The Influence of Live Shopping and Word of Mouth Promotions on Purchasing Decisions which are Moderate by Price on Tiktok Shop Users (Case Study of The Originote Skincare Products in Pandeglang Regency)

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ABSTRACT

This study aims to analyze the effect of Live Shopping on purchasing decisions with price as a moderating variable, on skincare products the Originote in pandeglang district on purchasing tiktok Shop. Using quantitative methods with an associative approach, this study involved 140 respondents who were taken evenly from 35 sub-districts in Pandeglang Regency, with 4 samples from each sub-district. Data was collected through questionnaires and analyzed using the Partial Least Squares (PLS) method. The results showed that Live Shopping has a positive and significant effect on purchasing decisions, while Word of Mouth promotion has a positive but insignificant effect on purchasing decisions. In addition, price is proven to moderate negatively / weaken and positively / strengthen between Live Shopping and word of mouth promotion on purchasing decisions. these findings provide important information for digital marketing strategies, especially in the context of e-commerce and the use of social media platforms to increasesales.

Keywords: Live Shopping; Word of Mouth Promotion; Price; Purchase Decision

INTRODUCTION

In the ever-growing digital era, an effective marketing strategy is a crucial factor in determining business success, especially in the context of e-commerce. One strategy that is currently trending is Direct shopping and word of mouth promotion. Live shopping refers to direct sales conducted via online streaming, where sellers engage with consumers in real-time, whereas word of mouth promotion constitutes a sort of interpersonal communication that organically disseminates information about a product (Lăzăroiu et al., 2020). Both strategies demonstrate significant relevance in the realm of digital marketing, particularly on social media platforms such as TikTok. TikTok has experienced significant growth in Indonesia, with 106.52 million active users in 2023, making it the second largest digital platform in the country. The popularity of TikTok Shop, an integrated shopping feature within the application, demonstrates substantial market potential for entrepreneurs to reach a broader consumer base (Wang et al., 2022). This phenomenon shows changes in consumer behavior in Indonesia, which is increasingly shifting to digital consumption patterns, with active participation in online transactions.

A concrete example of implementing this strategy is The Originote, a local skincare brand that was founded in 2021 and has succeeded in attracting the attention of consumers, especially among Gen Z (Ansorimal et al., 2022). This brand actively utilizes the live shopping feature on TikTok Shop as a promotional tool, interaction with consumers, and real-time special offers (Sari et al., 2021). According to Andryan Syaputra, (2024), live shopping has proven effective in influencing consumer purchasing decisions not just by facilitating direct transactions but also by enhancing consumer trust in the brand (Renaldo et al., 2022). However, challenges arise regarding the scheduling of live shopping sessions, where many consumers have difficulty following live broadcasts due to clashes with daily activities, especially if the sessions are held outside prime time (Imarni et al., 2022). This has the potential to diminish purchasing opportunities, as consumers may overlook products of interest (Juprizon et al., 2022).

On the other hand, word of mouth also has a significant impact on purchasing decisions (Ramadhan et al., 2020). Although there is debate regarding the effectiveness of online reviews (electronic word of mouth or e-WOM) compared to recommendations from close individuals, research by Rahmawati & Dermawan, (2023)

shows that e-WOM has no significant effect on purchasing decisions. However, recommendations from trusted individuals, such as family, friends, or partners, still have a more significant influence on consumer decisions. Apart from the promotional strategy aspect, price is also a crucial variable that influences purchasing decisions. Price, according to (Korowa, Sumayku, & Asaloei, 2018), Price is the amount of money needed by consumers to get a product or service. Affordable prices, discounts given, and harmony between price and product benefits are the main factors in the purchasing decision making process. TikTok Shop, with the live shopping feature, enables sellers to provide discounts throughout the session. Research by Nurchasanah & Udayana, (2023) indicates that price exerts a positive and significant influence on purchasing decisions in TikTok Shop. However, the challenge faced by sellers is finding a balance in determining an appropriate discount strategy. Excessive discounts can reduce sellers' profits, while unattractive discounts will not be effective in increasing sales (Budiman & Erdiansyah, 2022). In addition, prices that are too low can cause consumer skepticism regarding product quality, while prices that are too high can reduce consumer interest in making a purchase. In the context of the case study of The Originote products in Pandeglang Regency, the use of live shopping and word of mouth has proven to be a crucial element in their digital marketing strategy. However, challenges related to broadcast timing and pricing strategy mean that sellers need to be more thorough in adapting their approach to suit consumer needs and preferences (Lin & Nuangjamnong, 2022). This is crucial for optimizing sales potential and creating an ideal shopping experience for consumers.

