

The Influence of Live Commerce Platforms on Generation Z Impulse Buying in Java Island: Use and Gratification Theory Approach

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ABSTRACT

This study explored the influence of live commerce platforms on impulsive buying in Java Island using the Use and Gratification Theory approach. The focus of the study was to analyze how variables such as perceived interactivity, perceived information usefulness, perceived affective gratification, perceived enjoyment, and the influence of social media affected positive attitudes towards live commerce and impulsive buying behavior. This study also compared the differences in results between previous studies related to hedonic browsing and utilitarian browsing. Java Island was chosen as the research location because it has the highest internet penetration rate in Indonesia, a significant contribution to online shopping, and the largest number of e-commerce entrepreneurs. A quantitative approach was used in this study with a survey technique through purposive sampling. Data were collected from 359 respondents who had used the live commerce platform at least once a month. The results showed that out of 10 hypotheses, perceived affective gratification and perceived enjoyment influenced attitudes towards live streaming, but not perceived interactivity and perceived information usefulness. Furthermore, attitude towards live streaming influenced hedonic and utilitarian browsing, but did not influence impulsive buying. Other hypotheses that influenced impulsive buying were hedonic browsing and EWOM, while utilitarian browsing was not supported.

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INTRODUCTION

The development of digital technology has developed a lot over the past few years, which has changed consumer habits and shopping patterns. One of the developments that is currently trending in global society is live commerce, this trend is a combination of live broadcasts with online shopping activities that allow buyers to interact directly with sellers in real time. Live Commerce is not just a marketing channel, but has become a medium that forms impulsive purchasing decisions, especially for Generation Z who have the characteristics of being digitally active, responsive to visual content and easily influenced by social media, whether from the experiences of social media friends or influencers on social media. Based on a survey that has been conducted, as many as 32% of Gen Z stated that they use live commerce to get inspiration and access to exclusive offers (Gen Z Online Shopping Behavior | Statista, 2025). Another factor that is felt is the presence of direct interaction with the host and an interactive shopping experience, which was conveyed by 31% of respondents. This fact shows that today's consumers are no longer just looking for efficiency in online shopping, but also looking for emotional and social engagement offered by live commerce (Perceived Benefits of Live Commerce | Statista, 2022). Based on a survey conducted by Jakpat, 9 out of 10 Gen Z respondents admitted to having watched live commerce and 62% of these respondents made purchases through the features on the live commerce platform (Insight, 2025).

A survey of 1,000 MSMEs in Indonesia was conducted by Ipsos and published in the Kumparan Bisnis article (2024). The survey concluded that the existence of live commerce can increase MSME income, with the amount of increase varying depending on the platform used. MSMEs using Shopee Live reported an increase in turnover of up to 50%, while TikTok Live users experienced an increase of around 25% (Ipsos Research: Live Streaming E-Commerce Effectively Increases MSME Turnover | Kumparan.Com, 2024). In the survey, Shopee Live was also named as the most popular live commerce platform, chosen by 72% of MSMEs. In second place is TikTok Live with 26%, while Tokopedia Play and Lazada Live are each only used by 1% of respondents. One of the main advantages of the live commerce platform felt by

MSMEs is its ability to provide a platform for direct interaction between sellers and consumers. Through this real-time interaction, MSMEs can answer questions directly and provide product information to consumers instantly. This feature creates a unique shopping experience and builds closeness between sellers and consumers.

Previous research provides in-depth insights into the main factors that influence individuals' positive attitudes towards live commerce platforms, namely perceived interactivity, perceived information usefulness, and perceived enjoyment (Liu et al., 2024). Perceived interactivity refers to the level of interactivity perceived by users in a live commerce platform. Furthermore, perceived information usefulness reflects the extent to which users feel that the information obtained from the platform is complete, useful, and supports purchasing decisions. On the other hand, perceived enjoyment is another significant factor that focuses on the immediate pleasure felt by users when interacting with features on the platform. Different from that, perceived affective gratification relates to deeper emotional satisfaction, namely feelings of attachment, pleasure, and satisfaction with the platform as a result of an overall positive experience.

This study also explains that in addition to the factors that shape an individual's positive attitude towards live commerce, this attitude has a direct influence on the tendency for impulsive purchases. Consumers who have a positive attitude towards live commerce tend to make spontaneous purchases more easily. This is due to the interactive experience provided by the platform, where consumers feel directly involved (perceived interactivity), obtain relevant information that supports purchasing decisions (perceived information usefulness), and enjoy a pleasant atmosphere during the live session (perceived enjoyment).

In addition, this study also explains that utilitarian browsing is based on the practical and functional benefits that are desired when browsing the live commerce platform, thus encouraging consumers to make spontaneous purchases when the information they are looking for is fulfilled. Hedonic browsing also helps consumers create

positive experiences that ultimately encourage spontaneous purchasing decisions.

The relationship between perceived affective gratification and positive attitude towards live streaming is still a debate among previous studies because they have different results. Previous studies have revealed that gratification can affect attitude, explained the importance of presenting relevant, interesting, and interactive content, which allows users to share experiences and build engagement within the platform (Ho & See-To, 2018). Different results in other studies show that there is no relationship between gratification and attitude (Liu et al., 2024).

