Exploring The Drivers of Impulse Buying Behavior on Shopee Live Audiences

Steffani[1], Moses Hutabarat[2]

[1,2] Faculty of Economics and Business, Universitas Pelita Harapan, Surabaya, Indonesia

Article Info	ABSTRACT
	This research aims to analyze the factors influencing impulse buying behavior among Shopee Live audiences. The study explores various factors, including Impulse Buying Tendency, Shopping Enjoyment Tendency, Consumer Mood, Product Attributes, Website Quality, Marketing Stimuli, and Social Influence, and their effects on impulsive purchasing behavior. Data were collected from 194 respondents using an online survey, with purposive sampling, and analyzed through PLS-SEM (Partial Least Squares Structural Equation Modeling). The findings reveal that Impulse Buying Tendency, Consumer Mood, and Marketing Stimuli significantly influence impulse buying behavior, while Shopping Enjoyment Tendency, Product Attributes, Website Quality, and Social Influence do not have a significant effect. These results offer valuable insights for platform operators, marketers, and sellers aiming to optimize strategies on Shopee Live and similar platforms to boost impulse buying behavior

Corresponding Author:

Steffani
Faculty of Economics and Business, Universitas Pelita Harapan
Surabaya, Indonesia
Email: 02619230048@student.uph.edu

1. INTRODUCTION

In today's rapidly advancing digital world, the interaction between producers and consumers is increasingly occurring through online platforms. Indonesia, with its growing number of internet users, has seen a surge in e-commerce activity, which has shifted shopping behaviors from traditional offline methods to digital transactions. According to a 2023 report by the Association of Indonesian Internet Service Providers (APJII), internet penetration in Indonesia has reached 78.19%, covering over 215 million people, a number that continues to grow in tandem with the expansion of e-commerce [1]. E-commerce, or online shopping, has brought a significant transformation to consumer behavior, allowing individuals to conveniently purchase products and services from the comfort of their homes [2]. As the number of online shoppers increases, it is predicted that the e-commerce market in Indonesia will experience further growth, with an additional 34.3 million users expected between 2024 and 2028, marking a 35.35% rise [3]

Shopee, one of Indonesia's most popular e-commerce platforms, has witnessed substantial success in the live commerce space, particularly through its feature Shopee Live, which allows for real-time video streaming of products to users. Shopee has grown to dominate the Indonesian e-commerce market, with 127.4 million monthly web visits in 2022 [4]. One of the most significant innovations in e-commerce that has reshaped online shopping is live commerce, which enhances consumer engagement through interactive, real-time transactions. Live commerce first emerged in 2016 through Taobao Live, a platform owned by Alibaba Group, and has since gained popularity across Southeast Asia, particularly in Indonesia [5]. Unlike traditional e-commerce, live commerce provides a dynamic and interactive shopping experience, allowing sellers to communicate directly with consumers via live broadcasts. Recognizing this trend, Shopee launched Shopee Live, a feature that enables sellers to showcase and sell products through live streaming.

The concept of live shopping has attracted significant consumer interest due to its interactive nature. A Jakpat survey conducted on June 5, 2022, with 2,712 respondents, found that 83.4% of Indonesian consumers engage in live shopping on Shopee (Annur, 2022). [6] Shopee Live has also driven a threefold increase in sales, as the platform implements strategic promotions such as discounts, flash sales, and limited-time offers to attract more buyers [7] .As the e-commerce landscape in Indonesia evolves, live commerce platforms like Shopee Live are becoming more integral to consumer purchasing behavior.

While live commerce has become an effective marketing tool, it has also triggered changes in consumer behavior, particularly impulse buying. The excitement, urgency, and social interaction created during live streaming sessions often lead to spontaneous purchases. The rise in impulse buying in this context is influenced by various factors, both internal and external to the consumer. Internal factors such as shopping enjoyment, emotional mood, and consumer mood have been found to influence impulse buying behavior in previous studies. On the other hand, external factors such as product attributes, website quality, marketing stimuli, and social influence also play significant roles in encouraging consumers to make unplanned purchases during live shopping events. However, studies examining these factors have presented mixed results, with some studies showing a significant impact on impulse buying behavior, while others suggest minimal or no effect. Muzdalifah (2023) argues that individuals with a strong shopping enjoyment tendency are more likely to engage in impulse buying, as they derive pleasure from browsing and purchasing spontaneously. [8] However, Febrilia & Warokka (2021) found no significant effect, suggesting that enjoyment alone may not trigger impulse purchases. [9] Muzdalifah (2023) also reported a significant effect of mood on impulse buying. [8] In contrast, Nurmasari et al. (2023) found no significant relationship, indicating mood may not always influence unplanned purchases. [10] Iyer et al. (2019) found that promotions and discounts create urgency, leading to more impulse purchases. [11] However, Ittaqullah et al. [12] found no significant relationship, indicating marketing stimuli may not always be effective. This inconsistency calls for a more thorough investigation into the drivers of impulse buying in live commerce, particularly in the context of Shopee Live.

