Volume 7 Issue 2 (2026) Pages 1278 - 1291
Economics and Digital Business Review
ISSN : 2774-2563 (Online)

Live Streaming Influencer Marketing And Impulsive Buying Behavior In Tiktok Live: a Bibliometric Mapping And Literature Review

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Abstract

Digital marketing has positioned influencers and live streaming as increasingly important promotional channels, while impulsive buying remains a recurring issue in these online settings. This article is an exploratory literature review combined with bibliometric mapping of live streaming influencer marketing and impulsive buying behavior on TikTok Live, and it does not report an empirical test with TikTok Live users. A descriptive qualitative approach was applied to publications from 2021 to 2026. Bibliographic records were retrieved from Google Scholar through the Publish or Perish application on 8 October 2026, which yielded two corpora: 160 documents on impulsive buying and social media influencers, and 194 documents on TikTok live shopping. Both corpora were mapped with VOSviewer, after which ten articles were selected from their abstract information according to their relevance to influencers, live shopping, and impulsive buying. The ten articles were neither read in full text nor appraised for quality, so the findings are preliminary. On the map presented, the term influence appears as the largest node and is linked to impulse buying, behavior, consumer, and digital marketing. The TikTok studies in the sample take impulsive buying, purchase interest, or purchase decisions as outcomes, whereas influencer studies on other platforms examine credibility, trust, attachment, parasocial interaction, and live-streaming advertisements. Credibility, trust, and interaction recur as themes, yet this recurrence does not show that the same mechanisms operate on TikTok Live. The review offers a conceptual starting point for later empirical research.

Keywords: *Digital Marketing; Influencer; Impulsive Buying; TikTok Live.*

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INTRODUCTION

Companies increasingly turn to digital marketing to introduce brands and products to consumers, which makes the effectiveness of that promotion a real concern (Chan, 2022). Antczak (2024) links digital marketing and social media marketing to consumer purchasing behavior and points out that impulse buying is common in online settings. Marketing carried out through social media is also reported to trigger impulse buying among consumers (Singh et al., 2023). Local influencers have made the expansion of digital marketing in Indonesia especially noticeable (Mahmud et al., 2023). According to Chapuzet & Bawono (2026), marketing in the digital era calls for a fresh perspective if it is to stay

DOI : 10.37531/ecotal.v7i2.4274

effective. In livestreaming e-commerce, stimuli produced by marketing activities have been studied as determinants of impulsive purchases (Chen et al., 2022).

Research on impulse buying has been described as fragmented and still developing, because attention has moved from conventional retail to a wide range of online settings (Redine et al., 2023). Redine et al. review the field systematically across contexts, whereas Zhao et al. (2022) take a quantitative route: their meta-analysis pools studies of online impulsive buying, concentrating on website and marketing factors and on a country's level of economic development as a moderator. As described in their scope, neither review singles out influencer-led live streaming on a particular platform such as TikTok, so it remains unresolved whether influencer mechanisms reported elsewhere carry over to that setting. Related work supplies context. The strong persuasive capacity of advertising makes it pertinent to the study of impulse purchases (Rodrigues et al., 2021). Among young consumers, peer influence on social media and advertisements aimed at particular audiences are named as online antecedents (Nyrhinen et al., 2024), and Generation Z has frequently been the study population, for example in research on fashion purchases triggered by Instagram (Djafarova & Bowes, 2021). In live streaming shopping, impulse buying is regarded as central to completing transactions (Lin et al., 2023).

Koay et al. (2021) tested how social media marketing activities by Instagram influencers affect online impulse buying. It is argued that digital influencers affect consumers' impulse buying on social networking sites through message credibility, media credibility, and trust (Shamim & Islam, 2022). Within social commerce, Shamim et al. (2024) ask how social media influencers stir up an urge to buy on impulse. The credibility of influencer marketing communication has also been treated as a driver of impulse buying behaviour (Shamim & Azam, 2024). Chen et al. (2021) connect the characteristics of Internet celebrities to followers' impulse purchases, with attachment and parasocial interaction acting as mediators. Comparing oneself with influencers is associated with later impulsive buying, and social anxiety and social media addiction are involved in that link (Mundel et al., 2024).

