchase intention* .

#### 5. The Scarcity Message Path to *Impulsive Buying*

This path shows the relationship between the influence of *scarcity messages* on *impulsive buying* . The test results show a *p-value* of 0.000 with a *t-statistic* of 6.130 and a path coefficient of 0.443. Because the *p-value* is  $<0.05$  and the *t-statistic* is  $>1.96$  and the path coefficient is positive, it can be concluded that *scarcity messages* influence *impulsive buying* .

#### 6. Scarcity Message Path to *Purchase Intention*

This path shows the relationship between the influence of *scarcity messages* on *purchase intention* . A *p-value* of 0.000 was obtained, with a *t-statistic* of 4.582 and a path coefficient of 0.372. Since the *p-value* is  $<0.05$ , the *t-statistic* is  $>1.96$ , and the path coefficient is positive, it can be concluded that *scarcity messages* influence *purchase intention* .

### **The Influence of *Perceived Enjoyment* on *Impulsive Buying***

The first hypothesis in this study tests the effect of *Perceived Enjoyment* on *Impulsive Buying* . Based on the results of the analysis using the *Partial Least Square* (PLS) method, the relationship between *Perceived Enjoyment* and *Impulsive Buying* produces a *p-value* of 0.000, a *t-statistic* of 5.013, and a path coefficient of 0.315. Referring to the provisions of hypothesis testing, namely a *p-value*  $<0.05$  and a *t-statistic*  $>1.96$ , as well as a positive path coefficient, it can be concluded that *Perceived Enjoyment* has an effect on *Impulsive Buying* . Thus, the alternative hypothesis (H1.1) is accepted and the null hypothesis (H1.0) is rejected.

The results of this study indicate that the level of enjoyment consumers experience while shopping via TikTok *Live* can encourage impulsive buying behavior. When consumers feel happy, engaged, and entertained during the *live shopping process*

, they tend to make spontaneous purchasing decisions without prior planning. This condition aligns with the characteristics of *live streaming commerce*, which combines elements of entertainment, direct interaction, and *real-time promotions*, thus creating a strong emotional stimulus for consumers.

Empirically, these results are also supported by descriptive analysis of the *Perceived Enjoyment variable*, which shows a *mean value* in the very high category, indicating that respondents generally enjoy the process of shopping through TikTok Live. This high level of enjoyment creates a shopping atmosphere that is not only oriented towards product function but also on a pleasant emotional experience. Therefore, it can be concluded that *Perceived Enjoyment* is one of the key factors in driving impulsive buying behavior in TikTok *live shopping for skincare* products.

The findings of this study align with previous research by Lee & Chen (2021), which showed that *perceived enjoyment* plays a role in increasing consumers' emotional responses during online shopping, which in turn can be linked to the emergence of impulsive buying tendencies. Furthermore, the results of this study are consistent with the findings of Siregar & Firdausy (2024), who showed that enjoyment during *live shopping* plays a significant role in increasing consumers' impulsive buying tendencies. Therefore, the higher the level of enjoyment consumers experience while watching and interacting with TikTok *live shopping*, the greater the likelihood of *impulsive buying*.

### **The Influence of *Perceived Enjoyment* on *Purchase Intention***

The second hypothesis in this study examines the effect of *Perceived Enjoyment* on *Purchase Intention*. Referring to the results of the *Partial Least Square (PLS)* model analysis, the path of influence between *Perceived Enjoyment* and *Purchase Intention* produces a *p-value* of 0.000, a *t-statistic* of 6.031, and a path coefficient of 0.444. Based on the provisions of hypothesis testing, namely a *p-value* <0.05 and a *t-statistic value* >1.96, as well as a positive path coefficient, it can be concluded that *Perceived Enjoyment* has an effect on *Purchase Intention*. Thus, the null hypothesis (H2.0) is rejected, while the alternative hypothesis (H2.1) is accepted.

These results show that the level of pleasure felt by consumers while shopping via TikTok *live Shopping for skincare* products can increase consumer purchase intention. When consumers feel happy, entertained, and enjoy the interactive shopping process, they develop a more positive attitude toward online shopping. This encourages consumers to be more confident and more likely to plan purchases of products offered during live broadcasts.

The findings of this study are supported by the descriptive analysis, which shows that *the Perceived Enjoyment variable* is in the very high category, indicating that respondents generally enjoyed the shopping experience through TikTok *live shopping*. This high level of enjoyment not only creates a pleasant shopping experience but also strengthens consumers' positive attitudes toward the product and the platform used. This suggests that positive emotional experiences play a significant role in shaping consumer purchase intentions.