In hedonic browsing and impulsive buying, there are also different results among previous researchers. There are researchers who prove that there is an influence between hedonic browsing and impulsive buying, where hedonic browsing often functions as a mechanism to relieve stress (Jabutay & Limpachote, 2024). Consumers tend to engage in enjoyable online content browsing activities, such as viewing endorsements from influencers or enjoying interactive ads designed to capture their attention (Jabutay & Limpachote, 2024). Different results were obtained by other researchers who found that hedonic browsing had no influence on impulsive buying, because consumers tend to watch live broadcasts with a specific shopping goal, and will make impulsive purchases after obtaining useful information that meets their shopping needs (Liu et al., 2024). Based on a literature review, gaps were found regarding perceived affective gratification and attitudes toward live streaming, as well as hedonic browsing and impulsive buying. Therefore, this study focuses on filling these gaps by proving the relationship between these hypotheses.

This study uses Use and Gratification Theory (UGT) to understand consumer behavior in impulsive shopping activities. This theory states that individual psychological motivation influences how consumers use media, where individuals are not only passive but have specific goals they want to achieve (Askar & Mellor, 2024). Previous research has identified the use and gratification theory in influencing consumers when using media for impulsive buying.

An addition to this study is the EWOM variable which was developed previously, where electronic word-of-mouth in the context of social commerce has been proven to have an influence on impulsive buying (Kshatriya & Shah, 2023). This variable has not been studied in the research model currently being used, where the research model used places more emphasis on personal gratification such as interactivity and platform enjoyment (Liu et al., 2024). Therefore, this study aims to enrich the understanding of the influence of EWOM in the context of live commerce, especially in encouraging impulsive buying in Gen Z.

The potential of many entrepreneurship-commerce in Indonesia, which is centered on the island of Java and its significant influence on entrepreneurs has led to many entrepreneurs trying to sell their wares internationally online. Live commerce in Indonesia, it is still quite new, but the number of users and viewers in society has increased in the last few years. This research was conducted with the aim of providing benefits for business actors to be able to determine what focus should be prioritized to increase sales and spontaneous purchases by the audience later in platform live shopping owned by entrepreneurs, through the factors that influence it, namely perceived interactivity, perceived information usefulness, perceived affective gratification, perceived enjoyment, attitude towards live streaming, and EWOM.

LITERATURE REVIEW

Use and gratification theory (UGT), provides a modern perspective for understanding how and why consumers use various forms of media, including internet-based media (G et al., 2024). The UGT approach not only explains the motivations for media consumption but also its impact on individuals, providing insight into how media can influence user behavior and decisions (Askar & Mellor, 2024). Previous research has identified the theory of use and gratification in influencing consumers in using media which leads to impulsive buying, such as: (1) perceived interactivity which plays an important role in fulfilling consumers' social needs by allowing direct interaction with the host or brand (Ma, 2021, 2023; Pang & Ruan, 2024); (2) perceived information usefulness in

fulfilling consumer needs to obtain accurate and useful product information (Ambalov, 2021; Bastos et al., 2024; H. Singh et al., 2023); (3) perceived affective gratification, which can be fulfilled through satisfied needs, experiences, environmental factors, and other factors that can make satisfaction effective (Antons et al., 2023; Ma, 2023; Zhang & Liu, 2024; Zhu et al., 2024); (4) perceived enjoyment, influences the psychological need to make the platform not only useful but also enjoyable (Bilal et al., 2023; Liang et al., 2024); a positive attitude towards live commerce reflects the satisfaction and positive experiences gained, which encourages continued use (Khoa & Huynh, 2024; H. Singh et al., 2023); (5) hedonic browsing, where fun and interactive experiences can trigger impulsive buying, so that users are encouraged to buy spontaneously in response to their entertainment needs and fulfilled emotional satisfaction (Cheng et al., 2024; Q. Fu et al., 2022); (5) utilitarian browsing, focuses on exploration with a clear goal of finding products according to needs (Kelly, 2024; Ma, 2023). Based on the explanation above, UGT can help explain how these variables work synergistically in influencing user consumption behavior on live commerce platforms.

Perceived interactivity is defined as "user experience in using information technology as a means of communication and response in interpersonal interactions when dealing with other people in the real world", which furthermore the level of interpersonal interaction and perception, this study uses two main constructs, namely human-to-human interaction and interaction between humans and information as dimensions forming perceived interactivity (Yang et al., 2024). In the context of live commerce, the interactivity felt by consumers plays an important role as a heuristic cue that encourages the formation of positive attitudes, which can ultimately trigger impulsive purchasing behavior (Natarajan & Periaiya, 2024).

Previous studies have shown a significant relationship between perceived interactivity and attitude, where interactive consumer experiences create a sense of control over information exchange activities, provide enjoyment, and allow exploration of virtual experiences which ultimately

form a positive attitude towards the platform (Sicilia & Ruiz, 2007; A. Singh et al., 2020). This shows that the better the interactivity design offered in live commerce, the greater the potential impact on consumers.

H1: Perceived Interactivity has a positive effect on Attitude Towards Live Streaming

Perceived information usefulness in live commerce reflects the extent to which consumers assess the information provided by the platform as useful and valuable (Kim et al., 2021). Consumers who feel that the information they obtain through live commerce platforms is useful tend to have a more positive attitude toward the platform (Cimbaljević et al., 2023; Elsayad, 2024; Khor et al., 2023; XC Le, 2023; Tan et al., 2023). This positive attitude can increase their chances of participating more frequently in live commerce sessions. Other studies add that by increasing consumers' perceptions of the usefulness of the information provided, platforms can create a more satisfying shopping experience and encourage consumers to continue using the service (ElSayad, 2024).

