The Effect of Live Streaming and Discount on Impulsive Buying Instaperfect Cosmetics

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Abstract

Currently, many buying and selling transactions are conducted online. One promotional strategy is through live streaming. For individuals who want to buy a product through live shopping, most of them will aim to take advantage of discounts that will trigger impulsive behavior. This study aims to determine the effect of live streaming and discounts on consumer impulsive buying behavior for Instaperfect cosmetic products through the Shopee Indonesia e-commerce platform. This research method uses quantitative research and 100 respondents were selected by non-probability sampling and met certain criteria according to the Lemeshow formula. This study used validity tests, reliability tests and classical assumption tests, Correlation Tests, Multiple Linear Regression, Determination Tests, F-tests and T-tests. The results show that live streaming has a significant positive effect on impulsive buying. Then, discounts also have a significant positive effect on impulsive buying. The results also show that live streaming and discounts simultaneously have a significant effect on impulsive buying. This study provides theoretical implications, especially regarding the strengthening of the Stimulus-Organism-Response Theory and the concept of online marketing. Meanwhile, practical implications are useful for Instaperfect cosmetic products and similar products in their online marketing.

Keywords: Live streaming; Discount; Instaperfect; Impulsive Buying; Shopee

Abstrak

Saat ini transaksi jual-beli banyak dilakukan secara online. Salah satu strategi promosinya dilakukan dengan *live streaming*. Bagi individu yang ingin membeli suatu produk melalui *live shopping,* kebanyakan mereka akan mengincar untuk menggunakan *discount* yang akan memicu perilaku impulsif. Penelitian ini bertujuan untuk mengetahui pengaruh live streaming dan discount terhadap perilaku impulsive buying konsumen pada produk kosmetik Instaperfect melalui platform e-commerce Shopee Indonesia. Metode penelitian ini menggunakan penelitian kuantitatif dan sebanyak 100 responden dipilih secara *non-probability sampling* dan memenuhi kriteria tertentu menurut rumus Lemeshow. Penelitian ini menggunakan uji validitas, reliabilitas dan uji asumsi klasik, Uji Korelasi, Regresi Linear Berganda, Uji Determinasi, uji F dan uji T. Hasil penelitian menunjukkan bahwa *live streaming* berpengaruh positif secara signifikan terhadap *impulsive buying*. Kemudian *discount juga* berpengaruh positif secara signifikan terhadap *impulsive buying*. Hasil penelitian juga menunjukkan bahwa *live streaming* dan *discount* secara simultan berpengaruh signifikan terhadap *impulsive buying.*. Penelitian ini memberikan implikasi teoritis, terutama terhadap pengautan Teori Stimulus-Organism-Respon dan konsep pemasaran online. Sedangkan implikasi praktis bermanfaat bagi produk kosmetik Instaperfect dan yang sejenis dalam pemasaran onlinenya.

Kata Kunci: *Live streaming; Diskon; Instaperfect; Perilaku impulsif; Shopee*

INTRODUCTION

The development of internet technology is increasingly rapid and become part of lives many Indonesian people. Quoted from We Are Social (2023), the total number of Indonesian people using internet is 213 million as of January 2023. As the internet develops, daily activities can be done more easily because there are many new technologies and features that have been created. One of the activities that has been transformed by internet is buying and selling activities which can now be done online. Moreover, with the Covid-19 pandemic which has encouraged consumers to avoid physical contact and switch to virtual or online activities. According to Bukit et al (2023), the pandemic has not only accelerated the transition to digital platforms, but also influenced consumer preferences, behavior and how consumers make decisions.

One way to shop online is through e-commerce. There are already many e-commerce platforms in Indonesia in the marketplaces. Each e-commerce has different complete features, including Tokopedia, Bukalapak, Lazada, and Blibli. Features that are usually found in every e-commerce, namely COD features, free shipping, bill payment, cashback, paylater. As the era develops, e-commerce features become more and more sophisticated. Each feature can make it easier to use, more efficiently and can be one of the attractions for people to make purchases through e-commerce. Live Streaming Shopping is an activity carried out by sellers to promote and offer their products in real-time. Through Live Streaming Shopping, sellers are free to use their own style to sell their products. An individual can display a video and audio to the audience in real time via the internet (Saputra and Fadhilah 2022). In the live streaming feature, consumers can choose products according to their needs and desires. These products can be fashion, beauty, household appliances, food and drinks, toys & video games, and others.

