



The Impact of Using Live Streaming E-Commerce on Urge to Buy Impulsively

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Abstract

This research aims to explore the factors that drive impulsive buying during e-commerce live streaming through the Stimulus-Organism-Response (S-O-R) theory. The study was distributed to 290 respondents who are users of Shopee and TikTok platforms and have made purchases during live streaming, using purposive sampling in non-probability sampling and utilizing Google Forms for data collection. Data analysis was conducted quantitatively and processed using PLS-SEM with the SmartPLS 3.0 software. The findings reveal that trustworthiness and expertise positively and significantly influence perceived enjoyment, while purchase convenience and product price positively and significantly influence perceived usefulness. Additionally, perceived enjoyment and perceived usefulness positively and significantly affect the urge to buy impulsively. This indicates that live streaming can enhance consumers' impulsive buying behavior. This study contributes by providing insights for e-commerce platform developers, businesses, managers and marketing teams to leverage the potential of e-commerce live streaming in this evolving digital era.

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INTRODUCTION

The development of information technology has influenced the shopping process from conventional to online, leading to changes in customer shopping habits within the business environment (Kozlova et al., 2019; Ratchford et al., 2022). According to Databoks (2024), ECDB shows that Indonesia has become the country with the highest e-commerce growth rate in the world in 2024, projected at 30.5%, which underscores the crucial role of e-commerce as a primary channel for buying and selling transactions with extensive reach (Hua & Chiu, 2022). Online shopping today is driven by live streaming innovations that enable real-time interactions between buyers and sellers, creating a more interactive shopping experience (Zheng et al., 2022). Platforms currently popular and favored for live streaming include Shopee and TikTok. Shopee Live integrates it as a vital part of its sales strategy, while TikTok Live expands its functionality with the "Shop" feature drive sales by focusing on entertainment content. This has become the focus of business marketing strategies, as its ability to showcase real-time videos and enable direct interactions can trigger impulsive consumer purchases (Cui et al., 2022; Li et al., 2022). The urge to buy impulsively often occurs in commerce activities during live streaming (Cheng, 2020). It described as a drive to engage in spontaneous actions without much thought. This phenomenon of impulsive buying is driven by the growing trend of live streaming in society, which can disrupt consumers' decision-making processes (Khawaja, 2018).

The existence of Shopee as an e-commerce platform aims to connect sellers and buyers for various types of products from personal needs and daily needs that have succeeded in becoming a leading e-commerce platform with the highest level of satisfaction in the online shopping experience. This is supported by CNN Indonesia's IPSOS Research which found that 62% of consumers recommend Shopee to their relatives compared to TikTok

only 42%. This shows that Shopee is preferred by consumers in online shopping. On the other hand, TikTok, which was originally a video sharing platform, has developed into a business marketing tool and facilitates interaction through duet, stitch, and react features with users turning to TikTok for entertainment and self-expression that encourages emotional engagement. This is supported by ByteDance's advertising Reportal Data (2024), showing that TikTok had 126.8 million users in Indonesia in early 2024, with a reach reaching 68.5 percent of total local internet users, regardless of age. Live streaming has become the fastest growing new type of online commerce in the world in the past three years. Providing customers with additional value and additional channels for customer engagement, making it a popular shopping method among customers. Both Shopee and TikTok utilize the live streaming method to attract users. Shopee Live is designed as an e-commerce platform and integrates it as an important part of its sales strategy, while TikTok Live as a social commerce platform expands its functions with the "Shop" feature to drive sales through its main focus on entertainment content. Thus, both can be said to be e-commerce live streaming which is now the focus of business marketing strategies because of its ability to display real-time videos and interact directly which can trigger consumer impulse purchases.

The Stimulus-Organism-Response (S-O-R) Theory has been utilized in various studies to understand consumer behavior and interpret impulsive buying behavior (C. Chen & Yao, 2018). In the context of live streaming e-commerce, stimuli can include direct interaction with sellers, enjoyment, perceived usefulness, and the offered product price. The organism in this case refers to perceived enjoyment, which is the level of pleasure experienced by consumers, and perceived usefulness, which is the level of utility felt by consumers when participating in live streaming. The response that arises is the urge to buy impulsively, a spontaneous drive to make purchases without thorough consideration. In studying

customer behaviors, the S-O-R model can help distinguish environmental stimuli from internal and external behaviors. (C. Chen & Yao, 2018).

Live streaming e-commerce and the urge to buy impulsively are interconnected, as it can increase the likelihood of impulsive purchases driven by perceived usefulness and perceived enjoyment triggered by certain stimuli (Iyer et al., 2020; Redine et al., 2023). There are inconsistencies in the results of previous studies (Miranda et al., 2024; Wu et al., 2016; Xiang et al., 2016), which show that perceived usefulness positively influences the tendency for impulsive buying, whereas (Lee et al., 2021; Lee & Chen, 2021) reveal that although perceived usefulness enhances perceived enjoyment, it does not directly affect the urge to buy impulsively. According to (Lee et al., 2021; Lee & Chen, 2021; Lin et al., 2023; Xiang et al., 2016), perceived enjoyment significantly influences impulsive purchase intentions due to the enjoyment experienced while watching live streaming. Conversely, (Miranda et al., 2024) state that consumers value the practical benefits and utility they perceive from the showcase goods or services more highly.

The urge to buy impulsively through live streaming has become an increasingly important topic in marketing research, in line with the growing trend of live streaming in the e-commerce world (Lee & Chen, 2021; Shamim et al., 2024). Previous studies have focused only on a single platform, and some researchers have examined live streaming in general without specifying a particular platform (Lee & Chen, 2021; Lin et al., 2023; Miranda et al., 2024). Thus, the novelty of this study lies in analyzing the influence of e-commerce live streaming using Shopee and TikTok platforms. Additionally, this study will integrate the variables of perceived usefulness and perceived enjoyment through the S-O-R theory in a new context that has not been widely explored in research related to e-commerce live streaming. Therefore, this study is expected to provide several contributions. First, it aims to offer

insights for e-commerce platform developers to optimize their platforms. Second, it helps business practitioners understand the factors behind impulsive buying, enabling them to design appropriate sales strategies. Third, it assists managers and marketing teams in creating more effective marketing strategies. Lastly, it helps consumers make smarter decisions and avoid unwanted impulsive purchases.

