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THE EFFECT OF LIVE STREAMING, *INFLUENCER MARKETING* AND PRICE DISCOUNTS ON IMPULSE BUYING WITH SELF-CONTROL AS A MODERATING VARIABLE ON TIKTOK SHOP USERS IN TANGERANG REGENCY

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Abstrak: The rapid growth of social commerce has significantly changed consumers' online shopping behavior. One platform that reflects this development is TikTok Shop, which combines live streaming, influencer marketing, and various price discount strategies to attract consumers and encourage purchases. This study examines the influence of live streaming, influencer marketing, and price discounts on impulse buying, with self-control serving as a moderating variable among TikTok Shop users in Tangerang Regency. A quantitative research approach was employed using a survey method, with questionnaires distributed to 150 respondents selected through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4. The results demonstrate that live streaming, influencer marketing, and price discounts have a positive and significant effect on impulse buying. Furthermore, self-control moderates the relationship between live streaming and impulse buying as well as between price discounts and impulse buying by weakening these effects. However, self-control does not significantly moderate the relationship between influencer marketing and impulse buying. These findings suggest that TikTok Shop's marketing strategies can effectively encourage consumers to make unplanned purchases, while self-control may help reduce the influence of certain marketing stimuli on consumers' purchasing behavior.

Kata kunci: Live Streaming, Influencer Marketing, Price Discounts, Impulse Buying, Self-Control, TikTok Shop

PENDAHULUAN

The rapid development of digital technology has altered the consumer behaviour, especially in the purchasing activities. The internet has enabled consumers to access information, compare products, and complete transactions without being constrained by time and geographical boundaries. This revolution has also increased the expansion of electronic commerce (e-commerce) which is the commercial activities that are conducted between individuals and organisations utilising digital technologies as a medium for transactions (Laudon & Traver, 2021). The growth of e-commerce in Indonesia has been substantially boosted by the increasing penetration of internet usage. According to (APJII, 2026), the number of internet users in Indonesia has reached around 235 million, more than 80 percent of the population. This substantial level of internet penetration indicates the increasingly prominent role of digital platforms in shaping contemporary consumer behavior.

Social media has emerged as one of the digital platforms with considerable potential for supporting online commercial activities. Data reported by (Goodstats, 2025) indicates that TikTok has the highest average monthly usage duration among major social media platforms in Indonesia, reaching 44 hours and 54 minutes, exceeding YouTube, WhatsApp, Instagram, and Facebook. This high level of engagement suggests that social media is no longer used solely for entertainment and interpersonal communication but has increasingly evolved into a commercial environment known as social commerce (Sillia & Ishak, 2023) . This development is particularly evident in TikTok, which introduced TikTok Shop as an integrated environment combining content consumption, social interaction, and purchasing activities. TikTok Shop has gained substantial consumer attention because users can discover products through videos and live-streaming sessions while completing transactions within an integrated platform (Afkar & Yusmaneli, 2023) . Goodstats (2025) further

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reported that TikTok Shop ranked second among the most frequently accessed e-commerce platforms in Indonesia, accounting for 27.37% of usage, following Shopee at 53.22%.

The integration of entertainment and shopping within TikTok Shop creates an environment that may stimulate impulsive purchasing behavior. Impulse buying refers to spontaneous purchasing decisions arising from immediate urges without prior planning or extensive deliberation (Sapa et al., 2023) . In digital shopping environments, such behavior may be intensified by interactive shopping experiences, attractive product presentations, convenient transactions, and various marketing stimuli encountered by consumers (Rahmadanti et al., 2025) . One prominent stimulus is live streaming, which enables sellers to communicate with consumers in real time, demonstrate products, and respond directly to consumer inquiries (Rahmadanti et al., 2025; Savitri & Riva'i, 2024) . Previous research have consistently found a positive association between live streaming and impulse buying (Carissa, 2024; Faidah & Nugroho, 2024; Sawitri & Afwa, 2026) .