The adoption of TikTok in Pandeglang, Indonesia, can be attributed to several factors that influence consumer behavior in the digital era. These include increased internet access and smartphone usage, which make it easier for the community to connect with TikTok platforms. Live shopping events on TikTok Shop can encourage impulse buying, especially among Gen Z, who are more likely to make impulse purchases. Social attitudes towards local products and word of mouth (WOM) also play a significant role in consumer decisions. The majority of Pandeglang consumers are less sensitive to high prices, as they tend to buy local products at a lower price than online products. Prime time and the availability of prime shopping locations are also factors that influence consumers' preferences for live shopping. For those with busy schedules, prime time is an ideal time for shopping, making it easier for consumers to participate and engage in live shopping on TikTok.

LITERATURE REVIEW

Grand theory can be used to understand consumer decisions in e-commerce, particularly in the context of live shopping and word of mouth on TikTok Shop. It includes several theories related to consumer behavior, consumer behavior, and technology.

The Theory of Planned Behavior (TPB)

TPB is a relevant theory for understanding consumer decisions in e-commerce such as TikTok (Hafni et al., 2024). TPB suggests that human behavior, such as decision to buy, is influenced by three main components: subjective norms, subjective norms, and control of actions (Nasien et al., 2025). TPB is relevant for understanding consumer behavior in e-commerce, as it relates to the combination of consumer attitudes towards the platform, social influence from word of mouth, and ease of using live shopping (Susanti et al., 2025).

The Stimulus-Organism-Response (SOR)

Model explains how external factors affect internal individual behavior, leading to positive responses to purchase decisions (Zuhairra & Putri, 2020). TAM (Technology Acceptance Model) focuses on perceived usefulness and ease of use, as consumers believe TikTok Shop helps them in purchasing and using products efficiently (Sinaga & Hajjah, 2020). TAM is important for understanding TikTok Shop as a shopping platform, as perceived ease of use and perceived usefulness will influence consumer decisions (Marlim et al., 2025).

Price Perception Theory (Price Perception Theory)

Explains how consumers gather information about price and their perceptions of price influence their decisions (Purwati et al., 2025). In the case of live shopping on TikTok, price discrepancies and price control create a perception that the product has better quality or offers exclusive performance (Safari et al., 2025). Grand theory can be used to understand consumer decisions in e-commerce, including live shopping and word of mouth (Suharti & Shinta, 2021). Combining these theories provides a comprehensive framework for understanding consumer behavior in e-commerce based on social media platforms like TikTok (Desnelita et al., 2025).

Live Shopping, Word of Mouth, and Purchase decition

Live Shopping is an e-commerce practice where sellers or brands broadcast live online to promote and sell

products to viewers in real-time (Chandra et al., 2023). In Live Shopping, viewers can interact directly with sellers, ask about products, provide comments, and even make purchases directly during the broadcast (Panjaitan et al., 2024). Live Shopping is usually done through social media platforms or e-commerce sites that provide live broadcast features (Panjaitan et al., 2023). This method is increasingly popular because it provides consumers with a more interactive and personalized shopping experience (Nada et al., 2023).

Several previous studies have proven that live shopping has a significant impact on consumer purchasing decisions on e-commerce platforms. Research by (Wang et al., 2022) found that live streaming commerce on platforms such as TikTok and Taobao increased consumer engagement, which ultimately resulted in increased purchase intentions and decisions (Wijaya et al., 2023). This research shows that direct interaction between sellers and consumers during live shopping sessions can build trust and speed up the decision-making process (Mukhsin et al., 2023). Wang et al. also noted that visual elements and real-time communication create a more engaging experience for consumers, fueling impulse purchases.

