

Factors Influencing Impulsive Purchase Behavior in Livestreaming E-Commerce

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Abstract—The continued growth of e-commerce live streaming is essential for e-commerce marketers in understanding the factors that influence the impulse buying behavior of live streaming shopping. This study analyzes the effect of perceived e-commerce anchor attributes, perceived scarcity, and immersion on consumer trust and impulsive purchase behavior in e-commerce live streaming. This research was conducted in Jakarta using a descriptive causality research design with a quantitative method approach and a purposive sampling technique. Data was collected from 352 respondents who had used the e-commerce live-streaming application in Jakarta. The conceptual model was analyzed using Structural Equation Modeling. The results of this study indicate that perceived e-commerce anchor attributes, perceived scarcity, and immersion can increase consumer trust and impulsive purchase behavior, consumer trust can increase impulsive purchase behavior. Furthermore, a personal sense of power has moderation which can improve the relationship between consumer trust and impulsive purchase behavior. The contribution of this research can provide insights to businesses in the e-commerce live-streaming industry to direct consumer buying behavior more effectively, increase impulse buying participation, and achieve sustainable success.

Keywords: Impulsive Purchase Behavior; Perceived E-Commerce Anchor Attributes; Perceived Scarcity; Immersion; Consumer Trust

1. INTRODUCTION

In recent years, the rise of livestreaming has driven the emergence of e-commerce activities, specifically livestreaming e-commerce. This new model uses livestreaming to engage customers on e-commerce platforms, allowing sellers to interact directly with customers in real-time for online sales (M. Zhang et al., 2020). Compared to web-based e-commerce, livestreaming e-commerce can create more authenticity and interactivity, encouraging more impulsive purchases (Ming et al., 2021). A 2023 Populix survey found that Indonesians tend to make spontaneous purchases outside their shopping lists (Hayashi, 2023). Thus, this study investigates the significance of impulsive purchase behavior in livestreaming e-commerce to inform marketing strategies targeting impulse buys.

Ipsos SEA's 2021 research across six countries (Indonesia, Malaysia, Singapore, Thailand, Philippines, Vietnam) showed that 69% of Southeast Asian consumers accessed live shopping, and 66% bought products via livestreaming e-commerce (Pancawati, 2022). The e-Conomy SEA 2020 report estimated that Indonesia's e-commerce market would reach 53 billion USD by 2025, with an annual growth rate of 29% from 2020 to 2025 (Trinoviana, 2023). Popular livestreaming e-commerce platforms in Indonesia include Shopee Live, TikTok Live, Tokopedia Play, and Lazlive (Rahayu, 2023). Frequently purchased products include fashion, beauty products, household items, and food and beverages (Annur, 2022). Understanding factors influencing impulsive purchases in livestreaming e-commerce is crucial for sustainable growth (Chen et al., 2022). Livestreaming e-commerce fosters direct relationships between sellers and customers, creating immersive experiences that stimulate impulsive buying through various strategies (Xu et al., 2020).

The success of livestreaming e-commerce relies on the "People-Product-Place" elements, enhancing real-time, situational, and visual communication in the shopping process (Chen et al., 2022). Researchers have highlighted that anchor promotions, product promotions, and the livestream atmosphere likely trigger strong consumer emotions, leading to impulsive purchases (Li et al., 2022; Ming et al., 2021; Xu et al., 2019). Using the Stimulus-Organism-Response (SOR) theory and the "People-Product-Place" marketing strategy, this study examines how livestreaming influences impulsive purchases from a consumer perception perspective (Chen et al., 2022).

The study suggests that perceived e-commerce anchor attributes, perceived scarcity, and immersion impact consumer trust and impulsive purchase behavior. Adding the variable of personal sense of power as a moderator, the research aims to analyze these effects on Jakarta consumers. This research contributes to marketing management theory and provides valuable insights for the livestreaming e-commerce sector.

The elements "People-Product-Place" represent critical aspects of the livestreaming e-commerce experience. "People" refers to the anchors, who play a key role in attracting viewers and influencing purchasing decisions (Liu et al., 2020; Xu et al., 2020). Anchors introduce products, leveraging their attributes to market effectively (Chen et al., 2022). "Product" encompasses the goods promoted by anchors. A major marketing method for products is hunger marketing, which creates a sense of urgency by highlighting limited availability, thereby increasing perceived scarcity and triggering impulsive purchases (Cheng et al., 2020; Gupta & Gentry, 2019). "Place" involves the online platform integrating shopping and livestreaming, providing a strong sense of presence and immersion for customers (Chen et al., 2022). The Stimulus-Organism-Response (SOR) model helps in understanding the dynamics at play. External stimuli (anchor attributes, scarcity, immersion) affect the internal state of consumers (trust), leading to behavioral responses (impulsive purchases).

