

COMPARATIVE ANALYSIS IMPULSE PURCHASES OF MILLENNIALS AND GENERATION Z ON THE LIVE SHOPPING PLATFORM TIKTOK

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Abstract

This research was conducted to ascertain the impact of Live shopping on the Tiktok platform and to determine the behavioral comparison between Millennials and Generation Z, with Tiktok Live Shopping as an independent variable. This study collects data online using quantitative methods surveys of customers who have shopped on the Tik Tok platform as objects. The data analysis used is a statistical test to determine the validity and reliability of and regression test to see the relationship between variables and an independent sample t-test to see the difference between Millennials and Gen Z. The outcomes demonstrated a strong and favorable influence between Tiktok Live shopping but there was no difference in influence between millennials and Gen Z.

Keywords: Impulse Buying, Millennial Generation, Generation Z, Live Shopping

INTRODUCTION

The current era of digitalization encourages people to do things practically and efficiently. Supported by an increasingly widespread and fast internet network, to support the ease of life makes people's consumption behavior change. With all the conveniences obtained, now shopping no longer needs to come to the store, everything can be done online without being limited by distance and time. Furthermore, (Halim & Saputra, 2023) explained that the "Digital 2022: Global Review Report" shows that Indonesia is the country with the largest amount of online shopping which is ranked 5th in the world. Based on the report "The State of E-commerce App Marketing 2022", AppsFlyer research, according to the statistics, Indonesia is the nation that uses the greatest number of e-commerce applications, coming in third. Similarly, according to the We Are Social report, in January 2022, the number of active social media users in Indonesia increased by 12.6% compared to the previous year to reach 191 million people.

Especially with the proliferation of various platforms that continue to innovate to launch various new features, one of which is TikTok. From previously limited to social media, to increase the number of visitors, TikTok expanded its wings by becoming a social commerce that provides various new features to support easy shopping, one of which is the live shopping feature. (Hulu & Christiarini, 2023) Live shopping is used as a promotional medium to reach potential customers. In addition, sellers can see directly how many are watching their live, easy to access, and can be shared so that the video can be saved automatically in the platform's account so that consumers are not left behind from live shopping shows and can see what products are currently available on the seller's online store. With this additional feature, consumers have the convenience of purchasing goods through the seller's social media in the form of a product catalogue. Live shopping makes features with various elements including text, images, and sound, so that live-streaming viewers feel the interaction directly with how sellers offer their products only through online platforms (Tong, 2017).

Then (Rainer, 2023) presented statistical data on the profile of live viewers based on generations from the Polling Institute (Jakpat), revealing that Generation Z occupies the first position in the live shopping audience with a percentage of 87%, followed by the Millennial

Generation with 86%. This figure shows how live shopping has become a new trend in people's shopping behavior and Generation Y and Z are potential markets in Indonesia.

The 2020 Population Census findings were made public by the Central Bureau of Statistics (BPS). Based on the information released, Generation Z is currently dominating the population of around 74.93 million individuals, or 27.94% of the entire populace. This generation is in the young age range to early adolescence. Followed by the Millennial Generation with around 69.38 million people. Millennials are the second dominant population with a percentage of 25.87%.

Impulse buying is a phenomenon that occurs daily in Indonesian society. Based on a survey conducted by Populix in 2023 involving 1,086 men and women aged 18-55 years old, "Our survey found that Indonesians tend to make spontaneous product purchases outside of their shopping list, known as impulsive buying. This is mainly driven by the opportunity to own products that have been long desired but can only be bought now, and as a form of self-reward," said Populix Co-Founder and CEO Timothy Astand. (R Meisya Wayashi & Rizki Bainuqi, 2023)

Impulsive buying behavior is a consumption response that consumers get from internal, external, or situational influences and is mediated by emotional factors such as affective and cognitive components (Mothersbaugh et al., 2020). Impulse buying behavior is impacted by things like optimal experience, as well as confidence in believing in something (Wu et al., 2016), also influenced by utilitarian and hedonic motives positively intention in online purchases, it was also found that the three aspects of social presence (live streaming platform presence, viewers, live streaming activities) had a significant effect on consumer confidence, triggering consumer impulse buying behavior (Wu et al., 2020).

