

NEW MANIA OF CONSUMPTION PATTERN: A CONCEPTUAL PAPER OF FACTORS INFLUENCING IMPULSE BUYING IN LIVE STREAMING SHOPPING

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Abstract: *Live sales are the newest thing because of live streaming's explosive growth in popularity. Live streaming high level of involvement and extensive sensory stimulation makes it simple for viewers to make impulse buying. This research aims to identify the variables that affect viewers' impulse buying during live streaming. Based on the stimulus-organism-response theory, this study uses this model to study the impact of live-streaming shopping on stimulating consumers' psychological conditions, leading to impulse buying. This study will employ an online questionnaire survey, and the survey targets are users of the live-streaming shopping platform. SPSS version 27.0 will used for empirical evaluation of data and hypothesis testing. This study proposes that trust, interactivity, and price promotion will positively affect perceived enjoyment. The consumers' perceived enjoyment directly drives their impulse buying. Perceived enjoyment as a mediator, the relationship between trust, interactivity, price promotion, and impulse buying. As digital retail with live shopping continues to evolve, continued exploration of the factors that influence impulse buying will help develop effective marketing strategies and enable businesses to create meaningful connections with consumers.*

Keywords: *Impulse buying, Live streaming, Perceived enjoyment, SOR theory.*

Introduction

The development of internet technology, live streaming has become the latest trend around the world. It attracts consumers through real-time interaction and good presentation methods and has become a new channel for consumers to shop (Lin et al., 2022). Nowadays, a lot of businesses use Facebook Live, Shopee, Lazada, TikTok, and Netflix, among other live streaming services, to showcase and sell their products (Sun & Bao, 2023). Products sold include beauty products, fashion products, cars, furniture, etc. (Fu & Hsu, 2023). According to Yan et al., (2022), live streaming refers to a form of online marketing in which internet celebrities and individuals with many online fans promote and sell products through live video broadcasts on e-commerce platforms. Unlike traditional social media advertising, it enhances online shopping with authenticity, visuals, and interactivity. The format is designed to create a sense of urgency, encourage impulse purchases, and create a sense of community among viewers. The importance of live streaming is that it enables companies, brands, and individuals to use this form to sell products and promote their brands (Zhong et al., 2022). It can also provide a convenient setting for online consumers, but it also triggers their impulse buying behavior (L. Li et al., 2022). This innovative sales method can attract consumers' attention, enhance the shopping experience, and reduce shopper uncertainty (Sun & Bao, 2023).

As live streaming for e-commerce continues to expand, live streaming shopping has become the choice of more consumers. Influenced by advertising, promotions, or social media, consumers often fall into the temptation of shopping without even realizing it (M. Li et al., 2022). Impulse buying refers to consumers having a sudden and strong desire to buy without considering the possible consequences of the decision. This behavior is an overwhelming and hedonistically complex purchasing process (Shahpasandi et al., 2020). However, live streaming can create an environment that makes consumers impulsive and leads them to purchase products they had not originally planned to purchase (Bao & Yang, 2022). In live streaming, the anchor is not only a product salesman, but also an interactive performer. Anchors can provide interesting introductions to products, demonstrations of usage scenarios, and some offers or discount information to stimulate viewers' interest in purchasing (Zhong et al., 2022). Live streaming also uses visual appeal, interactive features, and the influence of live-streaming hosts to stimulate online consumers' shopping motivations and encourage impulse buying. The live environment features dynamic interactions and convenient features that help create a unique and engaging shopping experience (Li et al., 2022).

