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Live Commerce, Content Quality, and Discount Framing on Impulsive Buying and Purchase Intention among Shopee Consumers: A Comparison of Generation Z and Millennials

Live Commerce, Content Quality, dan *Discount Framing* terhadap *Impulsive Buying* dan *Purchase Intention* Konsumen Shopee: Perbandingan antara Generasi Z dan Milenial

Alya Rahma Anjani*
Digital Business, Faculty of Economics and Business, State University of Surabaya, Indonesia
E-mail: alya.23047@mhs.unesa.ac.id
Ika Diyah Candra Arifah
Digital Business, Faculty of Economics and Business, State University of Surabaya, Indonesia
E-mail: ikaarifah@unesa.ac.id
Renny Sari Dewi
Digital Business, Faculty of Economics and Business, State University of Surabaya, Indonesia
E-mail: rennydewi@unesa.ac.id
Danang Ary Dewangga
Digital Business, Faculty of Economics and Business, State University of Surabaya, Indonesia
E-mail: danangdewangga@unesa.ac.id

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ABSTRACT

This study aims to analyse the comparative influence of live commerce, content quality, and discount framing on impulsive buying and purchase intention among Shopee e-commerce consumers between Generation Z and Millennials. This study employed a mixed-method approach with a sequential explanatory design by combining qualitative data obtained through semi-structured interviews and quantitative data collected through online questionnaires distributed to 155 active Shopee users. Data were analysed using Structural Equation Modelling–Partial Least Square (SEM-PLS) and Multi-Group Analysis (MGA). The findings indicate that live commerce and content quality have a positive and significant effect on impulsive buying, while discount framing does not show a significant effect. In addition, live commerce, content quality, and impulsive buying significantly influence purchase intention. The mediation analysis reveals that impulsive buying mediates the effect of live commerce on purchase intention, but does not mediate the effects of content quality and discount framing. The comparative analysis between generations shows that Generation Z is more responsive to content quality in shaping purchase intention, whereas Millennials demonstrate a stronger relationship between impulsive buying and purchase intention and are more responsive to live commerce. This study highlights the importance of adapting digital marketing strategies based on generational characteristics to improve marketing effectiveness on e-commerce platforms.

***Keywords**: content quality, discount framing, e-commerce, impulsive buying, live commerce, purchase intention.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis perbandingan pengaruh *live commerce*, *content quality*, dan *discount framing* terhadap *impulsive buying* dan *purchase intention* pada konsumen *e-commerce* Shopee antara Generasi Z dan Generasi Milenial. Penelitian ini menggunakan pendekatan *mixed method* dengan desain *sequential explanatory*, yaitu mengombinasikan data kualitatif melalui wawancara semi-terstruktur dan data kuantitatif melalui penyebaran kuesioner online kepada 155 pengguna aktif Shopee. Analisis data dilakukan menggunakan metode *Structural Equation Modeling-Partial Least Square* (SEM-PLS) dan *Multi-Group Analysis* (MGA). Hasil penelitian menunjukkan bahwa *live commerce* dan *content quality* berpengaruh positif dan signifikan terhadap *impulsive buying*, sedangkan *discount framing* tidak

Corresponding author

menunjukkan pengaruh signifikan. Selain itu, *live commerce*, *content quality*, dan *impulsive buying* terbukti berpengaruh signifikan terhadap *purchase intention*. Hasil uji mediasi menunjukkan bahwa *impulsive buying* mampu memediasi pengaruh *live commerce* terhadap *purchase intention*, namun tidak memediasi pengaruh *content quality* dan *discount framing*. Analisis perbandingan antar generasi menunjukkan bahwa Generasi Z lebih responsif terhadap *content quality* dalam membentuk *purchase intention*, sedangkan Generasi Milenial menunjukkan hubungan yang lebih kuat antara *impulsive buying* dan *purchase intention* serta lebih responsif terhadap *live commerce*. Penelitian ini menegaskan pentingnya penyesuaian strategi digital marketing berdasarkan karakteristik generasi untuk meningkatkan efektivitas pemasaran pada platform *e-commerce*.

Kata kunci: *content quality, discount framing, e-commerce, impulsive buying, live commerce, purchase intention.*

INTRODUCTION

The growth of digital technology has led to big changes in trade around the world, especially with the increase in online shopping and selling websites (e-commerce). The adoption of digital technology in business has enabled organizations to conduct transactions more efficiently, expand market reach, and facilitate interactive communication between sellers and consumers through digital platforms, compared with conventional business practices (Dwivedi *et al*., 2020). In Indonesia, the growth of the digital economy shows very rapid development. Based on the e-Conomy SEA 2024 report published by Hope *et al*. (2024), Indonesia's digital economy is projected to reach approximately USD 90 billion by 2024, reflecting the rapid expansion of internet penetration and digital transactions. As illustrated in Figure 1, Indonesia continues to record the largest digital economy in Southeast Asia and is expected to maintain this growth trajectory in the coming years.

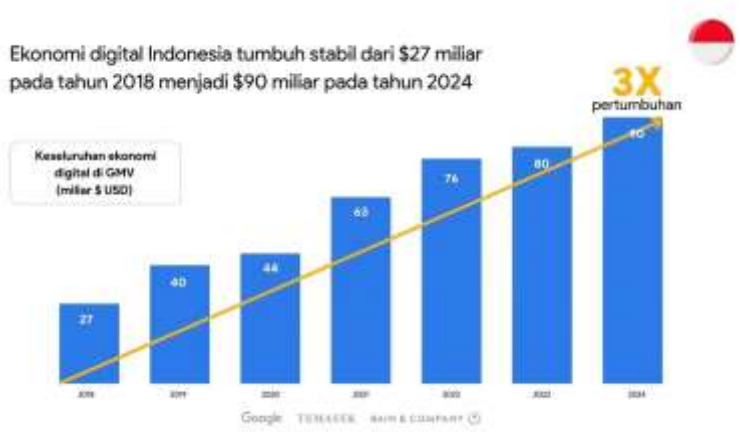

Figure 1. Indonesia's digital economy value in 2024
Source: Google, Temasek, Bain & Company (2025)

In addition, Badan Pusat Statistik (2024) reported that more than 40 percent of business actors in Indonesia have used digital platforms for marketing and sales, highlighting the importance of digital technology for the development of the domestic trade system. The growth of e-commerce in Indonesia is also reflected in the increase in digital transaction value Momentum Works (2025) noted that the total Gross Merchandise Value (GMV) of Indonesian e-commerce reached approximately $56.5 billion in 2024, making Indonesia the largest e-commerce market in Southeast Asia. As shown in Figure

2, Shopee accounted for approximately 46 percent of Indonesia's total e-commerce GMV, indicating its dominant market position in the national digital commerce ecosystem.

