



## Impulse Buying in the TikTok Shop Era: A Literature Review on the Role of Positive Emotions, Live Streaming, and Price Discounts

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**ABSTRACT:** Impulse buying has become a dominant consumer behavior in the digital era, especially with the rise of social commerce platforms such as TikTok Shop. Unlike traditional e-commerce, TikTok Shop integrates entertainment, live interaction, and real-time promotions to stimulate spontaneous purchase decisions. This conceptual literature review aims to examine the role of positive emotions, live streaming, and price discounts as key factors driving impulse buying in the context of TikTok Shop. By referring to the Stimulus-Organism-Response (S-O-R) framework, this study explores how emotional, interactive, and economic stimuli shape consumer behavior in a dynamic digital environment. The study synthesizes theories of affective marketing, social interaction, and behavioral economics to build an integrative perspective on impulse buying in the era of social commerce. Findings suggest that impulse buying is not simply an irrational act, but the result of systematic experience design. Future research directions are proposed, including experimental and mixed-method approaches to deepen the understanding of digital impulse consumption.

**Keywords:** Impulse Buying, TikTok Shop, Positive Emotions, Live Streaming, Price Discounts.



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## INTRODUCTION

The development of information and communication technology has driven business innovation, one of which is through social commerce platforms such as TikTok Shop, which combines social media and e-commerce in one service. TikTok Shop allows sellers to sell products through short videos, live streaming, and checkout features, which significantly changes consumer interactions and encourages impulse buying behavior. In the conventional context, impulse buying is usually triggered by the physical appearance of the product or momentary emotions, but in the digital era, the triggers are increasingly diverse. TikTok Shop offers an emotional and interactive real-time shopping experience, reinforcing spontaneous buying tendencies. Features like flash sales, live streaming, and interactive content increase user engagement and create urgency that triggers unplanned purchases. A strong brand image also plays a major role in attracting attention and building consumer loyalty(Gorhan et al., 2024) , while the use of social media expands exposure to products(Gorhan et al., 2024) . Flash sales encourage quick decisions(Gumilang et al., 2024) , and live streaming increases emotional closeness to products(Gumilang et al., 2024) . Features such

as user-generated content and product recommendations add a personalized dimension to the shopping experience([Dahniar et al., 2023](#)) . Despite its success in combining entertainment and shopping, TikTok Shop faces challenges such as maintaining innovation and ethical issues related to impulse buying and consumer privacy([Chodak, 2024; Rexidin, 2024](#)) . In the future, the trend of personalization and immersive shopping experiences is expected to further strengthen this phenomenon([Chodak, 2024](#))

This phenomenon indicates a shift in the dynamics of digital marketing, where positive emotions, live streaming, and price discounts become powerful catalysts in driving unplanned purchase behavior. Impulse buying on platforms like TikTok Shop is strongly influenced by a pleasant emotional atmosphere, live interaction through live streaming, and pricing strategies such as discounts or flash sales. TikTok Shop's architecture systematically integrates emotionally appealing short videos and live streaming features to create a shopping environment that tempts consumers to make spontaneous purchases without deep rational consideration, as proposed by([Rook & Fisher, 1995](#)) . Positive emotions from entertaining content increase consumers' hedonic motivation to buy([Ramadhani & Nugroho, 2024; Widyastuti & Hariasih, 2024](#)) , while the fun of shopping through TikTok Shop also reinforces hedonic values that drive impulse decisions([Rasyid & Farida, 2023](#)) . Live streaming features also create emotional immediacy and urgency through the FOMO (Fear of Missing Out) phenomenon, encouraging quick purchases([Azzahra et al., 2024; Kurnia & Jauhari, 2024](#)) , and increasing real-time consumer engagement([Carissa, 2024; Gumiang et al., 2024](#))

On the other hand, price discounts and flash sales shape perceptions of high value, reinforcing buying urges even when unplanned([Kurnia & Jauhari, 2024; Widyastuti & Hariasih, 2024](#)) . This strategy creates a sense of urgency and scarcity that encourages consumers to make immediate decisions to get the best deals([Gumiang et al., 2024; Rasyid & Farida, 2023](#)) . Discounts have been shown to significantly influence impulse buying because they create the illusion of more value for money([Carissa, 2024](#)) . The combination of these three elements-positive emotions, live streaming, and discounts-builds a robust and systematic impulse shopping ecosystem in TikTok Shop([Munajat et al., 2023; Ubaedilah et al., 2023](#)) , which is designed to respond effectively to consumers' psychological and emotional triggers([Kurniawan & Nugroho, 2024](#))

While most of the literature on impulse buying so far has focused on the context of offline retail or conventional e-commerce such as Shopee, Tokopedia, and Amazon, studies that specifically explore the dynamics of impulse buying in the context of video-based social commerce, especially TikTok Shop, are still very limited. In fact, this platform offers a different approach, relying on interactive and emotional visual content. Therefore, there is an urgent need to compile a comprehensive literature mapping on how three key factors-positive emotions, live streaming, and price discounts-operate as stimuli to trigger impulse buying in new digital environments. The exploration of impulsive buying behavior in the context of video-based social commerce, such as TikTok Shop, is an emerging area of interest. The platform leverages interactive and emotional visual content to shape consumer behavior. The literature suggests that three main factors-positive emotions, live streaming, and price discounts-play a crucial role in driving impulsive buying

behavior in this ecosystem, and this paper aims to map these dynamics based on existing study findings.

