

Live Streaming and Impulsive Purchases: Examining the Role of Real-Time Engagement in Customer Checkout Decision

Ni Luh Putu Chyntia¹, Julia Ratih Gita Dwiyanita Sitompul², E. Ari Setyorini³,
and Dina Mustikarini⁴.

^{1,2,3}Student of Master of Technology Management President University Indonesia

*Corresponding author: setyoriniari@gmail.com

ABSTRACT

In the evolving landscape of digital commerce, consumer behavior is increasingly influenced by immersive technologies that blur the lines between entertainment and shopping. Drawing on the Stimulus-Organism-Response (S-O-R) framework, this study investigates how real-time engagement during live streaming affects impulsive purchasing behavior among Indonesian consumers. Specifically, it explores how interactive features—such as live chat, urgency cues, and host credibility—function as stimuli that shape internal states like emotional arousal, trust, and flow, ultimately influencing unplanned purchase decisions.

A quantitative approach was employed, using a structured questionnaire distributed to Indonesian consumers familiar with live stream shopping platforms. Data were analyzed using Structural Equation Modeling (SEM) via SmartPLS. Results indicate that real-time engagement significantly enhances emotional and cognitive involvement, with flow state emerging as the most influential predictor of impulsive buying. Emotional arousal and trust, while theoretically relevant, did not show statistically significant direct effects in this model.

These findings extend the application of the S-O-R model in the context of live commerce by incorporating flow theory and social presence. Practically, the study provides insights for digital marketers on designing more effective and ethical live streaming strategies while acknowledging potential consumer risks such as pressure, urgency, and manipulation.

Keywords: Live streaming, Impulse buying, Real-time engagement, Flow theory, S-O-R model, Consumer behavior

1. INTRODUCTION

1.1. Rapid Growth of E-Commerce in Indonesia

E-commerce has experienced rapid growth in Indonesia; it has significantly changed the way people interact with brands and purchase decisions. As of 2023 Indonesia recorded 3.82 million e-commerce business that represents a significant 27.40% increase compared to 2022, it shows a rapid growth of e-commerce. Also, total value transactions reached IDR 1,100.87 trillion, illustrating the massive economic contribution of this sector. In this context, innovative features such as live streaming commerce are becoming increasingly a powerful tool, the real time shopping experience that combines with entertainment driving consumer engagement and instant purchasing decisions.



Figure 1. Badan Pusat Statistik Indonesia CITATION Kus25 \n \y \l 1033 (Statistic E-Commerce 2023)

1.2. The Rise of Live Streaming and “Shoppertainment”

One of the most exciting new ideas in this area is live streaming commerce or widely known as “Shoppertainment”, where merchants or influencers and customers may engage in real time, making it a unique mix of entertainment and usefulness for buying things. Live commerce, on the other hand, uses real-time features like live chats, time-limited specials, and social proof measures to get people emotionally involved (Sun et al., 2023). These interactions generate a high-arousal environment that often leads to impulsive buying behavior, making it hard to tell the difference between entertainment and deciding as a customer. Traditional internet purchases are often based on careful study and logical thinking.

1.3. Change Consumer Behavior from Research-Oriented to Impulsive

Unlike traditional online shopping, which is less interactive with the seller and primarily focuses on shopping, livestream shopping is an innovative e-commerce trend that combines live video broadcasting with the ability to interact and make purchases in real time (Moun, 2024). Video commerce is so attractive because it synthesizes technological progress with age-old psychological laws (Zheng, 2024). Visual engagement with emotional storytelling fosters trust and authenticity in consumer behaviors. The psychological social power of Fear or Missing Out (FOMO), Interactivity from the host, and the convenience that is offered to buy by the video commerce extend consumer triggers for immediate action (Zheng, 2024). In conclusion, livestreaming shopping offers a more interesting and engaging experience to the consumer, reshaping how and why consumers make purchasing decisions in the digital age.

