

THE INFLUENCE OF STREAMER TRUSTWORTHINESS, PRICE DISCOUNTS, AND TIME PRESSURE ON IMPULSE BUYING BEHAVIOR IN TIKTOK LIVE STREAMING COMMERCE

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ABSTRACT

KEYWORDS

Impulse Buying
Behavior, Live
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The rapid growth of TikTok Live Streaming Commerce has transformed consumer purchasing behavior, particularly by increasing the tendency toward impulse buying. This study aims to analyze the effects of streamer trustworthiness, discounted price, and time pressure on impulse buying behavior in TikTok Live Streaming Commerce among Muslim consumers. In addition, this study examines the moderating role of religiosity in the relationships between these variables and impulse buying behavior. A quantitative approach was employed using a survey method with purposive sampling. Data were collected from 200 Muslim consumers who had previously purchased products through TikTok Live Shopping and were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that streamer trustworthiness, discounted price, and time pressure have positive and significant effects on impulse buying behavior. Furthermore, religiosity significantly weakens the effects of discounted price and time pressure on impulse buying behavior, indicating that higher levels of religiosity can reduce consumers' susceptibility to promotional stimuli and urgency-driven purchases. However, religiosity does not significantly moderate the relationship between streamer trustworthiness and impulse buying behavior. These findings suggest that religiosity functions as an internal self-control mechanism that helps Muslim consumers avoid excessive and spontaneous purchasing behavior, particularly in response to price promotions and time-limited offers. This study contributes to the literature on digital consumer behavior and Islamic economics by providing empirical evidence regarding the role of religiosity in live streaming commerce.

INTRODUCTION

Indonesia ranks among the countries with the largest TikTok user base in the world. According to DataReportal (2025), the number of active TikTok users in Indonesia exceeded 126 million in 2025. This substantial user base has accelerated the growth of digital transactions through TikTok Shop and TikTok Live. Indonesian consumers utilize TikTok not only as a source of entertainment but also as a platform for digital commerce through live streaming commerce. TikTok Live enables sellers to market their products directly to consumers through product demonstrations, real-time interactions, and promotional offers delivered during live streaming sessions (Maulani, 2024).

The rapid growth of live streaming commerce has also contributed to the emergence of impulse buying behavior among digital consumers. Impulse buying refers to unplanned

purchasing behavior that occurs spontaneously and is driven by momentary emotional impulses (Anggraini & Fahmi, 2025). Consumers participating in live streaming commerce are more likely to make immediate purchase decisions due to various marketing stimuli presented during live sessions. This phenomenon is reflected in consumers' tendency to purchase products solely because they are attracted by temporary promotional offers, without carefully evaluating their actual needs.

Streamer trustworthiness is one of the key factors influencing impulse buying behavior in live streaming commerce. Streamers play a crucial role in building consumer trust through direct communication, product demonstrations, and real-time interactions during live streaming sessions. Consumers are more likely to trust recommendations from streamers who are perceived as honest, communicative, and credible regarding the products they promote (Karomah, 2025; Syahputri & Surabaya, 2025). A higher level of consumer trust in streamers increases the likelihood of impulse buying, as consumers feel more confident about the products being offered. Price discounts also serve as a major stimulus driving impulse buying behavior in live streaming commerce (Kinasih et al., 2023). During TikTok Live sessions, sellers frequently offer discounts, vouchers, cashback incentives, and exclusive promotional deals. These promotional strategies create a perception of economic benefits, thereby encouraging consumers to make spontaneous purchase decisions (Hafizd & Andriansyah, 2026; Latief, 2025). This finding suggests that price discounts function not only as a marketing strategy but also as a psychological factor that influences the consumption behavior of digital consumers (Sari & Mugiati, 2026).

Time pressure is another important factor influencing impulse buying behavior in live streaming commerce. During TikTok Live sessions, sellers frequently employ limited-time promotions, limited product availability, and exclusive offers to create a sense of urgency among consumers (Arnindita & Saputri, 2024; Kinasih et al., 2023). Consumers experiencing time pressure are more likely to make rapid purchase decisions without conducting a thorough evaluation of the products. Such conditions increase the likelihood of impulse buying, as consumers fear missing the opportunity to purchase products at discounted prices or under favorable promotional terms. From an Islamic perspective, consumption is regarded as an economic activity that should be carried out rationally, moderately, and with consideration for public welfare (*maslahah*). Islamic consumption principles prohibit *israf* (excessive consumption), which refers to spending driven solely by emotional impulses rather than genuine needs (Pantrista et al., 2025). Consequently, the phenomenon of impulse buying on TikTok Live reflects a tendency toward spontaneous consumption that may conflict with the principles of consumption in Islamic economics.