Positive emotions are a significant driver in impulse buying behavior. TikTok's interactive and entertaining content is able to evoke strong emotional responses, which then trigger unplanned purchases([Mian, 2023](#); [Redine et al., 2023](#)) . Emotional engagement through fun and psychologically relevant content enriches the shopping experience, thereby increasing susceptibility to impulse buying([Kalla & Arora, 2011](#)) . In addition, live streaming is becoming a powerful tool in e-commerce as it creates a sense of urgency and enthusiasm, particularly in TikTok Shop, which encourages spontaneous purchases([Yang et al., 2025](#)) . Real-time interactions and product demonstrations in live broadcasts provide a more immersive shopping experience and significantly influence consumer decisions([Kurnia & Jauhari, 2024](#)) . On the other hand, price discounts have long been recognized as a strong trigger for impulse buying as they create a perception of value and urgency([Kurnia & Jauhari, 2024](#)) . In TikTok Shop, price discounts displayed in the live stream increase the likelihood of consumers making unplanned purchases due to perceived savings([Yang et al., 2025](#)) . By referring to previous studies-both from academic journals, industry reports, and theoretical literature-this paper seeks to elaborate a conceptual space to understand the transformation of consumer behavior in the TikTok Shop era. This approach is in line with the view of([Albari & Dewi, 2011](#)) , which emphasizes the importance of compatibility between marketing concepts, operational activities, and research directions to respond to evolving business dynamics.

Impulse buying is spontaneous buying behavior without planning, triggered by strong emotional impulses([Rook & Fisher, 1995](#)) . These decisions often occur quickly without rational consideration due to weak self-control([Beatty & Ferrell, 1998](#)) ([Verplanken & Herabadi, 2001](#)) divides it into two dimensions: affective impulse and cognitive control. In the digital age, this behavior is increasingly triggered by exposure to attractive visuals in e-commerce and social media([Almahdi et al., 2023](#)) , and is common among consumers aged 18-34 years([Hamza & Elsantil, 2024](#)) ([Paul, 2021](#)) classifies four types of impulse buying: pure, reminder, suggestion, and planned. The driving factors include emotions, personality([Hamza & Elsantil, 2024](#); [Mattia et al., 2021](#)) , shopping situation, and ease of digital access([Devi et al., 2023](#)) . Technology amplifies this behavior by creating a fast, interactive, and personalized shopping experience([Mattia et al., 2021](#))

Previous research on platforms such as Shopee Live and Amazon Live has provided important insights into the role of interactivity and promotional tools in shaping purchase decisions. However, these platforms generally emphasize transactional functions and limited interaction windows, which differ significantly from TikTok Shop's video-first, entertainment-driven, and algorithm-enhanced ecosystem. TikTok integrates short-form videos, personalized feeds, and real-time engagement in ways that create stronger emotional immediacy and higher consumer immersion. This comparative distinction underscores the novelty of the present study, as it examines impulse buying behavior in a context where entertainment, social presence, and algorithmic exposure converge more intensively than in prior models of live commerce.

Social commerce is an evolution of e-commerce that incorporates social elements such as user interactions, reviews, friend recommendations, and community content into the shopping experience, with TikTok Shop as an obvious example, where users can purchase products directly through short videos or live streaming by creators. According to([Huang & Benyoucef, 2013](#)) , social commerce increases trust and a sense of urgency due to high social engagement. In TikTok Shop, purchasing decisions are influenced not only by product information, but also by social interaction, two-way communication, and the power of visuals, thus accelerating impulse buying compared to conventional e-commerce platforms. Interactive features such as videos and reviews drive consumer engagement and increase the likelihood of purchase([Dahniar et al., 2023](#)) , while social and shopping integration enriches the overall user experience([Nur & Rahmawati, 2025](#)) . Social presence during interactions and live sessions plays an important role in building consumer trust and loyalty([Thesia & Aruan, 2023](#)) . In addition, visually appealing content and live broadcasts have proven effective in attracting attention and interest, in line with the AIDA model([Poh et al., 2024](#)) , making TikTok Shop a highly effective digital marketing tool([Nur & Rahmawati, 2025](#))

