



The Antecedent Factors Influence Tiktok Live Impulsive Purchase Behavior Application S-O-R Framework: A Case of Young Adults and Senior Consumers

Rachata Rungtrakulchai¹ Warangrat Nitiwanakul^{2*}

¹*Thai-Nichi Institute of Technology, Bangkok, Thailand*

^{2*}*Assumption University, Bangkok, Thailand*

*Corresponding Author. E-mail address: warangratgail@gmail.com

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Abstract

Tiktok live steam shopping is novel form of social commerce popularity toward global consumers. Moreover, impulsive purchase behavior is crucial to understand consumer decision process, deeply consumer insight for sustainable competitive advantage and competitive tools for developments of social media marketing strategies. The purpose of this study is to examine antecedent factors influence of Tiktok live impulsive purchase behavior among young adults and senior consumers. This study based on theoretical of Stimulus-Organism-Response (SOR) paradigm with Mehrabian-Russell model to develop hypotheses and conceptual framework. The various stimuli variables proposed with perceived promotion, price, perceived quality, perceived usefulness, perceived trendlines, perceived interactivity, and perceived enjoyment effected toward customer satisfaction and impulsive purchase behavior. The focus group discussion results designated that perceived promotion, perceived enjoyment and perceived quality were important as key antecedent factors influence overall satisfaction toward Tiktok live impulsive purchase behavior. Additionally, Tiktok live impulsive purchase behavior were different among two groups. For young adult consumers, perceived trendlines, perceived enjoyment, perceived interactivity, perceive promotion and perceived quality was found to be essential factors that enhance satisfaction toward Tiktok impulsive purchase behavior. For senior consumers, in contrast, emphasized perceived price, perceived promotion, perceived quality, perceived usefulness, perceived enjoyment effect toward satisfaction of Tiktok impulsive purchase behavior. The study contributes knowledge to understand consumer insight to understanding of S-O-R theory application in Tiktok live-commerce context, and enriches research antecedent variables of impulsive purchase behavior based on formation mechanism toward managerial implication.

Keywords: Impulsive purchase behavior, Mehrabian-russell model, S-O-R framework, Tiktok

I. INTRODUCTION

Nowadays, the rapid changing of technology has change consumer behavior especially online impulsive purchase behavior after global pandemic of COVID-19, important toward daily live of new commerce platform (Sharabati et al., 2022). Social media has spread globally, tremendous growth continuously across various industries as health, education, marketing (Shipps & Phillips, 2013). Various people employ social media for business, social purpose, entertainment, escape from boredom (Herna, 2022). Especially, Tiktok is one of the social media fast growth as largest use platform in 2022 (Kemp, 2022), high share, high follower and standout from other social media (Sharabati et al., 2022).

Tiktok is tremendous growth in globalization respectable high potential rate throughout Asian region. With the new normal lifestyle of consumer behavior, customer is challenge new demand application of live streaming social media platform especially Tiktok. Additionally, Tiktok has various function with live streaming commerce as new social commerce model (Hossain, 2022). Tiktok's Live streaming shopping is novelty online social commerce that popular enhance new experience among Thailand consumers since COVID-19 crisis. Since live streaming commerce is a new social commerce model (Lee & Chen, 2021). Nowadays, there was a rapid of increasing phenomenon social media challenge with high popularity among adolescents and youth consumer (Roth et al., 2021). The impact of TikTok on impulsive purchase behavior can vary between young adults and senior consumers due to differences in their demographic characteristics, preferences, and digital behavior. This study aims to investigate the impulsive purchase behavior between young adults and senior consumers after consumers interact Tiktok.

II. PURPOSE OF THE STUDY

1. To develop conceptual framework and analyze various antecedent factors influence Tiktok impulsive purchase behavior
2. To investigate and compare Tiktok impulsive purchase behavior between young adults and senior consumers.

III. LITERATURE REVIEW

Mehrabian-Russell model is one of the most cited by marketing scholars as influential model (Kim, Lee, & Jung, 2020) firstly developed in 1974 that based on S-O-R paradigm that described effect of physical environment to human behavior (Liu & Jang, 2009). There are three elements of S-O-R i.e. stimulus taxonomy (S), a set of psychological factors in the mind of the organism (O) that take the role of the mediating variables, and the taxonomy of responses (R) were emphasized. The Mehrabian-Russell model exposed that the environment stimuli (S) impact the customer emotion stated (O) and drive behavior response among consumers (R). This study extended Mehrabian-Russell model by integrating various stimuli and applying in social commerce context to explain consumer behavior especially predict impulsive purchase behavior.

