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The Popularity of Live Streaming E-commerce in Tiktok and Impact on Customer Buying Behavior

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Abstract

Aim: This study investigated the impact of live-streaming e-commerce on customer impulsive buying behavior.

Methodology: This study used the Stimulus-Organism-Response model. It surveyed 385 participants in Toledo City, where live streaming is increasingly utilized for product promotion.

Findings: The study reveals that all examined factors exhibit significant positive correlations with one another, though varying in strength. These correlations range from moderate to very strong, indicating that an increase in one variable will likely coincide with increases in others. The findings suggest a positive relationship between tiktok live-streaming, perceived enjoyment, arousal, pleasure, and impulsive buying behavior. Individuals who experience heightened levels of enjoyment, arousal, and pleasure in response to TikTok Live-Streaming stimuli are more inclined to engage in impulsive purchasing behaviors.

Conclusion: The interrelationships observed among the independent variables of perceived enjoyment, arousal, and pleasure offer valuable insights into the drivers of impulsive buying behavior. In today's highly competitive global market, where success or failure hinges on differentiation, gaining a strategic edge is essential. Continuous improvement is a cornerstone of business evolution. A deep understanding of customer buying behavior provides a critical advantage in a rapidly changing marketplace, where staying ahead of competitors is key to sustained success.

Keywords: *E-commerce, TikTok, live streaming, Impulsive Buying Behavior.*

Introduction

In today's digital age, e-commerce has seamlessly integrated into daily life, offering unparalleled convenience and efficiency. As Oprescu (2019) suggests, the advent of the internet has revolutionized trade, creating opportunities for growth and prosperity. With the proliferation of e-commerce platforms, both consumers and entrepreneurs have become more interconnected, transcending traditional trading methods. This growing reliance on e-commerce is further emphasized by Puttewar (2019), who highlights the increasing importance of convenience in a fast-paced society where time is a precious commodity.

Within the realm of consumer behavior, impulsive buying has emerged as a significant variable. Impulsive buying behavior is defined as the tendency to make spontaneous purchases driven by emotion rather than careful deliberation. The evolution of e-commerce has amplified this behavior, as Mhd Yusak et al. (2022) demonstrated through the lens of the Stimulus-Organism-Response (S-O-R) model, linking shopping delight and the propensity for impulsive buying to online consumer behavior. Furthermore, Gulfranz et al. (2022) highlighted the role of both practical and emotional factors in online customer experiences and their strong connection to impulsive purchasing tendencies.

Live-streaming commerce (LSC) has emerged as a dynamic fusion of entertainment and commerce, facilitated by platforms such as TikTok. Widodo and Napitupulu (2023) demonstrate that live streaming enhances consumer involvement and purchase intention, reshaping the decision-making process and offering new opportunities



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for brand exposure and consumer loyalty. Chen et al. (2020) elaborate on how LSC bridges merchants and consumers, providing tailored product information and enhancing the overall shopping experience.

TikTok, with its innovative approach to content creation and community engagement, has become a major player in the e-commerce landscape. Bray (2024) describes TikTok Live Shopping as a transformative force, blending entertainment, community, and commerce uniquely. Atwell (2023) adds that TikTok content profoundly influences consumer purchasing behavior, particularly when it resonates with users' interests and is validated by community engagement. The rapid growth and global influence of TikTok underscores its significance as a social media platform, transforming content creation and consumption while fostering a distinctive mix of entertainment, creativity, and community.

Bhandari and Bimo (2022) introduce the concept of the "algorithmized self" on TikTok, a new model of self-creation that adds complexity to the previously understood "networked self" on other platforms. TikTok enables users to shape their identities based on personalized content recommendations, creating a more interconnected environment where everyone has the opportunity to participate, from simple video posts to live-streamed events.

The progression from traditional commerce to e-commerce, and now to live-streaming commerce on platforms like TikTok, reflects the ongoing evolution of consumer behavior and the dynamic relationship between technology and commerce. As we continue to embrace the digital age, the intersection of e-commerce and live streaming offers limitless opportunities for businesses and consumers alike, shaping the future of retail in unprecedented ways.

A recent study by Fitria et al. (2024) investigated Shopee live-streaming using the S-O-R model, revealing that the presence of viewers and the social presence within live streaming significantly influence arousal and enjoyment. Furthermore, passion and enjoyment emerged as the most influential factors driving impulsive purchases. While the study focused on Shopee, our research will concentrate on the TikTok platform, employing the S-O-R model to delineate the stimuli, organism, and response dynamics in relation to impulsive buying behavior.