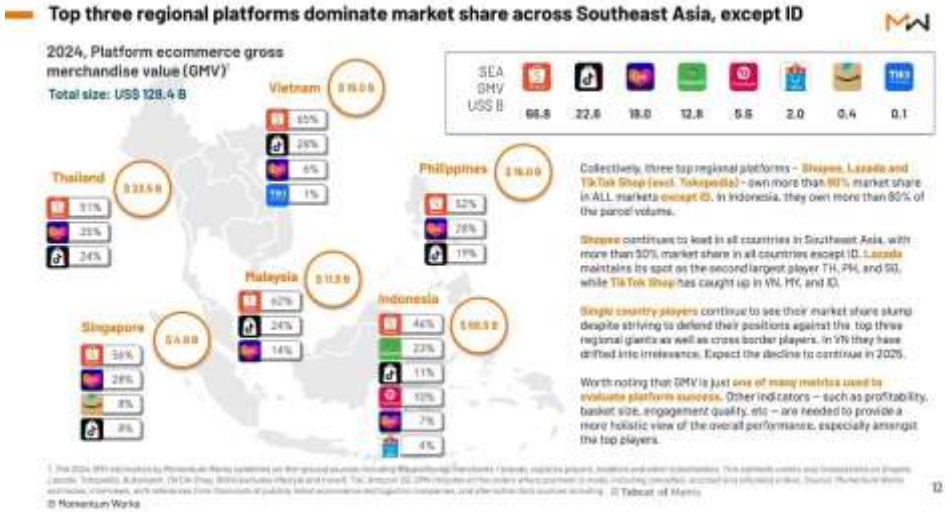

Figure 2. GMV of Eight Leading E-Commerce Platforms in Southeast Asia (2024)
Source: Momentum Works (2025)

The high number of transactions indicates that online marketplaces not only function as a means of distributing goods but also as a place for digital interaction that influences the way people shop online. As more people use online sales platforms, the way consumers make purchasing decisions also changes. An interactive shopping environment filled with advertisements can make consumers assess a product more quickly compared to traditional shopping methods. One thing increasingly seen in online shopping is impulsive buying, which is a purchase decision that occurs suddenly without prior planning and is often triggered by external stimuli present in the digital world (Jayanti *et al*., 2025).

Research by Zhang *et al*. (2023) indicates that digital marketing stimuli, including product displays, promotions, and real-time interactions on e-commerce platforms, can prompt impulsive buying behavior. Similarly, Rahmawaty *et al*. (2023) found that interactive shopping experiences enhance consumer engagement and lead to unplanned purchases. Consequently, e-commerce platforms increasingly employ strategies such as live commerce, content quality, and discount framing to influence consumer decisions. In line with the Stimulus-Organism-Response (S-O-R) framework, these strategies act as stimuli that trigger consumers psychological responses, including impulsive buying, which subsequently influences purchase intention (Mehrabian & Russell, 1974; Cai *et al*., 2018).

However, previous studies have not fully explained how digital marketing stimuli influence purchase intention through impulsive buying. Sun *et al*. (2019) and Zhang *et al*. (2023) mainly examined the direct effects of live commerce and digital marketing stimuli on purchase intention without considering impulsive buying as a mediating mechanism. Similarly, Sugiyanto *et al*. (2024) did not include impulsive buying as an intervening variable. Moreover, most studies treat consumers as a homogeneous group, overlooking generational differences between Generation Z and Millennials (Djafarova & Bowes, 2021). Therefore, this study extends the S-O-R framework by incorporating impulsive buying as a mediator, comparing Generation Z and Millennials through Multi-Group Analysis (MGA), and using a sequential explanatory mixed-method approach to provide

both theoretical and practical contributions to digital consumer behavior and e-commerce marketing strategies.

LITERATURE REVIEW

Stimulus-Organism-Response

In the digital world and online commerce, the S-O-R model is very important because buyers are exposed to many marketing stimuli that rely on technology, such as visual appearance, interaction, price offers, and shopping experiences on digital platforms. These stimuli can affect consumers mental states, such as feelings, level of engagement, perception of value, and impulse to make sudden purchases, which ultimately drive them to make a purchase or have the intention to buy (Chandraa *et al*., 2024). In this study, the S-O-R model is used to explain the relationship between various variables being investigated. Live commerce, content quality, and the method of offering discounts are considered stimuli that influence the state within consumers (organism), namely impulsive buying behavior. Furthermore, impulsive buying serves as a mental mechanism that drives shopping intentions as a response. Therefore, the S-O-R model provides a strong theoretical basis for understanding how digital marketing strategies gradually influence consumer behavior through psychological processes within oneself. In addition, this study also expands S-O-R model by adding the dimension of consumer diversity based on generation. The differences in characteristics between Generation Z and Millennials result in variations in the way stimuli are perceived and the responses they produce. As a result, including the generations involved in production within an S-O-R system provides deeper insights into what consumers actually do.

Digital Marketing Strategy in E-Commerce

The development of digital technology has encouraged companies to utilize various digital platform-based marketing methods in order to increase consumer engagement and motivate them in making purchase decisions. In the world of e-commerce, digital marketing strategies not only function as a tool for product promotion but also as a way to create a more interactive shopping experience for consumers. According to research by Dwivedi *et al*. (2020), digital marketing provides companies with opportunities to communicate directly with consumers through various interactive features, such as social media, digital content, and streaming technology that can enhance user participation in the purchasing process.

On e-commerce platforms like Shopee, digital marketing strategies are usually manifested in various types of promotional features, such as live commerce, digital product content, and price or discount offers. These strategies are designed to attract consumer attention, increase the perceived value of a product, and accelerate the decision-making process in digital shopping (Zhang *et al.*, 2023). Therefore, digital marketing strategies play a vital role in shaping consumer behavior during online shopping.

Live Commerce

Live commerce is one of the innovations in digital marketing strategies that combines live broadcast technology with electronic buying and selling activities. With live commerce, sellers can showcase products directly to consumers, provide product demonstrations, and interact directly through comments or chat features. This interaction enables consumers to obtain more comprehensive product information while enhancing trust in sellers (Wongkitrungrueng & Assarut, 2020).

