

The Influence of TikTok Live, Preloved Clothing Products, Promotions, and Discounts on Students' Consumption Patterns

Apolonia Jafrisma¹, Maria Imakulata Pongge², Agnes Susanti Indrawati³

^{1,2,3}, Program Studi Ekonomi Pembangunan, Universitas Katolik Widya Mandira, Indonesia

Abstract

This study is motivated by the increasing use of TikTok Live as a digital shopping medium, particularly for purchasing preloved clothing among university students. This study aims to analyze the influence of TikTok Live, preloved clothing, and promotions and discounts on the consumption patterns of students at the Faculty of Economics and Business, Widya Mandira Catholic University Kupang. This research used a quantitative approach with 100 respondents as the sample. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS. The results show that TikTok Live has a positive and significant effect on students' consumption patterns, preloved clothing has a negative and significant effect, while promotions and discounts have a positive and significant effect. Simultaneously, the three variables significantly influence students' consumption patterns, with an Adjusted R Square value of 0.883. This means that 88.3% of the variation in students' consumption patterns can be explained by TikTok Live, preloved clothing, and promotions and discounts, while the remaining 11.7% is influenced by other factors outside the research model.

Keywords: *TikTok Live; Preloved Clothing; Promotions; Discounts; Consumption Patterns*

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 Corresponding author :

Email Address : mariaimakulatapongge2@gmail.com

INTRODUCTION

The rapid development of digital technology has substantially transformed how individuals communicate, access information, and conduct economic transactions. Social media platforms are no longer used exclusively for entertainment; they have increasingly evolved into important channels for marketing and electronic commerce. One platform that has experienced considerable growth is TikTok, particularly through its TikTok Live feature. As a form of social commerce, TikTok Live enables product promotion, seller-consumer communication, and commercial transactions to occur in real time (Xia et al., 2024). Kumar et al. (2025) explained that live-streaming activities in social commerce can enhance consumer engagement and accelerate purchasing decisions through direct digital interaction. Furthermore, Hernández-Vergara et al. (2026) emphasized that TikTok exerts a strong influence on Generation Z's consumer behavior by integrating social media algorithms, visual content, and digital interaction into product marketing activities.

Fashion products, particularly preloved clothing, are among the products frequently marketed through TikTok Live. Preloved clothing refers to previously owned garments that remain in wearable condition and are resold at more affordable prices than new clothing. These products are increasingly popular among university students because they are perceived as economical, distinctive, and compatible with contemporary fashion trends. Yeap et al. (2022) identified economic motivation, a frugal lifestyle, and perceived product uniqueness as key factors encouraging consumers to purchase secondhand clothing through digital platforms. Similarly, Sueda and Seo (2024) found that product uniqueness and social media influence are important determinants of young consumers' purchase intentions toward secondhand clothing.

Live-streaming features, promotional offers, and discounts constitute important stimuli that may shape digital consumers' purchasing behavior. Hamidah et al. (2024) found that streamer credibility and interactivity on TikTok Live positively influence Generation Z consumers' purchase intentions by strengthening trust and creating a more engaging shopping experience. Meylovsky and Pardede (2025) demonstrated that price discounts on TikTok Shop significantly affect impulsive buying because they generate perceptions of affordability and limited purchasing opportunities. Rahmadanti et al. (2025) also reported that flash-sale promotions and live-streaming activities positively influence consumers' impulsive buying behavior on TikTok Shop.

These developments indicate that TikTok Live may influence university students' consumption patterns. Students may purchase products not only to satisfy functional needs but also in response to emotional factors, fashion trends, promotional incentives, digital social pressure, and spontaneous purchasing impulses. Ciocodeică et al. (2025) explained that social media can stimulate hedonic consumption and impulsive buying through digital promotions, personalized recommendations, and visually appealing fashion content. Consequently, students' consumption patterns may shift from rational, need-oriented consumption toward more impulsive and excessive consumption behavior.