This study proposes a novel model by introducing personal sense of power as a moderating variable, addressing a gap in research on livestreaming e-commerce in Indonesia. The goal is to analyze the effects of perceived e-commerce anchor attributes, perceived scarcity, and immersion on consumer trust and impulsive purchase behavior in livestreaming e-commerce, specifically among Jakarta consumers. This research contributes to marketing management theory and provides strategic insights for the livestreaming e-commerce industry.

2. RESEARCH METHODS

2.1 Basic Research Framework

This study employs a descriptive causality research design with a quantitative approach. Descriptive research aims to obtain data that describes the characteristics of the topic of interest, while causal research design analyzes the relationships between variables to understand how one variable may influence changes in another (Hair et al., 2019). The variables in this study include Perceived E-commerce Anchor Attributes, Perceived Scarcity, Immersion, Consumer Trust, Impulsive Purchase Behavior, and Personal Sense of Power. The research is quantitative, analyzed using Structural Equation Modeling, with data collected via an online questionnaire distributed through Google Forms.

Previous studies have shown that perceived e-commerce anchor attributes significantly impact consumer trust (Argyris et al., 2021; Jiang et al., 2019; Shang et al., 2023; Xian, 2022) and impulsive purchase behavior (Chen et al., 2022; Dong et al., 2023; Hung et al., 2022; Zhao & Feng, 2021). Similarly, perceived scarcity has been found to significantly influence consumer trust (Chen et al., 2022; Gu et al., 2022; Lamis et al., 2022) and impulsive purchase behavior (Chen et al., 2022; Dong et al., 2023; Islam et al., 2021; Lamis et al., 2022; Li et al., 2021). Immersion also plays a significant role in enhancing consumer trust (Chen et al., 2022; Ming et al., 2021; Xian, 2022) and impulsive purchase behavior (Hsu, 2020; Ming et al., 2021). Further research by (Ming et al., 2021; Shang et al., 2023; Xian, 2022) confirms that consumer trust significantly affects impulsive purchase behavior. Based on the relevant research mentioned above, the following hypotheses are proposed:

H1: Perceived E-commerce Anchor Attributes positively affect Consumer Trust.

H2: Perceived Scarcity positively affects Consumer Trust.

H3: Immersion positively affects Consumer Trust.

H4: Perceived E-commerce Anchor Attributes positively affect Impulsive Purchase Behavior.

H5: Perceived Scarcity positively affects Impulsive Purchase Behavior.

H6: Immersion positively affects Impulsive Purchase Behavior.

H7: Consumer Trust positively affects Impulsive Purchase Behavior.

H8: Personal Sense of Power moderates (strengthens) the relationship between Consumer Trust and Impulsive Purchase Behavior.

H9: Perceived E-commerce Anchor Attributes positively affect Impulsive Purchase Behavior through the mediation of Consumer Trust.

H10: Perceived Scarcity positively affects Impulsive Purchase Behavior through the mediation of Consumer Trust.

H11: Immersion positively affects Impulsive Purchase Behavior through the mediation of Consumer Trust.

Based on the hypotheses above, the research model is illustrated in Figure 1 below:

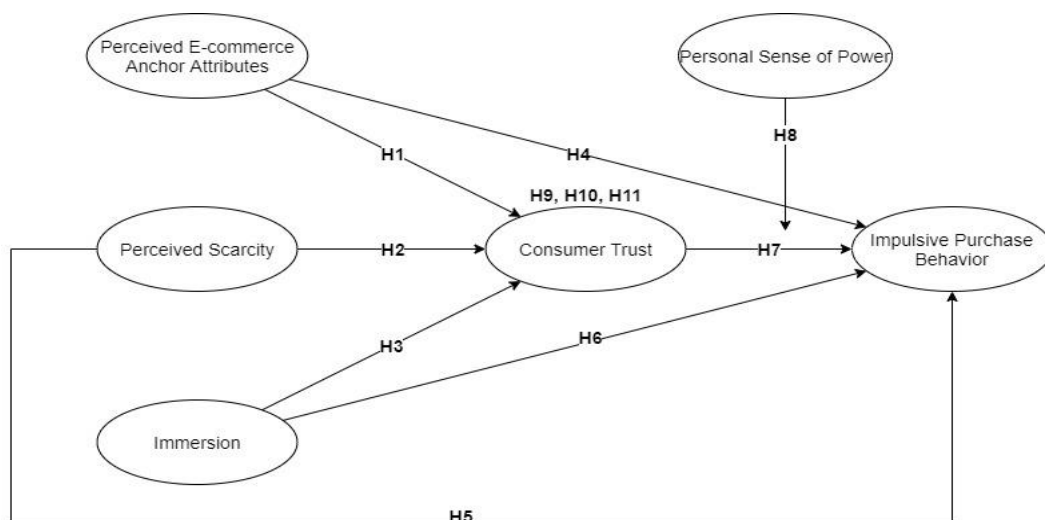


Figure 1. Research Model Framework

2.2 Instrument Measurement

This study uses a Likert scale ranging from 1 to 5. The measurement of the variables studied is adopted from previous research, where the variable Perceived E-commerce Anchor Attributes is measured with 5 statements adopted from (Chen

et al., 2022; Ming et al., 2021; L. Zhang et al., 2023). The variable Perceived Scarcity is measured using 5 statements adopted from (Chen et al., 2022; Li et al., 2022). Then, the variable Immersion uses 5 statements adopted from (Chen et al., 2022; Dong et al., 2023). For the variable Consumer Trust, it is measured using 5 statements adopted from (Ming et al., 2021; L. Zhang et al., 2023). Then the variable Impulsive Purchase Behavior is measured using 5 statements adopted from (Cheng et al., 2020; Ming et al., 2021). Lastly, the variable Personal Sense of Power is measured using 4 statements adapted from (Ming et al., 2021). The total measurement consists of 29 questions, which can be seen in detail in Table 1.

Table 1. Operational definition of the research variables

Research Variable	Indicator	Source
Perceived E-commerce Anchor Attributes	I think e-commerce anchors have professional skills. (PEAA1)	Chen et al., 2022; Ming et al., 2021; Zhang et al., 2023
	I think e-commerce anchors have good communication skills. (PEAA2)	
	I think e-commerce anchors are skilled in promoting products. (PEAA3)	
	I think e-commerce anchors provide information about all the alternative products I want to buy. (PEAA4)	
	I am pleased with the attitude of e-commerce anchors interacting through livestreaming. (PEAA5)	
Perceived Scarcity	I think many people will compete with me to buy promotional items. (PS1)	Chen et al., 2022; Li et al., 2022
	I think promotional products will sell out quickly. (PS2)	
	I think anchors intentionally promote products to create scarcity during livestreaming. (PS3)	
	I notice other customers are interested in the product I want. (PS4)	
	I notice other customers share information about the product I want. (PS5)	
Immersion	I always feel time flies while watching product promotions via livestreaming. (I1)	Chen et al., 2022; Dong et al., 2023
	Watching anchors promote products during livestreaming makes me forget my surroundings. (I2)	
	I am captivated when watching anchors promote products during livestreaming. (I3)	
	I feel happy watching anchors promote products during livestreaming. (I4)	
	I forget what I was going to do while watching livestream shopping. (I5)	
Consumer Trust	I trust the information conveyed by anchors through livestreaming. (CT1)	Ming et al., 2021; L. Zhang et al., 2023
	I trust livestreaming anchors are reliable. (CT2)	
	I believe the product I receive will be the same as shown during the livestream. (CT3)	
	I believe I will be able to use the product as demonstrated during the livestream. (CT4)	
	I think the product I order from the livestream will match my expectations. (CT5)	
Impulsive Purchase Behavior	When I watch livestreaming, I often buy items besides or in addition to what I intended. (IPB1)	Chen et al., 2022; Ming et al., 2021
	There are many products I buy from livestream shopping that I rarely use. (IPB2)	
	I often buy unplanned products from livestream shopping. (IPB3)	
	I buy products showcased by anchors spontaneously, even if I don't need them. (IPB4)	
	While watching livestreaming, I find it hard to pass up attractive offers. (IPB5)	
Personal Sense of Power	I can make others listen to what I say. (PSOP1)	Ming et al., 2021
	My ideas and opinions are often appreciated. (PSOP2)	
	If I give my opinion, I have a significant influence. (PSOP3)	
	If I want to, I can make decisions. (PSOP4)	

