



## Analyzing the influence of Shopee and Tiktok live shopping discounts on consumer spending patterns

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### ABSTRACT

The economic growth and internet usage in Indonesia have resulted in a 33.5% surge in online shopping, with popular platforms such as TikTok and Shopee providing live shopping features and discounts. This research examines the impact of live shopping discounts from Shopee and TikTok on consumer behavior. The chosen research method is quantitative, utilizing a questionnaire and Non-Probability Sampling, specifically purposive sampling with the target respondents being users of TikTok and Shopee who have made at least one purchase using discounts through live streaming. A survey involving 100 respondents was subjected to analysis using validity tests, reliability tests, correlation tests, and T-tests. The findings reveal that discounts offered during live shopping events significantly affect purchasing decisions on both platforms. The study rejects the null hypothesis (H0) and accepts the alternative hypothesis (H1), indicating the substantial influence of live shopping discounts on consumer behavior.

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## INTRODUCTION

Indonesia's economic growth remained high and even increased from the previous period despite the global economic slowdown. According to data from the Central Statistics Agency (BPS), Indonesia's economic growth in the second quarter of 2023 was recorded at 5.17% (year-on-year growth), an increase from the change in the previous quarter of 5.04%. This high economic growth was supported by increased domestic demand, including household consumption, which grew by 5.23% (Haryono, 2023). This is supported by Mandiri data (2023) regarding the Mandiri Spending Index (MSI) which shows that the level of public spending as of August 2023 reached 165.3 or an increase of 33.5% from the previous year which only reached 123.8.

Based on the survey results of the Indonesian Internet Service Providers Association (APJII) 2023, internet users in Indonesia have reached 215.6 million people, or around 78.19% of the total

population of 275.7 million people. The use of the internet, which continues to increase along with technological developments, has caused almost all aspects of human life to experience significant changes. One of the changes that is quite pronounced is the development of technology that allows people to carry out shopping activities online (Refasa *et al.*, 2023). Online shopping activities have become a trend since the COVID-19 pandemic, which requires people to limit activities outside the home. The trend of online shopping continues to increase until now (Hakim *et al.*, 2023).

Shopee is one of the most popular e-commerce platforms in Indonesia today. Free shipping offers and discounts on certain days are one of the reasons this platform is favored by the public (Mu'jizah *et al.*, 2022). One of the exciting features of Shopee is the live shopping feature, which allows sellers to interact directly with potential buyers to offer their merchandise (Rahmawati *et al.*, 2023). Apart from Shopee, TikTok is also quite popular in Indonesia lately. Apart from being social media, TikTok also offers the TikTok Shop feature, which can be used to conduct online buying and selling transactions (Pratiwi *et al.*, 2023). Not only Shopee, but TikTok Shop also has a live shopping feature to facilitate communication between sellers and potential buyers (Ardiyanti, 2023). Apart from facilitating communication between sellers and potential buyers, the live shopping feature provides several attractive offers, including discounts. According to Ratnawati (2023), discounts given during live streaming influence a person's consumptive behavior. The short discount validity period triggers a person to make spontaneous purchasing decisions from not wanting to buy to want to buy. This aligns with research conducted by Hakim *et al.* (2023).

Several previous studies that discuss the effect of discounts on people's consumptive behavior are one of the foundations of this study. In her research, Ratnawati (2023) said that live-streaming discounts affect a person's consumptive behavior because the validity period is quite short. This is supported by research conducted by Hakim *et al.* (2023) and Huo *et al.* (2023), that discounts have a significant positive effect on a person's purchasing decisions. Discount offers given when shopping can increase a person's buying interest because they provide satisfaction (Bandyopadhyay *et al.*, 2021). Karimah *et al.* (2022) also stated in their research that using live-streaming features in online shopping activities influences a person's consumptive behavior. Based on previous research, new questions form the basis of this research as follows.

1. Do live shopping discounts from Shopee and TikTok have a significant impact on people's purchasing decisions?
2. Among the live shopping discounts from Shopee and TikTok, which platform has more competitive discounts?
3. Between Shopee and TikTok, which platform is preferred by the public?

