

**THE INFLUENCE OF LIFESTYLE AND LIVE STREAMING ON E-COMMERCE  
APPLICATION TOWARDS IMPULSIVE BUYING OF TIKTOK SHOP USERS AMONG  
BOARDING STUDENTS**

*PENGARUH GAYA HIDUP DAN SIARAN LANGSUNG PADA APLIKASI E-COMMERCE  
TERHADAP PEMBELIAN IMPULSIF PENGGUNA TIKTOK SHOP DIANTARA MAHASISWA KOST*

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**Abstract:** The purpose of this study was to determine the effect of lifestyle and live streaming in e-commerce applications on impulse purchases for boarding students who are TikTok Shop users. This study uses a quantitative approach and multiple linear analysis is used to analyze the effect between the independent variable and the dependent variable. A sample of 100 respondents was taken from boarding students who have used or shopped at TikTok Shop. The results of this study are that the lifestyle variable has a significant positive effect on the impulse purchase variable, live streaming variable has a significant positive effect on the impulse purchase variable and both independent variables have a significant positive effect on the dependent variable.

**Keywords:** Lifestyle, Live Streaming, Impulsive Buying

**Abstract:** Tujuan penelitian ini adalah untuk mengetahui pengaruh gaya hidup dan live streaming dalam aplikasi e-commerce terhadap pembelian impulsif terhadap mahasiswa kost yang menjadi pengguna TikTok Shop. Penelitian ini menggunakan pendekatan kuantitatif dan analisis linear berganda digunakan untuk menganalisis pengaruh antara variabel independent terhadap variabel dependent. Sample berjumlah 100 respondent diambil dari mahasiswa kost yang pernah menggunakan atau berbelanja di TikTok Shop. Hasil dari penelitian ini yaitu variabel gaya hidup memiliki pengaruh positif yang signifikan terhadap variabel pembelian impulsif, variabel siaran langsung memiliki pengaruh positif yang signifikan terhadap variabel pembelian impulsif dan kedua variabel independent memiliki pengaruh positif yang signifikan terhadap variabel dependent.

**Kata Kunci:** Gaya Hidup, Siaran Langsung, Pembelian Impulsif

## INTRODUCTION

### Research Background

The rapid development of technology, particularly the internet, has significantly impacted human activities, including shopping. In Indonesia, the rise of e-commerce platforms has transformed traditional shopping methods, making it easier for consumers to make purchases online. The popularity of TikTok has also contributed to this shift, with its TikTok Shop feature allowing users to buy products through live streaming sessions. This feature offers consumers an interactive shopping experience, enabling them to view live product demonstrations, ask questions, and take advantage of limited-time promotions. This convenience has played a significant role in driving the growth of e-commerce in Indonesia.

TikTok Shop is an example of how technology and social media can contribute to the digital transformation of commerce, creating a more efficient, interactive and engaging shopping experience for consumers. However, all these advancements, convenience, and comfort often make it difficult for people to control themselves when shopping, leading to impulsive shopping behavior.

Impulse buying is a common phenomenon in e-commerce, where consumers make unplanned purchases driven by immediate desires rather than actual needs. According to Utami dan Liska (2014), unplanned purchases are actions taken without prior planning, or purchasing decisions occur when a person is directly in a store or online store. When individuals feel that their current desires will be fulfilled, impulse purchases tend to occur. The factors that can influence consumers to be impulsive include lifestyle and live streaming features. Lifestyle plays an important role; individuals who frequently browse online stores and interact with social media platforms are more susceptible to attractive advertisements and promotional offers that increase the likelihood of impulse purchases. Kotler and Keller (2012) stated that lifestyle is a person's pattern of life that is reflected in their activities, interests, and opinions. TikTok's success in combining social media and e-commerce is also closely related to people's evolving lifestyles. TikTok Shop is currently a very relevant platform because it is able to adapt to various aspects of the modern lifestyle.

The innovative features offered by e-commerce platforms such as TikTok, especially the live streaming feature, also have a significant influence on consumer behavior. Septiyanti and Hadi (2024) stated that live streaming attracts users by displaying products in real time, giving rise to impulse buying desires among consumers. Live streaming allows sellers to showcase products dynamically and interactively, engaging viewers in real-time. The innovative features offered by e-commerce platforms such as TikTok, especially the live streaming feature, also have an influence on consumer behavior. Live streaming on TikTok allows direct interaction between streamers and viewers through the app. This feature has become a very effective tool for sellers to promote their products in real-time. Overall, the live streaming feature on TikTok Shop utilizes a combination of live interaction, attractive promotions, and ease of access to create an environment conducive to impulse purchases.

