

The Impact of Parasocial Interaction and Local Presence on Impulsive Buying Behavior on TikTok

*Parasocial Interaction
and Local Presence*

Laurencia Feby

Universitas Bunda Mulia; Jakarta, Indonesia

E-Mail: 12180335@student.ubm.ac.id

2619

Fahrul Riza

Universitas Ciputra; Surabaya, Indonesia

E-Mail: fahrul.riza@ciputra.ac.id

Dwi Anna Kristanti

Universitas Merdeka; Surabaya, Indonesia

E-Mail: dwiannakristanti@unmerbaya.ac.id

Submitted:

09 JUNE 2024

Accepted:

10 OCTOBER 2024

ABSTRACT

TikTok, as a social media platform, has significant potential to influence consumer purchasing decisions through content creators and live streaming features. Live streaming facilitates parasocial interactions with hosts and co-viewers, as well as local presence, which can impact consumers' perceived product values and impulsive buying behavior. This study examines the effects of parasocial interactions, both with hosts and co-viewers, and local presence on utilitarian and hedonic values, ultimately leading to impulsive buying behavior. Using a quantitative approach, data were collected through questionnaires distributed to respondents selected through purposive sampling. Analysis was conducted using Structural Equation Modeling (SEM) with the assistance of SmartPLS. The results revealed that parasocial interactions and local presence significantly influence consumers' perceived values, which in turn affect their impulsive behavior. These findings contribute to the literature by highlighting the mediating role of these values in the relationship between social elements and impulsive behavior. Further research is encouraged to explore these dynamics in greater depth, as well as to examine differences across various platforms and cultural contexts.

Keywords: *TikTok, Parasocial, Utilitarian Value, Hedonic Value, Impulsive Behavior*

ABSTRAK

TikTok, sebagai platform media sosial, memiliki potensi besar dalam memengaruhi keputusan pembelian konsumen melalui konten kreator dan fitur live streaming. Live streaming memungkinkan interaksi parasosial dengan host dan co-viewer, serta kehadiran lokal, yang dapat memengaruhi persepsi nilai produk dan perilaku impulsif konsumen. Penelitian ini bertujuan untuk menguji pengaruh parasosial, baik dengan host maupun co-viewer, serta kehadiran lokal terhadap nilai utilitarian dan hedonic yang berujung pada perilaku pembelian impulsif. Menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner yang disebarkan kepada responden yang dipilih secara purposive sampling. Analisis dilakukan menggunakan Structural Equation Modeling (SEM) dengan bantuan SmartPLS. Hasil penelitian menunjukkan bahwa pengaruh parasosial dan kehadiran lokal secara signifikan memengaruhi nilai-nilai yang dirasakan oleh konsumen, yang kemudian berdampak pada perilaku impulsif mereka. Temuan ini menambah wawasan penelitian sebelumnya dengan menunjukkan peran mediasi nilai-nilai tersebut dalam hubungan antara elemen-elemen sosial dan perilaku impulsif. Penelitian lebih lanjut diharapkan dapat menggali dinamika ini lebih dalam, serta mengeksplorasi perbedaan dalam konteks platform lain dan budaya yang berbeda.

JIMKES

Jurnal Ilmiah Manajemen

Kesatuan

Vol. 12 No. 6, 2024

pp.2618-2628

IBI Kesatuan

ISSN 2337 – 7860

E-ISSN 2721 – 169X

DOI: 10.37641/jimkes.v12i6.2999

INTRODUCTION

Indonesian society is becoming more active in utilizing social media, not only to express themselves, but also to obtain various types of information, such as engaging in online purchasing. According to Indonesia Social Media Statistics 2024, Indonesia has 160 million active social media users, accounting for 59% of the total population. Furthermore, smartphones account for up to 142 million devices, nearly half of all social media access. TikTok is a social media tool that can be used for a variety of reasons, including education, personal branding, and campaign execution (Djawa & Rahman, 2023). This platform offers significant potential for swiftly developing viral content, allowing marketing to reach a large audience, regardless of location or time. Furthermore, Indonesia has the world's second-largest TikTok user base, trailing only the United States, with 112.97 million. The difference with the United States is merely 3.52 million users.

