

Unlocking Impulse Buying in Emerging Economies: How Scarcity Messages, Perceived Risk, and Perceived Enjoyment Shape TikTok Shop Live Shopping Consumer Behavior in Indonesia

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ABSTRACT

The development of the live shopping feature on TikTok Shop encourages an increase in impulse buying behavior due to direct interaction and situational pressure that occurs in real-time. This study aims to analyze the influence of scarcity message, perceived risk, and perceived enjoyment on impulse buying in TikTok Shop users. The study used a quantitative approach with a non-probability purposive sampling technique on 153 respondents who used TikTok Shop in the Greater Jakarta area who had made unplanned purchases through the live shopping feature. The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The results showed that scarcity message, perceived risk, and perceived enjoyment had a significant effect on impulse buying, with perceived risk as the most dominant variable (path coefficient -0.609; f^2 -square = 1.170). These results show that risk perception remains an important factor that consumers consider when making purchases through the live shopping feature, so that changes in the level of risk perception also affect consumers' tendency to impulse buy. This study advances social commerce literature by demonstrating that perceived enjoyment, scarcity, and risk collectively drive impulse buying, offering a framework for understanding consumer behavior in live-stream environments. Entrepreneurs are advised to maximize engagement and urgency while reducing consumer risk through transparent, secure, and interactive selling techniques.

Keywords:

Scarcity Message; Perceived Risk; Perceived Enjoyment; Impulse Buying; E-commerce

JEL Classification: D23; M10; O15

Introduction

Indonesia is the largest e-commerce market in the Southeast Asian region with an estimated market value of around 65 billion US dollars by 2024, and Gross Merchandise Value (GMV) is projected to reach 150 billion US dollars by 2030 (Statista & GoodStats, 2024). This growth goes hand in hand with the massive use of social media: according to the DataReportal report (2025), Indonesia is one of the countries with the largest number of TikTok users in the world with an estimated more than 108 million users over the age of 18. This condition gives birth to the phenomenon of social commerce, which is a shopping activity that is directly integrated with social media so that consumers can transact without switching platforms.

TikTok Shop is a pioneer in the integration of entertainment content and shopping activities in one digital ecosystem. Indonesia is recorded as the second largest TikTok Shop market in the world with a GMV of 6.198 billion US dollars in 2024 (GoodStats, 2024) and total transactions reaching IDR 100.3 trillion or growing 39% per year (CNBC Indonesia, 2025). Based on the TMO Group report (2024) around 80% of TikTok Shop transactions in Indonesia occur through live streaming. Through the live shopping feature, consumers are exposed to visual stimuli, limited-time promotions, and real-time interaction with sellers, so that the process of searching for information to purchase occurs at one time. This condition opens up a great opportunity for the emergence of impulse buying behavior, which is the act of buying products spontaneously without planning or consideration of underlying needs (Suryawardani et al., 2017).

Behind this growth, there are problems that make this phenomenon important to research. The government had closed TikTok Shop in October 2023 through Trade Regulation No. 31 of 2023 because it was considered to disrupt the trade ecosystem and local MSME actors, before the platform resumed operations through integration with Tokopedia. Its market share also decreased from 13.2% in 2023 to 11% in early 2024 (Momentum Works, 2024). However, round 27% of TikTok Shop users admitted to regretting making spontaneous purchases triggered by limited promos or emotional impulses while watching live broadcasts (Jakpat, 2024). In a digital retail environment with high interactivity, consumers are indeed more prone to show impulsive responses because constant exposure to visual stimuli and ease of transactions lowers cognitive control (Beikverdi et al., 2024). Although many studies on impulse buying in live shopping have been conducted, the results of previous studies still show mixed findings, especially regarding the influence of perceived risk on impulse buying. In addition, research that simultaneously tested the influence of scarcity message, perceived risk, and perceived enjoyment on TikTok Shop users in Indonesia is still limited. Therefore, this study aims to analyze the influence of scarcity message, perceived risk, and perceived enjoyment on impulse buying in TikTok Shop users. The results of this study are expected to contribute to the development of literature on consumer behavior in social commerce.