The combination of lifestyle and live streaming has a significant impact on impulsive buying. According to studies, individuals with modern, fast-paced lifestyles are more susceptible to impulsive purchases, especially when exposed to interactive and engaging features like live streaming. Yulius and Aprillia (2023) found that lifestyle and live streaming features on e-commerce platforms are proven to be factors that influence a person's shopping behavior. However, their research focused more on TikTok Shop users in general. This opens up opportunities to explore more deeply how lifestyle and live streaming features affect specific groups, such as boarding students, who may have different dynamics and needs. Boarding students, in particular, are an interesting group to study in this context, as their lifestyle and limited access to physical stores make them more reliant on e-commerce platforms. The convenience offered by live streaming and the influence of attractive promotions create a conducive environment for impulsive buying among this group.

This topic is interesting to raise as research because it provides a more specific and in-depth understanding of impulse shopping behavior among boarding students. Their dynamic lifestyles and tendency to be more open to new technologies make them more susceptible to the influence of interactive features such as live streaming. In addition, with the ease of access and various attractive offers provided by TikTok Shop, boarding students may be more often trapped in impulse purchases compared to other groups.

Researching boarding students also provides a unique perspective on how factors such as live streaming and lifestyle influence purchasing decisions in austere situations. For example, live streaming features that allow direct interaction between sellers and buyers can provide a higher sense of engagement and greater trust in the products offered. Coupled with promotions such as discounts and free shipping that often only apply during live streaming sessions, boarding students may feel compelled to buy the product immediately without thinking.

This research is also relevant in the context of the development of e-commerce and digital marketing. Understanding how live streaming and lifestyle influence impulse buying among boarding students can provide valuable insights for e-commerce companies and marketers in designing more effective strategies. Thus, this research not only contributes to the academic literature but also has significant practical implications. So based on this phenomenon, researchers are interested in researching 'The Influence of Lifestyle and Live Streaming on E-commerce Application towards Impulsive Buying of TikTok Shop Users Among Boarding Students'.

### **Research Objectives**

1. To know the influence of lifestyle towards impulsive buying of TikTok Shop users among boarding students.
2. To know the influence of live streaming towards impulsive buying of TikTok Shop users among boarding students
3. To know the influence of lifestyle and live streaming towards impulsive buying of TikTok Shop users among boarding students

### Impulsive Buying

Beatty dan Ferrell (1998) defining impulse buying is a purchase made without a previous plan for the product to fulfill a certain desire. This behavior occurs when buyers experience the desire to shop without much consideration first. According to Utami and Liska (2023) Impulsive buying is an attitude possessed by someone who cannot be controlled in the buying process caused by a sudden desire for certain items. These behaviors make a person irrational when shopping and only think about the feeling of satisfaction that exists within them.

### Lifestyle

A person's lifestyle is expressed in their activities, interests, and opinions. Lifestyle reflects the whole person in interacting with his environment (Kotler and Armstrong, 2006). Everyone has different personalities and tastes in determining what kind of product to buy. According to Nugroho (2003), lifestyle is defined as a way of life spent in what activities they consider important in their environment and what they think about themselves and the surrounding world.

### Live Streaming

Live streaming is a development of social media that presents time in real time and clearly. Live streaming is an artificial feature that can be used to create content (Cai and Whon, 2019). Putra et al. (2023) stated, live streaming is a broadcast that is processed without editing, allowing streamers and viewers to watch the video live. According to Fauziah (2020) live streaming is an interactive and interesting media that focuses on its users by offering real-time interaction between buyers and sellers.

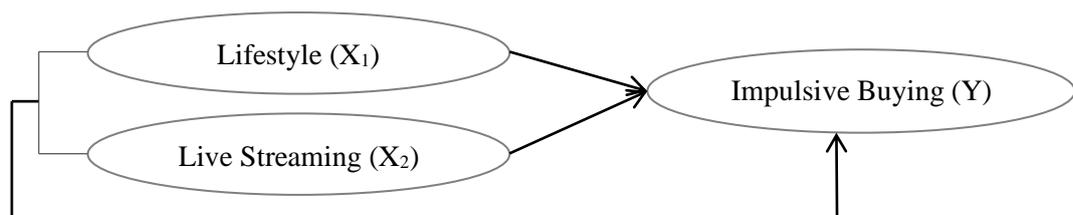
### Previous Research

Ardiyanti (2023) determined the effect of TikTok live streaming shopping on impulsive buying behavior in the era of the global crisis. From the results of research conducted on 100 sample people using a qualitative descriptive method, it shows that TikTok live streaming shopping has a significant effect of 38.5% on impulsive buying behavior. This is due to the affordable product selling prices, ease of communication between sellers and buyers, as well as attractive promos such as special prices when shopping during live streaming

