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Phenomenology of Impulse Buying in Live Shopping: Exploring Consumer Experiences on Skintific TikTok Live

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ABSTRACT

Objective: *This study explores consumers' subjective experiences of impulsive purchasing during Skintific TikTok Live sessions.*
Methodology: *A transcendental phenomenological study involved eight members of the Sisterpuccino Squad community in Bandung. Twenty-eight interview sessions yielded 28 verbatim transcripts, supplemented by non-participant observation of Skintific TikTok Live. Analysis followed epoche, horizontalization, the development of meaning units, and textural and structural descriptions. Transcript verification, comparison across informants, reflective notes, and examination of contrasting experiences supported interpretive credibility.*
Findings: *Participants described urgency around scarce stock and expiring offers, trust arising from responsive hosts, and purchasing informed by demonstrations and friends' activity. Price comparisons could make an additional purchase feel economical despite existing supplies. Community influence remained conditional: one informant declined an offer that did not meet personal needs. Post-purchase experiences ranged from justification and regret to satisfaction without regret; another informant began limiting live-shopping expenditure.*
Conclusion: *Impulsive purchasing emerged through the meaning an offer acquired during the live session and its subsequent evaluation. The study connects promotional urgency with perceptions of value, shows how trust and peer information enter purchasing decisions, and identifies limits to conformity and regret. These interpretations are situated within one consumer community and retain differences among participants.*

Keywords: *Impulse Buying; Live Shopping; TikTok Live; Transcendental Phenomenology; Fear of Missing Out.*

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INTRODUCTION

Live-streaming commerce brings product demonstrations, conversation, entertainment, and purchasing facilities into the same interface. Viewers can observe products in use, ask questions, read others' responses, and complete a transaction during the broadcast. Compared with conventional product pages, this setting places information search and purchasing within an unfolding social encounter. Research has linked these features to changes in consumer engagement and shopping decisions (Sun et al., 2019; Wang et al., 2022).

On TikTok Live, hosts communicate through speech, facial expressions, greetings, and responses to viewers. Consumers encounter both the presenter and the activity of other viewers as the session progresses. Social presence describes the sense that others are present and involved in this mediated interaction. It offers a basis for examining how a host's attention or other viewers' activity becomes meaningful to a consumer considering a purchase (Ming et al., 2021; Wongkitrungrueng & Assarut, 2020).

Skincare products provide a useful setting for examining these experiences because texture, application, and expected results can be discussed and demonstrated during a broadcast. Skintific uses live shopping to present products and respond to prospective buyers. The Compas Market Insight Dashboard reported sales of more than Rp70 billion for Skintific beauty packages in the first quarter of 2024 (Andini, 2024). This commercial context makes it relevant to examine how consumers interpret the brand's live presentations and the purchasing opportunities they encounter.

Although it provides convenient access to information, the live-shopping environment also presents various stimuli that may weaken rational deliberation. Impulsive purchasing, or impulse buying, refers to the emergence of a strong, spontaneous, and difficult-to-resist urge to purchase without adequate prior planning (Rook, 1987). In live-streaming commerce, this urge may arise through a combination of real-time interaction, an enjoyable atmosphere, host attractiveness, trust, emotional engagement, and transactional convenience. Previous studies have demonstrated that consumers who experience social presence, enjoyment, connectedness, and deep psychological immersion during live-streaming sessions are more likely to engage in purchases that were not previously planned (Lin et al., 2023; Lo et al., 2022; Zhang et al., 2023).

Purchasing impulses are also reinforced by scarcity strategies and time pressure. Statements such as "only five items remain," "this price is available only during the live-streaming session," or "the voucher will expire soon" place consumers in situations that require rapid decisions. Hao and Huang (2023) found that time scarcity can heighten perceived urgency and encourage impulsive purchasing. Consumers may no longer focus on whether the product is suitable for their needs but instead on the possibility of losing the opportunity to obtain a particular price, bonus, or product. At the same time, host attractiveness and parasocial interaction may generate fear of missing out (FOMO), namely, the concern that consumers may miss an experience or opportunity currently being enjoyed by others. Parasocial relationships and FOMO may subsequently strengthen consumers' tendency to make purchases during live-streaming sessions (K. Li et al., 2025).

Purchasing information also circulates among viewers and through consumer communities. Comments, transaction notifications, and friends' purchase updates can make a product more familiar or provide reassurance about trying it. Their meaning depends on how consumers relate that information to their own needs. Examining these experiences can distinguish interest prompted by others from a felt obligation to follow them.

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Research on live-shopping impulse buying has identified social presence, scarcity, trust, flow, and emotional engagement as relevant factors. A systematic review found that this literature relies heavily on quantitative studies and cross-sectional surveys, with substantial attention to Chinese consumers (Y. Li et al., 2025). Such studies explain relationships among constructs. Phenomenological enquiry addresses a different question: how a particular offer becomes urgent or convincing to a viewer, and how the resulting purchase is understood afterwards.

This study examines those questions among members of the Sisterpuccino Squad community in Bandung who had made unplanned Skintific purchases associated with TikTok Live. The community provides a setting in which information encountered during a broadcast can be discussed with familiar others. A transcendental phenomenological approach allows attention to the purchasing episode as experienced by the consumer, including hesitation, attraction to an offer, and later evaluation.