Therefore, this study was conducted to determine the effect of live shopping discounts from Shopee and TikTok on people's consumptive behavior.

## LITERATURE REVIEW

### Consumptive behavior

Consumptive describes the act of spending, using, or wasting something and excessive behavior in using goods or services. Consumptive also refers to the urge to buy and use goods and services that are not needed excessively to achieve satisfaction (Effendi, 2016). According to Effendi (2016), three types of consumptive behavior can be identified:

1. Impulse buying is excessive buying behavior. It is characterized by the consumer's tendency to buy things excessively and tends to buy things at high prices when shopping.
2. Non-rational buying refers to buying behavior without rational consideration. Consumers with non-rational behavior tend to buy items that may be less useful or just to show status.
3. Extravagant purchases, which are wasteful shopping. Its characteristics are the habit of consumers buying goods that are not needed or excessive shopping to meet their needs.

Meanwhile, the characteristics or indicators of consumptive behavior are as follows:

1. Buying products in the hope of getting additional prizes given when buying these items.
2. Purchasing is based on attractive packaging, where a person buys a product because the packaging attracts attention, so the motivation is interest in the outer appearance of the product.
3. Buying to maintain appearance and prestige, where a person buys a product to look more fashionable and classier.
4. Purchasing is based on price considerations rather than benefits, where high prices sometimes influence buyers and consider it a sign that the item is glamorous and prestigious.
5. Purchasing products as a status symbol, where the purchase is more related to social status and symbols rather than the practical benefits of the product.

### **Live shopping**

Online buying and selling are a transaction where sellers and buyers do not conduct transactions directly but negotiate, buying, and selling transactions can be carried out through communication media such as chat, SMS, telephone, web, and so on (Kotler, 2018). This transaction can be said to be cashless sales and purchases because usually in this online buying and selling system when an agreement occurs between two parties, namely the seller and the buyer, the seller asks for payment to be made after which the ordered goods will be sent to the buyer (Pereira *et al.*, 2016). In the last ten years, the development of online shopping has been very rapid. This rapid progress is due to the internet and the highly sophisticated web, which provides many advantages to shoppers. Some of the advantages include the ability of buyers to more easily compare the products they want to buy and have a more comprehensive selection of products compared to conventional business transactions (Noverita, 2022).

However, today it is not only the convenience of online shopping that customers are looking for but also how easy it is to communicate between customers and sellers to ask about products. At first, sellers contacted customers through the chat feature on e-commerce or sent promotions via customer email. However, this only sometimes works because the competition for consumer attention and engagement is getting tougher. Sellers or business owners should improve relationships with their target consumers by maintaining regular communication. In this digital age, live shopping has become a popular and effective way to stay connected with consumers. By conducting live video broadcasts, sellers can get instant feedback from their followers during the broadcast process. Live streaming technology makes it easy to connect consumers with sellers, so many people prefer to interact with their sellers in person. Therefore, companies and entrepreneurs who capitalize on this desire to interact directly can increase revenue and brand exposure through live broadcasts (Macura, 2022).

### **E-commerce Shopee and TikTok**

E-commerce is a way of marketing goods or services with an information system that uses internet technology (Ansar *et al.*, 2022). One of the e-commerce that everyone knows is Shopee. In addition, some social media applications have also penetrated the world of e-commerce, namely TikTok. Shopee is an e-commerce platform that was launched in 2015. Quoted from [career.shopee.co.id](https://career.shopee.co.id) (2023), Shopee aims to provide a platform connecting buyers and sellers in one community. At first, Shopee emerged with a Consumer to Consumer (C2C) market but finally Shopee is now launched as one of the well-known brands (Alawi, 2021). Shopee has various features such as free shipping, Cash on Delivery (COD), mini-games, cashback, flash sales, and live streaming. Shopee's live streaming is used so that sellers can promote their goods to consumers or buyers.

TikTok was originally a social media used to interact with others through video intermediaries. However, now TikTok is also adding new features, namely e-commerce in the application. To market their goods, sellers usually utilize the live streaming feature. Live streaming on TikTok is used to promote products to buyers and there is a special price if the buyer buys through the ongoing live streaming (Ardiyanti, 2023).