One e-commerce that has implemented the live streaming feature is Shopee. Shopee is an online buying and selling platform that aims to make it easier for its users to conduct business transactions. According to SimilarWeb data reported by katadata, Shopee became the e-commerce with the most access visits throughout 2023 in Indonesia (Ahdiat, 2024). Shopeelive is a live streaming feature presented by Shopee for real-time buying and selling transaction needs. Not only that, through the results of the Snapcart survey (2020) that in 2020 Shopee was superior because it offered various attractive products at more competitive prices. In addition, Shopee continues to update its platform with features that increase user usage time and interaction in the application, making it more attractive to users. Shopeelive is one of the favorite places for local brand owners and MSMEs to sell with a value of 96%, then followed by Tiktok Live 87%, Lazada Live 71%, and Tokopedia Play (62%) (Anam, 2024).

Products that often appear when doing live streaming on Shopee are beauty products (cosmetics, skin care), fashion, household appliances, and hobby & collectible items. Based on data released by katadata in 2022, products with a percentage of 41% are the second most frequently purchased products by consumers during live streaming (Annur, 2022) . The large number of real-time sales promotions on cosmetic products makes the live shopping feature increasingly popular and consumers are addicted to using the features provided by Shopee. Most online sellers hold flash sales to provide discounts to buyers who watch their streaming live in real time (Wongkitrungrueng and Assarut 2020).

One of the cosmetic products that is currently being widely discussed is Instaperfect. Quoted from cewekbanget.id, Instaperfect is a local halal cosmetic brand from PT. Paragon Technology, this cosmetic brand was released in 2018 which was introduced by Wardah at Wardah Days 2018. Initially, Instaperfect was part of Wardah, but has separated and built its own brand name which currently presents products with the theme "beauty halal". Being one of the brands with a halal theme, Instaperfect is not the only one. There are dozens of cosmetic brands that have implemented the halal concept, such as Somethinc, Emina, Avoskin, Esqa, Maybelline, and so on. However, Instaperfect is different because the concept they show to their consumers is an attraction and interest in itself where they focus on pink nuances with the concept of halal, beauty, and glam without changing the pink

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nuances even though the products they produce are different. In addition, The interesting thing about this product is that it is very active in promoting it through live streaming, especially in Shopee. The promotion they do is by holding a live streaming shopping where the streamer from Instaperfect still looks according to the concept of Instaperfect (Mukarramah, 2023). With the discount, consumers' desire to buy increases, so that it affects their impulsive behavior where they should only buy one product, but with the discount they want to buy more than they planned without thinking about the risks that will occur.

This research is framed by the Stimulus–Organism–Response (S-O-R) theory where live streaming and discounts are positioned as stimuli that influence consumers' internal states (organisms: emotions, pleasure-arousal, trust) thereby triggering a response in the form of impulsive buying behavior. The S-O-R framework was chosen due to its strong recent empirical support in the context of live-streaming commerce. Contemporary studies show that dimensions such as social presence, interactivity, and price cues as stimuli consistently influence consumers' cognitive emotional states which then encourage spontaneous purchases, thus S-O-R provides an appropriate theoretical foundation for modeling the mechanisms of this internal process (Li et. al, 2022).

Stern (1962) in (Afandi and Hartati 2017) describes that impulsive behavior can be called unexpected behavior that arises in an individual due to the emergence of encouragement and motivation due to external factors. (Aditya et al. 2020) argue that impulsive behavior is a purchasing attitude that arises from consumers that is often not planned in advance, therefore unexpected purchases arise due to environmental shopping stimuli. An individual will not be aware of the impulsive behavior he is experiencing.

Previous studies that also examined the effect of live streaming and discounts on impulse buying have been conducted by Ratnawati (2023), Dinova and Suharyati (2023), Nurhaliza and Kusumawardhani (2023), Risma and Sukmawati (2023), and an article written by Kusnanto et al. (2020). Many previous studies have examined live streaming of cosmetic products. However, few have examined Instaperfect cosmetic products. Even though this product has many advantages over similar cosmetics as a premium brand, it is light to use and natural, and also in line with other PT Paragon products which are halal. Therefore, this research gap is filled by examining Instaperfect as the research object. This research produces the following research questions: is there an influence of live streaming on impulse purchases? Then, is there an influence of discounts on impulse purchases? And finally, do live streaming and discounts have a simultaneous influence on impulse purchases of Instaperfect cosmetic products? Based on the background description above, this encourages researchers to conduct research on the influence of live streaming and discounts on impulse buying behavior of Instaperfect cosmetic products.