REVIEW OF LITERATURE

TikTok Shop Platform

TikTok has developed its platform with standards for marketplaces, features include live shopping, marketplace APIs, either external or internal integrations, and product links. TikTok also shows commercials that are customized based on users' market preferences, or content that is frequently searched for by users (Putri et al., 2024). (Li et al., 2023) TikTok

also provides an opportunity for sellers or influencers to display advertising in the form of media material that, from the viewpoint of the present user, is more successful in communicating the information required for online buying. (Putri et al., 2024). TikTok Shop is a social commerce feature that allows users and creators to promote and sell their products through TikTok. (Christison, 2022).

Impulse Buying

Impulse buying, generally categorized as impulsive purchase behavior, is divided into four more specific groups by Stern (1962): purchasing on pure impulse, purchasing on the reminder, purchasing on a suggestion, and purchasing on a plan (Lo et al., 2016). Impulsive behavior is also typified by impulsivity, novelty-seeking behavior, diversity as well as, and momentary pleasure (Baumgartner, 2002; Dickman, 2000) in (Nyrhinen et al., 2024). (Kollat, David T. & Willett, 1967; Rook, 1987) state that impulse purchases caused by an immediate or sudden impulse felt by the buyer are referred to as impulse purchases in (Luh et al., 2023)

Indicators used to measure impulse buying according to (Dennis W. Rook & Stephen J. Hoch, 1985) namely: 1) Spontaneity, is a desire that arises instantly to take action. Put otherwise, it is an impulsive, out-of-control impulse to buy anything; 2) Out-of-control, which is the situation of not being able to resist the need for instant gratification in which one cannot endure delayed or delayed self-reward; 3) Psychology conflict, must weigh the benefits of immediate gratification with the possible extended consequences; 4) Customers' cognitive assessment of the qualities of the products they want to buy will decrease when they engage in non-cognitive evaluation; 5) Ignore the repercussions and care more about your immediate gratification than thinking about long-term interests.

Live Shopping

Live streaming uses one or more communication technologies that can send images and sound instantly to another location, allowing users to feel a sense of presence (Chen dan Lin, 2018) in (Sun et al., 2019). Delivering e-commerce activities and transactions over live streaming channels is known as "live shopping." To create a virtual world environment that offers real-time engagement, entertainment, social activities, and commerce with affordability cues, it covers infrastructure, live streaming technologies, and live streaming locations. In a situation like this, the live streaming platform offers a virtual place where the

host can broadcast and gives viewers a channel to watch and communicate with broadcasters. (Xu, n.d.). If in traditional markets consumers have to go to the store and ask the seller for product specifications and prices, the same is true for live shopping, the hallmark benefit of live shopping is that it allows customers to communicate with vendors in real-time, creating a more personal and immersive shopping experience. (Haimson & Tang, 2017; Wohn et al., 2018) in (Wongkitrungrueng & Assarut, 2018).

(Boon et al., 2021) Delivering Live Shopping has 3 main indicators that affect its effectiveness, namely: (1) Perceived product quality; (2) Broadcaster credibility; and (3) Discount offers.

1. Perceived Product Quality

Perceived quality can be said to be the user's belief that their performance can be enhanced by a system (Davis 1998) in (Singh & Sinha, 2020). Perceived quality has a lot of attention in increasing purchase intentions however, the behavior of online shoppers is not directly impacted by these two elements. (Lim et al., 2016). In addition, when shopping online, perceived benefits are a crucial determinant of intent and cannot be disregarded (Gao & Bai, 2014; Lim et al., 2016).

The technology acceptance model (TAM) is significantly predicted by perceived utility and simplicity of use. (Davis, Bagozzi, & Warshaw, 1989) play an important role in increasing purpose and considering these factors while making online purchases (Akhlaq & Ahmed, 2015; Cho & Sagynov, 2015) in (Rehman et al., 2019).