The present study aligns with the United Nations Sustainable Development Goal 8, which promotes sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. Specifically, it targets Goal 8.2, which aims to achieve higher levels of economic productivity through diversification, technological upgrading, and innovation, with a focus on high-value-added and labor-intensive sectors. Additionally, our study addresses Goal 8.3, which promotes development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation, while encouraging the formalization and growth of micro-, small-, and medium-sized enterprises, including through access to financial services.

In light of the evolving commerce landscape, this study aspires to serve as a cornerstone for future changes, illustrating how digital spaces can integrate commerce to drive positive outcomes. We aim to contribute to this agenda by promoting sustainable employment opportunities, particularly for the unemployed, and by demonstrating the potential of digital commerce to foster inclusive economic growth.

Objectives

This study investigated the impact of live-streaming e-commerce on customer impulsive buying behavior. Specifically, it sought answers to the following questions:

1. How may the profile of the respondents be described in terms of:
 - a) Age; and
 - b) Gender?
2. Is there a significant relationship between TikTok live streaming and organisms?
3. Is there a significant relationships between organisms?
4. Is there a significant relationships between organisms and impulsive buying behavior?
5. Is there a relationship between TikTok Live-Streaming and impulsive buying behavior?

Hypotheses

1. There is no significant relationship between TikTok live-streaming and Perceived Enjoyment.



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2. There is no significant relationship between TikTok live-streaming and Arousal.
3. There is no significant relationship between TikTok live-streaming and Pleasure.
4. There is no significant relationship between Perceived Enjoyment and Arousal.
5. There is no significant relationship between Perceived Enjoyment and Pleasure.
6. There is no significant relationship between Arousal and Pleasure.
7. There is no significant relationship between Perceived Enjoyment and Impulsive Buying Behavior.
8. There is no significant relationship between Arousal and Impulsive Buying Behavior.
9. There is no significant relationship between Pleasure and Impulsive Buying Behavior.
10. There is no significant relationship between TikTok Live Streaming and Impulsive Buying Behavior.

Research Design

This study is quantitative-correlational, as it involves an understanding of the significant relationship between organisms and behavioral response, with the use of a descriptive approach to gather relevant data.

Setting

The research took place in Toledo City, Cebu, Philippines, where TikTok has gained significant influence, particularly in livestreaming activities.

Respondents

TikTok Usage respondents must be users of the TikTok platform and actively engage with live-streaming content.

Sampling Design

The respondents were chosen based on the number of populations of Toledo City, Cebu, Philippines. To give in-depth facts, the researchers were able to determine and compare each respondent using the Raosoft Calculator and a 385 sample size was determined.

Instrument

The researchers utilized questionnaires that were carefully designed to align with the objectives of the study. The research instrument begins by collecting demographic information from respondents, such as age and gender, with data only being gathered from individuals aged 18 and above.

Data Gathering Procedures

The research team requested approval from Mr. Cirilo A. Adorable, the OIC Dean of the University of Visayas Toledo campus, by submitting a transmittal letter and undergoing an ethics review. During the data-gathering phase, they sought the dean's permission again to address respondent consent and gather input on the questionnaire. The study involved a survey on TikTok live-streaming e-commerce and its impact on customer buying behavior. After data collection, all gathered data were securely stored and properly destroyed when no longer needed, ensuring responsible data management.

Statistical Treatment of Data

Data gathered was analyzed with the use of a normality test to assume a normal distribution of data, but the data leaned towards a not-normal distribution with the cases of the bigger sample, the result tended to lean towards a non-normal distribution. However, due to the large samples used in the study, wherein the larger the sample, the higher the probability that normality is assumed, then parametric statistical treatment was used. On the other hand, the study used a non-parametric measure which is Spearman's Rho correlation which helps to determine the significant relationship of the variables.

Ethical Consideration

The researchers ensured the ethical integrity of this study by adhering to various principles. Key ethical considerations were meticulously addressed, ensuring that participants were fully informed about the study's purpose and their involvement. Prior consent was obtained from each participant before any data collection commenced, and all collected data, including survey responses, were securely stored and anonymized to prevent unauthorized access. Participants' personal information remained confidential and solely used for research purposes.