This study seeks to address these gaps in existing literature by analyzing the factors that influence impulse buying behavior on Shopee Live. By exploring both internal and external variables that contribute to impulsive purchasing, this research aims to provide insights into consumer behavior and offer valuable recommendations for marketers, sellers, and platform operators to optimize their strategies. The research will use advanced statistical techniques, including Structural Equation Modeling (SEM), to explore the relationships between these factors. This study, titled "Exploring the Drivers of Impulse Buying Behavior on Shopee Live Audiences," will contribute to a deeper understanding of how live commerce influences consumer behaviors and how these insights can be applied to improve e-commerce strategies and enhance user engagement.

2. METHOD

This study employs a quantitative research approach to examine the factors influencing impulsive buying behavior on Shopee Live. The research model that will be examined in this study is as follows:
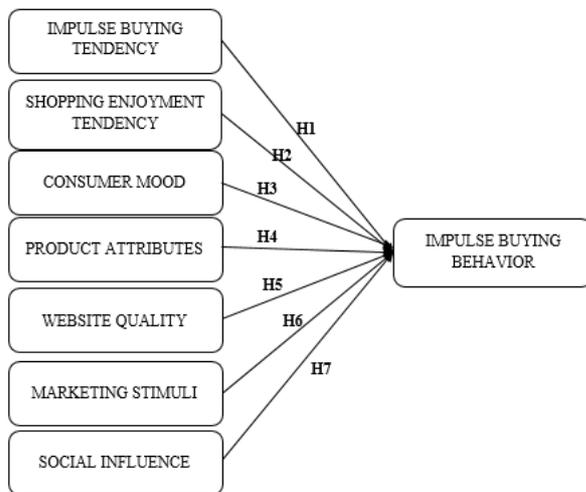
H1: Impulsive Buying Tendency significantly affects Impulsive Buying Behavior.

H2: Shopping Enjoyment Tendency significantly affects Impulsive Buying Behavior.

H3: Consumer Mood significantly affects Impulsive Buying Behavior.

H4: Product Attributes significantly affect Impulsive Buying Behavior.

H5: Website Quality significantly affects Impulsive Buying Behavior.

H6: Marketing Stimuli significantly affect Impulsive Buying Behavior.

H7: Social Influence significantly affects Impulsive Buying Behavior.

This study employs a quantitative method, which ensures objective results by processing data through statistical analysis, ultimately yielding numerical findings. The questionnaire distribution is conducted systematically, and the collected data undergoes validity and reliability testing to ensure accuracy. This study also adopts a descriptive research method, which is designed to examine issues related to the current population. The primary objective of this approach is to test hypotheses and provide answers to the research questions based on empirical data. The study utilizes a Likert scale, a widely used tool for measuring attitudes by capturing variations in respondents' perceptions. The Likert scale in this research consists of five levels: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree) [13]. Data is collected through an online questionnaire distributed via Google Forms. The respondents in this study are Shopee Live users who have previously made impulse purchases. To ensure the respondents meet the study's criteria, filtering questions are used at the beginning of the questionnaire. This study employs a nonprobability sampling method, where not all elements or members of the population have an equal chance of being selected. Specifically, the study adopts purposive sampling, which involves selecting participants based on predefined criteria relevant to the research objectives [13]. Since the study focuses on the impulsive buying behavior of Shopee Live users, purposive sampling ensures that participants meet the necessary qualifications to provide meaningful responses.

For data processing and analysis, this study utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS4 software. SEM integrates factor analysis and multiple regression to examine relationships between observed variables and latent constructs[14]. PLS-SEM is used to test the relationships between variables and analyze the proposed hypotheses. This method is selected due to its ability to handle complex models with multiple independent and dependent variables while providing robust and reliable statistical results.