In research on congruence in influencer marketing, Koay & Lim (2025) examined wishful identification as a moderator of online impulse buying intentions. Celebrity endorsement and impulsive buying intentions in social commerce have been studied, including the case of Instagram in Indonesia (Zhu et al., 2022). Among Generation Z, the role of social media celebrities as a moderator between online convenience and online impulsive buying behavior has been tested (Lina et al., 2022). Djamhari et al. (2024) looked at sales promotion, fear of missing out (FOMO), and digital payment methods as forces behind impulsive buying in the digital age. FOMO has further been employed as a mediator linking hedonic motivation and influencer marketing to purchase decisions (Mahmud et al., 2023). Habib & Almamy (2025) also report that FOMO relates to social media engagement and to impulse buying of lifestyle products.

The stimulus-organism-response (SOR) model has been applied to explain how impulse buying arises in live streaming shopping, which has become a popular research topic (Huo et al., 2023). Yan et al. (2023) empirically examined how influencer live-streaming advertisements on e-commerce platforms affect consumers' buying impulse. The quality of interaction between anchors and consumers in live streaming shopping has been analysed as a source of influence on emotion and impulsive purchase intention (Li et al., 2022). Liu et al. (2023) studied anchor professionalism as an influence on impulse buying intention and note that real-time chats with vendors make live streaming more credible as a marketing channel. Consumers' own characteristics have also been explored as a mechanism behind impulsive purchases in e-commerce livestream marketing (Deng et al., 2023). The attempts of livestream influencers to exert influence have been associated with impulsive buying in livestreaming commerce (Ma et al., 2024).

DOI : 10.37531/ecotal.v7i2.4274

Feng et al. (2024) identified scarcity persuasion and price perception as moderators of impulse buying during livestreaming. Hunger marketing in live commerce has been examined as a selling approach that shapes what drives consumers' impulse buying (Zhang et al., 2022). In live shopping research, social presence and facilitation factors have been studied, with celebrity endorsement serving as a moderator between online consumers' attitude and impulse buying (Li et al., 2023). Live streaming commerce has also been viewed through the lens of compulsive buying (Sun & Bao, 2023). Videos presenting products on the Shopee video platform have been investigated to see how digital triggers push online impulse buying (Ngo et al., 2024). Altogether, this literature indicates that the factors behind impulsive purchases in live streaming shopping can be built on the SOR perspective (Lin et al., 2023).

Ardiyanti (2023) reports that live streaming shopping on TikTok significantly affects impulse buying behavior, with special prices during the live session as one example. Trust was used as a moderator when Herlina (2023) tested TikTok live streaming shopping and perceived enjoyment against online impulsive buying among Indonesian consumers. In the TikTok live shopping feature, impulsive buying has been examined alongside price perception, self control, consumer engagement, and hedonic shopping motivation (Oktafiani et al., 2025). Paputungan et al. (2024) examined how sales promotion shapes impulse buying behavior among TikTok Shop users who are university students. Purchase interest in TikTok live shopping has been analysed through sales promotion and influencer credibility (Yurindera, 2023). Chan & Asni (2023) similarly investigated how attributes of live streaming shopping encourage purchase intention on TikTok live streaming.

Within TikTok research, content marketing and live shopping are reported to partly shape fashion purchase decisions among TikTok Shop users (Nada et al., 2023), and live streaming has been examined as a way to raise sales through TikTok Shop (Sabila & Andni, 2023). Evidence on influencers, however, comes largely from other settings: Instagram dominates the influencer studies in the dataset (Koay et al., 2021), and work on livestream influencers tends to address live commerce as a whole (Ma et al., 2024). Against this background, TikTok Live merits separate attention, particularly regarding live streaming shopping and trust in online impulsive buying (Herlina, 2023).

The aim of this review is to compare how existing studies explain impulsive buying through influencers and live shopping, and to judge how far those explanations can be applied to TikTok Live. Three review questions guide the work. RQ1: Which publication trends and thematic clusters appear in the two corpora on impulsive buying with social media influencers and on TikTok live shopping? RQ2: Which mechanisms (credibility, trust, attachment, parasocial interaction, and interaction quality) do the reviewed studies use to explain impulsive buying, and how do these mechanisms and their mediating or moderating positions differ between TikTok studies and studies on other platforms? RQ3: What can and cannot be concluded about live streaming influencer marketing on TikTok Live, given the scope and strength of the evidence, including the boundary conditions under which the mechanisms may hold?