Religiosity is one of the internal factors that can influence the consumption behavior of Muslim consumers (Putriana et al., 2023). Individuals with a high level of religiosity are more likely to incorporate religious values into their consumption practices and economic decision-making processes. Religious values can serve as a form of self-control against impulsive consumption behavior triggered by external factors such as price discounts, time pressure, and streamer influence (Fahira & Ruddin, 2025). This suggests that religiosity is not only associated with religious observance but also plays an important role in shaping the economic and consumption behavior of Muslim consumers.

Previous studies have reported inconsistent findings regarding the effect of religiosity on impulse buying in the context of online shopping and social commerce. Some studies have

found that religiosity reduces impulse buying behavior among Muslim consumers, whereas others have reported that religiosity has no significant effect on such behavior (Efendi & Kurniawan, 2023). Moreover, existing studies on impulse buying in live streaming commerce have primarily focused on variables such as promotional activities, product quality, and purchase intention (Pitaloka & Somantri, 2026). Research that integrates streamer trustworthiness, price discounts, and time pressure as antecedents of impulse buying behavior, with religiosity serving as a moderating variable among Muslim consumers, remains relatively limited. This indicates a notable research gap in the literature on digital consumer behavior from the perspective of Islamic economics. Accordingly, this study aims to examine the effects of streamer trustworthiness, price discounts, and time pressure on impulse buying behavior in TikTok live streaming commerce, while investigating the moderating role of religiosity among Muslim consumers. The findings are expected to contribute theoretically to the advancement of research on digital consumer behavior and Islamic economics, as well as to provide practical insights for live streaming commerce practitioners in understanding the consumption behavior of Muslim consumers in the digital era.

The Influence of Streamer Trustworthiness on Impulse Buying Behavior

Streamer trustworthiness refers to consumers' level of trust in a streamer's credibility, honesty, and ability to provide reliable product information during live streaming commerce sessions (Siow & Phang, n.d.). Such trust is developed through direct interactions, communication style, and the streamer's consistency in delivering product reviews throughout live streaming sessions. Previous studies have demonstrated that streamer trustworthiness has a significant influence on impulse buying behavior in the contexts of social commerce and live streaming commerce (Amarjargal et al., 2025; Siow & Phang, n.d.).

H1: Streamer trustworthiness has a positive and significant effect on impulse buying behavior.

The Influence of Price Discounts on Impulse Buying Behavior

Price discounts constitute a promotional strategy in which sellers offer reduced prices to attract consumers' attention and stimulate purchasing decisions (Elysia et al., 2025). In the context of live streaming commerce, price discounts are commonly provided through limited-time promotions, vouchers, cashback offers, and exclusive prices available only during live streaming sessions. Consumers who receive discounted offers are more likely to perceive greater economic value, thereby increasing their motivation to make immediate purchase decisions. Previous studies have demonstrated that price discounts have a positive effect on impulse buying behavior, as consumers are encouraged to purchase products promptly when offered prices that are lower than the regular market price (Arnindita & Saputri, 2024; Elysia et al., 2025).

H2: Price discounts have a positive and significant effect on impulse buying behavior.

The Influence of Time Pressure on Impulse Buying Behavior

Time pressure refers to a condition in which consumers perceive that they have limited time to make purchasing decisions. In the context of live streaming commerce, this condition is commonly created through limited-time promotions, limited product availability, and exclusive offers available only during live streaming sessions (Meisy, 2025). Consumers experiencing time pressure are more likely to make rapid purchase decisions without

conducting a thorough evaluation of the products. Previous studies have demonstrated that time pressure has a significant effect on impulse buying behavior, as perceived time constraints increase consumers' tendency to make unplanned purchases (Arnindita & Saputri, 2024; Meisy, 2025).

H3: Time pressure has a positive and significant effect on impulse buying behavior.

The Moderating Role of Religiosity in the Relationships Between Streamer Trustworthiness, Price Discounts, Time Pressure, and Impulse Buying Behavior

Religiosity refers to the extent to which individuals believe in, understand, and practice religious values in their daily lives (Efendi & Kurniawan, 2023). Religiosity encompasses not only religious observance but also individuals' social and economic behavior, including their consumption decisions. Consumers with a high level of religiosity are more likely to incorporate religious values into their decision-making processes and to avoid excessive or unnecessary consumption. Previous studies have shown that religiosity influences the consumption behavior of Muslim consumers and serves as an internal self-regulatory mechanism that mitigates impulsive and excessive purchasing behavior in the context of digital consumption (Az-zahra, 2023; Efendi & Kurniawan, 2023).