The results of this study align with previous research conducted by Long et al. (2024), which showed that emotional experiences and positive consumer attitudes

significantly impact behavioral intention . Furthermore, these findings are consistent with research by Mindiasari et al. (2024) , which stated that *perceived enjoyment* is one of the main factors influencing *purchase intention* in the context of *live streaming shopping*. Therefore, it can be concluded that *Perceived Enjoyment* is a relevant and significant factor in increasing consumer purchase intention in TikTok *live shopping for skincare products* .

### **The Influence of *Perceived Risk* on *Impulsive Buying***

The third hypothesis in this study examines the effect of *Perceived Risk* on *Impulsive Buying* . Based on the results of the analysis using the *Partial Least Square* (PLS) method, the influence path between *Perceived Risk* and *Impulsive Buying* produces a *p-value* of 0.212, a *t-statistic* of 1.248, and a path coefficient of 0.079. Referring to the provisions of hypothesis testing, namely a *p-value* > 0.05 and a *t-statistic value* < 1.96, it can be concluded that *Perceived Risk* has no effect on *Impulsive Buying* . Thus, the null hypothesis (H3.0) is accepted, while the alternative hypothesis (H3.1) is rejected.

These results indicate that consumers' perceived risk level when shopping for *skincare products* via *TikTok Live* does not directly influence their tendency to make impulse purchases. This means that although consumers have certain perceptions regarding potential risks, such as transaction security or product quality, these are not the primary factors driving or inhibiting impulsive purchasing behavior. In the context of this study, impulsive decisions are more influenced by emotional factors and shopping experiences than by rational risk considerations.

Empirically, this finding can be explained by referring to the descriptive analysis of the *Perceived Risk variable* , which shows a *mean value* in the high category. These results indicate that respondents have a positive perception of information clarity, ease of product search, and *skincare product visualization* during *TikTok live shopping* . This condition indicates that respondents tend to feel quite safe and comfortable in shopping activities via *TikTok Live* . The level of trust in the platform, ease of access to product information, and direct product presentation mean that perceived risk is not a strong enough factor to influence impulsive buying behavior.

The findings of this study differ from those of Kaniati et al. (2024) and Siregar & Firdausy (2024) , who found that *perceived risk* significantly influenced impulsive buying in the context of *live shopping in e-commerce* . This difference in results is thought to be due to differences in respondent characteristics, level of online shopping experience, and the product context studied. In this study, the majority of respondents were active social media users who were relatively familiar with online transactions, so perceived risk was no longer a dominant consideration in making impulsive buying decisions. Thus, it can be concluded that *perceived risk does not play a significant role in driving impulsive buying behavior* on *TikTok live shopping for skincare products* in the context of this study.

### **The Influence of *Perceived Risk* on *Purchase Intention***

The fourth hypothesis in this study examines the relationship between *Perceived Risk* and *Purchase Intention* . Based on the results of the analysis using the *Partial Least Square* (PLS) method, the relationship path between *Perceived Risk* and *Purchase Intention* is 0.05. and *Purchase Intention* produced a *p-value* of 0.698, a *t-statistic* of 0.388,

and a path coefficient of 0.025. Referring to the hypothesis testing requirements, namely a  $p$ -value  $> 0.05$  and a  $t$ -statistic  $< 1.96$ , the test results indicate that *Perceived Risk* has no effect on *Purchase Intention*. Thus, the alternative hypothesis (H4.1) is rejected, while the null hypothesis (H4.0) is accepted.

The results of this study indicate that consumers' perceived risk level during TikTok *live shopping for skincare* products is not a primary factor influencing purchase intention. This means that although consumers have certain perceptions regarding potential risks, such as product performance, psychological risks, and online transactions, these do not directly decrease or increase their purchase intention. In the context of this study, consumer purchase intention decisions appear to be more influenced by factors other than risk considerations, such as shopping experience and emotional factors.

Empirically, this finding can be explained through the descriptive analysis of the *Perceived Risk variable*, which showed a *mean value* in the high category, reflecting relatively favorable consumer perceptions of security, information clarity, and ease of shopping via TikTok *Live*. This indicates that respondents tended to feel safe and confident in the transaction mechanism and product presentation displayed during the live broadcast. With this level of comfort, the perceived risk was not strong enough to significantly influence consumer purchase intentions.

The findings of this study differ from those of previous studies, such as Hong & Cha (2013) and Song & Liu (2021), which found that *perceived risk* had a significant negative effect on *purchase intention*. This difference in results is thought to be due to differences in the research context, respondent characteristics, and consumers' level of experience in online shopping. In this study, the majority of respondents were active social media users accustomed to *live shopping activities*, so perceived risk was no longer a dominant consideration in forming purchase intention. Therefore, it can be concluded that *perceived risk* does not have a significant effect on *purchase intention* in the context of TikTok *live shopping for skincare* products.