Relationship between Trustworthiness and Perceived Enjoyment

Trustworthiness becomes an essential element in the credibility of streamers, as trusted streamers enhance viewers' trust in the content, thereby increasing perceived enjoyment (Lou & Yuan, 2019). Research by Park and Lin (2020) focuses on how trustworthiness related to a streamer's honesty can influence the enjoyment while watching. Conversely, the study by Lee and Chen, (2021) argues that trustworthiness does not have a significant relationship with perceived enjoyment in live streaming e-commerce, indicating that the level of trust in live streaming does not directly affect consumers' enjoyment.

H1: Trustworthiness has positive effects on Perceived Enjoyment.

Relationship between Expertise and Perceived Enjoyment

Streamers perceived as experts tend to create higher-quality and more informative content, thereby enhancing the user experience. For instance, if customers perceived that live streaming e-commerce provides good values, they are likely to feel satisfied (Lou & Yuan, 2019). Expertise is often considered a critical element in creating a positive user experience, particularly in the context of social media and e-learning (Lee & Chen, 2021). Consumers are generally more inclined to interact with individuals who possess in-depth knowledge about brands and products (van Reijmersdal et al., 2024).

H2: Expertise has positive effects on Perceived Enjoyment.

Relationship between Purchase Convenience and Perceived Usefulness

The study by Widiyanto and Wibowo, (2021) on purchase intentions during the pandemic suggests that when a platform offers ease in the purchasing process, consumers are more likely to buy products with a user-friendly purchasing interface. An easily operable system and the ability to make purchases influence impulsive buying behavior (Chen & Yao, 2018). Therefore, there is a casual relationship between a pleasant purchasing experience and the influenced by-products (Lee & Chen, 2021).

H3: Purchase Convenience has positive effects on Perceived Usefulness.

Relationship between Product Price and Perceived Usefulness

Research indicates that pricing features can significantly affect consumer behavior, which in turn can lead to increased sales volume and higher levels of customer satisfaction (Yu et al., 2017; Zhu et al., 2018). In the studies by (C. Chen & Yao, 2018; Lee et al., 2021) when products are offered at discounted prices, customers provide positive feedback and are inclined to make impulsive purchases. Meanwhile, research by Lee and Chen, (2021) shows the opposite, indicating that its impact on customer perceptions of how useful an e-commerce live streaming platform is does not appear to be significant.

H4: Product Price has positive effects on Perceived Usefulness.

Relationship between Perceived Usefulness and Urge to Buy Impulsively

According to research by (Miranda et al., 2024; Wu et al., 2016) perceived usefulness is highly correlated with the number of impulsive purchases made by customers. In the context of live streaming e-commerce, if users feel that watching the live stream helps them discover new products and gain direct information from streamers, they become more engaged and are likely to make impulsive purchases (Xiang et al., 2016; Xu, 2023). Meanwhile, studies by (Lee et al., 2021; Lee

& Chen, 2021) argue the opposite, although perceived usefulness enhances perceived enjoyment, it does not directly influence the desire for impulsive buying during live streaming e-commerce.

H5: Perceived usefulness has positive effects on urge to buy impulsively.

Relationship between Perceived Usefulness and Perceived Enjoyment

Research by Miranda et al. (2024) suggests that when customers perceive live-stream shopping as clearly beneficial (perceived as useful), it can enhance their enjoyment (perceived as enjoyable) during the shopping experience. This is supported by (Lee et al., 2021; Lee & Chen, 2021), who show that perceived usefulness and perceived enjoyment are interconnected because beneficial shopping experiences often generate enjoyment for consumers. Perceived usefulness positively and significantly affects technology or products as useful tend to feel pleased while using them (Kristi & Aruan, 2023).

H6: Perceived usefulness has positive effects on perceived enjoyment.

Relationship between Perceived Enjoyment and Urge to Buy Impulsively

Shopping through live streaming offers various products, engaging and interactive presentations, and other external factors, which can enhance buyers' enjoyment (Saad & Metawie, 2015). Research on social commerce platforms by Xiang et al., (2016) highlights a positive correlation between consumer satisfaction during online shopping and the tendency to make impulsive purchases. This is supported by (Shen & Khalifa, 2012; Lee & Chen, 2021; Lin et al., 2023), who found that satisfaction and stimulation significantly influence impulsive tendencies. On the other hand, research by Miranda et al., (2024) reveals that perceived usefulness has a greater influence on the impulsive desire to buy items through live streaming than perceived enjoyment.

H7: Perceived usefulness has positive effects on urge to buy impulsively.

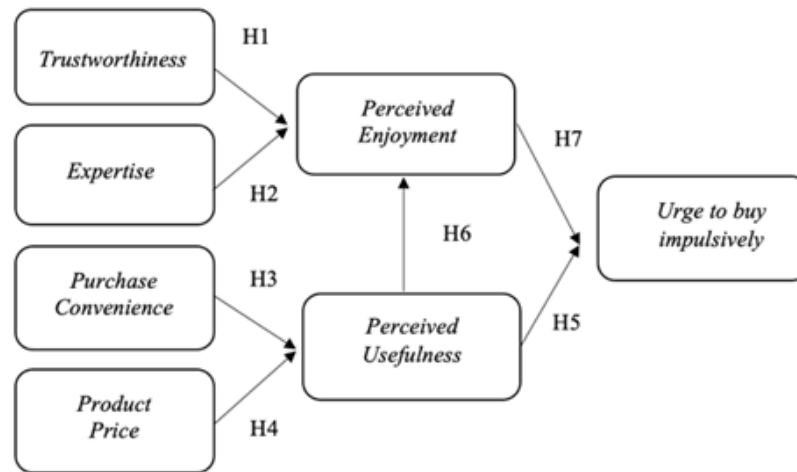


Figure 1. Research Framework

Source: Adapted from (Lee & Chen, 2021)