Theoretical Background and Hypotheses Development

This study uses Purchase Behavior Theory as a theoretical foundation to explain the process of consumer purchase decision-making. This theory explains that purchasing decisions are influenced by various internal and external stimuli that shape consumer perception and response to a product. In the context of live shopping, characteristics such as limited-time promotions, real-time interaction, and a pleasant shopping experience can affect consumers' tendency to impulse buy. Therefore, Purchase Behavior Theory is considered relevant to explain the relationship between scarcity message, perceived risk, perceived enjoyment, and impulse buying in TikTok Shop users.

Scarcity Message and Impulse Buying

Scarcity message is a marketing strategy that emphasizes the limited time and quantity of products to create a perception of scarcity in the minds of consumers (Lee & Chen, 2021). Based on Purchase Behavior Theory, information about these limitations becomes an external stimulus that can increase the sense of urgency and fear of missing out (FOMO), so that consumers are encouraged to make spontaneous purchase decisions. The findings of Wu et al. (2021) show that scarcity-based promotions are able to increase emotional arousal which leads to impulse buying. Similar results were also found by Lutviari et al. (2025) who stated that scarcity messages have an effect on impulse buying in the context of Shopee Live. Based on this description, the hypothesis proposed is:

H1. Scarcity messages affect impulse buying in TikTok Shop users.

Perceived Risk and Impulse Buying

Perceived risk is the consumer's perception of the possibility of negative consequences during the purchase process, such as product mismatches or quality uncertainty (Kotler et al., 2022). Based on Purchase Behavior Theory, risk perception affects the consumer evaluation process before making a purchase. Research by Abrar et al. (2017) shows that the higher the perceived risk, the greater the tendency of consumers to delay or avoid a purchase. However, in the context of live shopping, the interactive and real-time characteristics of the platform allow for the formation of different relationship patterns as consumers obtain live product demonstrations and interact with sellers. Therefore, this study re-examined the effect of perceived risk on impulse buying in TikTok Shop users.

H2. Perceived risk affects impulse buying in TikTok Shop users.

Perceived Enjoyment and Impulse Buying

Perceived enjoyment is the level of pleasure felt by consumers while using a system or doing shopping activities. According to Purchase Behavior Theory, a pleasant shopping experience can increase emotional engagement, encouraging consumers to make spontaneous purchasing decisions. Research by Siregar & Firdausy (2024) shows that perceived enjoyment has an effect on impulse buying in live shopping. Similar results are also supported by Lee & Chen (2021), who explain that a pleasant shopping experience increases consumers' tendency to make impulse purchases in the context of live streaming commerce. Based on this description, the hypothesis proposed is:

H3. Perceived enjoyment affects impulse buying in TikTok Shop users.

Research Framework

The conceptual framework of this study is developed based on the Purchase Behavior Theory and previous empirical studies. The framework illustrates the proposed relationships between scarcity message, perceived risk, and perceived enjoyment as independent variables and impulse buying as the dependent variable. The proposed research framework is presented in Figure 1.

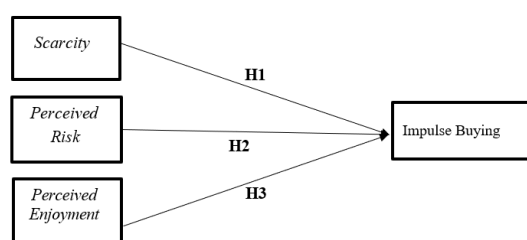


Figure 1. Research Framework

Research Method

This study uses a quantitative approach to test the direct influence of scarcity message (X1), perceived risk (X2), and perceived enjoyment (X3) on impulse buying (Y). The research population is all TikTok users in Indonesia who have made purchases through TikTok Shop. Because the exact population number is not known, sampling was carried out using a non-probability purposive sampling technique Sugiyono (2023) with the following criteria: (1) having shopped unplanned at TikTok Shop through the live shopping feature in the last six months; (2) domiciled in the Greater Jakarta area as the center of e-commerce activities in Indonesia; and (3) at least 17 years old.