Positive emotions such as excitement, satisfaction, and pleasure play an important role in creating psychological conditions that favor impulse buying. ([Isen, 1987](#)) suggests that positive mood can increase an individual's propensity to make spontaneous decisions due to decreased attention to risk and increased optimism. In a digital context, these emotions are evoked through elements such as engaging visual content, background music, friendly seller communication, and live streaming interaction. TikTok Shop strategically blends all these elements to create an emotional atmosphere that supports impulse buying([Chan et al., 2024](#))([Park & Lennon, 2006](#)) adds that visual design, color, and digital experiences are able to influence consumer attitudes towards brands and purchase decisions. Other studies highlight that positive emotions such as happiness and excitement are key drivers of impulse buying behavior([Kalla & Goyal, 2012](#); [Thamilselvan & Rakeshyanand, 2024](#)) , including as a mediator between shopping lifestyle and impulse decisions at TikTok Shop([Ajizah & Nugroho, 2023](#)) . The S-O-R (Stimulus-Organism-Response) model also explains that positive mood bridges individual characteristics and impulsive behavior([Ahmad et al., 2019](#)) . TikTok Shop utilizes visual content, music, and interactive features to evoke such emotions, amplify the shopping experience, and encourage spontaneous purchases([Ajizah & Nugroho, 2023](#); [Thamilselvan & Rakeshyanand, 2024](#)) . In fact, happiness as an enduring positive emotion serves as an internal motivator that drives consumers to make purchases to maintain or enhance feelings of happiness([Kalla & Goyal, 2012](#))

Live streaming commerce (LSC) has become a major trend in social commerce, particularly in Asian markets such as China and Indonesia, due to its ability to combine real-time interaction, product demonstrations and urgency-based selling strategies such as discounts or limited stock. Sellers present products while interacting directly with the audience through comments, interactive challenges, or time-limited offers, which creates a sense of urgency and triggers impulse buying. ([Wen et al., 2024](#)) found that engagement in live broadcasts increased perceptions of trust and purchase intent, while TikTok Shop reinforced this with a quick purchase process during the broadcast. ([McLaughlin & Woh, 2021](#)) noted that live broadcasts also establish parasocial interaction-a sense of closeness between sellers and viewers-that encourages trust and impulse behavior.

The success of LSCs in Asia is also driven by cultural factors such as community values and group trust, which increase consumer engagement([Khine & Dreamson, 2023](#)) . In Indonesia, the effect of parasocial interactions within TikTok Shop is particularly strong, especially for fashion products([Notonegoro & Aruan, 2024](#)) . Features such as live comments, interactive challenges, personalization, and quick responses strengthen trust in sellers and fellow users([Wen et al., 2024](#)) , and accelerate purchase decisions([Budianto, 2024; Hoang & Dang, 2024](#)) . The combination of live interaction, limited offers, and entertainment creates an engaging shopping experience and encourages impulse buying based on trust and emotion([Hoang & Dang, 2024](#))

Price discounts are an effective marketing tool in encouraging impulse buying, not only because they lower prices, but because they create perceived deal value-the perception that the product is worth more than the normal price([Dodds et al., 1991](#)) . In TikTok Shop, discounts are often combined with scarcity and urgency strategies, such as "5-minute Flash Sale" or "10 pcs left," which encourage consumers to make quick decisions without having time to rationally compare prices. This effect is even stronger when delivered persuasively through live streaming, creating an atmosphere of urgency that encourages impulse purchases([Liu et al., 2022](#)) . Discounts packed with urgency and scarcity have been shown to increase perceived value and encourage consumers to act quickly([Amasuba & Apriani, 2024; Utami et al., 2024](#)) . Strategies such as flash sales and limited stock announcements amplify emotional distress in shopping situations([Adyarinanda & Yuliati, 2017](#)) , especially in dynamic environments such as TikTok Shop live streaming. In addition, perceived product quality also affects the relationship between discounts and impulse purchases; if product quality is still perceived as high, consumers are more likely to buy spontaneously([Wanda & Pasaribu, 2023](#)) , although excessive discounts can actually decrease perceived quality and purchase intention([You et al., 2021](#))

Within the framework of the business concept according to([Kotler & Keller, 2009](#)) , TikTok Shop can be categorized into a holistic marketing approach that integrates four main elements: relationship marketing, integrated marketing, internal marketing, and performance marketing. The platform combines all these aspects in one unified system, where consumers not only view products, but also interact directly with sellers or creators; promotions are no longer one-way, but through videos, comments, live broadcasts, and other social features; and each transaction is triggered not just by functional needs, but by strategically designed emotional and social experiences. TikTok Shop is not just a digital marketplace, but also a real-time arena of communication, entertainment and persuasion, which demands a redefinition of the digital marketing function that now focuses more on relationships and experiences than transactions.

