



## The Effect of Product Descriptions, Online Customer Reviews, and Price Discounts on Impulse Buying Mediated by Ease of Purchase and Positive Emotion at Tiktok Shop Live

Juraidah<sup>1</sup>

<sup>1</sup> Master of Economics and Business, Universitas Tanjungpura, Pontianak, Indonesia

### Article Info

#### Article history:

Received January 6, 2025  
Revised January 9, 2025  
Accepted January 10, 2025

#### Keywords:

Product Description,  
Online Customer Review,  
Price Discount,  
Ease of Purchase,  
Positive Emotion

### ABSTRACT

This study aims to identify and analyze how product descriptions, *online customer reviews*, and price discounts affect *impulse buying* which is mediated by *ease of purchase* and *positive emotion* on *TikTok Shop Live* so that it can provide relevant insights for marketing academics and practitioners about consumer behavior in the *modern e-commerce* era. This study was conducted on *TikTok Shop live* users in Indonesia, using a quantitative approach. Data were collected through an online survey using a questionnaire designed based on a Likert scale, and analyzed using the SmartPLS-based Structural Equation Modeling (SEM) method. The results showed that product descriptions, *online customer reviews*, and price discounts have a significant influence on impulse purchases, both directly and through the mediation of ease of purchase and positive emotion. Informative and interesting product descriptions, positive customer reviews, and competitive price discounts increase the urge to buy impulsively. The mediating variables of *ease of purchase* and *positive emotion* strengthen this relationship by creating an easier and more enjoyable shopping experience. This research provides theoretical contributions by expanding the understanding of consumer behavior in the context of live shopping, as well as practical contributions for e-commerce businesses in designing effective marketing strategies to encourage impulse purchases through the interactive features of *TikTok Shop Live*.

This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license.



### Corresponding Author:

Juraidah  
Master of Economics and Business, Universitas Tanjungpura,  
Pontianak, Indonesia  
Email: [idahjuraidah33@gmail.com](mailto:idahjuraidah33@gmail.com)

## 1. INTRODUCTION

Social media is no longer just for socializing, but has become a powerful tool to boost online sales. TikTok is a popular social media platform because it allows its users to create unique and interesting short videos. Users can express themselves freely through videos created with interesting features and music. TikTok also provides features for editing videos, such as filter effects, stickers, and others. TikTok is designed for today's generation, where users can create short videos quickly and easily to share with friends and the world. In addition, TikTok also provides a live streaming feature, which can be used by content creators and viewers. TikTok can also be used for business, because users can create content for fun or to promote their business [1]. TikTok Shop is a new feature on the TikTok application that was introduced on

April 17, 2021. This feature is a social commerce that allows sellers, buyers, and creators to shop comfortably. The live shopping feature on TikTok Shop carries the concept of shoppertainment, which prioritizes entertainment and real-time interaction with merchants. TikTok’s 1.1 billion user base worldwide has significantly scaled their online shopping campaigns. With features like Live Shopping and shoppable videos, TikTok Shop provides an efficient way for business account users to showcase and sell their products [2].

Live shopping on social media has boomed as a direct result of the pandemic [9]. Between March 2020 and July 2021, live commerce purchases worldwide increased by 76%, and the live commerce industry shows no signs of slowing down. Compared to other forms of e-commerce, live streaming conversion rates can be up to ten times higher [3]. TikTok Shop Live has become a significant phenomenon in the e-commerce world because its approach is different from traditional e-commerce platforms [8]. It offers a more interactive and fun shopping experience, where consumers can interact directly with sellers and get real-time product information [4].



Figure 1. TikTok E-commerce market share

From 2021 to 2024, data shows the development of four major e-commerce platforms: Shopee, Lazada, Tokopedia, and TikTok Shop. Shopee has the largest GMV over the years, showing a substantial increase from around \$40 billion in 2021 to nearly \$80 billion in 2024E (estimate). Lazada and Tokopedia maintain a more modest growth trajectory, while TikTok Shop has shown rapid growth in recent years, especially emerging in 2023 and projected to grow significantly in 2024. The estimated market share in 2024 shows Shopee's dominance with a market share of 47%, followed by Lazada at 18%, Tokopedia at 14%, and TikTok Shop at 15% [5].

