INVESTIGATING CONSUMERS' IMPULSIVE BUYING BEHAVIOR IN TIKTOK LIVE STREAMING USING SOR MODEL

THESIS

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana Manajemen (S1) in International Business Management Program Faculty of Business and Economics Universitas Atma Jaya Yogyakarta

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INTERNATIONAL BUSINESS MANAGEMENT PROGRAM

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APPROVAL PAGE

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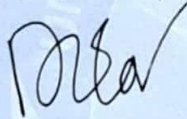
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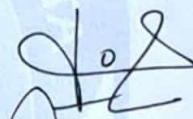
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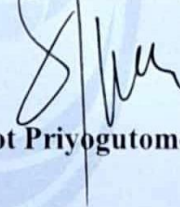
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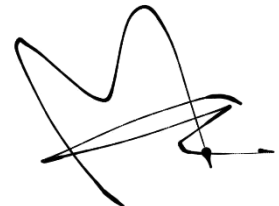UNIVERSITAS ATMA JAYA YOGYAKARTA

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AUTHENTICITY ACKNOWLEDGEMENT

I, Monica Angela, hereby declare that I have complied and completed the thesis with the title:

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Declare that it is entirely the author's creation and does not contain any other people's work, with the exception of a few sections requiring for citations in accordance with the guidelines for writing scientific papers, which are listed in the thesis' bibliography.

Yogyakarta, 10th June 2024

The Author

Monica Angela

PREFACE

With gratitude to the Almighty God, whose graces have allowed the author to successfully finish this research. This thesis seeks to fulfill the requirements for Universitas Atma Jaya Yogyakarta Bachelor degree in International Business Management Program. This thesis's proposed title

INVESTIGATING CONSUMERS' IMPULSIVE BUYING BEHAVIOR IN TIKTOK LIVE STREAMING USING SOR MODEL

During the writing of this thesis, I would like to express my sincere gratitude to a number of individuals and institutions whose advice and assistance were crucial in making this work possible. This thesis could not have been finished without their invaluable assistance. For this reason, I would like to sincerely thank the following:
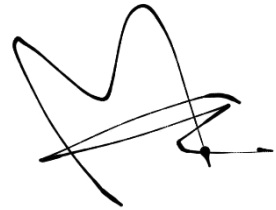
1. Praise and gratitude to the Lord Jesus Christ, because with His grace and help, the author was able to go through the difficult times during the research and strengthen oneself to complete the thesis.

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5. To myself for maintaining and realising my commitment to myself to work on and complete this thesis with full responsibility, despite experiencing ups and downs during the thesis writing process.

As a researcher, I am aware that there are several mistakes in the writing context and that this research is far from flawless. As a result, I welcome reader feedback

and criticism in order to improve both my own future research and that of others research related topics.

Yogyakarta, 10th June 2024

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Monica Angela

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INVESTIGATING CONSUMERS' IMPULSIVE BUYING BEHAVIOR IN TIKTOK LIVE STREAMING USING SOR MODEL

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ABSTRACT

The COVID-19 pandemic has brought a drastic global impact for people across the globe that it became a point of human change and adaptation which influenced consumer behaviour to become more digital oriented. Economic activities that used to bring seller and buyer meet face to face in public places were not allowed during the pandemic, encouraging businesses and consumers to adapt to an online setting of marketplace. Reliance on the Internet for the past few years along with rapid growth of e-commerce has shape a new modern consumer behavior. TikTok as one of the most famous social media platforms has facilitate businesses to sell their product and build connection with consumers through shop and live streaming features within the TikTok application. In this study, author adopted the stimulus-organism-response (SOR) model. The objective of this study is to investigate the influence of social presence and sales promotion (Stimuli) on flow experience (Organism), and how flow experience could influence consumer to conduct an impulsive buying behavior (Response). Research was conducted through an online questionnaire (Google Forms) using a 5-point Likert Scale. Target population consisted of people in Indonesia who had watched TikTok live streaming and

purchased products through its live streaming shopping features within the last three months. Through purposive sampling, 215 questionnaires were distributed to respondents. Data analysis was performed using SmartPLS 4 with a partial least squares structural equation modeling (PLS-SEM). The findings of the study indicated that social presence and sales promotion during TikTok live streaming shopping positively and significantly influence flow experience. Flow experience also positively and significantly influence consumers' impulsive buying behavior within the live streaming.

Keyword: social presence, sales promotion, flow experience, impulsive buying behavior, SOR model