

The Influence of Hedonic Shopping Motivation, Social Presence, and Scarcity Message on Online Impulse Buying through Perceived Enjoyment on TikTok Live

Moch. Romy Ramadhani^{1*}, Putu Nina Madiawati², Mahir Pradana³
Telkom University

Corresponding Author: Moch. Romy Ramadhani
romyramadhani12@gmail.com

ARTICLE INFO

Keywords: Hedonic Shopping Motivation, Social Presence, Scarcity Message, Perceived Enjoyment, Online Impulse Buying

Received : 6, August

Revised : 22, August

Accepted: 23, September

©2025 Ramadhani, Madiawati, Pradana: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study examines the effect of hedonic shopping motivation, social presence, and scarcity message on online impulse buying, with perceived enjoyment as a mediating variable, among TikTok Live users in Indonesia. Using the Stimulus–Organism–Response (S-O-R) framework, external stimuli influence perceived enjoyment, which in turn drives impulse buying behavior. A quantitative approach was applied, involving XXX respondents selected via purposive sampling. Data were analyzed using SEM-PLS, with validity and reliability tests confirming the measurement model. Results show that all three stimuli significantly affect perceived enjoyment, both directly and indirectly impacting online impulse buying. Perceived enjoyment mediates these relationships. Findings contribute to digital consumer behavior literature and offer practical insights for optimizing live streaming marketing strategies on social commerce platforms.

INTRODUCTION

The rapid evolution of digital technologies has significantly altered consumer purchasing behavior, particularly in the era of social commerce. Social commerce is characterized by the integration of e-commerce functionalities within social media platforms, enabling users to browse, interact, and purchase without leaving the application. In Indonesia, this shift has been accelerated by high internet penetration rates, a youthful population, and the growing adoption of mobile devices. Among various social commerce platforms, TikTok Live has emerged as a powerful marketing and sales tool that merges entertainment, community engagement, and real-time purchasing into a single seamless experience.

According to We Are Social (2024), Indonesia ranks ninth globally in online shopping frequency, with 59.3% of internet users engaging in e-commerce transactions on a weekly basis. This trend has positioned Indonesia as one of the most dynamic markets for live streaming commerce in Southeast Asia. TikTok Live, which combines short-form video content with interactive live broadcasts, has captured the attention of both consumers and sellers. The platform's Gross Merchandise Value (GMV) reached USD 6.196 billion in 2024, placing Indonesia among the top countries in terms of TikTok Shop performance. Such figures underscore the significant role of TikTok Live in shaping online consumer behavior and driving unplanned purchases.

Live streaming commerce offers unique advantages over traditional e-commerce. Unlike static online stores, live streams present products through demonstrations, storytelling, and interactive features, creating a parasocial relationship between host and viewer. These sessions often feature scarcity-driven promotions, such as limited-time discounts and exclusive product drops, which heighten purchase urgency. Simultaneously, the integration of chat functions, reaction buttons, and giveaways strengthens social presence, making viewers feel more connected to the seller and the broader viewing community.

Impulse buying, defined as an unplanned and immediate purchase decision, is particularly prevalent in live streaming commerce. This is due to the heightened emotional engagement and reduced cognitive deliberation that occur during interactive shopping experiences. In the Stimulus–Organism–Response (S-O-R) framework, external factors (stimuli) such as hedonic shopping motivation, social presence, and scarcity messages influence the consumer's internal state (organism) in this case, perceived enjoyment which subsequently triggers behavioral responses (impulse buying). This model is particularly relevant for live streaming contexts where emotional and social triggers are intentionally embedded in the shopping environment.

While previous studies have examined impulse buying behavior in traditional e-commerce platforms like Shopee, Lazada, and Tokopedia, limited research has explored the combined effects of hedonic motivation, social presence, and scarcity messaging within TikTok Live. Furthermore, findings from prior research are inconsistent: some studies report strong positive relationships between hedonic motivation and impulse buying, while others find weak or non-significant effects. Similar inconsistencies are observed in studies

examining scarcity messages, with results often varying depending on the product category, urgency framing, and cultural context.

LITERATURE REVIEW

Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) model, originally proposed by Mehrabian and Russell (1974), explains the mechanism through which environmental stimuli affect individual psychological states, which in turn produce behavioral responses. In consumer behavior research, the stimulus represents external factors such as marketing cues, product presentation, or promotional strategies. The organism reflects internal cognitive and affective processes for example, emotional arousal, perceived enjoyment, or satisfaction. The response refers to observable behaviors such as purchase intention, brand loyalty, or impulse buying.

