

The Effect of Social Media Live Streaming and Promotion on Online Purchase Intention in The TikTok @Daydeals.Co

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Abstract-This study explores how social media live streaming and promotions on the TikTok platform, with a focus on the @Daydeals.Co account, impact online purchase intentions. Using a quantitative approach, questionnaires are distributed to followers, with independent variables including live streaming interactions and @Daydeals.Co's promotional strategies, and the dependent variable being respondents' online purchase intentions. Employing regression analysis, the research aims to uncover the extent to which these factors influence online purchasing. The findings are expected to provide valuable insights for digital marketers and business owners, aiding them in maximizing TikTok's potential as an effective marketing channel. The practical implications include helping companies understand consumer behavior in the digital era and refining online marketing strategies, especially on live streaming platforms like TikTok

Keywords: *live streaming, digital content, tiktok.*

I. INTRODUCTION

The massive use of social media has supported business development. Nowadays, the use of social media ease many activities and moreover it is able to access many social media platforms by various types of devices. Business development is also helped by social media. The Micro, small and medium enterprises (MSMEs) that do not have stores or outlets can also utilize social media to do business and sell the products widely.

Social media revolution has changed the traditional communication as well as marketing communication. The role of social networks in daily communication has increased and they have become number one communication tool among consumers. Users now spend more and more time with these social media platforms and they share and learn information about brands, products and services.[1]

Based on the results of the BEKRAF survey in a study entitled Pengaruh Social Media Marketing Melalui Instagram Terhadap Minat Beli Konsumen Ladyfameshop (Prayogi Ariesandy & Dinda Amanda Zuliestiana, 2019), the promotional media that is widely used by MSMEs actors is social media [2].

Most MSMEs players choose to promote to support their

business on social media. Social media has helped MSMEs players in getting consumers interested in their products after promoting through social media content. Moreover, the cost of promotion on social media is relatively affordable and the turnaround time is also fast. The existence of other consumer reviews of MSMEs products also helps make potential customers interested [2].

There are many benefits by using social media for digital marketing and this supports MSMEs business. As stated by Siswanto (2013) in Trufi Murdiani et al (2022) [3] the media Social is effective as an online communication platform that provides attractive features for MSMEs.

The benefits of social media make social media excellent in promoting by internet users. As an internet-based online media, in general, social media is able to facilitate its users to interact with each other, participate, share and create their own content which includes blogs, information, chat forums and virtual group communities [4].

Social media is generally used by internet users to communicate and gather information because social media provides features to enable users to provide and obtain the latest information (Miranda, 2017).

Social media is a mainstay of information dissemination, for example to socialize programs and policies, showcase products and their potential, restore and improve the image of tourism and media to support learning activities for the community [5].

The high number of social media users today has made people's online shopping behavior change from shopping at online stores in the form of marketplaces to shopping *online* with *social media platforms*. This transformation of online shopping activities with social media facilities benefits *online* MSME players [2].

MSMEs that originally utilized online stores based on websites and marketplaces, now many are utilizing social media for their online stores. For example, @Daydeals.co is one of the TikTok and Instagram accounts that sells *modern fashion* items for women specifically *knitwear*.

. This type of clothing is now very popular with teenage women up to 30 years old. The TikTok account @Daydeals.co as an online store for knitwear clothing was first present in 2021. When he first opened an online store on social media, the number of followers had not reached 1,000 people. Along with being more active and consistently publishing content on TikTok, this account has also begun to develop a business by *selling live selling* products since the beginning of 2022.

This *live* activity on TikTok made the number of @Daydeals.co followers increase to 1,000 people at the beginning of the *live* activity. The number of followers continues to grow significantly where in October 2023 the number of followers has reached 6,060 people. To support efforts to increase sales, in addition to using TikTok in the form of live activities and content posting, it is also supported by social media marketing using Instagram. With the same account name, @Daydeals.co, this MSME Instagram focuses on supporting TikTok accounts in the form of content posts that display product collection photos. Then, @Daydeals.co also does TikTok Ads as an effort to boost its social media marketing.

Meanwhile, after the new regulations regarding TikTok Live for online shopping, the @Daydeals.co store integrates *live selling* activities with TikTok into its Shopee account as well so that live is done on 2 platforms at once. In addition, Shopee is also a digital payment application from product purchasing activities by @Daydeals.co online shop customers.

Shopee's contribution to TikTok live supports the online shopping process for customers. Customers also get free shipping from purchasing these products and get discounts from purchasing products on the Shopee application.

Although the use of social media and sales promotion in online business is an important factor, there are still research gaps that need to be further uncovered. Until now, there have not been many studies that specifically discuss the concurrent influence of social media live selling and sales promotion on online purchase intention, especially in knitwear online clothing stores such as @Daydeals.co.