1.4. Significance Of Studying Real-Time Engagement and Checkout Decision.

The reason to investigate real-time engagement in customer checkout decisions is that it is a key factor that influences the modern smartphone generation's consumption behavior in the context of livestreaming commerce. Live Streaming platforms provide a hybrid package of

communication, entertainment, and transactional utility and disrupt the traditional purchase process (Hossain, Kalam, & Kim, 2023). Findings indicate that external environmental stimuli, in particular credibility, control, and the degree of interactivity of the Chinese platform, strongly influence the consumer's internal responses (customer engagement and swift guanxi) into which the local consumer transforms these external stimuli. This internal state can have an impact directly on true purchase decisions and behavior. Live streaming can help customers build trust, an emotional connection, and a relationship with the sellers, which will influence the instant checkout decision.

1.5. Problem Statement

As a sales tactic, live streaming is effective, but a lot of people regret purchases made impulsively. The elements of live interaction that actually compel the behavior and how personal mental states moderate the process of decision making have not been studied sufficiently.

1.6. Research Questions

- a. How does real-time engagement in live stream impact consumer's emotional arousal?
- b. How does real-time engagement in live stream impact consumer's Flow State?
- c. How does real-time engagement in live stream impact consumer's Flow State?

1.7. Research Objectives

- a. To test the effect of live interaction on emotional arousal.
- b. To explore the link between moods and impulse purchase behavior.
- c. To explore the mediating effects of trust and flow

2. METHODS

2.1. Research Design

This research is quantitative and has used Structural Equation Modeling (SEM) to evaluate the hypotheses through Partial Least Squares (PLS) analysis. The analysis of the measurement model (validity and reliability of constructs) and the structural model (latent variable relationships) is performed through SmartPLS 4 software. The strategy is well-suited for models with latent variables and complex mediation pathways and a limited to moderate size.

2.2. Population Sampling

Population: Indonesian online consumers who have purchased through live streaming platforms (e.g., TikTok Shop, Shopee Live)

Sampling size: $n = 100$ respondents

2.3. Data Collection Sampling:

Structured online questionnaires will be distributed via Google Forms. The instrument includes demographic items and 11 statements across five constructs, each rated using a 5-point Likert scale.

2.4. Hypothesis Testing:

H1: **Emotional arousal** is significantly impacted by the degree of real-time engagement.

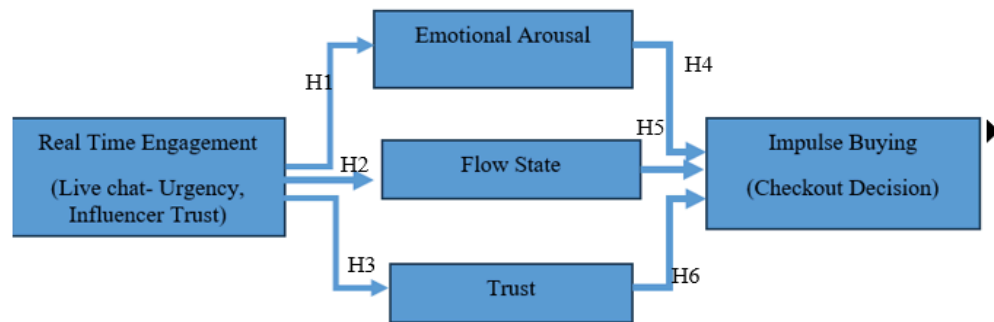
H2: In-event immersion significantly impacts flow state.

H3: There is a positive effect of real-time interaction on **Trust**.

H4: Emotional arousal is a critical determinant of impulse purchasing.

H5: Flow state has a significant effect on **impulse buying**.

H6: Trust has a direct effect on impulse buying.



Research Framework based on SOR with hypothesized relationship.

2.5. Literature Review

2.5.1. Live Streaming in E-Commerce: From Product Display to Real-Time Interaction

Live streaming has had a significant impact on e-commerce, transforming simple, passive product displays into highly participatory and entertainment-focused experiences (Wang & Li, 2020). This transformation illustrates how customers are redefining the ways they engage with brands and make purchasing decisions (Sun, Shao, Li, Guo, & Nie, 2019). In particular, it underscores the growing importance of interactivity and immediacy in digital environments, which have become more crucial than traditional one-way communication approaches.