2. Broadcaster Credibility

(Boon et al., 2021) Presents a literature study showing that the recipient's opinion influences perceived credibility in addition to the source, message attributes, and platform (Johnson, 2008). Credibility is a component of trust that affects how information is adopted positively or negatively, which also leads to shifts in the opinions of consumers (Bouhleb, 2010). Today's customers place a great deal of importance on broadcasters' credibility. This is a result of the widespread deception caused by internet shopping. This is a result of customers' ignorance of the reviews and ratings of a certain product as well as their lack of understanding of the history of a given seller. As a result,

clients will be duped. Ratings are crucial for determining how reliable internet information is (Flanagin et al., 2011).

3. Discount Offer

One of the most crucial marketing instruments that can influence consumer attitudes, perceptions, and behavior is pricing. Therefore, pricing must take into account how customers respond to price promotions. Because a certain pattern of discounts in a price promotion scenario for customers' emotional and cognitive perceptions is an important component of businesses' and products' sustainability (Büyükdağ et al., 2020). The fast-growing online coupons have steadily emerged as the preferred marketing tactic used by many platforms to draw users as a result of the growth of online platform retail models, which leads to ongoing enhancements and upgrades in platform marketing techniques (Li et al., 2020).

Millennial Generation

According to (Suzianti et al., 2023) Generation Y popularly referred to as millennials defined by (Dimock 2019) is a generation born between 1981 and 1996. In terms of buying interest, Since Gen Y has grown up interacting with others and making both direct (offline) and indirect (online) purchases, they are crucial to the growth of businesses. This generation can comprehend the tastes of the market at an early age. Additionally, they are aware of current and future trends (Said, 2021). Furthermore, Gen Y has a more expansive mindset, which enables them to initiate change, be trailblazers, and not just adopt current trends but also produce original and inventive ideas (Ambarwati, 2020). Their introduction of new technological tools and their role as "change agents" validates the intimate bond between Gen Y and technology. Compared to earlier generations, this one is notable for having the fastest rate of new technology adoption. According to the findings of a recent survey that the US PEW Research Center carried out at the beginning of 2018, it has been established that millennials are more prone than older generations to embrace new technologies (Matulich et al., 2010).

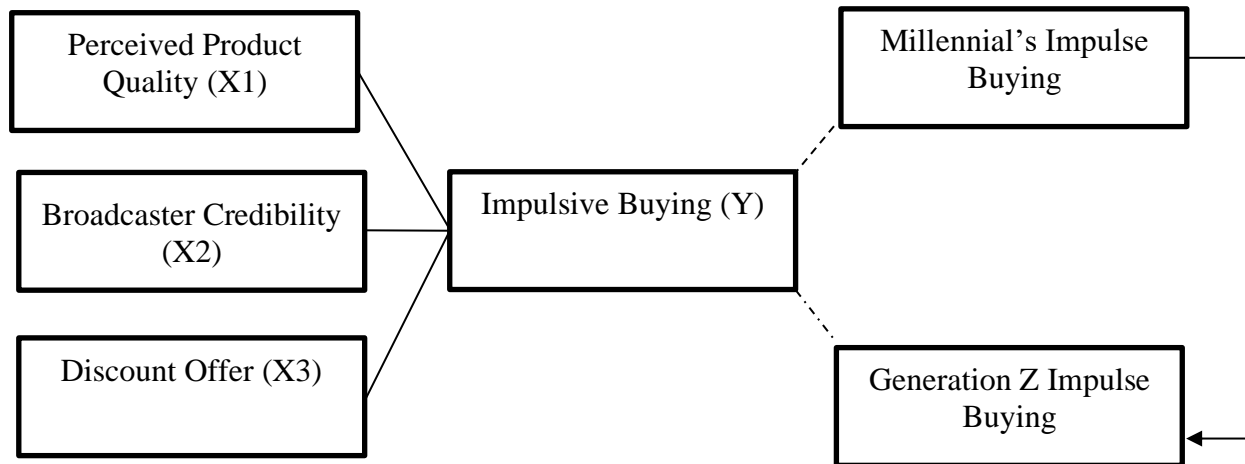
Generation Z

Generation Z is a generation born in 1997 - 2012, characterized as a generation that is open to social and environmental issues, multiculturalism, and technological advances, is