This model has been widely applied in online retail contexts, where digital stimuli such as website design, personalization, and interactive features have been found to influence consumer responses. In the context of TikTok Live, stimuli like hedonic shopping motivation, social presence, and scarcity message act simultaneously, making it an ideal environment to test the S-O-R framework in a live social commerce setting.

Hedonic Shopping Motivation

Hedonic shopping motivation refers to the intrinsic pleasure and enjoyment that consumers derive from the shopping process, beyond the functional utility of acquiring goods (Arnold & Reynolds, 2003). This includes aspects such as excitement, adventure, social interaction, and escape from routine. In online environments, hedonic motivation is often enhanced through visually appealing interfaces, gamified shopping events, and engaging storytelling by sellers.

In live streaming commerce, hedonic motivation may be amplified due to the entertainment value of live product demonstrations, real-time promotions, and spontaneous engagement between the host and the audience. Previous research (Kukar-Kinney et al., 2009) indicates that consumers driven by hedonic motives are more likely to make unplanned purchases, as they prioritize the experiential aspect of shopping over rational decision-making.

H1: Hedonic shopping motivation positively influences perceived enjoyment.

H4: Hedonic shopping motivation positively influences online impulse buying.

Social Presence

Social presence is the extent to which a medium enables users to perceive others as being present in the interaction (Short et al., 1976). In e-commerce, higher levels of social presence have been linked to greater trust, satisfaction, and purchase intention (Gefen & Straub, 2004). The feeling of human warmth, immediacy, and personal connection plays a crucial role in reducing uncertainty and encouraging purchasing behavior.

H2: Social presence positively influences perceived enjoyment.

H5: Social presence positively influences online impulse buying.

Scarcity Message

Scarcity messages create urgency by signaling that a product is available in limited quantities or for a limited time. This marketing tactic leverages the psychological principle that people place higher value on scarce resources (Cialdini, 2009). In live streaming contexts, scarcity is often communicated through countdown timers, limited-stock notifications, and time-bound flash sales. Studies by Wu et al. (2012) and Aggarwal et al. (2011) show that scarcity messages can trigger fear of missing out (FOMO), leading consumers to expedite purchase decisions without thorough deliberation. When combined with the excitement of a live event, these messages can significantly heighten perceived enjoyment and prompt immediate purchases.

H3: Scarcity message positively influences perceived enjoyment.

H6: Scarcity message positively influences online impulse buying.

Perceived Enjoyment

Perceived enjoyment refers to the degree to which an activity is perceived as enjoyable in its own right, regardless of the outcomes it produces (Davis et al., 1992). In e-commerce, perceived enjoyment enhances user engagement, increases browsing time, and elevates the likelihood of purchase. In live commerce, enjoyment is fueled by the novelty of the experience, entertainment elements, and direct interaction with the seller. When consumers experience high enjoyment, their cognitive defenses against impulsive behavior are lowered, making them more susceptible to unplanned purchases (van der Heijden, 2004).

H7: Perceived enjoyment positively influences online impulse buying.

Mediation Role of Perceived Enjoyment

Perceived enjoyment acts as a psychological bridge between external stimuli and behavioral response. By enhancing the pleasure associated with shopping, hedonic motivation, social presence, and scarcity messages can indirectly influence impulse buying through this mediator. Previous research (Liu et al., 2016) supports the notion that enjoyment-driven engagement is a key factor in converting consumer interest into purchase action.

H8: Perceived enjoyment mediates the relationship between hedonic shopping motivation and online impulse buying.

H9: Perceived enjoyment mediates the relationship between social presence and online impulse buying.

H10: Perceived enjoyment mediates the relationship between scarcity message and online impulse buying.

Conceptual Framework

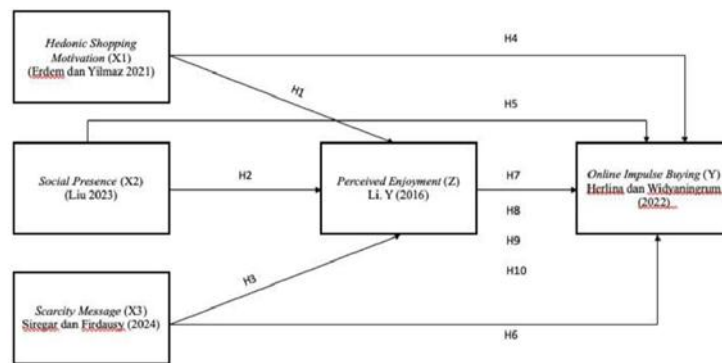


Figure 1. Conceptual Framework (images must be in good quality)

METHODOLOGY

Research Design

This study adopts a quantitative research design using a survey method to examine the relationships among hedonic shopping motivation, social presence, scarcity message, perceived enjoyment, and online impulse buying. The proposed model is tested using the Structural Equation Modeling–Partial Least Squares (SEM–PLS) approach, which is suitable for analyzing complex models and latent variables with multiple indicators.