H2: Perceived Information Usefulness has a positive effect on Attitude Towards Live Streaming

Perceived affective gratification is the emotional satisfaction felt by consumers as a result of the positive experiences produced, such as feelings of pleasure or satisfaction (Bartsch & Viehoff, 2010). In the context of live commerce, this satisfaction arises from pleasant interactions with streamers, interesting product demonstrations, or social experiences created during streaming sessions. Previous studies have shown a positive relationship between perceived affective gratification and attitude, where emotional satisfaction felt by consumers plays an important role in building positive attitudes towards live commerce platforms (Rahman et al., 2024).

H3: Perceived Affective Gratification has a positive effect on Attitude Towards Live Streaming

Enjoyment can be understood as the consumer's interaction with advertising that elicits their emotional response, where this experience is non-instrumental, focusing on the affective aspects and the experience itself, without regard to the practical results it may produce (CX Le & Wang, 2021). Enjoyment in live commerce is the

consumer's emotional pleasure from real-time interactions and entertaining content, which drives engagement and positive attitudes toward the platform. Various studies have shown a significant relationship between perceived enjoyment and attitude toward live commerce (Iranmanesh et al., 2024; Jiang et al., 2022; Lacap et al., 2023; Sghari & Bouaziz, 2023). A pleasant experience during a live commerce session not only increases satisfaction but also motivates consumers to engage more with the platform.

H4: Perceived Enjoyment has a positive effect on Attitude Towards Live Streaming

Attitude refers to an individual's overall perception, evaluation, and judgment of the actions or experiences they have had (Lavuri et al., 2023). Consumer optimism plays an important role, where consumers who have a positive view of their shopping experience are more likely to make unplanned or impulsive purchases.(Lavuri et al., 2022). Previous studies have shown a significant relationship between attitude towards live commerce and impulsive buying behavior (Anwar, 2024a; Lavuri, 2021; Lavuri et al., 2022). Consumers who have positive attitudes toward live commerce are more likely to engage in impulse purchases because they feel comfortable, trusting, and entertained by the real-time interactions offered by the platform.

H5: Attitude Towards Live Streaming has a positive effect on Impulsive Buying

Attitude is an individual's evaluation or assessment, either positive or negative, of a behavior or object (Ajzen, 1991). In the context of live commerce, consumers' positive attitudes toward the platform, such as trust, comfort, and satisfaction, are important factors that drive curiosity, pleasure, and entertainment during shopping. Previous studies have shown a positive relationship between attitude toward live commerce and hedonic browsing (Dang et al., 2022; Hasan, 2022). When consumers have a positive attitude toward a live commerce platform, this attitude serves as a driver to spontaneously explore products with the primary goal of obtaining pleasure (Dang et al., 2022).

H6: Attitude Towards Live Streaming has a positive effect on Hedonic Browsing

Previous literature confirms a positive relationship between attitude towards live commerce and utilitarian browsing, where a positive attitude towards the platform encourages consumers to use the platform more practically and effectively.(AVCILAR & OZSOY, 2015; Chen et al., 2020; Sah et al., 2020). Research also shows that consumers' subjective expectations, third-party influences, such as reviews or recommendations from other users, and previous experiences, play an important role in shaping their perceptions of the utilitarian value offered by a platform (Chen et al., 2020). This positive attitude, in turn, can strengthen consumer loyalty and encourage higher engagement in platform usage.

H7: Attitude Towards Live commerce has a positive effect on Utilitarian Browsing

Utilitarian browsing refers to consumer behavior that specifically explores online platforms to find and obtain products or services that suit their needs (Abdul Hamid et al., 2019). Previous research suggests a positive relationship between utilitarian browsing and impulsive buying (Lavuri et al., 2022, 2023). Consumers with previous experience in live commerce tend to have a balance between utilitarian and hedonic values in driving impulse purchase intentions. In contrast, consumers without experience are more influenced by utilitarian values, where they focus on practical benefits such as efficiency and product functionality to make impulse purchase decisions (JR Fu & Hsu, 2023).

H8: Utilitarian Browsing has a positive effect on Impulsive Buying

Hedonic motivation refers to the tendency of buyers to engage in activities or adopt technologies when they experience pleasure or instant gratification from the experience (Zheng et al., 2019). Various literature has shown a significant relationship between hedonic browsing and impulsive buying (Chetioui & El Bouzidi, 2023; Li et al., 2023; Nghia et al., 2022; Nugraha et al., 2024). In the context of live commerce, this process is reinforced by interactive elements such as engaging product demonstrations, exclusive promotions, and real-time interactions with streamers, which create a sense of entertainment and emotional satisfaction for consumers. Consumers who receive positive feelings, such as

pleasure, entertainment, and enthusiasm during product searches, are more likely to be motivated to make impulse purchases (Nugraha et al., 2024). H9: Hedonic Browsing has a positive effect on Impulsive Buying

Electronic Word of Mouth (EWOM) has a significant influence on impulse buying in e-commerce (Magdalena & Sugianto, 2016; Shafiq et al., 2023; Zarhan Lillahi Ramdani & Handayani, 2024). EWOM provides consumers with a source of information to compare product or service options after conducting an information search (Magdalena

& Sugianto, 2016). E-commerce platforms, as an EWOM communication medium, allow consumers to access information anytime and anywhere, making it easier to search for information that can reduce risk and encourage more spontaneous purchasing decisions (Magdalena & Sugianto, 2016).

H10: EWOM has a positive effect on Impulsive Buying

The research model can be obtained as shown in Figure 1.