2.3 Population and Sample

The population in this study consists of consumers who have purchased products via e-commerce livestreaming and have made at least one purchase in the last three months. The respondents range from 18 to over 55 years old, both male and female, with an unknown population size (Dihni, 2022). The researchers chose this age range because these individuals are accustomed to using smartphones, which makes it easier for them to search for and find products they like. Additionally, this age range is mature enough for shopping as they can earn their own income. The sampling method used

is non-probability sampling with purposive sampling technique, selecting the sample elements most likely to participate in the study and providing the necessary information. The sample size is 290 respondents (29 indicators times 10) (Hair et al., 2019). In this study, the total number of processed samples is 352 respondents.

2.4 Data Analysis Techniques

Data analysis uses Structural Equation Model Partial Least Square (SEM-PLS) 4.0 with two measurement models. The Outer Model Analysis includes five parameters: Convergent Validity/loading factor (>0.70), Average Variance Extracted (AVE) (>0.50), Discriminant Validity, Reliability Analysis (>0.70), and Cronbach's Alpha (>0.60). The evaluation of the Structural Model Measurement (Inner Model Analysis) uses four parameters: path coefficients, adjusted R Square (R^2) values, Stone Geisser Value (Q Square), and partial effect size (f^2 square). Hypothesis testing involving structural relationships between constructs can only be considered reliable or valid if the measurement model explains how these constructs are measured (Hair et al., 2019). The significance test uses a critical t-value for one-sided testing of 1.65 and a p-value significance level of 5% (0.05), meaning it is significant if the p-value is less than 0.05. Therefore, to conclude that the tested hypothesis is significant at a level less than 5% (0.05), the critical t-value must be greater than 1.65.

3. RESULTS AND DISCUSSION

3.1 Analysis of Respondent Characteristics

The respondents of this study are users who have and use livestreaming e-commerce applications and have made at least one purchase in the last three months. A total of 352 respondents completed the questionnaire distributed via Google Forms, with 61.6% female and 38.4% male, all residing in Jakarta. Of these, 23.6% are aged 18-25 years, 49.7% are aged 26-35 years, 16.2% are aged 36-45 years, 6.8% are aged 46-55 years, and 3.7% are over 55 years old. Regarding occupation, 26.1% are students, 44.9% are private employees, 1.7% are government employees, 22.7% are entrepreneurs, and 4.5% are housewives.

The most used livestreaming e-commerce applications among respondents are TikTok Live (77.8%), Shopee Live (70.5%), Tokopedia Play (44.6%), and LazLive (8%). The most purchased product categories are fashion (79.3%), beauty products (61.4%), household products (53.7%), and food and beverages (31%). The spending budget of respondents during shopping is 44.6% spending less than Rp 500,000, 34.7% spending between Rp 500,001 and Rp 1,000,000, 12.2% spending between Rp 1,000,001 and Rp 2,000,000, and 8.5% spending more than Rp 2,000,000. The respondent data is presented in Table 2.

Table 2. Respondent Demographic

Feature	Sub-feature	Frequency	Percentage
Gender	Male	135	38.4%
	Female	217	61.6%
Age	18 – 25	83	23.6%
	26 – 35	175	49.7%
	36 – 45	57	16.2%
	46 – 55	24	6.8%
	> 55	13	3.7%
	Student	92	26.1%
Occupation	Private employee	158	44.9%
	Country employees	6	1.7%
	Entrepreneur	80	22.7%
	Housewife	16	4.5%
Livestreaming E-commerce used	TikTok Live	274	77.8%
	Shopee Live	248	70.5%
	Tokopedia Play	157	44.6%
	LazLive	28	8%
	Fashion	279	79.3%
Types of Products	Beauty Product	216	61.4%
	Household Product	189	53.7%
	Food and Beverage	109	31%
	< Rp 500.000	157	44.6%
Budget Spent	Rp 500.001 – Rp 1.000.000	122	34.7%
	Rp 1.000.001 – Rp 2.000.000	43	12.2%
	> Rp 2.000.000	30	8.5%
Married Status	Married	77	21.9%
	Single	275	78.1%

3.2 Results of the Measurement Model (Outer Model Analysis)

The results of the Outer Model Analysis involve testing for convergent validity and construct reliability. Construct reliability testing includes the use of Cronbach's alpha and composite reliability. If all indicators in the SEM-PLS model meet the requirements for convergent validity and reliability, then the results of the SEM-PLS analysis can be used for hypothesis testing in the study. Convergent validity is assessed by the loading factor values for each indicator in the construct, with a loading factor >0.70 generally considered strong in validating and explaining the underlying indicators.