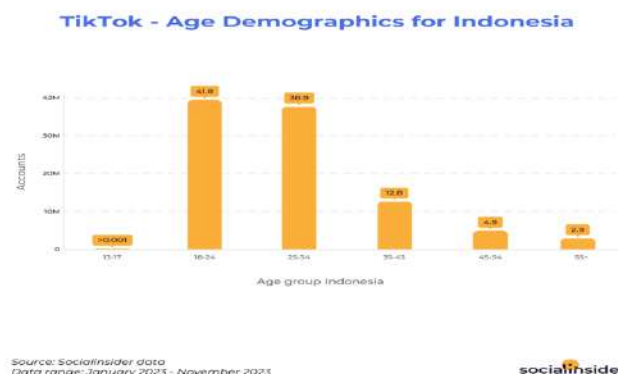


Figure 2. Age Group Indonesia

Based on Socialinsider data covering the period from January to November 2023, TikTok's age distribution shows that the largest age group is 18-24 years old, reaching 41.8 million users. The 25-34 age group follows with 38.9 million, indicating a strong presence of users in their late twenties to early thirties.

Middle-aged users are also seen to be present, with the 35-43 age group reaching 12.8 million. However, TikTok's popularity declines sharply among older users, with the 45-54 age group only accounting for 4.9 million users and the 55+ age group at 2.9 million [6].

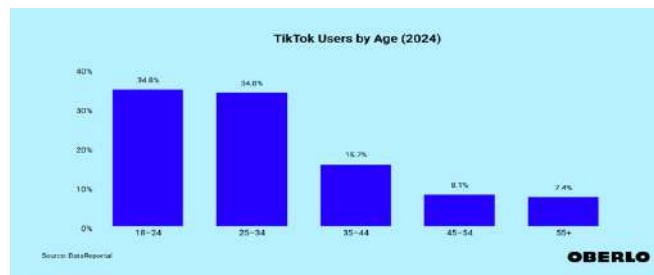


Figure 3. DataReportal

TikTok, a popular social media platform, has also ventured into e-commerce, allowing users to set up online stores [10]. Among the various categories on TikTok, Women's Apparel & Underwear stands out as the most prominent, with the largest number of online stores. This category accounts for 5.64% of TikTok's total user base [7].

This shows a sharp decline in the app's popularity among users of this age, and further highlights TikTok's much wider use among younger consumers. These figures regarding TikTok's age demographics also show that as a general trend, the percentage of people using TikTok decreases with age. For example, only 8.1% of adult TikTok users aged 45 to 54 use the app. This figure drops to just 7.4% for those aged 55 and above, which equates to just under 150 million users.

Table 1. Number of TikTok Stores by Category

Category	Shop	Percentage
Women's Clothing & Underwear	14.93 thousand	5,64%
Beauty & Self-Care	14.79 thousand	5,59%
Household Supplies	13.58 thousand	5,13%
Menswear & Underwear	13.43 thousand	5,08%
Fashion Accessories	13.25 thousand	5,01%
Muslim fashion	12.95 thousand	4,90%
Food & Beverage	12.62 thousand	4,77%
Cell Phones & Electronics	12.5 thousand	4,72%
Shoes	12.23 thousand	4,62%
Sports & Outdoors	11.89 thousand	4,50%
Others	132.34 thousand	50,03%

Source: *AfterShip*, 2024

TikTok, a popular social media platform, has also ventured into the realm of *eCommerce*, allowing users to set up online stores. Among the various categories on TikTok, Women's Clothing & Underwear emerged as the most prominent, with the highest number of online stores. This category accounts for 5.64% of the total number of TikTok stores. In the next position, Beauty & Personal Care and Home Goods also account for a significant market share, at 5.59% and 5.13% respectively (*AfterShip*, 2024).

