

Assessing The Effects of Live Shopping, Flash Sale, and Digital Advertising on Consumer Purchase Decisions: A Study on TikTok Shop

@TheDonsHouseOfficial

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ABSTRACT

The development of digital technology has brought major changes to buying and selling activities, one of which is through the Live Shopping feature on social media platforms that allows direct interaction between sellers and buyers. In addition, the Flash Sale strategy and digital advertising also play an important role in attracting consumer interest, especially in TikTok Shop, which is now widely used as a medium for online shopping. This study aims to determine the influence of Live Shopping, Flash Sale, and digital advertising on consumer purchase decisions on TikTok Shop @TheDonsHouseOfficial. The study used a quantitative method with the distribution of questionnaires to 119 respondents and analyzed using multiple linear regression with the help of SPSS version 25. The results of the study show that simultaneously and partially, these three variables have a positive and significant effect on consumer purchase decisions. This means that the better the implementation of Live Shopping, the more attractive the Flash Sale program, and the more effective Digital Advertising, the higher the consumer purchase decision on TikTok Shop @TheDonsHouseOfficial.

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1. INTRODUCTION

The development of digital technology has brought major changes in the world of marketing and consumer behavior. Buying and selling activities that were previously carried out conventionally are now shifting to the digital realm through social media and e-commerce platforms. This shift has given birth to the phenomenon of social commerce, which is a combination of social media and electronic commerce, which allows direct interaction between sellers and consumers on a single platform. Sellers don't need to bother setting up a store if they want to sell online because the marketplace already provides a place to sell online. You only need registration to start selling. All processes are

facilitated by the marketplace team in Murdiani et al. (2022) [1]. One form of social commerce that is now growing rapidly is TikTok Shop, an online shopping feature that combines entertainment content and product promotions in real-time. TikTok Shop is a new forum for businesses to reach consumers more interactively through Live Shopping, Flash Sale, and Digital Advertising features. These features have proven to be effective in influencing consumer behavior because they are able to deliver an instant, visual, and emotional shopping experience.

Live Shopping increases consumer trust and speeds up the decision-making process due to two-way communication. Live Shopping allows sellers to promote products, demonstrate usage, and respond to customer inquiries in real time. At The Don's House, *Live Shopping* is conducted almost all day for 21 hours by displaying products in real-time, providing special promos during live, and relying on interaction from the host to maintain consumer attention.

In addition, *Flash Sale* is one of the digital marketing strategies that are widely used in TikTok Shop. according to Devica (2020), in Haryani et al. (2023) [2], explains that *the Flash Sale* is a short-term promotion that offers discounts, cashback, or free shipping to shoppers who shop online. This strategy is effective in capturing the attention of the audience and increasing transaction volume in a short period of time, especially among young users who are active in social media. At The Don's House, *Flash Sale* is held at strategic times designed to maximize consumer attention, such as adjusted to *Live Shopping* showtimes or on unique dates (e.g., 12.12, December 12) to create purchase urgency.

On the other hand, Digital Advertising plays an important role in expanding promotional reach and building brand awareness. According to Heidrick & Struggles in Wahyudi et al. (2023) [3], digital advertising takes advantage of technological advances and the digital realm to carry out promotions or advertisements that are not overtly disclosed but have a significant impact. Digital advertising designed with attractive visuals and strategic placement has been proven to be able to increase brand recall in consumers' minds. The Don's House leverages the TikTok Ads feature as part of its Digital Advertising strategy to reach new audiences in a wider and targeted way, with content that is usually in the form of best-selling products, viral content, or clothing style recommendations.

While these features have been widely utilized, not all digital strategies deliver optimal results. Although The Don's House has been active and consistent in utilizing TikTok Shop's features, there is a gap between the intensity of the digital strategy carried out and the tangible results in terms of consumer purchase decisions. This phenomenon reinforces the importance of studying how the three digital marketing strategies, *Live Shopping*, *Flash Sale*, and Digital Advertising, affect consumer purchasing decisions.

Based on this background, this study was conducted to analyze the influence of *Live Shopping*, *Flash Sale*, and Digital Advertising on consumer purchase decisions on TikTok Shop @thedonshouseofficial. The results of this research are expected to contribute to business actors in optimizing more effective digital marketing strategies and enriching academic studies in the field of interactive digital marketing and consumer behavior in the creative economy era.

