

ENHANCING IMPULSIVE BUYING THROUGH LIVE STREAMING AND FREE SHIPPING: EMPIRICAL EVIDENCE FROM E-COMMERCE CONSUMERS IN INDONESIA

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Abstract

With customer trust acting as a mediating element in e-commerce live streaming, this study attempts to examine how product type, live streaming, and free delivery affect impulsive purchasing behaviour. One hundred respondents who were chosen by simple random selection were given questionnaires as part of a quantitative approach. The data were analyzed utilizing multiple linear regression models through the application of SPSS version 27. According to the findings, live streaming significantly influences consumer trust ($t = 3.764 > t_{table} = 1.985$; Sig. = 0.000), as well as impulsive buying ($t = 2.669 > 1.985$; Sig. = 0.009). Free shipping also has a significant positive effect on both consumer trust ($t = 4.171 > 1.985$; Sig. = 0.000) and impulsive buying ($t = 3.372 > 1.985$; Sig. = 0.001). However, product type does not significantly affect either consumer trust ($t = 1.738 < 1.985$; Sig. = 0.085) or impulsive buying ($t = -0.400 < 1.985$; Sig. = 0.690). Furthermore, consumer trust significantly influences impulsive buying ($t = 6.649 > 1.985$; Sig. = 0.000), confirming its role as a strong mediating variable. The coefficient of determination (Adjusted R^2) indicates that live streaming, product type, and free shipping explain 74.6% of the variance in consumer trust, while these three variables along with consumer trust explain 84.0% of the variance in impulsive buying. These findings emphasize the critical role of consumer trust in enhancing impulsive buying behavior in live streaming e-commerce, particularly when influenced by engaging marketing techniques and favorable purchase conditions such as free shipping.

Keywords: Live Streaming, Product Type, Free Shipping, Consumer Trust, Impulsive Buying.

INTRODUCTION

The swift progression of digital technology has catalyzed a shift in marketing approaches, notably through the adoption of live streaming by influencers. The immediate engagement facilitated by live streaming fosters a more engaging shopping experience, which may consequently enhance impulsive purchasing tendencies among consumers. Product type and free shipping offers are important factors that influence purchasing decisions. This method enables prompt engagement between sellers and buyers via digital platforms. Live streaming has emerged as a powerful strategy in digital marketing, as it promotes real-time interaction with consumers and fosters engaging experiences that considerably influence purchasing decisions. (Wongkitrungrueng, A., & Assarut, 2020)

Over the past few years, the fast evolution of digital platforms has led to the rise of live streaming commerce, an engaging online shopping experience that lets consumers observe live product demonstrations and communicate directly with sellers or influencers.

This method has significantly reshaped consumer purchasing behavior by enhancing immediacy, entertainment, and trust through dynamic visual engagement (Wongkitrungrueng, A., & Assarut, 2020).

Moreover, the immediate engagement between purchasers and vendors during live sessions enhances social presence and fosters trust, both of which are critical elements that affect

spontaneous buying behavior. Studies have shown that impulsive buying is not solely driven by price or necessity, but also by emotional and situational stimuli created in live streaming contexts. This trend is particularly prominent among younger digital consumers who value immediacy, entertainment, and authenticity in their shopping experiences (Luo, 2024). Given these dynamics, understanding how live streaming influences consumer behavior—especially in relation to trust and impulse buying—has become essential for businesses seeking to optimize digital marketing strategies in the e-commerce era.

The influence of product type on consumer trust and impulsive purchase behavior has been highlighted in recent studies, with findings showing that hedonic products tend to evoke stronger emotional trust and purchase impulses than utilitarian ones, although the generalizability of these results across different cultural contexts remains limited (Sunanto, 2024). Meanwhile, research by Hoang, V. T., & Dang (2024) indicated that personalization in live streaming has not yet been fully effective in creating a experience.

Previous research by Aryanto, V. D. W., & Wismantoro (2020) highlighted that personal characteristics and store environment significantly affect impulsive buying tendencies, ultimately influencing consumer purchasing behavior. Furthermore, other research has demonstrated that incentives like free delivery might boost customers' intents to buy, however further research is needed to determine how they affect impulsive purchases.

Other important factors that impact decisions to buy include product type and free shipping offers. This approach facilitates immediate engagement between sellers and buyers through digital platforms. Live streaming is regarded as a commercial approach that delivers a more engaging experience, focusing on user needs.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Live Streaming

Live streaming is an online broadcasting technique that allows audiences (consumers) and hosts (influencers/sellers) to communicate in real time. In marketing contexts, live streaming is used to present products, answer audience questions, and provide time-limited special offers. This technology has developed into one of the most effective forms of digital marketing due to its ability to foster emotional closeness between sellers and consumers (Luo, 2024). Live streaming commerce (LSC) is an interactive marketing method that allows sellers to showcase products directly to an audience in real time.

Furthermore, Min Zhang and Fang Qin (2019) explained that a physical showroom strategy supported by real-time information (such as live streaming) can overcome product fit uncertainty and strengthen purchasing decisions. This study shows that direct interaction through digital media helps bridge the gap between the online shopping experience and consumers' need to try products directly.

