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Impulse Buying on Social Commerce Platforms Applying the Sor Framework to Tiktok Live Shopping in Indonesia

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Abstract

This research investigates consumer impulse buying behavior on TikTok's live shopping feature in Indonesia using the Stimulus-Organism-Response framework. Based on 237 questionnaires from new users, the study employed the SEM-PLS method for analysis. The results indicate that stimuli such as attractiveness and trustworthiness positively influence perceived enjoyment. Meanwhile, purchase convenience, product information, and price positively affect perceived usefulness. Both of these factors perceived enjoyment and usefulness were found to significantly increase the urge to buy impulsively (the response). In conclusion, consumers on live shopping platforms are more prone to making impulse purchases due to the direct encouragement and interaction provided by hosts during the broadcast.

Keywords: Social Commerce, Live Shopping, Impulse Buying, Tiktok, Stimulus-Organism-Response.

1. Introduction

The rise of live stream shopping on social commerce platforms, a trend that has seen significant consumer engagement over the past four years on sites like Taobao, Tiktok, and Mushroom Street, is fundamentally driven by two key technological forces. This phenomenon has been enabled by the ongoing advancements in communication technology and the increasing sophistication of mobile devices [1]. Live shopping has emerged as a new feature in social commerce and has quickly become a popular marketing tool worldwide. Its growth has been particularly rapid in China, where, according to McKinsey Digital, its market value grew by more than 280% between 2017-2020 to reach $171 billion. The Covid-19 pandemic is predicted to push this figure even further to $423 billion [2]. In Indonesia, the popularity of live shopping also skyrocketed during the pandemic, but with different characteristics. The TikTok platform became the main player, outperforming conventional marketplaces. This is evidenced by a Ninja Van survey released by Katadata Indonesia, which shows 27.5% of Indonesian respondents prefer TikTok Live Shop over Shopee and Lazada. Data from Ninja Xpress also reinforces this finding, noting that the transaction value on TikTok rose by 411%, while the number of orders drastically increased by 561.1% in the same period [3].

Live shopping is a marketing behavior through live streaming that provides a shopping link (checkout) or a feature for making quick transactions [4]. Through live streaming, sellers can present product usage in real-time and detail product benefits, functions, and uses, as well as information on shipping costs, delivery couriers, return processes, etc. In addition, sellers can also answer questions and provide entertainment to prospective consumers directly. During the live stream, consumers can also communicate with the host to ask for detailed and real-time product information, which can be watched by other users currently joining the live stream. This new shopping approach is increasingly popular because prospective consumers can get direct and detailed product information while the live stream is ongoing, compared to just looking at pictures or product reviews [5].

Since its launch in 2020, the TikTok e-commerce platform has experienced rapid development, achieving significant global popularity in just two years. A November 2022 data report from TikTok e-commerce highlighted this growth, noting that the total live streaming time reached 38.21 million hours, with an average daily broadcast of 3.184 million hours [5]. This success is also evident in the Indonesian market, where one content creator set a Southeast Asian record by generating 41 billion rupiah in sales during a single, 23-hour non-stop broadcast on the platform.

The theoretical and practical implications of live shopping are increasingly gaining scholarly attention. However, due to its recent emergence around 2020, a scarcity of research exists, particularly concerning the live shopping phenomenon within Indonesian social commerce. Consequently, this research builds upon the foundational work of [4], which investigated impulse buying behavior in China's live streaming commerce. This study introduces specific modifications to the original model. Notably, the 'expertise' variable has been removed. Furthermore, 'product usefulness' has been substituted with 'product information,' a decision supported by [6], earlier research establishing that product information is a key determinant of perceived usefulness. Therefore, the primary focus of this investigation is consumer behavior, specifically the drivers of impulse buying defined as spontaneous and

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immediate product purchases on TikTok's live shopping social commerce platform.