Recent research reveals that live commerce can create a more engaging shopping experience compared to traditional digital marketing methods. Zhang *et al*. (2023) found that direct interaction between sellers and buyers during live broadcasts can enhance consumer engagement and strengthen the intention to purchase products. In addition, research by Budianto and Kusuma (2024) also shows the use of live broadcast sales on Shopee in Surabaya shoppers can significantly influence impulsive buying. This suggests that live commerce features could be an important driver in initiating customer purchases on digital marketplaces. The conclusion hypothesis of this research is that:
H1: Live commerce has a positive effect on impulsive buying.

Content Quality

Content quality is a crucial element in a digital marketing plan because digital content serves as the main source of information for buyers when evaluating a product. In e-commerce environments, content quality encompasses the clarity of product information, completeness of product descriptions, visual presentation, and overall informativeness, all of which shape consumers product evaluations and online shopping experiences (Lou & Yuan, 2019).

Good digital content can increase consumer trust in products and reinforce the perceived value they gain from a product. Research by Suhyar and Pratminingsih (2023) shows that high-quality digital content can enhance consumer interaction and encourage the desire to purchase when shopping online. Therefore, content quality becomes one of the important factors in digital marketing strategies that can influence consumers purchasing decisions on e-commerce platforms. The conclusion hypothesis of this research is that:
H2: Content quality has a positive effect on Impulsive buying.

Discount Framing

Discount framing is a pricing promotion strategy used by companies to convey information about price reductions in a certain way so that it can increase the perceived value of product in the eyes of consumers. This strategy is usually presented in form of percentage discounts, discount vouchers, or limited-time promotions designed to create a perception of savings for consumers (Sari *et al*., 2025). In the context of e-commerce, discount promotions are often used to encourage consumers to make purchases quickly without going through a lengthy consideration process. Research by Manafe *et al*. (2025) found that discount promotions on marketplace platforms can increase consumers tendency to make impulsive purchases because consumers feel they gain financial benefits from the purchases made. Therefore, discount framing becomes one of the digital marketing strategies that has the potential to influence both purchase intention and impulsive buying in online shopping activities. The conclusion hypothesis of this research is that:
H3: Discount framing has a positive effect on Impulsive buying.

Impulsive Buying

Impulse buying is an act of shopping that occurs suddenly without prior preparation and is often triggered by stimuli from the shopping environment (Rook, 1995; Verhagen & Dolen, 2011). In the world of online commerce, this behavior occurs increasingly often because buyers are exposed to various digital stimuli such as price offers, attractive product displays, and real-time, influential interactions Wardhana (2024). Digital environments full of visual and interactive stimuli have been proven to enhance emotions that drive impulse buying (Guo *et al*., 2023)

From Stimulus-Organism-Response (S-O-R) perspective, various digital marketing tactics such as direct commerce, content quality, and attractive price offers serve as stimuli that can influence the consumer's mental state (organism), namely impulsive buying, which ultimately generates purchase intention as a response (Mehrabian & Russell, 1974). In this context, impulsive buying is not only the result of marketing stimuli but also acts as a mediator that explains how these stimuli can be translated into purchase intentions. Research shows that live commerce increases engagement, enjoyment, and a sense of urgency that drives unplanned shopping (Cai *et al*., 2018). Reinforced by informative digital content as well as discount strategies that build perceptions of value and urgency (Sari *et al*., 2025). Furthermore, research by Budianto and Kusuma (2024) show that marketing stimuli such as live broadcasts and discounted prices significantly increase impulse purchases among Shopee users, where sudden emotional impulses can evolve into more definite purchase intentions (Amos *et al*., 2014). Therefore, Impulsive buying is a significant factor that connects the influence of digital marketing tactics on purchase intention. The conclusion hypothesis of this research is that:

H4: Impulsive buying mediates the effect of live commerce on purchase intention.
H5: Impulsive buying mediates the effect of content quality on purchase intention.
H6: Impulsive buying mediates the effect of discount framing on purchase intention.
H7: Impulsive buying has a positive and significant effect on purchase intention.

Purchase intention

Purchase intention is tendency or intention of consumers to buy a product after going through a process of evaluating the available information. In context of e-commerce, purchase intention is influenced by various factors such as perceptions of product quality, user experience, and marketing stimuli provided by the company (Miharja *et al*., 2025). Previous research has shown that purchase intention often becomes the initial stage that drives actual purchasing behavior. When consumers have a strong intention to buy a product, the likelihood of a purchase transaction occurring also increases. Therefore, purchase intention is often used as an important indicator in consumer behavior research to predict purchasing decisions in a digital shopping environment.

Conceptual Framework

This study examines the influence of digital marketing strategies, namely live commerce, content quality, and discount framing, on purchase intention among Shopee consumers, with impulsive buying serving as a mediating variable. These strategies are expected to influence consumer behavior by shaping perceptions, engagement, and purchasing decisions. The research model consists of three independent variables (live commerce, content quality, and discount framing), one mediating variable (impulsive buying), and one dependent variable (purchase intention). The proposed conceptual framework is presented in Figure 3.