METHOD

The method used in this study is quantitative, which tests previously established hypotheses. Quantitative research according to Priadana and Sunarsi (2021) is able to interpret as a study that focuses on assessing and analyzing the causal relationship of several variables. This study uses survey techniques to collect information based on data regarding facts and experiences experienced by consumers regarding impulsive buying behavior when purchasing Instaperfect cosmetic products via live streaming and utilizing discounts on the Shopee Indonesia platform. The population of this study includes consumers who have made purchases via live streaming shopping on the Shopee Indonesia e-commerce platform, the number of which is unknown. Meanwhile, sample selection was carried out using non-probability sampling with a purposive sampling technique. A total of 100 respondents were determined using the Lemeshow formula because the population was unknown. Using this formula with margin of error of 5%, the total number of respondents was 96 people, which was then rounded up to 100 people in this study. Respondents involved in this research cannot be random, but must have certain criteria. The respondent criteria are as follows: (1). People who often make purchases after watching live streaming on the Shopee Indonesia platform, (2) Domiciled in Jabodetabek, (3) People

who know the Instaperfect brand and have made purchases through Shopee live streaming at least 3 times and (4) Aged between 15 and 40 years.

Primary data was conducted by distributing questionnaires created in Google Form and using a Likert scale. While secondary data was taken to complete this study consisting of books, journal articles, research from the internet and social media, as well as data that has been studied or existing data. Furthermore, testing was carried out using SPSS 21 software for the Validity and Reliability tests carried out to test this research instrument. Also, the classical assumption test before the Regression Test was applied consisting of Uni Normality, Heteroscedasticity Test and Multicollinearity Test. Furthermore, Correlation Analysis, Multiple Linear Regression, Determination Coefficient Analysis and Hypothesis Testing (F Test & t Test) were carried out.

(Abdullah 2015) stated that a hypothesis is a temporary answer whose truth will be tested through research. The hypothesis proposed in this study is:

$H_0 1$: Live streaming has no effect on consumer impulsive buying of Intsaperfect cosmetic products via the Shopee Indonesia platform.

$H_a 1$: Live streaming influences consumer impulsive buying behavior on Instaperfect cosmetic products via the Shopee Indonesia e-commerce platform.

$H_0 2$: Discounts do not affect consumer impulsive buying of Instaperfect cosmetic products via the Shopee Indonesia e-commerce platform.

$H_a 2$: Discounts influence consumer impulsive buying of Instaperfect cosmetic products via the Shopee Indonesia e-commerce platform.

$H_0 3$: Live streaming and Discounts do not simultaneously affect consumer impulsive buying of Instaperfect cosmetic products via the Shopee Indonesia e-commerce platform.

$H_a 3$: Live streaming and Discounts simultaneously influence consumer impulsive buying of Instaperfect cosmetic products via the Shopee Indonesia e-commerce platform.

While the framework of thought in this study is based on independent variables (X1: Live Streaming and X2: Discount) that affect the dependent variable (Y: Impulsive buying). More details can be explained in the image below.
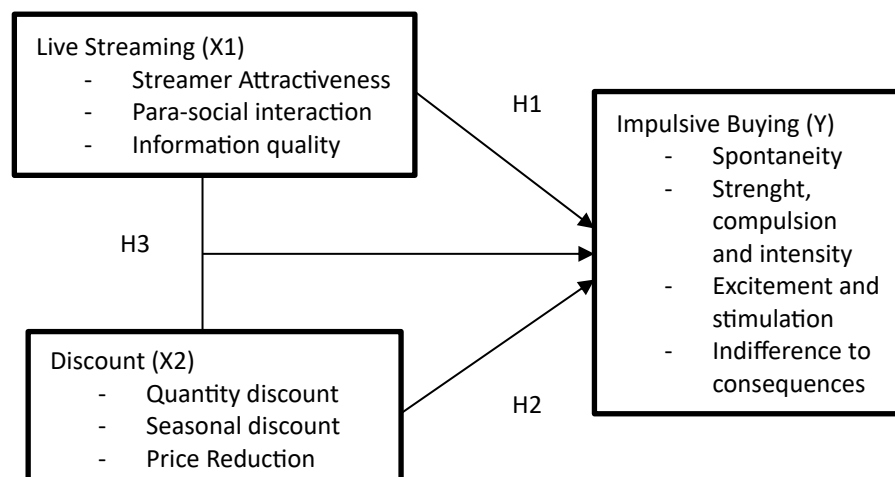
Figure 1. The research framework uses live streaming (X1), discount (X2) on impulsive buying (Y)
Source : Researcher processing from Xu et al (2020), Melina & Kadafi (2017) and Rook and Fisher (1995) in Purwanto (2021)

The model illustrates in figure 1 shows that the influence of Live Streaming (X1) and Discount (X2) on Impulsive Buying (Y), with three main hypotheses as mentioned above. Variable X1 illustrates how a streamer's live streaming activity can influence consumers' impulsive buying tendencies. It

consists of three indicators: streamer attractiveness, para-social interaction, and information quality. Variable discount (X2) describes the price incentives offered by sellers, which usually accelerate unplanned purchasing decisions. Indicators for variable X2 include quantity discounts, seasonal discounts, and price reductions. Meanwhile, the impulsive buying variable (Y) is the tendency of consumers to buy suddenly without planning, which is indicated by several indicators, namely spontaneity, strength, compulsion and identity, excitement and stimulation, and indifference to consequences.