Until 2020, TikTok was a short video-based social media network with an intelligent algorithm capable of detecting user preferences and recommending relevant products. TikTok has a strong influence on consumer purchasing decisions for items recommended by content creators (Nangoy et al., 2024). An increasing number of consumers are using this platform to find the products they need, then spending their money based on recommendations from well-known influencers and ordinary content creators. TikTok Shop was introduced in Indonesia in February 2021 and has achieved outstanding results. In 2022, TikTok Shop Gross Merchandise Value (GMV) in Indonesia reached 25 billion USD, accounting for 57% of the whole GMV in the Southeast Asian market. TikTok's live-streaming capability is commonly used to market a variety of products, including apparel, home appliances, and cosmetics. Originote, a skincare product, is particularly popular among millennials.

According to Sania & Febriana (2023), live streaming has become a popular online buying option, allowing for real-time connections between streamers and spectators. Originote actively pushes its products through live streaming, which occurs virtually every day. Streamers and host vendors play an important role in establishing good communication with users who participate in live-streaming sessions. Additionally, the live streaming schedule was designed to provide regular advertisements on the TikTok platform. Previous research has explored various aspects of TikTok live streaming and its impact on consumer behavior. Aripin & Pradana (2024); Alfian et al. (2024) conducted a quantitative study on Originote products, revealing that live streaming and brand image partially influence purchase decisions. Sania & Febriana (2023) examined Bioaqua products through a qualitative approach, finding that live streaming significantly enhances sales and brand awareness by fostering direct interactions and emotional connections with the audience. Meanwhile, Ardiyanti (2023) used a quantitative method to investigate general products, concluding that TikTok live streaming affects impulsive buying behavior, driven by factors such as affordable prices, ease of communication between sellers and buyers, and attractive promotions like special offers during live streaming events.

Previous research has examined the impact of TikTok live broadcasting on impulsive purchasing behavior. However, this study did not break down live streaming into features such as parasocial interaction and local presence, which distinguish live shopping from conventional sales strategies. This study is expected to contribute significantly to the development of digital marketing theory, particularly for those using TikTok, by complementing previous research and deepening the understanding of the relationship between local presence and impulsive buying in the context of live-streaming e-commerce. Furthermore, this study intends to provide practical

consequences for business practitioners in using live streaming as a more effective digital marketing technique.

LITERATURE REVIEW

Value is perceived from two primary perspectives: the evaluation of goods and axiological or hedonistic evaluation (Liew & Chen, 2023). The worth of an object may fluctuate depending on the context, particularly when associated with a celebrity or prominent socialite (Fu & Hsu, 2023). Moreover, the utility value of a product can be enhanced when it is displayed in a clear and engaging format in an online retail environment, referred to as local presence (Vonkeman et al., 2017). Nevertheless, all these aspects will be effective only when the buyer possesses adequate finances. In the absence of sufficient funds, impulsive behavior will not manifest (Djamhari et al., 2024; Fajar & Otok, 2024). This research employs value theory to examine how product presentation in live shopping, specifically local presence and social ties with celebrity hosts and other viewers, can affect perceived value and stimulate impulsive purchasing behavior.