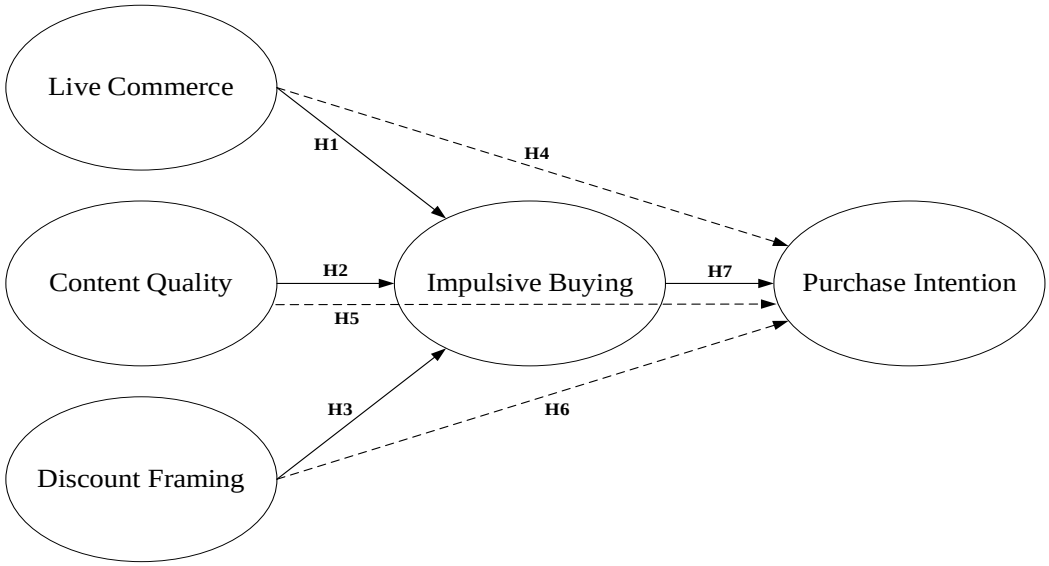

Figure 3. Research Model

RESEARCH METHOD

This study employed a sequential explanatory mixed-method design, combining quantitative and qualitative approaches. The quantitative phase was conducted to identify the statistical relationships among variables using Structural Equation Modeling–Partial Least Squares (SEM-PLS), while the qualitative phase was carried out to strengthen the interpretation of the findings by exploring respondents' perceptions of live commerce, content quality, and discount framing on impulsive buying and purchase intention. Qualitative data were collected through semi-structured interviews and analyzed using thematic analysis, including transcript familiarization, coding, and theme development. The resulting themes were integrated with the quantitative findings during the discussion stage to provide contextual explanations.

This study incorporates both primary and secondary data. Primary data refer to information collected directly from research participants (Priyono, 2016). Semi-structured interviews were used to gather the primary data in this study, which was then analyzed using online questionnaire (Google Forms) with respondents who are users of the e-commerce platform Shopee. The questionnaire was shared on different social media platforms like WhatsApp, Telegram, and Twitter to reach a wide range of respondents. By utilizing relevant variable indicators, the research instrument is constructed and measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). In parallel, supporting sources such as scientific journals, books, and relevant literature were gathered to support the conceptual framework and discussion of research results.

The sampling method used in this study is non-probability sampling, which is based on purposive sampling and depends on certain criteria set by the researcher (Sugiarto, 2017). The population in this study consists of all Shopee e-commerce users in Indonesia, whose exact number is not known. The criteria for respondents in this study are as follows:

1. Active e-commerce users (having conducted a transaction in the last 6 months).
2. Belonging to Generation Z (17-29 years old) or Millennials (30-45 years old).
3. Have been exposed to live commerce features or digital promotions on the Shopee platform.

Table 1. Demographic Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	51	32,9
	Female	104	67,1
Generation	Generation Z	79	51
	Millennials	76	49
Occupation	Student	72	46,5
	Private Employee	38	24,5
	Entrepreneur	30	19,4
	Civil Servant	15	9,7
Shopping Frequency	1–2 times/6 months	24	15,5
	1–2 times/month	52	33,5
	3–5 times/month	51	32,9
	>5 times/month	28	18,1

Table 1 presents the demographic characteristics of the respondents, including gender, generation, occupation, and shopping frequency, providing an overview of the sample used in this study. Total of 155 valid responses were obtained from active Shopee users who met the predetermined sampling criteria. To determine the sample size, SEM-PLS employs the rule of thumb that suggests a minimum sample size of 5–10 times the number of measurement indicators (Hair *et al*., 2019), with the formula as follows:

$$n = ni \times 5$$
$$n = 19 \times 5 = 95$$

Explanation:
n : number of samples
ni : number of indicators

Based on the calculation, the minimum sample size required for this study was 95 respondents. Therefore, the 155 valid responses collected exceeded the minimum requirement and were considered adequate for SEM-PLS analysis (Hair *et al*., 2019). In addition, the sample size also fulfilled the recommendation that the minimum sample should be at least ten times the largest number of structural paths directed at a single endogenous construct in the research model.

Using SmartPLS software, the Partial Least Square-based Structural Equation Modeling (SEM-PLS) method was used in this study to analyze data. These stages are: (1) outer model evaluation of the validity and reliability of these instruments, (2) inner model examination of how relationships between latent variables were established, and (3) hypothesis testing using the bootstrapping technique.

Measurement Items

This study's research instruments were constructed using indicators that were modified from relevant previous studies. A scale from 1 to 5 was used to measure every variable, from strongly disagree (1) to very agree (5). This study examines live commerce, quality of the content, discount framing, impulse to buy and purchase intention. A detailed chart with specific indicators for each variable is provided below on Table 2.

Table 2. Research Variable Indicators

Variable	Code	Indicator	Source
Live commerce	LC1	Watching Shopee Live before buying.	(Wongkitrungrueng & Assarut, 2020)
	LC2	Live streaming helps understand the product.	
	LC3	Interaction with the seller increases interest.	
	LC4	Product demonstrations increase trust.	
	LC5	Offers during live are attractive for buying.	
Content quality	CQ1	Product information is easy to understand.	(Dwivedi *et al*., 2020)
	CQ2	Product descriptions are complete.	
Discount framing	DF1	Interested in buying when there is a discount.	(Grewal *et al*., 1998)
	DF2	Vouchers encourage purchases.	
	DF3	Flash sales increase the desire to buy.	
	DF4	Limited promotions encourage purchases.	
Purchase intention	PI1	Intention to buy in the near future.	(Dodds *et al*., 1991)
	PI2	Willing to buy if the product is attractive.	
	PI3	Considering buying products on Shopee.	
Impulsive buying	IB1	Buying spontaneously.	(Rook & Fisher, 1995)
	IB2	Buying without initial intent.	
	IB3	Suddenly interested.	
	IB4	Difficulty resisting buying.	
	IB5	Buy immediately after seeing a promotion.	

Data Analysis Technique

The analysis process starts by looking at the outer model (measurement model). This step is meant to check how good the research tools are. Convergent validity is checked by looking at the factor loading values. An indicator is seen as valid if its value is ≥ 0.7. In addition, we check discriminant validity by looking at the Average Variance Extracted (AVE) value. If the AVE is ≥ 0.5, it means that the construct is able to explain the variation in its indicators better than the amount of error. Also, we carry out reliability testing by looking at Cronbach's Alpha and Composite Reliability values. We aim for a minimum score of ≥ 0.7, which shows that the tool we are using is consistent in measuring what we are researching.

Once the measurement model is confirmed to be valid and reliable, the next step is to analyze the inner model (also known as the structural model) to look at how the hidden variables are related to each other. The evaluation of the structural model is done using the coefficient of determination (R^2) to see how well the independent variables can explain the dependent variable. Also, we test the path coefficients to see how strong and in what direction the relationships are between the different variables. The importance of the relationships is checked using the t-statistic and p-value. A relationship between variables is thought to be significant when the t-statistic value is >1.96 and the p-value is <0.05. In this study, SEM-PLS can test whether the instruments are valid and reliable. It

also helps to give a clear understanding of how the different variables in the research model are related to each other.