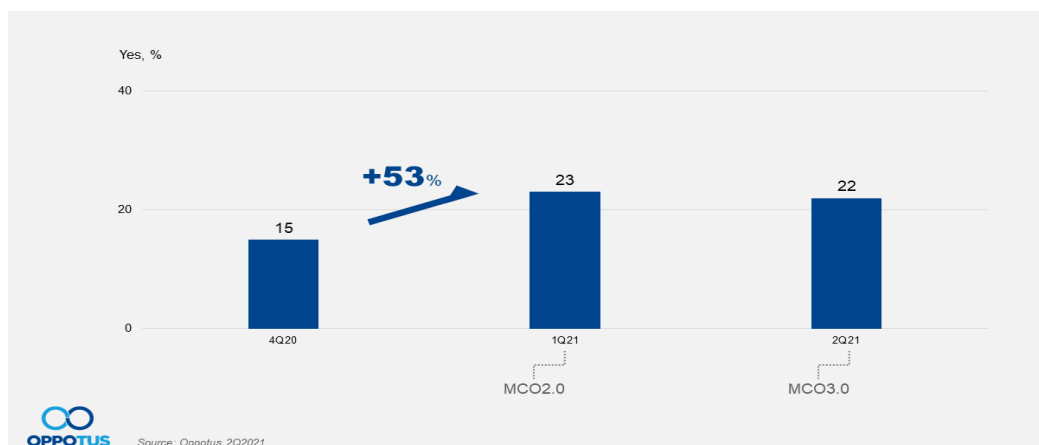


Figure 1: Livestream Shopping Purchasers from the fourth quarter of 2020 to the first quarter of 2021 in Malaysia.

Before the COVID-19 pandemic, e-commerce in Malaysia was already experiencing strong growth in sales. However, in 2021, sales increased further due to the pandemic (Raj S & Gohain, 2021). According to Oppotus' survey on live-streaming shopping, from the fourth quarter of 2020 to the first quarter of 2021, the proportion of people shopping through live streaming has been on the rise in the past three months. At the beginning of 2021, live streaming shopping grew significantly by 53%, while only 15% of people purchased through live streaming in the fourth quarter of 2020 (Oppotus, 2021).

The main reason for this growth is the implementation of MCO2.0. The measures kept people in home quarantine for extended periods and changed their shopping and consumption behaviors. In the second quarter of 2021, the proportion of people who live-streamed shopping remained at 22%. The implementation of MCO3.0 allows people to continue to stay at home. This also means that Malaysians are embracing the trend, of live streaming shopping and live selling (Raj S & Gohain, 2021). In addition, the COVID-19 pandemic has resulted in numerous firm closures, posing numerous immediate issues for global brands and enterprises. For example, consumer demand, cash flow, supply chain, workforce, sales, and marketing. Most businesses have started to grow online to deal with the pandemic's effects on business. Thus, online communication, online entertainment, and online shopping are experiencing unprecedented growth (Donthu & Gustafsson, 2020).

In past research, there are lack of in-depth research on the factors influencing impulse buying during live streaming shopping in Malaysia (Lin et al., 2021; Yan et al., 2022; Sun, et al., 2023; Zhong et al., 2021). Although there are some relevant studies and literature abroad, due to differences in factors such as cultural, social structure, and regulations, we believe that it may not be completely accurate to directly apply these results to Malaysia. Therefore, this study aims to fill the gap in this research field in the country to better understand the influencing factors of impulse buying during live streaming shopping in Malaysia.

The objective of this study is to determine the variables that affect viewers' impulse buying during live streaming shopping. Past research has identified trust, interactivity, promotion price, and perceived enjoyment as key factors in impulse buying behavior. Hence, we utilize a research model, stimulus-organism-response (SOR) theory, (Lin et al., 2022) to explain this factor. Using consumers' external stimulation and its impact on consumption behavior as anchors to verify the relationship between factors affecting live streaming shopping and impulse buying. Thus, this study aims to address the following research questions:

RQ1: Does perceived enjoyment have a significant effect on impulse buying in live streaming?

RQ2: Does trust, interactivity, and price promotion have significant on impulse buying in live streaming?

RQ3: Does perceived enjoyment mediate relationship between trust, interactivity, and price promotion and impulse buying in live streaming?

Literature Review

Live streaming shopping involves conducting transactions and e-commerce operations on live streaming platform (Sun & Bao, 2023). Live streaming shopping is defined as a new online sales and shopping platform that combines social media, entertainment, and live social interaction to make purchasing more convenient and enjoyable (Joo & Yang, 2023). Sellers advertise their products through live streaming on computers, smartphones, and other network terminals. They then quickly expedite purchases by offering shopping links (Lee & Chen, 2021). The live streaming platform initially focused on gaming and entertainment. As it has grown, it has also encouraged integration with market activity, which has fueled the growth of live streaming shopping (M. Li et al., 2022). For example, the live streaming platforms such as Lazada, Taobao, Facebook, or Instagram, etc. (Sun & Bao, 2023).

