Published by Management Department FEB Universitas Kuningan

Indonesian Journal of Strategic Management

Journal homepage – https://ijsm.uniku.ac.id/pub/index

Influencer Marketing and Live Streaming Effects on Impulsive Buying in Fashion Thrifting: Hedonic Motivation and Self-Control among Gen Z TikTok Users

Alisa Karomilah[1*], Lili Karmela Fitriani[2], and Yanneri Elfa Kiswara Rahmantya[3]

[1,2,3]*Universitas Kuningan, Kuningan, Indonesia*

ARTICLE INFO

Articles History:
Received: April 24, 2026
Revised: July 23, 2026
Accepted: July 23, 2026
Available online: Sep 10, 2026

Keywords:
Influencer Marketing, Live Streaming, Hedonic Motivation, Impulsive Buying, Self-Control, Generation Z

ABSTRACT

The rapid growth of digital commerce and social media has transformed consumer behavior, particularly among Generation Z, who increasingly participate in fashion thrifting through live streaming platforms. This study examines the effects of influencer marketing and live streaming on impulsive buying, with hedonic motivation as a mediating variable and self-control as a moderating variable. A quantitative survey was conducted involving 160 consumers who had previously purchased thrifting products through live streaming, and the data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The findings reveal that influencer marketing and live streaming significantly enhance hedonic motivation, with influencer credibility and real-time interaction identified as the strongest determinants. Furthermore, hedonic motivation positively influences impulsive buying, particularly through value shopping, indicating that the enjoyment and excitement of obtaining perceived shopping value encourage spontaneous purchasing behavior. However, self-control does not significantly moderate the relationship between hedonic motivation and impulsive buying, suggesting that even consumers with strong self-regulation remain vulnerable to impulsive thrifting purchases. These findings emphasize the importance of emotional engagement in online thrifting and demonstrate that marketing strategies centered on influencer credibility and interactive live streaming can effectively increase consumer involvement and stimulate impulsive buying among Generation Z consumers.

JEL Classification : M31; M37; D91; L81

Introduction

The development of digital technology has shifted consumer behavior from conventional shopping patterns to a more interactive and dynamic social commerce ecosystem. Platforms such as TikTok no longer function solely as entertainment media but have evolved into effective marketing and transaction channels through features like live streaming. The growth of social commerce in Southeast Asia, which reaches approximately 20% annually, along with Indonesia's position as one of the largest TikTok user bases globally,

Corresponding author: Alisa Karomilah
[*] *20241710001@uniku.ac.id*

Copyright © 2026 Authors
This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License

indicates that consumption activities are increasingly influenced by visual and interactive digital stimuli (Statista, 2025; We Are Social & Meltwater in Dataloka, 2025).

Along with these developments, fashion consumption has shifted from a utilitarian orientation toward a more hedonic and symbolic one. Fashion is no longer perceived merely as a basic necessity but as a means of self-expression, identity formation, and lifestyle representation. This shift suggests that consumer purchasing decisions are increasingly driven by emotional, psychological, and social factors rather than purely rational considerations (Wang & Somogyi, 2018).

Generation Z, as digital natives, represents the most responsive consumer group to these changes. For this generation, shopping is not only about fulfilling needs but also about experiencing enjoyment and expressing identity. TikTok, as a visually driven and highly interactive platform, creates strong stimuli that influence spontaneous purchasing decisions.

This phenomenon is particularly evident in the growing trend of fashion thrifting among Generation Z. In addition to offering affordability, thrift products provide uniqueness, aesthetic value, and emotional satisfaction. The process of searching for unique items creates a sense of excitement and enjoyment, which stimulates hedonic motivation in consumption activities (GoodStats, 2022).