Testing the Relationship and Correlation Between Variables

The relationships between variables are analyzed using a structural model in SEM-PLS. The research model equations are formulated as follows:

Impulsive buying = $\beta_1 LC + \beta_2 CQ + \beta_3 DF + \varepsilon$ (1)

Purchase intention = $\beta_4 LC + \beta_5 CQ + \beta_6 DF + \beta_7 IB + \varepsilon$ (2)

Explanation:

LC : Live Commerce
CQ : Content Quality
DF : Discount Framing
IB : Impulsive Buying
B : Regression Coefficient
ε : Error Term

Intergroup Comparison Test

To find the behavioral differences between Generation Z and Millennials, this study does a comparison test between groups (Multi-Group Analysis/MGA) in addition to examining the overall model. In order to compare the structural links between groups in a variance-based SEM model, this study was conducted utilizing a multi-Group study (MGA) methodology within SEM-PLS with the aid of SmartPLS (Hair *et al*., 2019). The purpose of this research is to determine whether the structural relationships between the variables in each group differ significantly. Stated differently, this analysis examines whether Generation Z and Millennials differ significantly in the effects of independent variables such as live commerce, content quality, and discount framing on the mediating variable impulsive buying and dependent variable purchase intention (Sari & Herlina, 2022).

Using the Measurement Invariance of Composite Models (MICOM) process to make sure the measurement model is comparable across groups is a crucial step before doing MGA. Three primary steps make up the MICOM procedure: (1) configural invariance to determine whether the model specifications are the same; (2) compositional invariance to determine whether the constructs are equivalent; and (3) assessing the average and variance of the constructs across various groups. According to (Hair *et al*., 2019) After invariance is established, the analysis proceeds with MGA. In SEM-PLS, MGA can be performed using various methods such as PLS-MGA, a parametric test, or Welch-Satterthwaite test. The PLS-MGA approach is used in this study because it is appropriate for the non-parametric character of data in SEM-PLS and does not require a normal distribution (Hair *et al*., 2019)

The differences in path coefficients between groups are compared in order to interpret the MGA results. According to the testing criteria, a p-value < 0.05 indicates a significant difference in the effects between Millennials and Generation Z, whereas a p-value > 0.05 indicates no significant difference between the groups (Hair *et al*., 2019). By using this technique, the study can determine whether the characteristics of several generations have a moderating influence or act as a distinguishing factor in the relationship between the variables. As a result, MGA strengthens the external validity of the study method and contributes significantly to comprehending the diversity of digital consumer behavior (Sari & Herlina, 2022).

RESULTS AND DISCUSSION

The results and discussion section in this study is arranged based on a mixed-method approach with a sequential explanatory design, starting with qualitative analysis to explore the research phenomenon, followed by quantitative analysis using SEM-PLS version 4.1.1.8 to empirically test the relationships between variables. Furthermore, a Multi-Group Analysis (MGA) was conducted to identify behavioral differences between Generation Z and Millennials.

Qualitative Analysis Results

The qualitative stage in this study was conducted through semi-structured interviews with 5 informants from Generation Z and Millennials who are active users of the e-commerce platform Shopee. The qualitative data were analyzed using thematic analysis to identify recurring patterns related to digital marketing stimuli experienced by the participants. The resulting themes were subsequently used to explain and strengthen the interpretation of the quantitative findings obtained through SEM-PLS. The interview results showed that digital marketing strategies such as live commerce, content quality, and discount framing play an important role in influencing consumer behavior.

The majority of informants, specifically 4 out of 5, indicated that live commerce features can enhance their interest in purchasing products. This is attributed to real-time interactions, product demonstrations, and special offers that stimulate spontaneous purchasing decisions. One informant stated: *"I am usually inclined to buy when watching live because I can see the product directly and there are often special discounts, which makes me more confident in making a purchase."* (Informant 2).

Furthermore, all informants (5 out of 5 informants) stated that content quality, such as clarity of product information, attractive visuals, and comprehensive descriptions, plays an important role in building trust and assisting the purchasing decision-making process. This is supported by the following statement from an informant: *"If the photos and descriptions are clear, I become more confident and assured before purchasing a product."* (Informant 4).

Meanwhile, regarding discount framing, 3 out of 5 informants stated that discounts can increase purchase interest, but do not always prompt impulsive buying. This indicates that consumers still consider their needs before making a purchase, even when there are attractive price offers. One informant stated: *"Discounts are indeed appealing, but I still think first whether I really need the product or not."* (Informant 1)

The qualitative findings provide an initial understanding of how Shopee consumers perceive digital marketing stimuli before these relationships are empirically examined through SEM-PLS. Rather than serving as standalone findings, the interview results establish a contextual foundation that facilitates the interpretation of the subsequent quantitative analysis. Accordingly, the SEM-PLS analysis statistically validates the relationships suggested by the qualitative findings, while the interview evidence explains the behavioral mechanisms underlying those relationships.

Results and Discussion

This study employs the Structural Equation Modeling method using Partial Least Squares (SEM-PLS) with the support of SmartPLS 4 software.

1. Evaluation of the Outer Model (Measurement Model)

The evaluation of the outer model is aimed at verifying the legitimacy and dependability of research constructs. For convergence of value, factor loading values for

each indicator is used. In Hair *et al*. (2022), it is stated that an indicator would be considered valid if its factor loading value was ≥ 0.70.