Live streaming shopping provides a novel shopping environment, which is more probable to induce consumers' impulse buying behavior (Bao & Yang, 2022). Live streaming shopping can bring better socialization and a more authentic experience to customers. Products can be fully displayed and detailed information about the products is provided in the live streaming through real-time video, such as trying on cosmetics and clothes (L. Li et al., 2022). Viewers can also ask the anchor questions through the chat function during live streaming, allowing the anchor to answer their questions and provide viewers with more personalized and professional guidance and services (Liao et al., 2022). Hence, live streaming shopping can create a multi-interactive, real, and visual shopping experience. This has a meaningful impact on their purchasing behavior (Sun & Bao, 2023).

Due to its growing popularity, live streaming shopping has drawn the interest of academic researchers in recent years. Academic study on live streaming shopping mostly concentrates on the platforms and applications of live streaming shopping (Heo et al., 2020), the influence of anchors and Internet celebrities (Yan et al., 2022), customer engagement and purchase intention (Tran, 2020). However, impulse buying caused by live streaming shopping has received less attention. These include the impact of lack of audience trust in the streamer, interactivity, price, and perceived enjoyment on impulse buying. This study focuses on impulse buying in live streaming shopping.

Impulse Buying

Impulse buying refers to customers' hedonistic, impulsive, and unplanned buying behavior (Lee & Chen, 2021). It is perceived as a quick and seductive action that lacks forethought and alternative examination (Zafar et al., 2020). This behavior is a complex purchase process that is both overwhelming and hedonic (Shahpasandi et al., 2020). In live streaming shopping, impulse buying is further highlighted. Consumers watching live streaming are constantly stimulated by the marketing of live streaming, and the convenience of the purchasing process will increase consumers' tendency to act impulsively (M. Li et al., 2022). Customers can make impulse buying when they are aroused by the shopping environment and experience significant emotional reactions during the purchasing process thanks to live streaming shopping, which employs psychological and marketing strategies to create a sense of urgency, excitement, and connection (Huang & Suo, 2021). After purchasing a product, consumers may have negative consequences such as shame, guilt, and regret (Sun & Bao, 2023).

In past research, much research has investigated the impact of online stores on consumers' impulse buying. For example, monthly promotions conducted by online stores have the greatest impact on purchase decisions and stimulate consumers' impulse purchases (Luo et al., 2021).

The website quality of an online store can increase customer satisfaction and have an impact on online impulses (Rahman & Hossain, 2022). However, impulse buying caused by live streaming shopping has received less attention. Impulse buying is unexpected buying, it is influenced by internal psychological changes and external environmental stimuli (Lin et al., 2022). This study examines trust, interactivity, and price promotion as consumers' psychological stimulus, and perceived enjoyment as organism, to determine whether perceived enjoyment affects impulse buying behavior.

Stimulus-Organism-Response Theory (SOR theory)

The stimulus-organism-response (SOR) model originates from environmental psychology and was proposed by Woodworth in 1929. It utilizes the concept of “stimulus-response” and the cognition and emotion of individual organisms as mediators to produce individual approach-avoidance behavior (Luo et al., 2021). This model emphasizes the influence of the environment on individual behavior and how factors within the individual moderate and mediate this influence (Lin et al., 2022).

Stimulus refers to triggers that cause an individual to perceive and influence their response (Lee & Chen, 2021). In live streaming shopping, we regard situational factors as stimuli and emotional perceptions that affect customer cognition (Lin et al., 2022). Most anchors improve reliability, transparency, and service quality in transactions to attract consumer purchases and increase trust (Baidoun & Salem, 2023). Credibility can be viewed as a situational factor and stimulates consumers' purchase intentions. The interaction between the audience and the anchor is also what stimulates consumers to make impulse buying. Live streaming shopping can provide more vivid and real product images, allowing consumers to experience the presence of physical shopping (Gao & Huang, 2023). You can also interact with the anchor through comments, messages, and likes. In addition, the price feature is one of the main reasons for engaging in online shopping. Discounts are designed to attract the audience's interest in purchasing, drive sales, and increase brand awareness by reducing product prices (Cuong, 2023). The greater the discount, the easier it is for consumers to make impulse buying.