The contribution goes beyond placing two bodies of literature side by side. This review separates the outcome constructs, distinguishes TikTok Shop in general from influencer-led TikTok Live sessions, and states explicitly how far findings from other platforms can be transferred (Antczak, 2024).

LITERATURE REVIEW

Digital Marketing

Companies use digital marketing to promote their brands and products, so making that promotion effective is important (Chan, 2022). Prior work has examined how digital

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marketing and social media marketing relate to the factors that shape consumers' purchase decisions (Antczak, 2024). Chapuzet & Bawono (2026) discuss how marketing in the digital age requires a new outlook in order to stay effective. Social media marketing is reported to significantly affect fear of missing out (FOMO) and consumer behavior tied to impulse buying (Habib & Almamy, 2025). Digital marketing in Indonesia has grown visibly through local influencers (Mahmud et al., 2023). Because consumers chat with vendors in real time, live streaming is said to raise the credibility of digital marketing and draw attention to the focal product (Liu et al., 2023).

Influencer Marketing

Studies of influencer marketing can be organised with the stimulus-organism-response (SOR) perspective already used in live streaming research (Huo et al., 2023; Lin et al., 2023). In this reading, the stimulus consists of influencer-related inputs: the characteristics of Internet celebrities (Chen et al., 2021), the credibility of the message and of the medium (Shamim & Islam, 2022), the credibility of influencer marketing communication (Shamim & Azam, 2024), influencer advertisements in live streaming (Yan et al., 2023), and the quality of interaction between anchors and viewers (Li et al., 2022). The organism covers the internal states these inputs activate, namely trust, attachment, parasocial interaction, emotion, and the urge to buy (Shamim et al., 2024), while the response is impulsive buying, which the studies measure as behavior, intention, or urge.

Within this chain, credibility acts mainly as an upstream stimulus whose effect passes through trust, since Shamim & Islam (2022) place message credibility and media credibility ahead of trust in the route to impulsive buying. Attachment and parasocial interaction are relational states positioned as mediators between influencer characteristics and followers' impulse purchases (Chen et al., 2021), and interaction quality is tied to emotion and impulsive purchase intention (Li et al., 2022). Boundary conditions enter as moderators, for example wishful identification (Koay & Lim, 2025) and celebrity endorsement (Li et al., 2023). The role of trust is not uniform: it lies inside the credibility pathway in the influencer studies but serves as a moderator in the TikTok study by Herlina (2023), which is one reason the mechanisms cannot be assumed to coincide across platforms. These relations are treated here as conceptual propositions and not as statistical hypotheses, because formal hypothesis testing falls outside the design of a literature review. Research on Instagram influencers (Koay et al., 2021) and on the influence attempts of livestream influencers in live commerce (Ma et al., 2024) completes this picture.

Impulsive Buying Behavior

The study of impulse buying is regarded as fragmented and still growing, having moved from traditional retail into online environments (Redine et al., 2023). Because advertising is strongly persuasive, it is relevant to research on impulse purchases (Rodrigues et al., 2021). A meta-analysis has examined website and marketing factors in online impulsive buying with economic development level as a moderator (Zhao et al., 2022), peer influence on social media and targeted online advertisements are named as online antecedents among young consumers (Nyrhinen et al., 2024), Generation Z's Instagram-related fashion impulse purchases have been studied (Djafarova & Bowes, 2021), and impulse buying is seen as decisive for successful transactions in live streaming shopping (Lin et al., 2023).

Because the reviewed studies do not share one outcome, this review distinguishes five related constructs. Impulsive buying behavior is an actual purchase made spontaneously and without prior plan after exposure to a stimulus, and it is the core outcome of this review (for example, Ardiyanti, 2023; Ma et al., 2024). Impulsive buying intention or urge is the inclination or desire to buy on the spur of the moment before any purchase occurs (Li et al., 2022; Shamim et al., 2024). Purchase interest is a broader inclination to buy that need not be unplanned (Yurindera, 2023), and a purchase decision is

DOI : 10.37531/ecotal.v7i2.4274

the overall choice to buy, which can be planned or spontaneous (Nada et al., 2023). Compulsive buying differs from all of these because it is a repetitive, internally driven pattern and not a reaction to a situational stimulus (Sun & Bao, 2023). Evidence on impulsive buying behavior and on impulsive intention or urge is treated as directly relevant, whereas evidence on purchase interest and purchase decisions is treated as contextual and is not used to draw conclusions about impulsive buying.