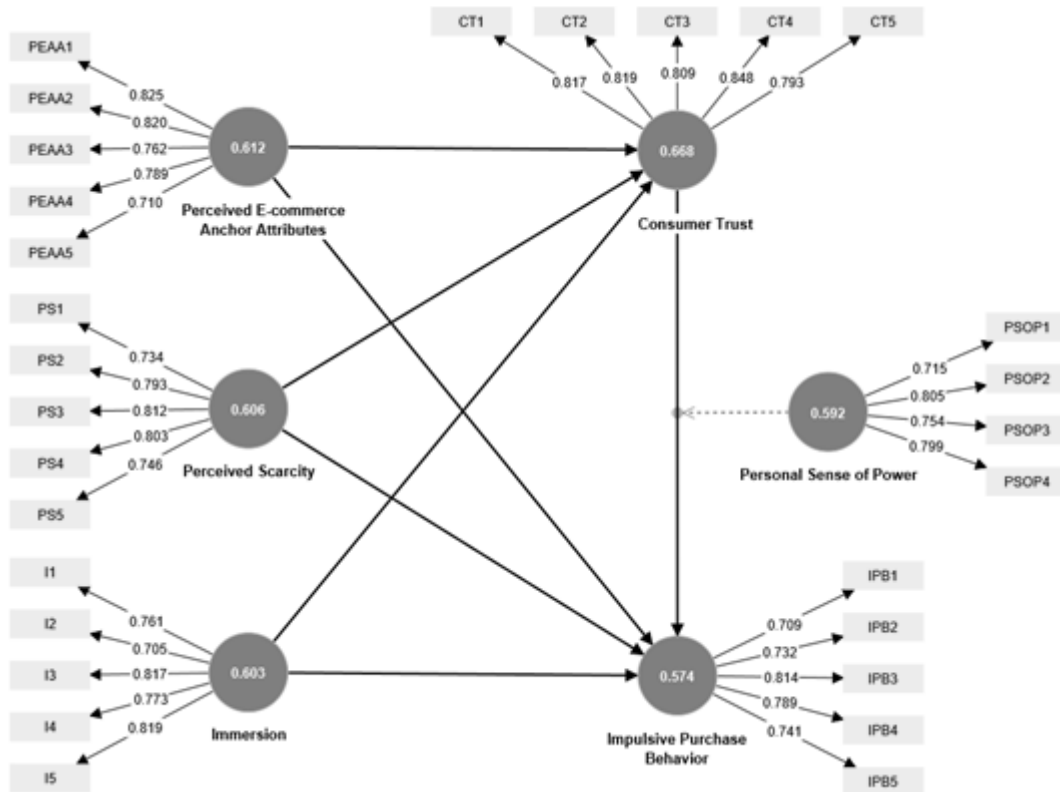


Figure 2. Outer Model Analysis Output Results

In this study, each construct has an AVE value > 0.50, and the minimum acceptable loading factor is > 0.70. From the results processed using SmartPLS 4.0, as shown in Figure 2, the loading factor values for all indicators are > 0.70. Therefore, the convergent validity of the model in this study meets the requirements. The values of loadings, Cronbach's alpha, composite reliability, and AVE for each complete construct can be found in Table 3.

Table 3. Loadings Factor, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
CT1	0.817	0.876	0.876	0.668
CT2	0.819			
CT3	0.809			
CT4	0.848			
CT5	0.793			
I1	0.761	0.835	0.842	0.603
I2	0.705			
I3	0.817			
I4	0.773			
I5	0.819			
IPB1	0.709	0.814	0.815	0.574
IPB2	0.732			
IPB3	0.814			
IPB4	0.789			
IPB5	0.741			
PEAA1	0.825	0.841	0.848	0.612
PEAA2	0.82			
PEAA3	0.762			
PEAA4	0.789			
PEAA5	0.71			

Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
PS1	0.734	0.837	0.841	0.606
PS2	0.793			
PS3	0.812			
PS4	0.803			
PS5	0.746			
PSOP1	0.715	0.771	0.783	0.592
PSOP2	0.805			
PSOP3	0.754			
PSOP4	0.799			

3.3 Results of the Structural Model Measurement (Inner Model Analysis)

The path coefficient values indicate the significance level in hypothesis testing. The path coefficient t-value must be higher than the critical t-value of 1.65. Hypothesis testing is assessed from the bootstrapping analysis results of the path coefficients by comparing the t-value and the critical t-value. If the t-value > critical t-value (1.65), it means the formulated hypothesis is accepted. Conversely, if the t-value < critical t-value (1.65), the formulated hypothesis is rejected. The bootstrapping analysis results for the path coefficients can be seen in Figure 3 below.