METHODS

A subset of the population selected to represent the entire population in a study is known as a sample. As part of the population, a research sample can be used to generalize the population that the researcher wants. The purpose of selecting a sample is to obtain data that can be used to make generalizations about the population and the procedure is usually based on the assumption that only one sample is needed to determine the environment (Shenk and Westerhaus, 1991). Therefore, the sample of this study consisted of TikTok platform users in Indonesia who had experience purchasing products during live streaming sessions. The sampling method was carried out using a purposive sampling technique in non-probability sampling where the selection of samples was based on criteria set by the researcher. This method was used because the sample was more in line with the objectives and intent of the study, thus increasing the accuracy and reliability of the data and its results (Campbell et al., 2020).

1. Indonesian citizens
2. Age 17 years and above
3. Shopee and TikTok platform users who have purchased products during live streaming sessions

This study uses a quantitative approach by applying descriptive analysis and PLS-

SEM statistical analysis to elaborate on the results obtained. The subjects of this research are Indonesian people aged 17 years and above who are users of the Shopee and TikTok platforms and have made purchases during live streaming. The data used are primary data obtained from 290 respondents through the distribution of an online questionnaire using a Google Form link. The sampling method is purposive sampling with non-probability sampling, where the sample selection is based on criteria set by the researcher. This study will be analyzed using Structural Equation Modeling (SEM), a statistical method used to examine and estimate complex relationships between observed and latent variables (Hair et al., 2016). A seven-point Likert scale is used to measure all of these variables because it better meets the criteria of validity, reliability, significance strength, and stability (Budiaji et al., 2019).

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents in this study include classifications based on gender, age, type of occupations, income range, and how often they watch live streaming on Shopee and TikTok each day. Based on the respondent characteristics in Table 1, the majority of respondents are female (68.3%), mostly aged 23-28

years old with the highest level of education being a diploma or bachelor's degree. They have the status of being a student (27.2%) and earn between IDR 3,000,000 - IDR 5,000,000. Based on the frequency of watching, the majority watch live streaming on Shopee and TikTok for 1-2 hours.

Outer Model

The overall results of the validity and reliability tests are shown in Table 2. Based on the table, it can be concluded that all indicators have a good loading factor value >0.7 , which aligns with the criteria (Hair et al., 2016, p. 103), stating that the outer loading of indicators must be above 0.708 with an AVE value ≥ 0.50 , indicating that this research has good convergent validity. The seven variables

in this study have Cronbach's alpha and composite reliability values > 0.60 , which can be considered valid and reliable.

Table 3, the discriminant validity test based on the Fornell-Larcker criterion, shows that the constructs are valid. Overall, the analysis results indicate that all constructs meet the criteria because the square root of the AVE for each construct is greater than the correlation of that construct with other constructs.

The results of discriminant validity are also supported by the HTMT (Heterotrait-Monotrait Ratio) method in Table 4, which shows that all HTMT values are <0.9 . This result meets the HTMT value criterion, which must be less than 0.9 to ensure discriminant validity between two reflective constructs (Hair et al., 2021).

Table 1. Demographic Statistic

Items	Freq	Percent	Items	Freq	Percent
Gender			Occupation		
Female	198	68.3%	Unemployed	1	0.3%
Male	92	31.7%	Student	8	2.8%
Age			University Student	79	27.2%
17 – 22 years	81	27.9%	Employee	63	21.7%
23 – 28 years	91	31.4%	Private Sector Employee	75	25.9%
29 – 34 years	68	23.4%	Civil Servant/Military/ Police	29	10%
35 – 40 years	30	10.3%	Entrepreneur	35	12.1%
> 40 years	20	6.9%			
Education			Watching Frequency		
Elementary – Junior High School	6	2.1%	< 1 hour	12	4.1%
Senior High School / Equivalent	105	36.2%	1 – 2 hours	80	27.6%
Diploma / Bachelor's Degree	152	52.4%	2 – 3 hours	70	24.1%
Master Degree	27	9.3%	3 – 4 hours	49	16.9%
Income			5 – 6 hours	32	11%
< Rp1.000.000	32	11%	> 6 hours	47	16.2%
Rp1.000.000 - Rp3.000.000	82	28.3%			
Rp3.000.000 - Rp5.000.000	103	35.5%			
> Rp5.000.000	73	25.2%			

Source: Processed Primary Data, 2024

Based on the data results displayed in Table 1, it shows that women comprise the majority of respondents in this study, which is 198 people or 68.3% of the total respondents. Meanwhile, male respondents only number 92 people or 31.7% of the total respondents. Therefore, the results of this study indicate that the majority of viewers and users of e-commerce live streaming are women.

Based on the data results displayed in the Table, it shows that most of the respondents who participated in this study were 23-28 years old, with a total of 91 respondents or 31.4% of the total. Furthermore, 81 respondents (27.9%) were 17-22 years old, 68 respondents (23.4%) were 29-34 years old, 30 respondents (10.3%) were 35-40 years old, and finally followed by 20 respondents (6.9%) who were over 40 years old. Therefore, the results of this study indicate that the Shopee and TikTok live streaming viewers in this study were mostly 23-28 years old.

Based on the data results displayed in the Table, it shows that most of the respondents who contributed to this study had a last education dominated by Diploma/Bachelor's degree as many as 152 respondents (52.4%). There were 105 respondents who had a last education of high school/equivalent. Furthermore, Masters/Doctorate with 27 respondents (9.3%) and finally Elementary-Junior High School with a total of 6 respondents (2.1%). Therefore, the results of this study indicate that the majority of respondents who watched Shopee and TikTok live streaming in this study were respondents who had a last education of Diploma/Bachelor's degree.