In addition to live streaming, influencer marketing has become an increasingly important strategy in digital marketing. Influencers communicate product-related information through creative content and may shape favorable consumer perceptions through their relationships with followers (Leonita et al., 2025) . Recommendations from influencers perceived as relevant and credible can increase consumers' attention, interest, and responsiveness toward promoted products. Previous studies by (Agustina & Sugiarto, 2025; Anita et al., 2026; Inayah et al., 2025; Leonita et al., 2025) have demonstrated that influencer marketing positively affects impulse buying. Another important stimulus is price discounts, which provide consumers with a perceived economic benefit and may create a sense of urgency to buying, particularly when promotional offers are available for a limited period (Faidah & Nugroho, 2024) .

Although various marketing stimuli may increase consumers' propensity to engage in impulse buying, individual responses to these stimuli are not necessarily uniform. These differences may be attributed to variations in individuals' levels of self-control, which refers to their capacity to regulate impulses, manage emotional responses, and control behavior when making decisions that align with rational judgment and predetermined goals.

Consumers with stronger self-control are generally more capable of resisting immediate purchasing urges, whereas lower levels of self-control may increase the likelihood of spontaneous purchasing behavior (Oktafianis et al., 2024). Previous research by (Fitriah et al., 2024) and (Oktafianis et al., 2024) indicates that self-control can moderate the relationship between price discounts and impulse buying.

As shown above, there is still room for more investigation into the function of self-control in the interaction between digital marketing stimuli and impulse buying, especially for TikTok Shop customers. Previous studies have predominantly examined the direct effects of live streaming, influencer marketing, and price discounts on impulse buying, while empirical evidence concerning self-control as a moderating variable across these relationships remains relatively limited. Tangerang Regency was chosen as the location of the research because it has a huge population and its population is mostly of working age, thus it is a potential large user of digital platforms. So thus the objective of this research is to analyze the effect of live streaming, influencer marketing and price reduction on impulse buying with self-control as a moderating variable among TikTok Shop consumers in Tangerang Regency. The results are expected to offer a more in-depth understanding of the relationship between digital marketing techniques and consumers' capacity to manage buying impulses in the development of impulse buying behavior in social commerce settings.

RESEARCH METHOD

The present study adopted a quantitative research design, in which the primary data were collected by a survey utilizing a questionnaire sent through Google Forms. The respondents were TikTok users in Tangerang Regency, at least 17 years old, who had previously made spontaneous purchases through TikTok Shop. A non-probability sampling technique, purposive sampling, was used to pick the respondents according to the criteria defined by the researcher. Based on the 16 indicators of the five variables included in this study, the required sample size was calculated to be between 80 and 160 respondents, following the recommended ratio of 5 to 10 respondents per indication. According to, this study involved 150 respondents. Data collection was conducted from July 3 to July 12, 2026, using a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*).

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The study had three independent variables: live streaming (X1), influencer marketing (X2), and price discounts (X3). The study had one dependent variable: impulse buying (Y). Self-control (Z) was a moderating variable. The research instrument was built according to the indications of each construction and was initially tested on 30 respondents to test the validity and reliability. The validity of the test was tested by comparing the computed r-value with the crucial r-value. The reliability test was performed using Cronbach's alpha, with an acceptable coefficient of more than 0.70. The obtained data was then analysed with the help of SmartPLS 4.0 utilising Partial Least Square Structural Equation Modelling (PLS-SEM). PLS-SEM analysis was carried out by evaluating outer model and inner model .