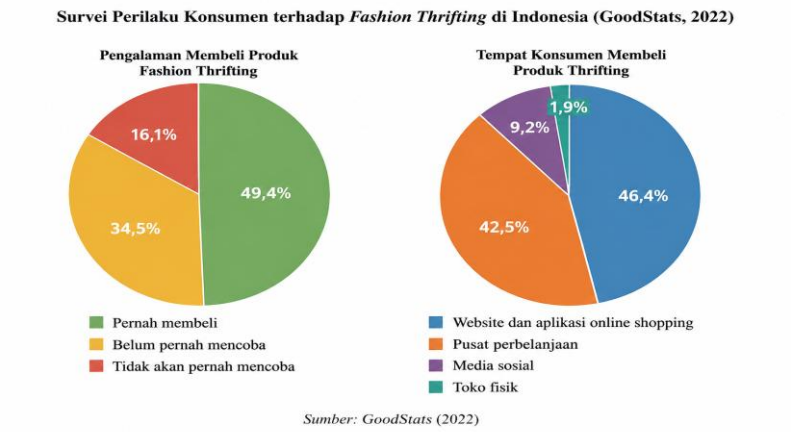


Figure 1. Consumer Preferences in Purchasing Fashion Thrifting Products in Indonesia
Source: Adapted from GoodStats Report, 2022

From a consumer behavior perspective, this phenomenon can be explained through the Stimulus–Organism–Response (S-O-R) framework, where marketing stimuli such as influencer marketing and live streaming affect consumers' internal states specifically hedonic motivation which subsequently lead to behavioral responses in the form of impulsive buying (Chen & Yao, 2018; Ming et al., 2021). Hedonic motivation plays a crucial role as consumers increasingly engage in shopping activities to seek pleasure and emotional satisfaction (Chen & Lin, 2022).

In addition, internal factors such as self-control are considered important in regulating impulsive behavior. Consumers with high self-control are more capable of restraining emotional impulses, whereas those with lower self-control are more susceptible to digital stimuli such as influencer content and live streaming promotions (Baumeister, 2002; Vohs & Faber, 2007).

Furthermore, influencer marketing plays a significant role in shaping consumer purchasing decisions. Influencers with strong credibility and close relationships with their audiences are able to build trust and influence consumer preferences in a more personal manner (Freberg et al., 2011; Sudha & Sheena, 2017). Empirical findings also confirm that influencer marketing has a significant effect on impulsive buying behavior, particularly among younger generations (Lou & Yuan, 2019; Djafarova & Rushworth, 2017).

Live streaming strengthens impulsive purchasing tendencies by offering real-time interaction, dynamic communication, and immersive shopping experiences. Evidence shows that a large proportion of Generation Z actively engages in live streaming activities, both for entertainment and purchasing purposes, reinforcing the role of visual and emotional stimuli in triggering spontaneous buying decisions (JakPat, 2024; GoodStats, 2024).

Based on the aforementioned background, this study aims to examine the influence of influencer marketing and live streaming on impulsive buying behavior by incorporating hedonic motivation as a mediating variable and self-control as a moderating variable. This study offers novelty by integrating

influencer marketing and live streaming within the Stimulus–Organism–Response (S-O-R) framework, while simultaneously examining hedonic motivation as a mediator and self-control as a moderator in the context of fashion thrifting among Generation Z. Therefore, this research is expected to contribute to the development of digital consumer behavior theory and provide practical insights for marketing strategies in the social commerce environment.

Literature Review

This study adopts the Stimulus–Organism–Response (S-O-R) theory proposed by Mehrabian and Russell, which explains that external stimuli influence individuals' internal states, leading to behavioral responses. In this study, influencer marketing and live streaming act as stimuli, hedonic motivation represents the organism, and impulsive buying serves as the response. This framework is also supported by consumer behavior theory, which emphasizes that purchasing decisions are shaped by the interaction between external factors (marketing stimuli) and internal factors (psychological processes) (Kotler & Keller, 2016; Solomon, 2018).

Influencer marketing refers to a marketing strategy that involves collaboration between brands and individuals who have strong influence over their audience, particularly on digital platforms such as Instagram, TikTok, and YouTube (Harjadi et al., 2025). Influencers create content that is engaging, authentic, and capable of building trust among consumers (Lou & Yuan, 2019; Djafarova & Rushworth, 2017). Such content not only delivers product information but also creates enjoyable emotional experiences, which can enhance consumers' hedonic motivation in shopping activities (Lou & Yuan, 2019).