## METHOD

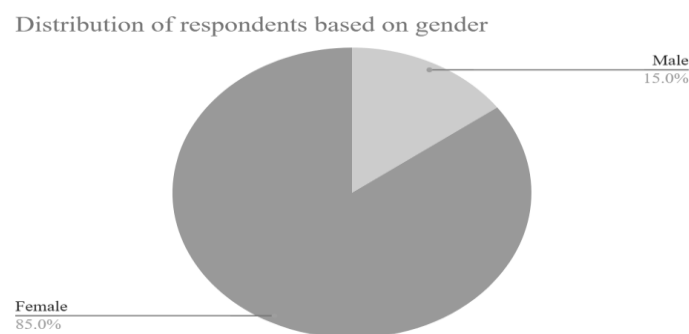
The research method used is a quantitative method using a questionnaire. The questionnaire method was chosen because it is efficient in the time and costs incurred. The questionnaire was carried out using a Google Form and distributed online. There are two types of questions, namely using a Likert scale and closed questions (Taherdoost, 2019). The questions were grouped into two variables, like previous research by Refasa (2023). Measurement with a Likert scale has a range from 1 (never), 2 (rarely), 3 (sometimes), 4 (often), and 5 (always). For closed questions, yes or no options are used. The sampling method used is Non-probability Sampling. Non-probability sampling is a sampling method in which the sample is not randomly selected. The sample can be obtained by chance or because other factors have been planned in selecting elements from the population. The type of non-probability sampling carried out is purposive sampling with a target where respondents are TikTok and Shopee users who have shopped at least once using discounts via live streaming (Fauzy, 2019). The number of samples/respondents is 100 people. This number is the ideal number, according to Hair, et al. (2018).

In the data collection process, data that does not meet the criteria will be deleted so that the data obtained is valid and helpful in this research process. The data will be analyzed using a validity test, reliability test, correlation test, and T-test. The validity test in this study was carried out to measure the quality of the questionnaire distributed to respondents. Ghazali in Ardista (2021) states that a questionnaire can be considered valid if the questions in the questionnaire can reveal something that the questionnaire will measure. Reliability test using Cronbach alpha and composite reliability, with a standard reliable value  $\geq 0.70$ . This analysis uses a single sample average hypothesis testing method by comparing the T statistical value  $> T$  table 1.97 ( $\alpha = 5\%$ ), which means that if the T-statistic value of each hypothesis is greater than the T table then H1 can be declared accepted or proven. The research instrument can be considered reliable if the respondent's answer remains stable and consistent (Septiawan, 2020). According to Gemma, S. M. (2021), the Pearson product-moment correlation test can be done by correlating the two total scale scores.

There are two hypotheses proposed, namely H0 with "Discounts offered during live shopping events have no significant influence related to purchasing decisions on Shopee and TikTok," indicated by no mean difference between variables X and Y, and H1 with "Discounts offered during live shopping events have a significant influence related to consumer purchasing decisions on one platform more than the other" indicated by the mean difference between variables.