This study employs the Stimulus-Organism-Response (S-O-R) framework to analyze consumer behavior in the live shopping environment. Within this model, stimuli (S) are identified as four key factors: attractiveness, trustworthiness, product price, and product information. These stimuli are hypothesized to affect the consumer's internal state, or the organism (O), by influencing their perceived enjoyment and perceived usefulness. Ultimately, these internal states are expected to trigger the final response (R), which is impulse buying. The research empirically tests this framework within the context of TikTok's social commerce live shopping in Indonesia.

Social commerce is an extension of e-commerce that utilizes social media platforms for the online shopping process [7]. This concept can be defined as the use of social media by businesses for direct marketing and to support consumer decision-making. Additionally, social commerce is also seen as the application of e-commerce within social media applications, transforming commerce to be centered on social interaction and user-driven, enabling collaborative and participatory trade [8]. The interactive social commerce environment allows consumers and businesses to socialize and share information directly. This is supported by three main characteristics: social technology, social interaction, and business activities, which are combined to facilitate interaction in online trade [9].

Another significant dimension of social commerce is its ability to directly influence the customer journey by embedding transactional capabilities within the social experience itself. This integration of content and commerce creates a seamless path from product discovery to purchase, often bypassing the traditional e-commerce website entirely. Features such as "buy" buttons, shoppable posts, and in-app checkout functionalities reduce the friction typically associated with online shopping, allowing businesses to capitalize on consumers' immediate interest [10]. Moreover, the rise of live-stream shopping on social platforms creates an interactive and urgent atmosphere, where real-time product demonstrations and limited-time offers can stimulate impulse buying and foster a strong sense of community among viewers, further solidifying the platform's role as a potent sales channel [11].

Live shopping is online shopping that involves real-time social interaction and can be integrated into both e-commerce and social commerce platforms [12]. This format not only allows viewers to get product information but also to interact directly with the host, which can encourage user engagement [5]. From a technological perspective, live streaming creates a virtual environment for interaction, entertainment, and commerce, where a host (who has many followers) broadcasts live [13]. Its hallmark is that the host demonstrates products to encourage purchases (Wongkitrungrueng & Assarut, 2020) with interactivity as its main characteristic to foster active user participation [14]. Overall, live shopping is a marketing method where products are promoted through live broadcasts, accompanied by a link for transactions, allowing viewers to build virtual social relationships with the host [15]. It is a new way of shopping that provides many stimuli to motivate consumers in their shopping behavior [4].

The persuasive power of live shopping is further magnified by its ability to leverage key psychological drivers that influence consumer behavior. Central to this is the cultivation of a parasocial relationship, where viewers develop a one-sided sense of intimacy and trust with the host, viewing them as a credible expert or friend [16]. This bond enhances the host's influence and makes their product recommendations more compelling. Furthermore, live shopping sessions are often designed to create a sense of urgency and scarcity through limited-time discounts and notifications of low stock levels. These tactics tap into the fear of missing out (FOMO), which can significantly stimulate impulse buying and shorten the consumer's decision-making process [17]. This combination of perceived personal connection and time-sensitive promotions creates a powerful and highly effective sales environment.

Impulse buying is a consumer behavior characterized by sudden, unplanned, and compulsive purchases made without considering alternatives or available information [18]. This behavior is not driven by rational consideration but is instead dominated by emotion and low cognitive control. Consumers are often triggered by an attractive object or stimulus, leading to a purchase that disregards informational and financial factors [4]. Several factors can encourage this behavior, including price discounts, visual appeal, social influence, and seller creativity. Consumers are more likely to make impulse purchases if they experience pleasure while interacting with the shopping environment, and the rich information and interaction on social media can strengthen the effect of these impulsive stimuli [4].

In the digital realm, particularly within social commerce and live shopping environments, these triggers for impulse buying are intentionally amplified. The architecture of these platforms is often designed to create a state of high emotional engagement and low cognitive deliberation. For instance, factors like high-quality visual design, interactive features, and personalized promotions create a stimulating online store atmosphere that significantly encourages impulse purchases [5]. Furthermore, the social influence factor is intensified by streamers and influencers who foster a sense of trust and connection through parasocial interaction. The characteristics of the streamer, combined with this perceived relationship, can evoke strong positive emotions, compelling an individual to buy immediately [5].