2. LITERATURE REVIEW

Live Shopping, also known as direct sales through social media, is a development of promotional media by utilizing real-time communication relationships that are used to attract consumer buying interest in Suhyar & Pratminingsih (2023) [4]. *Live Shopping* is a new trend that combines e-commerce and social networks, where consumers who watch it can directly buy it with a little touch on their mobile, Izzaty Mindiasri et al. (2023) [5]. Based on the results of research conducted by Song & Liu, 2021 [6] explains that five indicators can be used as indicators of *Live Shopping* as follows: (1) Streamer's Credibility, which refers to the level of trust that the audience has in the host or streamer in the *Live Shopping* session, (2) Media Richness, which refers to the ability of the media or *Live Shopping* platform to convey information completely and clearly in accordance with the information needed, (3) Interactivity, which refers to the extent to which consumers

participate in modifying forms and content in real time, as evidenced by the extent to which the audience can be actively involved in the communication process with the streamer.

Flash Sale is the lowest price given by sellers in e-commerce for a predetermined period of time. According to Pratiwi et al. (2021) [7], *Flash Sale* is a sales promotion that is used to influence consumer perception instantly by presenting products in limited quantities and discounted prices that only apply for a short time. The *Flash Sale indicators*, according to Kotler and Keller, in Setiawan (2023) [8] are as follows: (1) Frequency of promotions, namely the number of sales promotions carried out at a time through sales promotion media, (2) Promotion quality, which is a benchmark of how well sales promotions are carried out or the value of the number of sales promotions given by consumers, (3) Promotion time, which is the value or number of sales promotions carried out by consumers. company, (4) The accuracy or suitability of promotional goals is a necessary factor to achieve the company's desired targets.

According to Heidrick & Struggles in Wahyudi et al. (2023) [3] digital advertising takes advantage of technological advances and the digital realm to carry out promotions or advertisements that are not overtly disclosed but have a significant impact. Wandu in Anggarani et al. (2023) [9] states that online advertising is information or messages conveyed to the general public to introduce, invite, and persuade people to be interested in a certain invitation that is installed and seen on the internet. According to Aqsa (2018) [10], there are 4 indicators of Digital Advertising as follows: (1) Entertainment (Entertainment) which measures the extent to which digital advertising can provide entertainment to the audience, (2) Informativeness (Information) which describes how clear, concise, and useful the information conveyed in digital advertising is, (3) Irritation which measures the extent to which digital advertising causes irritation or annoyance for users, (4) Credibility which indicates the level of consumer trust in the content and delivery of advertisements, (5) Interactivity, which describes the extent to which digital advertising allows interaction between consumers and advertising content, (6) Accessibility, which refers to the ease of consumers in accessing advertising content from various devices and platforms.

Purchasing decisions are aspects of consumer behavior that involve selecting, purchasing, and using goods, services, and concepts to meet needs and wants, according to Kotler and Armstrong in Ruliansyah et al., [11]. Meanwhile, according to Suri Amalia & M Oloan asmara (2017), in Septiani & Septiani (2024) [12] the purchase decision is a process when the customer knows the problem, searches for information about a particular product, and tests how much each alternative is able to solve the customer's problem, which has an impact on the decision to buy the product. In the research of Mardiana & Sijabat, 2022 [13] there are 4 indicators of purchasing decisions as follows: (1) Stability in the product, which refers to the level of stability, reliability, and consistency of quality of a product in meeting consumer needs, (2) Product buying habits are patterns or behaviors that are carried out repeatedly by consumers in purchasing a good or service, (3) Recommendations to others, namely suggestions or opinions given to others about a product or service based on personal experience, (4) Repurchase i.e. showing the intention and action of the consumer to buy the same product again in the future.

3. METHODS

This study aims to analyze the influence of Live Shopping, Flash Sale, and Digital Advertising on Consumer Purchase Decisions on TikTok Shop @thedonshouseofficial. Data was collected through the distribution of questionnaires to 119 respondents who were consumers who had purchased The Don's House products on the TikTok Shop. The data obtained were then analyzed using quantitative methods with classical assumption tests, multiple linear regression analysis, and hypothesis tests (t-test and F-test) to determine the significant influence of each independent variable on the dependent variable.