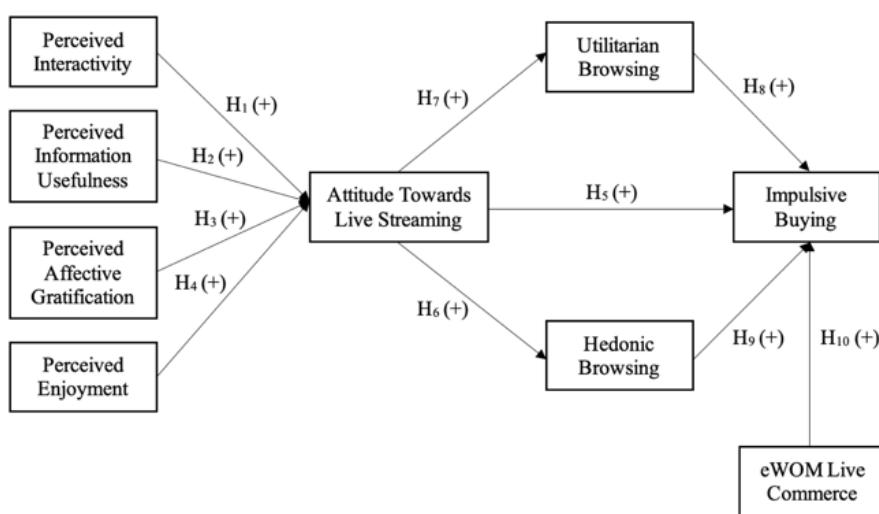


Figure 1. Research Framework

RESEARCH METHOD

The applied research design is quantitative, because it tests the existing hypothesis in measuring the variables that influence impulsive buying on the live commerce platform, in Javanese people aged 18 years and over with a frequency of using the live commerce platform at least once a month to more than five times a month through a survey paradigm. Data collection uses a non-probability sampling technique, where in selecting the sample using purposive sampling with a 1-5 point Likert scale.

The data analysis technique used is PLS-SEM using SMART PLS software, which will conduct an outer model test in the form of a convergent validity test, discriminant validity, and reliability. Finally, the inner model will be tested consisting of a multicollinearity test, hypothesis test, coefficient of

determination, predictive relevance, effect size, and model fit.

RESULT AND DISCUSSION

Respondent Characteristics

This study has conducted a survey of 359 respondents. Data on respondent characteristics have been shown in table 1, where the majority are women as many as 229 people (63.8%) and dominated by respondents aged 24-26 years as many as 150 people (41.8%). A total of 220 respondents have an educational background or are currently undergoing undergraduate education (S1), and have an average monthly income of IDR 2,000,000 - IDR 5,000,000 with a total of 130 respondents (36.2%). Regarding the frequency of respondents in watching live streaming commerce, the majority watch more than 5 times a month as many as 128 respondents (35.7%), and 195 respondents (54.3) make purchases during live

streaming as many as 1-2 times a month. The platforms frequently used by respondents are Shopee Live and TikTok Shop simultaneously with 113 respondents (31.5%).

Table 1. Demographic Data

	Distribution	Frequency
Gender	Male	130 (36.2%)
	Female	229 (63.8%)
Age	18-20 years	32 (8.9%)
	21-23 years	89 (24.8%)
Education	24-26 years	150 (41.8%)
	27-28 years	88 (24.5%)
Education	Junior high school / equivalent	0
	Senior high school / equivalent	61 (17%)
	Diploma (D3)	49 (13.6%)
	Bachelor (S1)	220 (61.3%)
	Post Graduate	29 (8.1%)
Income	No income	24 (6.7%)
	< Rp. 2,000,000	58 (16.2%)
	Rp 2,000,001 - Rp 5,000,000	130 (36.2%)
	Rp 5,000,001 - Rp 10,000,000	110 (30.6%)
	> Rp. 10,000,000	37 (10.3%)
Watch Live Streaming Commerce	1 - 2 times	120 (33.4%)
	3 - 4 times	111 (30.9%)
	more than 5 times	1128 (35.7%)
Product Purchase after Watching Live Streaming Commerce	1 - 2 times	195 (54.3%)
	3 - 4 times	105 (29.2%)
	more than 5 times	59 (16.4%)
Platform	Shopee Live	90 (25.1%)
	Shopee Live, TikTok Shop	113 (31.5%)
	No options available	2 (0.6%)
	TikTok Shop	79 (22%)
	Tokopedia Play	15 (4.2%)
	Tokopedia Play, Shopee Live	47 (13.1%)
	Tokopedia Play, TikTok Shop	13 (3.6%)

Measurement Model Test (Outer Model)

The measurement model used in this study as an outer model, is processed using PLS SEM to ensure that the indicators and variables used have adequate validity and reliability values and that the measurements used are consistent across all samples. In the measurement model test, it consists of a convergent validity test, a discriminant validity

test, and a reliability test. The results of convergent validity, which need to be considered are the outer loading and average variance extracted (AVE) values, where the criteria for an indicator can be said to be feasible when it has an outer loading value ≥ 0.708 , but the outer loading value between 0.6 – 0.7 is still acceptable, and looking at the AVE value ≥ 0.5 (Hair et al., 2018; Hulland, 1999).