Impulsive buying behavior occurs when someone purchases something without planning or careful consideration, often triggered by emotional urges or impulses without thinking about the actual consequences or needs (Djamhari et al., 2024). The desire to constantly have new items and the motive for hedonism drive impulsive behavior. Impulsive behavior motivates producers to continuously innovate and create new products (Bridges & Florsheim, 2008). The motivation to shop at retail includes utilitarian, functional, and hedonic dimensions. Online shopping in a business-to-consumer scheme provides companies with broader opportunities to create a shopping experience that is rich both cognitively and aesthetically something that is difficult to replicate in the non-electronic shopping world (Childers et al., 2001). The context of traditional sales channels, impulsive buying behavior often arises when consumers visit stores offering massive promotions or discounts. The rush buying situation involving interactions with other consumers, coupled with persuasion from sales staff, can encourage visitors to follow the shopping trend and ultimately purchase items that they do not actually need.

According to Childers et al. (2001), a utilitarian evaluates a product based on its utility. Basically, someone who adheres to utilitarian values is not easily tempted to make impulsive purchases, they only buy when they are sure the benefits are real. According to Cuandra (2022), watching live shopping broadcasts with hosts showing product benefits can increase interest and desire to own the product, thereby triggering interest in purchasing. Research conducted by Fu & Hsu (2023), found that utilitarian values have a greater influence than hedonic values in driving consumers' desire to make impulsive purchases. Utilitarian value also has a strong positive impact on shopping intention (Winarno & Indrawati, 2022).

H1: Utilitarian value influences impulsive behavior in live streaming shopping using the TikTok platform.

Hedonic value is the assessment of an item beyond its primary utility, but rather for enhancing self-image (Childers et al., 2001; Cuandra, 2022; Sameeni et al., 2022). Hedonic value tends to enhance social rather than economic benefits (Saputra & Amani, 2023; Febriyanti & Irmawati, 2024). Hedonic value is formed by scarcity and premium prices, which convey luxury to buyers. Hedonic value influences impulsive buying with a motive to enhance self-esteem (Indrawati et al., 2022). Although items that provide luxury value have premium prices, impulsive buying behavior can occur in categories of items with hedonic value (Indrawati et al., 2022; Rasum & Abadi, 2024).

H2: Hedonic value influences impulsive behavior in live streaming shopping using the TikTok platform.

Para-social interaction (PSI) is a one-sided relationship felt by someone with a figure or character known through the media, such as celebrities, hosts, or content creators (Fu & Hsu, 2023). Social media opens additional opportunities for the intensification of parasocial relationships because it provides more opportunities for more intimate, reciprocal, and frequent interactions between users and personas. These virtual interactions can include commenting, following, liking, or sending direct messages. The consistency of the persona's appearance can also lead to a more intimate perception in the eyes of users (Fu & Hsu, 2023; Maryanto et al., 2024). When consumers feel "connected" to an influencer or live streaming host, even without direct interaction. Users often feel personally acquainted with the figure, creating emotional closeness that can influence their decisions, including purchasing decisions. PSI can affect audiences' perceptions, preferences, and decisions, including purchases (Fu & Hsu, 2023; Maryanto et al., 2024).

H3: Parasocial interaction with live shopping streaming hosts influences the utilitarian value of products presented using the TikTok platform.

H4: Parasocial interaction with live shopping streaming hosts influences the hedonic value of products presented using the TikTok platform.

Parasocial interaction does not only occur between viewers and hosts but can also develop among viewers, referred to as parasocial co-viewers. Research by Fu & Hsu (2023), extends the concept of parasocial interaction from a celebrity (streamer) to fellow viewers (co-viewers) and finds that parasocial interaction with fellow viewers is very important in driving impulse purchases during live streaming. In the theory of symbolic interactionism, humans react to someone's actions and mutually define and interpret each other's actions (Blumer, 1986). Through the provision of signals in the form of symbols, we can express feelings, thoughts, and intentions by interpreting symbols displayed by others. Interaction among TikTok users can be done in various ways, such as replying to comments on created content and actively interacting with other users. Interaction with TikTok can build relationships and receive positive responses from other users (Suwarno, 2023).

H5: Parasocial relationships with live shopping streaming co-viewers influence the utilitarian value of products presented using the TikTok platform.