global, and influences the culture and attitudes of most people. (Romadhona S., 2023). This is because they grew up in economic conditions that have begun to recover in recent times. However, the financial catastrophe that struck when they were young makes them tend to be more price-sensitive in most socioeconomic segments. Gen Z seldom considers their options before making a purchase. Nonetheless, several variables influence how Gen Z makes decisions. Popularity of a product is frequently used to gauge its quality. It is simple to substitute recommendations from friends and acquaintances for quality assurance (Hinduan et al., 2020). The monetary crisis that occurred in Indonesia in 1998 and 2008, affected Generation Z's mindset in financial management. Generation Z experienced controlled spending concerning many items in life, things that were usually considered ordinary became luxuries. As a result, over half of Indonesia's Generation Z believes that one of the primary causes of concern in life is money (Yayasan Varkey, 2017) in (Hinduan et al., 2020).

Research Framework

Live Shopping



H1: Perceived product quality in live shopping has a significant effect on impulse buying behavior.

H2: Broadcaster credibility has a significant effect on impulse buying behavior.

H3: Discount offers have a significant effect on impulse buying behavior.

H4: There are differences in impulse buying behavior between Millennials and Z generations.

RESEARCH METHOD

Quantitative research aims to ascertain the impact of perceived product quality, host credibility, and discount offers on impulsive buying and to determine the differences between the two generations, namely the millennial generation and Generation Z.

Primary data are used in this investigation. Data obtained from surveys given to respondents is known as primary data. and purposive sampling is the method of sampling that is employed. As stated by (Sugiyono, 2017: 218), purposive sampling is a method used by researchers to take samples by setting criteria that can answer the problems to be studied.

This study uses a Likert scale of 1- 5 points to represent the perceptions of each sample. According to Sugiono, the Likert scale is a tool used to gauge an individual's or a group's attitudes, beliefs, and perceptions on social issues. (Sugiyono, 2012 : 107) Likert scale has gradations from very positive to very negative, which can be in the form of the following words: 1) Strongly Agree (SS), 2) Agree (S), 3) Undecided (RG), 4) Disagree (TS), 5) Strongly Disagree (STS).

The application used in this study is Smart PLS 3.0. To analyze the validity test, namely by looking at the outer model section, namely at the outer loading average variant extracted value, while for reliability, see the Cronbach alpha and composite values and for the validity test. To see the comparison of two groups, namely the millennial generation and generation z, using the SPSS 25 application, by conducting observing the outcomes of the independent sample t-test and the comparison value using a significant value.

RESULTS AND DISCUSSION

Outer Model Testing

Assessing the external model generally seeks to determine a model's degree of validity and dependability. Researchers need to be aware of the loading factor values in this test, as well as the values of composite reliability, discriminant validity, and average variance extracted (AVE).

Loading Factor

When a model's validity is initially being tested, the loading factor value must be more than 0.60 if the value is more than 0.60, the variable indicator is said to be valid. As found in the following table:

Table 1
Output Loading Factor

Variable	Indicator	Outer Loading
Perceived Product Quality	X1	0.740
	X1	0.766
	X1	0.766
	X1	0.784
	X1	0.762
Broadcaster Credibility	X1	0.797
	X2	0.763
	X2	0.844
	X2	0.804
	X2	0.811
Discount Offers	X2	0.814
	X2	0.854
	X3	0.824
	X3	0.826
	X3	0.754
Impulsive Buying	X3	0.816
	X3	0.810
	Y1	0,749
	Y1	0.788
	Y1	0.732
	Y1	0.774
	Y1	0.815

Based on Table 1 Output Factor Loading, each value of the value of the variable is greater than 0.60. So, it can be stated that the model in this study has no problems in the Convergent Validity test.