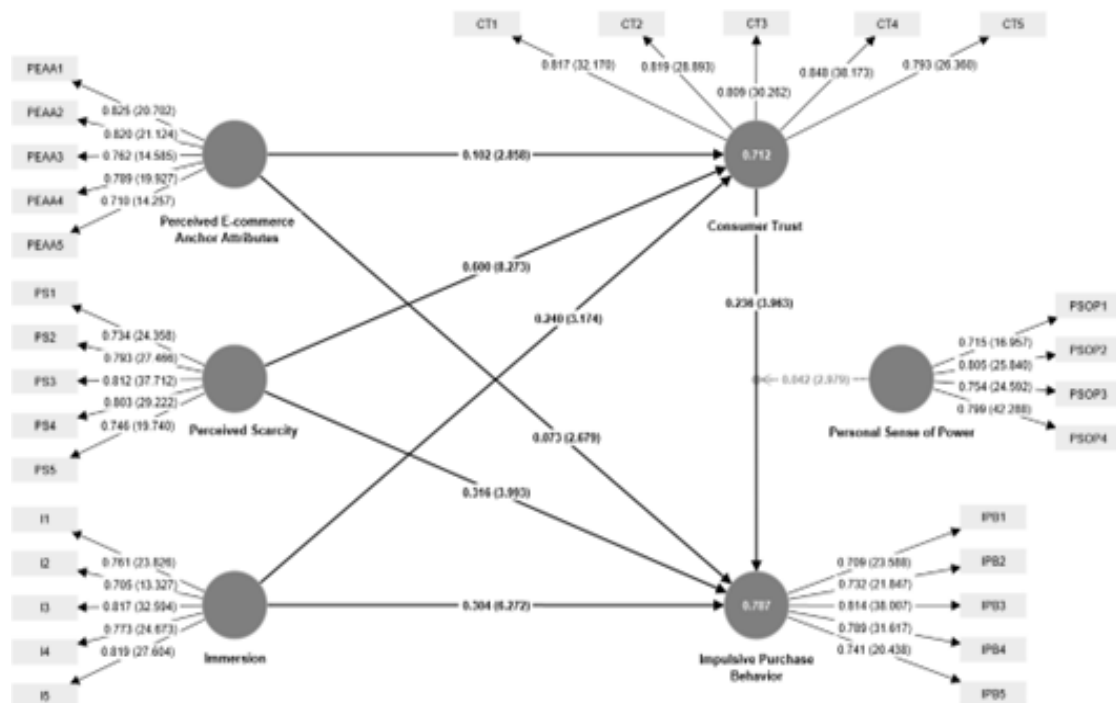


Figure 3. Inner Model Analysis Output Results

Figure 3 demonstrates that all path t-values in the structural model exceed the critical t-value of 1.65, confirming that all tested variables significantly influence the model. Specifically, perceived e-commerce anchor attributes, perceived scarcity, and immersion positively affect both consumer trust and impulsive purchase behavior. Perceived scarcity has the most substantial impact on consumer trust, while immersion significantly influences impulsive purchase behavior. Additionally, consumer trust and personal sense of power also positively impact impulsive purchase behavior.

The Adjusted R-square values indicate that 71.2% of consumer trust variance is explained by perceived e-commerce anchor attributes, perceived scarcity, and immersion, while 78.7% of impulsive purchase behavior variance is explained by these variables along with consumer trust. The Q-square values for consumer trust (0.704) and impulsive purchase behavior (0.766) confirm that the model has strong predictive relevance.

F-square values reveal that perceived scarcity has a strong effect on consumer trust, while immersion has a significant impact on impulsive purchase behavior. Perceived e-commerce anchor attributes have a weaker influence compared to perceived scarcity and immersion. Overall, perceived scarcity most strongly affects consumer trust, and immersion most strongly affects impulsive purchase behavior.