Table 2. Convergent Validity Results

Variable	Item	Outer Loading	AVE
Perceived Interactivity (PI)	PI1	0.754	0.546
	PI2	0.712	
	PI3	0.733	
	PI4	0.756	
Perceived Information Usefulness(PIU)	PIU1	0.813	0.691
	PIU2	0.869	
	PIU3	0.809	
	PAG1	0.798	
Perceived Affective Gratification(PAG)	PAG2	0.830	0.647
	PAG3	0.804	
	PAG4	0.784	
	PE1	0.813	
Perceived Enjoyment(PE)	PE2	0.844	0.703
	PE3	0.843	
	PE4	0.853	
	ATL1	0.844	
Attitude Towards Live Streaming(ATL)	ATL2	0.846	0.700
	ATL3	0.821	
	ATL4	0.835	
	HB1	0.852	
Hedonic Browsing(HB)	HB2	0.900	0.742
	HB3	0.772	
	HB4	0.915	
	UB1	0.645	
Utilitarian Browsing(UB)	UB2	0.803	0.576
	UB3	0.763	
	UB4	0.765	
	UB5	0.807	
Impulsive Buying(IB)	IB1	0.901	0.821
	IB2	0.914	
	IB3	0.909	
	IB4	0.902	
EWOM(EWOM)	EWOM1	0.778	0.571
	EWOM2	0.814	
	EWOM3	0.675	
	EWOM4	0.748	

Based on table 2 which shows the results of convergent validity seen from the outer loading value and AVE value, it shows that all indicators have good validity because they meet the criteria above 0.708, but there are two indicators, namely UB1 and EWOM3, which have outer loading values below the criteria, but can still be maintained because they are still in the range between 0.6 - 0.7 which is accompanied by an AVE value according to the criteria, above 0.5. The AVE value for all variables also shows its feasibility because it is above 0.5. The results of discriminant validity are measured through 2 approaches, namely the

fornell and larcker criterion and the heterotrait-monotrait ratio (HTMT), where the criteria in the fornell and larcker criterion approach are the root value of the AVE squared on each variable or construct must be higher than the other constructs. In the HTMT approach, the model can be said to be valid if it has a value below 1(Hair et al., 2018). Table 3 and the table showing the results of the Fornell and Larcker criterion approach, reveal that the root value of the AVE squared on each construct is higher than the other constructs, so it can be said to be valid and all construct relationships have HTMT values below 1, so it can be said to be valid.

Table 3. Fornell and Larcker Criterion Results

	ATL	EWOM	HB	IB	PAG	PE	PI	PIU	UB
ATL	0.837								
EWOM	0.570	0.756							
HB	0.583	0.645	0.862						
IB	0.470	0.697	0.776	0.906					
PAG	0.607	0.648	0.675	0.625	0.805				
PE	0.651	0.666	0.631	0.585	0.791	0.838			
PI	0.415	0.360	0.267	0.234	0.484	0.514	0.739		
PIU	0.390	0.369	0.246	0.281	0.479	0.528	0.548	0.831	
UB	0.593	0.421	0.324	0.254	0.442	0.505	0.503	0.469	0.759

Table 4. HTML Result

	ATL	EWOM	HB	IB	PAG	PE	PI	PIU	UB
ATL									
EWOM	0.711								
HB	0.668	0.780							
IB	0.526	0.827	0.856						
PAG	0.724	0.827	0.795	0.718					
PE	0.758	0.832	0.727	0.656	0.942				
PI	0.519	0.477	0.316	0.265	0.619	0.638			
PIU	0.477	0.500	0.297	0.331	0.601	0.644	0.731		
UB	0.701	0.540	0.366	0.272	0.529	0.596	0.644	0.595	

The next step is the reliability test to measure the internal consistency of each construct. The measurement of the reliability test uses the value of Cronbach's alpha and composite reliability (CR). The criteria of Cronbach's alpha and CR for a construct to be considered to have good reliability are ≥ 0.7 , but for a CR value of 0.6 it is still acceptable

because it is considered the minimum (Hair et al., 2018). Table 5 shows that from the Cronbach's alpha and composite reliability approaches, all constructs have met the criteria ≥ 0.7 , so that all constructs in this study have good reliability.

Table 5. Cronbach's Alpha and CR Results

	Cronbach's alpha	CR
ATL	0.857	0.903
EWOM	0.749	0.841
HB	0.883	0.920
IB	0.928	0.948
PAG	0.818	0.880
PE	0.859	0.904
PI	0.725	0.828
PIU	0.776	0.870
UB	0.816	0.871

Structural Model Test (Inner Model)

Data analysis on the structural model considered as the inner model to determine the accuracy of the

structural model that has been designed in this study. There are several steps that will be taken in this structural model test, namely:

multicollinearity test, hypothesis test, R-Square (R^2), predictive relevance (Q^2), and effect size/f-square.

Multicollinearity test is conducted to determine the relationship or correlation between each variable is not high. In this test using the calculation of variance inflation factor (VIF), where the higher the VIF, the greater the level of collinearity. The ideal VIF value criteria is close to 3 or lower, because if it is above 5 or in the range of 3-5, there is still an indication of collinearity problems (Hair et al., 2018). The VIF value results in table 6 reveal that all relationships have values below 3 and the numbers are not too far apart, so they are considered to have ideal VIF values.