Research by (Ma et al., 2022) also confirm that live shopping reduces the uncertainty that consumers often experience when shopping online. In traditional e-commerce, consumers may doubt the quality of products they cannot see in person. However, through live shopping, consumers can see live product demonstrations, ask questions in real- time, and receive explanations from sellers, all of which help overcome those doubts and encourage purchasing decisions. A study conducted by (Huang et al., 2020) also supports the finding that live shopping increases consumer engagement. They found that interactive communication and transparency in product presentation increased consumer trust, which is one of the key factors in driving purchasing decisions (Suhardjo et al., 2023). The study also shows that the urgency created through time-limited discounts during live shopping sessions is a key driver of impulse purchases (Infante et al., 2024). This past research consistently shows that live shopping not only influences purchasing decisions through increased engagement and trust, but also creates a more interactive and urgent shopping experience, which contributes to increased purchases (Fadrul et al., 2024).

Word of Mouth is a description of product introductions carried out through word-of-mouth confirmation about something good about the goods or services that have been purchased. (Sian and Brandinie 2022). According to Kotler and Armstrong (2017), "Word of Mouth influence is the impact of the personal words and recommendations of trusted friends, family, associates, and other consumers on buying behavior. Word of Mouth influence can have a powerful impact on consumer buying behavior". Which means the impact of personal words and recommendations from trusted people, family, colleagues and other trusted consumers on purchasing behavior. This word-of-mouth influence has a strong impact on consumer purchasing behavior (Sian & Brandinie, 2022).

Word of Mouth is an activity, action and psychological process carried out by consumers before making a final decision to purchase a product, goods and services with the aim of meeting the needs and desires of individuals, groups and organizations. (Devi & Fadli, 2023). According to Kotler and Armstrong, purchasing decisions are a process of making decisions about purchasing which includes determining what to buy or not to buy (Buchari Alma 2016).

Various studies have examined the role of word of mouth (WOM), both offline and electronic word of mouth (e-WOM), in influencing consumer purchasing decisions. According to research (Huang et al., 2020), WOM is one of the most effective marketing tools in influencing consumer attitudes and intentions, especially because WOM comes from sources that are considered credible and do not have direct commercial interests (Hutahuruk et al., 2024). This study found that consumers tend to trust reviews or recommendations from people closest to them compared to direct advertising or promotions from sellers, especially in the context of online shopping. In addition, research by (Arda, 2017) shows that WOM has a significant impact on purchase intentions, especially in the e-commerce sector. This study found that WOM from friends, family, or partners plays an important role in shaping consumers' positive attitudes towards a product, which ultimately increases purchasing intentions and decisions (Renaldo et al., 2024). This study also notes that the trust gained through recommendations from people close to them provides a sense of security for consumers to make purchasing decisions, especially in an e-commerce environment that often faces challenges related to trust and uncertainty.

Another study conducted by (Porter, 2017) focused on the influence of electronic word of mouth (e-WOM) in the context of online product reviews. This study shows that e-WOM, conveyed through consumer reviews on e- commerce platforms, significantly influences consumers' perceptions of product quality and can influence their purchasing decisions (Dalil et al., 2024). However, this research also found that the level of consumer trust in e-WOM depends on the credibility of the review source and whether the review is considered authentic (Rahman et al., 2024).

A recent study by Rahmawati & Dermawan, (2023) shows that in the context of shopping in Indonesia, WOM originating from direct sources, such as friends or family, has a greater impact on purchasing decisions than e-WOM. This research reveals that recommendations given by people who are trusted are considered more relevant and personal, thus influencing purchasing decisions more significantly. On the other hand, e-WOM tends to be more general and not always reliable, because consumers feel that online reviews can be manipulated or dishonest. This previous research consistently emphasizes that WOM, especially from trusted sources, is a key factor influencing consumer purchasing decisions, both in offline and e-commerce contexts. WOM helps reduce consumer uncertainty and increase feelings of trust, which ultimately drives purchasing action (Renaldo & Veronica, 2024).