A similar phenomenon has been observed among students of the Faculty of Economics and Business at Widya Mandira Catholic University, Kupang. Based on preliminary interviews with 94 students, the majority of respondents reported frequently watching TikTok Live broadcasts featuring preloved clothing because the platform enabled them to interact directly with sellers. Respondents were also encouraged to make purchases by discounts, bonuses, free-shipping offers, and limited-time deals available during live-streaming sessions. In addition, several students purchased preloved clothing to follow current fashion trends and because such products were perceived as unique and more affordable than new clothing. Descriptively, the preliminary interviews also indicated instances of unplanned spontaneous purchasing and post-purchase dissatisfaction, particularly when the quality of the products received did not meet consumers' expectations.

Theoretically, consumption patterns refer to the ways in which individuals allocate and use their income to meet primary, secondary, and tertiary needs. Such patterns

are influenced by income, lifestyle, social environment, technological development, promotional activities, and digital trends. Within the social-commerce context, TikTok Live functions as a digital stimulus that may influence consumption behavior through product visualization, real-time interaction, and time-limited promotional offers. This mechanism is consistent with the Stimulus–Organism–Response (SOR) framework, which proposes that stimuli within a digital environment can affect consumers' emotional states and subsequent purchasing responses. Hatta et al. (2025) found that gamification, social presence, and emotional arousal on TikTok Shop increase consumers' propensity to engage in impulsive buying. Carissa (2024) similarly demonstrated that live streaming, hedonic shopping motivation, and price discounts have positive and significant effects on impulse buying among Generation Z users of TikTok Shop.

Although previous studies have examined TikTok, live streaming, and digital purchasing behavior, most have focused primarily on impulse buying or purchase intention in a general context. Research specifically investigating the influence of TikTok Live on university students' consumption patterns regarding preloved clothing remains relatively limited, particularly in Eastern Indonesia. Amaral and Djuang (2023) found that shopping lifestyle, social influence, and impulsive buying affected consumers' purchase intentions toward preloved products in Kupang. However, their study did not specifically examine the effects of TikTok Live, preloved clothing products, promotions, and discounts on the consumption patterns of students at the Faculty of Economics and Business, Widya Mandira Catholic University, Kupang.

Accordingly, this study aims to analyze the effects of TikTok Live, preloved clothing products, and promotional discounts on university students' consumption patterns. The study is expected to contribute theoretically to the literature on digital consumer behavior by extending the application of the SOR framework to the consumption of preloved fashion products through live social commerce. From a practical perspective, the findings may encourage university students to adopt more rational and responsible approaches to managing their fashion consumption through TikTok Live.

RESEARCH METHODOLOGY

This study employed a quantitative approach with an associative research design to examine the effects of TikTok Live, preloved clothing, and promotional discounts on university students' consumption patterns. A quantitative approach was selected because the study focused on measuring relationships among variables using numerical data and statistically testing the proposed hypotheses. This approach has been widely applied in digital consumer behavior and social-commerce research because it enables relationships among variables to be examined objectively and systematically (Carissa, 2024). The study was conducted among students of the Faculty of Economics and Business at Widya Mandira Catholic University, Kupang, who used TikTok and had previously watched TikTok Live sessions featuring preloved clothing or purchased such products through the platform.

The study population comprised all 1,362 active students enrolled in the Faculty of Economics and Business at Widya Mandira Catholic University, Kupang,

during the 2025/2026 academic year. The population consisted of 130 students from the Development Economics Study Program, 695 from the Accounting Study Program, and 537 from the Management Study Program. The sample size was initially calculated using Slovin's formula with a 10% margin of error, resulting in 94 respondents. For analytical convenience and improved representation, the sample was increased to 100 respondents. Proportionate stratified random sampling was employed to ensure that each study program was represented according to its relative proportion within the population. Accordingly, the final sample consisted of 10 Development Economics students, 51 Accounting students, and 39 Management students. This sampling technique ensured proportional representation across the population strata and enhanced the representativeness of the findings (Batubara & Suarantalla, 2026).

The research instrument was developed based on four principal variables: TikTok Live (X1), preloved clothing (X2), promotions and discounts (X3), and students' consumption patterns (Y). TikTok Live was measured using indicators of interactivity, clarity of product information, product visualization, sense of urgency, and trust in the host or seller. The preloved clothing variable was assessed in terms of product quality, price affordability, alignment with fashion trends, and product uniqueness. Promotions and discounts were measured through the frequency and attractiveness of promotional offers, the magnitude of price reductions, the variety of promotional programs, time-limited offers or flash sales, and satisfaction with the promotions offered. Students' consumption patterns were measured using purchase frequency, expenditure allocation, impulsive purchasing behavior, consideration of needs and wants, and consumption satisfaction.