Nowadays, consumers do not simply watch static product presentations. Instead, they actively participate in live sessions that incorporate visual storytelling, real-time interaction, and instant purchasing options (Chen & Lin, 2018). A core element of this evolution is the integration of multiple features within a single live streaming experience. Modern platforms seamlessly combine real-time chat, high-quality visual content, and built-in payment

solutions, making it easier for consumers to move from initial interest to completing a purchase (Park & Lin, 2020).

This convergence of media and commerce creates a sense of authenticity and urgency that motivates consumers to buy (Wang & Li, 2020). In other words, when shoppers perceive products as genuine and time-limited, they are more likely to make purchasing decisions quickly.

Live shopping has become especially widespread in Southeast Asia, and Indonesia in particular (Chadha, 2021). According to Chen, Lu, and Wang (2022), major platforms such as Shopee Live and TikTok Shop frequently host live shopping events where sellers, influencers, and brands engage audiences through product demonstrations, live question-and-answer sessions, and limited-time promotions. These interactive sessions not only boost sales but also foster social connections among viewers, ultimately strengthening customer loyalty (Sun et al., 2019). research demonstrates that live streaming is a powerful mechanism for increasing product visibility and building consumer trust. For instance, Wang and Li (2020) found that when customers interact with a host in real time and perceive them as credible, they are more likely to view the products as authentic and of high quality. This perception significantly increases their willingness to purchase.

The SOR theory, flow theory and impulse buying behaviour form the foundation of conceptual research framework with hypothesis relationship as discussed in previous discussion. In that framework, real time engagement and platform feature serve as external stimuli (S) triggering internal status (O) such as emotional arousal, flow and trust that turn lead to impulse purchasing behaviour (R).

The construct for each discussed in this review is reflected in the research frame's work hypothesis relationship. We can see that emotional arousal is influence by real time engagement (H1) and drives impulse buying (H4). Flow states appear from immersion during live session (H2) and impact purchasing behaviour (H5) and trust through interaction and credibility directly affect impulsivity (H6).

This is aligned and strengthens the rationale for proposed model, ensuring that each hypothesis is grounded in prior theory and supported by empirical literature.

2.5.2. Impulsive Buying Behavior in Online Contexts

Impulsive buying behavior refers to spontaneous unplanned purchases, that are triggered by external or internal stimuli and mostly happen without prior intention or evaluation (Rook, 1987). In a traditional retail environment, impulsive buying can be influenced by product location and promotion cues. However, in the digital era, online environments significantly strengthen the conditions that foster such behavior. The ease of access to platform e-commerce, the availability of 24 hours every day, also the abundance of digital marketing, improve the situation of impulsive buyers. The consumers are continuously exposed by advertisements that have been set by algorithms, pop up deals, limited time promotion, all of it has become strong psychological triggers (Vrthagen & Van Dolen, 2011).

One of the most impactful online purchase experiences is live stream commerce, where the products have been promoted real-time by the influence of hosts. In this context impulsive buying is not only driven by the product, but also by urgent signals e.g. countdown, warning "limited stock", and flash sales that push the customer to quickly decide. Moreover, the presence of other viewers and interaction in comment sections create a sense of social proof that makes an individual tend to follow others' purchases. Emotional engagement strengthens this behavior because the charismatic host uses persuasive language, enthusiasm, and story that narrates to build connection and excitement around the product.

In the study's hypotheses, the dynamics of impulsive buying behavior are directly reflected. According to the framework, H4 link to emotional arousal is significantly influence impulse purchasing. It is consistent with how convincing communication and emotional engagement in live streaming lead to impulsive purchases. H5 highlight he importance of flow state, it reflects engaging, entertaining nature of live streaming that lessen rational control, promote impulsivity. H6 links to the notion that the hosts confidence and platforms can reduce hesitation and sepped up decision making proces by connecting trust to impulsive purchases. The psychological processes and online stimuli mention in literature above provide a strong foundation for this hypothesis.

2.5.3. SOR Theory in Live streaming context

During the live streaming e-commerce, theoretically, live streaming promotes the effect of flow experience and social presence for the transformation of consumer's purchase intentions. In practicality, the host is crucial as a primary determinant of customer experience for increasing purchased intention (Wang et al., 2021).