Overall, this research will expand the findings of previous research by examining the influence of live shopping and word of mouth in the specific context of TikTok e-commerce, as well as providing a deeper understanding of how these two variables influence purchasing decisions on the increasingly popular social shopping platform in theworld. Indonesia (Junaedi et al., 2024).

H1: Live Shopping influences purchasing decisions

H2: Word of mouth influences purchasing decisions

Live Shopping, Word of Mouth, Purchase Decision and Price

Price can determine the quality of a brand's product, where consumers will conclude that when the price is high then a product must have very good quality (Purwati et al., 2024).

According to Kotler, price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of owning or using the product or service. Price is the amount of money needed to get a combination of goods and services (Aptaguna and Pitaloka 2016). Price according to Kotler and Armstrong, is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of owning or using the product or service (Korowa, 2018).

H3: Price moderates Live Shopping towards purchasing decisions

H4: Price moderates Word of mouth towards purchasing decisions
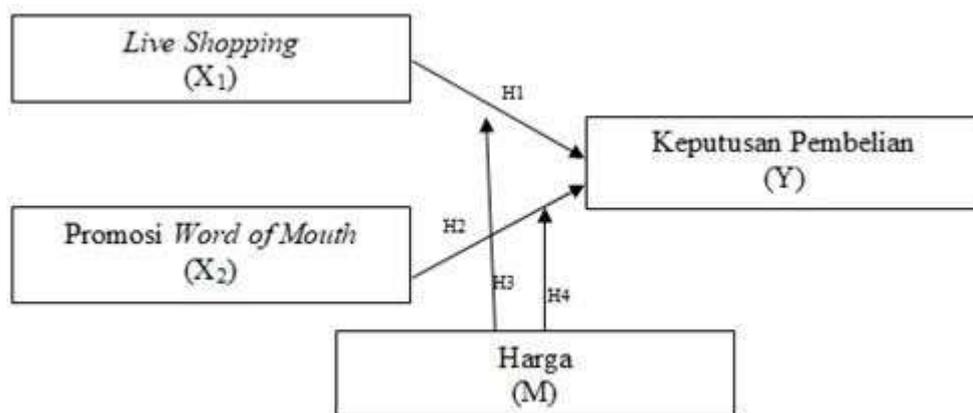
**Figure 1. Thinking Framework**

RESEARCH METHOD

The population of this research is consumers who purchase The Originote skincare products on the TikTok Shop platform with a minimum age of 13 years and over. This research uses quantitative methods with an associative approach, and uses probability sampling techniques with area (cluster) sampling type. The samples taken by researchers were 140 respondents from 35 sub-districts in Pandeglang Regency, 4 samples were taken from each sub- district. Before being distributed to research participants, the validity and reliability of the questionnaire were first checked. A 5-point Likert scale, with 1 indicating strongly disagree and 5 indicating strongly agree, was used to verify each item. From the results of sending an online questionnaire using Google

Form and distributing it directly during the first month of May 2024, as many as 140 respondents sent their answers. All were chosen because they met the specified requirements and were all-inclusive. Definition of Indicator Variables used for each variable in this researchare as follows:

Table 1. Operational Variables

No	Variabel	Indikator
1	Live shopping	1. Fitur Live Shopping pada situs 2. Kemudahan fitur 3. Kemudahan berbelanja 4. Tampilan Live Shopping 5. Kinerja streamer 6. Komunikasi streamer 7. Jumlah pengguna situs Live Shopping 8. Jumlah pengunjung situs Live Shopping
2	Promosi Word of Mouth	1. Talkers (Pembicara) 2. Topics (Topik) 3. Tools (Alat) 4. TalkingPart (Partisipasi) 5. Tracking (Pelacakan)
3	Keputusan pembelian	1. Pengenalan Kebutuhan 2. Pencarian Informasi 3. Evaluasi Alternatif 4. Keputusan Pembeli 5. Pasca Pembelian
4	Harga	1. Keterjangkauan harga 2. Kesesuaian harga 3. Daya saing harga 4. Kesesuaian harga dan manfaat 5. Daftar harga 6. Potongan harga 7. Periode pembayaran