With this gap, this study aims to analyze the effect of social media live selling and promotion on online purchase intention in online store for knitwear products, namely @Daydeals.co. While the objectives of this study are first, to analyze the effect of social media live selling on online buying interest in online stores @ Daydeals.co. Second, to analyze the effect of sales promotion on online buying interest in online stores @ Daydeals.co. And third, to analyze whether there is a simultaneous influence between social media live selling and sales promotion on online buying interest in online stores @ Daydeals.co.

So in general, this research will detail the latest findings regarding the influence of social media selling and sales promotion on online purchase intention, with a focus on the digital business sector and knitwear sales. Thus, this research is expected to provide a deeper understanding of how the use of social media, especially the live selling feature and sales promotion, can significantly influence online purchase intention, especially in the context of knitwear business for young women.

II. LITERATURE REVIEW

Various conveniences are provided by social media and this supports business activities, including for Micro, Small and Medium Enterprises (MSMEs). This is as confirmed by Siswanto (2013) in Trufi Murdiani et. al (2022), that social media is an effective platform that is able to provide competitive features for SME businesses. Features owned by social media can support communication and promotion for SMEs to embrace customers. Social media can also inform about new products.

Social Media is an *online* environment where people with similar interests support to share, comment and support them (Weber, 2007).

Meanwhile, Wally & Koshy (2014) Trufi Murdiani et. al (2022), stated that the use of Instagram social media is very helpful for home-based businesses considering that Instagram is a low-cost media for product promotion and marketing [6].

According to Santoso, Baihaqi and Persada (2017) social media marketing is a form of marketing used to create awareness, recognition, memory and even action on a brand, product, business, individual or group either directly or indirectly using tools from the social web such as *blogging*, *microblogging*, and social networking.

According to Ariadi and Saino (2014) social media marketing is an effort to use social media to persuade consumers to a valuable company, product or service. Social media marketing is marketing using social networks, marketing *blogs* and more. According to Qurniawati (2018) in Arif (2021), *social media marketing* is practiced to engage customers in *online social* locations where customers naturally spend time [7].

2.1 Social Media Marketing

Social Media Marketing (SMM) involves methods related to live and non-live marketing to generate consumer awareness, recognition and recall for a product, person or brand executed through social networking web tools, content dissemination and *microblogging* (Gunelius, 2011).

Social media marketing is defined as the use of existing social media platforms to increase consumer brand awareness on online platforms through the use of *Word of Mouth WOM* principles (Drury, 2008).

According to Kosanke (2019) the objectives of *social media marketing* are:

1. *Building Relationships*

The benefit of marketing through social media is to build relationships with consumers in an interactive manner.

2. *Building a Brand*

Communication through social media provides the perfect way to increase *Brand Awareness*, improve brand recognition and recall and increase brand loyalty.

3. *Publicity*

Marketing through social media presents an outlet where companies can share important information and modify negative perceptions.

2.2 Social Media Marketing Indicators

Based on Upadana & Pramudana (2020), the indicators of *social media live streaming or selling marketing* are:

a. Relationship

The key to building trust, understanding their needs, and providing satisfactory service, makes customers feel valued and connect with the brand deeply.

b. Communication

Communication with customers is a process of exchanging information, questions, and feedback between companies and consumers, which aims to understand customer needs, strengthen relationships, and provide better services and products in accordance with customer expectations.

c. Post Purchase Interaction

Post-purchase interactions with customers refer to the set of activities and communications that occur after a customer has made a purchase, aiming to ensure customer satisfaction, build loyalty, and obtain valuable feedback to improve future customer experiences.

d. Information Format

The format of information with customers refers to how to present data or messages to customers in an easy-to-understand, relevant and engaging way, aiming to improve their understanding of the products or services offered and build strong relationships between businesses and customers.

2.3 Social Live Streaming

Currently, online sellers use live social media, especially TikTok Live, to showcase their products and show viewers or potential customers the actual product along with detailed information and prices. In addition, live streaming on social media can encourage customers to trust online transactions more and buy more through the social presence and interaction that occurs during live streaming.

This will enhance the shopping experience and reduce buyer uncertainty as the live broadcast takes place in real time, without editing and with interaction and physical presence of the seller during the live broadcast. Dawson and Kim (2009) found that, today's customers seem to prefer online shopping for some reason as online shopping is associated with convenience compared to offline shopping [8].

Therefore, it supports two forms of advertising: the first is traditional marketing advertising, which refers to the communication made by businesses to their customers. The second form is social promotion, which is characteristic of social media platforms and is expressed in consumer-to-consumer communication.

Meanwhile, advertising practices can be carried out *online* by utilizing the characteristics of *social* networks (Facebook and YouTube), virtual networks (*Second Life*) and opinion-oriented sites (*Eopinions*) in order to achieve strategic marketing goals.

