International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Live Streaming Shopping And Time Limit On Impulsive Buying Behavior In Online Purchases On The Tiktok Shop Application From A Sharia Business Perspective (Study On Tiktok Shop Users In Sribhawono Village)

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Abstract

The rapid development of social commerce has made TikTok Shop one of the most widely used platforms for online buying and selling. In promoting products, TikTok Shop provides a Live Streaming Shopping feature that is widely used by sellers to increase sales and build direct interactions with consumers in real time. In addition, the use of Time Limit strategies such as flash sales and limited-time discounts also encourage consumers to make immediate purchasing decisions. This condition can trigger Impulsive Buying behavior, namely purchases made without planning and driven more by emotional factors than rational considerations. The research problem formulation in this study is whether Live Streaming Shopping has a positive and significant effect on Impulsive Buying, whether Time Limit has a positive and significant effect on Impulsive Buying, and how to review both variables from a sharia business perspective. The purpose of this study is to determine the effect of Live Streaming Shopping on Impulsive Buying, determine the effect of Time Limit on Impulsive Buying, and examine Impulsive Buying behavior based on sharia business values. This study uses a quantitative method with data collection techniques through distributing questionnaires to TikTok Shop users in Sribhawono Village. The sample used in this study was 98 respondents. Based on the research results, Live Streaming Shopping (X1) has a positive and significant effect on Impulsive Buying (Y), Time Limit (X2) also has a positive and significant effect on Impulsive Buying (Y), and both variables simultaneously have a positive and significant effect on Impulsive Buying.

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Keywords:Impulsive Buying, Live Streaming Shopping, Time Limit, Tiktok Shop, Sharia Business.

INTRODUCTION

The development of information technology has brought about significant changes in the modern trading system. Buying and selling activities, previously conducted conventionally, have now transformed into internet-based digital commerce. This change has given rise to various innovations, one of which is social commerce, a combination of social media and e-commerce in a single platform. Through social commerce, consumers not only receive entertainment but also can make direct purchases more conveniently and efficiently. This phenomenon demonstrates that digital technology has transformed people's consumption patterns, making them faster, easier, and more integrated.

TikTok Shop is one of the fastest-growing platforms in the social commerce ecosystem. Its main advantage lies in its live streaming shopping feature, a live broadcast that allows sellers to showcase products, explain their benefits, and interact in real time with potential buyers. This feature allows consumers to see products more clearly and feel more confident before purchasing. Furthermore, TikTok Shop utilizes time-limited promotional strategies such as flash sales, countdown timers, and limited-time discounts. These strategies are designed to create a sense of urgency to encourage consumers to make immediate purchasing decisions. The combination of entertainment, live interaction, and fast-paced promotions makes TikTok Shop highly effective in attracting consumer interest.

On the other hand, the use of live streaming shopping and time limits also impact consumer behavior, particularly impulsive buying. Impulse buying is a spontaneous purchase made without careful planning and driven more by emotion than rational consideration. Consumers often purchase products not out of primary need, but rather because they are attracted to promotions, product visualizations, or fear of missing out on limited-time offers. If this behavior persists, it can lead to financial problems and consumer habits in society. Therefore, the phenomenon of impulsive buying is a crucial issue that needs to be studied in today's digital commerce era.

From a sharia business perspective, consumption activities must be based on the principles of balance, utility, and avoiding waste. Islam teaches that consumers should prioritize needs over desires and avoid excessive behavior (israf) and wastefulness (tabzir). Digital marketing strategies that place excessive psychological pressure on consumers can conflict with Islamic business ethics if they encourage irrational purchasing decisions. Therefore, research into the effect of live streaming shopping and time limits on impulsive buying is crucial to provide a deeper understanding of digital consumer behavior and its relevance to sharia business principles.

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Based on this description, this study aims to analyze the influence of live streaming shopping and time limits on impulsive buying behavior among TikTok Shop users in Sribhawono Village. This research is expected to contribute academically to the development of digital consumer behavior studies and provide practical considerations for consumers, businesses, and related parties in creating healthy, ethical, and Sharia-compliant digital commerce activities.

LITERATURE REVIEW

Live Streaming Shopping

Live streaming shopping is a digital marketing strategy implemented through live broadcasts on online platforms. In this activity, sellers display products live, provide explanations, answer consumer questions, and build real-time two-way interactions. This feature enhances the shopping experience by allowing consumers to view product details directly before purchasing. Furthermore, the rapid communication between sellers and buyers can increase consumer trust in the products offered. This makes live streaming shopping an effective marketing method for driving purchasing decisions.