H6: Parasocial relationships with live shopping streaming co-viewers have an influence on the hedonic value of the products presented using the TikTok platform.

Advances in digital technology and cameras can significantly enhance the appearance of a product, even through a screen, giving consumers the impression that the product they are experiencing is the same as the real thing, a phenomenon known as local presence (Vonkeman et al., 2017). Host product presentations increase engagement with consumers, as if they were face-to-face. A product's presence in a consumer's imagination makes it seem as if it is truly right in front of them (Fu & Hsu, 2023).

H7: Local presence in live shopping streaming influences the utilitarian value of the product presented using the TikTok platform.

H8: Local presence in live shopping streaming influences the hedonic value of the product presented using the TikTok platform.

METHODS

This study employs quantitative methods to examine the influence of live-streaming shopping on impulsive behavior on the TikTok Shop platform. Given the objective of testing relationships between variables, a causal analysis was applied. The research focused on Originote skincare products, a local brand established in 2022 that gained viral popularity on TikTok due to its strong consumer appeal (Aripin & Pradana, 2024). The population in this study were TikTok users who actively do live streaming shopping. The sample was selected using purposive sampling technique based on certain

criteria, namely having a TikTok account, actively using TikTok for at least 30 minutes every day, making a purchase of Originote products through TikTok Shop at least once in the last three months, and residing in Jakarta and its surroundings. A total of 101 respondents participated, exceeding the minimum requirement of 100 for SEM analysis as suggested by Hair et al. (2019). The research utilized 54 statement items adopted from previous studies, with detailed descriptions presented in Table 3. Validity and reliability were assessed by comparing outer loading values to a minimum threshold of 0.6, while reliability was evaluated through Cronbach's Alpha, Construct Reliability, and AVE values. Additionally, discriminant validity was examined using the Fornell-Larcker test and Heterotrait-Monotrait Ratio.

RESULT

The results of the Outer Loading and Mean of Measurement research show that there are no variable indicators that have an outer loading value below 0.5, so all indicators are declared valid for use in further research and analysis. Reliability and construct validity were analyzed using three main indicators: Cronbach's α , Composite Reliability (CR), and Average Variance Extracted (AVE). The results showed that the Cronbach's α value was more than 0.6, CR exceeded 0.7, and AVE was above 0.5. These three values exceeded the minimum threshold for the reliability test, indicating that all constructs in this study had good reliability (Ghozali & Latan, 2015).

Table 1. Outer Loading and Mean of Measurement

Variable	Measurement	Outer Loading	Mean
Parasocial Host	PSH1	0.749	3.584
	PSH2	0.744	3.545
	PSH3	0.758	3.515
	PSH4	0.684	3.545
	PSH5	0.666	3.634
	PSH6	0.746	3.505
	PSH7	0.795	3.554
	PSH8	0.697	3.634
	PSH9	0.761	3.594
Parasocial Co Viewers	PSC1	0.750	3.554
	PSC2	0.833	3.545
	PSC3	0.681	3.604
	PSC4	0.737	3.465
	PSC5	0.772	3.485
	PSC6	0.701	3.782
	PSC7	0.658	3.842
	PSC8	0.820	3.574
	PSC9	0.729	3.554
Local Presence	LCP1	0.609	3.554
	LCP2	0.712	3.396
	LCP3	0.693	3.475
	LCP4	0.720	3.594
	LCP5	0.694	3.624
	LCP6	0.708	3.624
	LCP7	0.673	3.703
	LCP8	0.796	3.574
	LCP9	0.730	3.653
	LCP10	0.677	3.614
	LCP11	0.702	3.624
	LCP12	0.728	3.574
	LCP13	0.747	3.604
	LCP14	0.680	3.624
	LCP15	0.690	3.644
Utilitarian	UTI1	0.785	3.772
	UTI2	0.766	3.762
	UTI3	0.728	3.644
	UTI4	0.782	3.832