Average Variance Extracted

The value used to test convergent validity is called Average Variance Extracted (AVE), and it comes from the output of convergent validity. The average value obtained in the Average Variance Extracted (AVE) value must be > 0.50. The table below displays the following Average Variance (AVE) derived from the Value:

Table 2
Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Impulsive Buying_	0,597
Host credibility	0,665
Discount Offer	0,650
Perceived Product Quality	0,592

Based on Table 2, Average Variance Extracted (AVE) Output, the variables of perceived product quality, broadcaster credibility, discount offers, and impulsive buying have Average Variance Extracted (AVE) values greater than 0.50 so it can be concluded that the model has no problems Convergent validity.

Reliability Composite

The threshold value for Cronbach alpha and composite dependability should be greater than 0.70. So, it can be seen from the composite reliability and Cronbach alpha values below:

Table 3
Output Composite Reliability and Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability
Impulsive Buying_	0,831	0,881
Host credibility	0,899	0,922
Discount Offer	0,865	0,903
Perceived Product Quality	0,862	0,897

Table 3 above demonstrates that every build of the variable (perceived product quality, credibility of discount offers announcers, and impulsive buying) has a Composite Reliability value and Cronbach Alpha in each variable all have values above 0.70, so it can be concluded that there are no problems with the model and the model can meet the requirements.

R Square Analysis

In this phase of the test, the outer value of the coefficient of determination R2 is used to determine the final condition for the model, which in turn determines the inner model. The

higher the number, the higher the accuracy of the assessment. This model includes three criteria, namely high 0.75, medium 0.50, and low 0.25.

Table 4
Output R square

	R Square	R Square Adjusted
Impulsive Buying_	0,471	0,463

According to the aforementioned table, the R square value of the impulsive buying variable is influenced by perceived product quality, announcer credibility, and discount offers together by 0.471 or 47% in a weak category, which means that the three variables, namely perceived product quality, announcer credibility, and discount offers, simultaneously influence impulsive buying by 47%.

Hypothesis Test

Table 5
Regression Test

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Host credibility -> Impulse Buying_	0,214	0,221	0,076	2,813	0,005
Discount Offer -> Impulsive Buying_	0,335	0,323	0,084	4,008	0,000
Perceived Product Quality -> Impulsive Buying_	0,204	0,212	0,085	2,396	0,017

It is evident from the following table that the test findings for the hypothesis from the effect of perceived product quality on impulsive buying have a positive and significant effect on all variables, this can be seen in the original sample of 0.204 and has a positive and significant effect with a P value of 0.017 < of 0.050. The effect of Host Credibility on impulsive buying has a positive and significant effect with an original sample of 0.214 and P values of 0.005 < 0. 050. Testing of the effect of discount offers on impulsive buying has a positive and significant value with an original sample value of 0.335 and P values of 0.000.

Table 6
Overall Comparative Analysis

		Sig. (2-tailed)	Mean Difference	Std. Error Difference
Impulsive Buying	Assumed equal variances	.061	-.870	.461
	It is not assumed that equal variances exist.	.061	-.870	.461

Table 7
Comparative Analysis Per Indicator

		Sig. (2-tailed)	Mean Difference	Std. Error Difference
Spontaneity	Equal variances assumed	.131	-.180	.119
	Equal variances not assumed	.131	-.180	.119
Out of Control	Equal variances assumed	.028	-.280	.126
	Equal variances not assumed	.028	-.280	.126
Psychology Conflict	Equal variances assumed	.060	-.220	.116
	Equal variances not assumed	.060	-.220	.116
Non-Cognitive Evaluation	Equal variances assumed	.229	-.140	.116
	Equal variances not assumed	.229	-.140	.116
Disregard of Consequences	Equal variances assumed	.680	-.050	.121
	Equal variances not assumed	.680	-.050	.121

It is possible to infer from the following table that the test findings for the hypothesis from the comparative analysis of millennials and Gen Z, namely, there is no comparison of behavior between the two groups, this is evident from the comparative analysis table's

significant value, namely the total value of $0.061 >$ from 0.050 and the indicator value for Spontaneity 0.131 , Out-of-control 0.028 Psychology conflict 0.060 Noncognitive evaluation 0.229 and Disregard of consequences 0.680 . this shows that there is only one indicator that has an effect, namely the out-of-control indicator.