Data were collected through observation and questionnaire administration. Observations focused on the TikTok Live activities of preloved clothing sellers, particularly how sellers presented and promoted their products, interacted with prospective consumers, and stimulated purchase interest. Questionnaires were distributed to students who met the respondent eligibility criteria. Each item was measured using a five-point Likert scale ranging from 1 to 5, where 1 represented *strongly disagree*, 2 represented *disagree*, 3 represented *somewhat disagree*, 4 represented *agree*, and 5 represented *strongly agree*. Before the main analysis was conducted, the instrument was assessed for validity and reliability. An item was considered valid when its correlation coefficient exceeded the critical value of the correlation coefficient (*r*-table), while the instrument was considered reliable when its Cronbach's alpha coefficient exceeded 0.60. The use of Likert-scale measurements and validity and reliability testing represents a common methodological procedure in quantitative studies of digital consumer behavior (Manap et al., 2025; Putri et al., 2024).

Data were analyzed using descriptive and inferential statistical techniques with the assistance of SPSS. Descriptive analysis was used to summarize respondent characteristics and identify general patterns in their responses. Inferential analysis included classical assumption tests for normality, linearity, multicollinearity, and heteroscedasticity. After the regression model satisfied the relevant assumptions, multiple linear regression analysis was performed to estimate the effects of the independent variables on students' consumption patterns. Hypothesis testing was conducted using partial *t*-tests, the simultaneous *F*-test, and the coefficient of

determination. These procedures were used to assess the partial effects of each independent variable, their simultaneous effect, and the extent to which TikTok Live, preloved clothing, and promotional discounts explained variations in students' consumption patterns. Multiple linear regression is widely employed in social-commerce research to estimate the partial and simultaneous effects of multiple independent variables on a single dependent variable (Harahap & Wahyuni, 2024).

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents for this study were 100 active students from the Faculty of Economics and Business at Widya Mandira Catholic University, Kupang. In terms of gender, female respondents comprised a larger proportion, at 72%, while male respondents comprised 28%. In terms of age, the majority of respondents were between 18 and 24 years old, at 97%. Only one respondent, or 1%, was under 17 years old, and two respondents, or 2%, were over 25. This composition indicates that the respondents are in the younger age group, which is familiar with social media use, including TikTok.

Based on study program, respondents came from three study programs: Accounting (51 students or 51%), Management (39%), and Development Economics (10%). Most of the respondents were also in their seventh semester, representing 57 students or 57%. The remaining respondents were spread across semester 1 (17%), semester 3 (10%), semester 5 (9%), and semester 7 (7%) above. This indicates that the majority of respondents had sufficient academic and social experience in managing consumption needs during their studies.

In terms of income sources, the majority of respondents still receive financial support from their parents (97 people or 97%), while 3 people or 3% receive income from scholarships or other sources. Respondents' monthly income is also relatively limited. 45 people or 45% receive monthly income of $\leq$ Rp500,000, then 44 people or 44% receive Rp500,000–Rp1,000,000. Meanwhile, 7 people or 7% receive Rp1,000,000–Rp1,500,000, and only 4 people or 4% receive more than Rp1,500,000. This condition shows that most respondents have limited purchasing power, so prices, promotions, discounts, and the appeal of preloved clothing through TikTok Live have the potential to influence their consumption patterns.

Data Quality Testing

LATER PLEASE MAKE AN INTRODUCTORY SENTENCE

Table 1. Validity and Reliability Test

Variables	Number of Items	Item Correlation Range	Cronbach's Alpha	Information
Live TikTok	5	0.706–0.774	0.797	Valid and reliable
Preloved Clothes	4	0.739–0.846	0.808	Valid and reliable
Promotions and Discounts	8	0.731–0.859	0.910	Valid and reliable
Student Consumption	5	0.515–0.868	0.842	Valid and reliable

The Influence of TikTok Live, Preloved Clothing Products, Promotions....