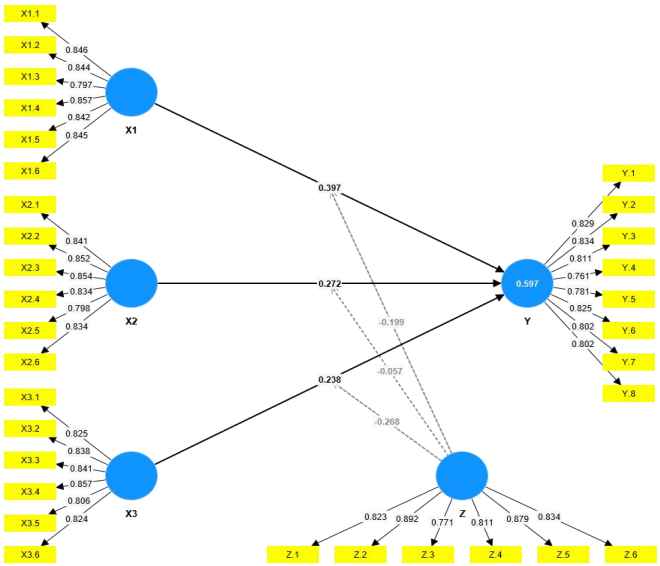
The outer model was tested for the convergent validity, discriminant validity, and composite reliability. The inner model was analyzed using R2, f2, Q2, NFI, and SRMR to find the model's explanatory power, effect size, predictive relevance, and fit of the model. The bootstrapping approach was used for hypothesis testing by checking the path coefficients, t-statistics, and p-values at a 5% significance level. A association was judged to be statistically significant if the t -statistic was above 1.96 and the p -value was below 0.05. To investigate the moderating role of self-control, this study investigated whether self-control strengthens or lessens the impacts of live streaming, influencer marketing, and price discounts on impulse buying.

RESULTS AND DISCUSSION

Research Analysis

Partial Least Square (PLS) Model Analysis

This study employs the Partial Least Squares (PLS) technique to investigate the impacts of live streaming, influencer marketing, and price discounts on impulse buying, moderating by self-control. PLS, a variance based Structural Equation Modeling (SEM) approach, was chosen because it can evaluate complex research models, is suited for modest sample sizes and does not require tight assumptions of data distribution. The following section presents the analytical steps using PLS.



Source: Processed data, 2026

Figure 1. Path Diagram of Modeling Results with PLS Algorithm

Convergent Validity

Table 1. *Loading Factor* Results

No.	Variables	Statement	*Outer Loading* (≥ 0.70)	Information
1.	Live Streaming (X1)	X1.1	0.846	**Valid**
		X1.2	0.844	**Valid**
		X1.3	0.797	**Valid**
		X1.4	0.857	**Valid**
		X1.5	0.842	**Valid**
		X1.6	0.845	**Valid**
2.	*Influencer Marketing*	X2.1	0.841	**Valid**

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	(X2)	X2.2	0.852	**Valid**
		X2.3	0.854	**Valid**
		X2.4	0.834	**Valid**
		X2.5	0.798	**Valid**
		X2.6	0.834	**Valid**
3.	Price Discount (X3)	X3.1	0.825	**Valid**
		X3.2	0.838	**Valid**
		X3.3	0.841	**Valid**
		X3.4	0.857	**Valid**
		X3.5	0.806	**Valid**
		X3.6	0.824	**Valid**
4.	Impulse Buying (Y)	Y.1	0.829	**Valid**
		Y.2	0.834	**Valid**
		Y.3	0.811	**Valid**
		Y.4	0.761	**Valid**
		Y.5	0.781	**Valid**
		Y.6	0.825	**Valid**
		Y.7	0.802	**Valid**
		Y.8	0.802	**Valid**
5.	Self Control (Z)	Z.1	0.823	**Valid**
		Z.2	0.892	**Valid**
		Z.3	0.771	**Valid**
		Z.4	0.811	**Valid**
		Z.5	0.879	**Valid**
		Z.6	0.834	**Valid**

Source: Processed data, 2026

The loading factor (LF) test shows that all indicators are valid with loading factor (LF) value > 0.70 . The highest loading factor value is the self-control variable Z.5 with value of 0.879 and the lowest value is the Self-Control variable Y.4 with value of 0.761.