The Stimulus-Organism-Response (S-O-R) model, originally proposed, posits that an environmental stimulus (S) triggers an internal emotional state in an

organism (O), which in turn dictates a behavioral response (R). This framework was later specifically adapted for retail and environmental psychology, the Stimulus represents external cues, the Organism refers to the internal cognitive and emotional processes that mediate those cues, and the Response is the final consumer action. The validity of this model is well-supported, with studies confirming the link between emotional states and behaviors like purchase intention [4] [5]. While rooted in traditional consumer studies, the S-O-R framework is now a cornerstone for analyzing the e-commerce shopping experience.

Stimulus in Live Streaming Shopping. Stimuli in the context of live streaming shopping are situational factors that influence customers' cognitive and affective responses. These factors, often analyzed using the Stimulus-Organism-Response (S-O-R) framework, act as external triggers that significantly shape the viewer's experience, engagement, and purchase intention [19]. Recent research has identified and confirmed several crucial stimuli within this ecosystem:

Attractiveness. This refers to the streamer's appeal, which includes physical appearance, social charm (charisma, friendliness), and demonstrated expertise. The streamer's attractiveness serves as a primary stimulus that can evoke positive emotions and build a parasocial relationship with the audience. This relationship, in turn, significantly enhances consumer trust and purchase intention [20]. Streamers who are perceived as attractive tend to be more persuasive and effective at retaining viewer attention.

Trustworthiness. This refers to the audience's perception of the reliability, expertise, and integrity of the streamer or seller. It is the foundation of social commerce, as high levels of trust can reduce the uncertainty and perceived risk for consumers. Recent research indicates that streamer credibility not only directly influences purchase intention but also fosters customer loyalty through the mediating role of trust [21].

Product Information. This stimulus encompasses the clarity, completeness, and relevance of the product information presented, as well as the level of real-time, two-way interaction. The ability for viewers to ask questions and receive immediate answers from the streamer creates an immersive experience and a sense of social presence. High-quality interaction and information have been shown to improve product understanding and encourage cognitive engagement, leading to faster purchase decisions [22].

Purchase Convenience. This is the perception of ease and efficiency in completing the entire transaction process while watching a live stream. Modern live streaming platforms integrate features like "one-click purchase" and seamless payment options that minimize the cognitive effort and time required to buy. This convenience acts as a powerful technical stimulus that significantly encourages impulsive buying behavior [23].

Product Price. Price plays a major role in online shopping decisions. Large discounts, limited-time offers, and exclusive coupons frequently offered during live streaming can encourage impulsive purchases [24]. Online customers tend to be more price-sensitive, making price promotions a complex and important stimulus that creates a sense of urgency and scarcity.

Organism in Live Streaming Shopping. The Organism is the internal state of an individual that mediates between stimulus and response, consisting of cognitive reactions (information processing) and affective reactions (feelings or emotions). This study adopts: Perceived Usefulness (Cognitive Reaction). The extent to which consumers feel the platform helps them shop and interact online. If an individual perceives stimuli like product information and price as useful, it will affect their response.

Perceived Enjoyment (Affective Reaction). The user's perception of feeling happy, satisfied, and pleased while shopping via live streaming. This is considered an internal response to stimuli such as the attractiveness and trustworthiness of the streamer. Response in Live Shopping. The Response is the consumer's reaction to stimuli, which in this context is impulsive buying. Impulse Buying: Impulse buying is a purchasing behavior defined as sudden, unplanned, compulsive, and hedonistic. It is dominated by emotion with low cognitive control, causing consumers to make purchases without deep consideration when triggered by an attractive object or stimulus. External factors such as price, visual appeal, and social influence can trigger this behavior, particularly when consumers feel pleasure while interacting with the shopping environment. Therefore, this study adopts the urge to buy impulsively as the primary measure of the consumer's response.