RESULTS AND DISCUSSION
Result

Instaperfect is a cosmetic brand from PT. Paragon Technology. The Instaperfect cosmetic brand has a halal basis, is cruelty free, and vegan friendly. Initially, Instaperfect was part of a famous cosmetic brand, Wardah, but Instaperfect has separated from Wardah and established its own brand while maintaining a halal glam and luxury feel even though it is no longer part of Wardah. Instaperfect was first introduced to the public in August 2018, which is still part of Wardah.

In this study, respondents who filled in had the criteria of watching Shopee live streaming for the Instaperfect brand in one month and making purchases via Shopee live streaming at least 3 times. The demographic profile of respondents in this study includes domicile and age, the results of which are as follows:
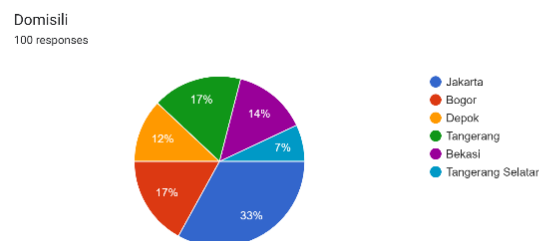

Figure 1. Respondents Domicile
Source : Research Result, 2024

Figure 1 shows that respondents domiciled in Jakarta have a percentage of 33% or a total of 33 people, respondents domiciled in Bogor have a percentage of 17% or a total of 17 people, respondents domiciled in Depok have a percentage of 12% or a total of 12 people, respondents domiciled in Tangerang have a percentage of 17% or a total of 17 people, respondents domiciled in South Tangerang have a percentage of 7% or a total of 7 people, and respondents domiciled in Bekasi have a percentage of 14% or a total of 14 people. Therefore, the conclusion is that out of 100 respondents who have filled out the questionnaire, the majority are domiciled in Jakarta.
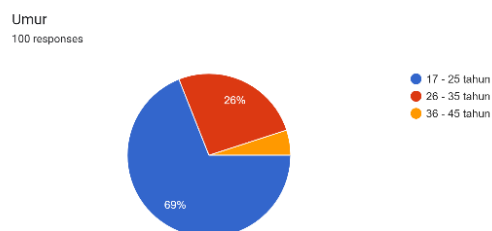

Figure 2. Respondents' Age
Source : Research Result, 2024

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In the picture above (Figure 2) can be seen that respondents aged 17-25 years are 69% or 69 people, then respondents aged 26-35 years are 26% or 26 people, and respondents aged 36-45 years are 5% or 5 people. Therefore, the conclusion is that out of 100 respondents who have filled out the questionnaire, the majority are aged 17-25 years.

Instrument Test

Validity Test

Based on table 1 below, it can be seen that the r count score on variable X1, namely live streaming and variable X2, namely discount, exceeds the t table score, namely 0.361. Likewise with variable Y, impulsive buying. So it can be said to be valid as a parameter of the variables studied and can be continued to reliability testing.

Table 1. Validity Test Results

Variable	Indicator	R Count	R Table	Result
	X1.1	0.768	0.361	
	X1.2	0.676	0.361	
	X1.3	0.613	0.361	
	X1.4	0.715	0.361	
Live Streaming (X1)	X1.5	0.686	0.361	Valid
	X1.6	0.816	0.361	
	X1.7	0.583	0.361	
	X1.8	0.418	0.361	
	X2.1	0.443	0.361	
	X2.2	0.606	0.361	
	X2.3	0.748	0.361	
Discount (X2)	X2.4	0.754	0.361	Valid
	X2.5	0.605	0.361	
	X2.6	0.606	0.361	
	Y1	0.711	0.361	
	Y2	0.556	0.361	
	Y3	0.605	0.361	
Impulsive Buying (Y)	Y4	0.743	0.361	Valid
	Y5	0.551	0.361	
	Y6	0.532	0.361	
	Y7	0.633	0.361	
	Y8	0.688	0.361	