Table 2. Results of *Composite Reliability* and *Average Variance Extracted*

	Cronbach's Alpha	**rho_A**	***Composite Reliability***	***Average Variance Extracted* (AVE)**
Live Streaming (X1)	0.916	0.918	0.934	0.703
***Influencer Marketing* (X2)**	0.914	0.925	0.933	0.698
Price Discount (X3)	0.912	0.930	0.931	0.692
Impulse Buying (Y)	0.923	0.924	0.937	0.650
Self Control (Z)	0.925	1,048	0.933	0.699

Source: Processed data, 2026

The results of Composite Reliability (CR) and Average Extracted (AVE) tests in Table 2 demonstrate that all variables have CR values > 0.70 and AVE > 0.50 . AVE value > 0.50 suggests that on average the volatility of one hidden variable can explain more than half of the variance of its indicators. These results imply that the convergent validity measurement model test has passed.

***Discriminant* Validity**

Table 3. Cross Loading Results

Measurement Items	**Live streaming**	***Influencer Marketing***	**Price Discount**	**Impulse Buying**	**Self Control**
X1.1	0.846	0.180	0.192	0.380	0.147
X1.2	0.844	0.147	0.188	0.437	0.123
X1.3	0.797	0.122	0.217	0.392	0.113
X1.4	0.857	0.150	0.132	0.443	0.152
X1.5	0.842	0.102	0.200	0.460	0.097

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X1.6	0.845	0.131	0.201	0.406	0.130
X2.1	0.204	0.841	0.116	0.341	0.051
X2.2	0.111	0.852	0.090	0.310	0.077
X2.3	0.170	0.854	0.190	0.319	0.099
X2.4	0.128	0.834	0.100	0.349	0.127
X2.5	0.060	0.798	0.100	0.205	-0.039
X2.6	0.114	0.834	0.097	0.258	0.009
X3.1	0.170	0.116	0.825	0.246	0.060
X3.2	0.251	0.137	0.838	0.376	0.062
X3.3	0.205	0.039	0.841	0.285	0.110
X3.4	0.103	0.119	0.857	0.271	0.123
X3.5	0.196	0.184	0.806	0.254	0.013
X3.6	0.161	0.100	0.824	0.220	-0.008
Y.1	0.449	0.308	0.294	0.829	-0.103
Y.2	0.382	0.316	0.230	0.834	-0.143
Y.3	0.355	0.313	0.326	0.811	-0.098
Y.4	0.439	0.288	0.243	0.761	-0.099
Y.5	0.420	0.240	0.151	0.781	-0.083
Y.6	0.441	0.253	0.343	0.825	-0.088
Y.7	0.365	0.343	0.356	0.802	-0.075
Y.8	0.386	0.282	0.237	0.802	-0.121
Z.1	0.185	0.126	0.033	-0.041	0.823
Z.2	0.101	0.011	0.023	-0.160	0.892
Z.3	0.184	0.117	0.053	0.007	0.771
Z.4	0.093	0.149	0.072	-0.073	0.811
Z.5	0.179	0.047	0.122	-0.094	0.879
Z.6	0.142	0.092	0.095	-0.070	0.834

Source: Processed data, 2026

Table 4. *Fornell Lacker Criterion* results

	Live Streaming	***Influencer Marketing***	**Price Discount**	**Impulse Buying**	**Self Control**
Live Streaming	**0.839**				
Influencer Marketing	0.164	**0.836**			
Price Discount	0.224	0.140	**0.832**		
Impulse Buying	0.503	0.364	0.341	**0.806**	
Self Control	0.151	0.075	0.076	-0.125	**0.836**

Source: Processed data, 2026

Table 4 indicates that all research variables had discriminant validity in the Fornell-Larcker test. This is shown by the fact that the diagonal value of AVE root is higher than the correlation between variables. For example, the live streaming variable has a value of 0.839. which is higher than its correlation with *influencer marketing,* price discounts, impulse buying, and self-control. The same thing is also seen in the root AVE of each variable *influencer marketing* , price discounts, impulse buying, and self-control, all of which have higher values than the correlation values with other variables. In addition, the impulse buying variable makes the largest contribution to the variance in the model compared to its relationship with other variables.