TikTok Live Shopping

TikTok Live is described as a popular form of promotional content on TikTok, commonly used to market products (Sabila & Andni, 2023). Special prices offered during live streaming are one way in which TikTok live streaming shopping has been reported to significantly affect impulse buying behavior (Ardiyanti, 2023). With trust as a moderator, perceived enjoyment and TikTok live streaming shopping have been tested against online impulsive buying among Indonesian consumers (Herlina, 2023). In the TikTok live shopping feature, impulsive buying has been studied together with price perception, self control, consumer engagement, and hedonic shopping motivation (Oktafiani et al., 2025). Sales promotion and influencer credibility have been analysed as bases for purchase interest in TikTok live shopping (Yurindera, 2023). The part played by live streaming shopping attributes in encouraging purchase intention on TikTok live streaming has also been examined (Chan & Asni, 2023).

METHODOLOGI

This study uses a descriptive qualitative method, which produces descriptive data in the form of written statements taken from the literature under review. The design is an exploratory literature review supported by bibliometric mapping of publications from 2021 to 2026, and the selection of articles relied on abstract information; it is therefore not presented as a systematic review in the strict sense. Both datasets were drawn only from Google Scholar through the Publish or Perish application and exported in CSV format, and the searches were run on 8 October 2026. The first dataset contains 160 documents on impulsive buying and social media influencers, and the second contains 194 documents on TikTok live shopping. Both were mapped with VOSviewer, after which ten articles were chosen for the review in Table 1.

Search strategy. For each dataset the search settings were as follows. Dataset 1 (impulsive buying and social media influencers): search string "digital marketing influencer impulsive buying"; search fields anywhere in the article (no field restriction set in the exported query); years 2021 to 2026; language no language filter appears in the exported query parameters (the titles are almost entirely in English); document types no document-type filter (the export contains HTML, PDF, book, and citation-only records); maximum number of results results were retrieved up to Google Scholar rank 160; retrieved on 8 October 2026. Dataset 2 (TikTok live shopping): search string "tiktok live shoping" (184 records) and "tiktok live shopping" (10 records), as recorded in the export; search fields anywhere in the article (no field restriction set in the exported query); years 2021 to 2026; language no language filter appears in the exported query parameters (the titles are in Indonesian and English); document types no document-type filter (the export contains HTML, PDF, book, and citation-only records); maximum number of results results were retrieved up to Google Scholar rank 200; retrieved on 8 October 2026. Overlap between the two datasets and the handling of duplicates within and between them was checked by matching titles: no record appears in both datasets and none is duplicated within the first dataset, while the second dataset holds two pairs of probable duplicate entries (Aziz et al. and Achmad, 2024; Suharyanto and Ferdinand, and Ferdinand, 2025), and all of them were kept in the 194 documents, so no record was removed.

DOI : 10.37531/ecotal.v7i2.4274

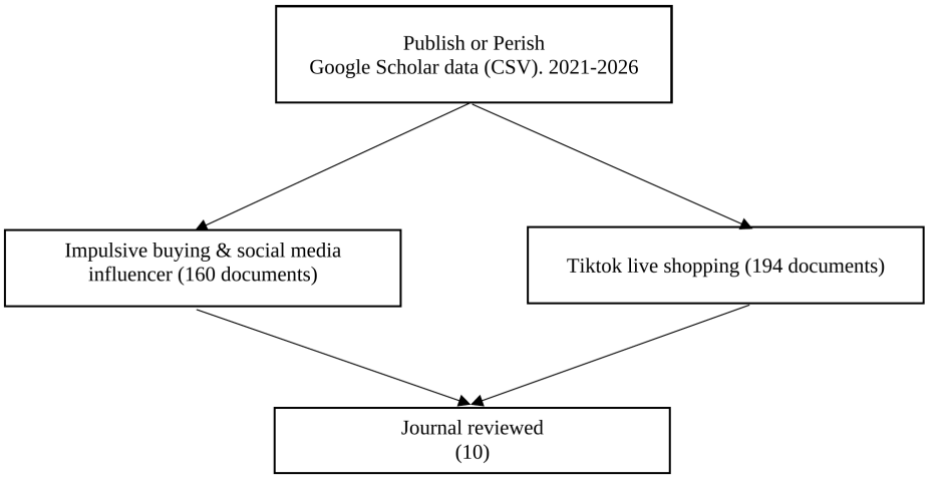


Figure 1. Research Flow (2026)

Figure 1 outlines the research flow. Bibliographic records for 2021 to 2026 were first collected through Publish or Perish and exported to CSV, then divided into two datasets: impulsive buying with social media influencers, and TikTok live shopping. Each dataset was visualized in VOSviewer to see how the main terms are connected. With the maps and the abstract information in the CSV files as a basis, articles were selected, and their focus, platform, outcome, and reported findings are summarized in Table 1.