Based on the data results displayed in the table, it shows that most of the respondents who contributed to this study were students with 79 respondents (27.2%). Furthermore, there were 75 respondents (25.9%) who worked as private employees, 63 respondents were employees (21.7%), 35 respondents (12.1%) were entrepreneurs, 29 respondents (10%) were civil servants/TNI/POLRI, 8 respondents (2.8%) were students and 1 respondent (0.3%) was not working. Therefore, the

results of this study indicate that the majority of respondents who watched live streaming on the Shopee and TikTok platforms in this study were students.

Based on the data results displayed in the Table, it shows that most respondents in this study have incomes of >Rp3,000,000 - Rp5,000,000, namely 103 respondents or 35.5% of all respondents. Furthermore, 83 respondents (28.3%) earn around >Rp1,000,000 - Rp3,000,000, 73 respondents (25.2%) earn more than Rp5,000,000, and 32 respondents (11%) earn below Rp1,000,000. Therefore, the results of this study indicate that the majority of respondents who watch Shopee and TikTok live streaming have incomes of Rp3,000,000 - Rp5,000,000.

Based on the data results displayed in the Table, it shows that the majority of research respondents who watch Shopee and TikTok live streaming are >1 - 2 hours of viewing frequency in a day with 80 respondents or 27.6% of all respondents. Furthermore, >2 - 3 hours with 70 respondents (24.1%), >3 - 4 hours with 49 respondents (16.9%), more than 6 hours has 47 respondents or 16.2%. Followed by 32 respondents (11%) who watch for >4 - 6 hours, and 12 respondents (4.1%) for less than 1 hour. Therefore, the results of this study indicate that Shopee and TikTok live streaming viewers have the highest viewing frequency of >1 - 2 hours a day.

Based on the data results displayed in Table 2, it shows that overall research respondents agree with all items in the trustworthiness variable, with an average total trust variable of 5.91, which is included in the agree category, namely (interval 5.31 - 6.16). This means that respondents agree that reliable, trustworthy and honest live streamers influence consumers in watching and making purchases during Shopee and TikTok live streaming. Referring to the three question items listed in the trustworthiness variable, item T3, namely "I feel that Shopee and TikTok live streamers are honest" has the highest average value (mean = 6.15). Conversely, item T2 "I feel that Shopee and TikTok live streamers are trust-

Table 2. Construct on Reliability and Validity

Constructs	Items	Loadings	Average Variance Extracted	Cronbach's Alpha	Composite Reliability
Trustworthiness (T)	T1	0.812	0.613	0.685	0.826
	T2	0.727			
	T3	0.807			
Expertise (E)	E1	0.765	0.729	0.810	0.889
	E2	0.886			
	E3	0.903			
Purchase Convenience (PC)	PC1	0.798	0.611	0.684	0.825
	PC2	0.758			
	PC3	0.788			
Product Price (PP)	PP1	0.726	0.703	0.785	0.875
	PP2	0.899			
	PP3	0.879			
Perceived Usefulness (PU)	PU1	0.820	0.646	0.725	0.845
	PU2	0.815			
	PU3	0.775			
Perceived Enjoyment (PE)	PE1	0.882	0.755	0.837	0.902
	PE2	0.890			
	PE3	0.835			
Urge to Buy Impulsively (UBI)	UBI1	0.843	0.769	0.900	0.930
	UBI2	0.890			
	UBI3	0.885			
	UBI4	0.890			

Source: Processed Primary Data, 2024

worthy” is the item that is least agreed upon (mean 5.61). This means that the trustworthiness variable can be best explained by Shopee and TikTok live streamers who tell the truth when doing live streaming according to current respondents.

Based on the data results displayed in the Table, it shows that the research respondents generally agreed with all question items in the expertise variable, with an average total of 5.84 expertise variables, which is included in the agree category, namely (interval 5.31 - 6.16). This means that respondents agree that experienced, skilled and knowledgeable live streamers influence consumers in watching and making purchases during Shopee and

TikTok live streaming. Referring to the three question items listed in the expertise variable, item E1, namely ”I feel that Shopee and TikTok live streamers are experienced” has the highest average value (mean = 6.11). Conversely, item E2 ”I feel that Shopee and TikTok live streamers are skilled” is an item that is less agreed upon (mean 5.70). This means that the expertise variable can be best explained by Shopee and TikTok live streamers who are considered experienced according to the current respondents’ opinions.

Based on the data results displayed in the Table, it shows that the research respondents generally agree with all question items in the purchase convenience variable, as indica-

ted by the average total purchase convenience variable of 5.79, which includes respondents in the agree category, namely (interval 5.31 - 6.16). This means that respondents agree that live streaming that does not require much assistance, is convenient to use and allows consumers to shop without having to leave the house influences consumers in watching and making purchases during Shopee and TikTok live streaming. Referring to the three question items listed in the purchase convenience variable, item PC2, namely "Shopee and TikTok live streaming allows me to shop without having to leave the house" has the highest average value (mean = 6.02). Conversely, item PC3 "Shopee and TikTok live streaming is very convenient to use" is an item that is less agreed upon (mean 5.53). This means that the purchase convenience variable can best be explained by respondents who feel that shopping through Shopee and TikTok live streaming allows respondents to shop without having to leave the house.

Based on the data results displayed in the table, it shows that the research respondents generally agree with the overall product price variable, with an average of 5.20 for the product price variable. This value is included in the fairly agree category, namely (interval 4.45 - 5.30). This means that respondents quite agree that the product prices on Shopee and TikTok live streaming are relatively cheap, economical and offer products at reasonable prices so that they influence consumers in watching and making purchases during Shopee and TikTok live streaming. Referring to the three question items listed in the product price variable, item PP1, namely "Very cheap discount prices on Shopee and TikTok live streaming" has the highest average value (mean = 5.78). On the other hand, item PP3 "Product prices on Shopee and TikTok live streaming are economical" is an item that is less agreed upon (mean 4.79). This means that the product price variable can best be explained by respondents who agree with very cheap discount prices on Shopee and TikTok live streaming, but quite agree with economical and reasonable product prices.