Table 5. HTMT Results

	Live streaming	***Influencer Marketing***	**Price Discount**	**Impulse Buying**	**Self Control**
Live streaming					
Influencer Marketing	0.173				

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Price Discount	0.239	0.151		
Impulse Buying	0.544	0.385	0.357	
Control	0.188	0.127	0.105	0.102
Self				

Source: Processed data, 2026

Designing a Structural Model or *Inner Model*

Table 6. R-Square Results

	R-Square
Impulse Buying (Y)	**0.597**

Source: Processed data, 2026

Table 6 shows that the *R-Square value* for impulsive buying is 0.597, which means that 60% of changes in impulsive buying are influenced by live streaming, *influencer marketing* , price discounts, and self-control. Meanwhile, 40% is caused by external factors that have not been examined by the study. Based on these values, the magnitude of the exogenous (independent) variable variance consisting of live streaming , *influencer marketing* , and price discounts has a moderate influence, because the *R-Square value* is > 0.50.

Table 7. F²-Square Results

Variables	**Impulse Buying (Y)**	**Information**
Live Streaming	0.353	**Strong**
Influencer Marketing	0.171	**Currently**
Price Discount	0.131	**Weak**
Self Control	0.159	**Currently**
Live Straming x Self Control	0.154	**Currently**
Influencer Marketing x Self-Control	0.007	**Weak**
Price Discount x Self Control	0.096	**Weak**

Source: Processed data, 2026

the F-Square (Effect Size) test , the Live Streaming variable has an F² value of 0.353 with a large category, thus providing the greatest influence on Impulsive Buying. Furthermore, *the Influencer Marketing* and Self-Control variables each have an F² value of 0.171 and 0.159 with a medium category, while Price Discounts obtain an F² value of 0.131 with a small category. In the moderation effect test, the Live Streaming × Self-Control interaction has an F² value of 0.154 with a medium category, while *the Influencer Marketing* × Self-Control interaction of 0.007 and Price Discounts × Self-Control of 0.096 is included in the small category.

Table 8. Q²-Square Results

Impulse Buying (Y)	***Q-Square***
	0.527

Source: Processed data, 2026

The result of Q²-Square value is 0.527 as shown in Table 8. This value is greater than 0.35, hence it can be inferred that the model in this investigation has a good level of predictive relevance to the endogenous construct.

Table 9. *Goodness of Fit Results*

	Saturated Model	***Estimated Model***
SRMR	0.056	**0.056**
NFI	0.835	**0.836**

Source: Processed data, 2026

Table 9 presents the results of *the Goodness of Fit* test for this study's structural model. The SRMR value of 0.056, which is below the 0.08 threshold, indicates a good fit, while the NFI value of 0.835 indicates a fairly adequate fit. Therefore, the model involving live streaming, *influencer marketing,* price discounts, impulse buying, and self-control is deemed suitable for use in subsequent analyses.

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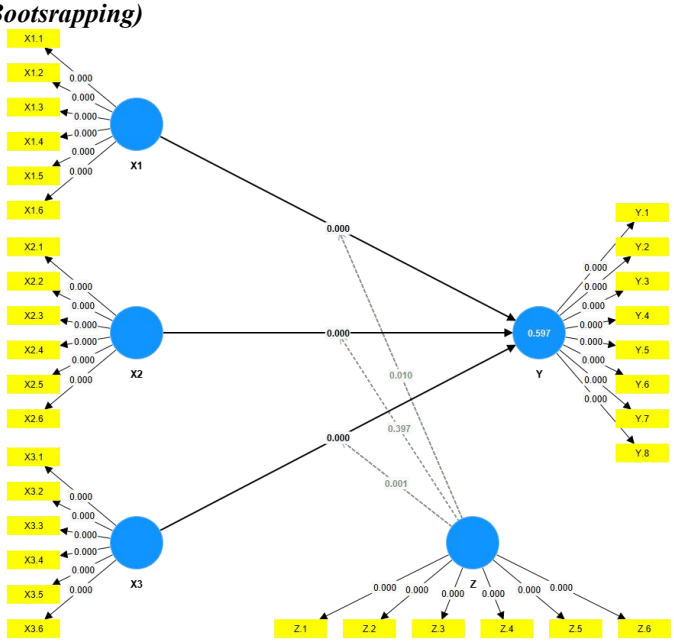
Hypothesis Testing *(Bootsrapping)*