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Results and Discussion

Table 1. Demographics on Respondent's Gender

Gender	Frequency	Percentage
Male	125	45%
Female	260	55%
Total	N=385	100%
Age	Frequency	Percentage
Generation Z (Gen Z) (18-27)	285	80%
Millennials (Gen Y) (28-43)	95	15%
Generation X (Gen X) (49-59)	5	5%
Total	N=385	100%

Based on the data provided, out of 385 respondents, 125 males and 260 females have purchased TikTok live-streaming sessions. This indicates that females are significantly more likely to purchase these sessions than males. Total Respondents: 384 Males: 125 (45%), Females: 260 (55%) Females demonstrate a higher level of social connection and are more active on online platforms such as TikTok. Pradhana and Sastiono (2019) observed that online purchasing presents more risks compared to traditional shopping, leading men to approach online shopping with caution. In contrast, women are more inclined to engage in online shopping for recreational and social purposes. As a result, women often expect their online shopping experiences to match the satisfaction they derive from traditional shopping. This highlights the different perspectives each gender holds toward online shopping and e-commerce in general. Barcelona et al. (2022) found that TikTok's Shopee Finds had a moderate impact on respondents' pure impulse and suggested impulse buying behaviors while having a strong influence on reminder impulse and planned impulse buying habits. Interestingly, the study showed that the impact of marketing videos on impulsive buying behavior was consistent across genders, suggesting that both men and women receive equal treatment during the online purchasing experience.

The data further categorizes respondents based on age groups, revealing that Generation Z (285 respondents), followed by Generation Y (95 respondents), and Generation X (5 respondents), are more susceptible to the influence of TikTok live streaming. Makhitha (2014) found that shifting generational attitudes demonstrate a higher acceptance and adoption of online shopping. Tiwari and Joshi (2020) further noted that students from Generation Y are particularly influenced by the perceived convenience of online shopping. Today's younger generations place a premium on convenience, which highlights the importance for businesses to adapt to evolving customer needs. The rapid growth of online shopping underscores the significant potential of the e-commerce market, with convenience being a major driving force.

Table 2. Spearman's Rho Correlation between Stimuli TikTok Live Streaming and Organisms Positive Affect, Arousal and Pleasure.

Construct	N	Spearman's Rho correlation	p-value (sig2-tailed)	Decision
TLS-PE	385	0.723	<.001	Significant
TLS-A	385	0.537	<.001	Significant
TLS-P	385	0.537	<.001	Significant

H₀1: There is no significant relationship between TikTok Live Streaming and Perceived Enjoyment Null Hypothesis was rejected with a .72 correlation and p-value of (p < 0.01)

H₀2: There is no significant relationship between TikTok Live Streaming and Arousal Null Hypothesis was rejected with a .54 correlation and p-value of (p < 0.01)

H₀3: There is no significant relationship between TikTok Live Streaming and Pleasure Null Hypothesis rejected with a .54 correlation and p-value of (p < 0.01)

The correlation matrix displays a non-normal distribution of Spearman's rho correlation coefficients for five variables: TikTok Live-Streaming, Perceived Enjoyment, Arousal, Pleasure, and Impulsive Buying Behavior. The



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correlation coefficients reveal both the strength and direction of the relationships between these variables. Additionally, the significance levels (p-values) indicate whether these associations are statistically significant. TikTok Live-Streaming exhibits a strong positive correlation with Perceived Enjoyment ($r = 0.723$), suggesting that individuals who engage with TikTok Live-Streaming tend to experience high levels of enjoyment. Moreover, TikTok Live-Streaming is moderately correlated with Arousal ($r = 0.537$), signifying that live-streaming on TikTok elicits arousal among viewers, and this relationship is statistically significant. This implies that the positive atmosphere on TikTok draws viewers in, further enhancing their emotional arousal.

Furthermore, TikTok Live-Streaming demonstrates a strong positive correlation with Pleasure ($r = 0.537$), highlighting that participants find the experience of watching and engaging in TikTok live streams to be highly pleasurable. Dwitya and Hartono (2023) emphasize that live streaming effectively captures consumer attention through dynamic product displays, engaging content, and interactive experiences. These factors, including high consumption involvement and value congruence between consumers and streamers, positively influence consumer intent. Oktavia (2023) found that broadcasters' social media presence also affects consumers' arousal and enjoyment during live-streaming sessions. Specifically, the social presence of viewers impacts arousal but does not significantly affect enjoyment. The study further revealed that consumers' impulsive buying behavior during TikTok live streams is driven by both arousal and pleasure. These findings suggest that TikTok live streamers can increase sales by leveraging social presence and appealing to customers' emotional responses. By creating a more engaging and interactive live-streaming experience, streamers can make the purchasing process more enjoyable and convenient for their audience.