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Variables	Number of Items	Item Correlation Range	Cronbach's Alpha	Information
Patterns				

Source: Processed primary data, 2026

The instrument test results showed that all statement items in the variables Live TikTok, preloved clothing, promotions and discounts, and student consumption patterns had correlation values that met the validity criteria. Thus, each item in the questionnaire was deemed capable of measuring the variables studied. In addition, the Cronbach's Alpha values for all variables were above the reliability limit, namely Live TikTok at 0.797, preloved clothing at 0.808, promotions and discounts at 0.910, and student consumption patterns at 0.842. These results indicate that the research instrument has good internal consistency, making it suitable for use in further data analysis.

DESCRIPTIVE TEST RESULTS, ADD SUPPORTING SENTENCES/PARAGRAPHS

Table 2. Descriptive Statistics of Research Variables

Variables	N	Minimum	Maximum	Mean	Standard Deviation
Live TikTok	100	10	25	19.35	3,046
Preloved Clothes	100	6	20	15.73	2,636
Promotions and Discounts	100	11	40	32.19	5,231
Student Consumption Patterns	100	7	25	18.02	4,266

Source: Processed primary data, 2026

Descriptive statistics show that the promotion and discount variables have the highest mean value, namely 32.19 with a standard deviation of 5.231. This indicates that promotions, discounts, bonuses, free shipping, and limited-time offers are the aspects most strongly perceived by respondents when purchasing preloved clothing through TikTok Live. This condition aligns with the finding that price discounts and limited-time promotions can encourage consumer purchasing responses on the TikTok Shop platform (Kaniati et al., 2024; Meylovsky & Pardede, 2025).

The TikTok Live variable obtained an average score of 19.35 with a standard deviation of 3.046. This value indicates that respondents paid close attention to aspects of direct interaction, product display, information from the host, and the live streaming atmosphere before making a purchase. Meanwhile, the student consumption pattern variable had an average score of 18.02 with a standard deviation of 4.266, indicating a trend of changes in consumption, both in terms of purchase frequency, spending allocation, and spontaneous purchases. This is supported by research which states that streamer interactivity and credibility can increase consumer interest in live commerce (Hamidah et al., 2024).

The preloved clothing variable had an average value of 15.73 with a standard deviation of 2.636. This value indicates that respondents still consider product quality, price, uniqueness, and suitability before purchasing. Overall, these descriptive results show that promotions and discounts are the most prominent factors in shaping students' consumption responses, followed by the experience of watching TikTok Live, the characteristics of preloved products, and the students' own consumption patterns. These findings are relevant to studies that state that economic motivation and product uniqueness are important factors in purchasing secondhand or preloved clothing (Yeap et al., 2022) .

Normality Test

A normality test was conducted to determine whether the residuals in the regression model were normally distributed. The test used the One-Sample Kolmogorov-Smirnov method, with the data being declared normal if the significance value was greater than 0.05.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal	Mean	0.0000000
Parameters ^{a,b}	Standard Deviation	1.02655325
Most Extreme	Absolute	0.053
Differences	Positive	0.053
	Negative	-0.027
Test Statistics		0.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: SPSS data processing results, 2026

Based on Table 3, the Asymp. Sig. (2-tailed) value of 0.200 is greater than 0.05. This result indicates that the residuals of the regression model are normally distributed. Thus, the research data meets the assumption of normality and is suitable for use in multiple linear regression analysis.

Linearity Test

A linearity test is conducted to determine whether each independent variable has a linear relationship with the dependent variable. This test uses the Deviation from Linearity value, with the criterion that the relationship is declared linear if the significance value is greater than 0.05.

Table 4. Linearity Test Results

Variable Relationship	Deviation from Linearity Criteria Information		
TikTok Live – Student Consumption Patterns	0.687	> 0.05	Linear
Preloved Clothing – Student Consumption Patterns	0.577	> 0.05	Linear

Variable Relationship	Deviation from Linearity Criteria Information		
Promotions and Discounts – Student Consumption Patterns	0.503	> 0.05	Linear

Source: SPSS data processing results, 2026

Based on Table 4, all Sig. Deviation from Linearity values are above 0.05. The value of the relationship between Live TikTok and student consumption patterns is 0.687, preloved clothing with student consumption patterns is 0.577, and promotions and discounts with student consumption patterns is 0.503. These results indicate that the three independent variables have a linear relationship with student consumption patterns.