The determination of the number of samples refers to Hair et al. (2021) who suggest a minimum sample size of 5–10 times the number of indicators. With 16 indicators in the model, the minimum sample count is 110–220 respondents. An online questionnaire (Google Form) was distributed through social media and received 155 responses. After screening, 153 respondents met the criteria and were used in the analysis. All indicators were measured using a 5-point Likert scale (1 = strongly disagree; 5 = strongly agree) adapted from previous research (Siregar & Firdausy, 2024). The operational definition of the variable and its measurement indicators are presented in Table 1. The entire construct was measured reflectively with a total of 16 indicators.

Table 1. Measurement model

Construct	Indicators	References adapted from
Scarcity Message (X1)	SC1. I'm worried that products sold through live shopping are available in limited quantities. SC2. The products I am interested in are often sold out during live shopping. SC3. I consider time constraints when shopping through live shopping. SC4. I'm worried that buying opportunities will be lost due to limited live shopping time .	Lee & Chen (2021); Siregar & Firdausy (2024)
Perceived Risk (X2)	PR1. I'm not worried that the products I bought don't match what is displayed during live shopping. PR2. Live shopping provides accurate product descriptions. PR3. Live shopping makes searching for product information easier. PR4. I can judge the product more clearly when watching live shopping.	Abrar et al. (2017); Lee & Chen (2021)
Perceived Enjoyment (X3)	PE1. I found the experience of shopping on TikTok Shop to be enjoyable. PE2. I feel happy when I participate in live shopping on TikTok Shop. PE3. I feel good interacting directly during live shopping. PE4. The atmosphere during live shopping feels fun.	Lee & Chen (2021); Siregar & Firdausy (2024)
Impulse Buying (Y)	IB1. I often buy products spontaneously while watching live shopping. IB2. Promotions in live shopping make me want to buy products immediately. IB3. I find it hard to resist buying interesting products that aren't on my list of needs. IB4. When the product I want is available in limited quantities, I want to buy it right away.	Lee & Chen (2021); Suryawardani et al. (2017)

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. PLS-SEM was chosen because it is in accordance with the characteristics of the research that is predictive and exploratory, does not require the assumption of data normality, and is able to test the causal relationship between latent variables (Hair et al., 2021; Ghozali & Kusumadewi, 2023). The model evaluation includes testing common method bias through full collinearity test, measurement models or outer model, which includes outer loading, Average Variance Extracted (AVE), Heterotrait-Monotrait Ratio (HTMT), Cronbach's Alpha, and Composite Reliability; and structural models or inner model, which includes R², f², and Q² predict, model suitability (SRMR), and hypothesis testing through bootstrapping 5,000 subsamples with t-statistical significance criteria of >1.96 and p-value < 0.05 (Hair et al., 2021).

Results

Respondent Characteristics

In total, 155 person participated in the administration of the questionnaire. However, 2 respondents indicated that they had never engaged in an unplanned or impulse buying on TikTok Shop, thereby failing to meet the established research criteria. Consequently, they were excluded from the subsequent analysis. The final sample utilized for this study consisted of 153 respondents, selected based on the preliminary screening criteria which required participants to have made an unplanned or impulse buying through TikTok Shop within the past six months.

The study's respondent demographic revealed that a significant proportion of respondents, specifically 44.4% of the total sample, were situated within the 17–25 age range. The subsequent age cohort, over 25 to 35 years old, comprised 38.56% of the respondents. In contrast, individuals aged over 35 were represented by 17% of the total sample. These findings suggest that TikTok Shop users in this study are predominantly younger, a demographic often characterized by heightened engagement with social media platforms and increased susceptibility to impulsive purchasing behaviors.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency	%
Age	17–25	68	44.44
	>25–35	59	38.56
	>35	26	16.99
Home	Jakarta	79	51.63
	Tangerang	23	15.03
	Bogor	21	13.73
	Bekasi	18	11.76
	Depok	12	7.84
Occupation	Student	68	44.44
	Employees	54	32.03
	Housewives	29	18.95
	Teacher	1	0.65
	Self-employed	1	0.65