Population and Sample

The research population consists of TikTok Live users in Indonesia who have made purchases during live streaming sessions. The sampling technique employed is purposive sampling, with the following criteria:

- Respondents have watched TikTok Live at least once in the past three months.
- Respondents have made at least one purchase via TikTok Live.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Threshold	Description
Hedonic Shopping Motivation	0.807	0.70	Reliable
Social Presence	0.677	0.70	Reliable
Scarcity Message	0.749	0.70	Reliable
Perceived Enjoyment	0.673	0.70	Reliable
Online Impulse Buying	0.821	0.70	Reliable

Source: Processed Data by Author (2025)

RESEARCH RESULT AND DISCUSSION

The findings of this study provide strong empirical evidence supporting the relationships proposed in the conceptual model. Overall, hedonic shopping motivation, social presence, and scarcity message were found to significantly influence both perceived enjoyment and online impulse buying, with perceived enjoyment also acting as a mediator in these relationships. These results affirm

the applicability of the Stimulus–Organism–Response (S-O-R) framework in explaining consumer behavior in live streaming commerce.

Hedonic shopping motivation emerged as a key driver of perceived enjoyment. Consumers who approach shopping as a pleasurable activity experience greater enjoyment when engaging with TikTok Live sessions. This aligns with Arnold and Reynolds (2003), who emphasized the role of emotional stimulation, novelty, and escapism in hedonic consumption. On TikTok Live, these aspects are intensified by features such as gamified interactions, humor-infused presentations, and visually dynamic product displays. The entertainment value inherent in these sessions keeps viewers engaged and emotionally involved, which in turn enhances their likelihood of making impulsive purchases. Consistent with Beatty and Ferrell (1998), hedonic motivation was also found to directly influence online impulse buying, confirming that consumers who shop for enjoyment are more susceptible to unplanned purchases.

Social presence was another significant determinant of both perceived enjoyment and online impulse buying. The sense of psychological closeness fostered by real-time chat, personalized acknowledgments, and community interaction makes the shopping experience more engaging. Gefen and Straub (2004) argued that human warmth and immediacy in mediated environments enhance trust and satisfaction, which our findings reinforce. In TikTok Live, the host's charisma, responsiveness, and ability to create a shared experience with viewers contribute to a stronger sense of connection, increasing the likelihood of spontaneous purchases. Additionally, social validation effects—such as observing other viewers making purchases—can further encourage impulse buying.

Scarcity messages also played a notable role in enhancing perceived enjoyment and driving online impulse buying. Time-limited promotions and limited-stock notifications add urgency and excitement to the live shopping environment. Cialdini (2009) noted that scarcity increases perceived value, while Aggarwal et al. (2011) highlighted that it can elevate emotional arousal. In TikTok Live, scarcity cues are often amplified through visual and verbal reminders, such as countdown timers and host commentary, creating a high-pressure but enjoyable atmosphere that prompts immediate purchasing decisions.

Perceived enjoyment itself was found to directly and significantly affect online impulse buying. This supports van der Heijden's (2004) assertion that enjoyment reduces cognitive resistance and encourages flow states, leading consumers to be more immersed in the shopping experience. When enjoyment is high, the focus shifts from rational evaluation to emotional engagement, making impulsive purchases more likely. Importantly, the mediation analysis confirmed that perceived enjoyment strengthens the effects of hedonic motivation, social presence, and scarcity messages on impulse buying, echoing Liu et al.'s (2016) findings that enjoyment serves as a psychological bridge between stimuli and consumer behavior.

Overall, the results suggest that marketers aiming to optimize live streaming sales should prioritize strategies that simultaneously trigger hedonic

appeal, foster social connection, and create urgency, while ensuring that the overall experience remains enjoyable. By doing so, they can maximize both emotional engagement and sales outcomes in live commerce environments.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study demonstrates that hedonic shopping motivation, social presence, and scarcity message have significant positive effects on perceived enjoyment and online impulse buying among TikTok Live users in Indonesia. Furthermore, perceived enjoyment plays a mediating role in these relationships, confirming the relevance of the Stimulus–Organism–Response (S-O-R) framework in the context of live streaming commerce.

The findings highlight that emotional pleasure, interpersonal connection, and urgency cues are critical drivers of impulse buying behavior in social commerce platforms. By enhancing consumer enjoyment during live streaming, sellers can effectively convert psychological triggers into actual purchase behavior.