2. Research Method

This study utilizes the S-O-R framework to propose a model for impulsive buying behavior. It identifies six external stimuli (S): attractiveness, trustworthiness, expertise, product usefulness, purchase convenience, and product price. These factors are hypothesized to influence the consumer's internal organismic (O) states, specifically their perceived enjoyment and perceived usefulness. In turn, these internal states are expected to trigger the final response (R), which is the urge to buy impulsively. The specific hypotheses developed from this model are outlined in the following section.

In the context of live streaming commerce, streamers function as endorsers for the products they feature. Research by Bergkvist and Zhou suggests that endorsements from prominent figures can cultivate a favorable audience impression of a product. This positive effect is rooted in cognitive assimilation, a process where consumers transfer their positive perceptions of an attractive streamer to the endorsed brand. Consequently, this study proposes the following hypothesis H1: Attractiveness influences perceived enjoyment.

Attractiveness is the most important factor for increasing attention and engagement for elementary school students through animated interactive videos, quizzes, and multimedia layouts [25]. Viewers will pay more attention to a broadcaster who has an attractive appearance, voice, and expressive abilities [26]. In the context of live streaming on social commerce, a highly attractive broadcaster will more quickly capture consumers' attention, leading consumers to watch the live broadcast for longer. H2: Trustworthiness has a positive effect on perceived enjoyment.

In social commerce, trustworthiness is a consumer's willingness to transact with a seller, stemming from a belief or expectation about that party's reliability [27]. Separately, perceived enjoyment is defined as the pleasure and satisfaction a customer derives from the value of a product or service in e-commerce [28]. This feeling is significant, as customers who experience pleasure during online transactions are highly likely to make repeat purchases [29]. Accordingly, this study hypothesizes that a higher level of trustworthiness will have a positive effect, enhancing the perceived enjoyment a consumer feels during live shopping. H3: Purchase convenience influences perceived usefulness.

Convenience is defined as the ease representing the time, effort, and energy of consumers in the shopping process. Additionally, convenience is also defined as the degree of a user's perception that technology helps them complete their work quickly and easily. In online shopping, convenience is a significant factor affecting perceived usefulness because it simplifies online shopping for consumers by shortening time and product search [4]. Moreover, the easier the purchase interface design, the more likely consumers are to make a purchase [4]. Therefore, it is considered that there is an influence of purchase convenience on perceived usefulness. H4: Product information influences perceived usefulness.

The quality of product information is a critical factor in shaping consumer decisions in online settings [6]. Because online shopping is inherently intangible, detailed descriptions and visual guides help overcome this limitation by boosting a product's perceived usefulness, which in turn positively affects the intention to buy. This reliance is amplified in a live shopping context, where consumers depend almost entirely on the information conveyed by the broadcaster to make a purchase. H5: Product price has a positive effect on perceived usefulness.

Price is a particularly significant factor influencing consumer behavior in an online context. The prevalence of simple and free price comparison tools makes customers highly sensitive to cost variations and tends to lower their general price expectations [6]. Consequently, strategic pricing directly impacts consumer actions. Offering a clear price advantage enhances a purchase's perceived usefulness, and using discounts is a well-known driver for stimulating impulse purchases and generating positive reviews [4]. H6: Perceived usefulness has a significant effect on perceived enjoyment.

In the context of social commerce, perceived usefulness and perceived enjoyment are closely linked. Research indicates that the more useful a platform is, the more enjoyable it is to use. This relationship is further supported by studies showing that the perceived usefulness of a technology, such as video calling, positively influences the user's enjoyment [4]. Therefore, if consumers find live shopping to be an effective and useful tool for making purchases, they are also more likely to perceive it as an enjoyable experience. H7: Perceived usefulness has a significant effect on impulse buying.

Previous research has established that factors like instant satisfaction significantly influence a consumer's urge to buy impulsively. However, the role of perceived usefulness in this dynamic is less clear, with existing studies showing contradictory results. On one hand, a study by [4], concluded that perceived usefulness has no direct effect on this urge, unlike perceived enjoyment. On the other hand, empirical evidence from [30]. indicates that it does have a significant positive effect. Given this divergence, the present study seeks to reinvestigate these variables to clarify the influence of perceived usefulness on the impulse to buy. H8: Perceived enjoyment has a significant effect on the urge to impulse buy.

