

The Effect of Live Selling and Price Promotion Strategies on Purchase Intention Through Impulsive Buying Tendency on Tiktok Live Streaming: A Study of Millennials in Gorontalo

Michael Samuel Tupamahu^{1*}, Nuri Wulandari², Enny Haryanti³, Whony Rofianto⁴

STIE Indonesia Banking School, Indonesia^{1, 2, 3, 4}

Email: michael.20242111003@ibs.ac.id^{1*}, nuri.w.h@ibs.ac.id², enny.haryanti@ibs.ac.id³, rofianto@ibs.ac.id⁴

Abstract

The growth of live-streaming-based e-commerce in Indonesia, especially through the TikTok Live feature, underscores the need to understand the psychological mechanisms that mediate the influence of digital marketing strategies on the purchase intention of millennial consumers in non-metropolitan areas such as Gorontalo Province. This study aims to analyze the influence of live selling and price promotion strategies on purchase intention, either directly or through impulsive buying tendency as a mediating variable among the millennial generation of TikTok Live users in Gorontalo. The study employed a quantitative approach using the Stimulus–Organism–Response (SOR) framework and involved 150 millennial respondents who had witnessed or made purchases through TikTok Live. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS. The results of the study indicate that live selling and price promotion strategies have a positive and significant effect on impulsive buying tendency, and impulsive buying tendency, in turn, has a positive and significant effect on purchase intention. Furthermore, impulsive buying tendency was found to significantly mediate the influence of live selling strategies and price promotion on purchase intention. These findings confirm that impulsivity serves as a key psychological mechanism in converting digital marketing stimuli into purchase intention among millennial consumers in non-metropolitan areas. The results also demonstrate that the effectiveness of TikTok Live strategies is not solely determined by price promotions but also by the quality of live selling interactions and the proportionate management of emotional stimuli.

Keywords: *live selling, price promotion, impulsive buying tendency, buying intent, tiktok live*

INTRODUCTION

The digital economy in Indonesia is currently largely supported by e-commerce, transportation, online travel services and online media interaction. The rapid acceleration of e-commerce growth is supported by the dominance of millennial and Generation Z consumers who are digital natives and tech-savvy. The Covid-19 pandemic has changed people's activities to be physically contactless, which is then accompanied by massive digital transformation and makes e-commerce easily accepted by the public. Indonesia has 167.0 million social media users or equivalent to 60.4% of the total population. This reflects that more than half of Indonesians actively use social media platforms such as TikTok, Instagram, and Facebook, where these applications are the main channels in the development of interactive content-based (We Are Social & Melwater, 2023) e-commerce in Indonesia. Nonetheless, the strategic implications of the use of these platforms on changing consumer behavior, particularly in the context of price promotion and live sales, are not yet fully scientifically understood (Chen et al. 2022; Dwivedi et al. 2023; Kabir et al. 2025; Li et al. 2025).

TikTok was initially launched as a short video platform by the Chinese company ByteDance. Over time, TikTok evolved from just an app for entertainment to a social platform that operated commercially. TikTok, which used to focus on video editing features, has now launched a commercial feature, namely live selling through streaming which is integrated with the TikTok Shop channel where this channel allows sellers and buyers to interact in real-time (Muchtart 2025; Xu 2025; Xue et al. 2023). Along with the addition of interactive features and promotions, the shopping experience on this platform makes the shopping experience more interesting and shapes different consumption patterns. This change in people's consumption behavior is not only determined by the ease of access to products, but also by other supporting factors that develop such as the interaction experience created during the purchase process (Cho et al. 2015; Hu et al. 2019). In the framework of consumer behavior, these live selling features, price promotions, and real-time interactions can be seen as external stimuli that trigger psychological responses and purchasing behavior on the consumer side.