The data revealed that majority of respondents (51.6%) were from Jakarta, followed by respondents from Tangerang (15.03%), Bogor (13.73%), Bekasi (11.8%), and Depok (7.84%). These findings suggest that the majority of participants were drawn from the Jakarta, an area notably characterized by high levels of internet usage and robust e-commerce activities,

including the utilization of TikTok Shop as a prominent online shopping platform. This demographic distribution is critical for understanding the context within which online shopping behaviors are analyzed in this study. Moreover, the majority of respondents in this study were students (44.4%), followed by employees (35.3%), housewives (19%).

Common Method Bias

When all data are perceived and collected from a single source at the same point in time, the issue of common method bias (CMB) can pose a risk to research consistency (Podsakoff et al., 2003). In this study, data were collected via online questionnaires completed by 153 respondents during a single time period. Therefore, testing for common method bias is crucial to ensure that the relationships between variables are not inflated due to the data collection method. Table 3 shows that the VIF values range from 1.004 to 1.006, falling below the threshold of <3.3. Thus, it can be concluded that there is no issue of Common Method Bias in this study.

Table 3. Full Collinearity Test Results

Variable	VIF
PE → IB	1.006
PR → IB	1.005
SC → IB	1.004

Outer Model Assessment

Validity and Reliability

The results of the convergence validity evaluation are presented in Table 4. All indicators have an outer loading value above 0.70 and all constructs have an AVE value above 0.50, so that the convergent validity is fulfilled (Ghozali & Kusumadewi, 2023).

Table 4. Convergent Validity – Outer Loading and AVE

Variable	Number of Items	Outer Loading Range	AVE
Scarcity Message (SC)	7	0.934–0.961	0.896
Perceived Risk (PR)	7	0.892–0.955	0.876
Perceived Enjoyment (PE)	4	0.933–0.946	0.883
Impulse Buying (IB)	4	0.907–0.932	0.853

The validity of the discriminant was tested using the Heterotrait-Monotrait Ratio (HTMT) with a threshold of < 0.90 (Hair et al., 2021). The results in Table 3 show that the entire HTMT value is well below the threshold, so that each construct is proven to be different from each other. The very low HTMT values between exogenous variables (0.057–0.078) simultaneously confirm that the three predictors capture different dimensions, situational stimuli, cognitive evaluation, and affective responses, free from multicollinearity problems.

Table 5. Discriminant Validity - the Heterotrait-Monotrait Ratio (HTMT)

Variable	IB	PE	PR	SC
Impulse Buying (IB)				
Perceived Enjoyment (PE)	0.357			
Perceived Risk (PR)	0.687	0.074		
Scarcity Message (SC)	0.469	0.078	0.057	

The reliability of the construct was evaluated through Cronbach's Alpha and Composite Reliability with a threshold of > 0.70 (Hair et al., 2021). As presented in Table 6, the entire construct has a value above 0.90 which indicates excellent internal consistency.

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Impulse Buying (IB)	0.943	0.945
Perceived Enjoyment (PE)	0.956	0.962
Perceived Risk (PR)	0.976	0.977
Scarcity Message (SC)	0.981	0.987

Inner Model Evaluation

Coefficient of Determination

Table 7 shows that the model in this study exhibits a commendable capacity to elucidate the dependent variable related to impulse buying behavior. Specifically, the R-squared value is calculated at 0.685, implying that the independent variables considered in this study, namely, Perceived Enjoyment, Perceived Risk, and Scarcity Message, collectively account for 68.5% of the variance observed in impulse buying. The remaining 31.5% of the variance can be attributed to external factors not encompassed by the current model.

