

## Exploring the Impulsive Buying Behavior on TikTok Live Platform

Hanry Caesar Chandra\*, Silviyani Tanil, Tania Citra Sarendra, and Willy Gunadi  
Business Management, Management Department, Binus Business School Master Program,  
Bina Nusantara University

**Abstract.** *This study aimed to analyze the relationship between Influencer Credibility on the TikTok live platform, Customers' Hedonic Motives, and Online Impulsive Buying Behavior with the moderating effect of Sensory Shopping Experience. Using a self-selection sampling method, a questionnaire was used to gather the data from TikTok users who have experienced shopping impulsively in the TikTok live shopping event where an influencer becomes the host. Out of 297 questionnaires distributed, there were 263 completed responses that can be further analyzed. SEM-PLS was used to analyze the data from 263 samples and evaluate the hypotheses. The findings showed that Influencer credibility positively influences consumers' hedonic motives, which influence online impulsive buying behavior. On the other hand, the sensory shopping experience does not have a significant effect in moderating the relationship between hedonic motives and online impulsive buying behavior.*

**Keywords:** *Influencer credibility, hedonic motives, online impulsive buying behavior, sensory shopping experience*

**Abstrak.** *Penelitian ini bertujuan untuk menganalisis hubungan antara Kredibilitas Influencer pada platform TikTok Live, Motif Hedonik Pelanggan, Perilaku Pembelian Impulsif Online, dengan efek moderasi dari Pengalaman Belanja Sensorik. Metode sampling self-selection digunakan dalam penelitian ini, dengan menggunakan kuesioner untuk mengumpulkan data dari pengguna TikTok yang memiliki pengalaman berbelanja impulsif dalam TikTok live shopping di mana seorang influencer menjadi host. Dari 297 kuesioner yang didistribusikan, terdapat 263 tanggapan yang lengkap yang dapat dianalisis lebih lanjut. Analisis SEM-PLS digunakan untuk menganalisis data dari 263 sampel dan mengevaluasi hipotesis. Temuan menunjukkan bahwa Influencer Credibility secara positif mempengaruhi Motif Hedonik Pelanggan di mana motif tersebut mempengaruhi Perilaku Pembelian Impulsif Online. Namun, pengalaman belanja sensorik tidak memiliki pengaruh yang signifikan dalam memoderasi hubungan antara motif hedonik dan perilaku pembelian impulsif online.*

**Kata kunci:** *Kredibilitas influencer, motif hedonik, perilaku pembelian impulsif online, pengalaman belanja sensorik*

---

\*Corresponding author. Email: [hanry.chandra@binus.ac.id](mailto:hanry.chandra@binus.ac.id)

Received: April 24<sup>th</sup>, 2020; Revised: October 25<sup>th</sup>, 2023; Accepted: December 11<sup>th</sup>, 2023;

Print ISSN: 1412-1700; Online ISSN: 2089-7928. DOI: <http://dx.doi.org/10.12695/jmt.2023.22.3.3>

Copyright©2023. Published by Unit Research and Knowledge, School of Business and Management - Institut Teknologi Bandung (SBM-ITB)

## Introduction

The current digital era offers some changes in our daily life, such as learning, working, paying bills, shopping, and many more. The capability to understand how to utilize the Internet and digital applications may facilitate people in making direct contact activities possible as online interactions. Nowadays, the public prefers online activities compared to offline activities. One of the real phenomena is showcased in how online shopping is conducted through social platforms. As a networking platform, social media has been elevated to the selling channel for businesses. However, how different is online shopping through social media from conventional shopping?

In the beginning, in stores, customers gain an advantage because customers can touch and see the products directly. However, in online shopping, customers can only see and hear about the product through the screen (Gilly & Wolfenbarger, 2000). The shift to online shopping, especially during the Covid-19 pandemic, has been pronounced, as reflected in a notable 11% increase in Indonesians' preference for online shopping compared to the previous year, 2021 (Sandi, 2022).

This surge in online shopping underscores the necessity for businesses to adapt their strategies to cater to the evolving online consumer behavior. Therefore, for businesses to successfully sell their products, particularly through online platforms, they must adapt to the shift in client behavior. Aligned with the online shopping trend, live shopping in TikTok is people's current favorite that may become potential digital marketing. During the live shopping in TikTok, customers are invited to watch the influencers doing the live selling of some products by explaining the details, doing the product demo, and spreading the ongoing promo. Customers can also interact through comments, likes, and sending gifts to the influencers. By watching live shopping, customers are expected to understand the product through sound and real-time movement.

It emulates how customers' visual and auditory senses are connected with the influencers who do live-streaming sales and the product visualization itself.

Supporting the users' trend in TikTok, the use of TikTok has been increasing among Indonesians. According to research from Kantar, people are spending more time on TikTok than any other media (Time Well Spent, 2021). On the other hand, TikTok is not only social media but also a channel for sales through live-streaming activities and video content from content creators (Guesalaga, 2016). Various well-known influencers who often do live streaming also collaborate with various brands to promote their products. Uniquely, the way these influencers do the live stream and create videos are often accompanied by personal stories or product demos, which are examples of the implication of soft selling (Hwang et al., 2021).

Watching live streaming and videos unwittingly encourages users to be influenced to make impulsive buying of products that are being promoted (Spence et al., 2016). On the other hand, impulsive buying tends to be related to hedonic motives in which people are willing to spend money carelessly for things they actually do not need (Puteri, 2018). Moreover, the ability to sell, the charismatic image, and the fruitful personalities of content creators support the purchase decisions of users. Especially when the influencers are trustworthy, credible, and followed by over a hundred thousand followers (Sesar et al., 2022).