Most of the population of Gorontalo Province, which is around 84.91%, has been recorded to have accessed the internet in the last three months and dominantly uses mobile phones as the main device, thus reflecting the high dependence of people on gadgets in their daily online activities. In addition, around 20.76% of internet users in Gorontalo use this internet to obtain information about goods and services, showing the strengthening role of the internet as a channel for searching for information before people make consumption decisions. This condition reflects the intensification of digital-based economic activities, including in the logistics and distribution sector in Gorontalo Province (Idris et al. 2024; Salimi et al. 2026). One of the indicators that can be used to illustrate these dynamics is the development of cargo loading and unloading volumes through airports in Gorontalo Province during the 2020-2025 period. (Central Statistics Agency, 2024)

In general, the volume of cargo loading and unloading in Gorontalo Province shows an increasing trend from year to year, especially in the post-pandemic period. A fairly prominent increase was seen in 2024 and 2025, which indicates the strengthening of goods distribution activities in line with the development of online-based transactions as well as the use of air logistics services that include Jalaludin Gorontalo Airport and Panua Pohuwato Airport. This increase reflects a surge in people's shopping activities where the demand for goods from outside the region has increased sharply and most of the cargo is suspected to be related to the distribution of consumer goods based on . In the context of this study, the airport cargo data is not used as a research variable, but is only positioned as a macro indicator that describes the increase in economic activity and distribution of digital-based goods that is relevant to the development of transactions through platforms such as TikTok (Central Bureau of Statistics, 2025) (Gopos.id, 2025) Live in Gorontalo.

In the cultural context of the Gorontalo community, maintaining appearance and being accepted in society is often the main consideration in daily life so that the shopping activities of the Gorontalo people are not only interpreted as an effort to meet functional needs, but also as a means to affirm the state of social status and maintain self-image In the current context, this perspective is getting stronger along with the presence of digital platforms such as TikTok, which provides a wide space for the public, especially Gen Z and Millennials of Gorontalo to present themselves in front of their social networks through the features offered

such as short video content and (Solekhah et al., 2024) live streaming.

Exposure to visually appealing, repetitive and entertaining packaged product content creates an internal tendency to explore and consider purchases more often, so that the potential for unplanned purchase impulses becomes stronger without necessarily implying that all people's shopping behaviors are necessarily impulsive. This condition indicates that impulsive impulses that arise due to exposure to digital content are not always manifested in the form of direct purchasing behavior. The impulse can stop at the stage of internal psychological tendencies, which further affect the process of evaluation and the formation of consumer buying intentions. Thus, impulsivity in this context is more appropriately understood as a psychological predisposition that mediates a consumer's response to a marketing stimulus, rather than as a behavior itself.

Generation Z as a digital native tends to respond more strongly to emotional stimuli and visual content in the consumption process, making them more susceptible to spontaneous purchasing decisions driven by momentary gratification. In the same context, Millennials generally use social media as a means of obtaining information and product references, so their decision-making process involves more practical consideration and cognitive evaluation than mere momentary emotional impulses. In (Faithful) et al., (2025) that context, Millennials are an interesting group to study because they have a different shopping psychological process than Generation Z, especially in how they balance emotional urges with cognitive considerations when responding to external stimuli. In other words, millennials tend to be more rational in processing promotional information so that the impulsive impulses that arise during TikTok Live do not always directly lead to a purchase, but rather pass through the filter of consideration of needs and benefits. These characteristics show that in millennial consumers, the influence of digital marketing stimulus does not depend entirely on impulsive impulses alone. Although emotional stimuli can trigger impulsive tendencies, millennial consumers still conduct cognitive evaluations in shaping purchase intentions. Therefore, the influence of live selling strategies and price promotions on buying intent is possible to occur either directly or through simultaneous internal psychological mechanisms. This makes impulsive buying tendency relevant to be placed as a mediator who explains how live selling stimulus and price promotion are processed psychologically before being converted into buying intent in the millennial group.

Several previous studies have examined the relationship between digital marketing strategies and consumer behavior in live streaming commerce, yet significant gaps remain. Lin et al. (2023) explored impulse buying using the SOR framework but focused on direct relationships without examining impulsive tendency as a mediator for purchase intention. Rehman et al. (2025) investigated streamer communication styles in triggering impulse buying but did not differentiate generations or consider non-metropolitan millennial consumers. Pham, Ngo, and Alomari (2024) confirmed that social interactions influence purchase intention through internal states, yet did not address price promotions or live selling as distinct stimuli, nor examine impulsive tendency as a mediator. Setya et al. (2025) compared impulsive behavior between generations Y and Z on Instagram, finding higher impulsivity in Gen Z, but this study was conducted on a different platform and did not explore live streaming contexts or mediating mechanisms. While these studies provide valuable foundations, several gaps persist: most research focuses on direct relationships without deeply

examining internal psychological processes; the role of impulsive buying tendency as a mediating mechanism for millennial consumers in non-metropolitan areas remains underexplored; and no existing study has explicitly tested how live selling strategies and price promotions on TikTok Live simultaneously influence purchase intention both directly and indirectly through impulsive tendencies within a single integrated model.