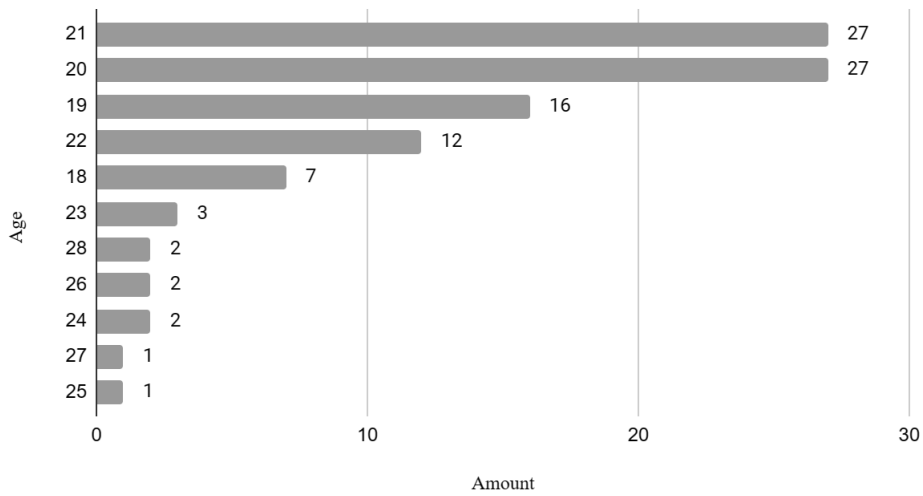
## RESULT AND DISCUSSION

The dataset of respondents from the questionnaire results and calculation analysis can be accessed through Zenodo (Sholihah, 2023). The following is the distribution of the respondents we got:



**Figure 1. Distribution of Respondents by Gender**

Distribution of respondents based on age



**Figure 2. Distribution of Respondents by Age**

From the graph in Figure 1, it can be concluded that of the respondents obtained, 15% (15 people) were male and 85% (85 people) were female with the age range of respondents ranging from 18-28 years. Meanwhile, based on Figure 2, the highest age distribution of respondents ranged from 20-21 years old.

**Table 1. Respondents' Preferences for TikTok and Shopee Platforms in terms of Live Shopping**

| Platform     | Total      |
|--------------|------------|
| Shopee       | 43         |
| TikTok       | 57         |
| <b>Total</b> | <b>100</b> |

Source: Researcher's data processing results (2023)

Table 1 shows that respondents prefer to use TikTok rather than Shopee. This is evidenced by 57 respondents who prefer TikTok over Shopee.

**Table 2. Respondents' Preferences for TikTok and Shopee Platforms in terms of Live Shopping Discounts**

| Indicator   | Yes | No |
|---|-----|----|
| Are you more likely to continue using your preferred platform above to shop because of live shopping discounts? | 69  | 31 |
| Are discounts on Shopee more competitive than on TikTok?  | 58  | 42 |

Source: Researcher's data processing results (2023)

**Validity test**

A total of 16 questionnaire questions are mapped into two variables, x and y variables. Variable x is live shopping discount and variable y is consumptive behavior. From these data, the validity test was carried out using spreadsheets and Excel tools. The valid value of the indicator item is obtained when

the corrected item's total correlation value or r-count is greater than the r-table. R-table is obtained from the distribution table based on the number of respondents and its significant value. This study has 100 respondents and the significance value is 5%. The r-table value is as follows:

**Table 3. R-table**

| df = (N-2) | The significance level for a one-way test |               |        |        |        |
|------------|---|---------------|--------|--------|--------|
|            | 0,05                                      | 25            | 0,01   | 0,005  | 0,0005 |
|            | The significance level for a two-way test |               |        |        |        |
|            | 0,1                                       | 0,05          | 0,02   | 0,01   | 0,001  |
| 1          | 0,9877                                    | 0,9969        | 0,9995 | 0,9999 | 1,0000 |
| 2          | 0,9000                                    | 0,9500        | 0,9800 | 0,9900 | 0,9990 |
| 3          | 0,8054                                    | 0,8783        | 0,9343 | 0,9587 | 0,9911 |
| 4          | 0,7293                                    | 0,8114        | 0,8822 | 0,9172 | 0,9741 |
| 5          | 0,6694                                    | 0,7545        | 0,8329 | 0,8745 | 0,9509 |
| ..         | ...                                       | ...           | ...    | ...    | ...    |
| 96         | 0,1671                                    | 0,1986        | 0,2347 | 0,2591 | 0,3274 |
| 97         | 0,1663                                    | 0,1975        | 0,2335 | 0,2578 | 0,3258 |
| <b>98</b>  | 0,1654                                    | <b>0,1966</b> | 0,2324 | 0,2565 | 0,3242 |
| 99         | 0,1646                                    | 0,1956        | 0,2312 | 0,2552 | 0,3226 |
| 100        | 0,1638                                    | 0,1946        | 0,2301 | 0,2540 | 0,3211 |

Source: Anita (2023)