Influencers become businesses' marketing channels to promote and increase their brand awareness. They have been attached to their followers by actively sharing their daily life, including what they eat, what they do, what products are their favorites, and everything. Therefore, many customers are interested in products because of the influencers they follow. Every influencer has their identity and style, which adds personality to every post they create, including in online events like seminars and live shopping events.

When the influencers do live shopping, businesses may experience more visitors and viewers than usual without the influencers. The engagement is also driven by the presence of customers' favorite influencers, which leads to sales increment. However, only some influencers' appearance leads to high views and sales if the brands wrongly choose suitable influencers.

There is some research concerning hedonism and its correlation with impulsive buying. Most of them are about the association between hedonic motives (or motivation) and impulsive buying (Gawior et al., 2022; Indrawati et al., 2022; Laura Sahetapy et al., 2020; Madhu et al., 2022). On the other hand, there seems to be very little research concerning the relationship between influencer credibility and impulsive buying. One research concerning influencer credibility studied the effectiveness of influencer credibility in social media promotions (Lee & Kim, 2020). The other research concerning influencer credibility was about his/her social media profiles and their effect on influencing purchase decisions (Bi & Zhang, 2022; Djafarova & Rushworth, 2017; Weismueller et al., 2020). Shamim & Islam (2022) examined the connection between influencer credibility and impulsive buying which is built through the way the influencer communicates.

On the other hand, research found a high correlation between hedonic experiences and emotions with sensory stimulation (Krishna, 2012). Within the digital era and online shopping trend, research has shown that digital sensory marketing and multi-sensory online experiences have connected more with offline experiences nowadays (Petit et al., 2019; Wörfel et al., 2022). Based on research, physical stores still offer greater sensory stimulation than online channels, and this might cause customers to make more impulsive purchases (Aragoncillo & Orus, 2018). In the current digital era where online activities, especially on social platforms like TikTok, have become prevalent, we observe a shift toward online shopping.

As this trend continues, businesses are adapting to new strategies, leveraging influencers on platforms like TikTok for live shopping events. We aim to explore the dynamics of this shift, particularly by investigating the moderating role of sensory shopping experiences. With online platforms increasingly embracing digital sensory marketing, our study focuses on how these sensory encounters in TikTok moderate the relationship between Influencer credibility and hedonic motives. We conclude that it is the novelty and research gap within this article. This research is the first one to address a critical gap in understanding the interplay of sensory experiences, influencer credibility, and consumer behaviour in the context of online shopping.

#### *Influencer Credibility*

Some people are dedicating their time sharing their opinions on social media in a professional, semi-professional, or charitable capacity as a result of using social media (Audrezet et al., 2020). Due to their ability to influence others' opinions who follow them on social media, these people are known as influencers (Freberg et al., 2011). Influencers are considered a hybrid between close friends and far-off celebrities (Chae, 2018). Influencers interact with their followers through social media in a similar way to a group of friends who share interests and live similar lifestyles (Casaló et al., 2020; Sokolova & Kefi, 2020), speaking a common language and offering information and guidance on particular topics of interest (Bi & Zhang, 2022; De Veirman et al., 2017; Tafesse & Wood, 2021). Similar to celebrities, influencers create personal profiles for commercial benefit with the active support of their fans or followers. However, both influencers and celebrities also have their differences in nature. On numerous social media platforms, influencers establish themselves, interact with and build connections with many users. They aim to inform, entertain, and influence their followers' thinking, attitudes, and behavior (Dhanesh & Duthler, 2019).

Therefore, credibility is essential for influencers (Sokolova & Kefi, 2020; Stubb et al., 2019). Influencers are seen as more trustworthy than celebrities because of their connections, influence, and impactful opinions regarding their followers' interests (Djafarova & Rushworth, 2017). By having good credibility, the influencers are considered trustworthy and have the potential to be the source of information. One research has clarified that physical attractiveness, expertise, and trustworthiness are the main factors that drive the individual's perceptions of the credibility of a person (Ohanian, 1990). Trustworthiness relates to how the audience perceives messages as valid information from the influencer. There is honesty, addiction, and sincerity in the trustworthiness dimension (Corina, 2010).

Attractiveness is defined as a physician feature of an influencer (Wiedmann & von Mettenheim, 2021). Attractiveness enhances the message conveyed by qualities like beauty, elegance, and style, including similarity, likability, and familiarity in defining attractiveness (Corina, 2010). The last dimension of credibility is expertise which outlines the influencers' level of knowledge from the source or competence (Wiedmann & von Mettenheim, 2021). Expertiseness also describes how influencers are perceived as "qualified", "professional", "expert" (Corina, 2010). Some studies had previously defined the expertiseness of influencers in Instagram content. It might encourage followers to follow their advice which is considered as followers' intentions of their hedonic motivations (Barta et al., 2023).

#### *Hedonic Motives*

Utilitarian and hedonic motives are the two theories concerning consumers' motives when shopping (Madhu et al., 2022). Rational, customer-focused, and motivating economic motives are characteristics of utilitarian motives. Hedonic motives, conversely, are more about personality qualities and a pleasure-seeking motive in which customers are driven by non-monetary forms of satisfaction (Park & Lennon, 2009).

Therefore, hedonic shopping is motivated by enjoyment, fantasy, and the sensory stimulation components of consumption (Babin et al., 1994). In the research on consumer behavior, it is referred to as a crucial predictor of purchase intention (Holbrook & Hirschman, 1982). Previous studies have found that hedonic motivation is more important in online than offline stores (Scarpi et al., 2014). Therefore, this research will focus on hedonic motivation in relation to TikTok Live Shopping.