Time Limit

A time-limit promotion is a promotional strategy that offers special offers for a limited time. This strategy can take the form of a flash sale, a short discount, a countdown timer, or a limited-time promotion. The primary purpose of using a time limit is to create a sense of urgency, encouraging consumers to purchase before the offer expires. In consumer psychology, this strategy is related to the fear of missing out (FOMO), the fear of missing out on a perceived profitable opportunity. Therefore, a time limit is a crucial factor in increasing rapid purchasing decisions.

Impulsive Buying

Impulse buying is spontaneous purchasing behavior without prior planning. This purchasing decision is usually triggered by emotional impulses, visual appeal, or attractive promotions. Consumers who make impulsive purchases tend not to go through a thorough rational deliberation process. They focus more on immediate gratification than the long-term benefits of the purchased item. In the context of digital commerce, impulsive buying is increasingly common due to easy access, numerous promotions, and attractive product displays. Therefore, this behavior has become a crucial characteristic of modern consumption patterns.

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Sharia Business Perspective

Sharia business is an economic activity conducted based on Islamic principles, such as honesty, fairness, transparency, and public welfare. From a sharia perspective, consumption activities are not only aimed at fulfilling desires but must also consider the benefits and priorities of needs. Islam prohibits excessive spending and wasteful spending, as they can harm both individuals and society. Therefore, modern marketing strategies remain permissible as long as they do not involve elements of deception, manipulation, or pressure that harm consumers. This principle serves as an important foundation for assessing digital marketing practices in the modern era.

RESEARCH METHODS

This study used a quantitative approach. The population in this study were residents of Sribhawono Village who are active users of the TikTok Shop application and have made purchases through the live shopping feature. The sample determination in this study used a purposive sampling technique, namely sampling based on certain criteria that have been determined by the researcher. The respondent criteria in this study were people who use TikTok Shop, have shopped through live streaming, and are willing to fill out the research questionnaire. To determine the sample size, the Slovin formula was used with a 10% error rate. Based on the results of the calculations that have been done, the number of samples obtained was 98 respondents. The data collection technique was carried out by distributing structured questionnaires to respondents. The collected data were then analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and coefficients of determination (R^2). Through this analysis technique, it is hoped that the effect of live streaming shopping and time limits on impulsive buying behavior among TikTok Shop users in Sribhawono Village can be determined.

RESULTS AND DISCUSSION

The Influence of Live Streaming Shopping on Impulsive Buying

Based on the research that has been conducted, the results are in line with the hypothesis, where there is a positive and significant influence of the Live Streaming Shopping variable on Impulsive Buying among TikTok Shop users in Sribhawono Village.

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Coefficients (Uji t / Parsial)

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	2,135	1,025		2,082	40
Live Streaming (X1)	385	91	355	4,230	0
Time Limit (X2)	442	88	421	5,022	0

This is evidenced by the t-statistic value of 4.230 > 1.98 and a significance value of 0.000 < 0.05, which means Live Streaming Shopping has a significant effect on Impulsive Buying. In addition, the regression coefficient value of 0.385 indicates that the higher the quality and intensity of the live streaming conducted by the seller, the higher the tendency of consumers to make impulsive purchases. Based on these results, the first hypothesis is declared accepted. This condition indicates that live streaming is one of the main driving factors for consumers in making online purchases at TikTok Shop. Through live broadcasts, consumers can see the product in real time, get detailed explanations, and interact directly with the seller, thereby fostering a sense of trust. This trust makes consumers feel more confident and secure in making transactions without further thought. Thus, live streaming shopping has been proven effective in influencing consumers' spontaneous purchasing decisions.

The Effect of Time Limits on Impulsive Buying

The research results show that the Time Limit variable also has a positive and significant effect on Impulsive Buying among TikTok Shop users in Sribhawono Village. This is evidenced by the t-statistic value of 5.022 > 1.98 with a significance value of 0.000 < 0.05, thus the second hypothesis is accepted. The regression coefficient value of 0.442 indicates that the influence of Time Limit is greater than the Live Streaming Shopping variable. Time-limited promotional strategies such as flash sales, limited discounts, and countdown timers can create psychological pressure for consumers to immediately purchase products before the opportunity ends. The fear of missing out on promotions or running out of stock makes consumers tend to reduce rational considerations when making purchasing decisions. This condition encourages spontaneous purchases made without prior planning. The more attractive the time-limited promotion offered, the greater

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the tendency for consumers to make impulsive purchases. Therefore, the Time Limit strategy is a very effective marketing tool in increasing sales on digital platforms.

Simultaneous Effects

The simultaneous test results show that the Live Streaming Shopping and Time Limit variables together have a significant effect on Impulsive Buying.