Table 3. Spearman's Rho Correlation Between Organisms.

Construct	N	Spearman's Rho correlation	p-value(sig2-tailed)	Decision
PE-A	385	0.644	<.001	Significant
PE-P	385	0.644	<.001	Significant
A-P	385	1.00	<.001	Significant

H₀₄: There is no significant relationship between Perceived Enjoyment and Arousal. Null Hypothesis was rejected with a correlation of .644 and a p-value of ($P < 0.01$)

H₀₅: There is no significant relationship between Perceived Enjoyment and Pleasure. Null Hypothesis was rejected with a correlation of 0.644 and a p-value of ($P < 0.01$)

H₀₅: There is no significant relationship between Arousal and Pleasure. Null Hypothesis was rejected with a correlation of 1.00 and a p-value of ($P < 0.01$)

Perceived Enjoyment and Arousal exhibit a strong positive correlation ($r = 0.644$), indicating that higher levels of perceived enjoyment are associated with elevated arousal levels. Similarly, there is a strong positive correlation ($r = 0.644$) between Perceived Enjoyment and Pleasure, suggesting that individuals who experience greater enjoyment also tend to feel more pleasure. The correlation between Arousal and Pleasure is particularly noteworthy, with a perfect positive correlation ($r = 1.00$), indicating that higher levels of arousal are directly linked to higher levels of pleasure.

Conversely, pleasure was identified as a predictor of impulsive purchasing intention, though it was not directly related to the actual act of purchasing. Notably, the buying impulsiveness trait was found to weaken the relationship between pleasure and impulsive purchasing intention. Arousal, on the other hand, is a strong driver of impulsive buying behavior, prompting consumers to act quickly. While pleasure enhances the intention to make impulsive purchases, it does not always result in actual buying behavior. The interplay between these factors suggests that arousal often leads to action, while pleasure influences the intent to purchase, though it may not always result in actual purchases.



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Table 4. Spearman's Rho Correlation Between Organism and Response

Construct	N	Spearman's Rho correlation	p-value(sig2-tailed)	Decision
PE-IBB	385	0.710	<.001	Significant
A-IBB	385	0.583	<.001	Significant
P-IBB	385	0.583	<.001	Significant

H₀₇: there is no significant relationship between Perceived Enjoyment and Impulsive Buying Null hypothesis was rejected with a .71 correlation and p-value of ($p < 0.01$)

H₀₈: there is no significant relationship between Arousal and Impulsive Buying Behavior. Null hypothesis was rejected with a .583 correlation and p-value of ($p < 0.01$)

H₀₉: there is no significant relationship between Pleasure and Impulsive Buying Behavior. Null hypothesis was rejected with a .583 correlation and p-value of ($p < 0.01$)

Perceived Enjoyment and Impulsive Buying Behavior exhibit a strong positive correlation ($r = 0.710$), suggesting that individuals who experience higher levels of enjoyment are more likely to engage in impulsive buying. Similarly, Arousal and Impulsive Buying Behavior show a moderate positive correlation ($r = 0.583$), indicating that higher arousal levels are associated with an increase in impulsive buying behavior. Pleasure and Impulsive Buying Behavior also demonstrate a strong positive correlation ($r = 0.583$), highlighting that individuals who experience more pleasure are more inclined to make impulsive purchases. This strong correlation suggests that when customers derive pleasure from TikTok Live-Streaming, they may be more impulsively drawn toward making purchases.

Sari and Karsono (2023) found that emotional arousal plays a critical role in driving impulsive buying, particularly when consumers engage in hedonic purchasing. The study emphasized that consumers often go to great lengths to satisfy their desire to own a product, especially during live broadcasts. Emotional arousal is a key factor in this behavior, as heightened emotional states tend to prioritize immediate gratification over logical decision-making. This effect is amplified in live-streaming environments, where real-time interaction, limited-time promotions, and social influence create a sense of urgency. Consequently, customers may prioritize fulfilling their emotional desires over practical considerations, leading them to make swift decisions and purchase items that appeal to them during the live broadcast. This dynamic underscores the significant influence of emotional arousal and the interactive nature of live-streaming in promoting impulsive buying.

Table 5. Spearman's Rho correlation between TikTok Live-Streaming and Impulsive Buying Behavior.

