

ABSTRACT

Advances in digital technology have brought about significant transformations in the world of marketing and consumer behaviour. One tangible manifestation of this innovation is the emergence of social commerce through the TikTok platform, which now offers live streaming and TikTok Shop features. These features enable real-time interaction between sellers and buyers, creating a more interactive and emotional shopping experience. In this context, impulsive purchasing has become an intriguing phenomenon to study, particularly due to factors such as influencer influence, price perception, purchasing convenience, and perceived enjoyment, which collectively shape this trend.

This study aims to analyse the influence of social media influencers, product price, and purchase convenience on perceived enjoyment, as well as to test the relationship between perceived enjoyment and online impulsive purchasing behaviour. Additionally, this study evaluates the role of trust as a moderating variable in strengthening the relationship between perceived enjoyment and online impulsive purchasing behaviour. This study uses a quantitative approach with a survey method through a questionnaire distributed to TikTok users. The variables analysed include social media influencers, product price, purchase convenience, perceived enjoyment, impulsive purchasing, and trust as a moderator. Data analysis was conducted using statistical techniques to test the relationships between variables.

The results indicate that social media influencers and product prices have a positive and significant influence on perceived enjoyment. Purchase convenience has a positive but insignificant influence. Additionally, perceived enjoyment has a positive and significant influence on impulsive purchasing behaviour, and consumer trust strengthens this relationship.

This study contributes theoretically to the development of digital consumer behaviour studies and provides practical implications for businesses in designing live streaming-based marketing strategies. Sellers are advised to pay attention to the emotional aspects of live streaming interactions, such as featuring credible influencers and offering attractive and transparent prices, to enhance enjoyment and encourage spontaneous purchasing decisions. Future studies are recommended to explore the role of other psychological variables in the context of real-time interactive online shopping.

Keyword: *Impulsive Buying, Live Streaming, Perceived Enjoyment, Product Price, Purchase Convenience, Social Media Influencer, Tiktok, Tiktok Shop, Trust*