Perceived enjoyment is a significant driver of consumer behavior in the online shopping context. When a consumer finds the experience pleasurable, their likelihood of making a spontaneous purchase increases significantly [31]. Beyond direct impulse, enjoyment also enhances perceived value, which then strengthens a consumer's overall purchase intentions. This highlights that the emotional pleasure derived from the shopping activity is a crucial component in influencing consumer decisions, rivaling the importance of functional aspects like convenience. Next Research Model on Figure 1.

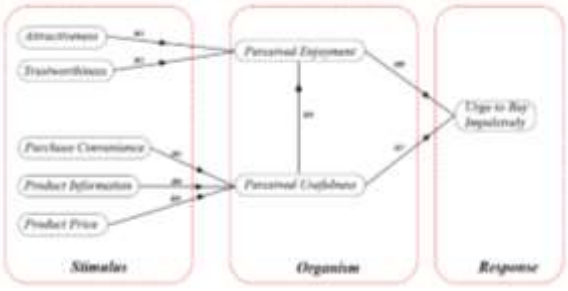

Figure 1. Research Model

3. Result and Discussion

This study tested its hypotheses using the Partial Least Squares (PLS) method in a two-stage process. First, a confirmatory factor analysis (CFA) validated the measurement model, after which the structural model was analyzed to test the path coefficients. Data was gathered via a five-point Likert scale questionnaire, with items adapted from prior research and pre-tested for the live streaming commerce context. The survey

targeted experienced users, resulting in 250 valid samples for analysis. The descriptive statistics for all variables included in this study are summarized in Table 1.

Table 1. Respondent Profile

Characteristic	Description	Number of Respondents	%
Gender	Male	44	82,30%
	Female	204	17,70%
	Total	248	100,00%
Age	19-24 Years	165	66,90%
	25-34 Years	72	29,43%
	35-44 Years	11	3,70%
	Total	248	100,00%
Monthly Income	Rp. 0-2.000.000	119	48%
	Rp. 2.000.000-4.000.000	58	23,40%
	Rp. 4.000.000-8.000.000	55	22,20%
	> Rp. 8.000.000	16	6,40%
	Total	248	100,00%
Marital Status	Not Married	200	80,60%
	Married	42	17%
	Divorced Widowed	6	2,40%
	Total	248	100,00%

Prior to testing the hypotheses with the structural model (inner model), this study first conducted an evaluation of the measurement model (outer model). This initial step is essential for verifying that the research instruments meet the necessary standards of reliability and validity. The study evaluated construct reliability to confirm that the indicators for each latent variable provided consistent measurements. Reliability was assessed using two metrics: Cronbach's Alpha and Composite Reliability (CR), with a required threshold of 0.70 for each. The analysis showed that all constructs were reliable, as all values exceeded this threshold, indicating strong internal consistency.

Following the reliability check, validity analysis was conducted to ensure that each set of indicators accurately measured its intended theoretical construct. This stage of testing focused specifically on convergent and discriminant validity. Convergent validity confirms that indicators designed to measure the same concept are closely related. This study established strong convergent validity by meeting two key metrics: Factor Loadings: All indicators had a standardized factor loading greater than the 0.70 threshold, indicating a strong relationship with their intended construct.

Average Variance Extracted (AVE): The AVE for all constructs, which measures the amount of shared variance, ranged from 0.513 to 0.717, comfortably exceeding the 0.50 minimum. The successful fulfillment of both conditions provides robust evidence for the model's convergent validity. In summary, the evaluation of the measurement model (outer model) confirms its suitability for further analysis. All constructs have demonstrated both strong reliability (with Cronbach's Alpha and CR > 0.70) and validity (with Factor Loadings > 0.70 and AVE > 0.50). With the measurement model declared fit, the study now proceeds to the structural model (inner model) analysis to test the research hypotheses. To establish discriminant validity, this study utilized two analytical approaches: the classic Fornell-Larcker criterion and the more modern Heterotrait-Monotrait Ratio of Correlations (HTMT). The goal of these tests was to confirm that each construct is a distinct entity within the research model by empirically proving that it shares more variance with its own indicators than with any of the other constructs being measured.