According to([Grönroos, 1994](#)) , the concept of marketing has shifted from transaction orientation to relationship orientation (relationship marketing), where business success is no longer solely measured by the number of sales, but rather by how strong emotional and social connections are built with consumers. TikTok Shop embodies this approach through a live streaming feature that enables two-way interaction, the use of influencers as brand ambassadors who build trust and credibility, and comments and reactions that create user-generated engagement and strengthen audience loyalty. These emotional and participatory interactions not only support long-term

relationships with consumers, but can also trigger impulse buying in the short term, especially when momentum arises such as sudden discounts or viral content.

TikTok Shop's business concept can be understood through an emotional marketing approach, where purchasing decisions are not solely based on logic or functional needs, but rather triggered by emotional responses strategically shaped through elements such as music, salesperson facial expressions, speaking styles, and visual speed that form affective stimuli to influence consumer mood([Consoli, 2010; Tan, 2024](#)) . Within the framework of consumer perceived value theory, TikTok Shop offers not only economic value through discounts, but also emotional value (fun while shopping), social value (sense of community in the TikTok community), and epistemic value (curiosity about new trends([Iascanu et al., 2008; Pereira, 2022](#)) , in line with the view([Holbrook, 1999](#)) that consumers evaluate products based on multi-dimensional value. This strategy demonstrates that TikTok Shop is not just a commerce platform, but a space where value is created in a participatory manner through dynamic interactions between companies, content creators, and consumers-a concept known as co-creation of value, which is instrumental in building brand loyalty and strengthening the overall consumer experience([Pereira, 2022; Tan, 2024](#))

Mehrabian and Russell's (1974) Stimulus-Organism-Response (S-O-R) model is relevant to explain TikTok Shop's strategy, where stimulus includes video content, live streaming, sudden discounts, and user interface (UI) design; organism refers to consumers' internal responses such as positive emotions, psychological engagement, and impulsivity; and response is the act of impulse buying. TikTok Shop systematically utilizes and manipulates these stimulus elements to trigger certain emotional and psychological reactions that lead to spontaneous purchases. This approach reflects a structured and carefully designed application of stimulus-based strategic marketing to create purchase pressure in consumers.

According to([Albari & Dewi, 2011](#)) , the success of a business concept is determined by synchronization between marketing paradigms, operational activities, and research approaches. TikTok Shop demonstrates this through emotional content strategies that support experiential marketing, interactive features that encourage relationship marketing and value co-creation, and time-based discounting and gamification tactics to stimulate spontaneous responses. The TikTok Shop business concept reflects the multidimensional convergence of technology, psychology, communication, and social value, in line with a networked value systems approach where platforms, creators, and consumers co-create and exchange value.

This phenomenon indicates a shift in the dynamics of digital marketing, where positive emotions, live streaming, and price discounts become powerful catalysts in driving unplanned purchase behavior. These three factors are prioritized in this study because they represent the most direct and measurable stimuli in the Stimulus–Organism–Response (S-O-R) framework. While other determinants such as social proof or influencer trust have also been widely acknowledged in the literature, their effects are often mediated through broader constructs like credibility or perceived expertise, making them less immediate in shaping spontaneous decisions. In contrast, emotional arousal (positive emotions), interactive immediacy (live streaming), and economic triggers (price discounts) directly target the consumer's psychological state and create urgency that stimulates

impulse purchases. Thus, focusing on these three elements allows the study to capture the most salient and actionable mechanisms behind TikTok Shop's impulse buying phenomenon. Impulse buying on platforms like TikTok Shop is strongly influenced by a pleasant emotional atmosphere, live interaction through live streaming, and pricing strategies such as discounts or flash sales.

In addition, this study holds strong relevance to the broader fields of digital marketing, consumer behavior, and e-commerce scholarship. By adopting a methodologically pluralistic perspective, it not only synthesizes conceptual insights from the Stimulus–Organism–Response (S-O-R) framework but also opens pathways for combining positivistic, interpretive, and pragmatic paradigms in future research. This pluralism strengthens the contribution of the study, ensuring that its findings are not only theoretically grounded but also adaptable to diverse methodological contexts in the analysis of impulse buying behavior.

Furthermore, this research also raises critical reflections on contemporary digital marketing practices that increasingly emphasize the manipulation of emotions and the creation of urgency through system design. TikTok Shop is not just selling products, but also selling emotional experiences that are strategically designed to influence consumers' decision-making processes. In this context, impulse buying is not only an expression of spontaneous consumption, but also a manifestation of systemic intervention into consumer cognition, which has important implications for the development of behavioral marketing theory and the formulation of more ethical and sustainable business strategies. Based on this background, this paper is designed to: (1) outline the definition and characteristics of impulse buying in the context of social commerce; (2) examine the role of positive emotions in driving impulse purchases at TikTok Shop; (3) examine the influence of live streaming as an interactive medium that facilitates quick decisions; (4) analyze the role of price discounts as an economic stimulus; and (5) develop a relevant and applicable follow-up research agenda for digital marketers and academics.