However, until now it is still unclear through internal psychological mechanisms such as how live selling strategies and price promotions on TikTok Live shape consumer buying intentions, whether these intentions are formed directly or first mediated by impulsive buying tendencies that arise in response to promotional stimuli and real-time interaction on the platform. Most previous research has focused on the direct relationship between digital marketing strategy and purchase intent, without examining in depth the internal psychological processes that bridge the relationship. In addition, the study of the role of impulsive tendencies as a mediation mechanism in millennial consumers, especially in the context of live streaming commerce in non-metropolitan areas, is still relatively limited. This gap is the basis for the need for explicit testing of the role of impulsive buying tendency as an intermediary psychological mechanism in relation to live selling strategies and price promotion., and the purchase intention of the millennial generation in Gorontalo Province.

Thus, to assess the extent to which price promotion and direct sales strategies on TikTok are able to trigger impulsive tendencies in product purchases, as well as how these impulses are processed into more targeted and controlled purchase intentions in more psychologically mature consumers, as well as to provide empirical evidence that can clarify the psychological mechanisms of purchase intent formation in the context of TikTok Live, the author is interested in further studying through a study entitled *The Influence of Live Selling and Price Promotion Strategies on Buying Intention Through Impulsive Buying Tendency on TikTok Live Streaming: A Study on the Millennial Generation in Gorontalo*.

This study aims to analyze the influence of live selling strategies and price promotions on the purchase intention of millennial consumers in Gorontalo Province, with impulsive buying tendency as a mediating variable in the context of TikTok Live Streaming. Theoretically, this research contributes to the development of the Stimulus-Organism-Response (SOR) framework by positioning impulsive buying tendency as a psychological mediating mechanism that bridges external marketing stimuli and consumer behavioral responses, particularly in the underexplored context of live streaming commerce in non-metropolitan areas. Practically, the findings provide strategic insights for businesses and marketers in optimizing live selling interactions and price promotions to effectively trigger impulsive tendencies and shape purchase intentions among millennial consumers, while also offering considerations for ethical marketing practices in live streaming platforms.

METHODS

The research focused on millennial consumers in Gorontalo Province who had purchased products or services through TikTok Live sessions. The study examined consumers' responses to live selling and price promotion strategies implemented by sellers, particularly in shaping impulsive buying tendencies and purchase intentions. The selection of this focus was relevant to the growing phenomenon of live-streaming-based shopping on TikTok and aligned with the study's aim to analyze digital consumer behavior rather than the performance or business model of the TikTok platform itself. The research subjects were

individuals classified as millennials, born between 1981 and 1996, and domiciled in Gorontalo Province (Central Bureau of Statistics, 2025).

This study employed a causality (explanatory) design to test and explain the relationships between variables through hypothesis testing using statistical techniques (Scott, 2017). A cross-sectional data design was used, meaning that data were collected once during a specific period to capture respondents' perceptions and experiences at that time. Respondents completed the research questionnaire a single time, and the collected data were analyzed to examine relationships between variables. This design allowed the researchers to determine the existence or absence of influences between variables and provide a clear picture of the studied phenomenon.

The sampling technique applied was probability sampling with a simple random sampling approach, where every eligible member of the population had an equal chance of selection. This method minimized sample selection bias and increased the validity of generalizations about millennial TikTok Live users in Gorontalo Province. The sample size was determined based on the guidelines of Hair et al. (2017) for Structural Equation Modeling based on Partial Least Squares (PLS-SEM), which considers model complexity, the number of latent constructs and structural paths, and the need for stability in statistical estimation.