Recommendations

From a managerial perspective, businesses engaging in TikTok Live commerce should:

1. Enhance entertainment value in live sessions through engaging hosts, interactive games, and creative product demonstrations to strengthen hedonic shopping motivation.
2. Foster social presence by encouraging real-time interaction, personalized responses, and community-building activities to build trust and emotional connection.
3. Leverage scarcity strategies such as flash sales, countdown timers, and limited-stock notifications to create urgency and prompt immediate purchases.
4. Focus on enjoyment as a core element in live streaming strategy, as it directly influences and mediates consumer purchase decisions.

ADVANCED RESEARCH

This study has several limitations that should be acknowledged. First, the research was conducted exclusively on TikTok Live users in Indonesia, which may limit the generalizability of the findings to other platforms or countries. Future studies could expand the scope by including different live streaming platforms such as Shopee Live or Lazada Live, or by comparing results across different cultural contexts. The data were collected using a self-reported survey, which may be subject to social desirability bias or inaccurate recall. Future research could adopt experimental or longitudinal designs to validate causal relationships over time.

Third, the model focuses solely on hedonic shopping motivation, social presence, scarcity message, and perceived enjoyment as predictors of online impulse buying. Additional variables such as trust, perceived value, and

consumer personality traits could be explored to enrich the model and provide deeper insights into consumer behavior.

ACKNOWLEDGMENT

The author would like to express sincere gratitude to academic supervisors for their guidance and constructive feedback throughout the research process. Appreciation is also extended to all respondents who participated in the survey and to peers who provided support during data collection and analysis. Special thanks are given to [Your University Name] for providing the academic resources and environment necessary to complete this study.

REFERENCES

- Abidin A. R. & Abidin M. (2021). The Urgency of Communication Using the Stimulus-Organism-Response (S-O-R) Model. *Al-Iltizam: Journal of Islamic Religious Education*, 6(2),
- Aggarwal P., Youl J. S., & Ho H. J. (2011). Scarcity Messages: A Consumer Competition Perspective. *Journal of Advertising*, 40(3). Annur C. M. (2024, February 20). Indonesia Enters the Ranks of the 10 Countries with the Most Frequent Shopping Online. *Databoks.Katadata.Co.Id*. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/e909aa002dda25c/indonesia-masuk-jajaran-10-negara-paling-frequent-online-shopping>
- Aragoncillo L., & Orus C. (2018), Impulse buying behaviour: an online-offline comparative and the impact of social media. *Spanish Journal of Marketing-ESIC*, 22(1).
- Ardiyanti V. D. (2023). The Effect of TikTok Live Streaming Shopping on Impulse Buying Behavior in the 2023 Global Crisis. *Asian Journal of Logistics Management*, 2(1), 1-6, Aulia D., & Zaini M. (2023). The Influence of Sales Promotion, Hedonic Shopping Motivation and Shopping Lifestyle on Impulse Buying in E-Commerce TikTok Shop. *JIMEA Scientific Journal of MEA (Management, Economics, and Accounting)*, 7(3).
- Bahar A. C., Efendi A., & Nugeraha P. (2024). Scarcity Message Marketing Strategy in Thrift Fashion Product Sales to Influence Impulsive Buying Behavior in Consumers. *Journal of Competitive Business*, 2(4).
- Banerjee S., & Pal A. (2020), Luxury Hotel Booking and Scarcity Messages: Does Online Purchase Behavior Matter? Conference: 2020 6th International Conference on Information Management (ICIM).
- Budianto A. Z., & Kusuma Y. B. (2024). The Effect of Live Streaming Selling, Discounts, and Product Quality on Impulse Buying Among Shopee E-Commerce Users in Surabaya. *COSTING: Journal of Economic, Business and Accounting*, 7(4).
- Cahyani S. R., & Artanti Y. (2023). The Influence of Online Customer Trust and Online Store Environment on Online Impulse Buying of Fashion Products Through Perceived
- Enjoyment Pada Konsumen TikTok shop. *Jurnal Ilmu Manajemen*, 11(2), 252-265.
- Cremer S., & Loebbecke C. (2021). Selling goods on e-commerce platforms:

- The impact of scarcity messages. *Electronic Commerce Research and Applications*, 47.
- Creswell J. David. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches Sixth Edition*, SAGE Publications, Inc.
- Dashuai Li Xq R., & Zhen J. (2021). Influence of social interaction on the purchase behavior of social commerce consumers. *Human Systems Management*, 40(4), 1-19.
- Datanesia. (2022, June 28), 10 Largest E-Commerce Regions in Indonesia. Datanesia.Id. <https://datanesia.id/10-wilayah-e-commerce-terbesar-di-indonesia/>
- Diarya A. F. G., & Raida V. (2023). The Influence of TikTok Live Streaming on Consumer Trust in Jims Honey Products in Surabaya and Its Impact on Purchasing Decisions. *Journal of Commerce Education (JPTN)*, 11(2).
- Dong Y., & Tarofder A. K. (2024). Beyond the screen: How affection drives impulsive purchases in livestreaming e-commerce. *International Journal of Applied Economics Finance and Accounting*, 18(1), 168-179.
- Dwikayana 1 M. B., & Santika 1 W. (2021). Shopping Enjoyment Mediates the Effect of Hedonic Motivation on Impulse Buying (Study on Beachwalk Mall Bali customers). *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(4), 41-46.
- Dwita V., & Resti. (2019). The Influence Factors of Impulse Buying Online Behavior. Conference: Proceedings of the Third Padang International Conference On Economics Education, Economics, Business and Management. Accounting and Entrepreneurship (PICEEBA 2019).
- Elga N.. (2024. June 12). Shopee Live Feature Becomes a Sales Mainstay for Local Brands and MSMEs. CNBC Indonesia. <https://www.cnbcindonesia.com/tech/20240612112816-37-545949/fitur-shopee-live-jadi-andalan-penjualan-bagi-brand-lokal-dan-umkm@goog-rewarded>
- Erdem A., & Yilmaz E. S. (2021). Investigation of Hedonic Shopping Motivation Effective in Impulse Buying Behavior of Female Consumers on Instagram. *Yaşar University E-Journal*, 16(64), 1605-1623.
- Ermaningrum Ni L. P. E., Giantari I G. A. K., Ekawati Ni W., & Setiawan P. Y. (2023). Impulsive Online Shopping Behavior. *Journal of Social Sciences and Humanities*, 12(3), 605-616.
- Fatimah R., & Jatmiko J. (2024). The Influence of Perceived Comfort, Social Interaction, Streamer Perception, and Perceived Utility on Live Stream Shopping Intentions. *Journal of Management and Creative Business (JMCBUS)*, 2(2),
- Ghozali 1. (2021). *Multivariate Analysis Application with IBM SPSS 26 Program*, 10th Edition. Diponegoro University Publishing Agency.
- Goetha S. (2020). Analysis of the Influence of Scarcity Messages on Impulsive Buying and Its Relation to Retail Consumer Competition in Kupang City. *IE: Jurnal Inspirasi Ekonomi*, 2(2).

- Hair, J. F., Ringle, C. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publishing, Inc.
- Hasim M. A., Hassan S., Ishak M. F., & Razak A. A. (2020). Factors Influencing Gen-Y in Malaysia to Purchase Impulsively: A Mediating Effect of Perceived Enjoyment. *International Journal of Innovation, Creativity and Change*, 11(5).
- Herlina L. (2023). The Effect of Tiktok Live Streaming Shopping and Perceived Enjoyment Toward Online Impulsive Buying Behavior with The Moderating Variable of Trust. *International Journal of Business Studies*, 7(3).
- Herlina, & Widyaningrum D. (2022). Measuring the Tendency of Impulse Buying Behavior in Online Shopping of the Millennial Generation during the Covid-19 Period. *Formosa Journal of Multidisciplinary Research*. 1(3).
- Hilvert-Bruce Z., Sjöblom M., Hamari J., & T. Neill J. (2018). Social motivations of live-streaming viewer engagement on Twitch. *Computers in Human Behavior*, 84, 58-67. Hosmer Jr. David W., Lemeshow S., & Sturdivant R. X. (2013). *Applied Logistic Regression*. John Wiley & Sons, Inc.
- Hu M., & Chaudhry S. S. (2020). Enhancing Consumer Engagement in E-Commerce Live Streaming Via Relational Bonds. *Internet Research*, 30(3), 1019-1041.
- Iftitah N., Hidajat W., & Widiartanto. (2023). The Influence of Ledonic Shopping Motivation and Promotion on Impulse Buying in Shopee Consumers. *Journal of Business Administration*, 12(2).
- Iswenda B. A. (2025, January 15). Indonesia Becomes the Country with the Second Largest TikTok Shop GMV in the World. Goodstats.Id. <https://goodstats.id/article/indonesia-menjadi-negara-dengan-gmv-tiktok-shop-terbesar-kedua-di-dunia-ulohi>
- Katerina A., & Simanjuntak A. (2024). The Effect of Hedonic Shopping Motivation and Fashion Involvementon In pulse Buying Behavior of Fashion Products at Shopee. *JURNAL ILMIAH MANAJEMEN FORKAMMA*, 7(3).
- Kimiagari S., & Malafe N. S. A. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior. *Journal of Retailing and Consumer Services*, 61.
- Kotler P., & Armstrong G. (2021). *Principles of Marketing* (18th ed.). Harlow: Pearson Education Limited.
- Kotler P., & Keller K. (2016). *Marketing Management* (Vol. 22). In *Cultural and Information Bulletin of the General Council of Medical Associations of Spain*.
- Lin Shu-C., Tseng Hsiao-T., Shirazi F., Hajli N., & Tsai Pei-T. (2023). Exploring factors influencing impulse buying in live streaming shopping: a stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of Marketing and Logistics*, 35(6), 1383-1403.

