DETERMINANTS OF IMPULSIVE BUYING IN LIVE STREAMING COMMERCE USERS AMONG DIGITAL NATIVES

Gabriela Yabestania Shekinah G[1], EdwinZusrony[2*], Myra Andriana[3]
Faculty of Academic Studies, Universitas Sains dan Teknologi Semarang, Semarang[1,2,3]
gabrielayabestania@gmail.com[1], edwin.zusrony@stekom.ac.id[2*], myra.andriana@stekom.ac.id[3]

ABSTRACT

This investigation focuses on TikTok Live and Shopee Live streaming platforms, analyzing the impulsive buying behavior of digital natives in Semarang City. This research assesses the impact of social media marketing and influencer marketing as strategic accelerators due to the growing engagement of Generation Z as a dominant market demographic and their predisposition towards impulsive buying behavior. A quantitative approach was adopted with 60 participants aged 18 to 28 who underwent unplanned purchases through LSC platforms within the last six months. Data collection utilized standardized questionnaires and was analyzed with SmartPLS 4.0. As part of data collection, questionnaires are used which are graded on a five-point likert scale. Based on the SOR model, social media marketing and influencer marketing, separately and in combination, are proven to have a significant positive impact on impulsive buying behavior. Important motivators included emotional appeal, real-time participation, and interpersonal digital influence. These findings demonstrate the need to target Gen Z with more engaging content that features trusted influencers. In relation to the existing body of knowledge, this research fills a gap in digital marketing literature by examining the factors related to the psychology of the consumer and technology that instigate impulsive purchase behaviors in live e-commerce contexts. From a practical standpoint, it provides critical information for marketers aiming to design more targeted, persuasive, and robust campaigns utilizing live streaming platforms to improve conversion rates.
Keywords*: Social Media Marketing, Influencer Marketing, Impulsive Buying, Generation Z, Live Streaming Commerce*

INTRODUCTION

More than ever before, technology developments have shifted today's consumer behaviour, especially for digital natives who conveniently use social media. Live streaming commerce (LSC), the most recent evolution in the retail enabled service sector, is almost perfected. This is a new e-commerce phenomenon which combines appropriate and precise marketing with live presentations. According to the report by ECDB, the anticipated e-commerce growth rate for Indonesia in 2024 is 30.5%, which is significantly higher than the global average of 10.4% (Santika, 2024). Moreover, as noted by DataReportal, social media users in Indonesia have reached 139 million, accounting for nearly half the population at 49.9%, as of January 2024 (Kemp, 2024).

The growing prominence of LSC is evident in the popularity of Shopee Live (57%) and TikTok Live (49%) as leading live shopping platforms in Indonesia (Scuderia, 2024). These platforms offer real-time interaction, allowing sellers and consumers to connect dynamically and triggering spontaneous buying decisions. Survey data shows that Generation Z (1997–2012) contributes 87% of viewer participation, followed closely by Millennials (1981–1996) at 86%, indicating their dominant role in LSC (Rainer, 2023). This engagement is driven by ease of information access

and rich visual communication (Rahayu & Dwatra, 2024).

Social media marketing has stepped in as a powerful strategy in the battle against conspicuous consumption. As Afni and Roostika (2024) explain, this approach employs persuasive marketing techniques, emotive visuals, and user engagement to automate customers' instantaneous reactions. The existing empirical evidence, however, remains unresolved. While Dina & Marline (2023) revealed no substantial influence, Martaleni et al. (2022) discovered significant impact of social media marketing on impulsive buying behavior.

The role of influencer marketing in digital promotion is becoming more important. Studies show that following someone who represents a brand builds an emotional connection which could lead to trust and even spontaneous buying (Chen & Yang, 2023). Although influencer marketing increases the perceived value associated with a product, Nurmalasari (2025) showed no significant direct impact on impulsive buying. These differences highlight the need for more empirical research.