Table 7. R-Square and R-Square Adjusted

Variable	R-Square	R-Square adjusted
Impulse Buying (IB)	0.685	0.678

Further scrutiny reveals an adjusted R-squared value of 0.678, which signifies that, when factoring in the number of independent variables, the model maintains a relatively high and stable level of explanatory power. In accordance with the classification framework established by Hair et al. (2021), R-squared values are categorized as strong (0.75), moderate (0.50), and weak (0.25). Therefore, the R-squared value of 0.685 for this study positions it within the spectrum that bridges moderate to strong explanatory capabilities, thus attesting to the model's efficacy in interpreting the impulse buying variable. Thus, the findings suggest that the research model demonstrates a robust level of explanatory power concerning the dependent variable, thereby affirming its appropriateness for subsequent analytical endeavors.

Effect Size

Table 8 shows the influence exerted by each independent variable in the research model on the dependent variable, impulse buying. The f-square metric serves as a quantifiable measure of the contribution of each exogenous variable to the endogenous variable within the framework of the model. The variable of Perceived Enjoyment registers an f-square value of 0.315, which is categorized as medium to large, thereby indicating a substantive influence on impulse buying behavior. In contrast, the Perceived Risk variable exhibits a significantly higher f-square value of 1.170, placing it firmly within the large category.

This finding highlights Perceived Risk as a remarkably potent factor influencing impulse buying tendencies. Additionally, the Scarcity variable yields an f-square value of 0.592, also classified within the large category, signifying its substantial impact on the dependent variable. According to the classification criteria established by Hair et al. (2021), f-square values can be interpreted as follows: 0.02 indicates a small effect, 0.15 reflects a medium effect, and 0.35 denotes a large effect. In conclusion, the analysis reveals that Perceived Risk

emerges as the most influential variable within the research model, succeeded by Scarcity and Perceived Enjoyment in terms of their respective impacts on impulse buying.

Table 8. F-Square

Variable	IB	PE	PR	SC
Impulse Buying (IB)				
Perceived Enjoyment (PE)	0.315			
Perceived Risk (PR)	1.170			
Scarcity Message (SC)	0.592			

Predictive Relevance

The model's out-of-sample predictive capabilities were rigorously evaluated using the PLS-Predict algorithm with a 10-fold cross-validation configuration (Shmueli et al., 2019). As presented in Table 9, all indicators for impulse buying (IB1 to IB4) yielded positive predict values ranging from 0.462 to 0.624, confirming that the PLS-SEM predictions outperform the simple indicator average (IA) baseline. Following the evaluation protocol established by Shmueli et al. (2019), the predictive power is determined by comparing the Root Mean Square Error (RMSE) or Mean Absolute Error (MAE) values of the PLS-SEM model against the Linear Model (LM) benchmark. The results indicate that for all four indicators (IB1, IB2, IB3, and IB4), the PLS-SEM errors (both RMSE and MAE) are consistently lower than those generated by the LM benchmark. Because the PLS-SEM model produces lower prediction errors across all indicators compared to the LM, the model demonstrates high predictive power. Collectively, these rigorous assessments validate the explanatory and predictive efficacy of the structural model, affirming its appropriateness for subsequent hypothesis testing.

Table 9. Q-Square Predict

	Q ² Predict	PLS-SEM_ RMSE	PLS-SEM_ MAE	LM_ RMSE	LM_ MAE	IA_ RMSE	IA_ MAE
IB1	0.624	0.750	0.616	0.811	0.642	1.223	1.083
IB2	0.472	0.735	0.583	0.824	0.634	1.011	0.894
IB3	0.462	0.717	0.580	0.772	0.602	0.977	0.838
IB4	0.506	0.732	0.562	0.753	0.598	1.041	0.898

Hypothesis Testing

Table 10 shows that all hypotheses are accepted. Thus, all three independent variables have a significant effect on *impulse buying* with *perceived risk* as the most dominant variable.