RESULTS AND DISCUSSION

The relationship significance test in SEM-PLS was carried out to find out whether the relationship between latent variables in the model can be statistically significant, so that the proposed hypothesis can be accepted or rejected (Hair *et al.*, 2022). This process generally uses *the bootstrapping* technique, where data is resampled repeatedly to calculate the *path coefficient* and its standard errors. A relationship is declared significant when the *p-value* is smaller than the established significance level (e.g. 0.05) or when the 95% confidence interval does not cross zero, indicating strong statistical support for direct and indirect influences between latent constructs (Hair *et al.*, 2017). The following is a table of the results of this research:

Table 1. Direct Effect Bootstrapping

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Stat (O/STDEV)	P Values	Information
IBT--> NB	0.634	0.628	0.060	10.631	0.000	Proven
LS--> IBT	0.265	0.271	0.115	2.306	0.011	Proven
LS --> NB	0.217	0.225	0.086	2.514	0.006	Proven
PP --> IBT	0.211	0.224	0.108	1.958	0.025	Proven
PP --> NB	0.089	0.090	0.086	1.042	0.149	Unproven

Source: SMART-PLS Output Processed Data (2026)

The test results as seen in Table 2 Bootstrapping Effect related to the direct influence between latent variables above can be explained as follows:

a) The Influence of Live Selling Strategy on Buying Intent (H1)

The test results showed that Live Selling had a positive and significant effect on Buy Intent, with a path coefficient value of 0.217, t-statistics of 2.514, and p-values of 0.006. These findings confirm that the live selling strategy not only influences purchase intent indirectly through impulsivity, but also has a direct influence. Thus, H1 is accepted.

b) The Effect of Price Promotion on Purchase Intent (H2)

In contrast to the previous relationship, the results of the analysis showed that Price Promotion had no significant effect on Buy Intent, with a path coefficient of 0.089, a t-statistical value of 1.042, and a p-value of 0.149. These findings indicate that price promotions do not directly encourage the purchase intention of millennial consumers without going through certain psychological mechanisms. Thus, H2 was rejected.

c) The Influence of Live Selling Strategy on Impulsive Buying Tendency (H3)

The Live Selling strategy has been proven to have a positive and significant effect on Impulsive Buying Tendency, with a path coefficient of 0.265, a t-statistics value of 2.306, and a p-value of 0.011. This shows that the strategy in live selling is able to activate the impulse of consumers. Therefore, H3 is accepted.

d) The Effect of Price Promotion on Impulsive Buying Tendency (H4)

Price Promotion has been proven to have a positive and significant effect on Impulsive Buying Tendency, with a path coefficient value of 0.211, a t-statistics value of 1.958, and a p-value of 0.025. This shows that attractive and time-limited price promotions are able to trigger impulsive responses of millennial consumers. Therefore, H4 was accepted.

e) The Effect of Impulsive Buying Tendency on Buying Intent (H5)

The results of the analysis show that the Impulsive Buying Tendency has a positive and significant effect on Buying Intention, with a path coefficient value of 0.634, a t-statistics value of 10.631, and a p-value of 0.000. These findings indicate that the higher the impulsive tendency of consumers, the stronger the buying intention formed. Thus, H5 was accepted.

Next is the testing of indirect effects that test the role of impulsive buying tendency as a mediating variable in the relationship between live selling, price promotion and purchase intent. The following is a table of the indirect effects bootstrapping effect:

Table 2. Bootstrapping Indirect Effect

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
LS -> IBT -> NB	0.168	0.169	0.072	2.337	0.010
PP -> IBT -> NB	0.134	0.142	0.072	1.854	0.032

Source: SMART-PLS Output Processed Data (2026)

The test results based on Table 2 Bootstrapping Indirect Effect above can be explained as follows:

a) IBT Mediation on the Relationship of Live Selling to Purchase Intention (H6)

The results of indirect effects showed that the Path Live Selling Coefficient (LS),

Impulsive Buying Tendency (IBT) and Buy Intention (NB) had a coefficient value of 0.168, t-statistics 2.337, and p-values of 0.010. So that the indirect impact is significant. Furthermore, because the direct influence of Live Selling on Buying Intention and indirect influence are equally significant, Impulsive Buying Tendency acts as a partial mediator. Thus, H6 was accepted.

b) IBT Mediation on the Relationship of Price Promotion to Purchase Intention (H7)

The results of the Path Price Promotion Coefficient (PP), Impulsive Buying Tendency (IBT), Buying Intention (NB) showed a coefficient of 0.134, a t-statistical value of 1.854, and a p-value of 0.032. which showed a significant indirect influence at the level of 5%. Price Promotion does not have a significant effect directly on Purchase Intention, but has a significant effect on IBT which then has a significant effect on Purchase Intention, so that IBT plays the role of full mediator and the H7 hypothesis is accepted.