Multicollinearity Test

A multicollinearity test was conducted to determine whether there was an excessively strong relationship between the independent variables in the regression model. The indicators used were the Tolerance and Variance Inflation Factor (VIF) values, with the criteria for no multicollinearity being if the Tolerance value was > 0.10 and the VIF < 10.

Table 5. Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	2,029	0.936		2,167	0.033		
	X1	0.387	0.037	0.453	10,593	0,000	0.646	1,548
	X2	-0.101	0.040	-0.087	-2,530	0.013	0.996	1,004
	X3	0.361	0.026	0.599	13,993	0,000	0.644	1,553

a. Dependent Variable: Y

Source: SPSS data processing results, 2026

Based on Table 5, all independent variables have a Tolerance value greater than 0.10 and a VIF value less than 10. The Live TikTok variable (X1) has a Tolerance value of 0.646 and a VIF of 1.548; preloved clothing (X2) has a Tolerance value of 0.996 and a VIF of 1.004; while promotions and discounts (X3) have a Tolerance value of 0.644 and a VIF of 1.553. These results indicate that there is no overly strong relationship between the independent variables, so the regression model is declared free from multicollinearity symptoms.

Heteroscedasticity Test

A heteroscedasticity test is performed to determine whether there is inequality in residual variance in a regression model. The test is performed using a scatterplot graph between the standardized predicted values and the standardized residuals. A regression model is considered free of heteroscedasticity if the points are randomly distributed and do not form a specific pattern.

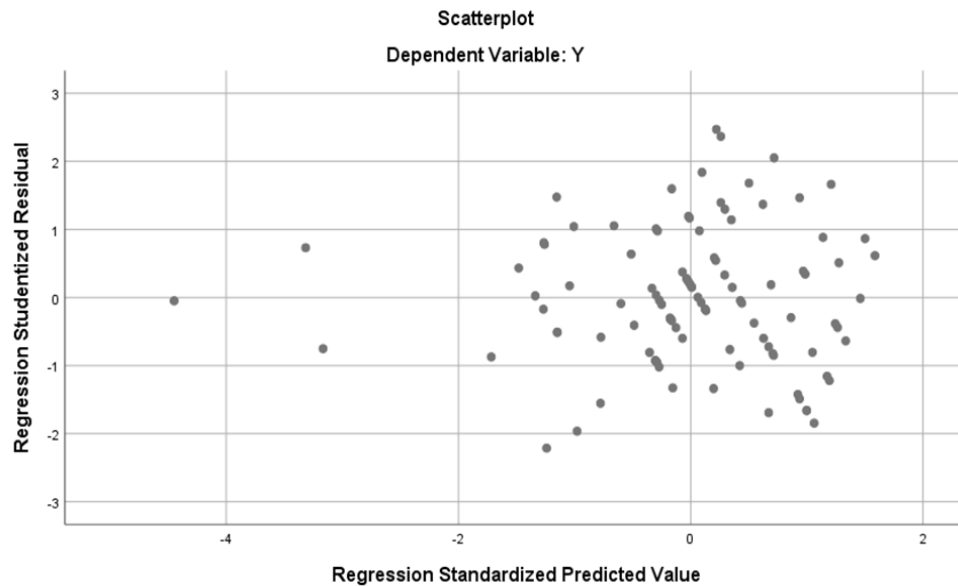


Figure 1. Heteroscedasticity Test Results

Based on Figure 1, the points in the scatterplot are randomly distributed around the zero line and do not form any specific pattern, such as a conical, widening, or wavy pattern. Therefore, the regression model in this study does not exhibit heteroscedasticity, making it suitable for analyzing the influence of TikTok Live, preloved clothing, and promotions and discounts on student consumption patterns.

Multiple Linear Regression Analysis

A multiple linear regression analysis was conducted to determine the direction of the influence of TikTok Live, preloved clothing, and promotions and discounts on student consumption patterns. The results are presented in the following table.