Based on the data results displayed in the Table, it shows that the research respondents generally quite agree with the overall perceived usefulness variable, with an average of 5.56 for the perceived usefulness variable. This value is included in the agree category, namely (interval 5.31 - 6.16). This means that respondents agree that using Shopee and TikTok live streaming can save consumers' time in searching for and buying products online. Referring to the three question item variables listed in the perceived usefulness variable, item PU3, namely "Using Shopee and TikTok live streaming allows me to search and buy products better than using other online methods" has the highest average value (mean = 5.99). On the other hand, item PU1 "Using Shopee and TikTok live streaming can save shopping time in searching for and buying products." is an item that is less agreed upon (mean 5.31). This means that the perceived usefulness variable can best be explained by respondents who feel that shopping via Shopee and TikTok live streaming can save shopping time in searching for and buying a product.

Based on the data results displayed in the Table, it shows that the research respondents generally quite agree with the overall pleasure perception variable, with an average of 5.92 for the product price variable. This value is included in the agree category, namely (interval 5.31 - 6.16). This means that respondents agree that shopping with Shopee and TikTok live streaming is fun and interesting so that it influences consumers in watching and making purchases during Shopee and TikTok live streaming. Referring to the three question item variables listed in the perceived enjoyment variable, item PE1, namely "Shopping with Shopee and TikTok live streaming is fun" has the highest average value (mean = 5.95). On the other hand, item PE2 "Shopping with Shopee and TikTok live streaming is fun for its own sake." is an item that is less agreed upon (mean 5.90). This means that the perceived enjoyment variable can best be explained by respondents who feel that shopping through Shopee and TikTok live streaming is fun.

Based on the data results displayed in the Table, it shows that overall research respondents agree with all items in the impulsive buying urge variable, with an average total variable of 5.72, which is included in the agree category, namely (interval 5.31 - 6.16). This means that respondents agree that when watching Shopee and TikTok live streaming, consumers feel a sudden urge to buy something even beyond their original purpose. Referring to the four question item variables listed in the urge to buy impulsively variable, item UBI2, namely "When watching Shopee and TikTok live streaming, I tend to buy items outside my initial shopping goals" has the highest average value (mean = 5.85). On the other hand, item UBI3 "I experience some sudden urges to buy items while shopping on Shopee and TikTok live streaming." is an item that is less agreed upon (mean 5.66). This means that the urge to buy impulsively variable can best be explained by respondents who agree that when watching live streaming they feel a sudden urge to buy something even beyond their original purpose.

Based on the results of the Fornell-Larcker Criterion given, the discriminant validity of the constructs in this model can be evaluated by comparing the square root of the Average Variance Extracted (AVE) (diagonal value) with the correlation between constructs (off-diagonal value). The Expertise construct has a value of 0.854 on the diagonal, which is greater than all other correlations in this row/column (0.611; 0.574; 0.564; 0.691;

0.652; 0.543). This indicates that the Expertise construct has good discriminant validity. The Perceived Enjoyment construct has a value of 0.869 on the diagonal, which is also greater than other correlations in this row/column (0.658; 0.558; 0.652; 0.583; 0.693). These results indicate good discriminant validity for this construct. The Perceived Usefulness construct has a value of 0.803 on the diagonal, which is greater than other correlations (0.735; 0.589; 0.589; 0.669), indicating that this construct also has adequate discriminant validity. The Product Price construct has a value of 0.838 on the diagonal, which is greater than all other correlations in this row/column (0.583; 0.482; 0.575), indicating that this construct meets the criteria for discriminant validity. The Purchase Convenience construct has a value of 0.781 on the diagonal, which is greater than other correlations in this row/column (0.549; 0.603), indicating that this construct has good discriminant validity. The Trustworthiness construct has a value of 0.783 on the diagonal, which is greater than other correlations in this row/column (0.592), also indicating good discriminant validity. The Urge to Buy Impulsively construct has a value of 0.877 on the diagonal, greater than all other correlations in this row/column (0.543; 0.693; 0.669; 0.575; 0.603; 0.592), indicating very good discriminant validity. Overall, the results of the analysis indicate that all constructs meet the criteria for discriminant validity based on the Fornell-Larcker Criteri-

Table 3. Fornell-larcker Criterion on the Square Roots AVE

Construct	E	PE	PU	PP	PC	T	UBI
Expertise (E)	0.854						
Perceived Enjoyment (PE)	0.611	0.869					
Perceived Usefulness (PU)	0.574	0.658	0.803				
Product Price (PP)	0.564	0.558	0.735	0.838			
Purchase Convenience (PC)	0.691	0.652	0.589	0.583	0.781		
Trustworthiness (T)	0.652	0.583	0.589	0.482	0.549	0.783	
Urge to Buy Impulsively (UBI)	0.543	0.693	0.669	0.575	0.603	0.592	0.877

Source: Processed Primary Data, 2024

on, because the square root of AVE for each construct is greater than the correlation of the construct with other constructs. Thus, the constructs in the model can be distinguished well from each other.

HTMT is an alternative method recommended for assessing discriminant validity. This method uses a multitrait-multimethod matrix as the basis for measurement. The HTMT value must be less than 0.9 to ensure discriminant validity between two reflective constructs. The HTMT table above shows that all HTMT values < 0.9 , so it can be stated that all constructs have been valid in terms of discriminant validity based on the HTMT calculation.