Construct reliability tests can be identified from the Cronbach alpha and Composite Realability scores. Confidence measures the internal consistency of an index of the same variable. The configuration confidence limit is >0.7, which means it is acceptable and a value >0.8 is very satisfactory (Solihin, Mahfud, 2021). Therefore, appendix 1 and figure 1 organize the observed variables with a decision of acceptable validity and reliability measures.
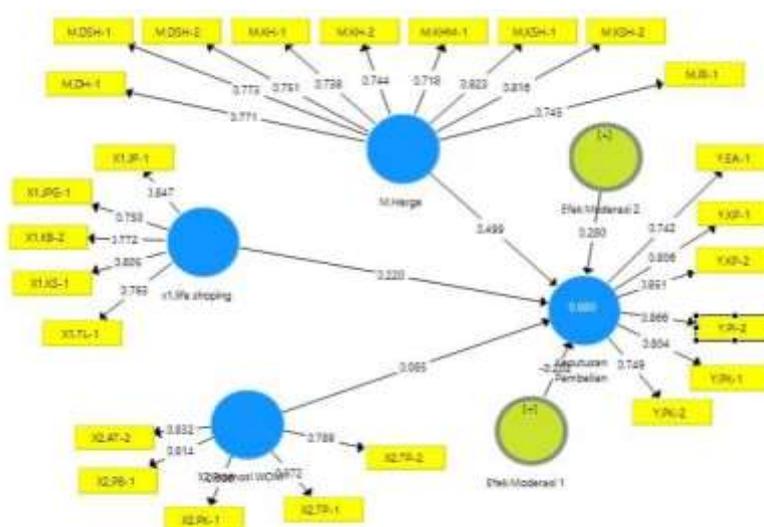
Figure 2. Outer Loading

The analysis in this research is divided into 2 areas, namely descriptive analysis and inferential analysis. This analysis is used to determine the characteristics of respondents in this survey. Inferential analysis using SEM and Smart PLS. Data analysis begins with building a structural model, then testing the validity and reliability of the measurement model (outer model), testing the significance of the relationship between variables (inner model) and testing moderation (PLS MRA).

RESEARCH RESULTS AND DISCUSSION

Test Results

Respondent Characteristics

Table 2 shows the characteristics of the respondents in this study, from 140 respondents, the majority were female or 79%, aged 19-25 years or around 72%, student status was 49%.

Table 2. Respondent Description

Catatan Demografi	Frekuensi	Persentase
gender		
Laki-laki	30	21%
Perempuan	110	79%
Age		
13-18	18	13%
19-25	101	72%
26-30	21	15%
>30	0	0%
Work		
Pelajar/Mahasiswa	68	49%
Sudah bekerja	50	36%
Belum bekerja	22	16%

Convergent Validity

This research uses the convergent validity of each construct measure with its AVE. From the measurement model with reflection, indicators are assessed based on the correlation between the item score/component score and the construct score calculated using PLS. Convergent validity has a loading factor parameter of >0.7 and average varianceextracted (AVE) of >0.5. The calculation findings can be seen from the presentation in Table 3.

Table 3. Convergent Validity

Indikator	Output	Kategori Valid >0,7	Keterangan
X1.JP-1 <- X1	0,847	0,700	Valid
X1.JPG-1<- X1	0,750	0,700	Valid
X1.KB-2 <- X1	0,772	0,700	Valid
X1.KS-1 <- X1	0,805	0,700	Valid
X1.TL-1 <- X1	0,793	0,700	Valid
X2.AT-2 <- X2	0,832	0,700	Valid
X2.PB-1 <- X2	0,814	0,700	Valid
X2.PK-1 <- X2	0,800	0,700	Valid
X2.TP-1 <- X2	0,872	0,700	Valid
X2.TP-2 <- X2	0,789	0,700	Valid
Y.EA-1 <- Y	0,742	0,700	Valid
Y.KP-1<- Y	0,806	0,700	Valid
Y.KP-2 <- Y	0,851	0,700	Valid
Y.PI-2 <- Y	0,866	0,700	Valid
Y.PK-1 <- Y	0,804	0,700	Valid
Y.PK-2 <- Y	0,749	0,700	Valid
M.DH-1 <- M	0,771	0,700	Valid
M.DSH-1 <- M	0,773	0,700	Valid
M.DSH-2 <- M	0,751	0,700	Valid