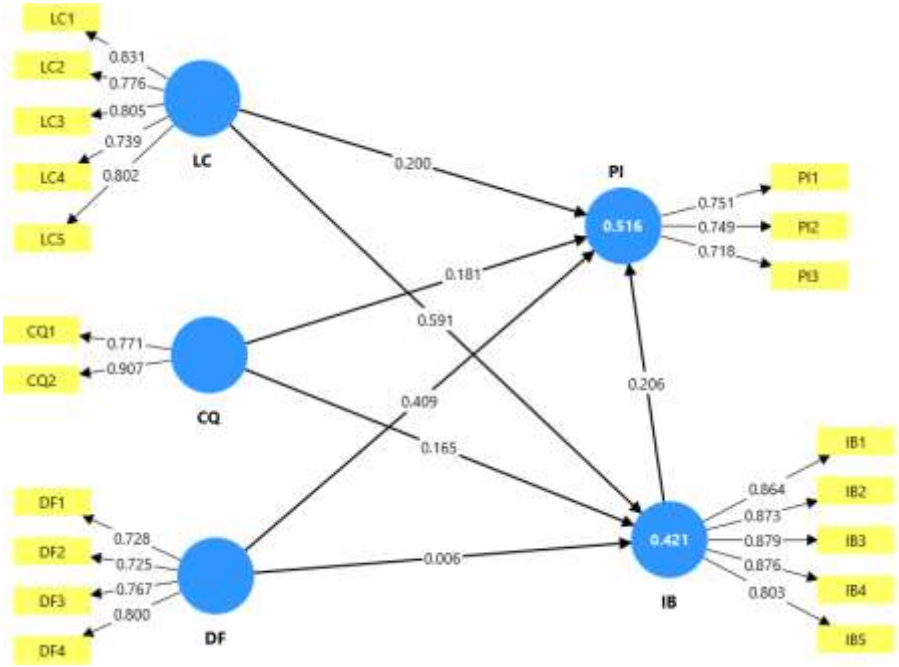

Figure 4. Factor Loading Results

Based on the test results, all indicators in each construct have loading factor values above 0.70, thus they can be stated to meet the criteria of convergent validity (Hair *et al*., 2019). This indicates that the indicators used are able to reflect the constructs being measured well.

Table 3. Results of Validity and Reliability Test

Variable	*Cronbach's Alpha*	*Composite Reliability*	AVE	Description
Live Commerce	0.852	0.893	0.626	Valid & Reliable
Content Quality	0.603	0.829	0.709	Valid & Reliable
Discount Framing	0.754	0.842	0.571	Valid & Reliable
Impulsive Buying	0.911	0.934	0.739	Valid & Reliable
Purchase Intention	0.586	0.784	0.547	Valid & Reliable

Based on Table 3, all variables have an Average Variance Extracted (AVE) value above 0.50, thereby fulfilling the convergent validity criteria. Additionally, the Composite Reliability values for all constructs are above 0.70, indicating that the research instrument demonstrates good reliability. Although the Cronbach's Alpha values for the Content Quality and Purchase Intention variables are slightly below 0.70, this is still acceptable in exploratory research as long as the Composite Reliability values continue to meet the criteria (Hair *et al*., 2019).

Table 4. Results of Discriminant Validity Test (HTMT)

Variable	Content Quality	Discount Framing	Impulsive Buying	Live Commerce	Purchase Intention
Content Quality					
Discount Framing	0.492				
Impulsive Buying	0.373	0.266			
Live Commerce	0.288	0.376	0.696		
Purchase Intention	0.714	0.862	0.657	0.684	

The results of the discriminant validity test using the HTMT method show that all values are below 0.90, thus it can be concluded that each construct demonstrates good discriminant validity (Henseler *et al*., 2015).

2. Evaluation of the Inner Model (Structural Model)

The evaluation of the inner model is conducted to observe the model's ability to explain endogenous variables through the value of the coefficient of determination (R^2).

Table 5. R-Square Value

Variable	*R-Square*	Category
Impulsive buying (IB)	0.421	Moderate
Purchase intention (PI)	0.516	Moderate

An R^2 value of 0.421 indicates that the Impulsive Buying variable can be explained by 42.1 percent by the variables Live Commerce, Content Quality, and Discount Framing. Meanwhile, an R^2 value of 0.516 indicates that Purchase Intention can be explained by 51.6 percent by all the variables in the model. According to (Hair *et al*., 2019), these values fall into the moderate category.

3. Hypothesis Testing (*Bootstrapping*)

Hypothesis testing was conducted using the bootstrapping method to assess the significance of the relationships among variables. The criteria applied were a t-statistic value greater than 1.96 and a p-value less than 0.05.

Table 6. Hypothesis Test Results

Hypothesis	Variable Relationship	Coefficient	T-Statistic	P-Value	Description
H1	LC → IB	0.591	9.658	0.000	Accepted
H2	CQ → IB	0.165	2.089	0.037	Accepted
H3	DF → IB	0.006	0.077	0.939	Rejected
H4	LC → IB → PI	0.122	2.638	0.008	Accepted
H5	CQ → IB → PI	0.034	1.660	0.097	Rejected
H6	DF → IB → PI	0.001	0.073	0.942	Rejected
H7	IB → PI	0.206	2.762	0.006	Accepted

Explanation:
LC : Live Commerce
CQ : Content Quality
DF : Discount Framing
IB : Impulsive Buying
PI : Purchase Intention

Live Commerce on Impulsive Buying

As shown in Table 6, four out of seven hypotheses were supported, and three were rejected. The bootstrapping results indicate that live commerce has a positive and significant effect on impulse buying ($\beta = 0.591$; $t = 9.658$; $p < 0.05$), thus **H1** is accepted. These findings suggest that real-time interaction, product demonstrations, and direct offers in live commerce enhance emotional arousal that triggers spontaneous purchases, in line with the S-O-R theory. This result also aligns with Wongkitrungrueng & Assarut (2020), who found that interactive live commerce increases consumer impulse buying. These findings are consistent with Cai *et al*. 2018 and Zhang *et al*. 2023, who argued that an interactive live streaming environment enhances consumer emotional engagement and stimulates spontaneous purchasing behavior. This study extends these findings to the context of Shopee in Indonesia, where live commerce combines entertainment and social interaction.

Qualitative evidence indicates that respondents perceive live commerce not merely as a promotional tool, but as a mechanism that reduces uncertainty through real-time product demonstrations and direct interaction with sellers. Direct interaction, product demonstrations, and limited-time offers increase trust in the product while simultaneously reinforcing impulses for spontaneous purchases. Thus, the effectiveness of live commerce is driven by emotional stimulation and cognitive reassurance, suggesting that the S-O-R framework can be expanded by recognizing that live commerce simultaneously activates affective and cognitive mechanisms before leading to impulsive buying.

Content Quality on Impulsive Buying

Furthermore, content quality has a positive and significant effect on impulsive buying ($\beta = 0.165$; $t = 2.089$; $p < 0.05$), thus hypothesis **H2** is accepted. This finding shows that content that is informative, relevant, and engaging can encourage consumers to make impulsive purchases. This finding is in line with the Stimulus-Organism-Response (S-O-R) theory, in which content quality functions as a stimulus that shapes consumers cognitive responses before encouraging impulsive buying. It is also consistent with Lou and Yuan (2019) who emphasized that high-quality content positively influences consumer behavior. The interview findings also explain this relationship. All informants emphasized that complete product descriptions, attractive visuals, and clear information increased their confidence before making purchase decisions. These responses indicate that high-quality content serves not only as a source of information but also as a stimulus that encourages consumers to make more spontaneous purchasing decisions.