The study aims to understand how consumers experience and interpret these purchasing episodes, with attention to host communication, promotional pressure, and community activity. It contributes to digital consumer research by tracing how these circumstances enter participants' explanations of buying, resisting an offer, or reconsidering expenditure. The findings also inform discussion of promotional communication that gives consumers clear information and room to consider a purchase.

LITERATURE REVIEW

Social Presence in Live Shopping

Social presence refers to the extent to which users of digital media perceive the presence, closeness, and involvement of other individuals during an interaction. In the context of live shopping, social presence is shaped not only by the visual appearance of the presenter or host but also by two-way communication, personal greetings, product demonstrations, responses to comments, vocal intonation, facial expressions, and the presence of other viewers in the live-streaming environment. These features make commercial interactions feel more immediate and interpersonal than conventional online shopping activities.

Live-streaming reduces the psychological distance between consumers and sellers. Consumers no longer feel that they are merely viewing an advertisement; instead, they may feel as though they are communicating with someone who is present and understands their needs. Ming et al. (2021) demonstrated that social presence in live-streaming commerce can generate cognitive and affective responses that encourage impulsive purchasing. The presence of the host, other viewers, and the live-streaming environment creates social stimuli that increase enjoyment, emotional arousal, and consumers' tendency to take immediate action.

Social presence also enables consumers to obtain more concrete product information. Consumers can directly observe a product's form, texture, color, method of application, and outcomes of use. Sun et al. (2019) explained that product visibility, real-time communication, and guidance from the host enhance consumers' ability to obtain information while strengthening their purchase intentions. In the marketing of skincare products, the host's ability to demonstrate product use is particularly important because consumers require visual evidence before making a decision.

A host's response may be experienced as personal attention, especially when it addresses a viewer's question about product use. This can make the information feel relevant and credible. Whether that attention leads to further enquiry, a purchase, or continued hesitation depends on

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the meanings the viewer attaches to the exchange. The presence of an interactive feature alone does not establish how it was experienced.

In this study, social presence directs attention to how community members experience the host's attention and involvement during Skintific TikTok Live. The analysis considers participants' descriptions of recognition, closeness, and trust alongside the interactive features available during the session.

Parasocial Interaction and Trust

The closeness between consumers and hosts may develop into parasocial interaction, which refers to a psychological relationship in which audiences experience a sense of intimacy with a media figure even though the relationship is not entirely equivalent to an interpersonal relationship in the real world. In live shopping, this relationship is more complex because consumers can post comments, receive responses, be personally greeted, and interact with the host in real time.

Repeated interactions may lead consumers to feel familiar with the host's speaking style, personality, habits, and preferences. Consumers may subsequently evaluate information not only on the basis of product quality but also according to their perceptions of the host's honesty, familiarity, and authenticity. Lo et al. (2022) found that parasocial interaction and vicarious experience during live-streaming sessions contribute to the development of affective responses that may encourage impulsive purchasing.

Hu and Chaudhry (2020) explained that social and structural bonds in e-commerce live streaming can enhance consumers' affective commitment and engagement. Social bonds develop through interpersonal communication, attention, and interactions perceived as warm. Structural bonds, meanwhile, are formed through platform facilities, access to information, communities, and transactional convenience. Both forms of bonds can increase consumers' involvement with the host and the live-streaming environment.

Trust is an important element within these relationships. Wongkitrungrueng and Assarut (2020) demonstrated that the utilitarian, hedonic, and symbolic values obtained through live-streaming sessions can build trust in both the product and the seller. When the host demonstrates a product directly, answers questions, or shows the outcomes of product use, consumers' uncertainty may be reduced. However, such trust may also weaken critical evaluation when consumers rely more heavily on the host's perceived authenticity than on an examination of their actual needs, the price, or the benefits of the product.

Parasocial interaction and trust serve as sensitizing concepts in this study. They direct attention to familiarity with hosts, perceived honesty, and the relevance of a response to a viewer's concern. Direct exchanges during a live session are considered alongside this familiarity; a response to a question is not, by itself, evidence of an enduring parasocial bond.

Time Pressure and Fear of Missing Out

Live-streaming sessions have time limitations that distinguish them from conventional e-commerce pages. Certain offers are available only during the live-streaming session, while consumers are exposed to countdown timers, limited vouchers, declining stock quantities, and statements indicating that prices will return to normal after the session ends. These conditions create perceptions of scarcity and produce a need to make an immediate decision.

Hao and Huang (2023) demonstrated that time scarcity in live-streaming e-commerce can increase perceived urgency and encourage impulsive purchasing. When consumers have limited time to consider a decision, they tend to focus on the possibility of losing an opportunity rather

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than comprehensively evaluating their needs and the consequences of the purchase. Expressions such as "only a few items remain," "the vouchers are almost gone," or "this price is only available now" may shift the decision-making process from careful consideration to a faster and more emotional response.

Time pressure is closely associated with fear of missing out (FOMO). Przybylski et al. (2013) defined FOMO as a persistent concern that other people may be having rewarding experiences from which an individual is absent. In live shopping, the experience that consumers fear missing does not concern product ownership alone but also the opportunity to obtain a lower price, gifts, vouchers, or the experience of participating in a community activity.