The coefficient of determination is a measure of the predictive power of the sample used. This

measurement is seen from the R^2 value which ranges from 0 to 1, which means there is no correlation, while a value of 1 indicates an ideal correlation. The higher the R^2 value, the stronger the PLS structural model will be, so that it is better at predicting endogenous constructs. The R^2 value has a strength level ranging from 0.75 (substantial/moderate), 0.50 (moderate), and 0.25 (weak) (Hair et al., 2018). The R-square value results in table 6 show that the attitude towards live streaming (ATL) variable has an R^2 value of 0.452 which is close to moderate strength, then there are hedonic browsing and utilitarian browsing variables that have R^2 values that are not much different, namely 0.340 and 0.352 which means that the strength is not weak because it is above 0.25. In impulsive buying which has the largest value, namely 0.675, it indicates that impulsive buying has a strength above moderate.

Table 6. VIF results and R-Square

VIF	Endogenous Variables	R2
ATL -> HB	ATL	0.452
ATL -> IB	HB	0.340
ATL -> UB	IB	0.675
EWOM -> IB	UB	0.352
HB -> IB		
PAG -> ATL		
PE -> ATL		
PI -> ATL		
PIU -> ATL		
UB -> IB		

Predictive relevance aims to assess the predictive power of the model, which is seen from the Q^2 value obtained from the blindfolding procedure. A Q^2 value > 0 indicates that the predictive accuracy of the path model is acceptable for the construct. This means that the exogenous construct used to predict the endogenous construct is appropriate, but conversely if the Q^2 value < 0 indicates a lack of predictive relevance (Hair et al., 2018). The results of the Q^2 value in table 7 show that all indicators in

the endogenous variables have a value > 0 , so this research model has predictive relevance.

Next is the effect size test to determine the magnitude of the influence of the exogenous construct on the endogenous construct in the structural model. The F^2 value criteria range from 0.35 (strong), 0.15 (moderate), 0.02 (weak), but if 0.02 is considered to have no influence (Hair et al., 2018).

Table 7. Predictive Relevance Results

Indicator	Q^2
ATL1	0.305

Indicator	Q²
ATL2	0.308
ATL3	0.265
ATL4	0.312
HB1	0.259
HB2	0.252
HB3	0.229
HB4	0.328
IB1	0.374
IB2	0.397
IB3	0.372
IB4	0.400
UB1	0.103
UB2	0.134
UB3	0.124
UB4	0.165
<u>UB5</u>	0.202

The results of the F² value in table 8 show that in 10 relationships, there are 4 relationships that do not have an effect from the exogenous construct because they are below 0.02, this is in accordance with the results of the hypothesis test which shows 4 unsupported relationships, namely H1, H2, H5, and H8. Other relationships that have an effect from their exogenous constructs are 6 relationships, where H3, H6, H7, H9, and H10 have a strong effect from their exogenous constructs, while H4 has a moderate effect from its exogenous

variables.

In addition, there is a model fit test to see whether a research model has a match with the data. In this model fit test, it is seen from the standardized root mean square residual (SRMR) value where if the SRMR value is <0.08, then the research model is suitable.(Hair et al., 2018). In this study, the result of SRMR is 0.0608 which means that this research model is fit or suitable, because the SRMR value is in accordance with the criteria, namely <0.08.

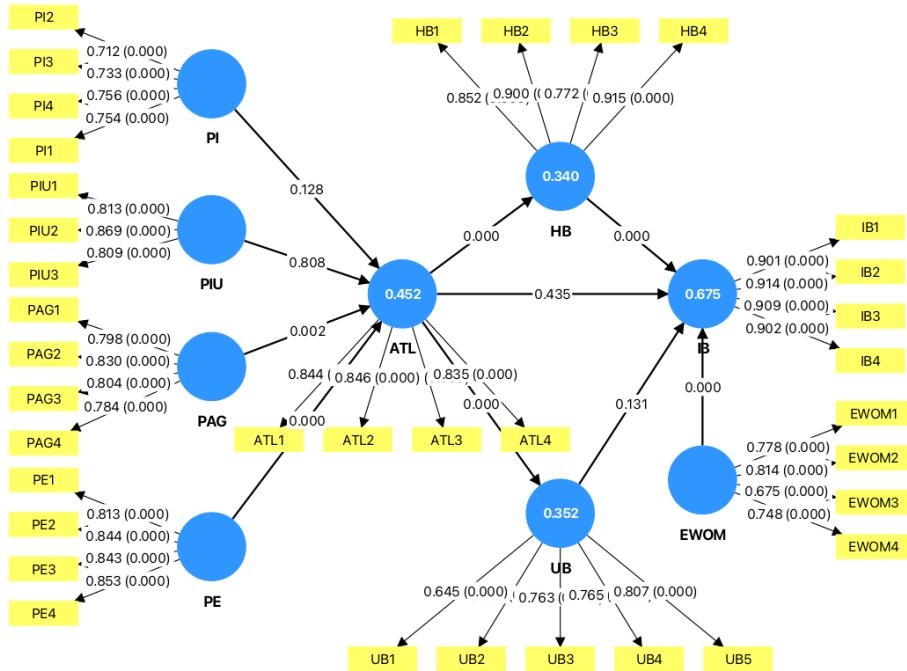


Figure 2. Structural Model

Table 8. Hypothesis Test Results and Effect Size

Hypothesis	Track	Path coefficient	t-value	p-value	Information	F ²
H1(+)	PI -> ATL	0.079	1,524	0.128	H1 Not Supported	0.007
H2(+)	PIU -> ATL	0.014	0.243	0.808	H2 Not Supported	0.000
H3(+)	PAG -> ATL	0.227	3,027	0.002	H3 Supported	0.034
H4(+)	PE -> ATL	0.424	5.292	0.000	H4 Supported	0.111
H5(-)	ATL -> IB	-0.042	0.780	0.435	H5 Not Supported	0.003
H6(+)	ATL -> UB	0.583	16,612	0.000	H6 Supported	0.516
H7(+)	ATL -> UB	0.593	11,719	0.000	H7 Supported	0.542
H8(-)	UB -> IB	-0.067	1,512	0.131	H8 Not Supported	0.009
H9(+)	HB -> IB	0.580	10,589	0.000	H9 Supported	0.528
H10(+)	EWOM -> IB	0.375	6,049	0.000	H10 Supported	0.223