A. *Impulse Purchase Behavior*

Impulse buying is the essential phenomenon in predict consumption behavior as the crucial source contribution of profitability (Chen, Wang, Rasool, & Wang, 2022), enhance firm performance (Princes, 2019). Marketers has concern to enhance sale volume among consumers with impulse buying (Tanveer, Kazmi, & Rahman, 2022). Impulse purchase behavior is unplanned buying. (Maqsood & Javed, 2019), spontaneous purchasing, stimulus with the emotion reaction and instantaneous purchase procedure (Beatty & Ferrell, 1998). Urge to buy impulsively is types consumption behavior toward unplanned with consumer's emotion. (Song, Chung, &



Koo, 2015), quickly and unexpectedly with strong urge to purchase good with emotion (Diani, Jatnika, & Yanuarti, 2021). When consumers experienced impulsive buying, they will impression with a negative or positive mood. (Diani et al., 2021)

It is essential for marketer to boost impulsive purchase behavior toward managerial perspective beneficial to enhance firm performance (Princes, 2019). This study based on online Tiktok live impulsive purchase behavior toward spontaneous desire toward consumer decision to purchase product with various stimuli of S-O-R paradigm.

B. Perceived Promotion

Sale promotion define as incentive tools use for short run effect to boost up sale volume and transaction such as coupon, contest, premium and discount (Kotler & Armstrong, 2020). In store sale promotion provide benefit to enhance sale volume as important retail strategy (Haryanto, Wiyono, & Hastjarja, 2019) Various sale promotions have impact toward spontaneous purchase which described as free delivery, free coupons, discounts offered attractive toward consumer for swift suddenly purchase (Tanveer et al., 2022). Promotion is one of communication marketing activity to convince the potential consumer toward satisfaction and impulsive purchase behavior (Tecoalu, 2021) variable in the marketing mix significance. Perceived promotion is one of key marketing stimuli of 4Ps in the marketing mix element, utilized by firms offer clients greater satisfaction (Nawaz, 2018), directly to influence toward impulse purchase behavior (Tanveer et al., 2022).

The goal of product promotion is to stimulate immediate encouragement consumer purchase habits (Tanveer et al., 2022). Previous scholars indicated about perceived promotion strategy, cashback promotion positive and significant effect on customer satisfaction toward electronic money users service (Hasyim & Ali, 2022; Tecoalu, 2021), apparel product purchase

(Fathurahman & Sihite, 2022) online website hotel room booking (Lesnussa, Mao, Lin, & Shih, 2021), online Lazada consumer shopping (Nawang Sari, Clara, & Wibowo, 2020) and offline store (Tanveer et al., 2022) The attractive promotion strategy enhances overall customer satisfaction toward transportation platform and online store (Nawang Sari et al., 2020; Tecoalu, 2021), direct enhance toward impulsive purchase behavior (Tanveer et al., 2022)

H1: Perceived promotion is positively relate to satisfaction of Tiktok impulsive shopping

C. Perceived Price

Price is one of the marketing mix elements that effect toward consumer decision toward purchase product (Laosuraphon & Nuangjamnong, 2022). The price perception indicated that consumers essentially concentrate a fair price and logical price (Haryanto et al., 2019) Good price of product enhance satisfaction among Lazada customers (Nawang Sari et al., 2020; Haryanto et al., 2019), provide opportunity to satisfy loyal customers (Syah, Alimwidodo, Lianti, & Hatta, 2022). In online marketplace, consumer has expected lower price toward streaming shopping. There is a positive impact of price of the product on consumer's satisfaction for impulse buying. (Maqsood & Javed, 2019; Syah et al., 2022).

H2: Perceived price is positively relate to satisfaction Tiktok impulsive shopping

D. Perceived Quality

Perceived quality has described with product quality, performance, reliability, durability and product beauty effect on satisfaction of Lazada commerce platform (Nawang Sari, et al., 2020). Previous scholars indicated that good quality of product image effect toward satisfaction in the eye of consumers and high product quality available toward store (Maqsood & Javed, 2019).

H3: Perceived quality is positive relate to satisfaction of Tiktok for impulsive shopping

E. Perceived Interactivity:

The concept of interactivity play the essential role in network environment, online web linkage and social media site. Perceived interactivity is defined as the ability of users to alteration the content and form of a mediated environment in real-time (Do, Shih, & Ha, 2020). The online platform has key of aspect interactivity in social commerce especially Tiktok live channel. Perceived interactivity was proposed by marketing scholars and communication literature based on control over the exchange communication information among website and visitors, among visitors and community (Shipps & Phillips, 2013).