FOMO becomes stronger when consumers observe other viewers making purchases. Transaction notifications, comments regarding successful purchases, the number of products sold, and posts by community members may create the impression that many people are taking advantage of the same opportunity. Kang et al. (2019) demonstrated that FOMO is associated with conformity consumption, which refers to the tendency to follow group consumption behavior so that individuals do not feel left behind or socially disconnected.

Within consumer communities, members may share live-session links, promotional information, or their own purchasing experiences. These exchanges can extend the social setting of shopping beyond the broadcast. They may provide useful product information or encouragement to buy, while leaving room for members to judge whether an offer suits their needs.The analysis considers scarcity, time pressure, FOMO, and community validation where participants' descriptions support them. Fear of a product selling out, for example, is examined through the concern expressed in the purchasing episode. Attention to variation prevents these concepts from becoming experiences presumed to apply to every informant.

Impulsive Purchasing in Live Streaming Commerce

Rook (1987) described impulsive purchasing as an experience in which consumers feel a sudden, powerful, and difficult-to-control urge to purchase a product immediately. This urge usually emerges spontaneously and may reduce consumers' ability to consider the consequences of the purchase. Impulsive purchasing is not synonymous with all unplanned purchasing. Its primary characteristics include psychological urgency, conflict between desire and self-control, and a tendency to make decisions with limited consideration.

The live-streaming commerce environment has characteristics that support the emergence of such impulses. Real-time interaction, entertainment, product demonstrations, discounts, countdown timers, viewers' comments, and payment convenience are presented simultaneously within a single environment. Chen and Lin (2018) demonstrated that flow experiences, entertainment, and social interaction are important factors that attract users to live-streaming sessions. When consumers become immersed in a live-streaming session, their attention may become more focused on the ongoing experience than on a rational evaluation of whether they need the product.

Lo et al. (2022) demonstrated that parasocial interaction, vicarious experience, enjoyment, and emotional arousal contribute to impulsive purchasing during live-streaming sessions. These findings indicate that purchasing decisions are not formed solely through functional evaluations of products. They are also influenced by the atmosphere of the session, consumers' psychological relationships with the host, emotional engagement, and the behavior of other viewers.

After a purchase, consumers may question its necessity, quantity, or consequences for other spending. They may explain the decision through price, anticipated benefits, or trust in

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the seller. Such explanations can accompany regret, but the absence of prior planning does not establish that regret followed. The analysis therefore considers satisfaction and ambivalence alongside justification.

Impulsive purchasing is therefore approached as an experience that can extend beyond the transaction itself. The analysis examines how an urge emerges, how participants describe their decisions, and how they evaluate the purchase afterwards. The occurrence and order of these experiences remain empirical questions rather than a sequence assumed in advance.

Digital Consumer Experience and Live Commerce Engagement

Digital consumer experience in live commerce is broader than interface usability or a discrete purchase outcome. It is formed through the interaction of cognitive evaluation, emotional arousal, social participation, and behavioral response while consumers move through an immersive and continuously changing digital environment. Recent work on consumer livestreaming experience emphasizes that livestream shopping combines emotional, cognitive, and behavioral dimensions, while user-experience studies show that real-time interaction, chat, reactions, and interface features can intensify engagement and sustain participation (Azad Moghddam & Mortimer, 2025; Shin et al., 2024).

From an engagement perspective, live commerce is socio-technical: consumers respond simultaneously to platform affordances and social support from streamers and other viewers. Ma (2024) shows that informational and emotional support are important antecedents of customer engagement in livestream shopping. For the present phenomenological study, these insights are used as sensitizing concepts rather than measured variables. They direct attention to how participants experience the live session as an integrated environment in which information, emotion, sociality, and action are difficult to separate.

Influencer Marketing and Relational Persuasion

The TikTok Live host also occupies a role that overlaps with influencer marketing. Research in this field examines how authenticity, trust, and inspiration relate to consumers' responses and purchase intentions (Andonopoulos et al., 2023; Kim & Kim, 2021). In live shopping, viewers can also post comments, receive responses, observe product demonstrations, and hear the host address an audience in real time. These features provide a context in which relational interpretations may arise.

Personal greetings and responsive communication can make promotional messages feel socially immediate. The relevant phenomenological question concerns how viewers interpret this attention and whether it becomes meaningful in their purchasing experience. This focus connects the communication setting with participants' descriptions of trust and involvement.