3. RESULTS AND DISCUSSION

The final sample of 194 respondents is primarily composed of individuals aged 18-25 (57.22%), followed by those aged 26-35 (26.29%) and over 35 (16.49%). A significant majority of respondents

are female (72.68%), indicating that Shopee Live appeals especially to young adults and female consumers.

3.1.   Descriptive Analysis

Descriptive statistics simplify data collection and presentation for easy interpretation. Key measures include the mean (average response) and standard deviation (response variability). The five-point Likert Scale, from "Strongly Disagree" to "Strongly Agree," provides insights into respondents' perceptions.

3.1.1. Impulse Buying Tendency

Impulse Buying Tendency reflects a customer's inclination toward unplanned purchases, measured by temptation, deviation from planned purchases, habitual buying, immediate decisions, and enjoyment of spontaneous shopping. [15] Results show respondents have a moderate IBT, with mean scores in the neutral range. While impulsive purchases occur occasionally, they are not dominant. Standard deviation variation suggests that external factors like promotions and emotions influence impulse buying, with respondents showing self-control but being susceptible to situational triggers.

3.1.2. Shopping Enjoyment Tendency

Shopping enjoyment tendency measures the pleasure consumers get from shopping, using five indicators: general enjoyment, satisfaction, overall experience, enjoyment of Shopee Live, and preference for shopping. [16] Results show respondents view shopping positively, with all indicators in the "Agree" category. The highest mean score was for overall experience, suggesting shopping is pleasurable. Low standard deviations indicate strong consensus, highlighting Shopee Live as an enjoyable shopping environment.

3.1.3. Consumer Mood

Consumer mood influences shopping behavior, impacting purchasing behaviors based on emotions. Measured by mood-dependent shopping, emotional relief, stress reduction, happiness from purchasing, and enjoyment when happy, results show respondents agree mood affects shopping, with the highest score for enjoying shopping when happy. Many use shopping to improve mood and reduce stress, though the lower score for happiness from accumulating products suggests not all link purchases to happiness. These findings highlight the emotional drivers of shopping behavior.

3.1.4. Product Attributes

Product attributes, including quality, price, and features, are key in purchasing behaviors. Measured by price consideration, preference for quality at low prices, and evaluation of features, results show respondents prioritize product quality and features, with price remaining important. While Shopee's pricing is seen as fair, it received a slightly lower score. Low standard deviations indicate consistent consumer preference for high-quality, well-featured products.

3.1.5. Website Quality

Website Quality (WQ) is the overall excellence of an e-commerce platform [17] Measured by information effectiveness, clarity, ease of use, visual appeal, and design, results show respondents find Shopee's website user-friendly, with ease of use receiving the highest score. Other factors, like information and visual appeal, also scored well. Low standard deviations indicate consistent user opinions, emphasizing the importance of a seamless, attractive online shopping environment.

3.1.6. Marketing Stimuli

Marketing stimuli, including price promotions, coupons, and cashback offers, strongly influence impulse buying. Results show respondents are highly responsive to discounts, with price promotions being the most influential. Cashback programs and coupons also encourage unplanned purchases. These findings highlight the effectiveness of marketing strategies in driving impulse buying.

3.1.7. Social Influence

Social influence shapes consumer behaviors, especially in live-stream shopping. Measured by streamers' information, reviews, feedback, experience-sharing, and communication, results show consumer reviews and opinions during Shopee Live have the strongest impact. Respondents also value streamer feedback, highlighting the role of real-time interaction. Low standard deviations suggest consistent social influence, emphasizing the importance of social engagement in boosting trust and driving impulse buying.

3.1.8. Impulse Buying Behavior

Impulse buying behavior refers to spontaneous, unplanned purchases. [9] Results show respondents have neutral tendencies towards impulsive purchases, with lower scores for spontaneity and lack of intention. Higher scores for browsing and marketing influence indicate that external factors, like casual browsing and engaging marketing, play a significant role in triggering impulse buys.

3.2. Inferential Analysis

Inferential analysis generalizes sample findings to a population. This study uses Partial Least Squares - Structural Equation Modeling (PLS-SEM), a method for estimating complex relationships and creating predictive models. Using SmartPLS4, the analysis was done in two stages: the first assessed the measurement model for reliability and validity, and the second tested the structural model, focusing on the significance of variable relationships to determine their influence. [14]

3.2.1. Measurement Model (Outer Model)

The measurement model in PLS-SEM ensures the reliability and validity of research indicators. Using SmartPLS4 with 194 samples, Convergent Validity, Discriminant Validity, and Reliability were assessed.