In total, 354 records were identified (160 and 194) before any duplicate removal. The counts at the later stages are duplicates removed = 0 (title matching); records screened on title and abstract information = 354; excluded = 344, because they did not meet the selection criteria stated below, and ten articles were included. An article was selected when it addressed influencers or live shopping in relation to impulsive buying (including intention or urge) or to a closely related outcome such as purchase interest or purchase decisions on TikTok, belonged to the 2021 to 2026 corpus, and had abstract information in the export. Because the design is exploratory and abstract-based, no PRISMA diagram is claimed, and Figure 1 is a simplified outline of the process.

RESULTS AND DISCUSSION

Results

The Publish or Perish search produced 160 documents in the first dataset, of which 159 carry a publication year. The yearly counts were 21 in 2021, 31 in 2022, 34 in 2023, 48 in 2024, 22 in 2025, and 3 in 2026. The second dataset comprises 194 documents, 178 of which show a year, with counts of 2 in 2021, 14 in 2022, 26 in 2023, 52 in 2024, 55 in 2025, and 29 in 2026. One record in the first dataset and sixteen in the second have no publication year in the export, even though 2021 to 2026 was set as the inclusion range. These records are left out of the annual counts, and their years remain blank in the export. Since the data were retrieved on 8 October 2026, the 2026 figures cover only part of the year. The yearly counts describe the output of the two searches and should not be read as growth of the whole field. Because the search strings and coverage of the two searches differ, the two series are also not directly comparable.

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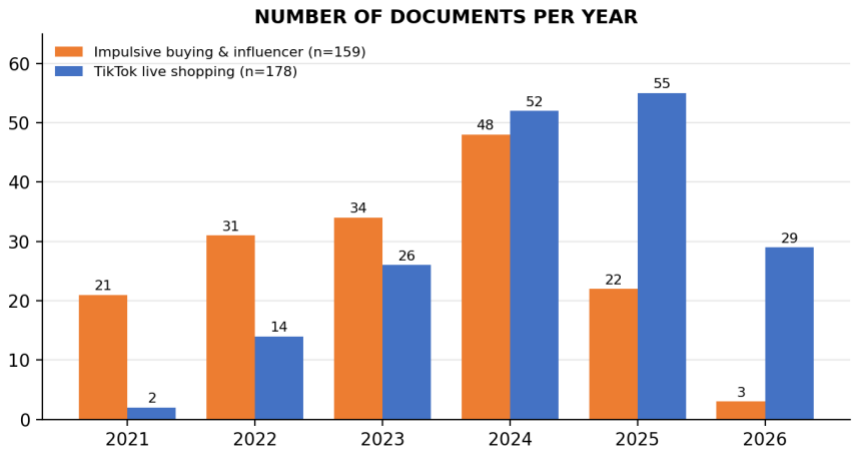


Figure 2. Number of Documents per Year in the Two Search Outputs (2026). Counts use only records with a publication year (n = 159 and n = 178); 2026 is incomplete because retrieval took place on 8 October 2026

The 160 documents in the first dataset together carry 13,426 citations, taken from the Google Scholar data exported through Publish or Perish on 8 October 2026 and summed across records. The most cited record is Djafarova and Bowes (2021) with 1,579 citations, followed by Redine et al. (2023) with 413 and Lin et al. (2023) with 333. The 194 documents in the second dataset total 818 citations under the same procedure. Nada et al. (2023) is highest with 86, then Ardiyanti (2023) with 62 and Zhang and Chen (2023) with 46 for their study of online shopping intention through the theory of planned behavior and live e-commerce, published in SHS Web of Conferences. Because the two totals come from corpora of different scope and size, they do not indicate differences in quality or in the influence of the two fields.