## **METHOD**

This study employed a conceptual literature review approach to synthesize findings on impulse buying in the TikTok Shop era, focusing on the role of positive emotions, live streaming, and price discounts in shaping consumer behavior. As a narrative literature review, this research integrates and analyzes prior studies without collecting primary data, making it appropriate to capture theoretical developments and practical implications in the context of social commerce. The literature search was conducted using the Scopus database as the primary source of peer-reviewed articles, with additional cross-checks performed through Google Scholar and ScienceDirect. Keywords applied in various combinations included "impulse buying," "TikTok Shop," "social commerce," "live streaming," "price discount," and "positive emotion," while the search was limited to articles published between 2015 and 2025. Inclusion criteria required articles to be indexed in Scopus, published in peer-reviewed journals, explicitly address impulse buying or related constructs in digital or social commerce, and be available in English or Indonesian. Exclusion criteria comprised conference abstracts, grey literature, and articles without full-text access.

The initial search identified 78 articles, and after applying screening, inclusion–exclusion criteria, and removing duplicates, a total of 21 articles were retained for review. To ensure transparency, the PRISMA flow diagram was used to describe the identification, screening, eligibility, and final inclusion stages. The selected studies were analyzed using a narrative synthesis approach, with findings organized into three thematic categories: (1) the role of positive emotions in impulse buying, (2) the influence of live streaming on consumer behavior, and (3) the effect of price discounts on purchase decisions. The synthesis further highlighted theoretical linkages with the Stimulus–Organism–Response (S-O-R) framework and identified potential gaps for future research.

## **RESULT AND DISCUSSION**

### **Positivism, Interpretivism, and Behavioral Approach**

In marketing literature, two commonly used paradigmatic approaches are positivism and interpretivism. The positivistic approach emphasizes empirical observation, hypothesis testing, and cause-and-effect relationships between variables. Within this framework, impulse buying behavior is viewed as a response to a specific stimulus such as a discount or positive emotion, which can be measured quantitatively(Hunt, 1991) . In contrast, the interpretive approach is more suitable for exploring the subjective meaning behind purchase decisions, especially in emotional social contexts such as live streaming on TikTok Shop. This paradigm emphasizes that consumer behavior is formed through symbolic interactions, emotional experiences, and social perceptions of products and sellers(Redine et al., 2023) . Combining the two, many of today's studies use the Stimulus-Organism-Response (S-O-R) framework, where the stimulus (e.g. discounts, visual content, or in-person interactions) influences the organism (emotions, attention, engagement), which then triggers a response in the form of impulse buying. This approach is pragmatic and is often applied through mixed-methods or experimental designs complemented by qualitative analysis.

In the context of omnichannel retail, channel integration and ease of access act as stimuli that reinforce consumer empowerment, trust, and satisfaction-elements within the organism—that significantly influence perceived value and impulse purchase behavior(Pereira, 2022) . Retailers are advised to optimize channel integration to increase the likelihood of spontaneous purchases. Meanwhile, in online shopping, consumer behavior is analyzed through the S-O-R framework, with emotional response and platform architecture as key stimuli that, along with personal predisposition, strongly influence impulse buying(Joseph & Balqiah, 2022) . Something similar happens in e-commerce live streaming, where factors such as streamer presence, product price, and purchase convenience become stimuli that influence perceived pleasure (organism), which further impacts impulse purchase decisions(Primadewi & Fitriasari, 2022) . The increasing popularity of live streaming in Indonesia confirms the effectiveness of this approach in driving spontaneous consumptive behavior.

## **The Influence of Live Streaming on Consumer Behavior**

The TikTok Shop phenomenon creates a complex social and psychological environment, making the use of a single paradigm inadequate in explaining impulse buying behavior. In this context, impulse buying behavior is not solely the result of a stimulus such as a discount, but is the result of interactions between emotions, social norms, digital interaction contexts, and platform strategies. TikTok Shop builds a participatory digital ecosystem, where live streaming serves as an interactive medium, and discounts are used as a real-time persuasion tool. Therefore, the study of impulse buying on this platform needs to combine cognitive-behavioral approaches to understand responses to discounts and urgency, affective-psychological to capture the influence of positive emotions evoked by content, and sociological-interactional to analyze communication dynamics in live streaming and the FOMO (fear of missing out) effect. These three approaches form a methodological spectrum that emphasizes the importance of reflective, holistic and multidimensional research designs in understanding the behavior of today's digital consumers.