Earlier studies have indicated that the desire of social media followers to engage with specific accounts or influencers is linked to their hedonic motivation (Casaló et al., 2021). As influencers have a huge impact on how their followers respond to what they promote, firms frequently work with them to promote their products (Jiménez-Castillo & Sánchez-Fernández, 2019). Therefore, an influencer who has credibility, has the ability to influence a customer's motives. This ability to influence customers' hedonic motives has been proved in previous research by (Barta et al., 2023; Khan, 2021). In this study, we are interested in further studying the relationship between influencer credibility on hedonic motives, especially in the TikTok platform.

The following hypothesis is based on our logic and past research:

H1: *There is a positive relationship between influencer credibility and hedonic motives*

#### *Online Impulsive Buying*

Impulse buying is a type of purchase that is spontaneous, unanticipated, and driven by hedonic and complex behavior. It is characterized by an irresistible urge to buy something without much thought or consideration of alternative options. A previous study (Beatty & Ferrell, 1998) described that impulse buying behavior lacks deliberation and disinterest. Impulsive purchasing is distinguished by hasty judgments and instant ownership of the purchased goods (Rook and Gardner, 1993).



Making impulsive purchases can be emotionally complex and cause inner conflicts, and often results in less consideration of the potential consequences (Rook, 1987). Impulsive buying is classified into four types (Stern, 1962). The first type is pure impulse buying, which completely deviates from a customer's normal buying habits. In this case, the purchase is made without any prior intention to buy. The second type is reminder impulse buying, which occurs when customers are reminded of a product through advertising while shopping for other things. The third type is impulsive purchasing, which occurs when a customer first sees an item and decides they need it. The fourth kind is planned impulse buying, which occurs when a customer enters a store with the intention of purchasing a certain item but then decides to buy additional things due to special offers and promotions available. Studies have indicated that online shopping, which encompasses shopping on websites and social media platforms, is a common setting for impulse buying (Habib & Qayyum, 2018).

Over half of all online purchases are believed to be made impulsively, as suggested by certain researchers (Wu et al., 2020). Regarding hedonic motives, consumers driven by hedonic desires appear contented with instant gratification (Chang et al., 2011). Unlike utilitarian motivations, hedonic motivations naturally become personal and subjective, leading to the fun and playful emotions associated with impulse buying (Babin et al., 1994). Especially in the online shopping environment, when customers are tempted by the online shopping stimuli which can fulfill their emotional needs, they tend to purchase impulsively (Wahab et al., 2018). Previous research had found that the customers hedonic motives affected their purchase behavior, to be impulsive (Gawior et al., 2022; Sari & Karsono, 2023).

Therefore, we hypothesize that online impulsive buying may be influenced by hedonic motives.

*H2: There is a positive relationship between hedonic motives and online impulsive buying behavior.*

#### *Moderation Of Sensory Shopping Experience*

Sensory marketing is a strategy aimed at offering consumers a distinctive shopping experience by engaging one or a combination of the five fundamental human senses (smell, hearing, sight, taste, and touch) (Krishna, 2012). This experience determines the multi-sensory shopping experience that will allow businesses to stand out from their rivals in customer engagement and create a distinctive brand identity. Thus, customers gain a multisensory shopping experience when they engage in marketing activities and have sensor reactions (Petit et al., 2019). Research has shown that a large part of the customer's emotional impression is obtained through sensory experiences such as smell, which is very important for establishing a brand image in the customer's memory for a long time. On the other hand, another research also showed that the ability to touch and interact with a product increases the likelihood of an impulse or unplanned purchase (Peck and Wiggins, 2006).

Therefore, stimulating all five senses is also important in creating an overall multi-sensory experience in retail operations. Some senses can also be activated throughout an online shopping experience; specifically, perceptual reconstructions created from photographs of websites can be used to refine properties of things that do not physically exist (Pessoa and De Weerd, 2003; Spence & Deroy, 2013). In the end, sensory shopping experiences affect consumers' decisions from purchase to create loyalty intentions (Baker et al., 2002). In a physical environment, hedonic shoppers value fun, entertainment, and exploration, while online, they respect adventure, authority, and status (To et al., 2007). Research has found that external stimuli can be used to appeal to customers' senses, and by doing this, the sensory stimuli can increase their motivation to buy and trigger impulsive buying (Iyer et al., 2020). Therefore, this study will focus on how sensory shopping experiences strengthen consumers' hedonic motives in impulsive buying online, especially on the TikTok platform.

As TikTok is considered an online platform, eventually, the sensory experience may differ and be limited to some senses only, such as sight and sound, while the rest of the senses are being explained by the influencers. The TikTok live streaming experience, despite limitations in touch, smell, and taste, enhances sensory engagement through a unique blend of auditory and visual stimuli.

Unlike regular social media content, TikTok's live format offers real-time interactions, allowing influencers to provide dynamic product demonstrations, detailed explanations, and respond directly to audience comments. The live nature of TikTok streaming generates a sense of immediacy and connection, leveraging both hearing and sight to simulate a more immersive experience than pre-recorded videos on platforms like YouTube or Instagram. While certain sensory aspects are constrained, the live, interactive elements contribute to an enhanced overall sensory shopping experience on TikTok. When it becomes digital and interactive (through live chat), it will create a "webmosphere" that can enhance the customer experience of shopping online (Petit et al., 2019). When the customers stimulate the sight senses, the exposure to product images encourages spontaneous perceptual re-enactments (Chen et al., 2016).