Hypothesis testing in the inner model of PLS-SEM will be done by bootstrapping, by looking at the value of the path coefficient, t-value, and its p-value. The path coefficient will indicate the direction of the positive or negative relationship between variables. The next step is to look at the t-statistic value, which if the value is > 1.96 with a p-value of < 0.05 , then it can be said that the relationship is supported or significantly coefficient (Hair et al., 2018). Referring to the results of the hypothesis test in table 8 and figure 2, it shows that of the 10 hypotheses developed in

this study, there are 6 supported hypotheses (H3, H4, H6, H7, H9, and H10) that have met the criteria and 4 unsupported hypotheses (H1, H2, H5, and H8) because they do not meet the criteria.

The first hypothesis that tests the influence of the relationship between perceived interactivity and attitude toward live streaming shows unsupported results (t-value 1.524; p-value 0.128). This result is in line with other studies, which show the same findings that the relationship between perceived interactivity and attitude is not significant or not

supported (Dogra et al., 2023; Ganesan & Kumar, 2024; Shin & Jeong, 2020). It is explained that the impact of the insignificant results between perceived interactivity and attitude is because consumers want relatively simple services that do not require higher interaction (Shin & Jeong, 2020). In the context of live streaming commerce, consumers may want to focus on the product or offer being displayed, rather than too much interactivity. Rather than overinvesting in complex interactive features, brands and streamers should prioritize the quality of product presentation (clear visuals, in-depth explanations, and attractive offers).

The second hypothesis also shows unsupported results between perceived information usefulness and attitude towards live streaming (t -value 0.243; p -value 0.808). This finding is in line with previous research which found that the relationship between perceived information usefulness and attitude towards live streaming was not significant (Anwar, 2024b; Rahi & Abd Ghani, 2021). It is explained that perceived information usefulness is still not enough to influence consumer attitudes, because what consumers need is ease of use and perception of use which has a greater influence on attitudes (Anwar, 2024b). In the context of live streaming commerce, consumers need convenience in watching live streaming commerce more than the perceived usefulness of information such as ease of access, ease of choosing products, ease of getting information related to the desired product, ease of checking out, and other conveniences. Instead of providing a lot of technical information, present the information in the easiest and quickest way to understand (use graphics, short comparisons, highlight key benefits)

Perceived affective gratification has a significant positive influence on attitude towards live streaming (t -value 3.027; p -value 0.002). It is further explained that emotional satisfaction felt by consumers plays an important role in building a positive attitude towards the live commerce platform (Rahman et al., 2024). This finding indicates that the higher the level of affective satisfaction felt by consumers, such as pleasure or comfort during a live streaming commerce session, the more positive their attitude toward the

platform. Perceived enjoyment also affects attitude toward live streaming in a significant positive way. This finding is in line with previous research which revealed that the relationship between perceived enjoyment and attitude toward live streaming is positive and significant (Iranmanesh et al., 2024; Jiang et al., 2022; Lacap et al., 2023; Sghari & Bouaziz, 2023). Enjoyment on this platform also serves as a curiosity trigger, which encourages consumers to explore more features or products offered through live commerce (Lacap et al., 2023). This confirms that creating a pleasant atmosphere is a key strategy to attract consumer attention, increase exploration, build positive relationships, and increase positive attitudes towards the live commerce platform.

The relationship between attitude toward live streaming and impulsive buying has insignificant results (t -value 0.780; p -value 0.435). It is further explained that impulsive buying will only occur when the buyer feels the urge or is stimulated to make a purchase, even though the buyer's attitude towards a product or brand is good (Lamis et al., 2022). In the context of live streaming commerce, although consumers have a good attitude during live streaming, consumers have not felt any encouragement or stimulation to make impulsive purchases during live streaming. To encourage impulse buying, streamers must actively create moments that trigger the urge to buy, such as FOMO, Scarcity & Urgency, and Social Proof. On the other hand, attitude toward live streaming affects hedonic (t -value 16.612; p -value 0.000) and utilitarian browsing (t -value 11.719; p -value 0.000). Previous studies explain that when consumers have a positive attitude towards a live commerce platform, this attitude serves as a driver to explore products spontaneously with the main goal of obtaining pleasure (Dang et al., 2022). Other studies have also shown that consumers' subjective expectations, third-party influences, such as reviews or recommendations from other users, and previous experiences, play an important role in shaping their perceptions of the utilitarian value offered by a platform (Chen et al., 2020).