Table 6. Multiple Linear Regression Results

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	T
1	(Constant)	2,029	0.936		2,167
	Live TikTok (X1)	0.387	0.037	0.453	10,593
	Preloved Clothes (X2)	-0.101	0.040	-0.087	-2,530
	Promotions and Discounts (X3)	0.361	0.026	0.599	13,993

a. Dependent Variable: Student Consumption Patterns (Y)

Source: SPSS data processing results, 2026

Based on Table 6, the multiple linear regression equation in this study is:

$$Y = 2.029 + 0.387X_1 - 0.101X_2 + 0.361X_3 + e \quad (1)$$

The equation shows a constant value of 2.029. This means that if Live TikTok, preloved clothing, and promotions and discounts are held constant, then the student

consumption pattern has a baseline value of 2.029. The Live TikTok regression coefficient of 0.387 indicates a positive influence, so an increase in the Live TikTok aspect tends to be followed by an increase in student consumption patterns, assuming other variables remain constant.

The preloved clothing regression coefficient of -0.101 indicates a negative influence. This means that the higher the student's considerations regarding preloved clothing, such as quality, suitability, and product risk, the more selective their consumption patterns tend to be. Meanwhile, the promotion and discount coefficient of 0.361 indicates a positive influence, meaning the more attractive the promotions and discounts offered, the greater the tendency for changes in student consumption patterns.

Partial Hypothesis Test (t-Test)

The t-test was used to determine the effect of each independent variable on student consumption patterns partially. The test was conducted at a significance level of $\alpha = 5\%$, with a t-table value of 1.985 obtained from the formula $t\text{-table} = (\alpha/2; n-k-1) = (0.05/2; 100-3-1) = (0.025; 96)$. The decision-making criteria are if the significance value is smaller than 0.05 or the calculated t-value is greater than the t-table, then the independent variable is declared to have a significant effect on the dependent variable.

Referring to the multiple linear regression results in Table 6, Live TikTok has a significance value of $0.000 < 0.05$ and a t-value of $10.593 > 1.985$. These results indicate that Live TikTok has a positive and significant effect on student consumption patterns. The findings indicate that the higher the intensity of students watching Live TikTok, viewing product visualizations, and interacting directly with sellers, the tendency for changes in student consumption patterns also increases. The results of this study are in line with the research of Hamidah et al. (2024) which explains that the interactivity and credibility of streamers in TikTok Live can increase the interest and purchasing behavior of Generation Z consumers. Another study by Siow & Phang (2025) also found that the characteristics of live streaming hosts, such as attractiveness and communication skills, can increase the tendency for impulsive buying in Generation Z. These findings support the Stimulus Organism Response (SOR) theory which explains that digital stimuli in the form of live streaming can influence emotional responses and individual consumption behavior.

Preloved clothing has a significance value of $0.013 < 0.05$ and an absolute t-value of $2.530 > 1.985$. These results indicate that preloved clothing significantly influences students' consumption patterns, with a negative influence. This means that the higher students' considerations regarding the quality, suitability, and risk of preloved clothing, the more selective and economical their consumption patterns tend to be. This finding indicates that students not only consider fashion trends but also consider spending efficiency when purchasing fashion products. The results of this study are in line with the research of Yeap et al. (2022) which explains that economic motivations and a frugal lifestyle are the main reasons consumers buy secondhand or preloved products. Research by Sueda & Seo (2024) also explains that young consumers tend to choose secondhand products due to sustainability factors, more affordable prices, and product uniqueness. Thus, this study strengthens the

view that the use of preloved products can form a more rational and economical consumption pattern compared to purchasing new fashion products.

Promotions and discounts have a significance value of $0.000 < 0.05$ and a t-value of $13.993 > 1.985$. These results indicate that promotions and discounts have a positive and significant effect on student consumption patterns. This indicates that the greater the promotions, discounts, bonuses, free shipping, and limited offers offered during TikTok Live, the greater the tendency of students to make purchases. This finding is in line with research by Kaniati et al. (2024) which states that price promotions and time-limited promotions on TikTok Shop can increase impulsive buying among digital fashion consumers. Research by Meylovsky & Pardede (2025) also explains that price discounts have a significant influence on impulsive buying among Generation Z and millennial consumers who use TikTok Shop. In addition, Rahmadanti et al. (2025) found that flash sales and live streaming promotions can increase the consumer behavior of TikTok Shop users through encouraging spontaneous purchases. These findings strengthen the theory of consumer behavior which states that promotions and price incentives are important stimuli in influencing digital consumer consumption decisions.