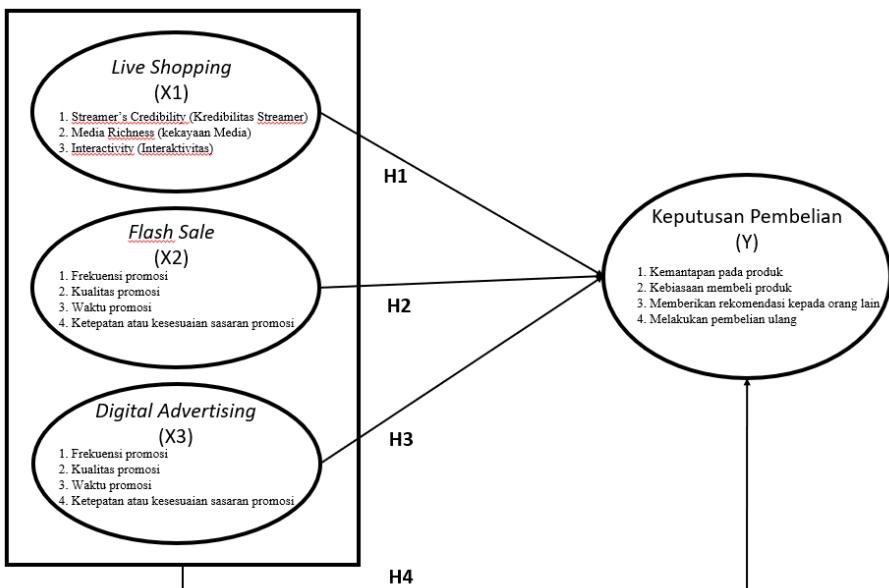


Figure 1. Research Framework

The hypotheses of this study include:

H1: Live shopping has a positive effect on consumer purchasing decisions.

H2: Flash sale has a positive effect on consumer purchase decisions.

H3: Digital Advertising has a positive effect on consumer purchasing decisions.

H4: The positive influence of Live Shopping, Flash Sale, and Digital Advertising simultaneously on consumer Purchase Decisions.

A. Population and Samples

The population of this study is all TikTok Shop @thedonshouseofficial consumers. The sample was determined using non-probability sampling using the purposive sampling technique. The sample criteria include: (1) Have purchased products from The Don's House through TikTok Shop; (2) Have seen Live Shopping or made a purchase during the Flash Sale; (3) Have seen The Don's House on TikTok Shop. To calculate the sample, the G*power application is used according to Paramitasari et al. 2024 [14], G*power is used for estimation as an alternative; the sample size (N) can be considered by taking into account the statistical power (1- β), the level of significance (α), and the effect size that has not been detected in the population. This study used a significance level (α) of 0.05, statistical power of 0.95 (95%), and effect size of 0.15. Based on calculations using the G*Power application with an effect size of 0.15, power 0.95, and 3 predictors, a minimum sample size of 119 respondents was obtained.

4. RESULTS AND DISCUSSION

4.1. Validity and Reliability Test

The results of the validity test show that all statement items have a value of r calculated $> r$ of the table (0.179), so that it is declared Valid. The reliability test showed Cronbach's Alpha values for Purchase Decisions (0.643), *Live Shopping* (0.561), *Flash Sale* (0.467), and Digital Advertising (0.448). All instruments are declared to be quite reliable to be reliable.

4.2. Classic Assumption Test

4.2.1. Normality Test

The Kolmogorov-Smirnov test yielded a significance value of 0.063. Since this value > 0.05, the residual data is distributed

4.2.2. Multicollinearity Test

All independent variables have a VIF value of < 10 and a Tolerance value of > 0.10. Live Shopping (VIF 2,057), Flash Sale (VIF 2,173), and Digital Advertising (VIF 1,463). This indicates that multicollinearity does not occur.

4.2.3. Heteroscedasticity Test

The Glejser test showed significance values for Live Shopping (1,000), Flash Sale (1,000), and Digital Advertising (1,000). Since all values are > 0.05, the regression model is free of heteroscedasticity.