H4: Religiosity weakens the positive relationship between streamer trustworthiness and impulse buying behavior.

H5: Religiosity weakens the positive relationship between price discounts and impulse buying behavior.

H6: Religiosity weakens the positive relationship between time pressure and impulse buying behavior.

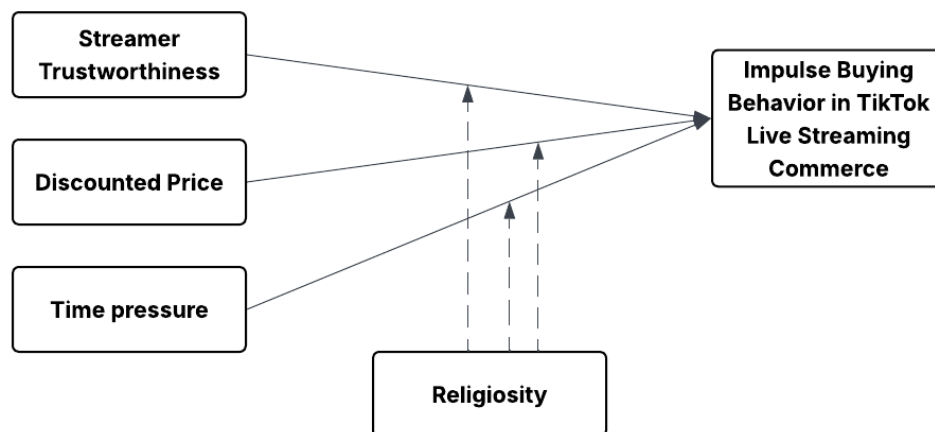


Figure 1. Conceptual Framework

RESEARCH METHOD

This study was conducted among TikTok users who had previously made purchases through the TikTok Live streaming commerce feature. The respondents consisted of Muslim consumers with prior shopping experience on TikTok Shop. A purposive sampling technique was employed based on specific criteria, namely respondents who had watched TikTok Live sessions and purchased products during those live streaming sessions.

The sample size was determined based on the recommendation of Hair et al. (2014), which suggests a minimum sample size of 5–10 times the number of measurement indicators included in the study (Hair et al., 2014). Given that this study employed 30 measurement items, the minimum required sample size was XX respondents. To satisfy the requirements for Structural Equation Modeling–Partial Least Squares (PLS-SEM) analysis, this study targeted a minimum of 150 respondents. Data were collected using a structured questionnaire measured on a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The collected data were subsequently analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the assistance of SmartPLS software.

RESULT

Respondent Characteristics

The respondent characteristics are presented to provide an overview of the demographic profile of the participants included in this study. These characteristics encompass respondents' gender, age, and occupation, as obtained through the distribution of questionnaires to 200 respondents.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	73	36.5
	Female	127	63.5
Age	20–25 years	103	51.5
	26–30 years	74	37.0
	> 30 years	23	11.5
Occupation	Student	126	63.0
	Employee	74	37.0

Source: Primary Data Processed by the Authors.

Based on Table 1, the respondents were predominantly female, aged 20–25 years, and students. This demographic composition indicates that the majority of respondents belong to the younger age group, which represents active users of digital media and live shopping platforms. These characteristics are considered appropriate for the context of this study, as this demographic is highly exposed to promotional activities, interactions with streamers, and various marketing features that may influence impulse buying behavior.

Measurement Model Evaluation (Outer Model)

Validity and Reliability Assessment

Validity and reliability assessments were conducted to ensure that the research instrument accurately and consistently measured the constructs under investigation. The evaluation was performed by examining the values of Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). A construct is considered reliable if it has Cronbach's Alpha and Composite Reliability values greater than 0.70, while convergent validity is established when the AVE value exceeds 0.50.

Table 2. Table 2. Validity and Reliability Assessment Results

Construct	Cronbach's Alpha	Composite Reliability	AVE
Price Discounts (DP)	0.964	0.970	0.846
Impulse Buying Behavior (IB)	0.962	0.969	0.839
Religiosity (RLG)	0.982	0.985	0.916
Streamer Trustworthiness (ST)	0.962	0.968	0.834
Time Pressure (TP)	0.965	0.971	0.849

Source: Authors' elaboration based on primary data using SmartPLS 4.