Figure 1. Outer Model

3.2.1.1. Validity Test

The validity test in PLS-SEM evaluates convergent and discriminant validity. Convergent validity is assessed through outer loading values and Average Variance Extracted (AVE) values. [14]

Table 1. Outer Loading

Variable	Indicator	Outer Loading	Result
Impulse Buying Behavior (IBB)	IBB1	0.829	Valid
	IBB2	0.805	Valid
	IBB3	0.760	Valid
	IBB4	0.747	Valid
	IBB5	0.806	Valid
Impulse Buying Tendency (IBT)	IBT1	0.903	Valid
	IBT2	0.878	Valid
	IBT3	0.881	Valid
	IBT4	0.828	Valid
	IBT5	0.863	Valid
Shopping Enjoyment Tendency (SET)	SET1	0.864	Valid
	SET2	0.860	Valid
	SET3	0.886	Valid
	SET4	0.731	Valid
	SET5	0.855	Valid
Consumer Mood (CM)	CM1	0.709	Valid
	CM2	0.788	Valid
	CM3	0.876	Valid
	CM4	0.806	Valid
	CM5	0.720	Valid
Website Quality (WQ)	WQ1	0.805	Valid
	WQ2	0.731	Valid
	WQ3	0.825	Valid
	WQ4	0.860	Valid
	WQ5	0.878	Valid
Product Attributes (PA)	PA1	0.719	Valid
	PA2	0.784	Valid
	PA5	0.819	Valid
Marketing Stimuli (MS)	MS1	0.764	Valid
	MS2	0.792	Valid
	MS3	0.862	Valid
	MS4	0.866	Valid
	MS5	0.759	Valid
Social Influence (SI)	SI1	0.839	Valid
	SI2	0.740	Valid
	SI3	0.791	Valid
	SI4	0.794	Valid
	SI5	0.832	Valid

All outer loading values exceed 0.7, indicating that each indicator strongly represents its respective construct.

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Results
Impulse Buying Behavior	0.624	Valid
Impulse Buying Tendency	0.758	Valid
Shopping Enjoyment Tendency	0.707	Valid
Consumer Mood	0.612	Valid
Website Quality	0.675	Valid
Product Attributes	0.575	Valid
Marketing Stimuli	0.656	Valid
Social Influence	0.64	Valid

The AVE values are all above 0.50, confirming that the variance captured by the construct is greater than the variance due to measurement error. This confirms strong construct validity for all variables. Discriminant validity is evaluated using the Heterotrait-Monotrait Ratio (HTMT).

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	CM	**IBB**	**IBT**	**MS**	**PA**	**SET**	**SI**
CM							
IBB	0,626						
IBT	0,326	0,433					
MS	0,648	0,614	0,251				
PA	0,387	0,305	0,118	0,461			
SET	0,760	0,562	0,218	0,746	0,409		
SI	0,494	0,424	0,109	0,749	0,443	0,592	

All values are well below 0.9, confirming that the constructs are sufficiently separate. These results validate the measurement model's ability to accurately capture the intended constructs.

3.2.1.2. Reliability Test

The reliability test in the outer model evaluation confirms internal consistency using Cronbach's alpha and composite reliability. [14] All constructs exceed the 0.7 reliability threshold, with Cronbach's alpha values between 0.837 and 0.921 and composite reliability values between 0.871 and 0.940, ensuring the measurement model is robust. These results validate that the indicators effectively measure their respective constructs, allowing the model to proceed to further statistical analysis.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Results
Impulse Buying Behavior	0.850	0.892	Reliable
Impulse Buying Tendency	0.921	0.94	Reliable
Shopping Enjoyment Tendency	0.895	0.923	Reliable
Consumer Mood	0.842	0.887	Reliable
Website Quality	0.881	0.912	Reliable
Product Attributes	0.837	0.871	Reliable
Marketing Stimuli	0.869	0.905	Reliable
Social Influence	0.860	0.899	Reliable

3.2.2. Structural Model Results (Inner Model)

The Structural Model (Inner Model) evaluates the causal relationships between latent variables to test hypotheses, following the outer model assessment. [14] Using PLS-SEM, the model's predictive capacity is analyzed through R^2 and Q^2 predict values, while hypothesis testing is conducted via bootstrapping in SmartPLS4. The results indicate statistically significant effects for all paths (p-value $\leq$ 0.05), confirming the model's strength in explaining the dependent variable.