Source: Processed data, 2026

Figure 2. Path Diagram of Bootstrapping Modeling Results

Table 10. *Bootstrapping Results (Path Coefficients)*

Relationship Between Variables	*Original Sample* (O)	*T Statistics*	P Values	Information
Live Streaming → Impulse Buying	0.397	5,846	0,000	**Significant**
Influencer Marketing → Impulse Buying	0.272	4,250	0,000	**Significant**
Price Discount → Impulse Buying	0.238	3,843	0,000	**Significant**

Source: Processed data, 2026

Based on the results of the bootstrapping test in Table 10, it is known that live streaming have a positive and substantial effect to impulsive buying with an original sample value of 0.397, t-statistic 5.846> 1.96, and p-value 0.000 <0.05, therefore H1 is approved. Influencer marketing also positively and significantly affects impulsive buying with an original sample value of 0.272, t-statistic 4.250 > 1.96, and p-value 0.000 < 0.05 so that H2 is accepted. Furthermore, price discounts have a positive and substantial effect on impulsive buying with an original sample value of 0.238, t-statistic 3.843> 1.96 and p-value 0.000 < 0.05 such that H3 is accepted. Therefore, it is demonstrated that these three variables have a substantial effect on impulsive buying of TikTok Shop customers in Tangerang Regency. The variable that has the biggest influence is live streaming, based on the value of the parameter coefficient.

Table 11. Moderation Test Results (Path Coefficients)

Relationship Between Variables	*Original Sample* (O)	*T Statistics*	P Values	Information
Live Streaming x Self Control → Impulse Buying	-0.268	3,374	0.010	**Significant**
Influencer Marketing x Self-Control → Impulse Buying	-0.057	0.849	0.397	**Not Significant**
Price Discount x Self-Control → Impulse Buying	-0.199	2,612	0.001	**Significant**

Source: Processed data, 2026

Based on the results of the moderation test, self-control was proven to significantly weaken the influence of live streaming and price discounts on impulsive buying, indicated by moderation coefficients of -0.268 (t = 3.374; p = 0.010) and -0.199 (t = 2.612; p = 0.010), respectively, so that H4 and H6 were accepted.

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Conversely, self-control was unable to moderate the influence of *influencer marketing* on impulsive buying because the coefficient of -0.057 was not significant (t = 0.849; p = 0.397), so that H5 was rejected. Thus, the higher the consumer's self-control, the weaker the tendency for impulsive buying triggered by live streaming and price discounts, while the influence of *influencer marketing* on impulsive buying was not proven to depend on the level of self-control.

Discussion

The results of hypothesis testing in this study indicate that live streaming, influencer marketing, and price discounts have a positive and significant effect on impulsive buying of TikTok Shop users in Tangerang Regency. Live streaming had the highest influence with original sample of 0.397, t-statistic of 5.846 > 1.96 and p-value of 0.000 < 0.05. These findings indicate that the more interactive and informative the live streaming is, the higher the tendency for consumers to make spontaneous purchases. Through this feature, consumers can obtain product information, see demonstrations of use, interact with *the host* , and receive direct responses so that uncertainty about the product can be reduced. This is reinforced by respondents' responses to the indicator "I can see a live product demonstration during the streaming" (X1.3) which received a percentage of agree answers of 51%. Live demonstrations make consumers better understand the function and benefits of the product, thereby increasing confidence in purchasing. From *a Stimulus-Organism-Response* (SOR) perspective, live streaming act as a stimulus that influences consumers' internal states through information, product visualization, and interaction, resulting in a response in the form of impulsive buying. These results align with research (Carissa, 2024; Sapa et al., 2023; Savitri & Riva'i, 2024; Sawitri & Afwa, 2026) that found a positive and significant effect of live streaming on impulsive buying.