Responsible Digital Marketing and Consumer Autonomy

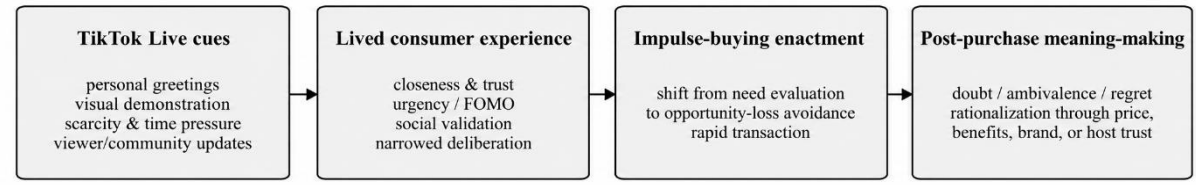
The effectiveness of digital marketing should also be considered alongside consumer autonomy. Urgency, scarcity, social-proof messages, and countdown cues can simplify decisions and increase conversion, but they may become problematic when they reduce consumers' perceived opportunity to deliberate or encourage actions that were not intended before exposure. Experimental evidence shows that low-stock messages, countdown timers, and limited-time messages can increase product selection and unintended consumption (Koh & Seah, 2023). Responsible digital marketing therefore requires transparency about availability, price duration, and promotional conditions, as well as restraint in combining multiple pressure cues in ways that exploit cognitive or emotional vulnerabilities.

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Conceptual Orientation of the Lived Experience

Figure 1 outlines the areas explored in the interviews: live-shopping cues, the meanings attached to the session, the purchasing act, and subsequent evaluation. It serves as a sensitizing framework for examining possible connections among these experiences. Their occurrence and sequence are determined through the accounts rather than assumed to be identical for every participant.

Figure 1. Sensitizing orientation for exploring consumer experiences in Skintific TikTok Live



Research Positioning

Research on impulsive purchasing in live-streaming commerce has developed rapidly and has identified various contributing factors, including social presence, interactivity, trust, host attractiveness, scarcity, flow experience, FOMO, and transactional convenience. Nevertheless, most previous studies have used quantitative approaches to measure direct, mediating, or moderating relationships among variables.

Y. Li et al. (2025) found that research on impulsive purchasing in live-streaming e-commerce remains dominated by cross-sectional surveys and has largely been conducted in the context of Chinese consumers. Quantitative approaches can explain the strength of relationships among variables, but they do not fully explain how consumers experience, interpret, and assign meaning to the pressures that arise during live-streaming sessions.

This study addresses that gap through transcendental phenomenology, focusing on Sisterpuccino Squad members' experiences of unplanned Skintific purchases. It examines how participants describe host communication, stock announcements, demonstrations, and community activity, including experiences of declining an offer and evaluating expenditure afterwards.

METHOD

Research Design

This study employed a qualitative approach using a transcendental phenomenological design. This design was selected to understand the essence of consumers' lived experiences when engaging in impulsive purchasing while watching Skintific TikTok Live sessions. Transcendental phenomenology focuses on how individuals experience a phenomenon, the meanings they assign to that experience, and the conditions that shape the experience within their consciousness (Moustakas, 1994; Creswell & Poth, 2018).

The study sought descriptions of purchasing episodes and the meanings informants assigned to them. Interview topics included host communication, scarcity, community influences, and post-purchase evaluation. These topics guided enquiry without presuming that every participant experienced closeness, FOMO, panic, or regret.

The researcher served as the primary instrument for data collection and interpretation. Epoche involved identifying prior assumptions about TikTok Live, Skintific, and impulsive purchasing and examining them when reading the accounts (Moustakas, 1994). Reflective notes

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supported continued attention to the distinction between participants' descriptions and the researcher's expectations.

Research Setting and Community Context

The study was conducted in Bandung from May to July 2026 among members of the Sisterpuccino Squad community. Members exchanged information about skincare products, promotions, and live-shopping activities, making the community a relevant setting for exploring purchasing experiences. Participants had belonged to the community for between three months and two years. Reported viewing ranged from rare exposure of approximately 10 minutes to approximately three hours per day.

Access to the community was obtained through initial communication with its administrators. The researcher introduced the study, explained its purpose and participation requirements, and outlined the eligibility criteria. The administrators circulated the research information to members. Interested members were then contacted individually to discuss participation and establish whether their experiences met the study criteria.

The researcher had no personal relationship with the informants before recruitment. Initial contact focused on explaining the study and the interview process. Each informant consented voluntarily to participation and recording. Administrative assistance with community access was separate from each member's decision to participate.

Research Informants

Informants were selected using *purposive sampling*, meaning that they were deliberately chosen based on the relevance of their experiences to the phenomenon under investigation. The selection was not intended to achieve statistical representation but to obtain rich and in-depth information regarding impulsive purchasing experiences during Skintific TikTok Live sessions. The criteria for inclusion as an informant were as follows:

1. being registered as an active member of the Sisterpuccino Squad community in Bandung;
2. having watched a Skintific TikTok Live session;
3. having made an unplanned purchase of a Skintific product while watching or after watching a live-streaming session; and
4. being willing to participate in in-depth interviews and provide information regarding their purchasing experiences.

Eight informants participated. The focused aim, participants' direct experience, and repeated interviews provided the basis for assessing sample adequacy. This assessment draws on information power, which relates adequacy to the study aim, sample specificity, theoretical orientation, dialogue quality, and analysis strategy (Malterud et al., 2016). Repeated dialogue allowed descriptions to be revisited and compared, including experiences that differed from the predominant interpretation. Table 1 summarizes participants' characteristics and reported viewing exposure.