Hedonic	UTI5	0.699	3.931
	UTI6	0.682	3.802
	UTI7	0.838	3.832
	UTI8	0.752	3.782
	HED1	0.735	3.386
	HED2	0.648	3.584
	HED3	0.764	3.475
	HED4	0.741	3.505
Impulsive Behavior	HED5	0.781	3.426
	HED6	0.713	3.485
	HED7	0.739	3.743
	HED8	0.746	3.594
	IMB1	0.866	3.723
	IMB2	0.899	3.614
	IMB3	0.781	3.683
	IMB4	0.667	3.772
	IMB5	0.687	3.812

The results of the discriminant validity test were carried out using two approaches, namely Fornell-Larcker and Heterotrait-Monotrait Ratio. In the Fornell-Larcker method, the square root of AVE was higher than the correlation values between the other constructs. This indicates that each construct is more correlated with its own indicators than with the indicators of the other constructs. In the Heterotrait-Monotrait Ratio analysis, all ratio values were below 0.9, indicating that there was no multicollinearity issue among the constructs. Thus, all constructs in this study met the criteria for discriminant validity (Hamid et al., 2017).

Table 2. Construct Reliability, Validity and Discriminant Validity

	Cronbach's α	CR	AVE	HED	IMB	LCP	PSC	PSH	UTI
HED	0,879	0.903	0.539	0.734	0.436	0.271	0.270	0.416	0.368
IMB	0,841	0.888	0.617	0.471	0.786	0.302	0.406	0.365	0.468
LCP	0,924	0.934	0.502	0.289	0.388	0.708	0.485	0.360	0.468
PSC	0,899	0.917	0.553	0.292	0.499	0.525	0.744	0.511	0.417
PSH	0,879	0.902	0.539	0.448	0.402	0.395	0.568	0.734	0.258
UTI	0,892	0.895	0.571	0.397	0.529	0.503	0.438	0.275	0.756

This study's model is tested using SEM analysis processed with SmartPLS. Bootstrapping was used to test the hypotheses with 5.000 iterations. Figure 5 shows the path coefficients, t-statistics, and p-values for each construct.

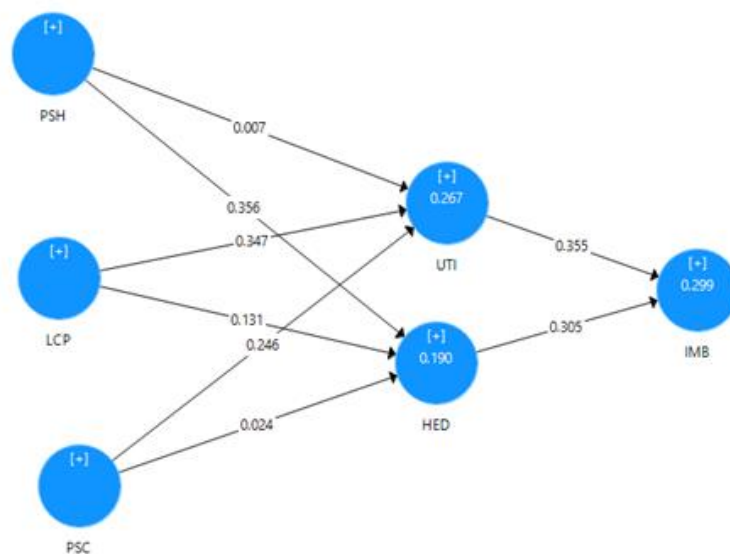


Figure 1. Path Coefficients

Table 3. P-Value and Hypothesis Result

Relationship	Original Sample	Mean	Std. Dev	T Statistic	P-Value	Result
UTI → IMB	0.355	0.363	0.103	3.453	0.001	H1: Supported
HED → IMB	0.306	0.310	0.102	3.002	0.003	H2: Supported
PSH → UTI	0.008	0.019	0.107	0.074	0.941	H3: Not Supported
PSH → HED	0.356	0.368	0.115	3.083	0.002	H4: Supported
PSC → UTI	0.248	0.251	0.121	2.046	0.041	H5: Supported
PSC → HED	0.024	0.030	0.131	0.182	0.856	H6: Not Supported
LCP → UTI	0.341	0.351	0.103	3.305	0.001	H7: Supported
LCP → HED	0.132	0.134	0.130	1.017	0.309	H8: Not Supported