Table 10. Path Coefficient

Relationships	Path Coefficients	T-Statistics	p-value	Verdict
SC → IB (H1)	0.433	8.759	0.000	Influential
PR → IB (H2)	-0.609	13.497	0.000	Influential
PE → IB (H3)	0.316	6.913	0.000	Influential

Discussion

The Influence of Scarcity Message on Impulse Buying

In Indonesia's emerging market, scarcity messaging on live shopping platforms like TikTok Shop acts as a powerful catalyst for impulse buying, but its success depends on overcoming the unique economic conditions of a developing market. When Indonesian consumers encounter real-time scarcity cues, such as flash sales, countdown timers, and sudden low-stock notifications. This triggers an immediate sense of urgency, fear of missing out

(FOMO), and intense competitive arousal (Broeder & Wentink, 2022; Siregar & Firdausy, 2024; Wu et al., 2021).

However, within Indonesia's booming but price-sensitive middle class, this emotional drive is unique because consumers are highly value-driven and protective of their disposable income. The fast-paced, entertaining nature of live streams successfully short-circuits rational deliberation, transforming shopping from a routine chore into a high-stakes "game" where buyers feel they must lock in a deal before it disappears. Furthermore, in an emerging economy where internet and smartphone penetration are growing exponentially, these localized scarcity tactics capitalize on a highly digitalized, community-driven populace that relies heavily on peer validation and social trends to justify their spontaneous spending choices.

The Effect of Perceived Risk on Impulse Buying

In Indonesia's emerging market, perceived risk serves as the dominant psychological barrier that can instantly freeze or accelerate impulse buying behavior during live shopping broadcasts. Consumers in these rapidly expanding middle-class markets exhibit high sensitivity to financial loss, meaning that if their perception of risk escalates, they will immediately delay or abandon a purchase, regardless of how interactive or visually engaging the livestream is (Abrar et al., 2017; Kotler et al., 2022). This strong hesitation is rooted in specific emerging market challenges, including fears of counterfeit products, complicated logistical returns across an archipelago, and lower baseline digital literacy, which makes consumers naturally cautious of online fraud.

Consequently, impulse buying in Indonesia does not occur simply through flashy entertainment; it requires immediate, strategic risk-mitigators within the platform. Local solutions like Cash on Delivery (COD) options, instant digital verification (such as official store badges), and real-time social validation from other buyers in the live chat work dynamically to lower this perceived risk. When platforms and streamers successfully eliminate these anxieties, they unlock consumer confidence, allowing urgency and spontaneous buying triggers to take over and drive instant transactions.

The Effect of Perceived Enjoyment on Impulse Buying

In Indonesia emerging market, perceived enjoyment serves as an essential emotional catalyst that transforms digital entertainment into immediate impulse buying behavior on live shopping platforms like TikTok Shop. Rooted in the Stimulus-Organism-Response (SOR) framework, the highly interactive atmosphere of Indonesian live streams, characterized by humorous hosts, real-time product testing, and playful sound effects—acts as an immersive environmental stimulus that drives consumer engagement (Lee & Chen, 2021). For Indonesia's rapidly growing, mobile-first middle class, mobile commerce has evolved past mere transactional utility into a primary form of daily leisure and escapism, where purchasing decisions rely heavily on immediate emotional satisfaction (*hedonic value*) rather than strict budget calculations. This high level of digital enjoyment effectively lowers self-control, leading to spontaneous purchases as consumers buy items simply to prolong the positive emotional state experienced during the broadcast (Siregar & Firdausy, 2024).

However, within the pragmatic context of an emerging market, empirical evidence reveals that perceived enjoyment actually ranks as the least impactful predictor of impulse buying compared to urgency-driven scarcity and financial risk mitigation. This economic reality demonstrates that while Indonesian consumers are highly receptive to entertaining media, their purchasing power remains bound to disposable income constraints, making them deeply value-conscious. Therefore, in Indonesia's digital economy, entertainment value

functions primarily as an initial consumer hook to capture attention and prolong watch time; yet, it cannot convert into actual impulsive spending unless it is strategically paired with tangible transactional drivers, such as flash sale savings or trusted payment security.