Live streaming indicators according to Faradiba and Syarifuddin (2021) consist of

1. Promotion time
2. Discount or promotion
3. Product description
4. Visual marketing.

2.3 Sales Promotion

Promotion is a communication tool, a message carried out by both companies and intermediaries with the aim of providing information about products, prices and locations. Promotion is a communication tool, a message conveyed by both companies and intermediaries with the aim of providing information about products, prices and locations. In promotion there are also several supporting elements of the flow promotion which is often referred to as the promotion mix [9].

Sales promotion objectives are derived from marketing communications, but sales promotion objectives are more basic and designed for specific products. The objectives of *sales promotion* are very diverse. Kotler and Armstrong explain that the objectives of sales promotion are very broad (Kotler and Armstrong, 2001: 174), namely increasing sales, encouraging purchases and getting new customers [10].

Sales Promotion Factors

According to Jeklin et al. (2016) explains that the factors that influence the promotion mix according to Stanton et al in Sunyoto (2015: 154) are the nature of the market, where the factors that influence the market promotion mix include three variables, namely the extent of market geography, customer type, and market concentration. Then, the nature of the product where if it is related to the nature of the product, marketers must be careful and precise in identifying the target market when determining the type of promotional mix. Then, the product life fund where the product strategy will be influenced by the main life stages of the product.

2.4 Sales Promotion Indicator

According to Blattberg, Robert C. and Scott, A. Neslin (1990) in Neha & Manoj (2013), sales promotions consist of: coupons, rebates, testers (*freetrials*), premiums, *contests*, sweepstakes and price packages.

Meanwhile, the indicators of sales promotion according to Haryani (2019) are [11]:

a. *Monetary*, is a sales promotion related to money. *Monetary* promotion takes the form of giving intensive discounts to consumers when making purchases.

b. *Non-monetary*, is a sales promotion that is not related to money, is a sales promotion that does not provide direct intensive and is more based on relationships with consumers.

2.5 Purchase Intention

Consumer buying interest is basically a driving factor in making purchasing decisions for a product. Durianto et al. (2003: 109) states that buying interest is something related to consumer plans to buy certain products, as well as how many product units are needed in a certain period. Purchase interest is a consumer's mental statement that reflects a plan to purchase a product with a certain brand, knowledge of consumer buying interest in products needs to be known by

marketers.

Interest is a behavior that arises in response to an object that shows the customer's desire to make a purchase (Kotler & Kevin, 2016).

Based on the above definitions, it can be stated that buying interest is a behavior that arises in consumers which consists of consumer confidence in the quality of products and prices offered by business actors to consumers (Halim & Iskandar, 2019).

2.6 Factors of Purchase Intention

According to Maulidah & Russanti (2021), there are 2 factors that influence buying interest, namely the first internal factor is a factor triggered by conditions within oneself, such as work, lifestyle, and motivation [12].

2.7 Indicators of Purchase Intention

According to Ferdinand, 2002 in Latief (2018), buying interest when identified through the following indicators:

- Transactional interest, which is the tendency of a person to buy a product.
- Referential interest, which is the tendency of a person to refer a product to others.
- Preferential interest, which is an interest that describes the behavior of a person who has a main preference for the product. This preference can only be replaced if something is intertwined with the preferred product.
- Exploratory interest, this interest describes the behavior of a person who is constantly looking for information about the product of interest and looking for information to support the positive characteristics of the product.

2.8 Theoretical Framework

In this study, a framework can be created that can become the basis for this research which in the end can be known which variable most dominant in influencing buying interest.

III. METHOD

A. Type of Research

This study uses quantitative methods with analysis based on initial hypotheses which are processed based on data in the form of respondents' answers via questionnaires or scoring using SPSS.

3.1 Primary Data

According to Sugiyono (2017), primary data is a data source that provides data directly to data collectors. The primary data source for this research was obtained directly from MSMEs of @Daydeals.co through interviews and questionnaires with company employees.

The primary data source for this research is consumers of @Daydeals.co who have purchased products that sold during live TikTok program on @Daydeals.co account.

3.2 Secondary Data

According to Sugiyono (2017), secondary data is a

source that does not directly provide data to data collectors.

Secondary data sources for this research were taken from various sources including documents, reports, books, articles, company magazines and other information relevant to the problem.

3.3 Data Collection

The data collection method in this research will be done by a field method, where authors go directly to obtain information related to the thing being studied, namely the influence of social media live selling, promotions and purchase intention of the @Daydeals.co products.

The technique that used in this research is a questionnaire. A questionnaire is a data collection method in which respondents are asked a series of questions or written statements and distributed via Google form. Where the respondents in this research are online consumers on TikTok and Instagram @Daydeal.co. The measurement scale for this research is Likert.