Simultaneous Test (F Test)

An F-test was conducted to determine whether the variables TikTok Live, preloved clothing, and promotions and discounts simultaneously influenced student consumption patterns. The results of the simultaneous test are presented in Table 7 below.

Table 7. Multiple Linear Regression Results

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	816,433	3	272,144	250,422	.000 ^b
	Residual	104,327	96	1,087		
	Total	920,760	99			

a. Dependent Variable : Student Consumption Patterns (Y)

b. Predictors: (constant), Live TikTok (XI), Preloved Clothes (X2), Promotions and Discounts (X3)

Source: SPSS data processing results, 2025

Based on Table 7, the calculated F value is 250.422 with a significance level of 0.000. This significance value is less than 0.05, so it can be concluded that TikTok Live, preloved clothing, and promotions and discounts simultaneously have a significant effect on student consumption patterns. These results indicate that changes in student consumption patterns are not influenced by only one factor, but are formed through a combination of the appeal of TikTok Live, the characteristics of preloved clothing products, and the promotions and discounts offered.

These findings align with research by Maqvirah et al. (2024) , who found that TikTok Live Streaming and discounted prices jointly influence consumer purchasing

decisions. These results are also supported by Adawiyah & Haris (2024) , who explain that live streaming, shopping lifestyle, and hedonic shopping value influence impulsive buying through TikTok Shop, mediated by price discounts. Thus, these research findings reinforce the view that student consumption patterns in social commerce are shaped by the interaction between digital stimuli, product appeal, and promotional incentives provided during the shopping process.

Coefficient of Determination

The coefficient of determination was used to determine the extent to which the variables Live TikTok, preloved clothing, and promotions and discounts explain variations in student consumption patterns. The coefficient of determination results are presented in Table 8 below.

Table 8. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.942 ^a	0.887	0.883	1,042

Source: SPSS data processing results, 2025

Based on Table 8, the Adjusted R Square value is 0.883. This value indicates that TikTok Live, preloved clothing, and promotions and discounts together can explain 88.3% of the variation in student consumption patterns. Meanwhile, the remaining 11.7% is influenced by other factors outside the research model, such as lifestyle, social environment, fashion needs, self-control, and financial ability. The Adjusted R Square value was used because this study used more than one independent variable, so it more accurately describes the overall performance of the regression model. This finding is in line with Hafizhoh et al. (2023) who found that price cuts, live streaming, and online customer reviews influence consumer purchasing interest in TikTok Shop. Furthermore, Arrohma & Istiyanto (2023) also showed that live streaming video promotions, price discounts, and online customer reviews simultaneously influence purchasing decisions through TikTok Live. These findings reinforce that digital stimuli, product visualization, and price incentives are important factors in shaping consumption behavior on social commerce platforms. This finding strengthens the theory of digital consumer behavior which states that visual stimuli, social interactions, and price incentives are dominant factors in shaping consumption decisions in the era of social commerce.

CONCLUSION

Overall, the findings demonstrate that **TikTok Live** and **promotions and discounts** have positive and statistically significant effects on university students' consumption patterns, whereas **preloved clothing** exhibits a negative but statistically

significant effect. These results indicate that the interactive shopping experience provided through TikTok Live, together with promotional incentives, encourages higher levels of consumer engagement and purchasing behavior among students. In contrast, the purchase of preloved clothing tends to foster more selective, economical, and rational consumption behavior.

Furthermore, the results reveal that TikTok Live, preloved clothing, and promotions and discounts jointly exert a significant influence on the consumption patterns of students at the Faculty of Economics and Business, Widya Mandira Catholic University, Kupang. This suggests that students' consumption patterns are shaped by the combined effects of digital engagement, economic considerations, and promotional stimuli encountered during shopping activities on TikTok Live. These findings contribute to the growing body of literature on digital consumer behavior by highlighting the multifaceted role of live social commerce in shaping consumption decisions among university students.

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