Theoretical Contributions

In the context of Indonesia's rapidly expanding social commerce landscape, this study provides distinct theoretical insights by analyzing the simultaneous impacts of scarcity messages, perceived risk, and perceived enjoyment as independent predictors of impulse buying among Indonesian TikTok Shop users. Moving away from traditional models that treat entertainment as a mere mediator, this research establishes perceived enjoyment as a direct driver, reflecting the unique socio-cultural shift where Indonesia's mobile-first middle class utilizes live streams for daily leisure and digital escapism.

Furthermore, this study broadens the scope of modern consumer behavior frameworks by contrasting the fluid dynamics of social commerce with rigid, conventional e-commerce. The empirical findings validate that while hedonic enjoyment and time-sensitive scarcity pressures successfully accelerate impulsive spending, perceived risk acts as a heavy psychological anchor. By proving that heightened risk perceptions severely suppress spontaneous purchases, this study offers vital empirical evidence on how emotional, situational, and financial anxieties collide within a developing market's live shopping ecosystem.

Practical Implications

The empirical findings offer actionable strategies for local entrepreneurs, MSMEs (Micro, Small, Medium Enterprises) and digital marketing managers navigating Indonesia's highly competitive e-commerce sector. To maximize perceived enjoyment, live stream hosts must shift from aggressive selling to community-centric entertainment, utilizing interactive Q&A sessions, real-time product testing, and culturally resonant humor to prolong viewer watch time. To leverage scarcity messaging effectively within this price-sensitive demographic, sellers should deploy localized flash sales and exclusive live coupons that emphasize immediate economic value without alienating consumer trust.

Crucially, because perceived risk remains a massive bottleneck for Indonesian consumers wary of online fraud and product mismatch, brands and platforms must aggressively implement local risk-mitigators. This includes offering seamless Cash on Delivery (COD) payment channels, displaying verified store badges prominently, providing transparent warranty descriptions, and using live chats as real-time social proof to reassure anxious buyers before they commit their disposable income.

Limitations and Future Research

Limitations

A primary limitation of this study lies in its broad treatment of all purchase objects, failing to differentiate between the distinct product categories purchased by Indonesian live shopping consumers. By aggregating data across fashion, cosmetics, electronics, groceries, and household goods, the model overlooks how product involvement shapes consumer psychology in an emerging economy. For instance, low-cost and highly visual items like local Indonesian beauty products or fashion trends naturally trigger high emotional arousal and low risk barriers, making them highly susceptible to impulsive buys.

Conversely, high-involvement goods like electronics demand deep utilitarian deliberation due to tighter budget constraints within middle-class households. Because consumers may completely disregard price or risk when driven by intense emotional attachments to specific trending items, this research cannot yet explain how the individual weights of scarcity, enjoyment, and risk fluctuate across different market sectors.

Future Studies

Future research directions should address these gaps by categorizing Indonesian respondents based on their most frequently purchased live shopping segments, such as skincare, modest fashion, fast food, or consumer electronics. Segmenting the data this way will yield a highly nuanced map of impulse buying characteristics unique to each vertical within developing markets.

Future researchers should also identify which specific product categories possess the highest emotional leverage, meaning the exact thresholds where Indonesian consumers completely abandon price sensitivity and structural risk concerns in favor of immediate gratification. Investigating these boundaries will provide a profound, multi-dimensional understanding of how localized product traits alter the psychological mechanics of impulse buying in the evolving social commerce space.

Conclusion

This study successfully analyzed the critical roles that scarcity messaging, perceived risk, and perceived enjoyment play in shaping the impulse buying behaviors of TikTok Shop users within Indonesia's vibrant live shopping market. The collective findings confirm that all three variables heavily dictate consumer actions. While immersive digital entertainment and aggressive scarcity tactics successfully lower consumer self-control to drive immediate, spontaneous transactions, the presence of financial and logistical anxieties consistently acts as a powerful deterrent against reckless spending. Ultimately, impulse buying in Indonesia's emerging economy is defined by a delicate equilibrium between hedonic emotional triggers, situational urgency, and protective risk mitigation. These insights not only serve as a strategic roadmap for brands looking to scale their digital presence but also significantly enrich the literature on consumer psychology within the global social commerce ecosystem.

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