Source : Research Result Processed using SPSS, 2024

Table 2 below shows that the Cronbach's alpha scores of the three variables exceed the value of 0.70 (Riyanto and Hatmawan, 2020).Thus, all respondents' responses are consistent when sharing answers to statements that assess the research variables in the questionnaire. Therefore, the three variables (X1, X2 and Y) are reliable and can be continued with further testing.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Result
Live Streaming	0.763	
Discount	0.749	Reliabel
Impulsive Buying	0.752	

Source : Research Result Processed using SPSS, 2024

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Classical Assumption Test
Normality Test

If we look at the following table 3, we get a sig score of 0.351 > 0.05, which means that the data can be said to be normally distributed and can be continued through multicollinearity and heteroscedasticity tests.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.40810427
Most Extreme Differences	Absolute		.093
	Positive		.086
	Negative		-.093
Kolmogorov-Smirnov Z			.931
Asymp. Sig. (2-tailed)			.351

a. Test distribution is Normal.
b. Calculated from data.

Source : Research Result Processed using SPSS, 2024

Heteroscedasticity Test

In the following table 4, it can be shown that the sig value for the live streaming variable (X1) and discount (X2) does not occur heteroscedasticity, where the statement of the variable (X1) is 0.313 and (X2) is 0.655. The sig value of both variables is > alpha. So it can be concluded that there is no heteroscedasticity.

Table 4. Results of Heteroscedasticity Test

Variable	Sig	Result
Live Streaming (X1)	.313	
Discount (X2)	.655	There is no heteroscedasticity

Source : Research Result Processed using SPSS, 2024

Multicollinearity Test

In the following table 5, it can be concluded that the tolerance score of the live streaming variable is 0.858, which exceeds the limit of 0.10. And the VIF score of the live streaming variable is 1.165, which does not exceed 10. Likewise for the discount variable, the tolerance value is 0.858, exceeding the limit of 0.10. And the VIF score is 1.165, not exceeding 10. These results show that both independent variables in this study have tolerance scores that meet the requirements (> 0.1) and VIF scores that are also appropriate (< 10). This indicates that there are no multicollinearity problems or significant correlations between variables in the regression model.

Table 5. Multicollinearity Test Results

Variable	Collinearity Statistics		Result
	Tolerance	VIF	
Live Streaming (X1)	.858	1.165	No Multicollinearity Occurs
Discount (X2)	.858	1.165	

Source : Research Result Processed using SPSS, 2024

Descriptive Statistics

If you look at the following table 6, the data distribution can be described as follows: (1) Live Streaming variable (X1), the table above shows the value of the streamer attractiveness indicator, namely a minimum of 10, a maximum of 15, an average of 13.37, a standard deviation of 0.894, and a variance of 0.781. From these results, it can be said that the average value of the streamer attractiveness indicator is relatively large considering the closeness of the average and maximum values. (2) Live Streaming variable (X1), the table above shows the value of the para-social interaction indicator, namely a minimum of 11, a maximum of 15, an average of 13.45, a standard deviation of 1.019, and a variance of 1.038. From these results, it can be said that the average value of the para-social interaction indicator is relatively large considering the closeness of the average and maximum values. (3) Live Streaming Variable (X1), the table above shows the value of the information quality indicator, namely a minimum of 7, a maximum of 10, an average of 9.07, a standard deviation of 0.832, and a variance of 0.692. From these results, it can be said that the average value of the information quality indicator is relatively large by considering the closeness of the average and maximum values.

Table 6. Results of Descriptive Statistical Analysis of Live Streaming Variable Indicators (X1)

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Streamer Atractiveness	100	5	10	15	13.37	.884	.781
Para-social interaction	100	4	11	15	13.45	1.019	1.038
Information Quality	100	3	7	10	9.07	.832	.692
Valid N (listwise)	100						

Source : Research Result Processed using SPSS, 2024

Meanwhile, in table 7, the distribution of the Discount variable data (X2) can be explained as follows: (1) Discount variable (X2), the table above shows the value of the quantity discount indicator, namely a minimum of 7, a maximum of 10, an average of 8.96, a standard deviation of 0.790, and a variance of 0.625. From these results, it can be said that the average value of the quantity discount indicator is relatively large considering the proximity of the average and maximum values. (2) Discount variable (X2), the table above shows the value of the seasonal discount indicator, namely a minimum of 7, a maximum of 10, an average of 9.09, a standard deviation of 0.805, and a variance of 0.648. From these results, it can be said that the average value of the seasonal discount indicator is relatively large considering the proximity of the average and maximum values. The discount variable (X2) in the table below shows the value of the discount indicator, namely a minimum of 7, a maximum of 10, an average of 9.14, a standard deviation of 0.752, and a variance of 0.566. From these results, it can be said that the average value of the discount indicator is relatively large by considering the closeness of the average and maximum values.