These perceptual replays activate some previously experienced memories, producing similar emotions (Spence et al., 2016). The sensation of having only limited sensory experience in online shopping may or may not cause customers' hedonic motivation to impulsive buying. Therefore, the researchers would like to see how sensory shopping

experiences moderate the relationship between hedonic motives and impulsive buying, especially in TikTok live shopping events, to ensure that the sensory shopping experience plays a role as a moderated variable in this research. Thus, we offer the following hypotheses:

H3: *Sensory shopping experience positively moderate the relationship between hedonic motives and online impulsive buying behavior.*

The research focuses on understanding the relationship between influencer credibility, hedonic motives, sensory shopping experience, and online impulsive buying behavior. The dependent variable is online impulsive buying behavior. The study aims to explore factors influencing impulsive purchases in the context of online shopping through TikTok. The hypotheses examine positive relationships between influencer credibility and hedonic motives (H1), hedonic motives and online impulsive buying behavior (H2), and introduce the moderation effect of sensory shopping experience on the relationship between hedonic motives and online impulsive buying behavior (H3).

The choice of online impulsive buying as the dependent variable is key to unravelling consumer behavior complexities in the digital era, particularly in social media contexts like TikTok. The theoretical framework was produced by the authors, benchmarked and modified from previous research by Barta et al. (2023), Chang et al. (2011), Cinjarevic et al. (2011), Xu et al. (2020) which discussed about the relations between only two variables: influencer credibility to hedonic motives and hedonic motives to impulse buying.

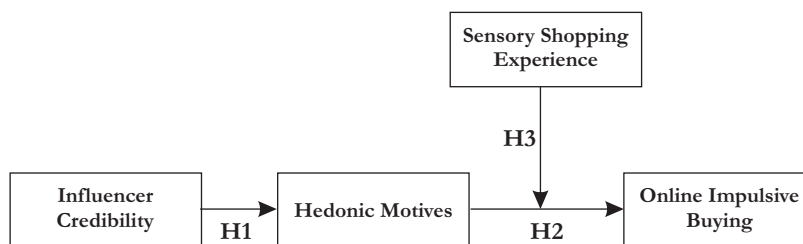


Figure 1.  
Theoretical Framework

## Research Methodology

This research was done through a quantitative study with a questionnaire. Within the questionnaire, there are questions that address the research model's variables with additional general demographic questions. The data were collected between December 2022 and January 2023. The questionnaire was distributed through WhatsApp, Instagram, and TikTok platforms and answered by 297 people, and there were 263 valid questionnaires after the verification process. The population who are valid participants are TikTok users who have experience participating in TikTok live streaming and have purchased products impulsively during the event. We used the filter question "Have you shop impulsively in TikTok Live Shopping Event" to ensure the samples were relevant.

Based on the previous TikTok platform research, the appropriate sample size is between 150-250 (Barta et al., 2023; Bucknell Bossen & Kottasz, 2020). The challenges in gathering data from TikTok due to its format, user interface, content, and the audience were reflected in the sample size used for this study. However, in line with the criteria of exploratory research, a sample size of 150 cases was deemed sufficient (Daniel, 2012). The data was collected through self-completed questionnaires, specifically the internet questionnaires. Moreover, the questionnaires were developed based on previous research of the relevant variables (see appendix). The survey was conducted online through social media platforms, from TikTok, Instagram, WhatsApp or any possible social media to communicate and interact with the determined sample (Saunders et al., 2019). The previous research has stated that some young TikTok users are also reluctant to complete the survey if it is in a formal form (Bucknell Bossen & Kottasz, 2020). Therefore, the researchers will present concise, clear, and supple questionnaires and exposures to encourage more participants to join the survey. This study used Internet questionnaires because this technique is very efficient and can reach large

samples to meet the needs of a predetermined sample size. The purpose of this research is exploratory for it investigated the novel area that has not been extensively explored concerning the relationship of the variables (Ragab & Arisha, 2017).

As a result, data analysis will involve the utilization of PLS-SEM (Partial Least Squares Structural Equation Modeling) (Hair, 2018). PLS-SEM is a flexible modeling technique used in Structural Equation Modeling, which is not constrained by sample size or data distribution and can generate highly accurate predictions (Haenlein & Kaplan, 2004). PLS modeling itself is very useful when used to identify the main drivers of the construct for small sample size research (Akdim et al., 2022; Mora et al., 2012) or, in a particular case, to test exploratory models constructed by various variables (Flavián et al., 2022; Wong, 201). In this research, sound and sight can measure the sensory shopping experience because TikTok Live Shopping touch users' visual sense, to allow them to see the product explanation from the influencer and read the live chat section (sight), and listen to the explanation (sound) directly (Brakus et al., 2009). In this case, the influence of the moderating variable with the independent variable was analyzed with this method. In addition, this analytical method was widely used in reputable journals (Akdim et al., 2022; Aragoncillo & Orus, 2018; Kimiagari & Asadi Malafe, 2021; Sokolova & Kefi, 2020). On the other side, SmartPLS 4.0 will be the software used to examine the data and evaluate the hypothesis.

## Results and Discussion

The data shows that 67.68% of our respondents are women, and 60.84% of our total respondents are in the Jabodetabek area. Based on age, it was found that 17-26 years old contributed the largest portion to this survey, 48.67%, and the portion of respondents aged 57-66 years old was only 0.38%. If we look at the educational background and occupation, the largest portion is the Bachelor's Degree

respondents, which is 58.56%, and respondents who work as private employees, contribute 34.22%. Interestingly, 41.06% of our respondents have an average monthly income of IDR 0 - IDR 5,000,000. This survey generated 263 respondents.