The Fornell-Larcker criterion, a traditional method for assessing discriminant validity, involves a clear comparison. The square root of the Average Variance Extracted (√AVE) is calculated for each construct and is then compared against the correlation coefficients of that construct with all others. Discriminant validity is established when each construct's √AVE value typically displayed on the diagonal of the correlation matrix is higher than its correlation with any other construct. Next Fornell-Larcker Criterion on Table 2.

Table 2. Fornell-Larcker Criterion

Variable	At	PU	PE	PI	PP	PC	Tr	UI
Attractiveness	0.730							
Perceived Usefulness	0.551	0.717						
Perceived enjoyment	0.601	0.682	0.778					
Product Information	0.553	0.532	0.505	0.847				
Product Price	0.402	0.414	0.384	0.374	0.798			
Product Convenience	0.429	0.392	0.375	0.369	0.339	0.800		
Trustworthiness	0.568	0.452	0.507	0.502	0.245	0.282	0.794	
Urge to Buy Impulsively	0.281	0.496	0.493	0.289	0.207	0.108	0.304	0.782

The results from the Fornell-Larcker criterion table show that for every construct, the square root of its Average Variance Extracted (√AVE) is higher than its correlation with any other construct. This finding confirms that the research model meets the requirements for discriminant validity. The study further confirmed discriminant validity using the HTMT method, a newer and more rigorous test. This approach establishes that constructs are distinct if the ratio of their correlations falls below a set threshold. The required thresholds are <0.90 for conceptually similar constructs and a more conservative <0.85 for models with conceptually different constructs. Value for each pair of variables is <0.90, therefore, it is stated that the HTMT discriminant validity evaluation is met.

With the validity and reliability of the measurement model established, the analysis proceeded to the evaluation of the structural model. This stage is designed to test the hypothesized causal relationships between constructs and to determine the model's overall predictive power. The assessment was conducted by examining four key parameters: the Coefficient of Determination (R^2), Predictive Relevance (Q^2), Effect Size (f^2), and the statistical significance of the path coefficients. The predictive power of the research model was evaluated through the analysis of the coefficient of determination (R^2). This analysis aims to measure the proportion of variance of each endogenous

(dependent) construct that can be explained by the exogenous (independent) constructs that influence it. According to the guidelines from, R^2 values of 0.75, 0.50, and 0.25 can be categorized as substantial, moderate, and weak, respectively. Next Coefficient of Determination on Table 3.

Table 3. Coefficient of Determination

	R-square	*R-square adjusted*
Perceived Usefulness	0.363	0.355
Perceived Enjoyment	0.552	0.547
Urge to Buy Impulsively	0.291	0.285

The analysis of the R-square (R^2) values reveals that the model's predictive power varies across the different constructs. The highest predictive accuracy was for Perceived Enjoyment, with an R^2 of 0.552. This is considered a moderate level, indicating that 55.2% of its variance is explained by the predictor variables. For Perceived Usefulness, the R^2 value was 0.363, meaning the model explains 36.3% of its variance, which is classified as a weak but still meaningful predictive power. The Urge to Buy Impulsively construct had the lowest R^2 value at 0.291, also considered weak, with the model accounting for 29.1% of its variance. The predictive relevance of the model was evaluated using the Stone-Geisser's Q^2 value. This metric, calculated through a blindfolding procedure, assesses the model's capability to predict the observed data for its endogenous constructs. According to the established criterion, a model is confirmed to have predictive relevance if its Q^2 value is greater than zero. Next Predictive Relevance on Table 4.