Construct	N	Spearman's Rho correlation	p-value(sig2-tailed)	Decision
TLS-IBB	385	0.678	<.001	Significant

H₀₁₀: There is no significant relationship between TikTok Live Streaming and Impulsive Buying Behavior. The Null Hypothesis was rejected with a .correaltion of .678 and a p-value of ($P < 0.01$)

Table 5 reveals that Spearman's rho correlation coefficient between TikTok Live Streaming (TLS) and Impulsive Buying Behavior (IBB) is 0.678, indicating a strong positive correlation. This suggests that greater engagement in tiktok live-streaming is associated with an increased likelihood of impulsive buying. The p-value (Sig. 2-tailed) is <.001, demonstrating that the correlation is statistically significant at the 0.01 level, meaning the relationship between tiktok live-streaming and impulsive buying behavior is unlikely to be due to chance. The significant, strong, and positive correlation implies that tiktok live-streaming substantially influences impulsive buying behavior. As viewers engage more with tiktok live-streaming, they are more inclined to make spontaneous purchases. Ardiyanti (2023) further supports this finding, revealing that tiktok live-streaming shopping exerts a 38.5% influence on impulsive purchasing behavior. This effect is attributed to factors such as low product selling costs, the ease of communication between vendors and customers, and enticing promotions like special discounts offered during live broadcasts. These elements create an environment conducive to spontaneous purchases, reinforcing tiktok live-streaming's strong impact on impulsive buying behavior.



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The statistical significance of all correlations at the 0.01 level (2-tailed) provides robust evidence that these positive relationships are not due to chance, thereby rejecting the null hypothesis that the variables are not correlated. All factors tiktok live-streaming, perceived enjoyment, arousal, pleasure, and impulsive buying behavior show substantial positive associations with one another, ranging from moderate to very strong correlations. This suggests that when one variable increases, others follow suit. Individuals who experience higher levels of perceived enjoyment, arousal, and pleasure while using TikTok Live Streaming as a stimulus are more likely to engage in impulsive buying. These insights are crucial for understanding consumer behavior and can inform the development of marketing strategies that target specific emotional states to drive purchasing decisions.

Conclusion

The findings of this study reveal that TikTok Live Streaming serves as a stimulus that fosters customers' emotional responses, such as perceived enjoyment, arousal, and pleasure, which in turn leads to impulsive buying behavior. In the evolving world of commerce, TikTok Live Streaming has emerged as a game-changer, transforming the landscape of online business. As companies increasingly migrate to digital platforms, TikTok Live Streaming exemplifies the new modality of commerce. In summary, the null hypothesis has been rejected, demonstrating a significant relationship between the independent variables Perceived Enjoyment, Arousal, and Pleasure, and the dependent variable, Impulsive Buying Behavior. This highlights that positive emotional experiences, particularly enjoyment, are strong predictors of impulsive buying behavior. The study offers a unique perspective by emphasizing that, in addition to arousal and pleasure, perceived enjoyment is a critical factor in understanding consumer behavior, especially in the context of impulsive buying.

The significant correlations found between these emotional states and impulsive buying behavior suggest that the emotional responses of customers are closely linked to their purchasing decisions. According to the results of this study, stimuli such as TikTok Live Streaming involve multiple variables perceived enjoyment, pleasure, and arousal that contribute to impulsive buying behavior. This research is particularly relevant as Bray (2024) notes that TikTok Live Shopping has revolutionized social commerce by seamlessly merging entertainment with business transactions. The platform's ability to engage consumers in real-time, leverage influencer partnerships, and create urgency through limited-time offers has made it a game-changer in the e-commerce sector. Additionally, Liu and Aagerup (2023) highlight that e-commerce live streaming surpasses traditional e-commerce by better addressing consumers' emotional needs, fostering brand intimacy, and minimizing negative feedback, delayed purchases, and second-guessing purchase decisions. These insights are invaluable for marketers and retailers seeking to influence consumer behavior. By creating an environment that enhances perceived enjoyment, arousal, and pleasure, businesses may drive more impulsive purchases. In psychological and consumer behavior research, these correlations underscore the critical role emotional states play in shaping consumer decision-making and purchasing patterns.

In conclusion, this study has laid the groundwork for future research in the dynamic field of consumer behavior. As we continue to explore the complexities of human decision-making, understanding the relationship between emotional responses and impulsive buying behavior becomes increasingly important. In today's global market, where competition is fierce, gaining insights into customer behavior is key to maintaining a competitive advantage. Continuous innovation and improvement in understanding consumer psychology remain integral to staying ahead in this fast-evolving commercial landscape.