Table 1.  
*Description of The Respondent's Profiles*

Items		Frequency	Percentage
Gender	Male	85	32.32%
	Female	178	67.68%
Domicile	Jabodetabek	160	60.84%
	Pulau Jawa (Non-Jabodetabek)	62	23.57%
	Luar Pulau Jawa	41	15.59%
Age	17 - 26 years old	128	48.67%
	27 - 36 years old	108	41.06%
	37 - 46 years old	21	7.98%
	47 - 56 years old	5	1.90%
	57 - 66 years old	1	0.38%
Educational Background	SD/SMP/SMA equivalent	36	13.69%
	Diploma	34	12.93%
	Bachelor Degree	154	58.56%
	Master Degree	35	13.31%
	Doctorate Degree	2	0.76%
	Others	2	0.76%
Occupation	Government employees	34	12.93%
	BUMN employee	42	15.97%
	Private employees	90	34.22%
	Self-Employed/Own Business	44	16.73%
	Student	34	12.93%
	Others	9	3.42%
	Unemployed	10	3.80%
Monthly Income/Allowance	Rp 0 - Rp 5.000.000	108	41.06%
	Rp 5.000.001 - Rp 10.000.000	103	39.16%
	Rp 10.000.001 - Rp 15.000.000	28	10.65%
	Rp 15.000.001 - Rp 20.000.000	10	3.80%
	> Rp 20.000.000	14	5.32%



Table 2.  
*Model Fit*

	Saturated Model	Estimated Model
SRMR	0.089	0.089
Chi-Square	14493.958	14493.958
NFI	0.59	0.59

Table 3.  
*Summarizes The Results of the Convergent Validity and Reliability*

Constructs	Dimension	Items	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
Influencer Credibility	Trustworthy	IC1	0.731	0.791	0.864	0.615
		IC2	0.804			
		IC3	0.803			
		IC4	0.796			
	Attractiveness	IC5	0.763	0.711	0.821	0.536
		IC6	0.768			
		IC7	0.768			
		IC8	0.786			
	Expertise	IC9	0.727	0.788	0.854	0.538
		IC10	0.739			
		IC11	0.759			
		IC12	0.723			
Hedonic Motives		HM1	0.862	0.848	0.898	0.538
		HM2	0.863			
		HM3	0.732			
		HM4	0.858			
Online Impulsive Buying		IB1	0.782	0.791	0.856	0.543
		IB2	0.723			
		IB3	0.719			
		IB4	0.739			
		IB5	0.721			
Sensory Shopping Experience		SSE1	0.902	0.655	0.850	0.740
		SSE2	0.816			

Table 4  
*Assessment of Discriminant Validity Using Fornell-Larcker*

Attractiveness	<b>0.790</b>					
Expertise	0.703	<b>0.734</b>				
Hedonic Motives	0.678	0.640	<b>0.830</b>			
Impulsive Buying	0.430	0.408	0.682	<b>0.737</b>		
Sensory Shopping Experience	0.504	0.507	0.587	0.516	<b>0.860</b>	
Trustworthiness	0.732	0.771	0.708	0.506	0.474	<b>0.784</b>

Table 5  
Results of Structural Model Assessment

	Hypotheses & Path	Path Coefficient	T Statistics	P Values	Remarks
H1	Influencer Credibility -> Hedonic Motives	0.741	14.283	0.000	Supported
H2	Hedonic Motives -> Online Impulsive Buying	0.647	7.213	0.000	Supported
H3	Sensory Shopping Experience x Hedonic Motives -> Online Impulsive Buying	0.088	1.136	0.128	Not Supported

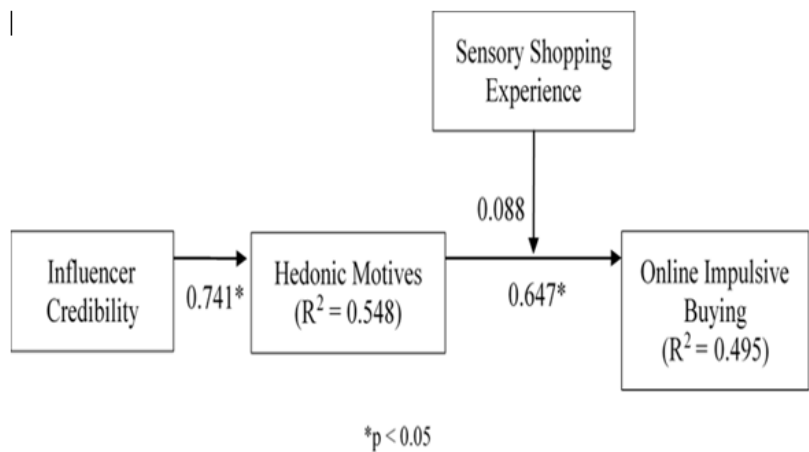


Figure 2.  
Hypothesis Test Result

Table 2 showed that Standardized Root Mean Square Residual (SRMR) is <0.1 and considered good fit (Hu & Bentler, 1998). Composite Reliability (CR) and Cronbach's Alpha (CA) are two measures used to assess the reliability of a multi-item scale or questionnaire. The CA value for all constructs except Sensory Shopping Experience was more than 0.7, and the CR value for all constructs was more than 0.7, indicating that all the items on the scale measure the same construct consistently and stably. AVE (Average Variance Extracted) is a measure to assess a construct's reliability and convergent validity. The AVE value for all constructs was more than 0.5, indicating that the items or indicators measure the same underlying construct.

Discriminant validity is a measure to assess whether a construct measures what it is intended to measure and not measures related constructs. This may be demonstrated by noting that each construct's square root of the average variance extracted (AVE) should generally be greater than its correlations with any other constructs included in the model. Fornell-Larcker criterion is used to measure the discriminant validity. From Table 4, the data shows that the value for all the discriminant validity was confirmed.

A bootstrapping approach was used using 5,000 subsamples to assess the relevance of the proposed correlation between constructs. The findings are as in Table 5.

### *Hypothesis Test Result*

Based on the findings presented in Table 5, the first hypothesis (H1) is supported, indicating a positive correlation between influencer credibility and hedonic motives (coefficient = 0.741,  $t = 14.283$ ,  $p = 0.000$ ). The study also found a significant relationship between hedonic motives and online impulsive buying behavior (coefficient = 0.647,  $t = 7.213$ ,  $p = 0.000$ ), thus, H2 was accepted. However, H3, which proposed that sensory shopping experience moderates the relationship between hedonic motives and online impulsive buying, was not supported, as indicated by the coefficient of 0.088,  $t = 1.136$ ,  $p = 0.128$  or  $> 0.05$  in Table 4.