SOR (Stimulus-Organism-Response) theory by Mehrabian and Russell (1974) is a theory that explains how real-time features of live streaming act as stimuli that influence consumer internal states (organisms). The perceptions and emotions lead to responses like purchase intentions. (Guo et al., 2021b). SOR framework assumes behavioral response triggered by individual cognitive and emotional state, and emphasizes mediating effect between stimuli and responses (M. A. Hossain et al., 2023)

According to the SOR theory, the live streaming features as an external stimulus will affect the cognitive response of consumers. According to Guo (2020) customer purchases not only care about prices but also compare the benefits and costs of the products. Therefore, it will understand the impact of live streaming features on consumers (Guo et al., 2021b).

Stimulus (S)

- Interactive with real time, demonstration, authenticity, visual product demonstrations, and immersive communication with text, audio, and video act as stimuli.
- More engaging between seller and consumer, reduce the psychological and information distance that can provide a rich decision-making environment.
- Discount, limited offer and specific features that give the instant response in the live promotion in very limited time are the stimuli to consumers. (Guo et al., 2021b)

Organism (O)

- Live streaming enhances the perception of real time product information, delivering details.
- Higher trust and comfort during purchase decisions.
- Reduces ambiguity regarding product quality, delivery, authenticity, and usage, especially in the cross-border setting.

Response (R)

- Positive behaviors intention when perceived value increases and uncertainty decreases impact to purchased intention positively

Stimulating Effect in relation with purchase desire can cover visual effect and emotional attraction, personalized recommendation and customization. Currently, live content tends to be popular with various video creations. Different forms of live broadcasting may affect purchase decisions. The platform benefits the customer to stimulate their enthusiasm since there is an interaction between the potential customer and the host, the customer will feel the sweetness and have an impulse to stay and pay attention to the broadcast room, then can strengthen customer shopping experience (Wen et al., 2024).

Research by Hossain *et al.* (2023) illustrates how real-time characteristics of live streaming (host credibility, response speed, and platform interactivity) may drive consumer behaviors directly under the S-R-O framework in the live streaming environment. These stimuli cause internal emotional states of the organism (e.g., customer engagement and trust) and, therefore, result in the response of purchase intentions and actual buying behaviors. They found that more seamless and personalized interactions can increase the likelihood that consumers will make quick, assured purchases, feeling an emotional bond and trust in a live session. This finding is consistent with the theoretical argument that online real-time interactivity substantially reduces the decision-making process, which has a violent effect on impulsive purchase behavior.

Confirming this, Matompo (2025) specifically investigates the personal experiences of Indonesian consumers regarding digital marketing innovations, such as personalized ads, influencer marketing, and social media promotions. Drawing from phenomenology, he shows that affective reactions, perceived relevance, and social trust are important factors in why 'consumers' act on impulse when responding to marketing efforts in the digital space. Often, people buy quickly when marketing became personal and interactive, especially on social media. They both verify that emotional involvement and instantaneous connection are strong assets that can drive impulsive checkout impulse purchases, thus providing them as necessary entries for studying the livestreaming and impulse purchase research perspectives.

Flow theory describes an optimal state of experience in which an individual becomes deeply involved in a task with enhanced concentration, enjoyment, and time distortion. In the field of live streaming commerce, the phenomenon of flow has been confirmed as an important internal mechanism which significantly affects impulsive buying behavior. Xin et. Al (2025) found that streamer expertise, viewer interaction, and entertainment value enhance flow experience in live streams. Rational attention processing is minimized, and emotional arousal is heightened, which can lead to impulsive behavior by consumers. Flow, then,

serves as a reciprocal association in the process to mediate between the instantaneous involvement that the customer invests in and purchase decisions, which subsequently provides more evidence towards the importance of flow in the S-O-R context.