Table 7. Results of Descriptive Statistical Analysis of Discount Variable Indicator (X2)

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Diskon Kuantitas	100	3	7	10	8.96	.790	.625
Diskon Musiman	100	3	7	10	9.09	.805	.648
Potongan Harga	100	3	7	10	9.14	.752	.566
Valid N (listwise)	100						

Source : Research Result Processed using SPSS, 2024

In table 8 below, you can see the description of the distribution of the Impulsive Buying Variable (Y) data as follows: (1) Impulsive buying variable (Y), the table above shows the value of the spontaneity indicator, namely a minimum of 7, a maximum of 10, an average of 9.04, a standard deviation of 0.751, and a variance of 0.564. From these results, it can be said that the average value of the spontaneity indicator is relatively large by considering the proximity of the average and maximum values. (2) Impulsive buying variable (X2), the table above shows the value of the strength, compulsion, and intensity indicators, namely a minimum of 8, a maximum of 10, an average of 9.06, a standard deviation of 0.722, and a variance of 0.522. From these results, it can be said that the average value of the strength, compulsion, and intensity indicators is relatively large by considering the proximity of the average and maximum values. (3) Impulsive buying variable (Y), the table above shows the value of the excitement and stimulation indicator, namely a minimum of 7, a maximum of 10, an average of 8.95, a standard deviation of 0.757, and a variance of 0.573. From these results, it can be said that the average value of the excitement and stimulation indicator is relatively large considering the proximity of the average and maximum values. 4. Impulsive buying variable (Y), the table above shows the value of the indifference indicator for the consequences, namely a minimum of 7, a maximum of 10, an average of 9.02, a standard deviation of 0.778, and a variance of 0.606. From these results, it can be said that the average value of the indifference indicator for the consequences is relatively large considering the proximity of the average and maximum values.

Table 8. Results of Descriptive Statistical Analysis of Impulsive Buying Variable Indicators (Y)

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Spontanitas	100	3	7	10	9.04	.751	.564
Kekuatan, kompulsi, dan intensitas	100	2	8	10	9.06	.722	.522
Kegairahan dan stimulasi	100	3	7	10	8.95	.757	.573
Ketidakpedulian akan akibat	100	3	7	10	9.02	.778	.606
Valid N (listwise)	100						

Source : Research Result Processed using SPSS, 2024

Multiple Linear Regression Test

The results of statistical processing conducted by researchers obtained the following regression equation findings:

$$Y = \alpha + \beta_1 X_1 + + \beta_2 X_2 + ... + \beta_n X_n$$
$$Y = 13.209 + 0.457 X_1 + 0.238 X_2$$

The interpretation of the equation obtained is a constant value of 13.209, which means that if the value of the independent variable (live streaming and discount) is 0, then the impulsive buying value will be 13.209. Meanwhile, the coefficient value for the live streaming variable is 0.457. This indicates that if the live streaming variable increases by 1 number, impulsive buying also increases by 0.457. Thus, the live streaming variable makes a positive contribution to impulsive buying. The coefficient value of the discount is 0.238, which means that if the discount variable increases by 1 number or 1%, it means that impulsive buying will also increase by 0.238 or 23.8%. This can also be seen in table 9. This means that the effective discount variable provides a positive contribution to impulsive buying. From this equation, it can be concluded that live streaming and discounts have a positive influence on impulsive buying.

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Table 9. Multiple Linear Regression Test Results

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	13.209	3.224	
	Live Streaming (X1)	.457	.086	.471
	Discount (X2)	.238	.097	.217

Source : Research Result Processed using SPSS, 2024

Determination Coefficient Test

The following table 10 is obtained from data processing where through the R Square score table the determination coefficient test is 0.346. This means that the independent variables, namely live streaming and discount (X) are able to share a contribution of influence of 34.6% on the impulsive buying variable (Y), while the remaining 65.4% is influenced by other variables that are not included in this study.

Table 10. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square
1	$.588^a$	.346	.332

Source : Research Result Processed using SPSS, 2024

a. Predictors: (Constant), Discount (X2), Live Streaming (X1)
b. Dependent Variable: Impulsive Buying (Y)

Hypothesis Testing
T Test

The T test is used to carry out testing on the research hypothesis by seeing whether there is an influence on each variable X and Y partially (Riyanto and Hatmawan 2020). Through the table below, the calculated T score for the live streaming variable (X1) is 5.308. Through the next score is compared with the T table score sourced from the assessment of df = (n-k-1) or (100-2-1), so that 97 are obtained with a significance of 0.05 of 1.661. Through this score, it means that the calculated T score> T table (5.308> 1.661), while the significance score is 0.000 <0.05. Through this, hypothesis 1 (H1) can be accepted.