Perceived interaction allow parties interaction one to one and one to many toward online scenario toward different website feature, change information among brand and consumers (Godey et al., 2016). Previous scholars revealed that perceived interactivity positively influence toward customer satisfaction toward social media based on TAM model (Shipps & Phillips, 2013), in using the E-wallet (Lee, Gan, & Liew, 2023).

H4: Perceived interactivity is positively relate to satisfaction of Tiktok impulsive shopping

F. Perceived Trendlines

Trendiness defined as the term of new, latest, trendiest information toward a product and brands (Godey et al., 2016). Previous scholars revealed that increase trendiness in Tiktok application will enhance satisfaction among users (Sharabati et al., 2022).

H5: Perceived trendiness is positively relate to satisfaction of Tiktok impulsive shopping

G. Perceived Usefulness

Perceived usefulness is designated as “the degree to which a person believes that using a particular system enhance his or her job performance” (Davis, Bagozzi, & Warshaw, 1989). Especially, the individual

has expectation to adopt new system to development of job performance. Han and Sa (2022) revealed that perceived usefulness of online educational classes has positively related toward overall satisfaction of university students.

H6: Perceived usefulness is positively relate to satisfaction of Tiktok impulsive shopping

H. Perceived Enjoyment

Perceived enjoyment is a form of hedonic inspiration with emotion state of fun and joyful (Lew, Tan, Loh, Hew, & Ooi, 2020). Perceived enjoyment refers to consumer feel pleasurable toward online live streaming shopping as the happiness. The pleasure experience of enjoyment has significant effect to customer satisfaction of facebook live stream shopping (Laosuraphon & Nuangjamnong, 2022). The hedonic consumption with good enjoyment emotion with beauty product (Tanveer et al., 2022)

H7: Perceived enjoyment is positively related to satisfaction of Tiktok impulsive shopping

I. Customer Satisfaction

Customer satisfaction is essential and play central role in marketing as predict various purchase behavior (impulse purchase, purchase intention, loyalty intention). Customer satisfaction described with total utility which customers had received from total units of consumption specific service and product (Maqsood & Javed, 2019). Moreover, consumers have favorite good to provide greatest level of overall satisfaction. Satisfaction is defined as “the psychological or emotional state resulting from a cognitive assessment of the gap between the expectations and the actual performance of an E-wallet” (Natarajan, Balasubramanian, & Kasilingam, 2018). Customer satisfaction is defined as consumer evaluation of a service and product grounded on time to time consumption and buying experience, performance

meet customer expectation. (Alam & Yasin, 2010; Syah, et al., 2022). Additionally, High educational satisfaction produces high acceptance intention among university students (Han & Sa, 2022). Customer satisfaction has positively effect to consumer impulse purchase decision toward retail in Vietnam (Tran, 2020).

H8: Customer Satisfaction is positively relate Tiktok impulsive purchase behavior

J. Key Antecedents and Impulsive Purchase Behavior

Various product promotion has effect on the stimulus spontaneous purchase which described with free delivery, special discount, free coupons offer to attract the customer to a unexpected purchase toward offline beauty product (Tanveer et al., 2022). Sale promotion have a positive significant consequence on impulsive buying toward online fashion platform (Sritanakorn & Nuangjamnong, 2021) and offline beauty product platform (Tanveer et al., 2022). Haryanto et al. (2019) indicated that the perception of price fairness, logical price, reasonable price has directly enhance consumer urge to impulse buying The results indicate that

impulse buying behavior has influenced by consumer perceptions of logical prices. The more consumers perceive that the price of the product is reasonable, the stronger the urge to impulse buying.

Perceived enjoyment is emotional response state that significant linkage toward online impulsive buying with enhance user experience toward E wallet (Lee et al., 2023). The hedonic consumption needs direct positively stimulus purchase impulsiveness toward travel website. (Chih, Wu, & Li, 2012). Consumers perceived that pleasurable experience causes them to engage in spontaneous purchasing (Moreno, Fabre, & Pasco, 2022). Perceived enjoyment direct effect with impulsive purchase behavior towards e-tailing sites (Karim, Chowdhury, Masud, & Arifuzzaman, 2021), Consumer has enjoy toward online browsing with enhancement pleasurable shopping experience (Moreno et al., 2022). Additionally, Previous scholars revealed that perceived enjoyment has positively direct influence impulse buying using an E-wallet toward Malaysian consumers (Lee et al., 2023).