VOSviewer settings. The maps were produced with VOSviewer 2026 using co-occurrence analysis with terms taken from the title and abstract fields, counting, and a minimum occurrence threshold of 5 Of 347 initial terms, 42 remained after relevance score selection where the 60% most relevant terms were retained; normalization used association strength and clustering used resolution of 1.0 with a minimum cluster size of 5 items

. Spelling variants (behavior and behaviour) and variants of impulsive buying (impulse buying behavior, impulsive buying behavior, and impulsive buying behaviour) appear as separate nodes in the map shown, and they should be merged through a documented thesaurus.

The map in Figure 3 is based on the first dataset, impulsive buying and social media influencers (the map of the second dataset, TikTok live shopping, is not shown in this article), and it shows five clusters. The term influence is the largest node and lies near the middle. The yellow cluster holds impulse buying, influencer, digital marketing, FOMO, relationship, and social media influencer. The red cluster contains impulse, factor, impulse purchase, behaviour, purchase intention, marketer, and generation z. The green cluster includes influence, online shopping, marketing strategy, customer, social commerce, and online impulsive buying. The blue cluster gathers impact, consumer, marketing, impulsive buying behavior, moderating role, compulsive buying, online purchase, and online marketer, and the purple cluster covers behavior, gen z, and impulse buying behavior. Node size and position show how terms co-occur in the corpus; they are not sufficient to establish conceptual centrality or any causal relationship.

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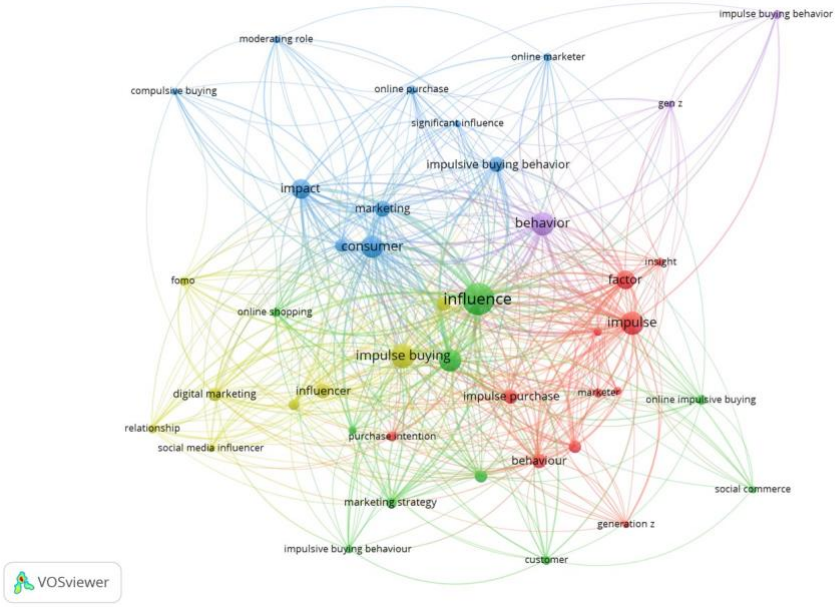


Figure 3. VOSviewer Term Map for the First Dataset, Impulsive Buying and Social Media Influencers (2026)

Ten articles were drawn from the two datasets to examine how influencers and live shopping relate to impulsive buying; six concern TikTok, and four concern influencers on other platforms or in e-commerce. Because selection and extraction relied on the abstract information in the CSV files, the methods and findings could not be checked against full texts, and no formal quality appraisal was applied. For each article the extraction recorded the focus, platform, outcome construct, variables examined, and the findings as stated in the abstract, and the synthesis is narrative. The review is therefore exploratory in nature and is not offered as a systematic review in the strict sense.

Table 1. Review Journal Influencer Marketing and Impulsive Buying (2026)

No	Author	Focus	Platform	Outcome	Findings
1	Ardiyanti (2023)	TikTok Live	TikTok	Impulsive buying behavior	Reports a significant effect of TikTok live streaming shopping on impulse buying behavior, with special prices during the live session given as one example.
2	Herlina (2023)	TikTok Live	TikTok (Indonesia)	Online impulsive buying behavior	Tests TikTok live streaming shopping and perceived enjoyment against online impulsive buying behavior, with trust as a moderator. Result direction not stated in the abstract data; to be verified in the full text.