### **The Influence of Scarcity Messages on Impulsive Buying**

The fifth hypothesis in this study examines the relationship between *Scarcity Message* and *Impulsive Buying*. Based on the results of the analysis using the *Partial Least Square (PLS)* method, the relationship path between *Scarcity Message* and *Impulsive Buying* produces a  $p$ -value of 0.000, a  $t$ -statistic of 6.130, and a path coefficient of 0.443. Referring to the provisions of hypothesis testing, namely a  $p$ -value  $< 0.05$  and a  $t$ -statistic value  $> 1.96$ , it can be concluded that *Scarcity Message* influences *Impulsive Buying*. Thus, the alternative hypothesis (H5.1) is accepted, while the null hypothesis (H5.0) is rejected.

These results indicate that the stronger the perceived scarcity message, whether in the form of limited stock or limited broadcast time, the higher the tendency for consumers to make impulsive purchases. Scarcity messages can create a sense of urgency that encourages consumers to make immediate purchasing decisions without careful planning. This confirms that *scarcity messages* act as an effective external stimulus in triggering consumer emotional responses during TikTok *Live Shopping activities*.

Empirically, these findings align with the descriptive analysis, which showed that the *Scarcity Message variable* had a *mean value* of 3.805, categorized as high. This indicates that respondents generally perceived a message of scarcity, both in the form of limited product stock and limited broadcast time during *TikTok Live Shopping*. This high perception of the message of scarcity reflects a strong sense of urgency among consumers.

The findings of this study are consistent with previous research, such as that of Siregar & Firdausy (2024) and Kaniati et al. (2024), which found that scarcity messages positively influence impulsive purchases in the context of *live shopping*. Therefore, this study strengthens empirical evidence that implementing scarcity messages in *TikTok Live Shopping for skincare products* can increase consumers' *impulsive buying tendencies*.

### **The Influence of Scarcity Messages on Purchase Intention**

The sixth hypothesis in this study examines the relationship between *Scarcity Message* and *Purchase Intention*. Based on the results of the analysis using the *Partial Least Square (PLS)* method, the relationship path between *Scarcity Message* and *Purchase Intention* produces a *p-value* of 0.000, a *t-statistic* of 4.582, and a path coefficient of 0.372. Referring to the provisions of hypothesis testing, namely a *p-value* < 0.05 and a *t-statistic value* > 1.96, it can be concluded that *Scarcity Message* has an effect on *Purchase Intention*. Thus, the alternative hypothesis (H6.1) is accepted, while the null hypothesis (H6.0) is rejected.

These results indicate that the stronger the perceived scarcity message, whether in the form of limited product stock or limited broadcast time, the higher the consumer's intention to purchase. Scarcity messages can create a sense of urgency that encourages consumers to consider a purchase more seriously. This confirms that *scarcity messages* act as an effective external stimulus in strengthening consumer purchase intention during *TikTok Live Shopping activities*.

Empirically, these findings align with the descriptive analysis, which showed that the *Scarcity Message variable* had a *mean value* of 3.805, categorized as high. This indicates that respondents generally perceived a message of scarcity in *TikTok Live Shopping for skincare products*. This high perception of scarcity reflects a strong sense of urgency among consumers, thus driving purchase intentions for the products offered.

The findings of this study are consistent with previous research, such as that of Maulyda & Ahadi (2023), Ding (2023), and Sin & Kembau (2025), which showed that scarcity-based promotional strategies have a positive influence on *purchase intention* in the context of *live streaming commerce*. Thus, the results of this study strengthen empirical evidence that implementing scarcity messages in *TikTok Live Shopping for skincare products* can increase consumer purchase intention.

## **CONCLUSION**

The results of the study showed that perceived enjoyment significantly influenced impulsive buying and purchase intention, meaning the more enjoyable the consumer experience while watching and interacting with *TikTok Live Shopping*, the greater the urge to spontaneously buy or the intention to purchase skincare products.

Conversely, perceived risk had no effect on impulsive buying or purchase intention, as consumers were more influenced by emotional factors, shopping experience, and trust in the platform than risk considerations. Meanwhile, scarcity messages were proven to have a strong influence on impulsive buying and purchase intention, where messages of scarcity in the form of limited stock or time were able to create a sense of urgency that encouraged consumers to make purchases immediately and increased purchase intention.

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