M.KH-1 <- M	0,738	0,700	Valid
M.KH-2 <- M	0,744	0,700	Valid
M.KHM-1 <-M	0,718	0,700	Valid
M.KSH-1 <- M	0,823	0,700	Valid
M.KSH-2 <-M	0,816	0,700	Valid
M.PJ-1 <-M	0,745	0,700	Valid

From the results of the calculation output, it shows that all construct indicators have an outer loading value of >0.70 so that all constructs are valid and are allowed to proceed to the next calculation.

Discriminant Validity

In the next step, discriminant validity is evaluated. That is, how far the empirical component differs from other components of the structural model is evaluated. Discriminant validity can be seen in Table 4. From the statistical results it can be seen that there is not a high correlation between discriminant validity variables. The research results show that the Heterotrait Monotrait (HTMT) ratio is not greater than 0.90

Table 4. Heterotrait Monotrait Ratio (HTMT)

	Efek Moderasi 1	Efek Moderasi 2	Keputusan Pembelian	Moderasi Harga	X2 PromosiWOM	X1 Live Shopping
Efek Moderasi 1	0,658					
Efek Moderasi 2	0,797	0,683				
Keputusan Pembelian	0,440	0,554	0,785			
Moderasi Harga	0,502	0,500	0,767	0,765		
X2 Promosi WOM	0,470	0,394	0,665	0,796	0,823	
X1 Live Shopping	0,369	0,399	0,633	0,591	0,651	0,794

Composite Reliability dan Cronbach's Alpha

Composite Reliability is a tool for measuring constructs with reflective indicators which can be done in two ways, namely, Cronbach's Alpha and Composite Reliability. Composite Reliability is better at measuring internal consistency compared to Cronbach's Alpha because it does not assume the same starting point for each indicator. Cronbach's Alpha tends to rate lower than Composite Reliability so it is recommended to use it. Composite Reliability. Composite Reliability is the same as Cronbach's Alpha with a limit value (≥0.7) which means acceptable and a value (≥0.8) is very satisfactory (Hamid, R. S., & Anwar, 2019). The results of the internal consistency reliability test are presented in Table 5.

Table 5. Composite Reliability & Cronbach's Alpha

	Crombach's Alpha	Rho_A	Reliabilitas Komposit	Rata-rata Varians destraks (AVE)
Efek Moderasi 1	0,971	1,000	0,971	0,433
Efek Moderasi 2	0,973	1,000	0,975	0,466
Keputusan Pembelian	0,894	0,898	0,918	0,616
Moderasi Harga	0,912	0,915	0,927	0,585
X2 Promosi Wom	0,881	0,885	0,913	0,678
X1 Live Shopping	0,854	0,86	0,895	0,63

Structural Model Evaluation (Inner Model)

Analysis using PLS was carried out in two stages, namely the measurement model and the structural model. Structural testing tests the influence of latent variables on other latent variables in the research model. This research also reveals.

Table 6. R-Square Value

	R-Square	Adjusted R-Square
Keputusan Pembelian	0,68	0,669

Structural Model Evaluation (Inner Model)

Analysis using PLS was carried out in two stages, namely the measurement model and the structural model. Structural testing tests the influence of latent variables on other latent variables in the research model. This research also reveals.