Table 1. Profiles of Research Informants

Code	Age	Occupation	Length of Community Membership	Frequency of Watching *Live Shopping*
Informant 1	24 years	Government employee	3 months	Approximately 2 hours per day
Informant 2	26 years	Private-sector employee	2 years	Rarely, approximately 10 minutes

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Code	Age	Occupation	Length of Community Membership	Frequency of Watching *Live Shopping*
Informant 3	20 years	University student	6 months	Approximately 3 hours per day
Informant 4	22 years	Freelancer	1 year	Approximately 3 hours per day
Informant 5	24 years	Private-sector employee	4 months	Approximately 2 hours per day
Informant 6	19 years	University student	5 months	Approximately 1 hour per day
Informant 7	25 years	Private-sector employee	3 months	Approximately 2 hours per day
Informant 8	21 years	University student	4 months	Approximately 30 minutes per day

Data Collection Techniques

Data were collected through non-participant observation and in-depth interviews. The use of these two techniques was intended to provide an understanding of the context of the live-streaming sessions as well as the subjective experiences that could not be observed directly.

1. Non-Participant Observation

   Observation was conducted by watching Skintific TikTok Live sessions without becoming directly involved in the selling process or in conversations between the host and viewers. The observations focused on the host's communication style, personal greetings, product demonstrations, the presentation of promotional information, the use of time limits, information regarding limited stock, viewers' responses in the comment section, and other forms of interaction that could potentially shape impulsive purchasing experiences.

   The observation results were recorded as contextual data to help the researcher understand the situations described by the informants during the interviews. Observational data were also used to compare the experiences reported by the informants with the interactional characteristics identified during the live-streaming sessions.

2. In-Depth Interviews

   The interviews were conducted using open-ended questions to allow the informants to describe their experiences freely and in detail. The interview questions addressed their experiences before watching the live-streaming session, interactions with the host, responses to information regarding time and stock limitations, the influence of viewers' comments and community members, the decision-making process, and the feelings that emerged after the purchase.

   Each informant participated in three to four interview sessions, with an average duration of approximately 40 minutes per session. Repeated interviews were conducted to deepen the information obtained, clarify experiences that remained unclear, and ensure that the researcher obtained adequate textural and structural descriptions of the phenomenon under investigation.

All interviews were audio-recorded after obtaining the informants' consent. The recordings were subsequently transcribed verbatim so that the informants' accounts could be analyzed within their original contexts. The transcripts were read repeatedly before the analysis process to develop a comprehensive understanding of each informant's experience.

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Data Analysis Technique

The data were analyzed using the transcendental phenomenological analysis procedure developed by Moustakas (1994). This procedure was selected because it enables researchers to construct descriptions of what the informants experienced and how those experiences were formed. The analysis was conducted through the following stages.

1. *Epoche* or *Bracketing*
   The researcher identified and suspended prior assumptions, experiences, and judgments regarding TikTok Live, Skintific, and impulsive purchasing. This stage was conducted to prevent the researcher from imposing personal interpretations on the informants' experiences.
2. Horizontalization
   The researcher read all interview transcripts and identified statements directly related to impulsive purchasing experiences. During the initial stage, each relevant statement was treated as having equal value. Statements that were repetitive, overlapping, or unrelated to the phenomenon were subsequently eliminated.
3. Development of Meaning Units
   The significant statements that had been selected were grouped into meaning units. These units reflected aspects of the informants' experiences, such as closeness to the host, time pressure, product scarcity, panic, FOMO, community validation, spontaneous purchasing decisions, regret, and post-purchase rationalization.
4. Clustering Meaning Units into Themes
   Meaning units with substantive similarities were grouped into phenomenological themes. The themes were not predetermined on the basis of theory but were developed through the reading and comparison of experiences across informants. The literature was used to support the interpretive process after the structure of the experience had emerged from the data.
5. Development of Textural Descriptions
   The researcher developed textural descriptions to explain what the informants experienced. These descriptions included the informants' feelings, thoughts, responses, and actions while watching the live-streaming sessions and making unplanned purchases.
6. Development of Structural Descriptions
   Through the process of *imaginative variation*, the researcher developed structural descriptions to explain how the experiences were formed. The analysis focused on the situations and conditions underlying the experiences, including the host's communication style, time limitations, stock information, visual demonstrations, viewers' comments, and community interactions.
7. Synthesis of the Essence of the Experience
   Textural and structural descriptions informed a composite interpretation of the purchasing experience. The synthesis brought together how offers acquired urgency or credibility and how transactions were evaluated afterwards. Differences in resistance, regret, and satisfaction were retained, allowing the synthesis to describe a shared area of experience without imposing an identical sequence on all participants.

Theme development formed part of the phenomenological analysis. Table 2 shows how selected statements from all eight informants informed meaning units and interpretations. The excerpts illustrate the link between participants' words and the analysis; their inclusion does not indicate how frequently a theme occurred.