3.2.2.1 Multicollinearity

The multicollinearity test using VIF values confirms that all independent variables have VIF values below 3, indicating no multicollinearity issues in the model. This ensures the model's reliability, as the predictor variables do not exhibit excessively high correlations, allowing for accurate estimation and further analysis. [14]

Table 5. Multicollinearity Test

Variable	VIF	Description
Impulse Buying Tendency	1.132	There is no multicollinearity
Shopping Enjoyment Tendency	2.355	There is no multicollinearity
Consumer Mood	1.933	There is no multicollinearity

Variable	VIF	Description
Website Quality	2.325	There is no multicollinearity
Product Attributes	1.459	There is no multicollinearity
Marketing Stimuli	2.774	There is no multicollinearity
Social Influence	1.883	There is no multicollinearity

3.2.2.2. Determinant Coefficient (R^2)

The R-squared value indicates that 45.7% of the variance in Impulse Buying Behavior is explained by the independent variables, reflecting moderate predictive accuracy. [14] This suggests that while the model provides a reasonable explanation of impulse buying behavior, other external factors also contribute significantly.

Table 6. Determinant Coefficient (R^2)

	R Square
Impulse buying behavior	0,457

3.2.2.3. Effect Size (f^2)

Effect Size (f^2) measures a predictor variable's contribution to the R^2 of an endogenous variable. [14] The results show that Impulsive Buying Tendency (0.098), Consumer Mood (0.066), and Marketing Stimuli (0.065) have small but meaningful effects on Impulse Buying Behavior, while Shopping Enjoyment Tendency, Website Quality, Product Attributes, and Social Influence have insignificant effects. These findings suggest that emotional and marketing-related factors play a more significant role in influencing impulsive buying behavior.

Table 7. Effect Size (f^2)

Path	f^2	Result
Impulsive Buying Tendency -> Impulse Buying Behavior	0.098	Small Effect Size
Shopping Enjoyment Tendency -> Impulse Buying Behavior	0.012	Insignificant
Consumer Mood -> Impulse Buying Behavior	0.066	Small Effect Size
Website Quality -> Impulse Buying Behavior	0.013	Insignificant
Product Attributes -> Impulse Buying Behavior	0.004	Insignificant
Marketing Stimuli -> Impulse Buying Behavior	0.065	Small Effect Size
Social Influence -> Impulse Buying Behavior	0.001	Insignificant

3.2.2.4. Q^2 predict

Q^2 predict assesses a model's ability to predict observed values using the blindfolding procedure. [14] With a Q^2 value of 0.395 for Impulse Buying Behavior, the model demonstrates moderate predictive relevance, indicating a reasonable but improvable ability to predict impulse buying behavior.

Table 8. Q^2 predict

Variable	Q^2 Predict
Impulse Buying Behavior	0.395

3.2.2.5. Hypothesis Testing

The structural model test, conducted using SmartPLS, examined variable relationships through bootstrapping, generating standardized coefficients, t-statistics, and p-values. Hypotheses were evaluated based on a t-statistic > 1.96 and a p-value ≤ 0.05, with results below.

Table 9. Hypothesis Testing

Hypothesis	Standardized Coefficient	T Statistics	P-value	Result
H1: The impulsive buying tendency of Shopee Live users significantly affects impulsive buying behavior.	0.246	3,299	0.001	Hypothesis accepted
H2: The shopping enjoyment tendency of Shopee Live users significantly affects impulsive buying behavior.	0.122	1,457	0.146	Hypothesis rejected
H3: The consumer mood of Shopee Live users significantly affects impulsive buying behavior.	0.263	3,317	0.001	Hypothesis accepted
H4: The product attributes of Shopee Live significantly affect impulsive buying behavior.	0.053	0,750	0.454	Hypothesis rejected
H5: The website quality of Shopee Live significantly affects impulsive buying behavior.	-0.129	1,408	0.160	Hypothesis rejected
H6: The marketing stimuli of Shopee Live significantly affects impulsive buying behavior.	0.312	2,856	0.004	Hypothesis accepted
H7: The social influence of Shopee Live significantly affects impulsive buying behavior.	0.031	0,386	0.700	Hypothesis rejected