The results of the H8 test show an unsupported relationship between utilitarian browsing and impulsive buying (t -value 1.512; p -value 0.131). This result is in line with previous studies that

prove that utilitarianism cannot influence impulsive buying (Chung et al., 2017; Santini et al., 2019). It is explained that in encouraging customer impulsive buying behavior, it is important to make customers feel the pleasure of shopping first (Chung et al., 2017). This means that consumers when watching live streaming commerce care more about their impressions than the benefits they are looking for. Brands shouldn't focus solely on highlighting product specifications. It's more important to share the experience of using the product and create a "want-to-own" feeling through engaging demonstrations. Another relationship is that hedonic browsing (t-value 10,586; p-value 0.000) and EWOM (t-value 6,049; p-value 0.000) can affect impulsive buying. This finding is in line with previous studies that found that hedonic affects consumer impulsive buying behavior (Chetioui & El Bouzidi, 2023; Li et al., 2023; Nghia et al., 2022; Nugraha et al., 2024). In the context of live commerce, this process is reinforced by interactive elements such as engaging product demonstrations, exclusive promotions, and real-time interactions with streamers, which create a sense of entertainment and emotional satisfaction for consumers. Consumers who receive positive feelings, such as pleasure, entertainment, and enthusiasm during product searches, are more likely to be motivated to make impulse purchases (Nugraha et al., 2024). Another study that also supports the results of this hypothesis discusses that the higher the EWOM, the higher the impulsive buying will be (Magdalena & Sugianto, 2016; Shafiq et al., 2023; Zarhan Lillahi Ramdani & Handayani, 2024). Consumers who feel inspired by social networks, especially when live on e-commerce, recommendations from friends, and influencers on social media tend to make impulsive purchases (Kshatriya & Shah, 2023).

CONCLUSION

Based on the results of statistical tests on each hypothesis that have been carried out, it was concluded that from a total of 10 hypotheses that have been tested using PLS SEM, there are 6 supported hypotheses (H3, H4, H6, H7, H9, H10) and 4 unsupported hypotheses (H1, H2, H5, H8). Findings indicating a non-significant relationship should be interpreted with caution. Several methodological factors could potentially influence

these results. First, there is the possibility of common method bias because data were collected using the same instrument at a uniform time, potentially obscuring the true relationship. Second, limitations in sample size may have resulted in low statistical power to detect small effects. Furthermore, the substantive possibility that the relationship between the two variables is simply weak or non-existent in the context of this study cannot be ruled out. Therefore, interpretation of these findings is recommended to take these limitations into account, and further research with longitudinal designs, larger samples, and diverse data sources is needed to confirm these results.

The results of this study provide theoretical implications because the results are different from previous studies that have been submitted in chapter 2, in the form of insignificant hypothesis test results, where there are variables that fail to answer the use and gratification theory in explaining consumer impulsive buying behavior in live streaming commerce. Based on this explanation, a re-examination is needed in the future, both in terms of the number of samples, subject criteria, objects used, scope of research, methods used, and so on.

The results of this study revealed that although users felt more involved in navigation, it did not directly increase positive attitudes towards live streaming on the platform. What needs to be done to improve user attitudes towards live streaming on live streaming commerce platforms, solutions that can be implemented include improving the quality of live streaming content by presenting more relevant and interesting content or collaborating with content creators, and introducing stronger social elements, such as direct interaction between users and content creators. In addition, although the platform is perceived as providing useful and efficient information in shopping, in reality users do not feel an increase in enjoyment or satisfaction when watching live broadcasts that promote products, so the platform can focus on improving the quality of live broadcasts by presenting content that is not only informative, but also entertaining and interesting. The use of more interactive formats, such as Q&A sessions or more interesting product demos, can increase user engagement.

This study uses the theory of use and gratification in explaining consumer impulsive buying behavior which is influenced by several factors. The results of using this theory are answered in the hypothesis test, where there are several factors that cannot influence impulsive buying, namely attitude towards live streaming and utilitarian browsing, as well as perceived interactivity and perceived information usefulness in influencing attitude towards live streaming. These results are also valuable findings, which can be carried out in further research using new theories that are in line, such as a combination of attachment theory that explains consumer behavior in its attachment influences materialistic tendencies in impulsive shopping, and can use self-determination theory to explain consumer motivation in impulsive shopping behavior based on three basic psychological needs. Furthermore, due to the limitations of this study such as the number of samples, which is expected in further research to obtain more samples and expand the distribution area. Another recommendation is to distribute questionnaires offline accompanied by deeper interviews regarding their behavior in watching live streaming commerce.

This study provides academic contributions related to the relationship between EWOM and impulsive buying which has positive and significant results. Recommendations from streamers and comments or opinions from other consumers who watch live streaming ultimately influence consumer purchasing decisions and influence the way consumers comment, which ultimately influences consumer behavior in purchasing products during live streaming commerce spontaneously and without

consideration.

This study will provide an understanding of the factors that influence consumer impulsive buying behavior in making product purchases during live streaming commerce which acts as the object of this study, as well as the role of live streaming commerce consumers as subjects with an age range of 18-28 years. The results show that the age of 24-26 years dominates this study, which is in accordance with statistical data showing that Gen Z dominates the use of live streaming commerce, especially the age range of 18-25 years.(Aviation, 2024). It would be better in future research to group respondents based on their generation such as generation Z and Y, in order to better understand their behavior, because these generations have a more significant age range.

This study is expected to help live streaming commerce platforms by increasing user engagement with a focus on entertainment and emotional content, such as adding gamification elements and direct interaction with hosts to increase perceived affective gratification and perceived enjoyment. The use of EWOM through testimonials and recommendations from influencers or users can build trust and encourage impulsive buying. In addition, interactive features such as polling and voting can encourage hedonic and utilitarian browsing, while exclusive offers during live streaming can accelerate purchasing decisions. Focusing on fun and excitement, the platform can increase positive user attitudes and trigger higher impulsive buying.

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