Pratama and Salim (2017) aimed to examine the effect of lifestyle and hedonic motivation on impulsive buying at Starbucks coffee. The research method used is descriptive method with survey approach and causal-predictive method. This study used questionnaires to collect data of 30 respondents for validity and reliability test. Then, as many as 100 respondents for the average test, scale range, multiple linear regression analysis and classical assumption test with non-probability sampling technique with a purposive sampling approach. Output generated SPSS 20. shows that lifestyle has a significant influence on impulsive purchase and hedonic motivation has no significant effect on impulsive purchases. The conclusions of this study indicate that there is sufficient evidence that lifestyle has a significant effect on impulsive purchases and there is not enough evidence that hedonic motivation has a significant effect on impulsive purchases

Wulandari (2019), this study aims to measure self-control on impulse buying in buying fashion products for boarding students. The subjects of this study are part of the male and female male boarding house population of 100 people determined based on the existing criteria and data analysis method used is simple linear regression analysis After conducting regression tests, self-control has a weak influence on impulsive buying and the level of impulsive buying of students themselves is in the moderate category.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Literature Review*

**Research Hypothesis**

H<sub>1</sub>: Lifestyle has a positive influence towards impulsive buying

H<sub>2</sub>: Live streaming has a positive influence towards impulsif buying

H<sub>3</sub>: Lifestyle and Live Streaming have a positive influence towards impulsive buying

**RESEARCH METHOD****Research Approach**

This research using a quantitative method. With quantitative research, this means examining the data identify and confirm relationship between each variables.

**Population, Sample Size and Sampling Technique**

The population of this research is the boarding students who have been used and shopped at TikTok shop at least once. This study used 100 respondents as samples and uses non-probability sampling techniques because the population is unknown, and with purposive sampling as the sampling technique. The sample criteria is boarding school students who had used and shopped at TikTok Shop at least once.

**Data Collection Method**

This research uses primary data and the data collection technique in this research through the questionnaires that distributed online to the sample using the google form.

**Operational Definition and Indicators of Research Variables****Table 1. Operational Definition and Indicators of Research Variables**

Variable	Operational Definitions	Indicators
Lifestyle (X1)	A person's lifestyle is expressed through his interest and desire to shop at TikTok Shop.	1. 1.Activity 2. 2.Interest 3. 3.Opinion (Assael, 2005)
Live Streaming (X2)	Something interesting that can attract consumers to shop at TikTok Shop	1. Promotion time 2. Bonus 3. Product Description 4. Visual Image (Faradiba and Syarifuddin, 2021)
Impulsive Buying (Y)	A person's sudden situation to do shopping at TikTok Shop	1. Making Spontaneous Purchases While Shopping 2. Making Purchases Without Considering Consequences 3. Making Purchases Without Hesitation 4. Buying Without a Prior Plan 5. Suddenly Influenced to Buy (Alfarizi et al., 2019)

Source: Data Processed, 2024.

**Testing of Research Instruments****Validity and Reliability Test**

The validity test is a test that serves to see whether a measuring instrument is valid (valid) or invalid (Janna, 2021). A statement is said to be valid if the significance level is below 0.05 (Ghozali, 2016). The reliability of the data is determined by the resulting alpha coefficient value. According to Kusumastuti dan Waluyo (2011), if the Cronbach's alpha value is more than 0.60, the variable is considered reliable or acceptable.

**Test of Classical Assumption****Normality Test**

Normality testing is a test of the normality of data distribution. The statistical test that can be used to test residual normality is through the Kolmogrov-Smirnov (K-S) non-parametric statistical test. If the Kolmogrov Smirnov results show a significant value above 0.05, the residual data is normally distributed if the significant value is more than 0.05 (Sign. > 0.05).

### Multicollinearity Test

Multicollinearity is a condition where two or more independent variables in a regression model have a very strong or near perfect linear relationship. A good regression model requires the absence of multicollinearity to produce accurate estimates and clear interpretations.