The model indicates the variance explained ( $R^2$ ), the amount of variance that can be attributed to the latent constructs. Based on the PLS-SEM output in Figure 2, it can be seen that influencer credibility has a 54.8% impact on hedonic motives. Moreover, the combined impact of hedonic motives and sensory shopping experience accounts for 49.5% of the total variance in online impulsive buying.

### *Discussion*

This study demonstrates the influence of sensory shopping experience, influencer credibility, and hedonic motives on online impulsive buying behavior on the TikTok live platform. Out of the three hypotheses, only two were supported by the data analysis. Specifically, the findings suggest a positive correlation between influencer credibility and hedonic motives (H1), as well as a positive association between hedonic motives and online impulsive buying behavior (H2). This proves that influencer credibility encourages hedonic motives, which also push the urge to do online impulsive buying on TikTok live platform and is not interrupted by the sensory shopping experience. Previous research (Barta et al., 2023) has established a positive relationship between influencer credibility and hedonic motives. The study found that followers are likely to act on an influencer's advice, which aligns with their hedonic intentions.

Furthermore, it was shown that social media followers' desire to keep following or interacting with certain influencers is related to their hedonic motivation (Casaló et al., 2021). The ability to explain attractively (expertise and attractiveness) will build customers' interest and trust (trustworthiness), which elaborates how influencers' credibility is constructed. Furthermore, this study found that the most prominent factor representing influencer credibility is expertise, which indicates that the more skilled the influencers will have a bigger impact on customers' hedonic motives. This finding indicated that the more influencers have better knowledge and understanding of the products and services, the more customers find that influencers are credible. On the other hand, attractiveness has the lowest factor loading among the others. Therefore, attractiveness did not have a significant impact on building influencer credibility. Moreover, 67.68% of respondents are female who have a higher level of trust and are influenced by influencers. Most respondents are also based in Jabodetabek (60.84%) which has easier and wider exposure to notify influencers as most businesses operate mainly in these areas. Earlier studies have revealed that 16.67% of Gen Y participants reported being influenced by social media influencers to make impulsive purchases of apparel online. This finding is consistent with the current study, which had a primary focus on Gen Y participants between the ages of 17 and 26 (48.67%) (Johansson & Persson, 2019).

According to the responses received, there was a significant correlation between hedonic motives and online impulsive buying. The findings suggest that people motivated by hedonic motives are more likely to make impulsive purchases online, which is consistent with earlier research showing that people motivated by hedonic desires typically derive their satisfaction from immediate pleasure. (Chang et al., 2011) and hedonic motivations naturally become personal and subjective, leading to the fun and playful emotions associated with impulse buying (Babin et al., 1994).

Moreover, the major respondents who are 17-26 years old (Gen Z) are more impulsive or like to do shopping than the other age range. Research has provided evidence that the greater tendency of Gen Z to engage in impulsive online shopping may be attributed to their higher frequency of using social media (Ramalepe, 2023). However, the relationship between hedonic motives and online impulsive buying behavior is not significantly moderated by the sensory shopping experience. These findings indicated that the sensory shopping experience generated in the TikTok live platform did not highly motivate customers to buy impulsively. This may happen because of the limitation of the sensory shopping experience in TikTok live shopping experience where tactile sensory experience is not supported. However, prior research has demonstrated that successful sensory marketing requires a variety of sensory stimuli (visual, auditory, and tactile) (Doucé & Adams, 2020; Nghiêm-Phú, 2017). Therefore, respondents are more focused on the influencers who have credibility and act as a messenger that elevates the value of the product/services by building customers' trustworthiness, attractiveness, and expertise. The influencers matter, not the sensory shopping experience that TikTok live platforms provide, like live shopping and video content. As long as the influencers can trigger the hedonic motives to do online impulsive buying, then the goal of business or marketing

## Conclusion

According to this study, influencer credibility and hedonic motives are positively correlated in the TikTok Live Platform. TikTok users' hedonic motives are stronger because of the influencer who has certain credibility in attractiveness, trustworthiness, and expertise. Due to the strong association between hedonic motivations and impulsive online buying, the study contends that TikTok users are more likely to make impulsive purchases when the influencer's credibility impacts their hedonic

motives on the TikTok Live Platform. However, in this study, sensory shopping experience did not moderate the relationship between hedonic motives and impulsive buying behavior.

In light of these findings, it is recommended that business owners or marketing managers incorporate influencers into their marketing strategies and carefully select the appropriate platform to reach their intended audience. It is well-established that social media influencers can sway consumer behavior and shape their attitudes toward products and services (Mabkhot et al., 2022). Within the context of TikTok Live Shopping, business owners or marketing managers can utilize this platform with the help of influencers to expand their marketing and selling channels. Expertise is a very important aspect of an influencer. It can be expressed through how the influencers communicate with the audiences, whether they elaborate storytelling or do demonstrations. It is important to fulfil customers' expectations when they join live shopping in the first place, to have a better understanding of the products, to get special promotions or offers, and to be encouraged in their impulsive buying action (Devlin et al., 2007; Liu & Kim, 2021).

It is all the influencers' interference. After all, appearance is important, but it is not the main factor in choosing influencers; it is the expertise in selling the products or services. The expertise will gradually build trust. Simple tips for business owners or marketing managers in choosing the right influencers are examining the social media profile (how many followers they have, what kind of posts they create, how is the comment sections going) and measuring the expertiseness (how often the influencers do live shopping events, have they collaborated with other brands that have similar products or services, has there any miscommunications/issues caused by the influencers). This will depend on each brand's marketing goals or strategies.