Organism is a person's internal condition, which can be divided into cognitive responses and emotional responses (Lee & Chen, 2021). It is also seen as a mediator between stimulus and response. An organism's internal processes, such as attitude states, alter in reaction to an external stimulus, resulting in the ultimate response (L. Li et al., 2022). An individual's feelings or emotions, such as contentment, need, and enjoyment, are reflected in their affective responses (Ey, 2023). These factors will affect how viewers perceive and process live shopping stimuli. In this study, we employed perceived enjoyment as an organism variable to investigate final impulse buying behavior. Perceived enjoyment as a mediator to investigate the relationship between trust, interactivity, price promotion and impulse buying.

Response refers to the consumer purchasing decisions and reaction results to live streaming shopping stimuli (Lee & Chen, 2021). Impulse buying is a specific response to the stimulus of live streaming shopping. This study will utilize the SOR model to explain the relationship between stimulus (trust, interactivity, and price promotion) and responses (impulse buying) through the organism (perceived enjoyment) as a mediator.

Trust

Businesses that offer live streaming shopping benefit from a high degree of confidence in the data, quality, reliability, security, and protection offered by their websites (Baidoun & Salem,

2023). When shopping online, there is a lot of uncertainty among consumers due to the inability to touch, feel, or try the product before buying. Hence, trust helps consumers alleviate concerns about the risks and safety of live streaming shopping and encourages them to engage in product purchasing and transaction behavior (Bao & Yang, 2022). Customers prefer to buy more and are less concerned about uncertainty as they acquire more experience and grow in trust in sellers (Moreno et al., 2022). In addition, trust provides consumers with guarantee, enabling customers to have a good shopping experience when purchasing (Bao & Yang, 2022). If customers believe that a business is trustworthy, they will have a positive opinion of the business (Yan et al., 2022).

Interactivity

Interactivity is defined as the capacity of technology to provide easier user interaction and engagement with content (Kim et al., 2021). Customers can engage with products more effectively and efficiently and get richer product information by using live streaming shopping, which can offer more realistic and vivid product visuals (Gao & Huang, 2023). This method allows consumers to buy the products from the comfort of their homes and experience the excitement of engaging with anchors and other viewers (Lin et al., 2022). To learn more about goods and services, customers can engage directly with the anchors on the screen. Through interaction, anchors can also draw in customers' attention, which can affect their perception and increase their propensity to make a purchase (Zhong et al., 2022).

Price Promotion

In a live streaming shopping environment, price promotion is crucial to drawing in new clients and retaining the loyalty of current ones because one of the key reasons people purchase online is to compare costs (Yi, 2023). Price relates to the amount paid for an item and is a factor when deciding to buy, especially for those with lower incomes or tight budgets. Therefore, sellers can attract consumers to purchase products through eye-catching selections, discounts, and promotions (Cuong, 2023). Given the widespread use of live streaming for shopping, customers purchase at lower prices through promotions and discount information on live streaming platforms. When customers find that live streaming shopping can save money, they feel positive about live streaming shopping (Gao & Huang, 2023). Consumers will buy a product because it is cheap, even if the product is not necessary for them or is not in the consumer's shopping plan (Le et al., 2022).

Perceived Enjoyment

Perceived enjoyment refers to consumers' perceived fun, happiness, and joy when participating in online shopping (Cuong, 2023). The appearance, function, or brand of live streaming shopping products may affect consumers' perceived enjoyment. This will give consumers the desire to make impulse buying (Lin et al., 2022). Perceived enjoyment is often associated with immediate gratification. When consumers feel that a certain product or service can immediately satisfy their desires or needs, they are more likely to make purchasing decisions in an impulsive moment in pursuit of immediate pleasure (Ey, 2023).