2.5.4 South East Asia and Indonesia Perspective.

A look at Southeast Asia and Indonesia Livestream trade is a hot topic in academia right now, but not much study has been done on it in Southeast Asia, especially in Indonesia. Most of the most recent research, like the one by Hossain et al. (2023), just finds how South Asia (Mostly Bangladesh), and East Asia (China and South Korea) make purchase decisions through live streaming. People who study different cultures and technologies often go to places that are important to those cultures and technologies. Source authority, response capacity, and platform engagement are all things that help people talk to each other in real time. These are very important for getting people to buy things and keeping their interest. But not a lot of research has been done on Southeast Asia and how these ideas could be used there. The digital economy of Indonesia is growing faster compared with other countries in the region. Increasingly, MSMEs and leaders in Indonesia are using social shopping, live streaming, and acting on their phones first. We think that Indonesia's social commerce business will grow by 10.4% each year from 2025 to 2030, hitting a total value of \$5.25 billion. The S-O-R model will be used as a method at these issues in the context of trading during live streaming in Indonesia.

According to Content Grips (2023) market analysis, TikTok Live Shopping in Indonesia has higher conversion rates than traditional online shopping methods. The entertaining nature of lifetime makes it an effective method. The platform enables instant question responses from clients while creating emotional connections and delivering compelling information through trustworthy influences. The emotional buying behavior of individuals makes this approach successful for fashion and beauty product purchases.

The Indonesian micro, small, and medium enterprises (UMKM) sector continues to adopt livestreaming as their primary digital business strategy. Through live content these companies leverage its affordable nature and extensive reach to establish direct connections with their audience. This approach builds consumer trust while supporting marketing efforts that focus on community building. The S-O-R model organism layer shows that real-time consumer engagement creates guanxi relationships and immediate attention capture (Ou et al., 2014; Zhang et al., 2020).

3. RESULTS AND DISCUSSIONS

3.1. Analysis of Outer Model

3.1.1 Loading Factor

The loading factor shows the contribution of each indicator with the construct. Based on the result, all indicators have a loading value above 0.70 except IB2 (0,637) and RTEI (0,694). Therefore, that number is still acceptable because the overall construction is still valid and reliable.

In Structural Equation Modeling (SEM), factor loadings indicate how related observed variables (indicators) are to latent constructs. A factor loading of 0.7 or above is usually seen as optimal because it means that the indicator explains at least 49% of the variance in the latent construct, which shows a strong and important connection. However, factor loadings between 0.6 and 0.7 may still be considered acceptable, especially in exploratory research or when dealing with complex models. In these cases, the overall model fit, reliability, and construct validity should be evaluated. For example, when the sample size is small or when a particular indicator is conceptually important to the construct, slightly lower loadings may still be acceptable if they contribute to the construct's overall validity. Additionally, the Average Variance Extracted (AVE) value, which should be higher than 0.5, can make up for somewhat lower loadings because it shows that the construct explains a large part of the variance. So, even though factor loadings above 0.7 are better, values between 0.6 and 0.7 are still acceptable as long as the overall model is strong and the constructs show that they are reliable and valid (Henseler, Ringle, & Sarstedt, 2015)

Table 1. Result of Loading Indicator

	Emotional Arousal	Flow State	Impulse Buying	Real Time Engagement	Trust
EA1	0,911				
EA2	0,917				
EA3	0,927				
FS1		0,895			
FS2		0,920			
FS3		0,935			
IB1			0,904		
IB2			0,637		
IB3			0,907		
IB4			0,858		
RTE1				0,694	
RTE2				0,708	
RTE3				0,864	
RTE4				0,793	

	Emotional Arousal	Flow State	Impulse Buying	Real Time Engagement	Trust
TR1					0,918
TR2					0,952
TR3					0,920

3.1.2 Reliabilities and Validities Convergent

Cronbach's Alpha and Composite Reliability values for all constructs exceed 0.70, indicating that the constructs are reliable. Furthermore, the Average Variance Extracted (AVE) for all constructs is above 0.50, which demonstrates that the constructs possess good convergent validity.