### Heteroscedasticity Test

Heteroscedasticity test is a method used to detect whether the error variance (residuals) in a regression model remains constant (homoscedasticity) or changes (heteroscedasticity). Heteroscedasticity can cause regression coefficient estimates to be inefficient and statistical test results to be invalid.

### Multiple Linear Regression

According to Grégoire (2014), a multiple linear regression model is a linear model with many predictors. Sekaran and Bougie (2016), multiple linear regression is a more realistic model because in the world we live in, predictions almost always depend on many factors, not just one. The multiple linear regression formula is as follows:

$$y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:

- Y = Impulsive Buying
- X = Lifestyle and Live Streaming
- $\beta_0$  = Constant
- $\beta_1, \beta_2$  = Coefficient of Regression
- $\varepsilon$  = Error

### Hypothesis Testing

#### T-Test

The t-test test is a test conducted to test the independent variable on the dependent variable partially.

- If  $t\text{-count} \geq t\text{-table}$  ( $\alpha = 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, meaning that it has a significant influence between the independent variables on the dependent variable.
- If  $t\text{-count} < t\text{-table}$  ( $\alpha = 0.05$ ), then  $H_0$  is accepted and  $H_a$  is rejected, meaning that there is no significant effect between the independent variables and the dependent variable.

#### F-Test

The F (simultaneous) statistical test is carried out to determine whether the independent variables (independent) together have a significant effect or not on the dependent variable (dependent).

- If  $F \text{ count} \geq F \text{ table}$  ( $\alpha = 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, meaning that the independent variables simultaneously have a significant effect on the dependent variable.”
- If  $F \text{ count} < F \text{ table}$  ( $\alpha = 0.05$ ), then  $H_0$  is accepted and  $H_a$  is rejected, it means that the independent variables simultaneously have no significant effect on the dependent variable.”

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability Test

Table 2. Validity Test Result

Variables	Indicators	Pearson Correlation	Description
Lifestyle ( $X_1$ )	X1.1	0.570	Valid
	X1.2	0.622	Valid
	X1.3	0.577	Valid
	X1.4	0.652	Valid
	X1.5	0.656	Valid
Live Streaming ( $X_2$ )	X2.1	0.698	Valid
	X2.2	0.707	Valid
	X2.3	0.719	Valid

	X2.4	0.683	Valid
	X2.5	0.709	Valid
	Y.1	0.678	Valid
	Y.2	0.662	Valid
Impulsive Buying (Y)	Y.3	0.733	Valid
	Y.4	0.621	Valid
	Y.5	0.678	Valid

Source: Data Processed, 2024.

Based on the table 2, it shows that all indicator statements from the Fear of Missing Out (X1), Brand Reputation (X2), and Purchase Intention (Y) variables have a Pearson correlation value greater than the r-table (0.195). Thus, it is concluded that all statements from each indicator are valid.

**Table 3. Reliability Test Result**

Variable	Cronbach's Alpha	Description
Lifestyle (X <sub>1</sub> )	0.742	Reliable
Live Streaming (X <sub>2</sub> )	0.778	Reliable
Impulsive Buying (Y)	0.768	Reliable

Source: Data Processed, 2024.

Based on table 3, it shows that all statements from all lifestyle variables (X1), live streaming (X2), impulsive buying (Y) have a Cronbach's alpha greater than 0.60 so that the statements of all variables in this study can be said to be reliable.

### Classical Assumption Tests

#### Normality Test

**Table 4. Normality Test Result**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.05128423
Most Extreme Differences	Absolute	.067
	Positive	.049
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processed, 2024.

Based on table 4, the normality test in this study uses the One-Sample Kolmogorov-Smirnov test which produces a sig (2-tailed) value of 0.200. This value is more than 0.05, which means that the data in this study are normally distributed.

### Multicollinearity Test

**Table 5. Multicollinearity Test Result**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Lifestyle (X1)	0.675	1.481
Live Streaming (X2)	0.674	1.481

Source: Data Processed, 2024.

Based on table 5, it can be seen that the lifestyle variable (X1) tolerance value is 0.675 and VIF is 1.481. Variable live streaming (X2) tolerance value 0.674 and VIF 1.481. The tolerance value of the two variables is more than 0.1 and the VIF value is less than 10, so there is no multicollinearity in this linear.

### Heteroscedasticity Test

**Table 6. Heteroscedasticity Test Result**

Variables	Sig	Descriptions
Lifestyle (X1)	0.724	There is no heteroscedasticity effect
Live Streaming (X2)	0.727	There is no heteroscedasticity effect

Source: Data Processed, 2024

Based on table 6, it can be seen that the results of the Glejser test, the significance value of each variable is more than 0.05, so this study is free from heteroscedasticity.