3.3 Discussion

3.3.1. Effect of Impulse Buying Tendency on Impulse Buying Behavior

This study found that Impulse Buying Tendency has a significant positive impact on Impulse Buying Behavior. Impulse Buying Tendency refers to an individual's predisposition to make spontaneous purchases without prior planning or rational justification. Consumers with a high tendency for impulsive buying are more likely to react quickly to triggers such as visually appealing products, time-limited discounts, and engaging live interactions. This finding aligns with previous research, confirming that impulsive buyers experience strong emotional impulses that drive unplanned purchases, often resulting in immediate gratification. For sellers on Shopee Live, understanding this psychological trait is crucial for developing effective marketing strategies. Tactics such as creating urgency through flash sales, offering exclusive discounts, and utilizing persuasive streamers can capitalize on this tendency, increasing the likelihood of spontaneous purchases. Additionally, the immersive and interactive nature of Shopee Live enhances the shopping experience, further reinforcing impulsive buying behavior.

3.3.2. Effect of Shopping Enjoyment Tendency on Impulse Buying Behavior

This study found that Shopping Enjoyment Tendency does not significantly impact Impulse Buying Behavior. Shopping enjoyment refers to the pleasure consumers derive from browsing and exploring products. While an enjoyable shopping experience may enhance engagement, it does not necessarily translate into spontaneous purchasing behaviors. Many consumers prioritize gathering information, comparing prices, and carefully evaluating their options rather than making impulsive purchases. In the context of Shopee Live, this suggests that simply creating an enjoyable shopping environment is not enough to drive impulse buying. Additional triggers, such as time-limited promotions, emotional appeals, or exclusive deals, may be necessary to convert enjoyment into actual purchasing behavior. These findings highlight the need for strategic marketing approaches that go beyond entertainment to effectively stimulate impulse buying in live shopping settings.

3.3.3. Effect of Consumer Mood on Impulse Buying Behavior

This study found that Consumer Mood significantly influences Impulse Buying Behavior. Consumer mood refers to an individual's emotional state at the time of purchase, which can shape their shopping behaviors. When consumers are in a positive mood, they tend to perceive shopping as more

enjoyable, leading to spontaneous purchases as a form of self-reward. Conversely, those in a negative mood may engage in impulsive buying as a way to relieve stress or improve their emotional state. These findings suggest that emotions can override rational decision-making, making consumers more susceptible to unplanned purchases. In the context of Shopee Live, the interactive and engaging atmosphere, combined with real-time promotions, further amplifies these emotional responses, increasing the likelihood of impulsive buying. This highlights the importance of emotional engagement in live shopping platforms, as it plays a crucial role in shaping consumer behavior.

3.3.4. Effect of Product Attributes on Impulse Buying Behavior

This study found that Product Attributes do not significantly influence Impulse Buying Behavior. While factors such as quality, price, and features typically play a crucial role in purchasing behaviors, their impact on impulse buying appears to be limited in this context. Consumers tend to evaluate product attributes rationally, treating them as elements that require careful consideration rather than immediate triggers for spontaneous purchases. Additionally, the limitations of online shopping platforms, such as the inability to provide a tangible or sensory experience, may reduce the appeal of product attributes in driving impulse buying. Unlike offline shopping, where consumers can physically inspect products, online environments rely on images and descriptions, which may not create the same level of excitement or urgency needed for impulsive purchases. These findings highlight the distinction between rational decision-making and emotionally driven buying behavior, suggesting that other factors, such as promotions or social influence, may play a more significant role in encouraging impulse purchases.

3.3.5. Effect of Website Quality on Impulse Buying Behavior

This study found that Website Quality does not significantly influence Impulse Buying Behavior. While a well-designed, visually appealing, and user-friendly website enhances the overall shopping experience, it does not directly drive consumers to make spontaneous purchases. The findings suggest that impulse buying is influenced more by factors like mood, promotional offers, and an individual's tendency toward impulsive behavior rather than the technical quality of the website itself. Interestingly, the negative relationship observed implies that as Website Quality improves, consumers may engage in more deliberate and rational purchasing decisions rather than impulsive ones. Since Shopee already provides comprehensive product details, seamless navigation, and a visually appealing platform, consumers may feel less reliant on Shopee Live broadcasts for purchasing behaviors. This reduces the urgency often associated with impulse buying, reinforcing the idea that while a high-quality website is valuable, it does not necessarily trigger impulsive purchases in an e-commerce setting.