Table 2. Result of Reliabilities and Validities Convergent

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Emotional Arousal	0,907	0,907	0,942	0,843
Flow State	0,905	0,905	0,941	0,841
Impulse Buying	0,852	0,895	0,900	0,695
Real Time Engagement	0,766	0,785	0,851	0,589
Trust	0,922	0,923	0,951	0,865

3.1.3 Discriminant Validity.

All constructions meet the criteria of discriminant validity. The results of the discriminant validity test are using Fornell-Lacker criterion, Cross Loading and HTMT (Heterotrait-Monotrait Ratio). Only the HTMT value between Emotional Arousal and Flow states that slightly exceeds the conservative threshold, but it is still acceptable as it is supported by other validity methods.

Fornell-Larcker Criterion

Table 3. Fornell- Larcker Criterion Result

	Emotional Arousal	Flow State	Impulse Buying	Real Time Engagement	Trust
Emotional Arousal	0,918				
Flow State	0,858	0,917			
Impulse Buying	0,759	0,794	0,834		
Real Time Engagement	0,709	0,669	0,665	0,768	
Trust	0,765	0,791	0,718	0,742	0,930

Cross Loading

Table 4. Cross Loadings Result

	Emotional Arousal	Flow State	Impulse Buying	Real Time Engagement	Trust
EA1	0,911	0,769	0,666	0,715	0,694
EA2	0,917	0,795	0,712	0,616	0,670
EA3	0,927	0,801	0,715	0,619	0,744
FS1	0,752	0,895	0,739	0,585	0,697
FS2	0,768	0,920	0,729	0,622	0,715
FS3	0,841	0,935	0,716	0,632	0,763
IB1	0,695	0,713	0,904	0,629	0,641
IB2	0,406	0,377	0,637	0,291	0,260
IB3	0,635	0,715	0,907	0,600	0,620
IB4	0,729	0,752	0,858	0,609	0,747
RTE1	0,443	0,368	0,419	0,694	0,453

RTE2	0,435	0,466	0,517	0,708	0,591
RTE3	0,595	0,559	0,558	0,864	0,627
RTE4	0,665	0,619	0,534	0,793	0,592
TR1	0,704	0,729	0,669	0,672	0,918
TR2	0,704	0,756	0,661	0,663	0,952
TR3	0,725	0,721	0,672	0,733	0,920

Heterotrait-Monotrait Ratio (HTMT)

Table 5. Heterotrait-Monotrait Ratio (HTMT) Result

	Emotional Arousal	Flow State	Impulse Buying	Real Time Engagement	Trust
Emotional Arousal					
Flow State	0,947				
Impulse Buying	0,843	0,875			
Real Time Engagement	0,835	0,787	0,787		
Trust	0,836	0,866	0,768	0,876	

3.2. Analysis Inner Model

3.2.1 R-Square

The R-Square value indicates the model's ability to predict the dependent construct. Impulse Buying has an R^2 of 0.665, meaning 66.5% of its variance is explained by the predictor constructs. This shows strong predictive power.

Table 6. R-Square Result.

	R Square	R Square Adjusted
Emotional Arousal	0,502	0,497
Flow State	0,447	0,442
Impulse Buying	0,665	0,655

Trust	0,551	0,547
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3.2.2 f-Square (Effect Size)

The contribution effect from Real-Time Engagement (RTE) to the intermediary such as Emotional Arousal (1.009), Flow State (0.809), and Trust (1.228) can be considered as big. The only effect for EA and TR is through the Impulsive buying that is considered as small (0,040 and 0,036 each), whereas FS → IB has a moderate effect (0.130).

Table 7. f-Square (Effect Size) Result

	Emotional Arousal	Flow State	Impulse Buying	Real Time Engagement	Trust
Emotional Arousal			0,040		
Flow State			0,130		
Impulse Buying					
Real Time Engagement	1,009	0,809			1,228
Trust			0,036		

3.3. Hypothesis Testing (Bootstrapping)

Bootstrap testing shows that the significant paths are:

1. Flow State → Impulse Buying ($p = 0.003$)
2. RTE → Emotional Arousal ($p = 0.000$)
3. RTE → Flow State ($p = 0.000$)
4. RTE → Trust ($p = 0.000$)

Table 8. T Test and P Value Result

T Statistics (O/STDEV)	P Values
1,582	0,114
3,023	0,003
11,693	0,000
11,702	0,000
14,433	0,000

1,409	0,160
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Meanwhile Emotional Arousal path $\rightarrow$ Impulse Buying ($p = 0.114$) and Trust $\rightarrow$ Impulse Buying ($p = 0.160$) is not significant since value $p > 0.05$. It means that emotional influence and belief through impulsive buying are not statistically proven in this model.