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No	Author	Focus	Platform	Outcome	Findings
3	Oktafiani et al. (2025)	TikTok Live	TikTok	Impulsive buying	Examines price perception, self control, consumer engagement, and hedonic shopping motivation in relation to impulsive buying in the TikTok live shopping feature. Result direction not stated in the abstract data; to be verified in the full text.
4	Paputungan et al. (2024)	TikTok Shop	TikTok Shop	Impulse buying behavior	Examines sales promotion in relation to the impulse buying behavior of TikTok Shop users who are university students. Result direction not stated in the abstract data; to be verified in the full text.
5	Yurindera (2023)	TikTok Live	TikTok	Purchase interest	Examines sales promotion and influencer credibility as bases of purchase interest in TikTok live shopping. Result direction not stated in the abstract data; to be verified in the full text.
6	Nada et al. (2023)	TikTok Shop	TikTok Shop (South Jakarta)	Purchase decision	Reports that content marketing and live shopping have a partial effect on purchase decisions for fashion products among TikTok Shop users.
7	Koay et al. (2021)	Influencer	Instagram	Online impulse buying	Investigates how social media marketing activities limited to Instagram influencers relate to online impulse buying. Result direction not stated in the abstract data; to be verified in the full text.
8	Shamim & Islam (2022)	Influencer	Social networking sites	Impulse buying behavior	Outlines a mechanism through which digital influencers affect consumers' impulse buying behavior, involving message credibility, media credibility, and trust. Result direction not stated in the abstract data; to be verified in the full text.
9	Chen et al. (2021)	Influencer	Internet celebrities (YouTube)	Impulse purchase behavior	Studies how Internet celebrity characteristics relate to followers' impulse purchase behavior, with attachment and parasocial interaction as mediators. Result direction not stated in the abstract data; to be verified in the full text.
10	Yan et al. (2023)	Influencer live streaming	E-commerce platforms	Buying impulse	Empirically investigates the effect of influencer live-streaming advertisements on consumers' buying impulse on e-commerce platforms. Result direction not stated in the abstract data; to be verified in the full text.

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Note. Information on study design, location, sample, construct measurement, and analysis method is not shown because only abstract information was available; it should be extracted from the full texts. Where the Findings column says that the result direction is not stated, the abstract data only name the variables examined, and no claim of a significant result should be inferred.

Discussion

The TikTok studies in Table 1 are best read by outcome. For impulsive buying behavior, Ardiyanti (2023) reports a significant effect of TikTok live streaming shopping, Herlina (2023) pairs live streaming shopping with perceived enjoyment and trust, and Oktafiani et al. (2025) examine price perception, self control, consumer engagement, and hedonic shopping motivation within the live shopping feature. These three studies concern live sessions on TikTok, but the abstract data do not show whether the sessions were led by influencers. Paputungan et al. (2024) also address impulse buying behavior, yet they focus on sales promotion among university students who use TikTok Shop in general, so their evidence is contextual to live sessions. For purchase interest, Yurindera (2023) is the only study that includes influencer credibility alongside sales promotion in TikTok live shopping, although its outcome is purchase interest and not impulsive buying. For purchase decisions, Nada et al. (2023) report a partial effect of content marketing and live shopping among TikTok Shop users who buy fashion products, which is again contextual evidence from the wider TikTok Shop setting. On the abstract information extracted, no single article combines influencer attributes, TikTok Live, and impulsive buying behavior, so the evidence bearing directly on the review questions is limited and the rest informs the context only.

Studies outside TikTok offer a contrast that can be drawn along several lines. As for platform and interactivity, Instagram influencer research (Koay et al., 2021) and work on social networking sites (Shamim & Islam, 2022) deal with social media exposure, Chen et al. (2021) address Internet celebrities on YouTube, and Yan et al. (2023) and Li et al. (2022) address live streaming in e-commerce, where interaction between anchors and consumers happens in real time. Credibility and trust are shared concerns: Shamim & Islam (2022) rely on message credibility, media credibility, and trust, while Yurindera (2023) brings influencer credibility into the TikTok setting. The roles assigned to them diverge. In the influencer studies, credibility and trust sit in the explanatory pathway, attachment and parasocial interaction act as mediators (Chen et al., 2021), and interaction quality is tied to emotion and impulsive purchase intention (Li et al., 2022). The TikTok studies, by contrast, mostly emphasize commercial stimuli such as special prices, price perception, and sales promotion, and Herlina (2023) uses trust as a moderator. Sample contexts differ as well: where stated, the TikTok studies concern Indonesian consumers or students, whereas the contexts of the other studies were not extracted.