Live streaming is a digital marketing feature that enables real-time interaction between sellers and consumers (Chen & Lin, 2021). Compared to conventional online shopping, live streaming provides a more interactive and immersive shopping experience (Hajli, 2015; Wongkitrungrueng & Assarut, 2020). Through live streaming, consumers can directly observe products, interact with sellers, and experience a more dynamic shopping environment, which enhances enjoyment and emotional engagement (Wongkitrungrueng & Assarut, 2020).

Impulsive buying is defined as a spontaneous purchasing behavior that occurs without prior planning and is often driven by emotional factors (Hausman, 2000). It is typically associated with decision-making processes dominated by emotions rather than rational considerations (Elondri & Mia, 2023; Verhagen & Van Dolen, 2011).

Hedonic motivation refers to the consumer's drive to engage in shopping for pleasure, entertainment, and emotional satisfaction (Arnold & Reynolds, 2003). In digital environments, this motivation becomes increasingly significant as interactive experiences stimulate emotional responses (Chen & Yao, 2018).

Hedonic motivation plays a mediating role in explaining how marketing stimuli influence consumer behavior. Influencer marketing and live streaming do not directly lead to impulsive buying; instead, they first enhance consumers' emotional experiences, which then trigger spontaneous purchasing behavior.

Self-control refers to an individual's ability to regulate impulses and make rational decisions (Baumeister, 2002). In consumer behavior, self-control can inhibit impulsive purchasing tendencies, although its effectiveness may vary depending on emotional and situational factors (Vohs & Faber, 2007).

Relationship Among Variables

The relationships among variables in this study are grounded in the S-O-R framework, where influencer marketing and live streaming (stimuli) influence hedonic motivation (organism), which subsequently leads to impulsive buying (response) (Mehrabian & Russell, 1974; Kotler & Keller, 2016).

First, influencer marketing enhances hedonic motivation by creating enjoyable and emotionally engaging content that fosters psychological closeness between influencers and their audience (Djafarova & Rushworth, 2017; Lou & Yuan, 2019).

Second, live streaming exerts a stronger influence on hedonic motivation due to its interactive and real-time nature, which creates immersive shopping experiences and increases emotional engagement (Hajli, 2015; Wongkitrungrueng & Assarut, 2020).

Third, hedonic motivation directly drives impulsive buying, as consumers tend to make spontaneous purchases when experiencing strong emotional responses such as excitement and pleasure (Hausman, 2000; Verhagen & Van Dolen, 2011).

Furthermore, hedonic motivation mediates the relationship between marketing stimuli and impulsive buying, as emotional experiences serve as a key mechanism linking digital marketing strategies to consumer behavior (Chen & Yao, 2018; Xu et al., 2020).

On the other hand, self-control is expected to moderate this relationship. However, in digital shopping contexts characterized by strong emotional stimuli, the role of self-control may become less significant (Baumeister, 2002; Vohs & Faber, 2007). Overall, this study highlights that impulsive buying behavior among Generation Z is predominantly driven by emotional factors triggered by interactive digital experiences, as explained by the S-O-R framework and consumer behavior theory.

Hypothesis

H1: Influencer marketing has a positive effect on hedonic motivation.
H2: Live streaming has a positive effect on hedonic motivation.
H3: Hedonic motivation has a positive effect on impulsive buying.
H4: Hedonic motivation mediates the effect of influencer marketing on impulsive buying.
H5: Hedonic motivation mediates the effect of live streaming on impulsive buying.
H6: Self-control moderates the relationship between hedonic motivation and impulsive buying.

Methodology

This study uses a quantitative approach with a survey method. The population consists of Generation Z individuals in West Java who actively use TikTok and have experience purchasing fashion thrifting products. The research instrument used was a questionnaire measured using a Likert scale ranging from 1 to 5. A total of 160 respondents were selected using purposive sampling. Data analysis was conducted using SmartPLS 4. The evaluation of the measurement model followed the criteria recommended by Hair et al. (2019), including Validity testing (outer loading and Average Variance Extracted/AVE), Reliability testing (Cronbach's Alpha and Composite Reliability) and Hypothesis testing using the bootstrapping.