The Effect of Product Quality on Impulsive Buying

This study demonstrates the beneficial relationship between product quality and impulsive buying significantly, research (Angela & Paramita, 2020) claims that there is a substantial impact from the product quality variable on impulsive purchases. So more consumers will be stimulated to make purchases in larger quantities if the quality of the product is good. this indicates that TikTok Shop has good quality products and can impact the impulsive purchase of goods.

Broadcaster Credibility on Impulse Buying

This study demonstrates that impulsive purchasing is positively and significantly impacted by broadcasters' credibility; the findings are corroborated by earlier research by (Lu et al., 2022) and (Park & Lin, 2020) This shows that consumers consider the credibility of broadcasters in live shopping broadcasts to be very important because the product can be explained well by the broadcaster so that it can provide information and interest in the product and have an impact on impulse buying. A host is more than just someone with a good voice, tone, posture, and attractive or attractive face. However, hosts are additionally connected to a seller's demeanor and proficiency in attractively communicating facts (Lu & Chen, 2021).

Discount Offers on Impulsive Buying

This study demonstrates that there is a considerable positive relationship between product quality and impulsive buying. Previous studies provide support for the findings of this investigation, namely in research from (Larasati & Yasa, 2021) the results show that price discounts have a positive effect on impulse purchases. Several sites use online coupons as part of their marketing strategies to draw users (Li et al., 2020). This can indicate that overall consumer responses about discount offers on Live Shopping TikTok can have a good influence because the existence of discounts can make someone buy faster. After all, buyers will take advantage of discounts while the discount is still valid as said by (Kotler Philip,

2007: 103) explains that a discount is a gift made by the company for faster payment. Purchases in large quantities, and purchases outside the season.

Comparative Analysis of Impulse Buying Behavior Between Millennials and Generation Z

This study shows that there is no comparison of impulse buying behavior between millennials and Generation Z, this happens because of the three independent variables, namely perceived product quality, broadcaster credibility, and discount offers, all three strongly influence the impulsive buying variable simultaneously millennials and generation z, but there is a difference in impulsive buying on one of the indicators, namely out of control, although generation z has a more significant influence on the out of control indicator, this cannot support it because it does not have an overall effect. This also happens because both generations have the same exposure to digital technology and have the same access to e-commerce platforms, social media, and online shopping applications. This ease of access encourages impulsive buying behavior in both generations even though Generation Z was raised in an era of social media and the internet, if both generations have been exposed to live shopping, they have the same behavior.

CONCLUSION

In this study, we discuss the influence of live shopping on the TikTok platform on impulsive buying. According to the outcomes of statistical tests and discussions, it is explained that: first, perceived product quality has a positive and beneficial impact on impulsive purchasing. second, the broadcaster's legitimacy has a positive and significant effect on impulsive buying. third, discount offers affect impulsive buying. fourth, there is no comparison of impulsive buying behavior between millennials and Generation Z.

Researchers suggest, that to give the effect of impulsive buying sellers must apply three variables, namely: first, the perception of product quality, if the product that has been sold by the seller is good, the buyer will buy the product and give a good rating so that it gives confidence in the product. second, the credibility of the announcer and the credibility of the host have a good impact because if the announcer can communicate the product well in provide information on the product the buyer can understand the product so the buyer has

an interest in buying impulsively and discount offers have a good chance, because discount offers usually occur within a certain time so that buyers want to buy products quickly during the discount period.

Because researchers take two different sample groups, there are obstacles when collecting questionnaire samples because many of the millennial generation have not used social media technology as a whole. in contrast to Generation Z who is already familiar with social media technology. but if both generations have used live shopping, they have the same significant impulsive influence on millennials and Generation Z.

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