- Liu B. (2023). How Social Presence Affects Viewers' Impulse Buying Behavior in Live Streaming Commerce. *Journal of Economics, Business and Management*, 11(3).
- Liu Z., Yan J., & Ling L. (2020). Exploring the influence of live streaming in mobile commerce on adoption intention from a social presence perspective. *International Journal of Mobile Human Computer Interaction*, 12(2), 53-71.
- Lutviari H. W., Pradana M., & Widodo A. (2025). The Influence of Scarcity Message and Hedonic Shopping Motivation on Impulse Buying Through Perceived Enjoyment and its Impact on Post-Purchase Dissonance at Shopee Live. *International Journal of Integrative Science*, 4(5).
- Ma Y. (2021). Elucidating determinants of customer satisfaction with live-stream shopping: An extension of the information systems success model. *Telematics and Informatics*, 65.
- Ma Y., Cao Y., Li L., & Zhang L. J. (2021). Following the Flow: Exploring the Impact of Mobile Technology Environment on User's Virtual Experience and Behavioral Response. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(2), 188-207.
- Mauludin M. Soleh, Saputra A. D., Sari A. Z., Munawaroh I., & Regita E. P. (2022). Analysis of Consumer Behavior in E-Commerce Transactions. *Proceedings of Islamic Economics, Business, and Philanthropy*, 1(1), 108-123.
- Ming J., Bilal M., Akram U., Fan M., & Jianqiu Z. (2021). How social presence influences impulse buying behavior in live streaming commerce? The role of S-O-R theory. *International Journal of Web Information Systems*, 17(4).
- Monica F., & Japariato E. (2022). Analysis of the Influence of Perceived Ease of Use and Perceived Enjoyment on Behavioral Intention in Digital Payment. *Journal of Marketing Management*, 16(1), 9-15.
- Munajat C., Firanti D., Subagja R., & Qodri T. D. L. (2023). Impulsive Buying Phenomenon On Tiktok Shop Platform. *Charisma Pro: Professional Management Studies & Research*, 14(1).
- Neni, Basalamah M. R., & Wahyuningtyas N. (2024). The Influence of Flash Sale, Live Streaming, and Hedonic Shopping Motivation on Impulse Buying of Shopee Users. *E-Journal of Management Research*, 13(1).
- Nuryani S., Pattiwael W. P., & Iqbal M. (2022). Analysis of Factors Influencing Impulsive Buying in Tik Tok Shop App Users. *Ekonomis: Journal of Economics and Business*, 6(2), 444-451.
- Pamungkas B. W. P., Ekowati T., & Runanto D. (2025). The Role of Shopping Enjoyment in Mediating The Influence of Hedonic Motivation on Impulse Buying. *Journal of Volatility*, 7(2).
- Pangastuti T. (2023, June 10). Populix Reveals Why Buyers Like Shopping on Live Shopping. *Idntimes.Com*.
<https://www.idntimes.com/business/economy/triyan-pangastuti/populix-ungkap-alasan-pembeli-suka-belanja-di-live-shopping?page=all>
- Prayoga 1 M. S. (2021). The Influence of Store Atmosphere, Promotion, and Merchandising on Impulse Buying of Clandy's Customers at Buluh Indah Denpasar Branch, *JUIMA JOURNAL OF MANAGEMENT SCIENCE*, 11(1).