Inner Model

Table 5 of the collinearity test shows that the VIF values are well below three, in-

dicating that the findings of this study do not show significant multicollinearity issues. This is consistent with the criteria set by Hair et al., (2021), which state that the VIF value should not exceed 5. The R-Square value shows $0.33 < R^2 < 0.67$, meaning that the strength of the relationship between endogenous and exogenous variables is moderate (Chin, 1998). Perceived enjoyments is represented by its antecedent variable at 52.4%, as shown in Table 6. In other words, there is a 47.6% influence from other variables outside of perceived enjoyment. Perceived usefulness is represented by its antecedent variable at 57.6%, and the antecedent variable of 55.7% represents the urge to buy impulsively. According to Hair et al., (2016, hlm 183), the Q-Square result also meets the criteria of $Q^2 \geq 0$ for the dependent variables, indicating that the endogenous construct has predictive relevance.

Table 4. Corrected the HTMT Test Results

Construct	E	PE	PU	PP	PC	T	UBI
Expertise (E)							
Perceived Enjoyment (PE)	0.741						
Perceived Usefulness (PU)	0.749	0.838					
Product Price (PP)	0.724	0.705	0.777				
Purchase Convenience (PC)	0.704	0.862	0.825	0.812			
Trustworthiness (T)	0.872	0.765	0.844	0.688	0.784		
Urge to Buy Impulsively (UBI)	0.634	0.798	0.824	0.692	0.770	0.751	

Source: Processed Primary Data, 2024

Table 5. The Results of the Collinearity Test

Construct	E	PE	PU	PP	PC	T	UBI
Expertise (E)		1.924					
Perceived Enjoyment (PE)							1.764
Perceived Usefulness (PU)		1.693					1.764
Product Price (PP)			1.516				
Purchase Convenience (PC)			1.516				
Trustworthiness (T)		1.976					
Urge to Buy Impulsively (UBI)							

Source: Processed Primary Data, 2024

In testing the hypotheses, T and P values were calculated as shown in Table 7. According to Hair et al. (2016), these results align with the principle stating that the T-statistic must be greater than 1.96 and the P-value must be less than 0.05. Therefore, all hypotheses in this study are supports. The hypothesis testing results through path coefficient tests show that all hypotheses related directly form Hypothesis 1 to Hypothesis 7 are accepted and significant.

This study examines the influence of several key factors that trigger impulsive buying urges during live streaming e-commerce, through perceived usefulness and perceived enjoyment. This study find that trustworthiness and expertise have a positive and significant impact on perceived enjoyment. Furthermore, purchase convenience and product price have a positive and significant impact on perceived usefulness. Perceived usefulness and perceived enjoyment are positively correlated, and both have a positive and significant effect on the urge to buy impulsively.

The Effect of Trustworthiness on Perceived Enjoyment

This study shows that the trustworthiness variable has a positive and significant effect on the perceived enjoyment variable, which indicates that hypothesis 1 can be supported. This indicates that the higher the level of trustworthiness of a live streamer during e-commerce live streaming, especially Shopee and TikTok, the greater the opportunity to increase customer satisfaction when using the internet. The results of the study are in line with research from Lou and Yuan (2019) which shows that trustworthiness, especially honesty, can increase the enjoyment experienced when watching live streaming. This honesty increases the impression of more authentic and enjoyable content, thereby increasing the buyer's desire to buy goods. These results indicate that customer satisfaction in online entertainment and shopping can be increased by trust, which ultimately influences their decision to buy something (Park and Lin, 2020). The results of this study are in accordance with the S-O-R theory, trustworthiness functions as a stimulus

Table 6. The Results of R-Square and Q-Square

Construct	R-Square	R-Square Adjusted	Q-Square
Perceived Enjoyment	0.529	0.524	0.384
Perceived Usefulness	0.579	0.576	0.366
Urge to Buy Impulsively	0.560	0.557	0.423

Source: Processed Primary Data, 2024

Table 7. Estimation Results SEM

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STEDV)	T Statistics (IO/STDEVI)	P Values	Result
T → PE	0.171	0.175	0.074	2.321	0.021	Support
E → PE	0.268	0.256	0.075	3.567	0.000	Support
PC → PU	0.243	0.251	0.055	4.442	0.000	Support
PP → PU	0.594	0.588	0.049	12.028	0.000	Support
PU → UBI	0.376	0.376	0.059	6.336	0.000	Support
PU → PE	0.404	0.411	0.060	6.723	0.000	Support
PE → UBI	0.445	0.441	0.056	7.995	0.000	Support

Source: Processed Primary Data, 2024

that produces organisms in the form of perceived enjoyment. The results of this study are not in line with the findings of previous studies by Lee and Chen (2021) which showed that trustworthiness does not have a significant effect in the context of e-commerce live streaming, the trustworthiness of a streamer does not significantly affect the level of consumer enjoyment (Kristi and Aruan, 2023). This is because the main focus of consumers in the context of e-commerce live streaming is more directed at the attractiveness and expertise of the live streamer. The results of this study indicate that a trustworthy streamer can increase the level of audience enjoyment when watching Shopee and TikTok live streaming. Based on the results of the research from the descriptive analysis of the research variables, it was found that consumers agreed that Shopee and TikTok live streamers who are reliable, trustworthy and honest will influence consumers in watching and making purchases during live streaming. This is because trust in the streamer affects a consumer's feeling of comfort and security in eliminating anxiety.

The Effect of Expertise on Perceived Enjoyment

This study shows that the expertise variable has a positive and significant effect on the perceived enjoyment variable, which indicates that hypothesis 2 can be supported. This indicates that the higher the level of expertise of a live streamer during e-commerce live streaming, especially Shopee and TikTok, the greater the opportunity to increase customer satisfaction when using the internet. The results of this study are in line with research from Lee and Chen (2021) which shows that consumers tend to feel more enjoyment during interactions with the content presented when the live streamer has high expertise in presenting products. This expertise can improve the customer experience, making them more involved and satisfied with the purchasing process that occurs in e-commerce live streaming (Kristi and Aruan, 2023). The results of this study are in accordance with the S-O-R theory, exper-

tise functions as a stimulus that produces organisms in the form of perceived enjoyment. The results of this study are also supported by research from Lou and Yuan (2019), which assume that streamers who are considered experts tend to create higher quality and informative content, improving the user experience so as to provide a sense of enjoyment for the audience. For example, if customers feel that an e-commerce live streaming site has good value, they will be satisfied. The results of this study indicate that experienced and expert live streamers can increase the level of audience enjoyment when watching Shopee and TikTok live streaming. Based on the results of the research from the descriptive analysis of the research variables, it was found that consumers agreed that experienced, skilled and knowledgeable Shopee and TikTok live streamers could influence consumers in watching and making purchases during Shopee and TikTok live streaming. This is because a streamer's expertise affects a consumer's sense of comfort and security in eliminating anxiety when they want to buy a product.