Result and Discussion

Result

Based on the results of the analysis using Partial Least Square Structural Equation Modeling (PLS-SEM), reliability and validity testing were conducted to evaluate the measurement model. The results are presented in table 1.

Table 1. *Construct Reliability and Validity*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Impulsive Buying	0.868	0.877	0.910	0.716
Influencer Marketing	0.876	0.877	0.915	0.730
Live Streaming	0.875	0.877	0.915	0.728
Hedonic Motivation	0.850	0.854	0.899	0.690
Self-Control	0.811	0.879	0.863	0.620

Source: Author's calculation based on PLSSEM, 2026.

As shown in Table 1, all constructs demonstrate satisfactory reliability and validity. The Cronbach's Alpha values exceed the recommended threshold of 0.70, indicating good internal consistency. In addition, the Composite Reliability values are above 0.70, further confirming the reliability of the constructs. Furthermore, the AVE values for all variables are above 0.50, indicating adequate convergent validity. Therefore, the measurement model is considered valid and reliable for further structural analysis. Building on this validated measurement model, the study then examines the structural model using the bootstrapping, as presented in Table 2, in order to test the proposed hypotheses and explore the relationships among the constructs.

Table 2. *Path coefficients*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
IM → MH	0.378	0.382	0.077	4.935	0.000
LS → MH	0.523	0.518	0.073	7.119	0.000
MH → IB	0.703	0.690	0.093	7.558	0.000
SC→ IB	-0.142	-0.117	0.101	1.405	0.160
SC x MH → IB	-0.000	0.012	0.049	0.002	0.998

Source: Author's calculation based on PLSSEM, 2026.

The results indicate that influencer marketing has a positive and significant effect on hedonic motivation, with a coefficient value of 0.378, a t-statistic of 4.935 (>1.96), and a p-value of 0.000 (<0.05). This

suggests that the more attractive and authentic the content delivered by influencers, the higher the consumers' hedonic motivation. Therefore, the first hypothesis (H1) is supported.

Furthermore, live streaming has a positive and significant effect on hedonic motivation, with a coefficient of 0.523, a t-statistic of 7.119, and a p-value of 0.000. These findings indicate that live streaming has a stronger influence than influencer marketing in increasing hedonic motivation due to its interactive and real-time nature. Thus, the second hypothesis (H2) is supported.

Hedonic motivation is also found to have a positive and significant effect on impulsive buying, with a coefficient of 0.703, a t-statistic of 7.558, and a p-value of 0.000. This result indicates that the higher the level of pleasure and emotional experience perceived by consumers, the greater their tendency to engage in impulsive buying. Therefore, the third hypothesis (H3) is supported.

In addition to the direct effects, this study also examines the mediating role of hedonic motivation in the relationship between influencer marketing and live streaming on impulsive buying. The results of the indirect effect testing show that hedonic motivation significantly mediates the effect of influencer marketing on impulsive buying. This indicates that influencer marketing not only directly influences consumers but also indirectly affects impulsive buying through increased hedonic motivation. Therefore, the fourth hypothesis (H4) is supported.

Table 3. Specific indirect effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
IM → MH → IB	0.266	0.263	0.063	4.187	0.000
LS → MH → IB	0.367	0.359	0.076	4.841	0.000

Source: Author's calculation based on PLSSEM, 2026.

Similarly, hedonic motivation is found to significantly mediate the relationship between live streaming and impulsive buying. This suggests that live streaming enhances consumers' emotional experiences, which in turn encourages impulsive purchasing behavior. Thus, the fifth hypothesis (H5) is supported.

However, the results show that self-control does not have a significant effect on impulsive buying, with a coefficient of -0.142, a t-statistic of 1.405 (<1.96), and a p-value of 0.160 (>0.05). This indicates that self-control does not directly influence impulsive buying behavior in this study.