Furthermore, *influencer marketing* was also proven to have a positive and significant effect on impulsive buying with an *original sample value* of 0.272, *a t-statistic* of 4.250 > 1.96, and *a p-value of* 0.000 < 0.05. These results indicate that recommendations, information, and product demonstrations delivered by *influencers* can increase consumer interest and confidence in the promoted product. The indicator "Product demonstrations by *influencers* help me understand the product's function" (X2.2) received a 46% agreement response, indicating that *influencers' ability* to explain and demonstrate products is an important aspect in shaping consumer interest. Within the SOR framework, *influencer marketing* becomes a stimulus that influences consumers' internal conditions through the formation of positive perceptions, trust, and interest in the product, then encourages responses in the form of impulsive buying. This finding is consistent with research (Agustina & Sugiarto, 2025; Anita et al., 2026; Inayah et al., 2025; Leonita et al., 2025) .

In addition, price discounts have a positive and significant influence on impulsive buying with an *original sample value* of 0.238, *a t-statistic* of 3.843 > 1.96, and *a p-value of* 0.000 < 0.05. These findings indicate that price discounts can increase the perception of product benefits and attractiveness so that consumers are encouraged to make purchases without further consideration. The indicator "Discounts on products I like make them more attractive to me" (X3.6) received a 47% agreement response. This means that discounts become a stronger stimulus when given to products that consumers are already interested in. From the SOR perspective, price discounts affect consumers' internal conditions by forming the perception that consumers are getting greater benefits, which can then result in an impulsive buying response.

The results of the moderation test indicate that self-control can weaken the influence of live streaming on impulsive buying. The interaction of live streaming × self-control resulted in *an original sample* of -0.268, *a t-statistic of* 3.374 > 1.96, and *a p-value of* 0.010 < 0.05. This indicates that consumers with better self-control tend to be able to evaluate information from live streaming more rationally, consider product needs and benefits, and resist spontaneous buying impulses. This finding is consistent with SOR because self-control is part of the internal process that can control consumer responses to marketing stimuli. These results are in line with Isnania et al. (2024) who stated that self-control can weaken the relationship between live streaming and impulsive buying.

Unlike live streaming, self-control was unable to moderate the effect of *influencer marketing* on impulse buying. The interaction *of influencer marketing* × self-control resulted in an *original sample value* of -0.057, *a t-statistic of* 0.849 < 1.96, and *a p-value of* 0.397 > 0.05. This means that high or low self-control does not significantly change the effect of *influencer marketing* on impulse buying. Recommendations, credibility, and product demonstrations delivered by *influencers* can still influence consumers despite differences in self-control abilities. This finding is in line with (Mu'afa et al., 2025) who found that self-control was unable to moderate the relationship between *influencer marketing* and impulse buying.

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Meanwhile, self-control was again proven to weaken the effect of price discounts on impulsive buying. The price discount × self-control interaction had *an original sample* value of -0.199, *a t-statistic of* 2.612 > 1.96, and *a p-value of* 0.010 < 0.05. These findings indicate that consumers with high self-control are less likely to be tempted by low-price offers because they are better able to consider their needs, financial conditions, benefits, and purchase consequences. Thus, self-control acts as an internal mechanism that limits impulsive responses to price discount stimuli. These results strengthen the SOR and are in line with Isnania et al. (2024) who stated that self-control can weaken the relationship between price discounts and impulsive buying. Overall, the research findings indicate that digital marketing stimuli play a significant role in encouraging impulsive buying, while self-control functions as a controlling mechanism for live streaming stimuli and price discounts, but not for *influencer marketing* .

CONCLUSION

Based on the results, data analysis, and discussion of this research, it can be stated that live streaming, influencer marketing, and price discounts have a large and beneficial effect on impulse buying of TikTok Shop customers in Tangerang Regency. The results also reveal that the moderating effects of live streaming and price discounts on impulsive buying are negative, meaning that self-control diminishes the effect of live streaming and price discounts on impulse buying. Thus, individuals with greater self-control are less likely to make impulse purchases due to the influence of live streaminng and price discounts. However, the effect of influencer marketing on impulsive buying is not considerably moderated by self-control, suggesting that the effect of influencer marketing on consumers' impulse buying behavior is basically unchanged regardless of the level of self-control.

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