This research focuses on Gen Z customers in Semarang City who have made purchases via live streaming on Shopee Live and TikTok Live within the last six months. As Semarang is known for its expanding LSC market, it was chosen together with Gen Z consumers due to their proficiency with

smartphones and their considerable spending capability which makes them easier targets for digital marketing strategies.

The purpose of this research is to analyze the effect of social media and influencer marketing on the impulse buying phenomena in live streaming commerce among Generation Z in Semarang with a quantitative problem approach aligned with the SOR (Stimulus-Organism-Response) theory. It is hoped that this research will contribute additional insights into consumer behavior, particularly for marketing experts looking to devise targeted approaches in digital commerce.

From the provided information, we can formulate an inquiry pertaining to the impact of social media and influencer marketing on the spur-of-the-moment buying habits of Generation Z consumers in Semarang City, especially those engaged in live streaming e-commerce.

LITERATURE REVIEW

Social Media Marketing

Social networks are utilized for two-way communication to enhance brand perception, stimulate consumer participation, acquire new consumers, and cultivate loyalty (Kim & Ko, 2012; Kotler, 2017). This approach not only provides value removing ambiguity concerning brand value but also communicates with customers effectively social motivation. Furthermore, social media as a digital communication tool enables boundless dissemination of knowledge (Hanaysha, 2017). As a result of increased digital consumer engagement, social media has become a versatile and impactful marketing resource (Dina & Marlien, 2023). This process involves creating and disseminating relevant and captivating content while maintaining communication with followers (Erwin et al., 2024). As cited by Inas Nabila et al. (2023), social media marketers assess the effectiveness of social media marketing through: electronic word-of-mouth, trend relevance, user-centricity, informativeness, and interactivity.

Influencer Marketing

Influencer marketing is a strategy that uses well-known social media figures to disseminate corporate communication in a more personal and warm way, impacting the purchase decisions of their followers (Aruan et al., 2024). Due to the informal nature of the interactions, an influencer's bond with their audience makes their content engagement more authentic than ads (Al-Hasan, 2024). This involves the search and employment of people who, through digital form, possess characteristics sufficient to drive purchasing behavior (Darmawan & Setiawan, 2024). Influencers as third-party endorsers commanding significant fandom, along with immense sway, wield considerable influence over preferences, emotions, and habitual buying. Ngo et al. (2024) highlighted some social influences such as: social influence, appeal of hearing and seeing, emotional stimulation, entertainment, and desire to buy something impulsively.

Impulsive Buying

Impulse buying, as defined by Rahmataini et al. (2023), is an unpremeditated purchasing action that arises from emotional triggers. Most often, stimuli of a psychological, environmental, or vicarious nature—such as the aesthetics of a shop, promotional offers, store decorations, or the excitement of live streaming commerce—trigger this behavior (Lutfiani et al., 2023). Internal and external factors such as impulse purchase advertisements, audio marketing, and social influences often cause impulse buying (Ngo et al., 2024). The behavior has a distinct lack of self-control, typically leading to feelings of happiness or emotional enjoyment. It is possible to gauge impulsive buying behavior through emotional triggers, lack of control, spontaneous purchases, and unplanned purchases as Ngo et al. (2024) suggest.

Hypothesis Development
The relationship between social media marketing and impulsive buying behavior

As a form of promotion, social media marketing aims to interact with and engage customers and users at a greater level, including through live streaming (Elcorina et al., 2025). Live streaming offers real-time communication between buyers and sellers, thus providing a highly personalized purchasing process that boosts customer experience and improves brand loyalty. This approach will be highly effective with digital natives frequenting sites such as Shopee Live and TikTok (Tambunan et al., 2024). The additional elements incorporated in social media marketing during its execution make the process of purchasing more responsive to emotions, which leads to buying on impulse. Several works of literature have proven the contrary; that social media marketing reduces impulsive purchases among digital customers (Elcorina et al., 2025; Tambunan et al., 2024).