3.4. Interpretation of T-Statistic Test on Impulse Buying

The result of T-statistic using bootstrapping gives deeper understanding of the factors that significantly influences Impulse Buying (IB). From three main constructs: Emotional Arousal, Flow State, and Trust, only Flow State has proved significant direct impact on impulsive buying behavior. It can be seen from the T-statistic value of 3.023 and p-value of 0.003, which statistically exceed the significant limit of 5% ($T > 1.96$, $p < 0.05$).

In contrast, Emotional Arousal and Trust don't show significant relation with Impulse Buying, with T-statistic values of 1.582 ($p = 0.114$) and 1.409 ($p = 0.160$), respectively. Therefore, although emotion and trust may theoretically contribute to purchasing intentions, in the live streaming shopping context examined in this study, the user's engagement through focused and enjoyable experience (flow state), becoming a key factor of impulsive buying decision.

This finding reinforces literature that stated flow experience is a psychological condition that makes consumers become fully immersed in the activity, reducing cognitive control and increasing the possibility of spontan decision making. Therefore, live shopping strategies that are effective should be designed to maximize flow experiences, rather than merely attempting to stimulate emotions or build trust.

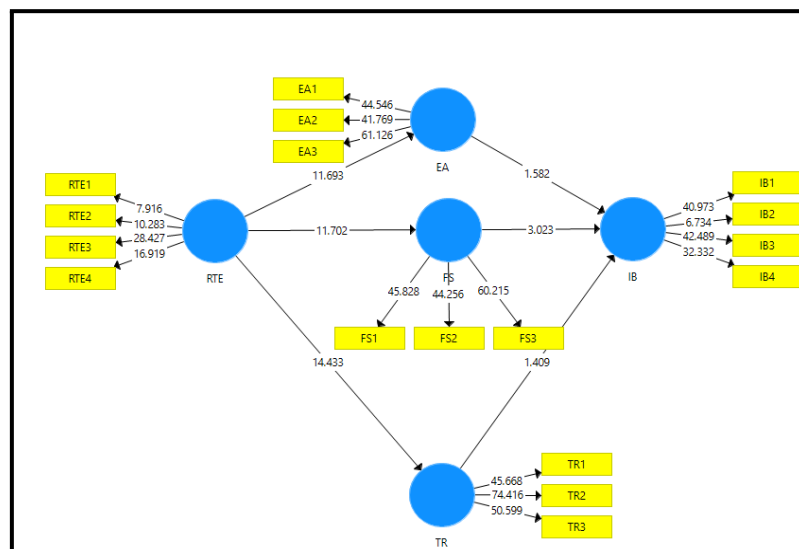


Figure 2. SEM-SmartPLS

4. CONCLUSION

Using the Stimulus-Organism-Response (S-O-R) framework, this study looks at how real-time participation during live streaming activities affects customers' impulsive behavior when shopping online. Using a quantitative method and Structural Equation Modeling (SEM) with SmartPLS, the results show that not all psychological constructs have the same effect on impulsive buying behavior. Some important results are:

1. Flow State has a big effect on impulsive purchases. This means that when customers are fully engaged, having fun, and immersed in a live stream, they are more likely to buy something without thinking about it too much.
2. Emotional arousal and trust did not have a statistically significant effect on impulsive purchases. This means that while these factors may play a role in people's intentions to buy, they are not enough on their own to make people buy things without highly engaging and immersive experiences.
3. Real-time engagement, which includes things like live chat, quick response times, and the host's charisma, is very important for molding how consumers think and making decisions.

In practice, this study adds to digital marketing by showing that improving the Flow experience in live streaming settings is a better way to get people to buy something than just focusing on emotional triggers or creating trust. Live commerce platforms and marketers should focus on creating interactive, fun, and immersive experiences that increase Flow and encourage people to buy things on the spot.

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