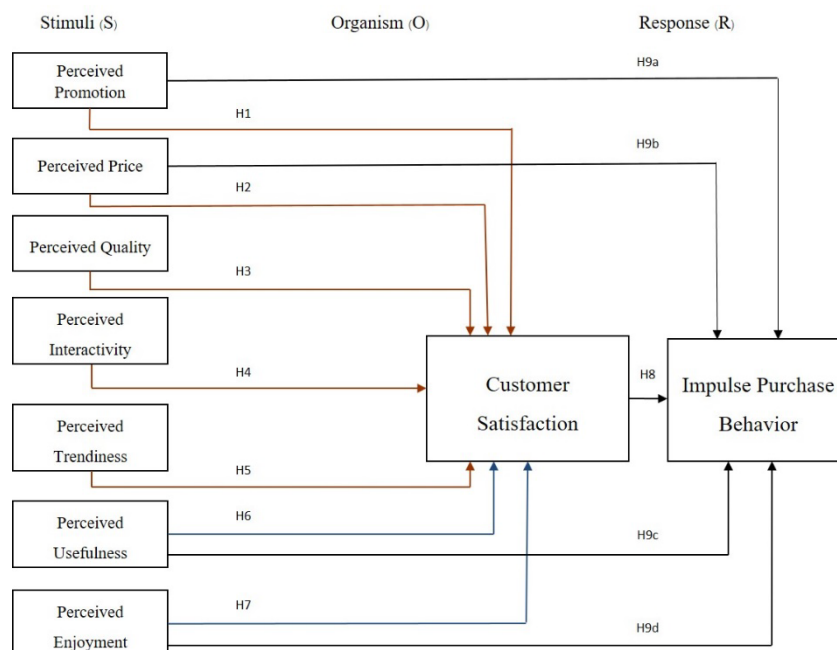


Figure 1: Conceptual framework and hypotheses.

Perceived usefulness has significant positive relation toward impulse buy toward E-wallet online shopping with digital payment (Sari, Utama, & Zairina, 2021). Previous scholars propose various of marketing stimuli (Karim et al., 2021), perceived promotion (Sritanakorn & Nuangjamnong 2021; Tanveer et al., 2022), perceived price (Haryanto et al., 2019) perceived enjoyment (Moreno et al., 2022), perceived usefulness (Sari et al., 2021), influence impulsive purchase behavior

H9: Perceived promotion (H9a), perceived price (H9b), usefulness (H9c) and perceived enjoyment (H9d) have positively effect Tiktok impulsive purchase behavior

IV. RESEARCH METHODOLOGY

This study base on focus group discussion which is qualitative method to explore customer deeply insight and stimulate idea toward key antecedents of Tiktok Live stream impulsive purchase behavior. The two focus group discussion were conducted from ten participants per group. Participants were current customer who engage to Tiktok live stream shopping commerce from different group of young adults and senior consumers.

Convenience sampling method was applied to select the participants and randomly grouping. According to Johnson and Christensen (2004), 6-12 participants is an appropriate number for a focus group.

Participants were asked over questions that based on key antecedent factors of Tiktok live impulsive purchase behavior. Why do you engage impulse purchase products toward Tiktok live stream shopping? What are the key antecedents factors influence overall satisfaction and impulsive purchase behavior toward Tiktok live stream shopping?

Content analysis was conducted to determine the content of qualitative data to understand the prevalence of specific keywords or terms.

V. RESULTS

The finding of focus group discussion revealed that young adults focus on the perceived trendiness as the most important antecedent factors, followed by perceived enjoyment, interactivity, perceived promotion and perceived quality. Young adults were primary concern of trendy product, novelty experience and innovation as newness to enhance impulsive purchase behavior. Especially, young adults has stimulated by enjoyable experience of hedonic browsing toward Tiktok live social commerce, interaction with the sellers and share live to friends. Tiktok was served platform for young consumer to share with the attractive sale promotion, good product, good quality of content.

Table 1: Key Antecedents Factors influence on Satisfaction for Tiktok Live Impulsive Purchase (Young Adults Consumers)

Key Antecedents influence on Satisfaction for Tiktok Impulsive purchase (Young Adults Consumers)	(Rank from the most important to less important)
Perceived Trendiness	1
Perceived Enjoyment	2
Perceived Interactivity	3
Perceived Promotion	4
Perceived Quality	5

Table 2: Key Antecedents Factors influence on Satisfaction for Tiktok Live Impulsive Purchase (Seniors Consumers)

Key Antecedents influence on Satisfaction for Tiktok Impulsive purchase (Senior Consumers)	(Rank from the most important to less important)
Perceived Price	1
Perceived Promotion	2
Perceived Quality	3
Perceived Usefulness	4
Perceived Enjoyment	5

From the table 2: the finding revealed that senior consumers have primary concern on perceived price the most important, followed by promotion, perceived quality, perceived usefulness, perceived enjoyment to



enhance satisfaction and impulsive purchase behavior. Social commerce operators should focus on online sale promotion with price based value among senior consumers. Especially, marketers provide various high quality product with usefulness, multiple function, good product performance, product durability, enjoyable experience among senior consumers. Additionally, Perceived promotion, enjoyment and perceived quality are primary concern among two groups to enhance impulsive purchase behavior.