3.3.6. Effect of Marketing Stimuli on Impulse Buying Behavior

This study found that Marketing Stimuli have a significant positive impact on Impulse Buying Behavior. Marketing Stimuli, such as limited-time discounts, flash sales, cashback offers, and promotional bundles, create a sense of urgency that encourages consumers to make spontaneous purchasing behaviors. These findings align with previous research, emphasizing the effectiveness of promotional strategies in driving impulse purchases. In Indonesia's highly competitive e-commerce landscape, frequent and enticing promotions play a crucial role in capturing consumer attention and influencing buying behavior. On Shopee Live, dynamic presentation of discounts and real-time incentives further enhances the urgency and excitement, prompting immediate purchases. To maximize their impact, sellers should continuously refine their promotional strategies by offering compelling discounts, using engaging visuals, and leveraging interactive elements during live streams. This study underscores the pivotal role of marketing stimuli in shaping consumer behavior, highlighting their ability to trigger impulse buying through both value-driven incentives and emotional engagement.

3.3.7. Effect of Social Influence on Impulse Buying Behavior

This study found that Social Influence does not significantly impact Impulse Buying Behavior. Social Influence refers to the extent to which consumers rely on recommendations from others, such as influencers or peers, when making purchasing behaviors. However, in the digital shopping environment, the abundance of online reviews and expert opinions can dilute the effectiveness of social cues, making it difficult for consumers to discern credible sources. Additionally, the persuasiveness and professionalism of streamers play a crucial role—when product presentations lack clarity or expertise, consumers may struggle to develop interest or trust in the product. Furthermore, individual factors such as age, gender, and personal preferences contribute to varying responses to social influence, making its impact on impulse buying more complex. These findings highlight the challenges of leveraging social influence in e-commerce and emphasize the need for streamers and marketers to enhance credibility, communication skills, and product demonstrations to maximize their persuasive impact.

4.   CONCLUSION

This study examines the factors influencing Impulse Buying Behavior on Shopee Live, focusing on seven key independent variables: Impulse Buying Tendency, Shopping Enjoyment Tendency, Consumer Mood, Product Attributes, Website Quality, Marketing Stimuli, and Social Influence. Using PLS-SEM analysis, significant relationships between these variables were identified, leading to the following conclusions:

a. Impulse Buying Tendency positively affects Impulse Buying Behavior. Consumers with a high inclination toward impulsive purchases are more likely to engage in unplanned buying, confirming the role of personal traits in influencing purchasing behavior.

b. Shopping Enjoyment Tendency does not affect Impulse Buying Behavior. Despite the assumption that an enjoyable shopping experience increases impulse purchases, other factors, such as promotional offers, may be more influential.

c. Consumer Mood positively affects Impulse Buying Behavior. A positive emotional state reduces resistance to impulsive buying, making consumers more susceptible to unplanned purchases.

d. Product Attributes do not affect Impulse Buying Behavior. Factors such as product quality and features may not be primary drivers of impulse purchases, with marketing strategies playing a more significant role.

e. Website Quality does not affect Impulse Buying Behavior. Although a well-designed website enhances user experience, it does not necessarily drive impulsive buying behaviors.

f. Marketing Stimuli positively affect Impulse Buying Behavior. Discounts, flash sales, and time-limited promotions create urgency, making consumers more likely to purchase impulsively.

g. Social Influence does not affect Impulse Buying Behavior. While recommendations from peers or influencers can impact purchasing behaviors, they do not significantly drive impulse buying in the Shopee Live context.

This study has several limitations. It focuses specifically on Shopee Live users, meaning the findings may not be applicable to other e-commerce platforms like Instagram Live or TikTok Shop. Additionally, demographic factors such as age, income, and education were not extensively analyzed, which could influence impulse buying behavior. The research is also limited to consumers in Indonesia, making cultural generalizability uncertain. Furthermore, different product categories may exhibit varying levels of impulsive buying behavior, which future studies should explore. Lastly, the final dataset consists of 194 responses after data screening, which may limit the broader applicability of the findings. Future research with a larger and more diverse sample could enhance the robustness and generalizability of the results.

REFERENCE

[1] S. N. Janah, "Dampak E-Commerce Era Industri 4.0 pada Perekonomian Indonesia," Fakultas Teknologi Maju Dan Multidisiplin | Universitas Airlangga, May 15, 2023. [Online]. Available: https://ftmm.unair.ac.id/dampak-e-commerce-era-industri-4-0-pada-perekonomian-indonesia/.