Limitations and Recommendations

The primary limitation of this study is the geographic constraint, as data collection was confined to Toledo City. To gain a more comprehensive understanding of the factors influencing impulsive buying behavior, future researchers are encouraged to expand their scope by collecting data from a broader range of locations or larger populations. This will enable a more generalizable analysis of consumer behavior patterns in live-streaming e-commerce settings. Our study provides foundational insights into impulsive buying behavior. However, future research should explore additional variables such as perceived risk, which could offer a deeper understanding of how it influences customer decision-making processes in live-streaming environments. Additionally, researchers should examine the role of pricing and its impact on customers' willingness to pay. Investigating how various price points affect impulse buying behavior could yield valuable insights for e-sellers and streamers alike.



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While this study primarily focused on impulsive buying behavior, future studies should delve into the nuances of customer brand loyalty and engagement, especially within live-streaming platforms. Understanding how long-term engagement with a brand or product affects consumer purchasing behavior is critical for building sustainable customer relationships in the digital commerce landscape. E-sellers can benefit from this study by better understanding the decision-making processes of their customers. By recognizing the atmosphere in which live-streaming occurs, they can refine their strategies to improve customer experience and foster engagement.

According to Wang et al. (2022), streamers play an important mediating role between merchants and consumers, utilizing their independent identities to increase consumer awareness and encourage purchases. E-sellers need to leverage this dynamic, continually adapting their tactics to maintain customer interest and engagement.

Streamers play a crucial role in shaping consumer perceptions and trust. Cui et al. (2024) assert that the credibility and engagement of live streamers significantly influence customers' purchasing decisions. Streamers should prioritize building trust by being transparent, maintaining authenticity, and actively engaging with their audiences. This can be achieved through dynamic and energetic presentations, incorporating humor, enthusiasm, and interactive elements to keep the audience engaged and emotionally connected.

Visual appeal and real-time interactions are key factors that enhance customer engagement. Tong et al. (2022) found that visually complex and stimulating backgrounds during live-streams positively affect customers' purchase intentions by eliciting emotions like pleasure and arousal. To create an engaging environment, streamers should use visually appealing backdrops, music, and timely responses to viewer questions and comments. Lv et al. (2022) emphasize the importance of social presence in building trust, which can be cultivated through interactive features like polls and Q&A sessions that foster personal connections with viewers.

Creating a sense of urgency is a proven method for increasing impulsive purchasing behavior. Streamers should offer limited-time deals, emphasize low stock availability, and highlight customer reviews or testimonials during live-streams to further encourage trust and credibility. Jiang et al. (2024) found that both product qualities and the attributes of the live streamer significantly influence customer trust and purchasing decisions. Streamers can reinforce this trust by being transparent, highlighting customer satisfaction, and consistently showcasing the value of the product.

Building an emotional connection with viewers is essential for driving impulsive purchasing behavior. Hosting surprise giveaways and introducing new products in creative, engaging ways can elevate excitement levels. Luo (2021) demonstrated that shared attention during live streams increases emotional arousal, which is critical for capturing and maintaining viewer interest. Streamers should identify peak hours of audience activity and maintain a consistent schedule to build a loyal following, which will, in turn, enhance emotional engagement and drive sales.

Businesses and streamers alike can implement various strategies to optimize live-streaming success. According to STIE PGRI Dewantara Jombang et al. (2024), increasing the frequency of live-streaming sessions, supported by data analytics, can optimize content delivery and viewer engagement. Consistent streaming schedules, combined with engaging content, real-time interaction, and strategically designed environments, align with this study's findings on emotional engagement and impulse buying. These strategies can be used to strengthen customer relationships and enhance the overall effectiveness of live-streaming sessions.

As digital commerce continues to evolve, it is crucial for future research to explore new dimensions of online consumer behavior. Investigating customer behavior across different online platforms, refining insights into emotional engagement, and exploring how variables like pricing, perceived risk, and brand loyalty interact within live-streaming environments will provide a more nuanced understanding of impulsive buying behavior. Keeping these strategies and findings relevant in the rapidly changing field of social commerce is essential for ongoing success. By implementing these recommendations, both researchers and practitioners can further understand and improve the dynamics of consumer behavior in live-streaming e-commerce. The growing importance of live-streaming platforms offers substantial opportunities to refine and expand these insights, ensuring they remain relevant and actionable in the competitive digital marketplace.



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