H_0: Social media marketing does not have a significant influence on the impulsive buying behavior of direct commerce users in the digital native demographic.

H_1: Social media marketing has a positive and significant impact on the impulsive buying behavior of direct trade users in the digital native demographic.

The relationship between influencer marketing in impulsive buying behavior

Studies show that influencer marketing has a strong impact on the impulsive buying habits of younger consumers (Handriani et al., 2024). The impact is especially severe on platforms such as TikTok Shop where influencers have the ability to command impulse purchases (Salsabila & Vania, 2025). Furthermore, Shadrina & Sulistyanto (2022) found that influencer marketing impacted impulsive buying behavior autonomously without needing moderating or mediating factors. These findings illustrate the significant power held by influencers over consumer behavior in live streaming e-commerce, especially those born into the digital age.

H_0: Influencer marketing does not significantly impact impulsive purchasing behavior among digital native consumers of live streaming commerce.

H_2: Influencer marketing significantly and positively impacts impulsive buying behavior among digital native consumers of live streaming commerce.

Integrated Impact of Social Media Marketing and Influencer Marketing on Impulse Purchases

According to Yan et al. (2022), influencer and social media marketing strategically amplify consumer perceptions of product urgency and value. This synergy provides buyers with reliable, trusted figures to receive dynamic information and an emotional appeal, promoting impulsive purchasing behaviors. While influencers serve as emotional triggers who heighten excitement, curiosity, and FOMO, social media provides a powerful channel for disseminating and engaging content (You et al., 2022). Besides enhancing the visibility of a product, this strategic combination also strengthens social and emotional bonds with the customer as emphasized by Kathuria & Bakshi (2024), particularly with Gen Z. This generation, classified as 'digital natives', readily embraces trends and visual stimuli, and is more likely to purchase on impulse when exposed to integrated marketing campaigns.

H_0: The effects of social media marketing and influencer marketing exercised together do not significantly impact impulsive buying behavior among users of live streaming commerce.

H_3: The effects of social media marketing and influencer marketing exercised together positively impact impulsive buying behavior among users of live streaming commerce.
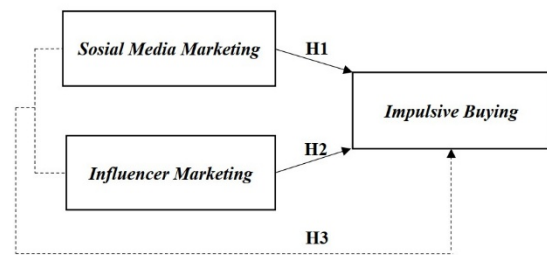
Conceptual Model

Figure 1. Conceptual Model

RESEARCH METHODS

The research study applies a quantitative methodology which focuses on measuring social media marketing and influencers as the independent variables and impulsive purchasing as the dependent variable. The population of interest is drawn from Generation Z. Specifically, controls were applied to participants within the age range of 18 to 28 who had made purchases via Shopee Live and TikTok Shop Live in the last six months through judgment sample technique. The sample comprised sixty participants. Data collection was conducted through an online survey utilizing a five-point Likert scale. The data was analyzed using multiple linear regression method SmartPLS application version 4.1.1.2.

Table 1. Research Variable Indicators

Variable	Indicator
Social Media Marketing (X1) (Inas Nabila et al., 2023)	1. Interactivity. 2. Informativeness. 3. Personalization. 4. Trendiness. 5. Word of Mouth.
Influencer Marketing (X2) (Ngo et al., 2024)	1. Social Influence. 2. Visual. 3. Sound. 4. Arousal. 5. Pleasure. 6. Impulsive buying.
Impulsive Buying (Y) (Ngo et al., 2024)	1. Spontaneous Purchase. 2. Unplanned Buying. 3. Emotional Urge.