- Putri N. E., & Ambardi A. (2023). The Influence of Hedonistic Lifestyle and Twin Date Promo on Impulse Buying (Case Study of Shopee Users in South Tangerang). *Jurnal Bintang Manajemen (JUBIMA)*, 1(3).
- Qu Y., Khan J., Su Y., Tong J., & Zhao S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. *Journal of Retailing and Consumer Services*, 75.
- Rahma N. A., Dirgantara I M. B., & Almadana A. V. (2022). Analysis of the Influence of Scarcity Messages and Live Commerce on Impulsive Buying Behavior (Empirical Study on Shopee Marketplace Customer Students in Semarang City). *DIPONEGORO JOURNAL OF MANAGEMENT*, 11(5).
- Ramanda N. E., & Aqmala D. (2023). Efforts to Increase Impulsive Buying Through Consumer Empowerment on TikTok Shop Live Streaming. *JOURNAL OF SOCIAL ECONOMIC MANAGEMENT (DINAMIKA)*, 3(2), 109-123.
- Ranaa N. A., Dirgantara I M. B., & Aryandika A. A. (2023). The Influence of Social Presence on Impulsive Buying Behavior on TikTok Live Broadcasts with Consumer Trust as an Intervening Variable (A Study on the Somethinc Brand). *DIPONEGORO JOURNAL OF MANAGEMENT*, 12(3).
- Riyanto G. P., & Pratomo Y. (2024, October 28). Indonesia is the World's Largest TikTok User. Reaching 157, Beating the US. *Kompas.Com*. https://tekno.kompas.com/read/2024/10/25/15020057/indonesia-pengguna-tiktok-The-largest-in-the-world-reaches-157-million-beats-as#google_vignette
- Riyanto V., & Loisa R. (2022). The Influence of Hedonic Shopping Motivation and Fashion Involvement on Impulse Buying with Positive Emotion as a Mediating Variable on the Double Date Event on Shopee. *Journal of Business Management and Entrepreneurship*, 6(6), 610-614.
- Saputra G. G., & Fadhillah. (2022). The Influence of Instagram Live Streaming Shopping on Online Consumer Trust and Its Impact on Purchasing Decisions. *Economics, Finance, Investment and Sharia (EQUITY)*, 4(2).
- Savitri D., Aini N., & Suyono J. (2020). The Influence of Personality, Shop Enjoyment, and Impulsive Buying Tendency on Impulsive Buying Behavior in Transmart Ngagel Surabaya. *JEBD (International Journal of Entrepreneurship And Business Development)*, 3(2).
- Scuderia A. M. (2024, October 23). The Most Used Live Shopping Platforms in Indonesia in 2024. *Goodstats Data*. Id. <https://data.goodstats.id/statistic/platform-live-shopping-terbanyak-digunakan-di-indonesin-tahun-2024-56W4S#:text=Hasil%20survei%20dari%20jajak%20pendapat%20banyak%20digunakan%20for%20live%20shopping>. Sekaran U., & Bougie R. (2019). *Research Methods for Business I. Skill-Development Approach* 6th Edition. Salemba Empat.
- Septiani L. (2024, July 17). 80% of Sales on TikTok Shop Indonesia via Live Streaming. *Katadata.Co.Id*. <https://katadata.co.id/digital/e->

[commerce/669792c62d5/5/80-penjualan-di-tiktok-shop-indonesia-via-live-streaming](https://doi.org/10.24054/ijbae.v4i5.80)

