

**THE EFFECT OF LIVE STREAMING SHOPPING AND SALES
PROMOTION ON CONSUMERS IMPULSE BUYING OF THE
PRODUCTS IN TIKTOK LIVE SHOPPING**

THESIS

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Management Department Faculty of Economics and Business Andalas University



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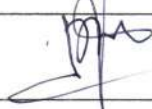
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ABSTRACT

Through the increase of internet users, the e-commerce business continues to increase. Along with the development of e-commerce, some sellers also use social media as a place for selling and promoting their product. There are many social media that are used as information search media, one of which is the TikTok application. The massive number of TikTok users in Indonesia, many business people promote their products via TikTok. One of the actions that can help sellers in increasing sales is the existence of impulse buying by consumers. To increase impulse buying seller can do several ways, like do the live streaming shopping dan sales promotion to get more consumers. This study aims to examine the effect of live streaming shopping and sales promotion on consumers impulse buying of product in TikTok live Shopping. Purchase. The sample was taken from 116 respondents using non-probability method. Data collection is carried out using a quantitative approach with an online survey technique. This research found that live streaming shopping and sales promotion has a positive and significant effect on impulse buying in TikTok Live Shopping.

Keywords : Live Streaming Shopping, Sales Promotion, Impulse Buying, TikTok Live Shopping

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