The hypothesis testing results reveal the significance of various relationships. The relationship between utilitarian motives and impulsive behavior (H1) is supported with a significant p-value of 0.001, an original sample of 0.355, and a T-statistic of 3.453. Similarly, hedonic motives significantly influence impulsive behavior (H2), supported with a p-value of 0.003, an original sample of 0.306, and a T-statistic of 3.002. The relationship between parasocial host interactions and utilitarian motives (H3) is not supported, with a p-value of 0.941, indicating insignificance. However, parasocial host interactions significantly influence hedonic motives (H4), with a p-value of 0.002, an original sample of 0.356, and a T-statistic of 3.083. Parasocial co-viewers significantly affect utilitarian motives (H5), with a p-value of 0.041 and a T-statistic of 2.046, but their impact on hedonic motives (H6) is not significant, as shown by a p-value of 0.856. Local presence significantly affects utilitarian motives (H7), supported by a p-value of 0.001 and a T-statistic of 3.305, but it does not significantly influence hedonic motives (H8), as the p-value is 0.309.

DISCUSSION

The results of the path analysis and hypothesis testing demonstrate that impulsive behavior in live shopping streams on the TikTok platform is highly influenced by hedonic and utilitarian values. At a path coefficient of 0.355, utilitarian value had a stronger effect on impulsive action than hedonic value (0.306). These results suggest that while emotional factors clearly play a significant role, perceived functional benefits of the product have a greater impact on impulsive decisions made during live shopping. According to the social factors approach, parasocial interactions with the host have no significant effect on utilitarian value (0.008) but have a considerable impact on hedonic value (path coefficient of 0.356). On the other hand, co-viewer relationships have a path coefficient of 0.248, which indicates that they are more relevant to utilitarian value even though they have very little effect on hedonic value. (0.024). This suggests that while relationships with co-viewers have a stronger influence on the perception of the product's practical benefits, social engagement with the host produces a more positive emotional experience. Furthermore, local presence has been demonstrated to have a considerable impact on utilitarian value (path coefficient of 0.341), but not enough to have a meaningful impact on hedonic value (0.132). Local components tend to improve the perceived usefulness of objects on shows during live shopping broadcasts, which influences impulsive consumer behavior.

The test findings highlight the significance of social connection, emotional experience, and functional value in fostering impulsive behavior during in-person shopping. While hedonic value reinforced by relationships with the host provides extra support for that activity, the primary driver is utilitarian value, which is affected by local presence and relationships with co-viewers. Mediation analysis revealed the different roles that mediator variables play in the link between independent variables and impulsive conduct. Parasocial interaction with the host and impulsive behavior have been found to be significantly mediated by hedonic value, as evidenced by a p-value of 0.049, a T-statistic of 1.968, and a path coefficient of 0.109. These results suggest that impulsive conduct is enhanced by the emotional experience created by interaction with the live shopping presenter. On the other hand, p-values substantially over the

significance threshold (0.335 and 0.867, respectively) show that hedonic value does not significantly mediate the association between local presence or parasocial with the co-viewer and impulsive conduct. However, with a path coefficient of 0.121, T-statistic of 2.458, and p-value of 0.014, utilitarian value significantly mediates the association between local presence and impulsive behavior. This suggests that the increase in impulsive behavior during live shopping is influenced by the impression of functional benefits reinforced by local presence. However, p-values of 0.102 and 0.944 show that utilitarian value is not a significant mediator in the association between impulsive conduct and parasocial interaction with co-viewers or hosts.