Based on Table 2, all constructs exhibited Cronbach's Alpha and Composite Reliability values exceeding 0.70, as well as Average Variance Extracted (AVE) values greater than 0.50. These results indicate that all research constructs satisfy the recommended thresholds for internal consistency reliability and convergent validity. Therefore, the measurement instrument is considered reliable and capable of measuring the constructs accurately and consistently, making it suitable for subsequent structural model analysis.

Discriminant Validity Assessment

Discriminant validity was assessed to ensure that each construct represents a distinct concept and is empirically distinguishable from the other constructs included in the research model. The assessment was conducted using the Heterotrait–Monotrait Ratio (HTMT) criterion. A construct is considered to demonstrate adequate discriminant validity when its HTMT value is below 0.85.

Table 3. Discriminant Validity Assessment Results (HTMT)

Construct	DP	IB	RLG	ST	TP
DP	-				
IB	0.191	-			
RLG	0.056	0.141	-		
ST	0.165	0.250	0.066	-	
TP	0.152	0.196	0.055	0.113	-

Source: Authors' elaboration based on primary data using SmartPLS 4.

Based on Table 3, all HTMT values were below the recommended threshold of 0.85. The highest HTMT value was observed for the relationship between Streamer Trustworthiness and Impulse Buying Behavior (0.250), whereas the lowest value was found for the relationship between Time Pressure and Religiosity (0.055). These results indicate that all constructs demonstrate adequate discriminant validity, confirming that each construct is empirically distinct and represents a unique conceptual domain.

Structural Model Evaluation (Inner Model)

Coefficient of Determination (R-Square)

The coefficient of determination (R-Square) was used to assess the explanatory power of the exogenous variables in predicting the endogenous variables included in the research model. A higher R^2 value indicates a greater proportion of variance in the endogenous variable explained by the exogenous variables, reflecting stronger predictive capability of the structural model.

Table 4. Coefficient of Determination Results (R-Square)

Endogenous Variable	R-Square	R-Square Adjusted
Impulse Buying Behavior (IB)	0.286	0.260

Source: Authors' elaboration based on primary data using SmartPLS 4.

Based on Table 4, the R^2 value for Impulse Buying Behavior is 0.286, with an Adjusted R^2 value of 0.260. These findings indicate that Streamer Trustworthiness, Price Discounts, Time Pressure, Religiosity, and the moderating effects of religiosity collectively explain 28.6% of the variance in Impulse Buying Behavior. The remaining 71.4% of the variance is explained by other factors that were not included in the present research model.

Hypothesis Testing

Hypothesis testing was conducted to examine both the direct effects and the moderating effects among the variables included in the research model. The acceptance or rejection of each hypothesis was determined based on the p-value, with a p-value of less than 0.05 indicating that the relationship between the variables is statistically significant.

Table 5. Hypothesis Testing Results

Hypothesis	Relationship Between Variables	Path Coefficient (β)	T-Statistic	P-Value	Decision
H1	<i>Streamer Trustworthiness</i> → <i>Impulse Buying Behavior</i>	0.221	3.596	0.000	Supported

H2	<i>Discount Promotion → Impulse Buying Behavior</i>	0.186	2.696	0.007	Supported
H3	<i>Time Pressure → Impulse Buying Behavior</i>	0.187	2.529	0.011	Supported
H4	<i>Religiosity × Streamer Trustworthiness → Impulse Buying Behavior</i>	-0.024	0.337	0.736	Not Supported
H5	<i>Religiosity × Price Discounts → Impulse Buying Behavior</i>	-0.269	3.520	0.000	Supported
H6	<i>Religiosity × Time Pressure → Impulse Buying Behavior</i>	-0.220	2.819	0.005	Supported

Source: Authors' elaboration based on primary data using SmartPLS 4.

Based on Table 5, five hypotheses were supported, while one hypothesis was not supported. The results indicate that streamer trustworthiness, price discounts, and time pressure each have a positive and significant effect on impulse buying behavior. Furthermore, religiosity was found to negatively moderate the relationships between price discounts and impulse buying behavior, as well as between time pressure and impulse buying behavior, indicating that higher levels of religiosity weaken these positive effects. However, religiosity did not significantly moderate the relationship between streamer trustworthiness and impulse buying behavior.