In addition, the moderating effect of self-control is not supported. The interaction effect between self-control and hedonic motivation on impulsive buying shows a coefficient of -0.000, a t-statistic of 0.002, and a p-value of 0.998. Thus, the sixth hypothesis (H6) is rejected.

Discussion

The findings of this study indicate that influencer marketing and live streaming act as stimuli that enhance consumers' hedonic motivation, which in turn drives impulsive buying behavior. These results are consistent with the Stimulus–Organism–Response (S-O-R) theory by Chen and Yao (2018), which explains that external stimuli in digital shopping environments influence consumers' internal emotional states, ultimately leading to behavioral responses such as impulsive buying.

The positive effect of influencer marketing on hedonic motivation suggests that engaging, authentic, and persuasive content can create enjoyable emotional experiences for consumers. This finding in consistent with Djafarova and Rushworth (2017), who found that credible influencers establish psychological closeness and emotional attachment with their followers, increasing consumers' trust and engagement. Similarly, Lou and Yuan (2019) demonstrated that influencers' credibility and message value positively affect consumer attitudes and purchase intentions, while Sudha and Sheena (2017) emphasized that influencers play a significant role in shaping consumer decision, making through persuasive communication. These findings indicate that influencer generated content stimulates positive emotions, thereby strengthening consumers' hedonic motivation during the shopping process.

Meanwhile, live streaming was found to exert a stronger influence on hedonic motivation than influencer marketing. This result supports the findings of Wongkitrungrueng and Assarut (2020), who argued that live streaming creates interactive and immersive shopping experiences by facilitating real-time communication between sellers and consumers. Likewise, Xu et al. (2020) found that product demonstrations, instant interactions, and social engagement in live streaming significantly enhance consumers' shopping enjoyment. Chen and Lin (2021) further explained that live streaming increases consumer engagement through real-time interactions and entertainment value, while Ming et al. (2021) highlighted that social presence during live streaming strengthens emotional involvement, thereby encouraging spontaneous purchasing behavior. In

the Indonesian context, reports from GoodStats (2024) and JakPat (2024) also indicate that live shopping has become increasingly popular because consumers perceive it as more interactive, entertaining, and trustworthy than conventional online shopping.

The findings also reveal that hedonic motivation is a significant determinant of impulsive buying behavior. Consumers who experience excitement, pleasure, and emotional satisfaction while shopping are more likely to make unplanned purchases. This result is in line with Chen and Lin (2022), who demonstrated that hedonic motivation is one of the strongest psychological drivers of online consumer behavior. Similarly, Elondri and Mia (2023) found that emotional enjoyment significantly increases impulsive buying in digital marketplaces. These findings further support Solomon's (2018) consumer behavior theory, which explains that purchasing decisions are often driven by emotional gratification rather than rational evaluation, particularly in online shopping environments.

However, this study found that self-control neither significantly influences impulsive buying nor moderates the relationship between hedonic motivation and impulsive buying. This finding suggests that although consumers may possess self-regulation abilities, these abilities become less effective in highly stimulating digital shopping environments characterized by attractive visual presentations, limited-time promotions, and continuous social interaction. The strong emotional stimuli generated by influencer content and live streaming appear to override consumers' rational decision-making processes. This result is consistent with the S-O-R framework proposed by Chen and Yao (2018), which emphasizes that powerful environmental stimuli can dominate consumers' internal psychological processes and directly shape behavioral responses. Consequently, emotional shopping experiences become more influential than consumers' self-control in predicting impulsive buying behavior on TikTok.

Overall, the findings highlight that impulsive buying behavior among Generation Z consumers on TikTok is primarily driven by emotional experiences generated through digital interactions, particularly live streaming and influencer marketing. The rapid growth of social commerce in Southeast Asia, as reported by Statista (2025), together with the increasing popularity of fashion thrifting among Indonesian consumers reported by GoodStats (2022), further supports the relevance of these findings. The study therefore reinforces the importance of emotional engagement and interactive digital marketing strategies in shaping consumer behavior within contemporary social commerce platforms.