This study also supports Suhyar and Pratminingsih (2023) study, who found that informative and visually attractive content increases consumer engagement and purchase decisions. Nevertheless, this study demonstrates that content quality functions beyond information provision. High-quality content creates confidence that reduces consumers hesitation and accelerates purchase decisions even without extensive information search. Compared with previous research, the present findings indicate that consumers increasingly rely on digital content as a substitute for physical product inspection. This phenomenon is particularly relevant in e-commerce settings where consumers cannot directly evaluate products. Consequently, content quality serves as both an informational cue and a psychological stimulus that enhances impulsive purchasing behavior.

Discount Framing on Impulsive Buying

On the other hand, discount framing does not have a significant effect on impulsive buying ($\beta = 0.006$; $t = 0.077$; $p > 0.05$), thus hypothesis **H3** is rejected. This finding suggests that the tactic of offering discounts does not immediately lead to impulsive purchasing since buyers still typically take their needs into account before making a purchase. This finding contrasts with the study of Budianto and Kusuma (2024), which reported that discount framing significantly influenced impulsive buying. The interview findings provide an explanation for this insignificant relationship. Although several informants acknowledged that discounts attracted their attention, most stated that they still evaluated whether the products were genuinely needed before making a purchase. This suggests that discount framing alone was insufficient to generate impulsive buying among Shopee consumers. This discrepancy may reflect changes in consumer behavior within increasingly competitive digital marketplaces. As consumers become accustomed to frequent promotions and discount campaigns, promotional pricing may no longer represent a unique stimulus capable of triggering spontaneous purchases.

The qualitative findings reinforce this explanation, as respondents reported evaluating product necessity before responding to discounts. This suggests that discount framing has gradually become a baseline expectation rather than a persuasive marketing stimulus. The finding also indicates that emotional engagement generated through interactive experiences such as live commerce may now be more influential than purely monetary incentives.

Mediating Role of Impulsive Buying between Live Commerce and Purchase Intention

In the mediation effect test, it was found that impulsive buying is proven to significantly mediate the influence of live commerce on purchase intention ($\beta = 0.122$; $t = 2.638$; $p < 0.05$), thus hypothesis **H4** is accepted. This indicates that live commerce not only has a direct effect on impulsive behavior but also indirectly enhances consumers purchase intention through this mechanism. This result further supports the Stimulus-Organism-Response (S-O-R) theory, where impulsive buying represents the organism that mediates the relationship between live commerce as the stimulus and purchase intention as the behavioral response. The qualitative findings further clarify this mediation mechanism. Informants reported that engaging live commerce experiences first increased their excitement, confidence, and emotional involvement before strengthening their intention to purchase the promoted products. This sequence supports the explanation that impulsive buying serves as an internal psychological process linking live commerce with purchase intention.

The mediation effect supports the S-O-R framework and complements previous studies by Cai *et al*. (2018) and Chandraa *et al*. (2024), which emphasized that live commerce stimulates emotional reactions that ultimately influence purchasing decisions. Unlike earlier research focusing mainly on direct effects, this study empirically demonstrates that impulsive buying functions as the internal psychological mechanism connecting live commerce with purchase intention. The qualitative findings further clarify this mechanism by showing that respondents first experienced excitement, enjoyment, and trust during live streaming sessions before developing stronger purchase intentions. These results strengthen the theoretical explanation that emotional responses generated during live commerce precede consumers behavioral intentions.

Mediating Role of Impulsive Buying between Content Quality and Purchase Intention

Conversely, impulsive buying does not mediate the effect of content quality on purchase intention ($\beta = 0.034$; $t = 1.660$; $p > 0.05$), thus rejecting hypothesis **H5**. These findings suggest that although content quality contributes to consumers' evaluation of a product, it is insufficient to enhance purchase intention through an impulsive route. Interview data reveal that respondents generally perceive high-quality content as a significant source of product information rather than as an emotional trigger for spontaneous purchases; they tend to assess the suitability, usefulness, and relevance of a product before deciding to buy, thereby reducing the mediating role of impulsive purchasing.

These findings differ from several previous studies that emphasize the emotional role of high-quality digital content in stimulating immediate purchasing behavior. Lou and Yuan (2019) reported that digital content that is informative, credible, and visually appealing enhances consumer engagement and promotes positive behavioral responses, including purchase intentions. Suhyar and Pratminingsih (2023) also found that engaging

and informative content increases consumers emotional engagement, which subsequently drives purchasing decisions in the online shopping environment. Similarly, Guo *et al*. (2023) argue that rich visual presentations and high-quality website information enhance consumers shopping experiences and strengthen behavioral intentions through positive psychological responses.

However, this study found that among Shopee users, high-quality content serves as a cognitive evaluation tool that reduces uncertainty and supports rational decision-making, rather than acting as a trigger for impulsive purchases. Detailed descriptions, accurate specifications, and appealing visuals are perceived as product evaluation information, so content quality influences purchase intention through cognitive processing rather than emotional response. Increasingly experienced digital consumers tend to critically assess information before making a purchase; content quality remains crucial for trust and purchase intention, but it is no longer sufficient to stimulate impulsive buying. These findings extend the S-O-R framework by showing that cognitive evaluation can function as an alternative mechanism linking digital content quality to purchase intention.

Mediating Role of Impulsive Buying between Discount Framing and Purchase Intention

Research findings indicate that discount framing does not exert a significant indirect effect on purchase intention via impulsive buying ($\beta = 0.001$; $t = 0.073$; $p > 0.05$), as posited in hypothesis **H6**. These results suggest that discount framing alone is insufficient to enhance purchase intention through the impulsive pathway. Interview data reveal that respondents perceive discounts primarily as financial benefits rather than emotional triggers; although they capture attention, respondents still assess their needs before making a purchase decision, meaning that discount framing fails to activate impulsive buying that could reinforce purchase intention.

These findings contrast with several previous studies that reported a positive effect of discount promotions on impulsive purchases and purchase intentions. Grewal *et al*. (1998) argued that price discounts enhance consumers perceived value, thereby encouraging purchase intentions, Similarly, Manafe *et al*. (2025) found that discount promotions stimulate impulsive buying through perceptions of financial benefits and online shopping enthusiasm. Budianto and Kusuma (2024) also demonstrated that substantial discounts drive impulsive buying among Shopee users, especially when combined with other promotional activities such as live streaming. Overall, the literature concludes that well-framed discounts serve as an effective marketing stimulus capable of eliciting spontaneous shopping behavior.