RESULTS AND DISCUSSIONS

Respondent Description

The following information is based on a recent survey conducted in Semarang, which involved 60 participants from Generation Z aged 18 to 28 and were users of digital payment applications. The

Information	Quantity	Percentage
Gender		
Male	25	41,67%
Female	35	58,33%
Age		
18-22	24	40%
23-27	36	60%
Application Usage Duration		
< 1 year	5	8,33%
< 1-3 year	39	65%
> 3 year	16	26,67%
LSC Application		
Shopee Live	26	43,33%
Tiktok Live	34	56,67%

results indicated that in the respondent demographics by gender category, there were 35 females (58.33%) and 25 males (41.67%). The results led to development of three age groups for the respondents. 41.67% of respondents were 18 to 22 years old which was equivalent to 20 respondents, and 58.33% were 23 to 37 years old which included 30 respondents. Respondents from the category Aplikasi Live Streaming Commerce had two options to choose from: Shopee Live and Tiktok Live. 43.33% of respondents (26 respondents) used Shopee Live and Tiktok Live was used by 56.67% of respondents (34 respondents).

Table 2. Description Respondent Characteristics

OUTER MODEL

Discriminant validity

Discriminant validity testing ensures that each construct in the replica is separate and distinct from other constructs.

Table 3. Discriminant Validity Testing

Outer loadings - Matrix			
	IMPULSIVE BUYING	INFLUENCER MARKETING	SOCIAL MEDIA MARKETING
IB Y1.1	0.904		
IB Y1.2	0.884		
IB Y1.3	0.896		
IB Y1.4	0.898		
IM X2.1		0.770	
IM X2.2		0.820	
IM X2.3		0.784	
IM X2.4		0.911	
IM X2.5		0.765	
IM X2.6		0.760	
SMM X1.1			0.769
SMM X1.2			0.900
SMM X1.3			0.897
SMM X1.4			0.767
SMM X1.5			0.922

Focusing more on their own ideas instead of others supports all indicators of discriminant validity, as illustrated in Table 3.

Composite Reliability

As depicted in Table 4, all constructs exhibit a Cronbach's alpha and composite reliability exceeding 0.70 which affirms that the measurement is reliable and appropriate further assessment of the structural model.

Table 4 Composite Reliability Test

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
IB Y1.	0.918	0.918	0.942	0.802
IM X2.	0.889	0.892	0.916	0.646
SMM X1.	0.905	0.919	0.930	0.729

INNER MODEL

Normality Test
Normality testing in PLS is assessed using the residual histogram, which displays the standardized residual distribution. A bell-shaped and symmetric pattern around zero suggests that the normality assumption is likely met (Hair et al., 2019).
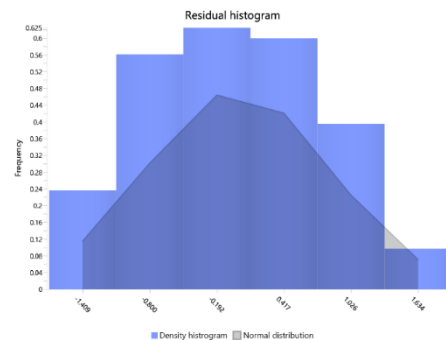

Figure 2. Residuals Histogram

The bell-shaped and symmetrical residual histogram shown in Figure 2 indicates that the residuals can be regarded as regularly distributed.

Multicollinearity Test
Considered a significant aspect in PLS modeling is the assumption that latent variables are free from multicollinearity. SmartPLS 4 employs the Variance Inflation Factor (VIF) metric to evaluate potential collinearity problems between constructs. The presence of strong correlations between two or more independent variables is referred to as multicollinearity, which diminishes a model's accuracy (Sekaran & Bougie, 2017). VIF indicates collinearity issues between constructs with values exceeding 5, while values under 5 are considered acceptable (Hair et al., 2017). I will present below the VIF results pertaining to the inner model for this study.