Conclusion

Based on the results of the Partial Least Square Structural Equation Modeling (PLS-SEM) analysis, this study demonstrates that influencer marketing and live streaming exert a positive and statistically significant influence on hedonic motivation, with live streaming exhibiting a more substantial effect. Hedonic motivation emerges as a key determinant of impulsive buying behavior among Generation Z TikTok users. Furthermore, hedonic motivation functions as a mediating mechanism through which influencer marketing and live streaming indirectly influence impulsive buying behavior.

However, self-control is not found to have a statistically significant direct effect on impulsive buying, nor does it moderate the relationship between hedonic motivation and impulsive buying. These findings suggest that within highly interactive and emotionally stimulating digital shopping environments, the role of self-control diminishes, while affective and experiential factors become more dominant in shaping consumer behavior.

Acknowledgments

The authors would like to express their sincere gratitude to all parties who have contributed to the completion of this study. Special appreciation is extended to the respondents from Generation Z in West Java who participated in this research. The authors also gratefully acknowledge the support from Universitas Kuningan as well as the supervisors and academic advisors for their guidance and valuable suggestions.

References

Chen, C. C., & Yao, J. Y. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model. *Telematics and Informatics, 35*(5), 1249–1262. https://doi.org/10.1016/j.tele.2018.02.007

Chen, J., & Lin, X. (2021). The role of live streaming in enhancing consumer engagement. *Electronic Commerce Research, 21*(3), 567–589. https://doi.org/10.1007/s10660-020-09410-4

Chen, J., & Lin, X. (2022). Hedonic motivation and online consumer behavior. *Journal of Retailing and Consumer Services, 65*, 102875. https://doi.org/10.1016/j.jretconser.2021.102875

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online influencers on Instagram. *Computers in Human Behavior, 68*, 1–7. https://doi.org/10.1016/j.chb.2016.11.009

Elondri, M., & Mia, A. (2023). Emotional drivers of impulsive buying in digital marketplaces. *International Journal of Consumer Studies, 47*(2), 310–325.
GoodStats. (2022). Consumer preferences in purchasing fashion thrifting products in Indonesia. : https://goodstats.id/article/thrifting-jadi-tren-fesyen-anak-muda-mayoritas-pernah-beli-baju-bekas-1Cw3X
GoodStats. (2024). Live shopping trends among Indonesian consumers.
Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage Publications.
Harjadi, D., & Fitriani, L. K. (2024). *Marketing (Teori dan Konsep*). Cirebon: Penerbit PT Arr Rad Pratama.
Harjadi, D., Fitriani, L. K., Nurhasanah, A., Nugraha, M. F., Ihsan, M., & Firdaus, G. A. (2025). Digital Marketing. Cirebon: Penerbit PT Arr Rad Pratama.
JakPat. (2024). Indonesian live shopping behavior report.
Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust and purchase intention. *Journal of Interactive Advertising, 19*(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501
Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce. *Journal of Retailing and Consumer Services, 63*, 102746. https://doi.org/10.1016/j.jretconser.2021.102746
Ramadhani, D., & Nugroho, A. (2024). Live streaming commerce and consumer engagement. *Jurnal Ekonomi Digital, 4*(2), 120–135.
Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson Education.
Statista. (2025). Social commerce growth in Southeast Asia.
Sudha, M., & Sheena, K. (2017). Impact of influencers in consumer decision process. *International Journal of Research in Business Studies, 2*(1), 14–30.
Wang, E. S. T., & Somogyi, S. (2018). Consumer adoption of online food shopping. *British Food Journal, 120*(2), 286–301. https://doi.org/10.1108/BFJ-06-2017-0305
Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in social commerce. *Journal of Business Research, 117*, 543–556. https://doi.org/10.1016/j.jbusres.2018.10.005
Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce? *Electronic Commerce Research and Applications, 40*, 100958. https://doi.org/10.1016/j.elerap.2020.100958