ANOVA (Uji F / Simultan)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	182,431	2	91,215	68,428	0
Residual	129,332	97	1,333		
Total	311,763	99			

This is evidenced by the calculated F value of 68.428 with a significance level of 0.000 <0.05. This means that both variables have a significant contribution in influencing consumer impulsive buying behavior on TikTok Shop.

In addition, the determination coefficient R^2 value of 0.585 indicates that 58.5% of the variation in impulsive buying can be explained by the two independent variables in this study. Meanwhile, the remaining 41.5% is influenced by other factors outside the model, such as lifestyle, product trends, additional discounts, or the influence of influencers. These results indicate that digital marketing strategies based on direct interaction and time urgency are very powerful in influencing modern consumer behavior. The combination of these two strategies makes consumers emotionally attracted and encouraged to make quick decisions. Thus, live streaming shopping and time limits have proven to be important factors in encouraging impulsive buying in the digital commerce era.

Sharia Business Perspective

Based on the research findings, impulsive buying behavior influenced by live streaming shopping and time limits requires a more in-depth review from a sharia business perspective. In general, digital marketing strategies such as live streaming and time-limited promotions are permissible in Islam as long as they are conducted honestly, transparently, and without any element of deception. However, if these strategies encourage consumers to purchase goods excessively without considering their needs, this can lead to israf (excessive spending) and tabzir (wasteful spending), which are

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prohibited in Islamic teachings. Muslim consumers are encouraged to prioritize primary needs, consider the benefits of goods, and maintain balance in spending their wealth.

In this context, purchasing decisions should be based on the principle of maslahah (benefit), which is to provide benefits in this world and the hereafter, rather than simply fulfilling momentary desires. Businesses also have a moral responsibility to avoid manipulative promotions or excessive psychological pressure on consumers. Therefore, the implementation of digital marketing strategies must be balanced with ethical values, fairness, and social responsibility to ensure transactions remain healthy and in accordance with Sharia principles. Therefore, uncontrolled impulsive buying must be avoided so that consumption activities continue to bring blessings to both consumers and businesses.

CONCLUSION

Based on the results of the hypothesis test that has been carried out, the following conclusions can be drawn:

1. The research conducted showed results consistent with the hypothesis, indicating a positive and significant effect of live streaming shopping on impulsive buying. This is evidenced by a t-value of 4.230 > 1.98 and a significance value of 0.000 < 0.05. This means that the better the quality of interaction, product explanation, and trust built through live streaming, the greater the tendency for consumers to make impulsive purchases on TikTok Shop.
2. Based on the results of the hypothesis test, it was found that the Time Limit variable has a positive and significant effect on Impulsive Buying. This is evidenced by the calculated t value of 5.022 > 1.98 and a significance value of 0.000 < 0.05. Time-limited promotional strategies such as flash sales, short discounts, and countdown timers can create a sense of urgency that encourages consumers to immediately buy without further consideration. Thus, Time Limit is a very strong factor in increasing impulsive buying.
3. Based on the results of the simultaneous test and the discussion that has been presented, the variables of Live Streaming Shopping and Time Limit together have a significant effect on Impulsive Buying with a calculated F value of 68.428 and a significance of 0.000 < 0.05. The coefficient of determination R^2 value of 0.585 indicates that 58.5% of impulsive buying behavior can be explained by these two variables, while the rest is influenced by other factors outside the study. This shows that digital marketing strategies based on direct interaction and time urgency have a major contribution to modern consumer behavior.
4. From a sharia business perspective, excessive impulsive buying behavior can be categorized as deviating from Islamic consumption principles because it has the

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potential to lead to israf (excess) and tabzir (waste). Islam teaches that consumption should be based on need, benefit, and balance, not simply following momentary emotional impulses. Therefore, businesses are required to implement honest, transparent, and non-manipulative marketing strategies, while consumers need to behave rationally to ensure that their transactions continue to bring benefits.

SUGGESTION

The main ideas that can be used as suggestions in this research are as follows:

1. For TikTok Shop users, this research is expected to serve as a valuable evaluation tool to encourage them to be wiser, more rational, and more cautious when making purchases on e-commerce platforms. Consumers need to understand the consequences of each purchase decision and avoid being easily tempted by live streaming promotions or time limits that encourage unplanned purchases.
2. Businesses are expected to continue using ethical digital marketing strategies, prioritizing honesty, transparency of product information, and excellent service. Promotional strategies should be moderated to ensure they continue to benefit consumers and align with Sharia business principles.
3. For future researchers, the results of this study are expected to serve as a reference and comparison for subsequent research. Further research could include other variables such as discounts, influencer marketing, digital lifestyle, and consumer loyalty to broaden and comprehensive the results. Furthermore, research could be conducted on different objects, regions, or respondent groups to obtain more diverse results.

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