R-Square (R2)

R-Square in the context of PLS-SEM is a coefficient of determination that shows how much variance of endogenous constructs can be explained by exogenous constructs in the model. The R2 value ranges from 0 to 1 and is getting closer to 1 which means that the combination of exogenous latent variables is getting better at explaining the variation of endogenous latent variables, while the low value shows that there are still many endogenous cosmic variances that have not been explained by the model. Here are the R-Square values in this analysis:

Table 3. R-Square Test Results (R2)

Dependent Variable	R-Square	R-Square Adjusted
Impulsive Buying Tendency (IBT)	0.194	0.183
Buy Intent (NB)	0.643	0.636

Source: SMART-PLS Output Processed Data (2026)

Based on the test results in **Table 3 of the R-Square Test** above, the results show that:

- The R2 value for Impulsive Buying Tendency (IBT) is 0.194 with an adjusted R2 of 0.183, meaning that the model (Live Selling & Price Promotion) only explains about 19.4% of the variation in Impulsive Buying Tendency. The model's explainability (Live Selling & Price Promotion) of the Impulsive Buying Tendency is relatively weak because some variance ($\pm 80.6\%$) is still influenced by factors outside the model.
- The R2 value for Buy Intention (NB) is 0.643 with an Adjusted R2 of 0.636, so that 64.3% variation of buying intent can be explained by the live selling strategy, price promotion, and impulsive buying tendency model. The ability to explain the model (live selling, price promotion, impulsive buying tendency) to buying intent is included in the moderate or quite strong category.

Test Effect Size (F2)

Effect size (f^2) is used to evaluate the specific impact of independent variables on the prediction of dependent variables, This measurement is done by looking at changes in the value of R^2 after a particular independent variable is removed from the model. The value of f^2 is interpreted as small if it is less than 0.02, medium if it is between 0.02 and 0.15, and large if

it is more than 0.35. The following is Table 4.11 related to the Effect Size Test Results in this study:

Table 4. Effect Size Test Results (F2)

Variable	<i>Impulsive Buying Tendency (IBT)</i>	<i>Live Selling (LS)</i>	<i>Buy Intent (NB)</i>	<i>Price Promotion (PP)</i>
<i>Impulsive Buying Tendency (IBT)</i>			0.908	
<i>Live Selling (LS)</i>	0.043		0.063	
<i>Buy Intent (NB)</i>				
<i>Price Promotion (PP)</i>	0.027		0.011	

Source: SMART-PLS Output Processed Data (2026)

Effect size (f^2) testing was performed to assess the magnitude of the contribution of each exogenous variable to the endogenous variable in the structural model. The test results showed that the Impulsive Buying Tendency had a very large influence on the Buying Intention ($f^2 = 0.908$), which indicates that this construct is a major determinant in the formation of consumer buying intent. Meanwhile, the effect of Live Selling on Impulsive Buying Tendency ($f^2 = 0.043$) and on Buy Intention ($f^2 = 0.063$) was relatively small, suggesting that the live selling strategy played a role as an initial trigger but not a dominant factor. Price Promotion shows a small influence on the Impulsive Buying Tendency ($f^2 = 0.027$) and a very weak influence on the Direct Buy Intention ($f^2 = 0.011$). These findings indicate that price promotion does not directly encourage buying intent, but rather works indirectly through the psychological mechanism of impulsive buying tendency.