VI. CONCLUSION

Tiktok live streaming has created new shopping experience and growth potential channel platform. The finding has provide new opportunity and discovered the process of impulse purchase behavior based on S-O-R model of environment stimuli as key antecedents toward customer satisfaction with new consumer impulsive behavior. As the new trend of consumer lifestyle, online social media platform vital to enhance impulsive purchase behavior among young adults by develop trendiness product and service, enhance enjoyment experience, boost up perceived interactivity, attractive online promotion and perceived quality product and content. Additionally, It was a good opportunity to enhance satisfaction and boost up impulsive behavior among senior consumer by focus on perceived price, eye-catching promotion, superior quality, perceived usefulness and enjoyment. Senior consumers have major concern on the price based and gorgeous promotion toward Tiktok live social media platform.

A. Implication

Understand consumer impulsive purchase behavior is vital for social media operators to enhance competitive advantage and sustainable growth over competitors. The practical implication has contributed insightful knowledge toward various sectors as online retail industry, restaurant, hospitality industry and social

media commerce. The social media operators should boost up online marketing team by integrate live stream platform enhancement impulsive purchase behavior toward young adult and senior consumer. By integrate various social media platform merging together such as facebook live, tiktok live, instagram, youtube live channel. The power of live streaming commerce has generated a billion revenue toward global consumers. Specially, tiktok live streaming commerce has empowered the various business owners such as the startup company, SME, medium size firms, to promote product and service globally.

Marketers should concern on stimulating online impulse buying in the Tiktok live stream as the novelty experience and innovative phenomenon, enhance enjoyment experience, concern product and content quality. For young adults, marketers should enroll marketing campaign with stimulus emotional such as sensory marketing base on enjoyment experience, trendiness and interactivity. Live stream merchants should interact from consumer time to time and generate virtual closeness live with special promotion toward young adults. For senior consumers, marketers should focus on the reasonable as cognitive toward perceive product price, promotion and perceived quality toward enhancement customer perceived value-add strategy. Live streamer should emphasize on special sale promotion and price based important environment cue to stimulus toward impulsive purchase behavior. Especially, various sale promotion activities should deliver toward customers such as cash discount, free delivery, free gift, flash sale on Tiktok live streaming. The finding has contributed benefit to social commerce operator to enhance revenue, profit toward Tiktok live streaming platform, with the new insight enhance competitive advantage and growth over competitors.

Table 3: List of key factors influence satisfaction toward impulsive purchase behavior (Young Adult Consumers)

Key Factors	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total
Perceived promotion	x		x	x			x	x		x	7
Perceive price		x	x		x	x		x		x	5
Perceived quality	x		x		x			x	x	x	6
Perceived usefulness			x		x		x		x		4
Perceived trendlines	x	x	x	x	x	x	x	x	x	x	10
Perceived Interactivity	x	x	x	x		x	x		x	x	8
Perceived Enjoyment	x	x	x		x	x	x	x	x	x	9
Customer satisfaction	x	x	x	x	x	x	x	x		x	9
Impulsive purchase behavior	x	x	x	x	x	x	x	x	x	x	10

Table 4: List of key factors influence satisfaction toward impulsive purchase behavior (Senior Consumers)

Key Factors	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total
Perceived promotion	x	x	x	x		x	x	x	x	x	9
Perceive price	x	x	x	x	x	x	x	x	x	x	10
Perceived quality	x	x	x	x	x		x	x	x	x	8
Perceived usefulness	x	x	x		x	x		x		x	7
Perceived trendiness	x	x		x	x				x		5
Perceived Interactivity		x			x		x	x			4
Perceived Enjoyment	x		x	x		x		x	x		6
Customer satisfaction	x	x	x		x	x	x	x		x	8
Impulsive purchase behavior	x	x	x	x	x	x	x	x	x	x	10

However, there was some limitation as this study was conducted from the qualitative research with focus group discussion. Therefore, the future research should concern on quantitative with statistical analysis base on questionnaire survey among consumers toward online impulsive purchase behavior toward various social commerce platform such as Facebook live stream, Instagram and YouTube channel.

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