3.4 Model Fit Test

Model fit is a value that indicates how well the model fits the observed data. This value can be calculated by comparing the residual values of the predicted model with the actual data (L. Zhang et al., 2023). The analysis results show that the SRMR (Standardized Root Mean Square) value is 0.071, which is below the threshold value of 0.08. Therefore, it can be concluded that the model has a good fit with the observed data, as seen in Table 4.

Table 4. Model Fit Test Results

Name	Saturated Model	Estimated Model
SRMR	0.071	0.072
d_ULS	2.222	2.273
d_G	1.584	1.584
Chi-square	2,481.022	2,492.884
NFI	0.668	0.667

3.5 Descriptive Statistics Test

In this study, six variables were analyzed, each with several indicators. The variables include perceived e-commerce anchor attributes, perceived scarcity, immersion, consumer trust, impulsive purchase behavior, and personal sense of power. For perceived e-commerce anchor attributes and perceived scarcity, the indicators had average values around 4.15 to 4.27. Immersion indicators had average values between 4.18 and 4.32. Consumer trust indicators averaged from 4.13 to 4.24. Impulsive purchase behavior indicators ranged from 4.20 to 4.30. Finally, personal sense of power indicators had averages between 4.19 and 4.47.

3.6 Hypothesis Testing

Hypothesis testing is accepted or rejected based on the significance of T-values and P-values. At a 5% significance level, if T-values > t-table 1.65, then the exogenous or independent variable significantly affects the endogenous or dependent variable in a one-sided test at the 5% significance level. Significance for the variables can also be seen from P-values < 0.05 according to the specified alpha level. Based on the analysis results in this study, all eleven hypotheses were accepted. Relevant data regarding the analysis results can be found in Table 5.

Table 5. Results of Measurement of Direct and Indirect Influence Coefficients of the Inner Model

Hypothesis	Original Sample	t-values > 1.65	p-values < 0.05	Result
H1: Perceived E-commerce Anchor Attributes positively affect Consumer Trust.	0.102	2.858	0.004	Accepted
H2: Perceived Scarcity positively affects Consumer Trust.	0.600	8.273	0.000	Accepted
H3: Immersion positively affects Consumer Trust.	0.240	3.174	0.002	Accepted
H4: Perceived E-commerce Anchor Attributes positively affect Impulsive Purchase Behavior.	0.073	2.679	0.007	Accepted
H5: Perceived Scarcity positively affects Impulsive Purchase Behavior.	0.316	3.993	0.000	Accepted
H6: Immersion positively affects Impulsive Purchase Behavior.	0.304	6.272	0.000	Accepted
H7: Consumer Trust positively affects Impulsive Purchase Behavior.	0.236	3.963	0.000	Accepted
H8: Personal Sense of Power moderates (strengthens) the relationship between Consumer Trust and Impulsive Purchase Behavior.	0.042	2.979	0.003	Accepted
H9: Perceived E-commerce Anchor Attributes positively affect Impulsive Purchase Behavior through the mediation of Consumer Trust.	0.254	3.276	0.001	Accepted
H10: Perceived Scarcity positively affects Impulsive Purchase Behavior through the mediation of Consumer Trust.	0.182	2.641	0.004	Accepted
H11: Immersion positively affects Impulsive Purchase Behavior through the mediation of Consumer Trust.	0.245	2.024	0.022	Accepted

3.7 Discussion

The study investigated several key hypotheses regarding the impact of livestreaming e-commerce on consumer behavior. Firstly, it was found that perceived e-commerce anchor attributes significantly enhance consumer trust. Attributes such as effective product promotion skills and clear communication by livestreaming anchors contribute to greater trust in both the anchors themselves and the products they showcase. This finding aligns with prior research indicating that consumer trust can be positively influenced by perceived competence and communication skills of livestreaming hosts (Argyris et al., 2021; Jiang et al., 2019; Shang et al., 2023; Xian, 2022).

Secondly, the study confirmed a positive relationship between perceived scarcity and consumer trust. When consumers perceive products as scarce due to livestreaming anchors' presentations, it increases their trust in the reliability and desirability of the products shown. This outcome supports previous studies suggesting that perceived scarcity in e-commerce livestreams can effectively influence consumer trust (Chen et al., 2022; Gu et al., 2022; Lamis et al., 2022).

Thirdly, immersion during livestreaming sessions was found to positively impact consumer trust. Consumers who feel deeply engaged and absorbed during livestreams are more likely to trust that the products showcased match their expectations, reinforcing the trust-building process in e-commerce livestreaming environments. This finding is consistent with research highlighting the role of immersion in enhancing consumer trust in livestreamed content (Chen et al., 2022; Ming et al., 2021; Xian, 2022).