The conclusion in the table 11 below shows that the live streaming variable has a significant positive impact on impulsive buying. Through the calculated T score of the discount variable (X2) of 2.446. So if compared, the value is T count > T table (2.446 > 1.661), then the significance score is 0.016 < 0.05. This means that hypothesis 2 (H2) is accepted. So it is concluded that discounts have a significant positive effect on impulsive buying. Through the findings of the calculation and analysis of the T test above, it can be obtained that live streaming and discounts can partially affect impulsive buying.

Table 11. T-Test Results

Variable	T-count	T-table	Sig	Description
Live streaming (X1)	5.308	1.661	.000	Simultaneously influence the Y variable
Discount (X2)	2.446	1.661	.000	

Source : Research Result Processed using SPSS, 2024

F Test

The F test in is used to monitor whether the independent variable has an influence through simultaneous on the dependent variable (Riyanto and Hatmawan, 2020). If you look at the table 12 below, you can see the calculated F value of 25,608 with a sig value of 0.000. Then, the calculated F value is compared with the F table value (3.09), the value comes from df1 and df2 and there is a significance score of 0.05. Through df1 the total independent variables include 2, then through df2 the residual score for the model (n-k-1) is (100-2-1) which is 97 where (n) is the number of respondents, while (k) is the total independent variables.

Then the F table value is obtained as 3.09, divided by the conclusion of the calculated F score> F table (25, 608> 3.09). And the probability score does not exceed 0.05 which means H0 is rejected. There is a significant influence on live streaming and discounts on impulsive buying simultaneously. In other words, simultaneously live streaming and discounts affect impulsive buying.

Table 12. F Test Results

Anova					
Model	df	Mean Square	Fscore	Sig	Result
1 Regression	2	48.811	25.608	.000	Simultaneously influence the Y variable
Residual	97	1.906			
Total	99				

Source : Research Result Processed using SPSS, 2024

Discussion

The research findings demonstrate that live streaming has a significant and positive effect on impulsive buying behavior. This conclusion is supported by hypothesis testing, where the value of *t* count exceeds the *t* table and the significance level is well below 0.05 (sig = 0.000). Thus, Ha1 is accepted. These results reinforce that the live streaming environment serves as a strong stimulus capable of triggering impulsive buying tendencies.

In line with Xu et al. (2020), the live streaming construct consists of three key indicators, streamer attractiveness, para-social interaction, and information quality, all of which contribute to shaping consumers' impulsive purchases.

The present study found that para-social interaction is the most influential indicator, suggesting that consumers are more likely to engage in spontaneous purchases when the Instaperfect streamer responds actively, builds rapport, and creates an illusion of personal connection. This aligns with existing literature stating that relational cues within live streaming can enhance emotional engagement and diminish rational evaluation. Conversely, information quality shows the weakest effect, possibly indicating that cosmetic purchases in this context are more emotionally driven rather than based on detailed product evaluation.

Similarly, the discount variable exhibits a positive and significant influence on impulsive buying, as shown by the t-test results. Therefore, Ha2 is accepted. Discounts function as a price-based stimulation that lowers psychological purchase barriers, making consumers more vulnerable to unplanned buying. Consistent with Melina and Kadafi (2017), the indicators—quantity discount, seasonal discount, and price reduction—play distinct roles. Findings from this study reveal that price reduction is the strongest discount-related driver of impulsive buying, echoing insights from Qomariah et al. (2020), who argue that direct price cuts are the most instantly persuasive form of price promotion. Meanwhile, the quantity discount indicator has the weakest impact, suggesting that consumers purchasing Instaperfect cosmetics via live streaming prioritize immediate savings rather than bulk-purchase incentives.

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These findings are reinforced by previous studies. Research by Dinova and Suharyati (2023), as well as Nurhaliza and Kusumawardhani (2023), confirms that live streaming significantly stimulates impulsive buying behavior. Similarly, multiple studies (e.g., Ratnawati, 2023; Risma & Sukmawati, 2023; Kusnanto et al., 2020) conclude that price discounts consistently encourage impulse purchases within e-commerce platforms. Putri and Sudaryanto (2022) and Xu & Huang (2014) further emphasize that consumers are more responsive to discounts on affordable products, a pattern that aligns with Instaperfect's pricing strategy, where relatively low-priced items coupled with discounts intensify spontaneous buying motivation.