3.4 Population and Samples

The population is all the people (or institutions, events, or other objects of study) that want to be described and understood, because this is a large target group that researchers consider to generalize.[13]

The population in this research is TikTok @Daydeals.co followers of TikTok @Daydeals.co.

Samples is the important aspect of the entire analysis process (Kou et al., 2011). The criterias determined by authors for the samples are as described by the table below:

Table 1: Criteria of Samples

No	Samples Criteria
1.	Minimum age 17 years old
2.	<u>Respondent</u> aware about @Daydeals.co
3.	Respondent owns and <u>TikTok</u> user

The number of samples is equal to the number of indicators multiplied by 5 to 10. The number of indicators examined in this research was 10 indicators, so the sample calculation results were obtained as follows:

Number of samples = 10 X 10

= 100 respondents

3.5 Variables and Operational Definitions of Variables
The independent variables in this research are Social Media Live Selling/Streaming (X1) and Promotion (X2). The dependent variable is Purchase Interest (Y)

IV. DISCUSSION

In the research implementation process, which will last for next 6 months, questionnaires will be distributed to 100 respondents. Then, the hypothesis that emerges will be:

H0: Social Media Live Selling and Promotion have a significant effect on Online Purchase Intention in the TikTok Account @Daydeals.co.

H1: Social Media Live Selling and Promotion do not have a significant effect on Online Purchase Intention in the TikTok Account @Daydeals.co.

4.1 Test Instrument Requirements

1. Validation Test

The validity test in this research was obtained from comparing the correlation value or calculated N with the R table. According to Janna & Herianto (2021) the criteria for determining the validity of a questionnaire using SPSS are:

H0 is accepted if $r_{\text{count}} > r_{\text{table}}$, (the measuring instrument used is valid or valid)

H0 is rejected if $r_{\text{statistic}} \leq r_{\text{table}}$. (the measuring

instrument used is not valid or valid)

2. Reliability Test

The reliability test in research follows the provision that reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon.

Consistency is carried out using reliability tests to determine whether the gauge remains consistent during repeated measurements. A measuring instrument is considered reliable if it always gives the same results even after several measurements.[14]

Where, Cronbach's Alpha is used to find the reliability of instruments whose score is not 1 or 0.

3. Data Analysis Method

Multiple Linear Regression

In this research, multiple linear regression analysis was carried out using Statistical Product and Service Solutions (SPSS).

The equations for multiple linear regression analysis include:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

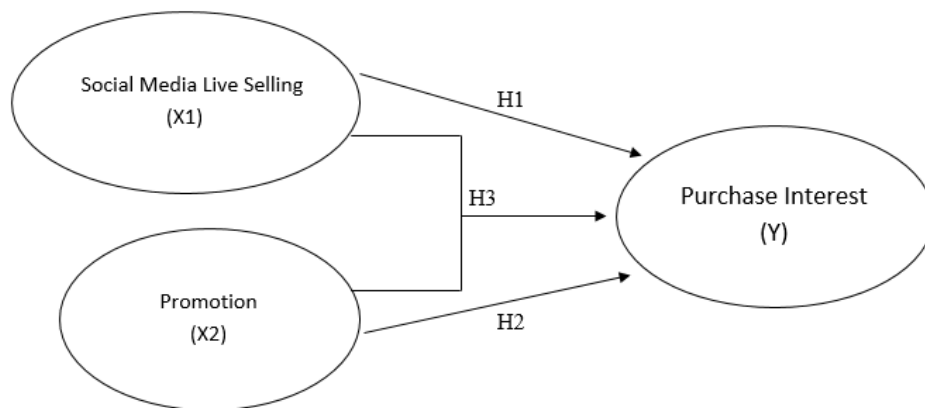


Figure 1. Theoretical Framework of research

4. Hypothesis Testing

a. Partial Test (*t*-test)

Used to show the partial influence of each independent variable on the dependent variable. The criteria for the T test use the Sig level. 5%. The basis for decision making for the T test includes the following:

- a. Significance > 0.05 then H₀ is accepted
- b. Significance < 0.05 then H₀ is rejected

b. Simultaneous Test (*f*-Test)

In general, the aim of this test is to determine whether all independent variables (X) have a simultaneous or simultaneous influence on the dependent variable (Y). With

a Sig level. $\alpha = 5\%$.

The hypothesis in the F test is

- a. If H₀ is rejected and H_a is accepted with a Sig value level. < 0.05. Which means the independent variable has a significant influence on the dependent variable.
- b. If H₀ is accepted and H_a is rejected with a Sig value level. > 0.05. Which means the independent variable has no effect on the dependent variable.

V. CONCLUSION

From the results of the discussion, it will be reviewed how valid and reliable the results of the regression model analysis and the relationship between variables are so that conclusions can be drawn as to whether there is a significant influence from Social Media Live Selling and Sales Promotion on Online Buying Interest on the TikTok Account @Daydeals.co.

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