The Effect of Purchase Convenience on Perceived Usefulness

This study shows that the purchase convenience variable has a positive and significant effect on the perceived usefulness variable, which indicates that hypothesis 3 can be supported. This indicates that the higher the level of ease of purchase during e-commerce live streaming, especially Shopee and TikTok, the greater the opportunity to increase customer perceptions of usefulness. moment use Internet. Results study This in line with research from Lee and Chen (2021) Which show that If consumer feel comfortable with process purchase, they, like convenience navigation, speed transactions, and accessibility information product, they tend consider platform e-commerce live streaming as more useful. In other words, it is easier and comfortable process purchase, the bigger possibility customer will feel the benefits of using the platform. The results of this study are in accordance with the

SOR theory, purchase convenience functions as a stimulus that produces organisms in the form of perceived usefulness.

The results of this study are also supported by Widiyanto and Wibowo (2021) who found that ease of purchasing process, such as on-time delivery and fast transactions, increased user confidence in the effectiveness of the platform during the pandemic. This finding is in line with Chen and Yao (2018) who emphasized that ease of purchasing in the form of the ability to make purchases and ease of operating the system play an important role in influencing purchasing behavior impulsive. According to Lee et al., (2021) ease of purchase has a significant impact on perceived usefulness compared to perception pleasure. This means that site web must make purchase process become more easy And No limit time or place. From The results of this study indicate that the ease of the purchasing process during the live streaming platform on the Shopee and TikTok platforms can increase consumers' perceived usefulness. Based on the results of the study from descriptive analysis variable study obtained that consumer feel agree related Shopee and TikTok live streaming which makes it easier for first-time buyers to purchase product without Lots help and without must go out House so that live streaming Shopee and TikTok considered comfortable used by consumer. Matter this is because consumer evaluate A service or product more beneficial so tend efficient and relevant in fulfil need consumer thereby influencing the perception of usability.

The Effect of Product Price on Perceived Usefulness

This study shows that the product price variable has a positive and significant effect on the perceived usefulness variable, which indicates that hypothesis 4 can be supported. This indicates that the higher the level of economical product prices during e-commerce live streaming, especially Shopee and TikTok, the greater the opportunity to increase customer perceptions of usefulness. moment use Inter-

net. Results study This in line with research from Yu et al., (2017) shows that consumers feel better about the value of a purchase when they see a low price, which in turn encourages them to purchase more items, which in turn results in increased sales volume and customer satisfaction. In the study Chen and Yao (2018) consumer give bait come back positive when the product is offered at a discount and tends to make impulsive purchases. Product price has a significant influence on the perception of product usefulness and the urge to buy, because lower prices make consumers feel they are getting (Lee et al., 2021). The results of this study are in accordance with the SOR theory, product price functions as a stimulus that produces organisms in the form of perceived usefulness.

The results of this study have contradicted previous research by Lee and Chen (2021) Which show that price product often considered as important factors in making purchasing decisions, but in this study, its influence to perception customer about how much useful a e-commerce live streaming platforms are not significantly visible. This is because customers may value aspects such as ease of access, direct interaction, and the quality of information provided by the streamer more than just viewing price product as size main from profit Which they obtained. The results of this study indicate that product prices during live streaming platforms on the Shopee and TikTok platforms can increase consumers' perceived usefulness. Based on results study from descriptive analysis research variables obtained that consumer feel enough agree related live Shopee and TikTok streaming offer very cheap discount prices and at reasonable prices so that it can be said that the price of the product is economical so that it influences consumers in making product purchases. This is because If consumers feel price product Which offered during live streaming sessions increase the perception of usefulness because the product price reflects the quality and value offered.

The Effect of Perceived Usefulness on Urge to Buy Impulsively

This study shows that the perceived usefulness variable has a positive and significant effect on the urge to buy impulsively variable, which indicates that hypothesis 5 can be supported. This indicates that the higher the level of usefulness of live streaming e-commerce, especially Shopee and TikTok, the greater the opportunity to increase encouragement purchase impulsive customer moment use Internet. The results of this study are in line with research by Wu et al., (2016) that live streaming e-commerce help consumer find product and get direct information so that they tend to be motivated to make impulsive purchases (Xu, 2023). Perceived usefulness has been shown to be positively correlated with purchases impulsive, as supported by study related social commerce platforms (Xiang et al., 2016; Miranda et al., 2024) which showed that perceived usefulness drives decision making and increases the likelihood of impulsive purchases during live streaming e-commerce. The results of this study are in accordance with the SOR theory, perceived usefulness functions as an organism that produces a response in the form of urge to buy impulsively.

Results This research also supported by Wu et al., (2016) Where Perceived usefulness acts as a cognitive component that enhances the shopping experience. The more likely consumers are to see value in the information they encounter while shopping online, the more likely they are to engage in it. in behavior purchase impulsive. On the contrary, Lee and Chen (2021) which shows that although perceived usefulness increases enjoyment that is felt, no in a way direct influence desire to buy in a way impulsive during live streaming. With the word other, happy consumers moment shop more tend do purchase impulsive. This regardless of how useful they find the website (Lee et al., 2021). The results of this study indicate that perceived usefulness in the purchasing process during platform live streaming on platform Shopee and TikTok can improve urgent to buy impulsively consumer.