Table 5. VIF Value

Inner model			
	IB Y1.	IM X2.	SMM X1.
IB Y1.			
IM X2.	1.000		
SMM X1.	1.000		

As shown in Table 5, all of the VIF values are less than 5 which indicates that there is no multicollinearity present in this model.

Heteroscedasticity Test
In PLS-based regression models, Heteroskedasticity is detected through the Breusch-Pagan test which evaluates if the variance of the residuals is constant relative to the predictor values. Absence of heteroskedasticity is determined if the p-value is greater than 0.05. Conversely, if the p-value is less than 0.05, this suggests the presence of heteroskedasticity (Hair et al., 2019).

Table 6. Breusch-Pagan Test

Breusch-Pagan Test			
	Test-Statistic	df	P value
Breusch-Pagan Test	3.722	2	0.156

As shown in Table 6, the p-value is 0.156 > 0.05, indicating that the hypothesis is rejected and no heteroskedasticity is present in the model.

Regression Analysis
As for other SmartPLS 4 outputs, Figure 3 and Table 7 present the results of SmartPLS 4. Multiple Linear Regressions is an analytical approach which, as its name suggests, investigates the influence of multiple independent variables on the dependent variable.
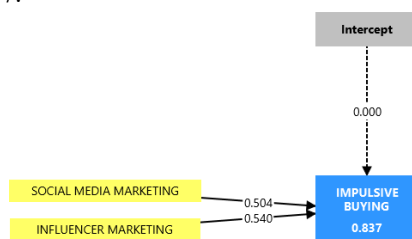The regression equation can be stated as $Y = 0.000 + 0.504X_1 + 0.540X_2$, as outlined in figure 3 and table 7.

Figure 3. Graphic Output

Table 7. Summary Coefficients

Summary coefficients								
	Unstandardized coefficients	Standardized coefficients	SE	T value	P value	2.5 %	97.5 %
INFLUENCER MARKETING	0.282	0.540	0.033	8.624	0.000	0.216	0.347
SOCIAL MEDIA MARKETING	0.374	0.504	0.046	8.041	0.000	0.281	0.467
Intercept	1.886	0.000	0.812	2.322	0.024	0.260	3.511

Based on the regression equation, the coefficient for social media marketing (X_1) stands at 0.504, indicating that impulsive purchases will increase by 0.504 for a unit increase in social media's involvement, and similarly decrease by the same amount for a decrease in involvement. With influencer marketing's coefficient (X_2) sitting at 0.540, it suggest that impulsive buying trends increases with greater perception of effectiveness of influencer marketing, and decreases with lower perception of effectiveness.

Hypothesis Testing
The t-test is a statistical tool often used in regression analyses of the impacts of each regression coefficient on the dependent variable. In the context of Partial Least Squares (PLS) analysis, the t-test evaluates the statistical significance of relationships among the constructs in the structural model. It is widely accepted that a regression coefficient is significant when its p-value is less than 0.05; thus, the majority of scholars agree that < 0.05 indicates a statistically significant regression coefficient.

Effect of Social Media Marketing on Impulse Buying
From Table 7, we see that social media marketing does positively and significantly impact impulsive purchases. We accept hypothesis 1 since the t-value corresponding with the p-value of 0.000 < 0.05.

Effect of Influencer Marketing on Impulse Buying
Moreover, influencer marketing was observed to have a positive as well as substantial impact on impulse purchase with a t-value of p-value 0.000 < 0.05, thus confirming hypothesis 2 within Table

Summary Anova (F-Test)
The ANOVA summary test (F test) explains the effect of each variable at the structural level.

Table 8. Summary Anova

R-square - Overview		
	R-square	R-square adjusted
IMPULSIVE BUYING	0.847	0.842

As seen in the ANOVA results, the regression model holds statistical significance, yielding an F-value of 152.662 and a p-value (p < 0.05). This suggests that the dependent variable responds considerably to the independent variables when taken together. Also, the regression mean square is noted at 110.813 whereas the error mean square stands at 0.726. Since the model's controllable variation is greater than the unconrollable variation, these results underscore

that the model is robust and suitable for further analysis.