The choice of paradigm determines the direction and structure of the research, from the type of data collected to the way of drawing conclusions. ([Peter & Olson, 1983](#)) explains that the positivistic-empirical (PE) approach emphasizes quantification, reliability, and generalization, while the relativistic-constructionist (RK) approach focuses more on validity, deep meaning, and socio-cultural context as part of understanding reality. In the study of impulse buying on TikTok Shop, the PE approach is relevant for measuring the effect of discounts on purchase intention through surveys or experiments, as well as testing the mediating role of emotions in the relationship between stimulus and response. In contrast, the RK approach is suitable for exploring consumers' experiences during live streaming and understanding the subjective meaning of digital interactions in impulse buying decisions. Therefore, a constructive-pragmatic approach that combines the two is relevant, as suggested by([Albari & Dewi, 2011](#)) , so that marketing research is not only stuck on quantifying data, but also able to explore theories, criticize concepts, and design more contextual and reflective approaches.

Based on the literature review and paradigm mapping above, the impulse buying research strategy in the context of TikTok Shop can be directed at:

**Table 1.** Strategic Recommendations

<b>Research Focus</b>	<b>Paradigm</b>	<b>Approach</b>	<b>Recommended Method</b>
<b>The effect of discounts on impulse buying</b>	Positivistic	Deductive	Experimental survey
<b>The influence of positive emotions on purchase intention</b>	Positivistic & Affective	Quantitative	SEM or regression
<b>User experience when live streaming</b>	Interpretive	Inductive	In-depth interview

Research Focus	Paradigm	Approach	Recommended Method
<b>The role of social interaction and FOMO</b>	Constructive	Qualitative	Netnography or participatory observation
<b>Integration of S-O-R theory in the context of TikTok Shop</b>	Pragmatic	Mixed	Mixed-method design

A flexible approach to the research paradigm will open up opportunities to not only understand impulse buying behavior descriptively, but also explain why and how the process occurs in an emerging context.

### The Effect of Price Discounts on Purchase Decisions

Price discounts emerged as one of the most dominant external stimuli influencing impulse buying behavior across the reviewed studies. Discounts play a dual role: they act as financial incentives that reduce perceived cost barriers and as psychological triggers that create urgency and scarcity. Both mechanisms accelerate consumer decision-making and lead to unplanned purchases, particularly in digital commerce environments such as TikTok Shop and Shopee Live. Empirical findings support this view, with Rasyid and Farida (2023) reporting that discounts significantly enhanced impulsive buying at TikTok Shop when combined with hedonic shopping value, while Amasuba and Apriani (2024) showed that discounts, paired with time pressure and ease of transaction, strongly predicted unplanned purchases. Similarly, Gumilang, Sumiati, and Tresnadi (2024) emphasized that flash sales integrated with live streaming intensified impulse buying on TikTok, and Kurnia and Jauhari (2024) found that discounts, together with live streaming and influencer endorsements, served as critical drivers of purchase decisions.

Beyond financial considerations, discounts also exert a powerful psychological influence that often outweighs rational evaluation. Budianto (2024) demonstrated that Shopee users in Surabaya prioritized immediate purchases over product assessment when exposed to price reductions, especially during live selling events. This pattern aligns with the conceptual framework of Beatty and Ferrell (1998), who modeled impulse buying as a response to external cues that diminish cognitive deliberation. By framing products as time-limited opportunities, discounts encourage consumers to justify unplanned expenditures as beneficial decisions. Collectively, the evidence highlights that discounts not only lower costs but also act as persuasive nudges that enhance urgency, scarcity, and perceived value. In the context of TikTok Shop, where discounts are integrated with live streaming and social interaction, these effects are particularly pronounced, creating an environment highly conducive to spontaneous purchases.

**Table 2.** Summary of Reviewed Studies on Impulse Buying in Social Commerce

No	Author(s) & Year	Context / Platform	Method	Main Findings
1	Adyarinanda & Yuliati (2017)	Roemah Kopi Bandung	Survey	Store atmosphere significantly affects consumer purchase decisions.
2	Ahmad et al. (2019)	General e-commerce	Quantitative	Positive mood mediates factors affecting impulsive buying.
3	Ajizah & Nugroho (2023)	TikTok Shop	Survey	Positive emotions mediate shopping lifestyle and hedonic motivation in impulse buying.
4	Almahdi et al. (2023)	Digital commerce	Literature/Conceptual	Explores impulse buying in digital contexts, highlighting emotional triggers.
5	Amasuba & Apriani (2024)	Shopee Live	Quantitative	Price discounts, time pressure, and ease of transaction drive impulse buying.
6	Azzahra et al. (2024)	TikTok Shop	Survey	Live streaming and discounts significantly influence purchase decisions.
7	Beatty & Ferrell (1998)	Retail	Conceptual Model	Modeled antecedents of impulse buying behavior.
8	Budianto (2024)	Shopee (Surabaya)	Survey	Live streaming, discounts, and product quality impact impulsive buying.
9	Carissa (2024)	TikTok Social Commerce	Survey	Live streaming, hedonic motivation, and discounts influence impulse buying in Gen Z.
10	Chan et al. (2024)	Social commerce	Conceptual (SOR)	Links brand awareness, influencers, and impulse buying via S-O-R theory.
11	Dahniar et al. (2023)	TikTok Shop	Quantitative	Interactive TikTok features strongly affect purchase decisions.