Table 4. Predictive Relevance

	Q^2predict	Description
Perceived Usefulness	0.317	
Perceived Enjoyment	0.412	Has predictive relevance
Urge to Buy Impulsively	0.106	

The findings provide strong support for the model's relevance beyond the study's sample, suggesting it has generalizable predictive power. This confidence stems from the predictive relevance analysis, where all Q^2 values were found to be greater than zero. This confirms the model's capacity to adequately predict observational data, indicating it is not just a fit for the sample but also a robust explanatory framework. Hypothesis testing is a tool to test the validity of hypotheses from the sample to be analyzed. This study will use the rule of thumb recommended by Ghozali and Latan (2015). The significance values used are a t-value of 1.65 (10% significance level), 1.96 (5% significance level), and 2.58 (1% significance level). In this study, the significance level used is 5% with a t-table value of 1.96.

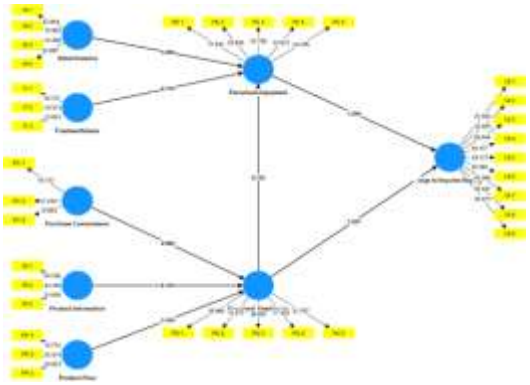

Figure 2. Uji t

Based on the path coefficient results, it was found that Attractiveness has a significant positive effect on perceived enjoyment (t-stat=3.959, p-value<0.05). Perceived usefulness has a significant positive effect on perceived enjoyment (t-stat=9.101, p-value<0.05). Perceived usefulness has a significant positive effect on the urge to buy impulsively (t-stat=3.602, p-value<0.05). Perceived enjoyment has a significant positive effect on the urge to buy impulsively (t-stat=3.360, p-value<0.05). Product information has a significant positive effect on perceived usefulness (t-stat=7.221, p-value<0.05). Product price has a significant positive effect on perceived usefulness (t-stat=3.910, p-value<0.05). Purchase convenience has a significant positive effect on perceived usefulness (t-stat=2.962, p-value<0.05). Trustworthiness has a significant positive effect on perceived enjoyment (t-stat=2.723, p-value<0.05). Thus, it can be interpreted that all hypotheses are supported. Thus, it can be interpreted that all hypotheses are supported.

4. Conclusion

This research comprehensively confirms that the Stimulus-Organism-Response (S-O-R) framework can effectively explain the mechanism of how the urge to buy impulsively is formed in the context of live shopping. The main findings indicate a clear path of influence, where external factors (Stimulus) successfully shape the internal psychological state of the audience (Organism), which ultimately drives action or behavioral intent (Response). At the initial stage, it was found that Stimulus factors play a fundamental role in shaping audience perceptions. Specifically, elements focusing on interpersonal aspects such as the host's attractiveness and trustworthiness were proven to be the main drivers for creating enjoyment while watching (perceived enjoyment). On the other hand, transactional and informational elements, namely purchase convenience, completeness of product information, and competitive product price, significantly contributed to the formation of perceived usefulness. This indicates that live shopping successfully combines entertainment and functional aspects to influence the audience. Furthermore, at the Organism level, this research reveals that the audience's internal perceptions are the direct drivers of purchase intention. Both the hedonic perceived enjoyment and the utilitarian perceived usefulness were proven to have

a positive and significant influence on the emergence of the urge to buy impulsively. Interestingly, it was also found that usefulness significantly increases enjoyment, indicating that an efficient and informative shopping experience can enhance the emotional pleasure felt by the audience during a live shopping session. Overall, the main conclusion of this study is that perceived enjoyment and perceived usefulness act as central mediators in this model. They are the crucial psychological bridge that translates the various stimuli during live shopping into an impulsive purchase Response. In other words, the success of live shopping in driving sales does not occur directly, but rather through its ability to create a positive audience experience, both emotionally and functionally.

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