Structural Model Test

The results of structural equation modeling in table 6 show that there are 4 hypotheses proposed, 2 hypotheses are accepted and 2 are rejected. Meanwhile in the smartPLS program the results of hypothesis testing can be seen through the Path Coefficient of the Boostrapping Technique as follows:

Table 7. Path Analysis

H	Hipotesis	Jalur	T-Statistik	P Values	Hasil
H1	*Live shopping (LS)* □ *Keputusan pembelian(KP)*	0.220	0.607	0.009	*accepted*
H2	*Promosi Word of Mouth(WOM)* □ *Keputusan Pembelian (KP)*	0.085	0.626	0.532	*Rejected*
H3	*Harga (H)* □ *Liveshopping (LS)* □ *Keputusan pembelian(KP)*	-0.202	2.040	0.040	*Rejected*
H4	*Harga (H)* □ *PromsoiWord of Mouth (WOM)* □ *Keputusanpembelian (KP)*	0.280	3.120	0.002	*accepted*

Based on the calculation results above, it is explained that from the path evaluation results it is proven that all independent variables have a mutually influential relationship with the dependent variable.

The influence of Live Shopping on Purchasing Decisions among TikTok Shop users (Hypothesis 1).

The research results show that there is a positive and significant relationship between Live Shopping (X1) and Purchase Decisions (Y). This is proven by the path coefficient value of 0.220 and P-Value of 0.009, which means that Live Shopping has a positive and significant effect on purchasing decisions, which means hypothesis 1 (H1)

H1: Live Shopping has a positive and significant influence on purchasing decisions

The results of this research are in accordance with previous research conducted by Usman, Hariasih, and Pebrianggara (2024) with the title "The Role of Influencers, Live Streaming Features and Electronic Word of Mouth on Purchasing Decisions for The Originote Skincare Products on the TikTok Application" that influencers and the Live Streaming feature have a positive and significant influence on purchasing decisions for The Originote skincare products on the Tik Tok application.

These findings indicate that the more frequently consumers engage in Live Shopping activities, the more likely they are to make a purchase. with the title "The Role of Influencers, Live Streaming Features and Electronic Word of Mouth on Purchasing Decisions for The Originote Skincare Products on the TikTok Application" that influencers and the Live Streaming feature have a positive and significant influence on purchasing decisions for The Originote skincare products on the Tik Tok application.

These findings indicate that the more frequently consumers engage in Live Shopping activities, the more likely they are to make a purchase

The influence of Word-of-Mouth Promotion on purchasing decisions for TikTok Shop users

The research results show that Word of Mouth Promotion (X2) has a positive but not significant effect on Purchasing Decisions (Y). This is proven by the path coefficient value of 0.085 and the P-Value of 0.532 which is greater than 0.05, meaning it is not significant. Which means that Word of Mouth Promotion has a positive but not significant effect on purchasing decisions

H2: Word of Mouth Promotion has a positive but not significant effect on Purchasing Decisions.

The results of this research are different from the results of previous researchers made by Vindy Zalfa and Indayani (2023) with the title "Analysis of Live Streaming, electronic Word of Mouth (E-WOM) and affiliate marketing on purchasing decisions for fashion trend products on the marketplace" that electronic Word of Mouth (e- WOM) and affiliate marketing have a positive and significant effect on purchasing decisions for

trend products fashion on the marketplace.

This research found that for The Originote skincare products, Word of Mouth or recommendations from other people did not have much influence in encouraging people to buy. Although theory says that Word of Mouth can influence purchasing decisions. the reality is not as strong as expected. The Originote consumers seem to consider other things more when deciding to buy. For example, they may be more interested because of the affordable prices of The Originote products, the good quality of skincare, or be attracted by the advertisements and promotions carried out by The Originote. So, The Originote's other marketing strategies may be more effective in attracting buyers than relyingon word of mouth.

Price Moderates the Influence of Live Shopping on Purchasing Decisions among TikTok Shop users.

The research results reveal that price has an important role in the relationship between Live Shopping and Purchase Decisions. Even though price has a significant effect, its effect actually weakens the relationship between the two variables. This is proven by the path coefficient value of -0.202, which indicates a negative/weakening direction of influence, as well as the P-Value value of 0.002 which is less than 0.05, indicating statistical significance.