Additionally, the study revealed that perceived e-commerce anchor attributes and perceived scarcity both significantly influence impulsive purchase behavior. Effective product promotion and perceived scarcity drive consumers to make spontaneous purchases across various product categories featured in livestreaming sessions. These findings underscore the persuasive impact of anchor attributes and scarcity perceptions on consumer purchase decisions in livestreaming e-commerce contexts (Chen et al., 2022; Dong et al., 2023; Hung et al., 2022; Zhao & Feng, 2021).

Moreover, consumer trust emerged as a critical factor influencing impulsive purchase behavior. When consumers trust the anchors and the information presented in livestreams, they are more inclined to make impulsive buying decisions, believing in the reliability and value of the showcased products. This finding supports previous research indicating that consumer trust is pivotal in driving impulsive purchases in livestreaming e-commerce (Ming et al., 2021; Shang et al., 2023; Xian, 2022).

Furthermore, the study highlighted that personal sense of power moderates the relationship between consumer trust and impulsive purchase behavior. Consumers who perceive themselves as empowered decision-makers are more likely to be influenced by their trust in livestreaming e-commerce platforms, thereby increasing their propensity for impulsive purchases. This finding underscores the nuanced role of personal empowerment in shaping consumer behaviors within livestreaming e-commerce environments (Ming et al., 2021; Wu et al., 2020).

Overall, the findings contribute to a deeper understanding of how perceived attributes, consumer trust, immersion, and personal empowerment collectively influence consumer behavior in livestreaming e-commerce, shedding light on the complex dynamics that drive impulsive purchase decisions across various product categories.

3.8 Managerial Implication

The managerial implications of this study offer crucial guidance for livestreaming e-commerce businesses, aiming to optimize consumer impulsive buying behavior. Strategies derived from the study suggest enhancing consumer trust through strengthened perceived e-commerce anchor attributes, such as effective product promotion and communication skills. Leveraging perceived scarcity through strategic countdowns and enhancing immersion in the livestreaming experience can further bolster consumer trust and drive impulsive purchases.

Creating immersive livestreaming experiences that capture consumer attention through interactive elements like live Q&A sessions and engaging product demonstrations is pivotal. Recognizing the role of personal sense of power in enhancing the link between consumer trust and impulsive buying highlights the importance of involving consumers in their purchasing decisions.

The findings underscore that trust serves as a cornerstone for stimulating impulsive purchases, mediated by perceived e-commerce anchor attributes, perceived scarcity, and immersion. To sustain success, businesses should prioritize clear communication, transparency, and responsive customer service. By aligning with these insights, livestreaming e-commerce businesses can effectively influence consumer behavior, increase impulsive buying, and achieve long-term viability.

4. CONCLUSION

The study successfully proved all the formed hypotheses, demonstrating the significant positive influence of perceived e-commerce anchor attributes, perceived scarcity, and immersion on consumer trust and impulsive purchase behavior. Specifically, the expertise and communication skills of anchors, the creation of product scarcity, and immersive experiences in livestreaming e-commerce platforms like TikTok Live, Shopee Live, Tokopedia Play, and LazLive significantly enhance consumer trust and drive impulsive purchases. Furthermore, consumer trust was found to be a crucial mediator in these relationships, amplifying the effects of anchor attributes, scarcity, and immersion on impulsive buying behavior. Additionally, the study highlighted the moderating role of personal sense of power, showing that consumers with a high sense of power are more influenced by their trust in e-commerce livestreams when making impulsive purchases. The comparison between direct and indirect effects revealed that perceived scarcity had a stronger direct impact on impulsive purchase behavior, while immersion had a higher influence compared to other variables. Overall, the findings underscore the importance of building consumer trust through skilled anchors, strategic scarcity, and engaging livestream experiences to enhance impulsive buying behavior. However, this study has several limitations that need to be addressed. First, the sample coverage is limited to the Jakarta area, so future research could involve samples from a broader area. Second, the sample size in this study is relatively small (352 respondents). Therefore, it is recommended that future studies collect larger sample sizes. Further recommendations include investigating various types of livestreaming e-commerce and incorporating additional relevant variables. Expanding the scope of questionnaire distribution beyond Jakarta and involving more than 352 respondents from different regions is also advised for future research.

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