According to the findings of this study, impulsive behavior is strongly influenced by both utilitarian and hedonistic values, with utilitarian value having a greater effect. These results are consistent with research by Kim & Eastin (2011), which shows how impulsive purchasing decisions in e-commerce can be influenced by functional benefits, such as competitive prices and time efficiency. As Chen et al. (2023) also noted, the presence of local features gives a sense of authenticity and credibility, boosting the utilitarian value of the product. This means that, in the context of live purchasing, local presence boosts the perception of functional benefits. However, hedonic value, which is more associated with emotional experiences such as pleasure or entertainment, also plays a role in impulsive conduct, albeit a lesser one than utilitarian value. This is consistent with the results of Kim & Eastin (2011); Chen et al. (2023), who found that customers are more likely to make impulsive purchases when they have fun shopping.

CONCLUSION

With distinct ramifications for utilitarian and hedonistic values, this study offers fresh proof that social influence and local presence impact customers' perceived value during live buying. By considering the mediating function of these values in the connection between social factors and impulsive conduct, our findings build on those of previous studies. To gain a deeper understanding, future studies should investigate these interactions in greater detail across a range of platforms and cultural contexts. This approach has several serious flaws. First, because the respondents were not representative of the entire TikTok user base, the results of purposive sampling may not be as generally applicable. Second, there is a chance that the 54 statement questions will wear out respondents, which could lower the quality of the data. Third, the results could not represent impulsive patterns for other product categories or areas because they only looked at one product type, the Originote skincare, and the Jakarta region and its environs, which restricts the demographic and behavioral variances that can be seen. Finally, external validity may be affected by the tools used in earlier studies not being entirely appropriate for the Indonesian TikTok Shop context.

REFERENCES

- [1] Alfian, R., Nugroho, W. F., & Yuliana, L. (2024). Analysis of Brand Awareness, Brand Loyalty and Brand Reputation on Purchase Decisions. *Jurnal Bisnis dan Manajemen*, 11(1), 63-74.
- [2] Ardiyanti, V. D. (2023). The Effect of TikTok Live Streaming Shopping on Impulse Buying Behavior in the 2023 Global Crisis. *Asian Journal of Logistics Management*, 2(1), 1-6.
- [3] Aripin, D. K., & Pradana, W. D. (2024). Pengaruh Live Streaming dan Brand Image terhadap Keputusan Pembelian Produk the Originote pada Pengguna Tiktok Shop di Daerah Istimewa Yogyakarta. *Journal of Management and Social Sciences*, 3(3), 200–212. <https://doi.org/10.55606/jimas.v3i3.1452>
- [4] Blumer, H. (1986). *Symbolic interactionism: Perspective and method*. California: University of California Press.
- [5] Bridges, E., & Florsheim, R. (2008). Hedonic and utilitarian shopping goals: The online experience. *Journal of Business research*, 61(4), 309-314.
- [6] Chen, L. R., Chen, F. S., & Chen, D. F. (2023). Effect of social presence toward livestream e-commerce on consumers' purchase intention. *Sustainability*, 15(4), 3571.