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Table 2. Interview evidence and phenomenological interpretation

Code	Selected statement	Meaning unit	Interpretive implication
1	"I immediately panicked because I was afraid it would sell out"	Fear of losing the product.	A stock announcement made the opportunity feel urgent.
2	"My friends in the WhatsApp group also updated their purchase statuses."	Product information accompanied by friends' activity.	The purchase was situated across the broadcast and the group.
3	"I convinced myself that the price was low"	Explaining a purchase after brief regret.	Price and perceived honesty supported retrospective justification.
4	"At that point, I did not look for much additional information."	A trusted response accompanied limited further search.	Information felt sufficient within the exchange with the host.
5	"While I was watching, it felt as though I was saving money."	An additional purchase experienced as a saving.	The value of the offer became more salient than existing supplies.
6	"I briefly thought about the money I had available"	Budget concern alongside an urge to try the product.	Consideration occurred, although the perceived deal took priority.
7	"On another occasion, I chose not to buy because the product on offer did not really suit my needs."	Interest from friends limited by product fit.	Peer information did not determine every purchasing decision.
8	"I did not regret it"	Satisfaction after an unplanned purchase.	A rapid purchase and limited comparison did not necessarily lead to regret.

Trustworthiness of the Data

The trustworthiness of the data was maintained based on four criteria: credibility, transferability, dependability, and confirmability (Shenton, 2004).

Credibility

Credibility was supported through transcript verification, repeated interviews, comparison across accounts, and observation of the live-shopping context. Transcripts were returned to all informants two days after the interviews to check whether the text accurately represented their statements and intended meaning. No requests for substantive changes were identified. This process verified the transcripts; it did not constitute participant endorsement of the final themes. Later interviews provided opportunities to clarify experiences and develop their descriptions.

Observation notes were compared with interview material to understand the communication and promotional setting. They contextualized the availability of cues rather than verifying participants' private feelings or purchases shared in WhatsApp groups. Comparison across accounts also examined negative cases: Informant 7 described resisting an offer, and Informant 8 described satisfaction without regret. These passages restricted interpretations that would otherwise treat peer influence as compelling or regret as unavoidable.

Transferability

Transferability was supported by describing the community, participants, platform, brand, data-collection period, and reported viewing exposure. These contextual details allow readers to judge the relevance of the findings to other consumer groups and live-shopping settings.

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Dependability

The audit trail documented participant selection, the 28 interview sessions and their transcripts, the selection of significant statements, and the development of meaning units and phenomenological descriptions. Statements from different sessions remained linked to the same informant. Table 2 provides examples of the connection between source material and interpretation.

Confirmability

Reflective notes and epoche helped the researcher examine assumptions about impulsive purchasing. Quotations identified by informant code made the basis of interpretation visible. Descriptions of limited consideration were considered alongside price comparisons, budget concerns, resistance, and satisfaction so that the interpretation could accommodate experiences that did not fit a single account of lost self-control.

Research Ethics

Before the interviews were conducted, the researcher explained the purpose of the study, the form of participation required, the use of audio recordings, data confidentiality, and the informants' right to refuse to answer questions or withdraw from the study without any consequences. The interviews were conducted after the informants had provided voluntary consent.

The informants' identities were protected through the use of the codes Informant 1 to Informant 8. Their real names, account names, and other information that could lead to individual identification were not included in the research report. The recordings and transcripts were used exclusively for research purposes and were accessible only to the research team.

The Consolidated Criteria for Reporting Qualitative Research (COREQ) provide a reference for reporting the research context, data collection, analysis, and supporting quotations (Tong et al., 2007).

RESULTS AND DISCUSSION

Three themes organize the findings: urgency and the perceived value of an offer, trust and information from others, and evaluation after purchasing. Quotations from all eight informants show both recurring meanings and differences in how offers were approached. Indonesian excerpts are presented in English translation, retaining the participants' first-person accounts.

Urgency and the Perceived Value of an Offer

Informant 1 entered TikTok out of curiosity. An announcement that few items remained changed the experience from casual browsing to an immediate purchase:

> *"At first, I was simply browsing TikTok out of curiosity. Then the host said, 'Hurry up and buy it; there are only five moisturizers left!' I immediately panicked because I was afraid it would sell out, so I clicked the purchase button."*

The word "panicked" locates urgency in the informant's experience of possibly losing the product. The host's instruction to buy and the announcement of low stock were encountered together, with a transaction available immediately. The interpretation concerns perceived scarcity; the account does not independently establish how much stock remained.

Informant 5 described a different route to urgency. Existing products at home initially provided a reason not to buy, but the bundle price and bonus changed what seemed worth considering:

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"At first, I had no intention of buying because I still had products at home. But when the host explained the bundle price and the bonus, I started working out the difference compared with buying the items separately. I felt it would be a shame to miss the opportunity. They also said the promotion was about to end, so I paid straight away. While I was watching, it felt as though I was saving money. When I looked at the total spending afterwards, I realized I had bought more than I actually needed."

This description includes calculation rather than an absence of thought. What changed was the basis of comparison. The participant compared the bundle with the cost of separate items, while the option of continuing to use products already at home became less prominent. The approaching end of the offer made a perceived saving feel available only through an immediate additional purchase.

Hao and Huang (2023) connect time scarcity with urgency in live-streaming commerce. The two experiences give that connection different forms: Informant 1 feared losing access to the product, while Informant 5 focused on losing a favorable deal. These descriptions also qualify a simple equation between impulse buying and a complete suspension of evaluation. Evaluation occurred in Informant 5's account, but it centered on the offer's relative price rather than the need to buy.