### Implication

In the end, this study has contributed empirically to showing how consumers' online impulsive buying behavior was affected by influence credibility. For future research, it is possible to specify the product category, such as beauty, electronics, food and beverage, and so on, that possibly have different results of the relationship between influencer's credibility and impulsive online buying. There may be a specific product category where influencer credibility plays a significant role compared to others. Next, researchers can also specify the respondents by gender, age, to income in order to generate more detailed and accurate research. Future research may assess the impact of influencer credibility on platforms other than TikTok, or even in offline stores. Hence, examining the degree of an influencer's credibility and the hedonistic motives of consumer choice and impulsive purchasing in other contexts would be interesting.

### References

- Aragoncillo, L., & Orus, C. (2018). Impulse buying behaviour: An online-offline comparative and the impact of social media. *Spanish Journal of Marketing - ESIC*, 22(1), 42–62. doi: 10.1108/SJME-03-2018-007
- Audrezet, A., de Kerviler, G., & Guidry Moulard, J. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569. doi: 10.1016/j.jbusres.2018.07.008
- Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience. *Journal of Retailing and Consumer Services*, 70, 103149. doi: 10.1016/j.jretconser.2022.103149
- Bi, N. C., & Zhang, R. (2022). "I will buy what my 'friend' recommends": The effects of parasocial relationships, influencer credibility and self-esteem on purchase intentions. *Journal of Research in Interactive Marketing*. doi: 10.1108/JRIM-08-2021-0214
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What is It? How is it Measured? Does it Affect Loyalty? *Journal of Marketing*, 73(3), 52–68. doi: 10.1509/jmkg.73.3.052
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. doi: 10.1016/j.jbusres.2018.07.005
- Chae, J. (2018). Explaining Females' Envy Toward Social Media Influencers. *Media Psychology*, 21(2), 246–262. doi:10.1080/15213269.2017.1328312
- Chang, H.-J., Eckman, M., & Yan, R.-N. (2011). Application of the Stimulus-Organism-Response model to the retail environment: The role of hedonic motivation in impulse buying behavior. *The International Review of Retail, Distribution and Consumer Research*, 21(3), 233–249. doi: 10.1080/09593969.2011.578798
- Corina, S. (2010). Marketing Communication in Online Social Programs: Ohanian Model of Source Credibility. *The Annals of University of Oradea Economic Science*, 8.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. doi: 10.1080/02650487.2017.1348035
- Dhanesh, G. S., & Duthler, G. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. *Public Relations Review*, 45(3), 101765. doi: 10.1016/j.pubrev.2019.03.002
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. doi: 10.1016/j.chb.2016.11.009

- Doucé, L., & Adams, C. (2020). Sensory overload in a shopping environment: Not every sensory modality leads to too much stimulation. *Journal of Retailing and Consumer Services*, 57, 102154. doi: 10.1016/j.jretconser.2020.102154
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92. doi: 10.1016/j.pubrev.2010.11.001
- Gawior, B., Polasik, M., & del Olmo, J. L. (2022). Credit Card Use, Hedonic Motivations, and Impulse Buying Behavior in Fast Fashion Physical Stores during COVID-19: The Sustainability Paradox. *Sustainability*, 14(7), 4133. doi: 10.3390/su14074133
- Gilly, M. C., & Wolfinbarger, M. (2000). A comparison of consumer experiences with online and offline shopping. *Consumption Markets & Culture*, 4(2), 187–205. doi: 10.1080/10253866.2000.9670355
- Guesalaga, R. (2016). The use of social media in sales: Individual and organizational antecedents, and the role of customer engagement in social media. *Industrial Marketing Management*, 54, 71–79. doi: 10.1016/j.indmarman.2015.12.002
- Hwang, S., Liu, X., & Srinivasan, K. (2021). Voice Analytics of Online Influencers—Soft Selling in Branded Videos. *SSRN Electronic Journal*. doi: 10.2139/ssrn.3773825
- Indrawati, I., Ramantoko, G., Widarmanti, T., Aziz, I. A., & Khan, F. U. (2022). Utilitarian, hedonic, and self-esteem motives in online shopping. *Spanish Journal of Marketing - ESIC*, 26(2), 231–246. doi: 10.1108/SJME-06-2021-0113
- IQRA University, Karachi, Haq, M., Abbasi, S., & IQRA University, Karachi. (2016). Indirect Impact of Hedonic Consumption and Emotions on Impulse Purchase Behavior: A Double Mediation Model. *Journal of Management Sciences*, 3(2), 108–122. doi: 10.20547/jms.2014.1603202
- Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2020). Impulse buying: A meta-analytic review. *Journal of the Academy of Marketing Science*, 48(3), 384–404. doi: 10.1007/s11747-019-00670-w
- Johansson, M., & Persson, E. (2019). Your order has been shipped.
- Kok Wei, K., & Li, W., You. (2013). Measuring the impact of celebrity endorsement on consumer behavioural intentions: A study of Malaysian consumers. *International Journal of Sports Marketing and Sponsorship*, 14(3), 2–22. doi: 10.1108/IJSMS-14-03-2013-B002
- Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology*, 22(3), 332–351. doi: 10.1016/j.jcps.2011.08.003
- Laura Sahetapy, W., Yunnni Kurnia, E., & Anne, O. (2020). The Influence of Hedonic Motives on Online Impulse Buying through Shopping Lifestyle for Career Women. *SHS Web of Conferences*, 76, 01057. doi: 10.1051/shsconf/20207601057
- Lee, S., & Kim, E. (2020). Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post. *Journal of Global Fashion Marketing*, 11(3), 232–249. doi: 10.1080/20932685.2020.1752766
- Madhu, S., Soundararajan, V., & Parayitam, S. (2022). Online Promotions and Hedonic Motives as Moderators in the Relationship Between e-Impulsive Buying Tendency and Customer Satisfaction: Evidence From India. *Journal of Internet Commerce*, 1–37. doi: 10.1080/15332861.2022.2088035
- Nghiêm-Phú, B. (2017). Sensory marketing in an outdoor out-store shopping environment – an exploratory study in Japan. *Asia Pacific Journal of Marketing and Logistics*, 29(5), 994–1016. doi: 10.1108/APJML-09-2016-0178