The Mediator Role of Perceived Enjoyment

Past research has shown that seeking fun and entertainment experiences during live streaming shopping may significantly affect consumers' acceptance of online shopping. Perceived enjoyment may as a means of emotion regulation, helping individuals relieve negative emotions or enhance positive emotions (Lin et al., 2022). In consumption patterns, perceived enjoyment can as a way for individuals to regulate emotions through shopping. When individuals feel

pleasure and satisfaction, they are more likely to choose impulsive buying as a way of emotional regulation (Moreno et al., 2022).

Table 1. A Literature Overview Impulse Buying in Live Streaming Shopping.

AUTHOR	DV	IV	MEDIATOR	FINDINGS
(Lin & Chen, 2021)	Impulse buying	Trust	Perceived enjoyment	Perceived enjoyment and trust are unrelated relationship.
(Moreno al et., 2022)				The relationship between trust and impulse buying is mediated by perceived enjoyment.
(Bao & Yang, 2022)				Trust has positively effect on perceived enjoyment.
(Danish Habib & Qayyum, 2018)				Perceived enjoyment is significantly and impacted by trust.
(Lin al et., 2022)	Impulse buying	Interactivity	Perceived enjoyment	Interactivity significantly affect the perceived enjoyment.
(Kim al et., 2021)				The negative relationship between interactivity and impulse buying was shown to be mediated by perceived enjoyment.
(Yue al et., 2022)				The positive relationship between interactivity and impulse buying was shown to be mediated by perceived enjoyment.
(Ey, 2023)				Perceived enjoyment has a partly mediating role between impulse buying and interactivity.
(Khasanah & Kuswanto, 2023)				The relationship between interactivity and impulse buying mediated by perceived enjoyment is positive and not significant.
(Gao & Huang, 2023)				Perceived enjoyment significantly and positively mediated the effects of interactivity.
(Yi, 2023)	Impulse buying	Price promotion	Perceived enjoyment	Price promotion is not related to perceived enjoyment.
(Cuong. D., 2023)				Price promotion was positive connections to perceived enjoyment.
(Herlina, 2023)				The positive relationship between price promotion and impulse buying is mediated by perceived enjoyment.
(Gao & Huang, 2023)				Perceived enjoyment significantly and positively mediated the effects of price promotion.
(Lee al et., 2021)				Perceived enjoyment is positively impacted by price promotions.
(Samat & Gisip, 2022)				The relationship between price promotion and online impulse buying are mediated by perceived enjoyment.
(Hasim al et. 2020)				Perceived enjoyment mediates the relationship between price promotion and impulse buying.

Hypotheses Development

Trust

According to research by Moreno et al., (2022), customer trust benefits from perceived enjoyment. The more customers trust a business, the more secure they feel. When watching shopping live streaming, customers are often unable to resist the purchasing instinct triggered by marketing incentives and lead to impulse purchases. When consumers trust the quality of a brand or product, they are more likely to feel satisfied and happy when using the product or enjoying the service. Factors of trust in quality may include good experiences, brand reputation, product reviews, etc. (Santo & Marques, 2021). Trust reduces consumer uncertainty and psychological complexity, enabling customers to concentrate on the live streaming shopping experience. In this state, perceived enjoyment is more likely to be stimulated (Bao & Yang, 2022). Thus, this study proposes the following hypotheses:

H1: In live streaming shopping, trust will positively affect the consumer of perceived enjoyment.

Interactivity

Multiple studies have confirmed that interactivity in live shopping has a direct impact on consumers' perceived enjoyment (e.g., Kim et al., 2021; Yan et al., 2022; Zhong et al., 2022). According to Gao & Huang (2023), live streaming shopping can erase the boundaries between social media platforms used online and offline and encourage customers to connect and communicate. Users may experience a state of mind where they believe they are interacting with the anchor in real time and do not need to rely on any technical features because live commerce provides an instant and synchronous experience (Joo & Yang, 2023). Customers can enjoy live streaming shopping and get more engaged when there is interaction. Thus, this study proposes the following hypotheses:

H2: In live streaming shopping, interactivity will positively affect the consumer of perceived enjoyment.