The host's communication made the purchasing opportunity personally pressing within the session. Social presence helps situate this immediacy (Ming et al., 2021), while the participants' words identify what was at stake for them. The relevant concern was the opportunity as experienced at that moment, not scarcity or price considered in isolation.

Trust in the Host and Information from Friends

For Informant 2, a visual demonstration and friends' purchase updates were part of the same explanation of buying:

"The host removed her makeup and showed the product's texture to the camera. My friends in the WhatsApp group also updated their purchase statuses. In the end, I was influenced to buy it as well."

The demonstration made texture and use visible, while the group updates showed that familiar others were purchasing. Informant 2 connected both sources with buying as well. The account situates the decision across the broadcast and a WhatsApp group, without identifying a separate weight for the demonstration and the friends' activity.

Informant 4 emphasized familiarity with hosts and a response to a specific question:

"I watch Skintific live streams quite often, so I am familiar with some of the hosts. Once, I asked how to use a product, and my question was answered straight away. I found the explanation more convincing because it addressed what I wanted to know. I had only intended to watch, but I ended up buying the product they were discussing. At that point, I did not look for much additional information. After the product arrived, I realized that my trust in the host had played quite a part in my decision."

The response mattered because it addressed the participant's own concern. Familiarity gave the exchange a recognizable setting, and the relevant explanation was experienced as convincing enough to accompany a purchase with little further search. The participant identified trust retrospectively after the product arrived. This supports an interpretation of perceived credibility within the exchange, rather than a claim that familiarity always prevents comparison.

These experiences connect product visibility and responsive communication with the meanings consumers attach to information (Sun et al., 2019). Research on trust and relational engagement provides a context for this connection (Hu & Chaudhry, 2020; Wongkitrungrueng

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& Assarut, 2020). Work on communicator authenticity also shows why a host's presentation merits attention (Audrezet et al., 2020), although the evidence here concerns the participants' perceptions of relevance and trust rather than an independent judgment of the host's honesty.

Informant 7 also described buying after seeing friends' orders, but included an occasion when the offer was declined:

"I once bought something after seeing several friends in the group share their orders. I opened the live stream to look at the product and ended up buying it too, even though I had not planned to. I felt more confident because some friends had already used it. But I do not always follow what they buy. On another occasion, I chose not to buy because the product on offer did not really suit my needs. Information from friends can make me interested, but my decision also depends on the product."

The purchase and the decision not to buy concern different occasions. Together, they show how reassurance from friends could prompt interest without settling every decision. Product suitability remained a basis for refusal. This is a negative case for an interpretation that treats community participation as compelling conformity: the same informant described both following others' activity and declining an unsuitable offer.

Conformity and FOMO provide relevant perspectives on group consumption (Kang et al., 2019), while live-shopping research also examines learning through others' experiences (Lo et al., 2022). Informants 2 and 7 make it necessary to keep these possibilities distinct. Friends' purchases may offer information or reassurance; neither account establishes that fear of social exclusion drove the transaction. Community influence was meaningful, but its force depended on how the offer was understood.

Regret and Satisfaction After Purchasing

Informant 3 questioned the quantity purchased after the broadcast and then explained the decision through price and perceived host honesty:

"After the live-streaming session ended, I briefly regretted it and wondered why I had bought so many products. However, I convinced myself that the price was low and that I had already trusted the host's review because she appeared honest."

The phrase "convinced myself" makes the effort of justification explicit. A low price and a trusted review were used to explain a transaction that had briefly been questioned. The quotation supports an interpretation of retrospective justification, while leaving the duration of any emotional change unspecified. Park and Hill (2018) provide a basis for considering this relationship between justification and post-purchase regret.

For Informant 6, regret concerned the other uses of the money spent:

"At first, I was just curious about a product that many people were talking about. After watching the demonstration, I wanted to try it, although I had not planned to buy anything. I briefly thought about the money I had available, but I bought it anyway because the price seemed good. After paying, I felt a little regret because I could have used that money for other needs. I still use the product, but the experience has led me to start limiting my shopping when I watch live streams."

Budget consideration was present before payment, but the perceived price opportunity took priority. Afterwards, the participant evaluated the same expenditure against other needs. Continued product use coexisted with regret, so dissatisfaction with the product cannot be assumed. The reported effort to limit subsequent shopping indicates reflection on the experience; it does not establish how consistently that limit was maintained.

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Informant 5 likewise reconsidered expenditure after the session, recognizing that the bundle had increased the quantity purchased beyond what was needed. Informant 8 described limited comparison and an unplanned transaction, followed by a different evaluation:

"I usually do not watch live streams for long. Once, I joined while the host was showing a product's texture and how to use it. I became interested and saw a voucher I could use straight away. I decided quite quickly and did not have time to compare prices with other stores. The purchase was unplanned, but after it arrived and I used it, I was quite satisfied. I did not regret it, although looking back, I did not really have to buy it at that moment."

Satisfaction and recognition that the purchase was not immediately necessary coexist in this account. The voucher and demonstration were described as part of a quick decision, yet limited comparison did not lead to reported regret. Informant 8 therefore qualifies an interpretation that treats remorse as the expected endpoint of impulsive purchasing. The experience also separates satisfaction with a product from the timing or necessity of acquiring it.