No	Author(s) & Year	Context / Platform	Method	Main Findings
12	Devi et al. (2023)	General impulse buying	Systematic Review	Provides retrospective analysis and directions for impulse buying research.
13	Gorhan et al. (2024)	TikTok Shop	Survey	Subjective knowledge and brand image strengthen impulse buying behavior.
14	Gumilang et al. (2024)	TikTok Shop	Survey	Flash sales and live streaming significantly drive impulse buying.
15	Hoang & Dang (2024)	Live streaming commerce	Survey	Trust and flow mediate the effect of live streaming on impulse buying.
16	Kurnia & Jauhari (2024)	TikTok Shop	Quantitative	Live streaming, discounts, and influencers significantly influence impulse buying.
17	Kurniawan & Nugroho (2024)	TikTok Shop (Surabaya)	Survey	Content marketing, live streaming, and flash sales boost impulse purchases.
18	Munajat et al. (2023)	TikTok Shop	Case study	Identified strong impulse buying behavior on the TikTok Shop platform.
19	Notonegoro & Aruan (2024)	Live streaming (Indonesia)	Survey	Source credibility and identification in live streaming increase purchase intention.
20	Rasyid & Farida (2023)	TikTok Shop	Survey	Price discounts and hedonic shopping value significantly affect impulsive buying.
21	Ubaedilah et al. (2023)	TikTok Shop	Quantitative	Shopping motivation and price perception influence impulse buying decisions.

The reviewed literature highlights various factors that drive impulse buying behavior in both traditional and digital commerce contexts. Foundational works, such as Beatty and Ferrell (1998) and Adyarinanda and Yuliati (2017), emphasized external cues like store atmosphere as significant triggers of unplanned purchases. Building on this foundation, recent studies underscore the role of positive emotions as strong mediators of impulse buying. For instance, Ahmad et al. (2019) showed that positive mood mediates factors influencing impulsive buying in general e-commerce, while Ajizah and Nugroho (2023) found that emotional states connect shopping lifestyle and

hedonic motivation to impulse buying in TikTok Shop. Similarly, Almahdi et al. (2023) highlighted emotional triggers in digital commerce, reinforcing the significance of affective states in accelerating unplanned purchases. Beyond emotions, live streaming has also emerged as a powerful driver, with Dahniar et al. (2023), Hoang and Dang (2024), and Notonegoro and Aruan (2024) demonstrating how interactive features, trust, and source credibility foster impulse buying. Further evidence from Carissa (2024), Kurniawan and Nugroho (2024), and Kurnia and Jauhari (2024) confirmed that live streaming, often enhanced by influencers and flash sales, significantly increases impulsive purchase behavior, particularly among younger demographics.

Alongside emotional and interactive factors, price discounts were consistently identified as crucial in shaping impulsive decisions. Studies such as Rasyid and Farida (2023), Amasuba and Apriani (2024), and Budianto (2024) revealed that discounts, especially when paired with time pressure, product quality, and live selling, substantially boost unplanned purchases. Similar findings from Gumlilang et al. (2024) and Azzahra et al. (2024) confirmed that flash sales and limited-time offers intensify urgency and reinforce consumers' perception of value. Additional contributions, including Gorhan et al. (2024) on brand image, Munajat et al. (2023) on TikTok Shop case studies, and broader reviews like Devi et al. (2023), further enriched the understanding of impulse buying. Conceptual works such as Chan et al. (2024) also provided theoretical grounding by linking influencers and impulse buying to the Stimulus–Organism–Response (S-O-R) framework. Taken together, the 21 reviewed studies demonstrate that impulse buying in the TikTok Shop era is shaped by the interplay of emotional triggers, live streaming dynamics, and financial incentives such as discounts, creating a highly stimulating environment that encourages spontaneous purchases.

The findings of this review reinforce the view that impulse buying in the era of TikTok Shop is shaped by the interaction of emotional drivers, live streaming dynamics, and price discounts. Drawing on the Stimulus–Organism–Response (S-O-R) framework, the reviewed studies illustrate how marketing stimuli such as promotions and interactive features generate positive emotions, which in turn foster impulsive purchase behavior. For example, Ajizah and Nugroho (2023) showed that positive emotions mediate the relationship between shopping lifestyle, hedonic motivation, and impulse buying in TikTok Shop, while Ahmad et al. (2019) highlighted the role of positive mood in mediating impulse buying in general e-commerce. These findings confirm that the “organism” element of the S-O-R framework—internal consumer states—is critical in explaining how external cues are translated into unplanned purchases.