The Effect of Live Selling on Purchase Intent (H1)

Based on the results of testing the structural model using SEM-PLS, it was found that the live selling strategy has a positive and significant effect on the buying intention of millennial consumers in Gorontalo Province. This is shown by the path coefficient value of 0.217, with a t-statistic value of 2.514 (> 1.96) and a p-value of 0.006 (< 0.05). Thus, Hypothesis 1 (H1) is accepted, which means that the higher the consumer's perception of the quality of live selling, the stronger the buying intention formed. These findings indicate that the implementation of live selling strategies is able to encourage the formation of consumer buying intentions directly, without always having to go through internal psychological mechanisms first. Thus, the live selling strategy can be understood as a marketing stimulus that is quite strong in influencing consumers' readiness and desire to make purchases in the context of TikTok Live.

The Effect of Price Promotion on Purchase Intent (H2)

The results of the hypothesis test showed that price promotions on TikTok Live did not have a significant effect on the purchase intention of millennial consumers in Gorontalo Province. This is shown by the path coefficient value of 0.089 with a t-statistical value of 1.042 and a p-value of 0.149, which does not meet the criteria of statistical significance. Thus, Hypothesis 2 (H2) is rejected. These findings indicate that price promotions, such as discounts or special price offers, have not been able to directly encourage the formation of purchase intent in millennial consumers in the context of TikTok Live Streaming.

The Influence of Live Selling Strategy on Impulsive Buying Tendency (H3)

The results of the hypothesis test showed that the live selling strategy had a positive and significant effect on the impulsive buying tendency of millennial consumers in Gorontalo Province. This is shown by the path coefficient value of 0.265 with a t-statistical value of 2.306 and a p-value of 0.011, which has met the criteria of statistical significance. Thus, Hypothesis 3 (H3) is accepted. These findings indicate that the application of live selling strategies on TikTok Live is able to activate consumers' psychological tendency to make impulsive purchases, even though the actual purchase does not necessarily happen directly.

The Effect of Price Promotion on Impulsive Buying Tendency (H4)

The results of the hypothesis test show that price promotion on TikTok Live has a positive and significant effect on the impulsive buying tendency of millennial consumers in Gorontalo Province. This is shown by the path coefficient value of 0.211 with a t-statistical value of 1.958 and a p-value of 0.025, which has met the criteria of statistical significance. Thus, Hypothesis 4 (H4) is accepted. These findings indicate that price promotions offered during live streaming sessions are able to increase consumers' psychological tendency to make impulsive purchases, even if they do not directly shape purchase intent.

The Effect of Impulsive Buying Tendency on Buying Intent (H5)

The results of the hypothesis test show that impulsive buying tendency has a positive and very significant effect on the buying intention of millennial consumers in Gorontalo Province. This is shown by the path coefficient value of 0.634 with a t-statistical value of 10.631 and a p-value of 0.000, which far exceeds the criteria of statistical significance. Thus, Hypothesis 5 (H5) is accepted. These findings indicate that impulsive buying tendency is the most dominant factor in shaping millennial consumers' purchase intent in the context of TikTok Live Streaming, compared to the direct influence of live selling strategies and price promotions.

The Influence of Impulsive Buying Tendency in Mediating the Influence of Live Selling Strategy on Consumer Purchase Intention (H6)

The results of the hypothesis test showed that impulsive buying tendency mediated the influence of live selling strategies on the purchase intention of millennial consumers in Gorontalo Province. The results of the analysis show that the path of the live selling strategy to impulsive buying tendency is significant, as well as the impulsive buying tendency path to buying intention. At the same time, the direct influence of the live selling strategy on buying intent also remains significant. This condition shows that impulsive buying tendency plays a role as a partial mediator in the relationship between live selling strategy and buying intent. Thus, Hypothesis 6 (H6) is accepted. These findings indicate that live selling strategies affect purchase intent both directly and through consumers' internal psychological mechanisms.

The Role of Impulsive Buying Tendency in Mediating the Influence of Price Promotion on Buying Intent (H7)

The results of the hypothesis test showed that impulsive buying tendency mediated the influence of price promotion on the purchase intention of millennial consumers in Gorontalo Province. The results of the analysis showed that the direct influence of price promotion on purchase intention was not significant, while the price promotion path for impulsive buying tendency and impulsive buying tendency for purchase intention showed significant results. This condition indicates that impulsive buying tendency acts as a full mediator in the

relationship between price promotion and purchase intent. Thus, Hypothesis 7 (H7) is accepted. These findings suggest that price promotions do not directly encourage purchase intent, but must first be processed through the consumer's internal psychological mechanisms.