Price Promotion

Several studies have confirmed that price promotion has a positive impact on perceived enjoyment (e.g., Gao & Huang, 2023; Herlina, 2023; Samat & Gisip, 2023; Yi, 2023). When consumers perceive that the price of a product or service is more favorable than usual, they may feel a lighter financial burden. This reduced economic cost can increase the pleasure of consumers' purchasing decisions (Hasim et al., 2020). Additionally, price promotion may make consumers feel that they are getting more value for their money. This feeling will enhance their satisfaction with the purchase decision, thereby enhancing hedonic experience (Samat & Gisip, 2023). Thus, this study proposes the following hypotheses:

H3: In live streaming shopping, price promotion will positively affect the consumer of perceived enjoyment.

Perceived Enjoyment

In the context of live streaming shopping, consumers watch live streaming and interact with others through barrage, which makes consumers feel hedonic and happy, and then tends to enter a state of immersive experience and produce impulsive consumption behavior (Herlina, 2023). Perceived enjoyment plays a reinforcing and driving role in impulse buying, pushing

individuals to make impulsive buying decisions in specific situations (Hasim et al., 2020). Thus, this study proposes the following hypotheses:

H4: In live streaming shopping, perceived enjoyment will positively affect the consumers impulsive buying.

The Mediator Role of Perceived Enjoyment

Some researchers have also found that perceived enjoyment serves as a mediating variable that affects the relationship between independent variables and dependent variables (e.g., Hasim et al., 2020; Herlina, 2023; Moreno et al., 2022; Samat & Gisip, 2023; Yi, 2023). Empirical research on consumers' tendency to impulse buy when they are happy shows that perceived enjoyment is a common mediating factor determinant to impulse buying in live streaming. Therefore, this research proposes hypotheses:

H5: Perceived enjoyment mediator relationship between trust and impulse buying.

H6: Perceived enjoyment mediator relationship between interactivity and impulse buying.

H7: Perceived enjoyment mediator relationship between price promotion and impulse buying.