Another central theme relates to the influence of live streaming as a stimulus. Dahniar et al. (2023) found that interactive TikTok features strongly affected consumer purchase decisions, while Hoang and Dang (2024) emphasized that trust and flow experiences mediate the effect of live streaming on impulsive buying. Similarly, Notonegoro and Aruan (2024) demonstrated that source credibility and identification in live streaming increase purchase intention, suggesting that the social presence created in real-time sessions fosters consumer responsiveness. These results echo the findings of Carissa (2024) and Kurniawan and Nugroho (2024), who showed that live streaming, especially when combined with hedonic motivation and flash sales, amplified impulse buying among younger consumers. Collectively, this indicates that live streaming functions as both a

technological and social stimulus that triggers emotional engagement and reduces hesitation in purchasing decisions.

The role of price discounts also appears as a consistent predictor of impulsive behavior. Rasyid and Farida (2023) demonstrated that discounts, when paired with hedonic shopping value, significantly enhanced impulsive buying at TikTok Shop. Similarly, Amasuba and Apriani (2024) found that discounts combined with time pressure and transaction ease strongly predicted unplanned purchases in Shopee Live. Gumilang et al. (2024) and Azzahra et al. (2024) further confirmed that flash sales and limited-time offers heightened urgency and reinforced consumer perceptions of value. These studies align with Budianto (2024), who noted that discounts encouraged Shopee users in Surabaya to prioritize immediate purchases, and are consistent with earlier frameworks such as Beatty and Ferrell (1998) that view discounts as external cues reducing cognitive deliberation. Together, these findings illustrate that discounts function not only as economic levers but also as psychological nudges amplifying the overall consumer response.

This review contributes to consumer behavior theory by extending prior models of impulse buying to social commerce contexts. Earlier conceptualizations such as Beatty and Ferrell (1998) and the S-O-R framework provided the foundation, but recent studies add new insights by highlighting how digital interactivity and social presence shape consumer responses. The evidence from Ajizah and Nugroho (2023) and Hoang and Dang (2024) demonstrates the mediating role of emotions and trust, confirming that internal psychological states are indispensable in translating external cues into impulse purchases. Furthermore, studies such as Gorhan et al. (2024), which examined the role of brand image, and Devi et al. (2023), which reviewed broader impulse buying research, suggest that the integration of branding and consumer knowledge with emotional triggers creates a richer theoretical understanding of impulse buying in social commerce.

For practitioners, the reviewed studies suggest several strategic directions. First, marketers and sellers can leverage live streaming features to create real-time interaction, trust, and urgency. Second, the use of discount strategies such as flash sales and limited-time offers should be carefully designed to enhance perceptions of value and stimulate immediate purchases. Third, emotional triggers such as excitement and enjoyment, as noted by Ajizah and Nugroho (2023), should be embedded into marketing campaigns to heighten consumer engagement. However, firms should also adopt ethical marketing practices, avoiding excessive exploitation of consumer emotions or manipulative discounting strategies that could lead to post-purchase regret.

While this review offers valuable insights, it has limitations. The analysis was restricted to 21 Scopus-indexed articles, which, although representative, may not fully capture all global perspectives on impulse buying, particularly in non-English contexts. Moreover, the reliance on narrative synthesis rather than meta-analysis means that the review highlights thematic patterns but does not provide quantitative effect sizes. Finally, the dynamic nature of platforms like TikTok Shop suggests that consumer behavior may evolve rapidly, requiring ongoing empirical validation in different cultural and market contexts.

## **CONCLUSION**

This research confirms that impulse buying in the TikTok Shop era is not merely a repetition of traditional consumer behavior but represents a transformation in the digital consumption ecosystem. The integration of emotional triggers (positive emotions), interactive mechanisms (live streaming), and economic incentives (price discounts) creates a unique environment that fosters quick, spontaneous, and unplanned purchasing decisions. This triadic interaction highlights the role of social commerce platforms as spaces where affective, relational, and transactional dimensions converge simultaneously.

From a theoretical standpoint, this review expands the application of the Stimulus–Organism–Response (S-O-R) framework to the context of video-based social commerce. Unlike traditional studies that emphasized stimuli such as store atmosphere or price tags, this study reconceptualizes stimuli as dynamic, algorithm-driven, and socially embedded—positive emotions shaped by entertaining content, parasocial interactions generated by live streaming, and price discounts delivered through real-time promotions. The organism stage is reframed to focus on context-specific responses such as trust, FOMO, and hedonic motivation, while the response moves beyond purchase intention to actual impulsive buying behavior.

Practically, the findings demonstrate that TikTok Shop has successfully combined affective, economic, and relational strategies in ways that minimize rational deliberation and maximize consumer reactivity. However, to ensure sustainability, businesses must balance commercial effectiveness with ethical responsibility by prioritizing transparency, authenticity, and consumer well-being. Finally, this review underscores the need for further empirical studies—both quantitative and qualitative—to validate and refine the emerging models of impulse buying in social commerce. While TikTok Shop is the focal platform in this study, the underlying psychological and social mechanisms identified here are likely to remain relevant across other digital ecosystems in the future.

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