- Petit, O., Velasco, C., & Spence, C. (2019). Digital Sensory Marketing: Integrating New Technologies Into Multisensory Online Experience. *Journal of Interactive Marketing*, 45, 42–61. doi: 10.1016/j.intmar.2018.07.004
- Puteri, Rasdica Denara Hernowo. (2018). The Influencer And Hedonist Lifestyle Of Digital Society. doi: 10.5281/ZENODO.6789734
- Rodrigues, R. I., Lopes, P., & Varela, M. (2021). Factors Affecting Impulse Buying Behavior of Consumers. *Frontiers in Psychology*, 12, 697080. doi: 10.3389/fpsyg.2021.697080
- Sandi, F. (2022, 27 October). Orang RI Makin Doyan Belanja Online, Ini Buktinya. CNBC Indonesia. Retrieved November 17, 2022, from <https://www.cnbcindonesia.com/news/20221027130846-4-382969/orang-ri-makin-doyan-belanja-online-ini-buktinya>
- Sesar, V., Martinčević, I., & Boguszewicz-Kreft, M. (2022). Relationship between Advertising Disclosure, Influencer Credibility and Purchase Intention. *Journal of Risk and Financial Management*, 15(7), 276. Doi: 10.3390/jrfm15070276
- Shamim, K., & Islam, T. (2022). Digital influencer marketing: How message credibility and media credibility affect trust and impulsive buying. *Journal of Global Scholars of Marketing Science*, 32(4), 601–626. doi: 10.1080/21639159.2022.2052342
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742. doi: 10.1016/j.jretconser.2019.01.011
- Spence, C., Okajima, K., Cheok, A. D., Petit, O., & Michel, C. (2016). Eating with our eyes: From visual hunger to digital satiation. *Brain and Cognition*, 110, 53–63. doi: 10.1016/j.bandc.2015.08.006
- Tafesse, W., & Wood, B. P. (2021). Followers' engagement with Instagram influencers: The role of influencers' content and engagement strategy. *Journal of Retailing and Consumer Services*, 58, 102303. doi: 10.1016/j.jretconser.2020.102303
- Time Well Spent: Users on TikTok stay longer, engage often & feel happier | TikTok For Business Blog. (2021, 30 August). TikTok For Business. Retrieved October 7, 2022, from <https://www.tiktok.com/business/en/blog/time-well-spent>
- Verhagen, T., & van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, 48(8), 320–327. doi: 10.1016/j.im.2011.08.001
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. *Australasian Marketing Journal*, 28(4), 160–170. doi: 10.1016/j.ausmj.2020.03.002
- Wiedmann, K.-P., & von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise – social influencers' winning formula? *Journal of Product & Brand Management*, 30(5), 707–725. doi: 10.1108/JPBm-06-2019-2442
- Wörfel, P., Frentz, F., & Tautu, C. (2022). Marketing comes to its senses: A bibliometric review and integrated framework of sensory experience in marketing. *European Journal of Marketing*, 56(3), 704–737. doi: 10.1108/EJM-07-2020-0510

Appendix

Variabel	Dimensi	Pernyataan	Sumber
Influencer Credibility	Trustworthy	1. Para influencer dapat diandalkan 2. Para influencer bersikap jujur 3. Para influencer bersikap tulus 4. Para influencer dapat dipercaya	(Kok Wei & Li, 2013)
	Attractiveness	1. Para influencer itu menarik 2. Para influencer itu berkelas 3. Para influencer itu berparas menawan 4. Para influencer itu modis	
	Expertise	1. Para influencer itu ahli di bidangnya 2. Para influencer itu berpengalaman 3. Para influencer itu berpengetahuan luas 4. Para influencer itu memiliki kemampuan yang memadai 5. Para influencer itu terampil	
Hedonic Motives		1. Berbelanja di Tiktok Live Shopping adalah suatu cara yang saya suka untuk menghabiskan waktu luang saya 2. Berbelanja di Tiktok Live Shopping merupakan salah satu aktivitas favorit saya 3. Secara umum, berbelanja di Tiktok Live Shopping itu menyenangkan 4. Saya adalah seseorang yang mencari kesenangan dan hiburan melalui berbelanja di Tiktok Live Shopping	(Chang et al., 2011)
Sensory Shopping Experiences		1. TikTok Live Shopping memberikan kesan yang kuat pada indera visual saya atau indera lainnya 2. Saya merasa TikTok Live Shopping menarik secara sensorik (indera penglihatan atau pendengaran) 3. TikTok Live Shopping tidak memikat indera saya (audio, visual, dan lainnya)	(Brakus et al., 2009)
Online Impulsive Buying		1. Pembelian saya di Tiktok Live Shopping terjadi secara spontan 2. Pembelian saya di Tiktok Live Shopping tidak direncanakan 3. Saya tidak bermaksud untuk berbelanja sebelum menonton TikTok Live Shopping 4. Sebelum menonton TikTok Live Shopping, saya tidak memiliki niat untuk membeli produk yang sedang dipromosikan 5. Saya tidak bisa menahan diri untuk berbelanja di TikTok Live Shopping	(Verhagen & van Dolen, 2011)