These differences limit the transfer of findings. The recurrence of credibility, trust, and interaction as themes (Ma et al., 2024) only points to candidate mechanisms for TikTok Live; it does not show that the same mechanisms operate there, and each would need direct testing in that setting.

CONCLUSION

This review combined bibliometric mapping with an exploratory, abstract-based review of influencer marketing, impulsive buying, and TikTok live shopping, drawing on two Google Scholar datasets retrieved through Publish or Perish. The bibliometric findings are confined to these corpora: the first dataset peaked in 2024 with 48 documents, the second peaked in 2025 with 55, and the 2026 data are incomplete. On the map of the first dataset, influence is the largest node and appears together with impulse buying, behavior, consumer,

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and digital marketing, which shows term co-occurrence only and says nothing about causal relations.

The substantive findings come from the ten reviewed articles. On RQ1, document counts peaked in different years in the two corpora, and the map groups terms around influence, impulse buying, and consumer behavior. On RQ2, the TikTok studies stress commercial stimuli such as special prices, price perception, and sales promotion, together with enjoyment and trust, whereas studies on other platforms stress credibility, trust, attachment, parasocial interaction, and interaction quality; trust is a moderator in one TikTok study and part of the credibility pathway in the influencer studies. On RQ3, evidence linking influencer attributes, TikTok Live, and impulsive buying behavior directly is thin, and the remaining evidence is contextual or comes from other platforms and outcomes. It can be concluded that credibility, trust, and interaction are plausible candidate mechanisms for TikTok Live. It cannot be concluded that they operate there or how strong their effects are, because the direction of results was not extracted and study quality was not assessed.

The review is expected to offer theoretical and practical benefits within the limits of its evidence. Theoretically, it maps how the literature on digital marketing, influencers, and impulsive buying is connected, and it separates influencer studies centered on other platforms from TikTok studies centered on live shopping. In this way it can support a framework for live streaming influencer marketing and impulsive buying behavior in TikTok Live, in which credibility, trust, and interaction are treated as propositions to be tested and not as established mechanisms. Counting the variables named in Table 1, influencer credibility (including message and media credibility), trust, and sales promotion each appear in two of the ten articles. Since no variable stands out and the counts rest on abstract information, no claim is made that any factor is the most frequently examined.

Practically, the implications are cautious because of the scope and quality of the evidence. Marketers and sellers on TikTok Live could prioritize credible and transparent presentation of products over pressure tactics, noting that special prices (Ardiyanti, 2023) and scarcity persuasion (Feng et al., 2024) are examined in relation to impulse buying; the aim should not be simply to raise impulsive purchases. For consumers and students, the review draws attention to promotional pressure in live sessions, which can support more deliberate purchasing decisions. It also suggests that platforms and regulators may consider protecting consumers from such pressure, a point that needs stronger evidence before firm recommendations are made.

The scope of this study is limited to bibliographic records from Google Scholar exported through Publish or Perish and to the abstract information in the CSV files. The 2026 data are incomplete because they were retrieved on 8 October 2026. Several further limitations affect how far the conclusions can be taken. First, choosing only ten articles introduces selection bias, so the sample may not represent the two corpora and the themes identified may reflect that choice. Second, reliance on abstracts means that methods and findings were not verified, which is why result directions are largely unreported and the conclusions remain tentative. Third, language and publication bias are possible, since the language coverage of the searches (mainly English and Indonesian records in the exports) is restricted and studies with significant results are more likely to be published and indexed, which may overstate effects. Fourth, the two corpora may overlap, and duplicate records could inflate counts and citations. Fifth, the studies use different outcomes (impulsive buying, purchase interest, and purchase decisions), which limits direct comparison and restricts conclusions on impulsive buying to a small subset.

Improving the review should come first: retrieving full texts, appraising study quality, documenting the search strings, and applying a documented thesaurus in VOSviewer, with the whole process reported. Only afterwards should primary research

DOI : 10.37531/ecotal.v7i2.4274

follow, for instance by collecting data from TikTok Live users in Indonesia. Later reviews could also add keywords such as TikTok Live, influencer credibility, FOMO, and impulsive buying to locate studies closer to live streaming influencer marketing. The Indonesian context should stay in view, because several of the reviewed studies involve Indonesian consumers.

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DOI : 10.37531/ecotal.v7i2.4274