With this background, this study seeks to identify and analyze how product descriptions, *OCR*, and price discounts affect *impulse buying* mediated by *ease of purchase* and *positive emotion* at *TikTok Shop Live*, providing relevant insights for marketing academics and practitioners about consumer behavior in the *modern e-commerce era*

## 2. METHOD

### 2.1 Place and Time of Research

This research was conducted online through the TikTok *Shop Live* platform. TikTok *Shop Live* is an *e-commerce* feature in the TikTok app that allows users to purchase products directly during live broadcast sessions. On this platform, users can view promoted products, read product descriptions, view customer reviews, and take advantage of discount offers from sellers. TikTok *Shop Live* was chosen as a research location because it provides important elements relevant to examining the influence of product descriptions, online customer reviews, and price discounts on impulse buying behavior (Vika Diyah Ardiyanti, 2023).

### 2.2 Population and Sample

The population in this study consists of active TikTok *Shop Live* users who regularly make purchases through the *live streaming* shopping feature. Users who are active in social shopping platforms have strong impulsive behavior, triggered by the interactive factors offered by platforms such as TikTok *Shop Live*. The sample size was determined through a sample calculation method that considers the total population, a 95% confidence level, and a *margin of error of 5%*. This method was used to ensure that the sample selected was representative of the entire population of TikTok *Shop Live* users. A simple random sampling technique was used to reduce potential bias. The use of random sampling techniques in online surveys helps ensure data validity and minimize systematic errors.

### 2.3 Data Analysis Technique

In this study, the data analysis technique used is SEM-PLS quantitative analysis to explore the effect of product descriptions, online customer reviews (OCR), and price discounts on impulsive buying with the mediation of *ease of purchase* and *positive emotion* at TikTok *Shop Live*. SEM-PLS data analysis there are two main approaches used are descriptive analysis and inferential statistical analysis. Descriptive analysis aims to provide an overview of the characteristics of the data, while inferential statistical analysis is used to test the hypotheses in the study (Daniel-Rareş Obadă and Oana Țugulea, 2024).

## 3. RESULTS AND DISCUSSION

Evaluation of the measurement model is carried out to assess the constructs measured through relevant indicators. This process aims to ascertain whether these indicators can accurately reflect the intended construct in the model. The results of the Structural Equation Modeling (SEM) analysis with the Partial Least Squares (PLS) approach used for this evaluation can be seen in Figure 4.

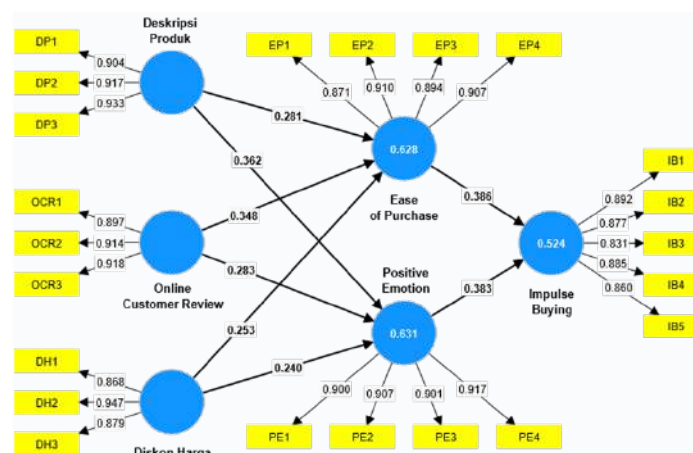


Figure 4. Outer Model

Next, an evaluation of discriminant validity is carried out to measure the extent to which the constructs in the research model can be distinguished from other constructs. One of them can be seen from the *cross loading* value.