R Square (R²)

The latent variables in the structural model explain the variance of the endogenous variable to a certain degree which is measured by the coefficient of determination (R²). The predictive power of the model increases with the size of R².

Table 9. R-Square Value Results

R-square - Overview		
	R-square	R-square adjusted
IMPULSIVE BUYING	0.847	0.842

Based on Table 9, social media and influencer marketing comprise 84.20% of the impulsive purchasing behavior variance as per the modifying R-square value of 0.842. This value is classified as significant which shows that the model has a high level of explanatory power (Sarstedt et al., 2021).

DISCUSSION

According to the research results, social media marketing and influencer marketing have a significant positive impact on the impulsive buying behavior of Generation Z users from Semarang who engage with Live Streaming Commerce (LSC). This supports the SOR - Stimulus - Organism-Response Theory which states that social media marking and its digital derivatives evoke a deep sentiment which will lead to an impulsive buying reaction.

The Influence of Social Media Marketing on Impulsive Buying

Based on the data, the t-value of 8.624, resulting in a p-value of 0.000, demonstrates that SMM considerably impacts impulsive buying behavior. Interactivity as well as relevant information, tailored content, alignment with current trends, and even word-of-mouth all serve as strong motivators. Devira Elcorina (2025) and Tambunan et al. (2024) point out that user experiences during Shopee Live and TikTok Live interactions are emotionally engaging. Their findings align with other studies. From the SOR framework perspective, this interaction influences internal perception (organism) and motivates impulsive behaviors (Huo et al., 2023).

The Influence of Influencer Marketing on Impulsive Buying

Data indicates that the influence of marketing is prevalent with a t-value and p-value of 8.041 and 0.000 respectively. Followers make impulsive purchases due to the emotional intimacy, voice, and visual appeal of the influencers. This supports the assertion put forward by Salsabila & Vania (2025) and Handriani et al. (2024) that the endorsement of an influencer affects consumer purchasing decisions. Within the SOR model of customer behavior, influencer marketing operates as a powerful appeal which provokes emotional response but no reasoning from the clients.

Simultaneous Influence of Social Media Marketing and Influencer Marketing

SMM and IM account for 84.20% of predictive accuracy in impulsive buying behavior stemming from a regression calculation (adjusted R² = 0.842) which highlights their predictive efficiency concerning this behavior (Sarstedt et al., 2021). This corroborates Yan's (2022) assessment on how imprinted value through social media initiatives and influencer marketing works synergistically to amplify the perceived urgency level among consumers. LSC platforms do not simply broadcast; they offer real-time interaction, and influencers amplify the emotional connection, facilitating instantaneous reactions, particularly among the Generation Z demographic, who are profoundly influenced by social stimuli and digital trends.

CONCLUSION

As noted in this research, the impulsive buying behavior of Generation Z users in Semarang is significantly and positively influenced by social media as well as by influencer marketing within the scope of live streaming commerce. The study observed that the behavior of digital natives is shaped significantly by interactive channels, information personalization, and the emotional appeal of social media icons.

Social media marketing, which promotes unplanned purchases, has expertly crafted a social media ecosystem laden with engaging narratives and educational purchase journeys to serve as an emotional stimulation to users. Equally potent as a marketing tool, influencer marketing is driven by a strong emotional bond that exists between influencers and their followers. The combination of both marketing serves to produce a synergistic effect that explains 84.20% of the variation in impulsive purchasing behavior, a level of predictive power deemed remarkably high.

This study enriches the application of the S-O-R model (Stimulus-Organism-Response) of live streaming and digital marketing. Practically, the findings offer digital marketers and e-commerce retailers integrated campaign ideas to leverage the power of social media and influencer marketing, strategically aiming for instantaneous and impulsive customer action.

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