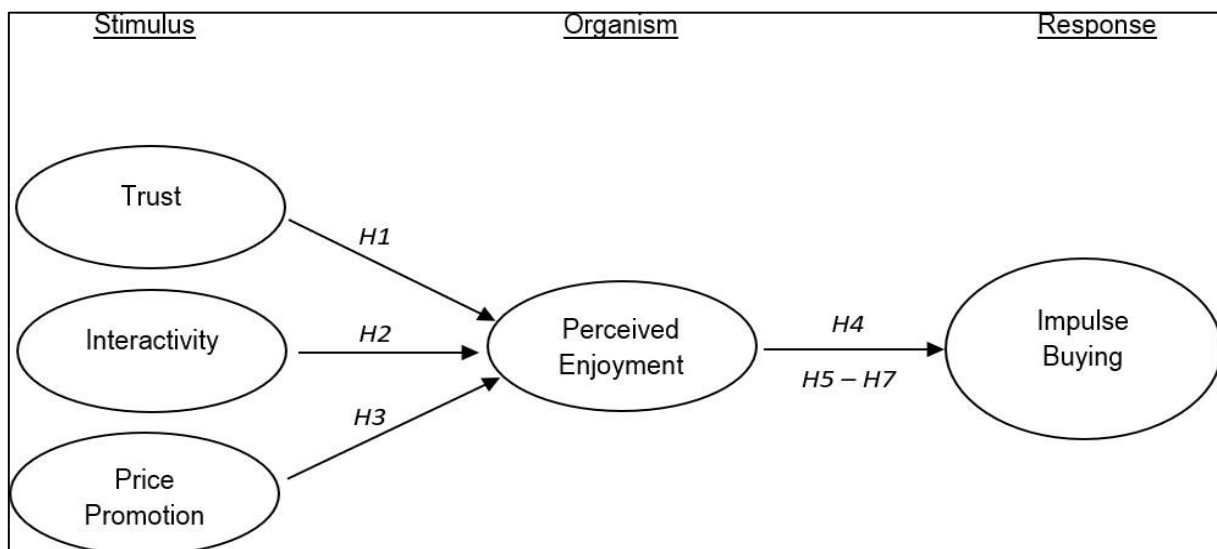


Figure 2. Conceptual Framework

Research Methodology

The study used quantitative design. The target audience of the study is consumers who shop online through live streaming platforms such as Shopee, Facebook, Instagram, Lazada and TikTok. Data will be obtained through online surveys. The study will be used the intercept technique on Facebook pages, Shopee, Instagram and any live streaming shopping platform to collect the data needed to test the hypothesis. Sample size was analyzed using G*Power, which resulted in 120 respondents. To collect enough valid questionnaires, the total sample collection will be 180 respondents. The questionnaire was designed using a five-point Likert scale. A score of “1” represents “strongly disagree” and a score of “5” represents “strongly agree”. All measurement items were adopted from previous literature. The measurement of impulsive buying was adopted by (Li et al., 2022; Lin et al., 2022). The measurement of trust was adopted

from (Santo & Marques, 2021; Zhong et al., 2022). The measurement of interactivity was adopted by (Santo & Marques, 2021; Joo & Yang, 2023; Lin et al., 2022). The measurement of price promotion was adopted from (Huang & Suo, 2021; Lee & Chen, 2021; Zhong et al., 2022). The measurement of perceived enjoyment was adopted by (Joo & Yang, 2023; Lin et al., 2022). SPSS version 27.0 will be used to analyze the measurement and structural models of this study.

Conclusion

With the rise of e-commerce in Malaysia, the number of users using live streaming shopping platforms has also increased, especially live streaming platforms such as Facebook, Shopee, Instagram, and Lazada. This allows online sellers and anchors to be more creative when marketing their products to attract consumers through live streaming marketing. This type of marketing increases interaction, trust, and perceived enjoyment between sellers and buyers. Based on the influence of many factors, consumers will have impulse buying behavior. Therefore, finding out what influences impulsive buying while live streaming shopping is crucial.

The purpose of this study was to determine factors that influence impulse buying in live streaming. We intend to explore consumer impulse buying behavior. Through a literature review on live streaming and live streaming ecommerce, we comprehensively sorted out the factors that influence consumer behavior in live streaming shopping. These include trust, interactivity, and price promotion. By using the SOR framework, trust, interactivity, and price promotions as stimulus, perceived enjoyment as the organism, and impulse buying as the response. We will then collect data through an online questionnaire survey to test the study's hypotheses.

An exploration of stimulating factors shows that trust in live streaming platforms and anchors, interactive features, and price promotions are important factors for consumer participation. Trust is considered an essential element in developing a sense of security and reliability. Interactivity enhances the overall experience, creating a dynamic and engaging shopping environment. Price promotions, especially when combined with real-time interaction, become a powerful catalyst for stimulating consumer interest in purchasing. The organism that is embodied in the perceived enjoyment is crucial in determining how customers react. Perceived enjoyment summarizes the overall live streaming shopping experience, including elements such as entertainment, satisfaction, and emotional investment. A positive and enjoyable experience significantly affects a consumer's likelihood of making an impulse buying (e.g., Lee et al., 2021; Lin & Chen, 2021; Moreno et al., 2022). The response, impulse buying in live streaming shopping, is linked to the stimulus and mediating organism. Consumers who experience high levels of trust, participation in interactive features, product price discounts, and perceived enjoyment are more likely to make an impulse buying. The immediacy of live shopping, combined with positive stimulation, promotes spontaneous and unplanned purchasing decisions.

Although our study provides valuable insights, it also has limitations. These include potential differences between different demographic and cultural backgrounds. Future research may explore these facets more thoroughly to obtain a more thorough comprehension of impulse buying in various live streaming retail scenarios. In essence, our study adds to the expanding corpus of information regarding the behavior of consumers in the digital age. As digital retail with live streaming shopping continues to evolve, continued exploration of the factors that

influence impulse buying will help develop effective marketing strategies and enable businesses to create meaningful connections with consumers.

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