Of the 100 respondents, the df value is 98 and because the alpha value is 0.05 or 5%, the r-table value is obtained at 0.1966. From these parameters, the validity test results are obtained as follows:

**Table 4. Validity test**

| Variable   | Indicator  | Corrected item<br>(total correlation) | Description |
|--|--|---------------------------------------|-------------|
| TikTok and<br>Shopee live<br>shopping<br>discounts (x) | Have you ever purchased a live shopping event on Shopee? If yes, how often?                        | 0.534                                 | Valid       |
|  | Have you ever purchased during a live shopping event on TikTok? If yes, how often?                 | 0.713                                 | Valid       |
|  | During live shopping events, how often do you compare product discounts between Shopee and TikTok? | 0.734                                 | Valid       |
|  | How often are you satisfied with the discounts you get during live shopping events on Shopee?      | 0.612                                 | Valid       |
|  | How often are you satisfied with the discounts you get during live shopping events on TikTok?      | 0.644                                 | Valid       |
|  | How satisfied are you with the live shopping experience on Shopee?                                 | 0.423                                 | Valid       |

|                          |  |       |       |
|--------------------------|--|-------|-------|
| Consumptive behavior (y) | How satisfied are you with the live shopping experience on TikTok?   | 0.546 | Valid |
|                          | How likely are you to recommend live shopping on Shopee to others?   | 0.525 | Valid |
|                          | How likely are you to recommend live shopping on TikTok to others?   | 0.605 | Valid |
|                          | How often do you purchase products during live shopping events just because of the discount, even though you didn't originally intend to buy them? | 0.706 | Valid |
|                          | How often do you participate in live shopping events on Shopee?  | 0.618 | Valid |
|                          | How often do you participate in live shopping events on TikTok?  | 0.603 | Valid |
|                          | How often do live shopping discounts influence your purchase decision on Shopee?   | 0.617 | Valid |
|                          | How often do live shopping discounts influence your purchasing decisions on TikTok?  | 0.673 | Valid |
|                          | Overall, how often have live shopping discounts on Shopee influenced your shopping behavior?   | 0.693 | Valid |
|                          | Overall, how often have live shopping discounts on TikTok influenced your shopping behavior?   | 0.598 | Valid |

Source: Researcher's data processing results (2023)

In Table 3, the validity test results show that each indicator question the researcher asks is valid. This can be proven by the correlation number of each question being above 0.1966. The number 0.1966 is the significance value for a two-way test obtained from the number of respondents in the study (Darma, 2021).

**Reliability test**

A Reliability test is carried out to ensure that the variable indicators used are consistent and reliable. The Cronbach's Alpha method is applied to the following two variables.

**Table 5. Reliability test**

| Variable                                  | Cronbach's Alpha | Description |
|---|------------------|-------------|
| TikTok and Shopee live shopping discounts | 0.7737           | Reliable    |
| Consumptive Behavior                      | 0.7637           | Reliable    |

Source: Researcher's data processing results (2023)

Table 4 shows that the Cronbach's Alpha value of each variable is more significant than 0.70. The number 0.70 is the reference value used to determine whether a variable can be declared reliable or not (Darma, 2021). In this study, variable X and variable Y were declared reliable.

**Pearson correlation test**

Pearson correlation analysis is a statistical method used to measure the extent to which there is a linear relationship or correlation between two numerical variables. This method measures the strength and direction of the relationship between two variables.

**Table 6. Test the correlation of variables x and y**

|      | Test Result | Conclusion        |
|------|-------------|-------------------|
| Rxy  | R table     |                   |
| 0.81 | 1.966       | Highly Correlated |

Source: Researcher’s data processing results (2023)

From the analysis conducted, the correlation test in table 5 shows that there is a strong positive linear relationship between the two variables. In other words, as one variable increases, the other tends also to increase. The correlation coefficient of 0.8 indicates a relatively strong relationship because based on Pearson Correlation Analysis theory (Cleophas, 2018), if  $|r_{xy}| > r$  table indicates that the correlation is statistically significant at the chosen significance level. In this case,  $|0.8| > 0.196$ , which means that the correlation is likely statistically significant.