### Result of Multiple Linear Regression Analysis

**Table 7. Multiple Linear Regression Analysis Result**

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	9.082	2.590		3.507	.001
	TOTALX1	.372	.116	.334	3.202	.002
	TOTATLX2	.250	.097	.268	2.568	.012

a. Dependent Variable: TOTALLY

Source: Data Processed, 2024.

Based on table 7, data from the calculation of multiple linear regression, it can be seen that the form of the regression equation is :

$$Y = 9.082 + 0.372(X1) + 0.250(X2) + e$$

From the Regression Equation above, it can be concluded that:

1. The constant value of 9,082 indicates that if the lifestyle and live streaming variables are equal to 0, then the value of impulsive buying is 9,082.
2. The lifestyle variable value is 0.372, which means that each addition of one scale to the lifestyle will increase 0.372 in impulse purchases.
3. The value of the live streaming variable is 0.250, which means that each addition of one scale on live streaming will increase 0.250 on impulsive purchases.

### Correlation Coefficient (R) and Coefficient of Determination (R2) Test

**Table 8. Correlation Coefficient (R) and Coefficient of Determination (R2) Result**

Model	R	Model Summary <sup>b</sup>		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	.535 <sup>a</sup>	.286	.271	2.072

a. Predictors: (Constant), TOTATLX2, TOTALX1

b. Dependent Variable: TOTALLY

Source: Data Processed, 2024.

Based on table 8, for the adjusted value is 0.271, this value shows that impulsive buying is influenced by lifestyle and live streaming on e-commerce applications by around 27.1% while around 73.9% is influenced by other variables that are not in this research model.

### Hypothesis Testing

#### Partial Test (t-Test)

Based on table 7, the outcomes are as follows:

1. The lifestyle variable has a tcount value of  $3.202 > t\text{-table} (\alpha = 0.05) 1.984$  with a significant rate of  $0.002 < 0.05$ . This means that  $H_0$  is rejected and  $H_a$  is accepted, this shows that the lifestyle variable has a significant influence on impulse purchases.
2. The live streaming variable has a t-count value of  $2.568 > t\text{-table} (\alpha = 0.05) 1.984$  with a significant rate of  $0.012 < 0.05$ . This means that  $H_0$  is rejected and  $H_a$  is accepted, this shows that the live streaming variable has a significant influence on impulse purchases.

### Simultaneous Test (F-Test)

**Table 9. Simultaneous Test (F-Test)**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.791	2	83.396	19.419	.000 <sup>b</sup>
	Residual	416.569	97	4.295		
	Total	583.360	99			

a. Dependent Variable: TOTALLY

b. Predictors: (Constant), TOTATLX2, TOTALX1

Source: Data Processed, 2024.

Based on table 9, the lifestyle and live streaming variables on impulse buying using the F test get an Fcount value of  $19.419 > F\text{table} (\alpha = 0.05) 3.090$  with a significance of  $0.000 < 0.05$ , it can be stated that this hypothesis ( $H_a$ ) is accepted. From this explanation, it shows that the independent variables, namely lifestyle and live streaming, simultaneously have a significant influence on the dependent variable, namely impulsive buying.

### Discussion

#### The Influence of Lifestyle towards Impulsive Buying

Lifestyle is how a person spends their time, income, and energy. According to Kotler and Armstrong (2006), a person's lifestyle is shown by how they express themselves through opinions, interests, and activities. Chasanah and Mathori (2021) shows that a person's lifestyle has a positive effect on impulse buying. In other words, a person's lifestyle, especially modern and consumeristic ones, greatly influences their shopping habits and decisions. Individuals with more active and materialistic lifestyles tend to be more exposed to a culture of consumerism, where purchasing goods is not only seen as a necessity, but also as a form of self-expression and identity. High exposure to social media and digital advertising relevant to their lifestyle also increases the likelihood of impulse purchases, as they are often triggered by promotions that match their emotional wants and needs. In addition, a higher lifestyle is usually associated with greater income and more free time, allowing individuals to make spontaneous purchases without much consideration. A lifestyle that emphasizes achieving emotional satisfaction, such as seeking happiness and pleasure, also encourages individuals to make impulse purchases more often when they find products that can enhance or complement their lifestyle. Thus, the higher the influence of lifestyle, the more likely a person will engage in impulse buying behavior. The results of this study indicate that lifestyle has a significant positive influence on impulse buying among boarding students. The lifestyle of boarding students who have a lot of free time and are often exposed to marketing content makes them impulsive when shopping using Tiktok Shop e-commerce. This study is also in line with various previous studies that show a strong relationship between lifestyle and impulse buying. Praditha et al. (2022) found that the lifestyle of boarding students has a significant influence on impulse buying behavior. Bashar and Saraswat (2014) showed that consumers' lifestyles significantly influence their tendency to make impulse purchases. Shah (2022) supports these findings that a person's lifestyle can directly influence their impulse buying decisions.