DISCUSSION

The findings indicate that streamer trustworthiness has a positive and significant effect on impulse buying behavior ($\beta = 0.221$; $p < 0.001$). This result suggests that the higher the level of consumer trust in a streamer, the greater the likelihood that consumers will engage in impulse buying during live shopping sessions. Trust in the streamer enhances consumers' confidence in the product information and recommendations provided, thereby reducing uncertainty in the purchase decision-making process. This finding is consistent with Source Credibility Theory, which posits that information delivered by a credible source has a greater capacity to influence individuals' attitudes and behaviors (Shojaei & Barbosa, 2026).

The results also demonstrate that price discounts have a positive and significant effect on impulse buying behavior ($\beta = 0.186$; $p = 0.007$). This finding indicates that discounted offers encourage consumers to make spontaneous purchases by creating a perception of greater economic value. In the context of live shopping, limited-time discount promotions enhance the attractiveness of products and stimulate unplanned purchasing decisions. These findings support the view that price promotions represent an effective marketing stimulus for increasing impulse buying behavior (Anggarwati, 2023).

Furthermore, time pressure was found to have a positive and significant effect on impulse buying behavior ($\beta = 0.187$; $p = 0.011$). This finding suggests that the sense of urgency experienced by consumers during live shopping sessions increases their tendency to engage in

impulse buying. Time constraints reduce consumers' opportunities to evaluate alternative products, causing purchasing decisions to be driven more by immediate impulses than by careful deliberation. This result is consistent with the Impulse Buying Theory, which suggests that time pressure diminishes rational decision-making processes and increases the likelihood of spontaneous purchasing behavior (Sun et al., 2023).

The findings also reveal that religiosity does not significantly moderate the relationship between streamer trustworthiness and impulse buying behavior ($\beta = -0.024$; $p = 0.736$). This result indicates that consumers' level of religiosity does not alter the influence of streamer trustworthiness on impulse buying. In the context of live shopping, trust in streamers appears to be shaped primarily by consumers' perceptions of the streamer's credibility, expertise, and ability to provide reliable product information rather than by their religious values (Faizza & Roostika, 2024). Consequently, once consumers perceive a streamer as trustworthy, the streamer's influence on their purchasing behavior remains relatively consistent regardless of the consumers' level of religiosity.

In contrast, religiosity was found to negatively and significantly moderate the relationship between price discounts and impulse buying behavior ($\beta = -0.269$; $p < 0.001$). This finding indicates that higher levels of religiosity weaken the positive effect of price discounts on impulse buying. Consumers with stronger religious commitment tend to exercise greater caution in their purchasing decisions and are less likely to be influenced by the short-term economic benefits offered through discounts. From the perspective of Islamic economics, religiosity functions as a self-regulatory mechanism that encourages individuals to evaluate the necessity and overall benefits (maslahah) of a purchase before making a consumption decision (Hasan & Ratnasari, 2025).

Similarly, religiosity was found to negatively and significantly moderate the relationship between time pressure and impulse buying behavior ($\beta = -0.220$; $p = 0.005$). This result indicates that the higher the consumers' level of religiosity, the weaker the effect of time pressure on impulse buying. Although features such as flash sales, countdown timers, and limited-time offers are specifically designed to encourage rapid purchasing decisions, highly religious consumers are more likely to carefully evaluate their purchasing decisions before buying a product. Religiosity promotes prudence and discourages excessive consumption, thereby reducing the extent to which time pressure directly triggers impulsive purchases. These findings suggest that religiosity serves as a protective factor, enabling consumers to regulate spontaneous purchasing impulses in high-pressure shopping environments characterized by limited time (Hasan & Ratnasari, 2025).

CONCLUSION

This study demonstrates that streamer trustworthiness, price discounts, and time pressure have positive and significant effects on impulse buying behavior among consumers participating in live shopping. The findings further reveal that religiosity significantly moderates the effects of price discounts and time pressure on impulse buying behavior in a negative direction, indicating that higher levels of religiosity reduce consumers' tendency to make impulsive purchases driven by promotional discounts and time constraints. However, religiosity was not found to moderate the relationship between streamer trustworthiness and impulse buying behavior. These findings suggest that religiosity functions as an internal self-regulatory mechanism in mitigating the influence of certain marketing stimuli, particularly

price promotions and time pressure. Nevertheless, religiosity appears to be insufficient to diminish the influence of streamer trustworthiness on consumers' impulse buying behavior in the context of live shopping.

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