**Hypothesis testing**

To test the hypothesis, the T-test method compares the T value of the analysis results with the T value in the distribution table. With the two-tailed T-test method, alpha 0.05, and n=100, the t value in the distribution table is 1.972.

**Table 7. T-Test: Two-Sample Assuming Unequal Variances**

|                              | Variable X     | Variable Y  |
|------------------------------|----------------|-------------|
| Mean                         | 3.114444444    | 2.867142857 |
| Variance                     | 0.5393328345   | 0.570296846 |
| Observations                 | 100            | 100         |
| Hypothesized Mean Difference | 0              | 0           |
| Df                           | 198            |             |
| t Stat                       | 2.347674439    |             |
| P(T<=t) one-tail             | 0.009938983747 |             |
| t Critical one-tail          | 1.652585784    |             |
| P(T<=t) two-tail             | 0.01987796749  |             |
| t Critical two-tail          | 1.972017478    |             |

Source: Researcher’s data processing results (2023)

In Table 6, the T-Test: Two-Sample Assuming Unequal Variances (Lee, 2022), two variables were calculated. Variable x is the live shopping discount variable and variable y is the consumptive behavior variable. Based on the calculations carried out on the available data, the results show that the T value of the analysis results (2.347) is greater than the T value in the distribution table (1.972), so it can be stated that H0 is rejected in this study. This is supported by the p-value (0.0198), which is smaller than the significance level ( $\alpha = 0.05$ ). With the rejection of H0, the accepted hypothesis is H1: "Discounts offered during live shopping events have a significant impact that is associated with consumer purchasing decisions on one platform over another."



### **Live shopping discounts influence people's purchasing decisions**

Based on the research results above, the discount variable and the user behavior variable show a strong correlation with numbers above Cronbach's Alpha value. The discount given during live shopping is an offer that is considered attractive even though consumers do not need the product. Based on the research data obtained and analyzed, it is proven that H0 is rejected while H1 is accepted. So, the discounts offered during live shopping events have a significant impact on purchasing decisions at both Shopee and TikTok. According to Effendi (2016), one of the characteristics of consumptive behavior is shown by purchasing decisions based on price rather than benefits. Most respondents admitted that purchasing decisions often influence purchasing decisions on both platforms, as indicated by a mode value of 4. This is also evidenced by research conducted by Yelta & Yamini (2023), which states that shopping voucher subsidies influence purchasing decisions on the TikTok Shop e-commerce platform.

### **Platforms that are preferred by the community**

Based on the research results in Table 1 shows that respondents prefer to use TikTok rather than Shopee. This is evidenced by 57 respondents choosing TikTok and 43 respondents choosing the Shopee platform. This is in line with the research results in table 2, which shows that 69 respondents tend to use their preferred platform for shopping because of the live shopping discount. This is similar to the results of research by Liska & Utami (2023), which states that the TikTok Shopping Lifestyle offered and the discounted price are why the public prefers the TikTok platform.

### **Platforms that have more competitive discounts**

Based on the research results in table 2, shows that discounts on the Shopee platform are more competitive than TikTok. This is evidenced by 58 respondents choosing Shopee as a platform that has competitive discounts. This is also similar to the results of research by (Anggarwati *et al.*, 2023), which states that Shopee has many discounts that make customers more consumptive so that when they shop, they will choose the best offer from the platform.

## **CONCLUSION**

The research that has been conducted aims to find out how a platform and discounts can influence the consumptive behavior of respondents. From the results of the research analysis, it is proven that the first hypothesis is accepted, so it can be concluded that the discounts offered during live shopping events have a significant impact on purchasing decisions on both Shopee and TikTok. Factors that influence are discounts on live shopping that can make someone who initially did not want to buy the item to buy it. People prefer the TikTok platform even though the live shopping discount on Shopee is more competitive than TikTok. This can be caused by other factors outside of the live shopping discount. So, one of the factors on online shopping platforms, namely live shopping discounts, influences purchasing decisions so that people can become consumptive.

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