H3: Price negatively moderates/weakens but significantly the relationship between Live Shopping and PurchaseDecisions

In other words, these findings show that for The Originote skincare products, the higher the price, the weaker the relationship between Live Shopping and consumer purchasing decisions. However, the influence of Live Shopping on purchasing decisions for The Originote products remains statistically significant. This means that as The Originote skincare prices increase, the effectiveness of Live Shopping sessions in driving purchases decreases slightly, but remains an important factor. Consumers may be more cautious in their decisions on The Originote's more expensive products, but Live Shopping still plays a role in influencing their choices. This shows that the Live Shopping strategy remains relevant for The Originote, even for their premium product line, although it may need to be adjusted to overcome consumer hesitation regarding higher prices.

Price Moderates the promotion WOM on Purchasing Decisions among TikTok Shop users.

The research results reveal that Price can't moderates WOM in the purchasing decision making process by consumers. This conclusion can be seen from the path coefficient value of 0.280 indicating a positive relationship between the two variables and a P-Value value of 0.002 is accepted, which is far below the conventional threshold of0.05.

The findings show that price acts as a moderator variable that influences the relationship between Word-of-Mouth Promotion and consumer purchasing decisions for The Originote skincare products. In other words, the effectiveness of Word-of-Mouth Promotion in encouraging purchasing decisions for The Originote products does not stand alone, but is significantly influenced by price factors. This emphasizes that The Originote's pricing strategy has a substantial impact in determining the extent to which Word of Mouth Promotion can influence consumer purchasing decisions for their skincare products. For example, when The Originote offers skincare products at prices that are considered affordable, Word of Mouth Promotions may be more effective in encouraging purchases. In contrast, for The Originote's higher priced premium product line, the influence of Word of Mouth may be reduced, and consumers are likely to consider other factors before making a purchasing decision. These findings demonstrate the importance for The Originote to consider careful pricing strategies in conjunction with their Word-of-Mouth Promotion efforts to maximize the marketing effectiveness of their skincare products.

H4: Price moderates the positive and significant relationship between Word-of-Mouth Promotion and PurchaseDecisions

CONCLUSION

Conclusion

The Live Shopping variable is proven to have a positive and significant influence on Purchase Decisions for TikTok Shop users. It can be concluded that the more often consumers are involved in Live Shopping activities, the more likely they are to make a purchase. Word of Mouth Promotion has a positive but not significant effect on Purchasing Decisions. Which means it can be concluded that for The Originote skincare products, Word of Mouth or recommendations from other people are not very influential in encouraging people to buy. Price

negatively moderates/weakens but significantly the relationship between Live Shopping and Purchase Decisions. What can be concluded is that for The Originote skincare products, the higher the price, the weaker the relationship between Live Shopping and consumer purchasing decisions. Price moderates the positive and significant relationship between Word-of-Mouth Promotion and Purchase Decisions. It can be concluded that the findings show that price acts as a moderator variable that influences the relationship between Word-of-Mouth Promotion and consumer purchasing decisions for The Originote skincare products.

Suggestion

Optimize Live Shopping Strategy and Pricing: Increase the frequency and quality of Live Shopping sessions while implementing a dynamic pricing strategy. Offer added value or special incentives during live sessions to offset consumer price sensitivity. This can increase the effectiveness of Live Shopping in driving purchasing decisions.

Develop an Innovative Word of Mouth Approach: Although the effect was not significant in this study, improve the Word-of-Mouth strategy with a more creative approach. Create a customer loyalty program, encourage positive reviews, and build a strong brand community. Integrate this strategy with attractive pricing offers to increase its effectiveness. Implement an Integrated Marketing Strategy: Combine Live Shopping, Word of Mouth, and pricing strategies in a comprehensive marketing approach. Use analytical data to understand consumer behavior and adjust your strategy. Make sure each element of the strategy supports each other to create an engaging shopping experience and drive purchasing decisions.

Focus on Value and Consumer Education: Clearly communicate the value of your product or service to consumers. Use Live Shopping and other promotional content to educate consumers about the benefits and uniquenessof your products. This can help justify prices and encourage more informed purchasing decisions.

Continuously Innovate and Upgrade Skills: Stay up to date with e-commerce and digital marketing trends. Experiment with new formats in Live Shopping or innovative approaches in Word-of-Mouth strategy. Invest time to develop your and your team's skills in effectively utilizing e-commerce platforms like TikTok Shop.

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