- Shakeri S., R. M., & Farahani V. (2016). Investigation Of the Impacts of Personal and Situational Factors on Consumer IMPULSE BUYING, *International Journal of Advanced Research (IJAR)*, 4.
- Siregar L... A., & Firdausy C. M. (2024). Perceived Enjoyment, Perceived Risk, And Scarcity Message on Impulsive Buying in Live Shopping in E-Commerce. *International Journal of Application on Economics and Business (LJAEB)*, 2(3).
- Sugiyono. (2022). *Quantitative, Qualitative, and R&D Research Methods*. Alfabeta.
- Sun B., Zhang Y., & Zheng Li. (2023). Relationship between time pressure and consumers' impulsive buying-Role of perceived value and emotions. *Heliyon*, 9(12),
- Sutrisno, G. T., Santoso, L. S., & Tandjung, N. (2022). How Scarcity Promotions Affect Online Impulse Purchasing (Scarcity Promotions Effect on Online Impulse Purchasing). *Mind Set Psychology Scientific Journal*, 13(1), 1-11.
- Sutrisno G.T., Santoso L. S. & Tandjung C. N. (2022). How Scarcity Promotion Influences Online Impulse Purchasing. *Mind Set Psychology Scientific Journal*, 13(1), 1-11.
- Tedry A. K., & Tulipa D. (2025). The Influence of Social Presence and Scarcity on Impulse Buying Through Emotion in Live Streaming E-Commerce Shopee Live. *Journal of Marketing Management*, 29(1), 31-45.
- Tjiptono Fandy, & Diana Anastasia. (2020). *Marketing (1st ed.)*. ANDI.
- Udiyana I. B. G. P. P., & Panasea I G. N. O. (2023). The Role of Shopping Enjoyment in Mediating the Influence of Hedonic Motivation on Impulse Buying in the Covid-19 Pandemic Phenomenon. *-JOURNAL OF ECONOMICS AND BUSINESS, UDAYANA UNIVERSITY*. 12(8), 1635-1644.
- Utami A., & Nasution M. I. P. (2023). The Development of Online Markets (E-Commerce) in the Modern Era and Its Influence on Consumer Trust. *Journal of Economics, Management and Business*, 1(2).
- Wang Ye, Lu Z., Cao P., Chu J., Wang H., & Wattenhofer R. (2022). How Live Streaming Changes Shopping Decisions in E-commerce: A Study of Live Streaming Commerce. *Computer Supported Cooperative Work (CSCW)*, 37, 701-729.
- Wardhana A. (2024). *Customer-Based Marketing Management*. CV. MEDIA SAINS INDONESIA.
- Wardhana A., & Pradana M. (2016). Viral Marketing Determinants of Top Online Shop Brands in Indonesia. *MIMBAR Journal of Social and Development*, 32(1).
- Warta Ekonomi. (2024, June 8). Ipsos Survey Reveals Live Streaming E-commerce Increases Turnover Ekonomi.Co.Id. Traders Are Increasingly Faster. *Warta* <https://wartaekonomi.co.id/read536784/survei-ipsos-ungkap-live-streaming-e-commerce-bikin-omzet-pedagang-makin-ngacir>

- Wibisono A. B., & Fachira 1. (2021). Factors Influencing Online Impulsive Buying Behavior in Indonesia. *MIMBAR Journal of Social and Development*, 37(1).
- Widagdo B., & Roz K. (2021). Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *Journal of Asian Finance, Economics and Business*, 8(1), 395-405.
- Widiyawati R. A., & Patrikha F. D. (2023). The Effect of Time Limit Marketing and Viral Marketing Strategy on Impulsive Buying in Social Commerce Application Users. *Journal of Commerce Education (JPTN)*, 11(2).
- Widodo A., & Yusiana R. (2024). The Role of Impulse Buying in Online Stores: An Empirical Study of Indonesian Consumers. *Journal of Management World*.
- Wiratna S. (2022). *Quantitative Approach Business & Economics Research Methodology*. PT. Pustaka Baru.
- Won J., & Kim B. (2020). The Effect of Consumer Motivations on Purchase Intention of Online Fashion Sharing Platform, *Journal of Asian Finance Economics and Business*, 7(6), 197-207.
- Wongkitrungrueng A., & Assarut N. (2020). The Role of Live Streaming in Building Consumer Trust and Engagement With Social Commerce Sellers. *Journal of Business Research*, 117, 543-556.
- Xin B., Hao Y., & Xie L. (2023). Strategic Product Showcasing Mode of E-commerce Live Streaming. *Journal of Retailing and Consumer Services*, 73.
- Yanti M. M., Husna A. N., & Qomariyah L.. (2023). The Effect of Self-Control on Impulsive Buying of In-Game Virtual Goods among Mobile Legends Bang Bang Players. Conference: 4th Borobudur International Symposium on Humanities and Social Science 2022.
- Ye S., Lei S. I., Shen H., & Xiao H. (2020). Social Presence, Telepresence and Customers' Intention to Purchase Online Peer-to-Peer Accommodation: A mediating model. *Journal of Hospitality and Tourism Management*, 42.
- Yulius A., & Aprillia A. (2023). The Influence of Live Streaming on Impulsive Buying on the TikTok Platform. *Scientific Journal of Management Economics Students*, 8(4).
- Zaidan A. F., & Sukresna I M. (2021). The Influence of Scarcity Messages and Coincidence Information on Online Impulse Purchases among Millennials in Malang City. *SEIKO: Journal of Management & Business*, 4(1), 397-417.
- Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020). The Impact of Live Video Streaming on Online Purchase Intention. *The Service Industries Journal*, 40(9-10), 656-681. <https://doi.org/10.1080/02642069.2019.1576642>
- Zhang M., & Shi G. (2022). Consumers' Impulsive Buying Behavior in Online Shopping Based on the Influence of Social Presence. *Computational Intelligence and Neuroscience*, 2-3, 1-8.
- Zhang X., Huang X., Cheng X., & Haolin Li. (2022). Investigating Impulse Buying Behavior in Live Streaming Commerce: The Role of Social Presence. Conference: Hawaii International Conference on System Sciences.