Based on results study from descriptive analysis of research variables found that consumers agree that Shopee and TikTok live streaming can save shopping time in searching for and buying products, help buy what you want online, and allow better product searches and purchases than using other online methods. This is because products that are considered to offer solutions or benefits that are immediately felt trigger consumers' impulsive buying urges.

The Effect of Perceived usefulness on Perceived Enjoyment

This study shows that the perceived usefulness variable has a positive and significant effect on the perceived enjoyment variable, which indicates that hypothesis 6 can be supported. This indicates that the higher the level of usefulness of live streaming e-commerce, especially Shopee and TikTok, the greater the opportunity. For increase pleasure customer moment use Internet. The results of this study are in line with research by Lee et al., (2021) in the context of consumer behavior. moment shop in a way on line, Which show that both of them are interrelated. Therefore, these two components work together to shape customers' perceptions of a particular product or website, which in turn influences their purchasing actions. Results study This Also supported by study from Miranda et al., (2024) stated that when customers feel that shopping via live streaming provides clear benefits (perceived as useful), they can increase their purchases. level pleasure (considered) pleasant) Which they feel during the shopping experience.

Conversely, a pleasant experience can also increase the perception of usefulness, creating a cycle of positive Which push behavior impulsive for buy something. Perceived usefulness in a way positive and significant influence perceived enjoyment in purchasing products. This is because users feel their technology is useful tend feel like moment use it (Zhou and Feng, 2017; Kristi and Aruan, 2023). The results of this study indicate that perceived usefulness in the purchasing process during the

live streaming platform on the Shopee and TikTok platforms can increase perceived enjoyment. consumers. Based on the research results from the descriptive analysis of the research variables, it was found that consumers agreed that Shopee and TikTok live streaming could save shopping time in searching for and buying products, help buy Which wanted in a way on line, as well as allow do search and purchase product Which more Good than use method on line others. As a result, matter This influence feeling pleasant consumer moment shopping for Shopee and TikTok live streaming and feelings that think that Shopee and TikTok live streaming is interesting.

The Effect of Perceived Enjoyment on Urge to Buy Impulsively

This study shows that the variable perceived enjoyment has a positive and significant effect on the variable urge to buy impulsively, which indicates that hypothesis 7 can be supported. This indicates that the higher the level of enjoyment when watching live streaming e-commerce specifically Shopee And TikTok, so own opportunity which is very large to increase customers' impulsive buying urges when using the internet. This is supported by research from (Lee and Chen, 2021; Lin et al., 2023) which found that perceived enjoyment influences impulsive buying desires. In on the other hand, perception pleasure consumer towards social trading platforms influences their urge to make impulsive purchases. Research from Hasan et al., (2021) shows that perceived enjoyment appear as predictor most strong from intention shopping on line Which also can impact to impulsive buying. By Because That, very important to guarantee pleasure customer, including aspect aesthetics and life in their shopping place. The results of this study are in accordance with the SOR theory, perceived enjoyment functions as an organism that produces a response in the form of urge to buy impulsively.

The results of this study are also supported by research from (Saad and Metawie, 2015; Shen and Khalifa, 2012) found that ef-

fect positive like arousal and stimulation have a significant influence on the natural desire to buy goods. Shopping via live streaming offers a variety of products, lively introductions from streamers, and other external factors, which can increase pleasure buyer. Study related social commerce platform in China by Xiang et al., (2016), stated that there is a positive correlation between the level of pleasure felt by consumers when shopping online and the tendency to make impulsive purchases. On the other hand, research from Miranda et al., (2024) shows that perceived usefulness has an influence Which bigger to desire impulsive for buy goods via livestream than perceived enjoyment.

The results of the study showed that customers who are more intense in shopping tend to be more influenced by their perception of the usefulness of the goods or services offered compared to feelings of enjoyment. From results This study shows that perceived enjoyment in the purchasing process during live streaming on the Shopee and TikTok platforms can increase the urge to buy impulsively. consumer. Based on results study from analysis descriptive the research variables found that consumers agreed that shopping via Shopee and TikTok live streaming was fun and enjoyable for their interests. Alone so that considered as a matter which are interesting. Matter This is because high pleasure during the shopping process encourages impulsive purchases. Because they more focus on pleasure moment This than rational consequences in the future.

CONCLUSION

This study was conducted to test the effect of using e-commerce live streaming on urge to buy impulsively through the variables of perceived usefulness and perceived enjoyment. The research model was proposed to test the relationship between trustworthiness, expertise, purchase convenience, product price on perceived usefulness and perceived enjoyment on urge to buy impulsively. In addition, this study also shows that all hypotheses can

be supported and are significant. Based on the results of the analysis and hypothesis testing that have been explained, the following conclusions can be drawn, trustworthiness has a positive and significant effect on perceived enjoyment, meaning that the better the level of trustworthiness of a live streamer on the Shopee and TikTok live streaming platforms, the more it will increase the perception of consumer comfort.

Expertise has a positive and significant effect on perceived enjoyment, meaning that the better the level of expertise of a live streamer on the Shopee and TikTok live streaming platforms, the more it will increase the perception of consumer comfort. Purchase convenience has a positive and significant effect on perceived usefulness, meaning that the better the level of ease of purchase during Shopee and TikTok live streaming, the more it will increase the perception of consumer usefulness.

Product price has a positive and significant effect on perceived usefulness, meaning that the better the product price level during Shopee and TikTok live streaming, the more it will increase consumers' perception of usefulness. Perceived usefulness has a positive and significant effect on urge to buy impulsively, meaning that the better the level of perceived usefulness during Shopee and TikTok live streaming, the more it will increase the urge to buy impulsively. Perceived usefulness has a positive and significant effect on perceived enjoyment, meaning that the better the level of perceived usefulness during Shopee and TikTok live streaming, the more it will increase consumers' perception of comfort. Perceived enjoyment has a positive and significant effect on urge to buy impulsively, meaning that the better the level of perceived comfort during Shopee and TikTok live streaming, the more it will increase the urge to buy impulsively.

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