[2] V. Jain, B. Malviya, and S. Arya, "An overview of electronic commerce (e-Commerce)," The Journal of Contemporary Issues in Business and Government, Jun. 30, 2021. [Online]. Available: https://cibgp.com/au/index.php/1323-6903/article/view/1648

[3] Statista, "Number of users of e-commerce in Indonesia 2020-2029," Statista, Aug. 26, 2024. [Online]. Available: https://www.statista.com/forecasts/251635/e-commerce-users-in-indonesia

[4] H. N. Wolff, "Leading international e-commerce sites Indonesia Q2 2022, by monthly visits," Statista, Dec. 8, 2023. [Online]. Available: https://www.statista.com/statistics/1012480/indonesia-leading-b2c-ecommerce-sites-international

[5] C. M. Zellatifanny, "The new era of online shopping: Exploring implementation of live commerce in China and Indonesia," Modern Diplomacy, Jun. 8, 2024. [Online]. Available: https://moderndiplomacy.eu/2024/06/09/the-new-era-of-online-shopping-exploring-implementation-of-live-commerce-in-china-and-indonesia/

[6] C. M. Annur, "Survei Jakpat: Shopee rajai penggunaan live shopping di Indonesia," Katadata, Jul. 6, 2022. [Online]. Available: https://databoks.katadata.co.id/datapublish/2022/07/06/survei-jakpat-shopee-rajai-penggunaan-live-shopping-di-indonesia

[7] L. Septiani, "Shopee catat penjualan live shopping 3 kali lipat, berikut promonya," Katadata, Jun. 12, 2023. [Online]. Available: https://katadata.co.id/digital/e-commerce/6486debc9f3b3/shopee-catat-penjualan-live-shopping-3-kali-lipat-berikut-promonya

[8] L. Muzdalifah, "Consumer's online to impulse buying: Consumer traits and situational factors," GREENOMIKA, vol. 5, no. 1, pp. 13–28, 2023, doi: 10.55732/unu.gnk.2022.05.1.2.

[9] I. Febrilia and A. Warokka, "Consumer traits and situational factors: Exploring the consumer's online impulse buying in the pandemic time," Soc. Sci. Humanit. Open, vol. 4, no. 1, p. 100182, 2021, doi: 10.1016/j.ssaho.2021.100182.

[10] N. D. Nurmasari, L. Putranti, and F. N. Annisa, "Pengaruh faktor internal terhadap pembelian impulsif belanja online pada generasi Z," Bisman, vol. 6, no. 2, p. 239, 2023. [Online]. Available: https://ejurnal.unim.ac.id/index.php/bisman/article/view/2716

[11] G. R. Iyer, M. Blut, S. H. Xiao, and D. Grewal, "Impulse buying: A meta-analytic review," J. Acad. Mark. Sci., vol. 48, no. 3, pp. 384–404, 2019, doi: 10.1007/s11747-019-00670-w.

[12] N. Ittaqullah, R. Madjid, and N. R. Suleman, "The effects of mobile marketing, discount, and lifestyle on consumers' impulse buying behavior in online marketplace," Int. J. Sci. Technol. Res., vol. 9, no. 3, pp. 1569–1577, 2020. [Online]. Available: https://www.ijstr.org/final-print/mar2020/The-Effects-Of-Mobile-Marketing-Discount-And-Lifestyle-On-Consumers-Impulse-Buying-Behavior-In-Online-Marketplace.pdf

[13] S. Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R&D, 2nd ed. Bandung: CV. Alfabeta, 2020.

[14] J. F. Hair, W. C. Black, B. J. Babin, and R. E. Anderson, Multivariate Data Analysis, 8th ed. 2019.

[15] Cavazos-Arroyo, J., & Máynez-Guaderrama, A. I. (2022). Antecedents of Online Impulse Buying: An analysis of gender and centennials' and millennials' perspectives. Journal of Theoretical and Applied Electronic Commerce Research, 17(1), 122–137. doi: 10.3390/jtaer17010007

[16] Dwikayana, I. M. B., & Santika, I. W. (2021). Shopping Enjoyment Mediates the Effect of Hedonic Motivation on Impulse Buying (Study on Beachwalk Mall Bali customers). American Journal of Humanities and Social Sciences Research (AJHSSR), 5(4). https://www.ajhssr.com/shopping-enjoyment-mediates-the-effect-of-hedonic-motivation-on-impulse-buying-study-on-beachwalk-mall-bali-customers/

[17] M. F. Rahman and M. S. Hossain, "The impact of website quality on online compulsive buying behavior: evidence from online shopping organizations," South Asian Journal of Marketing, 2022. doi: 10.1108/sajm-03-2021-0038