Furthermore, the simultaneous testing results reveal that live streaming and discounts jointly exert a positive and significant influence on impulsive buying. Based on the F-test, F score> F table which mean Ha3 is accepted. This means that the interaction of engaging live streaming and attractive discount offerings strengthens consumers' impulsive buying tendencies. The combination of persuasive visual communication, streamer interaction, and price incentives creates a psychologically compelling environment where cognitive control is reduced.

However, the correlation analysis indicates that although both variables significantly affect impulsive buying, the overall relationship remains relatively weak. This suggests that impulsive buying within this context may also be influenced by other factors not examined in the study, such as consumer mood, product involvement, platform trust, or promotional intensity. This nuance is consistent with Ahn and Kwon (2022), who explain that consumers may experience a state of "reduced consciousness" or lowered rationality under marketing pressure from interactive promotions and discounts. Hence, while live streaming and discounts are impactful, their combined influence is part of a broader psychological and environmental mechanism driving impulsive buying.

The finding that live streaming has a significant influence on impulsive buying strengthens the Stimulus–Organism–Response (SOR) framework, where live streaming acts as a stimulus that elicits an emotional response (O) and triggers impulsive behavior (R). The success of live streaming in driving impulsive purchases of Instaperfect products suggests that the research gap regarding inconsistencies in results across product categories can be explained by audience characteristics and the hedonic and experience-oriented nature of cosmetic products, thus they are more responsive to visual, interpersonal, and narrative stimuli. Meanwhile, the finding that discounts have a significant influence fills another gap identified in previous research, where different types of discounts (e.g., price cuts vs. quantity discounts) yielded mixed results.

Moreover, the application of the S-O-R framework in this study demonstrates how digital shopping environments—especially live streaming commerce—create intensified sensory and social stimuli that directly shape consumers' internal states. Within this mechanism, emotional arousal, perceived enjoyment, and feelings of social connection with the host become central components of the organism stage. These internal reactions reduce cognitive deliberation and increase affect-driven decision-making, which is a hallmark of impulsive buying. Thus, the findings affirm that S-O-R is highly relevant for explaining consumer behavior in experiential, entertainment-oriented shopping platforms, where the boundary between information-seeking and emotional persuasion becomes blurred.

Furthermore, the results highlight that promotional cues such as discounts do not merely act as rational price incentives but also operate as psychological triggers that influence consumers' affective states. This reinforces the idea that impulsive buying is not solely a function of external marketing cues but is mediated by consumers' emotional and cognitive processing. The study therefore strengthens the theoretical claim that S-O-R provides a comprehensive lens for understanding how diverse marketing stimuli—both social-interactive and monetary—collectively shape impulsive purchasing behavior in online cosmetic retailing.

Compared to the research by Xu et al. (2020) and Dinova & Suharyati (2023), the live streaming coefficient in this study is in the moderate category, not too high but still significant. Previous research in the fashion category, for example, recorded a larger coefficient influence, as fashion relies heavily

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on visuals and self-expression. Meanwhile, for Instaperfect cosmetics, although visuals are important, purchasing decisions are also influenced by skin tone compatibility, material quality, and user reviews. This is why the coefficient value in this study is not as high as some other studies. For the discount variable, the coefficient in this study is also in the moderate category, similar to the research by Ratnawati (2023) and Qomariah et al. (2020). This indicates that discounts do consistently influence impulsive buying, but their strength depends on the discount value, brand credibility, and the context in which the discount is presented (such as a flash sale or live streaming voucher code).

CONCLUSION

The conclusion is obtained based on the results of the research. There are several conclusions that are described as follows based on the hypothesis test, there is a significant positive influence between the live streaming variable and the impulsive buying variable. And also discounts have a significant positive effect on impulsive buying. Another results shows that there is a simultaneous positive influence between the live streaming and discount variables on impulsive buying. Theoretically, the results of this study confirm that impulsive buying is not only triggered by internal consumer factors, but also external stimuli such as live streaming and discounts. These results support the literature stating that direct price reductions are more effective than other types of discounts in triggering impulsive buying. Furthermore, the practical implications of this study confirm that companies can optimize the use of live streaming and discounts in their sales. The study only examined two independent variables (live streaming and discounts) and their influence on impulsive buying. Therefore, further research can be conducted using other variables that influence impulsive buying seperti faktor psikologis, trust, atau social proof. Another recommendation is that future studies could analyze the differences in effectiveness of different types of live streaming and digital platforms to see which strategies most trigger impulse purchases.

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