- [7] Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of retailing*, 77(4), 511-535.
- [8] Cuandra, F. (2022). Impulsiveness in Online Era: The Role of Utilitarian and Hedonic Value on Impulsiveness and Impulse Buying Behavior of Batam Community. *Inovbiz: Jurnal Inovasi Bisnis*, 10(1), 89-95.
- [9] Djamhari, S. I., Mustika, M. D., Sjabadhyni, B., & Ndaru, A. R. P. (2024). Impulsive buying in the digital age: investigating the dynamics of sales promotion, FOMO, and digital payment methods. *Cogent Business & Management*, 11(1), 2419484.
- [10] Djawa, S. K., & Rahman, W. (2023). Strategi Tiktok Marketing untuk Meningkatkan Kepercayaan Pelanggan. *Lentera: Multidisciplinary Studies*, 1(3), 184-190.
- [11] Fajar, F., & Otok, B. W. (2024). The Effect of Attractiveness, Expertise, Visual Attractiveness and Interactivity on Online Impulsive Buying Behavior. *Jurnal Ilmiah Manajemen Kesatuan*, 12(4), 1337-1346.
- [12] Febriyanti, W. F., & Irmawati, I. (2024). The Effect of Utility Value, Hedonic Value and Social Value on Sustainable Purchase Intentions. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 175-190.
- [13] Fu, J. R., & Hsu, C. W. (2023). Live-streaming shopping: the impacts of para-social interaction and local presence on impulse buying through shopping value. *Industrial Management & Data Systems*, 123(7), 1861-1886.
- [14] Ghozali, I., & Latan, H. (2015). *Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris*. Semarang: Badan Penerbit UNDIP.
- [15] Hamid, M. R., Sami, W., & Sidek, M. M. (2017, September). Discriminant validity assessment: Use of Fornell & Larcker criterion versus HTMT criterion. In *Journal of physics: Conference series* (Vol. 890, No. 1, p. 012163). IOP Publishing.
- [16] 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.
- [17] Kim, S., & Eastin, M. S. (2011). Hedonic tendencies and the online consumer: An investigation of the online shopping process. *Journal of Internet Commerce*, 10(1), 68-90.
- [18] Liew, A. C. B., & Chen, Y. (2023). Value Theory: Critical Analysis and Theory Construction. *Open Journal of Social Sciences*, 11(5), 1-7.
- [19] Maryanto, S., Royhana, A., Dhamatiyo, R., & Setiowati, R. (2024). Influence of Social Media Influencers on Parasocial Interaction Impacts Value Perception and Purchase Intention Luxury Bags. *Ilomata International Journal of Management*, 5(1), 191-211.
- [20] Nangoy, E. S. C., Tampi, J. R., & Tumbel, T. M. (2024). Pemanfaatan Aplikasi Tiktok sebagai Digital Marketing Promotion pada Curabeauty Manado. *Productivity*, 5(2), 859-863.
- [21] Rasum, A. P., & Abadi, F. (2024). The Effect of Online Retailers and Perceived Risk on Repurchase Intention Mediated by Trust. *Jurnal Ilmiah Manajemen Kesatuan*, 12(5), 1865-1882.
- [22] Sameeni, M. S., Ahmad, W., & Filieri, R. (2022). Brand betrayal, post-purchase regret, and consumer responses to hedonic versus utilitarian products: The moderating role of betrayal discovery mode. *Journal of Business Research*, 141, 137-150.
- [23] Sania, A. M. F., & Febriana, P. (2024). Live Streaming TikTok Meningkatkan Penjualan dan Keterlibatan Merek di Indonesia. *CONVERSE Journal Communication Science*, 1(2), 37-48.
- [24] Saputra, F. E., & Amani, A. R. (2023). The Effect of Social Media Marketing on Hedonic Shopping Value Through Online Impulsive Buying of Fashion Products (Research on Generation Z In Bandung). *Asian Journal of Social and Humanities*, 1(11), 941-948.
- [25] Suwarno, Y. A. (2023). Interaksi Sosial Melalui Media Sosial Tik-Tok Di Kalangan Siswa SMA PGRI 4 Jakarta. *Global Komunika*, 6.
- [26] Vonkeman, C., Verhagen, T., & Van Dolen, W. (2017). Role of local presence in online impulse buying. *Information & management*, 54(8), 1038-1048.
- [27] Winarno, K. O., & Indrawati, I. (2022). Impact of Social Media Marketing and Electronic Word of Mouth (E-Wom) on Purchase Intention. *Jurnal Aplikasi Manajemen*, 20(3), 668-683.