#### The Influence of Live Streaming towards Impulsive Buying

Live broadcast is a technological development that can make someone do a live video and can be watched by others. In a live broadcast, people can do anything to show the audience, one of which is that people can make sales or promotions during the broadcast. Septiyani and Hadi (2024), it is stated that live streaming attracts users by displaying products in real time, thus creating an impulse purchase desire among consumers. Live streaming on e-commerce platforms, such as TikTok Shop, allows direct interaction between sellers and buyers, creating a more real and immersive shopping experience. During a live streaming session, sellers can showcase products in detail, provide live demonstrations, and answer questions from potential buyers in real-time. These interactions build trust and an emotional connection between buyers and sellers, which is often a key factor in impulse purchase decisions. In addition, live streaming is often accompanied by exclusive promotions, such as deep

discounts and limited-time offers, which creates a sense of urgency and fear of missing out. Consumers feel compelled to quickly purchase the products on offer before the promotion ends, often without careful consideration. These factors cause an increase in live streaming to directly correlate with an increase in impulse buying behavior, as consumers are more easily influenced to make purchases immediately after engaging in a live streaming session. In this study has the result that live streaming has a significant positive influence on impulse buying among boarding students. This study is also consistent with various previous studies that reveal the relationship between live streaming and impulse buying behavior on e-commerce platforms. Zahari et al. (2021) in Malaysia showed that live streaming has a significant influence on impulse purchases. Ardiyanti (2023) reinforces these findings by showing that attractive offers presented during live streaming sessions, such as special discounts or product bundling, can easily catch consumers' attention and trigger the impulse to buy. Buana et al. (2023) supports the view that live streaming has a significant impact on impulse buying behavior. This research, thus, provides further evidence on how interactive technologies such as live streaming can significantly influence consumer decisions and facilitate impulse purchases.

### **The Influence of Lifestyle and Live Streaming towards Impulsive Buying**

Bong (2011) stated that lifestyle and live streaming are factors that can influence a person to be encouraged to make impulse purchases. A modern and dynamic lifestyle with interactive technology such as live streaming has a strong impact on impulsive buying behavior. Lifestyles that tend to be open to new experiences, influenced by the latest trends, and prioritize convenience, encourage individuals to engage more frequently in fast and practical online shopping activities. When this lifestyle is combined with live streaming, which offers a more interactive and immediate shopping experience, consumers are more exposed to exciting promotions and exclusive discounts that are often presented during live streaming sessions. Real-time interactions between sellers and shoppers, detailed product demonstrations, as well as the sense of urgency created by time-limited offers, all reinforce consumers' drive to make impulse purchases. Thus, an increase in lifestyle variables and live streaming together will magnify the tendency of individuals to make spontaneous and unplanned purchase decisions, as these two factors complement each other in creating an environment that encourages impulse buying behavior. This study found that lifestyle and live streaming variables have a significant positive influence on impulse buying among boarding students. This research is also consistent with the findings of Chasanah and Matori (2021) that lifestyle and live streaming have a significant influence on impulse buying behavior.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

1. There is a positive significant influence between the lifestyle variable (X1) and the impulsive buying variable (Y) on TikTok Shop application users among boarding students.
2. There is a positive significant influence between the live streaming variable (X2) and the impulsive buying variable (Y) on TikTok Shop application users among boarding students.
3. There is a positive significant influence between lifestyle variables (X1) and live streaming (X2) on the impulsive buying variable (Y) on TikTok Shop application users among boarding students.

### **Recommendations**

1. TikTok Shop to intensify the use of live streaming with engaging content and exclusive offers to boost impulse purchases.
2. Boarding students to exercise greater financial discipline and make more rational purchasing decisions to avoid impulse buying.
3. Future researchers to investigate additional factors like pocket money, content type, social media use, and peer support to further understand impulse buying dynamics.

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