Table 2. Reliability Test

Variables	Cronbach Alpha	Composite Reliability
Product description	0,907	0,942
Online Customer review	0,896	0,935
Price discount	0,880	0,926
Ease of purchase	0,918	0,942
Positive emotion	0,927	0,948
Impulse buying	0,919	0,939

The product description construct has a Cronbach Alpha value of 0.907 and a Composite Reliability of 0.942. These results indicate that the internal consistency of the items measuring product description is high because it is  $> 0.7$ , so the product description variable is reliable or reliable. The *online customer review* variable has a Cronbach Alpha value of 0.896 and a Composite Reliability of 0.935, both of which are  $> 0.7$ , indicating that the consistency and reliability of the items measuring the product description construct are very good. Next, the price discount variable has a Cronbach Alpha value of 0.880 and a Composite Reliability of 0.926, both of which are  $> 0.7$ , it can be concluded that the price discount variable has adequate reliability. The *ease of purchase* variable has a Cronbach Alpha of 0.918 and a Composite Reliability of 0.942, both of which are  $> 0.7$ , which can be concluded that the *ease of purchase* construct has good reliability. The *positive emotion* variable with Cronbach Alpha 0.927 and Composite Reliability 0.942, both  $> 0.7$ , indicates that the *positive emotion* construct has good reliability. Finally, the *impulse buying* construct with a Cronbach Alpha of 0.919 and a Composite Reliability of 0.939, both of which are  $> 0.7$ , so it can be concluded that the *impulse buying* variable has good reliability.

Table 3. Summary of Hypothesis Test Results

Variable Influence	Path Coefficients	t-count	p-value	Decision
Product Description -> Ease of Purchase	0,281	3,239	0,001	H1a accepted
Online Customer Review -> Ease of Purchase	0,348	4,251	0,000	H1b accepted
Price Discount -> Ease of Purchase	0,253	2,896	0,004	H1c accepted
Product Description -> Positive Emotion	0,362	4,306	0,000	H2a accepted
Online Customer Review -> Positive Emotion	0,283	3,271	0,001	H2b accepted
Price Discount -> Positive Emotion	0,240	2,730	0,006	H2c accepted
Ease of Purchase -> Impulse Buying	0,386	4,684	0,000	H3 accepted
Positive Emotion -> Impulse Buying	0,383	4,498	0,000	H4 accepted

The explanation of the analysis to accept or reject the research hypothesis is based on the results of the statistical tests conducted. The hypothesis is considered accepted if the calculated t value is greater than 1.96 or if the resulting p value is smaller than 0.05, which indicates that the relationship between the variables is statistically significant. Conversely, the hypothesis will be rejected if the t count is less than 1.96 or the p value is greater than 0.05, which indicates there is insufficient evidence to support the relationship being tested

#### 4. CONCLUSION

TikTok Shop Live is an effective platform in driving impulse purchase behavior, especially among millennials. Factors such as product descriptions, OCR, and price discounts, mediated by ease of purchase and positive emotion, play an important role in influencing impulse purchase decisions. This provides an opportunity for businesses to leverage TikTok Shop Live's interactive features to increase consumer engagement and sales conversions.

#### REFERENCES

- [1] Blue Bear Creative, Alex Oesterle, "TikTok: A New Age of Social Media Marketing," 2024.
- [2] DataFeedWatch, "TikTok Shop: Transforming E-Commerce," 2021.

- [3] Influencer Marketing Hub, “Global Trends in Live Shopping,” 2021.
- [4] productsup.com, “The Rise of TikTok Shop Live,” 2023.
- [5] W. E. Prayogi, “E-commerce Growth in Indonesia: Shopee, Lazada, Tokopedia, and TikTok Shop,” 2023.
- [6] Socialinsider, “Demographic Insights on TikTok Usage,” 2023.
- [7] TikTok Business, “E-Commerce and Popular Categories on TikTok,” 2023.
- [8] H. Zhang, “Shoppertainment in Social Commerce,” International Journal of E-commerce Studies, 2022.
- [9] D. Lee, “The Impact of Social Media Live Streaming on E-Commerce Sales,” Journal of Digital Marketing, 2023.
- [10] M. K. Arya, “Analyzing TikTok's Role in Consumer Behavior,” Journal of Global Marketing, 2023.