A separate description from Informant 3 expressed no regret and associated a rapid transaction with little opportunity for extended consideration. The material does not establish whether this referred to the purchase quoted above or another episode. That difference is retained without interpreting it as a confirmed change from regret to acceptance.

Barta et al. (2023) distinguish concerns about the purchasing process from evaluation of its outcome. This distinction helps explain why an informant could question expenditure while continuing to use a product, or acknowledge an unnecessary immediate purchase while remaining satisfied. Across these descriptions, post-purchase meaning depended on what participants considered afterwards: quantity, alternative uses of money, product use, or the reasons supplied for buying.

Synthesis of the Lived Experience

The purchasing opportunity acquired meaning within a particular encounter. A stock announcement could be experienced as a threat of missing the product; a bundle could feel like a saving; a response from a familiar host could make information seem sufficient. Friends' activity extended the encounter beyond the broadcast. These conditions brought buying into consideration even when it had not been planned.

What the purchase meant could change when attention returned to products already owned, total expenditure, or other needs. Yet this reconsideration did not have a single emotional outcome. Informant 6 described regret and an attempt to limit later shopping, while Informant 8 described satisfaction. Informant 7's refusal on another occasion also preserves a place for product suitability within a socially influenced shopping experience.

The composite interpretation concerns how a purchase came to feel worthwhile or urgent at the moment of viewing and how that judgment was revisited afterwards. Participants described different degrees of deliberation and different outcomes. Their shared experience lies in negotiating an unplanned purchasing opportunity within an interactive setting, with the meaning of acting or refraining remaining tied to the episode.

Theoretical Implications

The findings add experiential detail to scarcity and impulse-buying research by showing what consumers believed they might lose. Informant 1 feared losing the product, whereas Informant 5 treated an expiring bundle as an opportunity to save. Informant 6 considered available money but still prioritized a favorable price. These accounts suggest that an impulse

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can develop alongside selective evaluation: consumers may assess the attractiveness of an offer while giving less weight to whether the expenditure is needed.

The analysis also connects trust with the point at which information feels sufficient. Informant 4 linked a response to a personal question with a convincing explanation and little additional search. Alongside Informant 2's combination of demonstration and group updates, this shows how credibility can be experienced within a social exchange. Informant 7 establishes a boundary to the interpretation: reassurance from friends remained compatible with refusing a product that did not fit personal needs.

Finally, the accounts distinguish justification, regret, and satisfaction after an unplanned purchase. Informant 3 used price and perceived honesty to explain the transaction; Informant 6 reconsidered the use of money; Informant 8 remained satisfied despite recognizing that immediate purchase had been unnecessary. These differences extend the interpretation beyond a fixed progression from urgency to remorse. They support comparison of how consumers evaluate an acquisition, its timing, and its consequences for other spending.

Limitations and Future Research

The study involved eight members of one consumer community in Bandung. Recruitment through community announcements may have favored members willing to discuss their shopping experiences. Repeated interviews provided depth, but the findings do not establish the distribution of these experiences among all community members or live-shopping consumers.

Eligibility was based on having made an unplanned purchase. The intensity of urgency and the extent of consideration varied across accounts. The findings therefore retain the distinction between a sudden purchasing impulse and unplanned buying more broadly (Rook, 1987). They describe participants' experiences rather than classify every unplanned transaction as an uncontrollable impulse.

Interviews relied on retrospective descriptions. Observation contextualized the promotional setting but could not independently establish private feelings or the accuracy of stock announcements. Transcript verification addressed the representation of participants' words; the final interpretation remained the researcher's responsibility. The differing statements attributed to Informant 3 also show the importance of distinguishing purchasing episodes when interpreting repeated interviews.

The focus on Skintific TikTok Live, skincare products, and data collected from May to July 2026 limits transferability. Studies in other communities or product categories could examine how perceived savings and product suitability affect decisions to buy or refrain. Interviews close to a transaction, supported by consented purchase records where available, could clarify how immediate judgments relate to later regret, satisfaction, and changes in spending.

CONCLUSION

This study examined the lived experiences of eight Sisterpuccino Squad members through 28 interview sessions and observation of Skintific TikTok Live. Participants described purchasing opportunities that became urgent through low-stock announcements, expiring offers, and perceived savings. Responses from familiar hosts and information from friends could make buying feel convincing. Deliberation remained visible in price comparisons and

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budget concerns, although attention sometimes centered on obtaining the offer rather than the need to spend.

The experiences also establish limits to a uniform explanation of impulse buying. Community reassurance could coexist with refusal when a product did not suit an informant's needs. After purchasing, some participants questioned expenditure or justified the decision, while another reported satisfaction without regret. The study contributes an account of how promotional circumstances acquire personal meaning and how that meaning is reconsidered, without assuming that social influence always produces conformity or that an unplanned transaction necessarily produces remorse.

For live-shopping practice, the findings support clear communication about stock, promotional deadlines, and the total cost of bundles. Product demonstrations and responses to questions should give viewers sufficient information to assess suitability. Community exchanges can support comparison and discussion alongside purchase updates. These implications arise from the experiences examined and warrant further investigation across other live-shopping settings.

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