Impulsive Buying on Purchase Intention

Furthermore, impulsive buying has a positive and significant effect on purchase intention ($\beta = 0.206$; $t = 2.762$; $p < 0.05$), so hypothesis **H7** is accepted. Therefore, the higher the tendency toward impulsive buying, the greater the consumers intention to make a purchase. This finding is consistent with the Stimulus-Organism-Response (S-O-R) theory, where consumers internal responses are translated into behavioral intentions. It also supports the findings of Amos *et al*. (2014) and Verhagen and van Dolen (2011), who reported that impulsive buying positively influences consumers purchase intention. The qualitative findings further confirmed that respondents who experienced stronger impulsive buying tendencies were more likely to proceed with their purchase intentions.

These results underline the necessity for marketers to provide interactive shopping experiences that generate favorable emotional responses, as impulsive buying is a major psychological mechanism connecting digital marketing to purchasing behavior. Complementary evidence is provided by the explanatory sequential mixed-method design: qualitative data clarifies the psychological mechanisms of consumer reactions to live commerce, content quality, and discount framing, while SEM-PLS determines the strength and significance of relationships among variables. By showing that digital marketing stimuli affect purchase intentions through internal cognitive and emotional processes, integrating both approaches strengthen the interpretation of the S-O-R framework. Additionally, the consistency between quantitative results and interviews increases the findings' credibility.

Inter-Group Comparative Test

Comparative testing between groups was conducted to determine the differences in the influence of variables on Generation Z and the Millennial Generation. This analysis uses a Multi-Group Analysis (MGA) approach in SEM-PLS. The testing criteria are based on a p-value < 0.05, which indicates a significant difference between groups.

Table 7. Multi-Group Analysis (MGA) Results

Relationship Variable	Coefficient Difference (Gen Z – Millennial)	P-Value	Dominant Group	Description
CQ → IB	0.186	0.268	Gen Z	Not Sig Different
CQ → PI	0.312	0.043	Gen Z	Significant
DF → IB	-0.093	0.661	Millennials	Not Sig Different
DF → PI	0.231	0.193	Gen Z	Not Sig Different
IB → PI	-0.306	0.041	Millennials	Significant
LC → IB	-0.356	0.039	Millennials	Significant
LC → PI	-0.005	0.962	Millennials	Not Sig Different

The results of Multi-Group Analysis (MGA) indicate that there are several differences in relationships between variables among Generation Z and Millennials in responding to digital marketing strategies on e-commerce platforms. In this study, both generations were positioned as comparative groups to examine differences in the strength of relationships between variables. First, the relationship between content quality and purchase intention shows a significant difference between the groups ($p < 0.05$), with a higher coefficient value for Generation Z. This finding suggests that Generation Z is more responsive to the quality of digital content in shaping purchase intentions compared to Millennials. Generation Z's characteristics as digital natives make them more easily attracted to visual, interactive, creative, and informative content on digital media. Therefore, content quality plays an important role in influencing their perception and interest in the offered products.

Secondly, the relationship between impulsive buying and purchase intention shows a significant difference ($p < 0.05$), with a stronger influence on the Millennial Generation. This indicates that when impulsive behavior arises, Millennials tend to be more capable of converting it into actual purchase decisions compared to Generation Z. These findings suggest that although Generation Z is more responsive to digital stimuli, Millennials still consider the utility and relevance of a product before making a purchase. Thirdly, the relationship between live commerce and impulsive buying also shows a significant difference ($p < 0.05$), with a stronger influence on the Millennial Generation. Direct interaction in live commerce, such as real-time product demonstrations, live reviews, and

two-way communication, is considered capable of increasing trust as well as the emotional engagement of Millennials in the purchasing process.

Meanwhile, the relationships between content quality and impulsive buying, discount framing and impulsive buying, discount framing and purchase intention, as well as live commerce and purchase intention did not show significant differences between groups ($p > 0.05$). This indicates that the influence of these variables tends to be consistent across both generations. The Multi-Group Analysis provides one of the principal contributions of this study because relatively few studies have explicitly compared Generation Z and Millennials within a single S-O-R framework. While Djafarova & Bowes (2021) suggested that Generation Z is more responsive to digital interactions, this study refines that conclusion by showing that Generation Z is particularly influenced by content quality when forming purchase intention. Their familiarity with digital media makes them more attentive to visual presentation, authenticity, and information richness.

Conversely, Millennials exhibited stronger relationships between live commerce and impulsive buying, as well as between impulsive buying and purchase intention. These findings differ from the common assumption that younger consumers are always more impulsive in digital environments. Instead, Millennials appear to require stronger psychological assurance before making purchases, making live commerce particularly effective because it combines real-time demonstrations, social interaction, and credibility enhancement. These generational differences suggest that digital marketing effectiveness depends not only on marketing stimuli but also on consumers demographic characteristics and shopping motivations. Therefore, future applications of the S-O-R framework should explicitly incorporate generational segmentation as a boundary condition rather than assuming homogeneous consumer responses.

CONCLUSION

This study concludes that digital marketing strategies based on interaction and content quality, particularly live commerce and content quality, are key factors influencing impulsive buying and purchase intention in e-commerce context. Live commerce has been proven to be the most dominant variable in driving impulsive behavior, whereas discount framing has not yet been proven to be a primary driver of purchase intention in this model, so its effectiveness needs to be understood alongside other digital marketing strategies such as live commerce and content quality.

Moreover, impulsive buying serves as a major intervening variable in clarifying the link between digital marketing stimuli and purchase intention. These findings reinforce the importance of understanding consumers psychological mechanisms in designing effective digital marketing strategies. This study also confirms the behavioral differences between Generation Z and Millennials, indicating that generational segmentation is a crucial factor in understanding digital consumer behavior.

This study has several limitations. Although qualitative interviews enriched the interpretation of the quantitative findings, the cross-sectional design still limited the ability to capture changes in consumer behaviour over time. Consequently, the study captures consumers perceptions within a specific period and does not fully explain changes in consumer behavior over time. Furthermore, the research focused exclusively on Shopee users within a specific geographical context, which may limit the generalizability of the findings to other e-commerce platforms or broader populations. Finally, this study examined only selected digital marketing variables and did not

incorporate other potentially influential psychological factors, such as trust, perceived risk, fear of missing out (FOMO), or shopping enjoyment.

Therefore, future research is advised to employ a longitudinal approach to track consumer behavior changes over time. Furthermore, future research might increase external validity by broadening the research environment to several nations and systems. The inclusion of variables such as customer experience, trust, and other psychological factors is also suggested to develop a more comprehensive model. Also, a better knowledge of the processes of impulsive buying in a digital environment may be gained by use of experimental approaches or a more in-depth qualitative methodology.

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