Managerial Implications

The results of this study show that impulsive buying tendency plays a significant mediator in the relationship between live selling strategy and price promotion on the purchase intention of millennial consumers in Gorontalo Province. These findings expand on previous research that generally emphasized the direct influence of digital marketing strategies on purchase intent without explicitly examining the internal psychological mechanisms that bridge the relationship. In contrast to various studies conducted on Generation Z in metropolitan areas that show the dominance of spontaneous emotional responses in the context of live streaming commerce, this study found that in millennial consumers in non-metropolitan areas, impulsive tendencies still appear but are processed through internal evaluation before forming purchase intentions.

This difference in generational and regional contexts confirms that the mechanism of forming purchase intent in live commerce is not universal, but is influenced by the demographic characteristics and social environment of consumers. Thus, this study makes an academic contribution by placing impulsive buying tendency as a psychological mechanism of mediation within the framework of Stimulus Organism Response (SOR) in the context of live streaming commerce in non-metropolitan areas. Practically, the results of the study show that the live selling strategy has a significant influence on impulsive buying tendency and purchase intention. This indicates that real-time interaction between hosts and audiences is an important factor in building consumer psychological engagement. Business actors are advised to optimize the quality of communication during the live broadcast session, including clarity of product information, demonstration of product usage, quick response to consumer questions, and the ability to build interpersonal closeness digitally.

In addition to the informative aspect, the elements of playfulness and entertainment displayed by the host during the live selling session also act as an emotional stimulus that strengthens audience engagement. Non-verbal expressions, humor, storytelling, persuasive voice intonation, and dynamic interactions can create a pleasant atmosphere that increases the psychological engagement of consumers. In the framework of S-O-R, the entertainment element functions as an affective stimulus that strengthens impulsive buying tendencies before finally being converted into buying intentions. Therefore, businesses need to focus not only on price promotions, but also on the quality of interaction and the attractiveness of the host's communication during the live session. Furthermore, although price promotion has been shown to have a significant effect on impulsive buying tendencies and purchase intentions, the relatively small effect size value shows that price promotion is not a dominant factor in shaping millennial consumer buying intention. This indicates that price promotion plays more of a supporting trigger than a major determinant of purchasing decisions. Thus, the pricing strategy should be positioned as a complement to the quality of live selling interaction and not as the only main strategy in increasing buying intent.

The finding that impulsive buying tendency mediates the relationship between marketing stimulus and purchase intent also has strategic implications for business actors. Impulsive impulses can be an effective psychological vehicle in accelerating the formation of

buying intent, especially in promotional situations that are time-limited or based on real-time interactions. However, the implementation of this strategy still needs to pay attention to the ethical aspect of marketing. Ethical parameters that need to be considered include transparency of product and price information before discounts, not creating artificial scarcity, not using misleading claims, and avoiding excessive psychological pressure that can drive purchasing decisions that are detrimental to consumers. An ethical and proportionate approach will maintain the sustainability of the long-term relationship between businesses and consumers and increase trust in live commerce platforms.

Overall, the managerial implications of this study confirm that the success of marketing strategies on TikTok Live is not only determined by price promotions, but by a combination of interaction quality, entertainment elements, and understanding of the psychological mechanisms of millennial consumers. Strategies that are integrated between cognitive and affective aspects, and are ethically executed, will be more effective in building sustainable buying intentions.

CONCLUSION

This study examined the influence of live selling strategies and price promotions on the purchase intention of millennial TikTok Live users in Gorontalo Province, with impulsive buying tendency as a mediating variable. Using the Stimulus–Organism–Response (SOR) framework, the findings showed that both live selling and price promotion strategies positively affected impulsive buying tendencies, which in turn positively influenced purchase intention. Live selling also had a direct positive effect on purchase intention, whereas price promotion did not. Impulsive buying tendency partially mediated the effect of live selling and fully mediated the effect of price promotion on purchase intention, highlighting its role as a key psychological mechanism linking marketing strategies to consumer behavior in live streaming commerce. Future research could explore other potential mediators, such as social influence or perceived enjoyment, and extend the study to other regions or generational cohorts to enhance the generalizability of the findings.

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