4.2.4. Autocorrelation Test

The Durbin-Watson (DW) value is 2.008. This value is between the dU (1.690) and 4-dU (2.310) limits, so it is concluded that there is no autocorrelation.

4.3. Data Analysis Results

4.3.1. Hasil Analisis Regresi Linear Berganda

The results of multiple linear regression were obtained using the SPSS program version 27. The regression equation is obtained as follows:

$$Y = 4.442 + 0.401 (X_1) + 0.115 (X_2) + 0.428 (X_3)$$

It can be concluded that:

1. Constant (a): A value of 4.442 indicates that if Live Shopping, Flash Sale, and Digital Advertising are fixed values, the Purchase Decision is 4.442.
2. Live Shopping Coefficient (X1): A value of 0.401 (positive) means that every 1 increase in Live Shopping will increase the Purchase Decision by 0.401. A Sig. value of < 0.001 indicates that this influence is significant.
3. Flash Sale Coefficient (X2): A value of 0.115 (positive) means that every 1 unit increase in the Flash Sale will increase the Purchase Decision by 0.115. A Sig. value of 0.444 (> 0.05) indicates that this effect is not significant.
4. Digital Advertising Coefficient (X3): A value of 0.428 (positive) means that every 1 increase in Digital Advertising units will increase the Purchase Decision by 0.428. A Sig. value of < 0.001 indicates that this influence is significant.

4.4. Discussion

Based on the results of multiple linear regression analysis, it was found that the variables Live Shopping, Flash Sale, and Digital Advertising had a significant influence on Purchase Decisions. These findings prove that *digital marketing strategies* that are carried out in an integrated manner are able to influence consumer behavior in making purchase decisions.

In the *Live Shopping* variable, a significant influence on purchase decisions can be seen from the results of the partial test. Consumers feel more confident in the products offered because they can see the condition of the product directly, interact with sellers, and obtain information in real-time. The questionnaire data showed that the indicator with the highest mean was the Streamer Credibility indicator, which indicates that respondents rated the streamer or host as having good knowledge of the products offered. These findings are in line with (Suci Ira Yulinda et al., 2024) [15] who found that Live Shopping has a positive and significant effect on purchasing decisions.

On the *Flash Sale* variable, the test results showed a significant influence on the purchase decision. This strategy has proven to be effective in creating purchasing decisions. The questionnaire data show that the indicator with the highest mean is found in the Promotion Quality indicator, which means that the discounts offered in the Flash

Sale program are considered very attractive by consumers. These results are consistent with the research of Rahmawati et al. (2023) [16], which states that Flash Sales on Shopee have a significant effect on purchase decisions because they give rise to feelings of urgency and fear of missing out (FOMO).

Meanwhile, the Digital Advertising Variable has also been proven to have a significant influence on purchase decisions. The indicator with the highest mean is the Informativeness indicator, indicating that consumers consider The Don's House digital advertising to be obvious in conveying product information. Attractive visuals, supportive audio, and persuasive messaging make it easier for consumers to understand the benefits and advantages of the product. This is in line with research by Muchtar et al. (2022) [17] which proves that Digital Advertising has a direct or indirect effect on purchase intention.

Simultaneously, the test results show that these three variables together have a significant influence on purchasing decisions. This indicates that the implementation of an integrated digital promotion strategy can strengthen its effect on consumer behavior. Interactive experiences through Live Shopping, the urgency of Flash Sale offers, and the appeal of creative digital advertising have proven to be able to encourage consumers to make purchases. These findings reinforce the understanding that digital marketing not only serves as a promotional medium but also as an effective strategy in shaping real purchasing decisions.

5. CONCLUSION

Based on the results of the analysis, it can be concluded that (1) *Live Shopping* has a positive and significant effect on Purchase Decisions; (2) Flash Sale has no significant effect on the Purchase Decision; (3) Digital Advertising has a positive and significant effect on Purchase Decisions; and (4) simultaneously *Live Shopping*, Flash Sale, and Digital Advertising have a significant effect on consumers' Purchase Decisions on TikTok Shop @thedonshouseofficial.

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