H1: There is an effect of live streaming on consumer trust

H2: There is an effect of live streaming on impulsive buying

Product Type

Product type refers to the characteristics of goods offered to consumers, which are generally categorized into two main types: **hedonic** (pleasure-based, such as fashion or cosmetics) and **utilitarian** (function-based, such as electronics or household appliances). Product type has been demonstrated to have a major impact on feelings and purchase decisions in consumer behaviour studies. Luo (2024) claim that because hedonic items are fun and don't require essentials, they are more likely to cause impulsive purchases. The type of product plays a significant role in shaping impulsive purchasing behavior, particularly within the realm of live commerce. Products can basically be divided into two main types, namely hedonic products (which offer pleasure and emotional satisfaction) and utilitarian products (which are functional and oriented towards practical use). In a

live streaming-based marketing strategy, hedonic products tend to be more likely to trigger strong emotional impulses, thus increasing the likelihood of impulsive buying.

Zhang, Z., Zhang, N., & Wang (2022) showed that in live commerce practices, products displayed interactively and influenced by marketing strategies such as hunger marketing can strengthen the urge to buy impulsively. This type of strategy often creates a perception of scarcity and urgency for products that are usually hedonic, such as fashion, cosmetics, or accessories.

H3: There is an effect of product type on consumer trust

H4: There is an effect of product type on impulsive buying

Free Shipping

Free shipping is a promotional incentive offered to consumers, allowing them to avoid paying delivery fees. This strategy has proven effective in increasing conversion rates and reducing cart abandonment. In the context of online shopping, additional costs such as shipping fees are often a primary deterrent to completing a purchase.

Free shipping is one of the most popular promotional strategies in e-commerce that aims to reduce friction in the consumer purchasing process. When consumers are faced with additional shipping costs, they tend to abandon their shopping carts or postpone purchases. Research has shown that the threshold established for free shipping promotions, in conjunction with the nature of the products provided, significantly impacts consumers' impulsive purchasing behavior on e-commerce platforms. This underscores the necessity for promotional strategies to be meticulously designed in order to enhance their efficacy.

H5: There is an effect of free shipping on consumer trust

H6: There is an effect of free shipping on impulsive buying

Consumer Trust

Consumer trust refers to the customer's belief that the seller will deliver products and services as expected. Trust is a crucial factor in online transactions, as consumers cannot physically see or touch the products before purchasing. In live streaming commerce, trust is built through direct interaction, real-time testimonials, and the influencer's credibility.

(Hoang, V. T., & Dang, 2024) Trust serves as a crucial component in facilitating a flow experience and plays a mediating role in the relationship between personalization and impulsive purchasing behavior.

Consumer trust is a key component in the e-commerce environment because consumers face higher levels of uncertainty than in face-to-face transactions. In conditions of limited interaction, such as online shopping, trust becomes a social complexity-reducing mechanism that allows consumers to make decisions without complete information (Yendola, R. A., & Windasari, 2022). The relationship between trust and impulsive buying can also be explained from a psychological perspective. When consumers have trust in a seller or platform, they are more likely to take the risk of buying without further consideration.

Trust is developed through two fundamental sources. Meanwhile, disposition to trust refers to an individual's inherent tendency to rely on others, which influences trust formation in both social and digital environments (Yendola, R. A., & Windasari, 2022).

H7: There is an effect of consumer trust on impulsive buying

Impulsive Buying

Impulsive buying is characterized as a spontaneous purchasing decision that is frequently influenced by emotional responses, promotional offers, or visual cues. In digital marketing, particularly through live streaming, consumers are frequently driven to make spontaneous purchases due to time-limited urgency, stock scarcity, or exclusive deals. Impulsive buying or impulsive purchasing is buying behavior that occurs spontaneously without prior planning, usually triggered by emotional urges, environmental stimuli, or certain situations.

Impulse buying is defined as a sudden, emotional purchase that is not accompanied by a thorough evaluation of alternatives. This concept continues to grow, especially in the context of e-commerce and digital marketing, which creates more stimuli for impulse buying.

RESEARCH METHODS

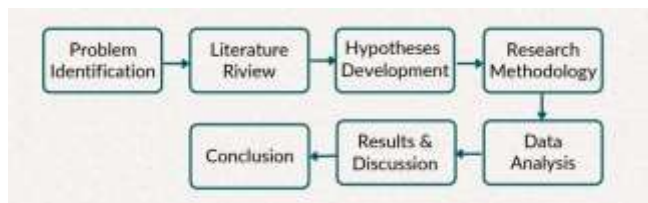


Figure 1

Variable

The present study employs both independent and dependent variables. At one extreme, the dependent variable, denoted by (Y), is the bound variable, while the independent variable, denoted by (X), is the free variable. Live streaming (X1), product kind (X2), free shipping (X3), and customer trust (Z) are the independent factors in this study, whereas impulsive buying (Y) is the dependent variable.

Data Collection

The data for this research were gathered through the administration of a questionnaire. According to Sugiyono D. (2010), a questionnaire is a data collection technique where participants are given a set of written questions to answer. Questionnaires may consist of either closed-ended or open-ended items. In this research, a closed-ended questionnaire was used, meaning that respondents were required to choose from a list of predefined answer options, facilitating ease of data analysis and consistency of responses.

Data Analysis

According to Sugiyono, D. (2010), A sample is a portion that reflects the size and characteristics of a specific population. In this research, the sample consisted of individuals who participated in online shopping activities. Purposive sampling was the sample strategy employed in this investigation. Analysing data and testing hypotheses Analysis of Qualitative Data Analysing data in the form of information that cannot be quantified in order to provide a qualitative explanation of computations is known as qualitative analysis.

Analysis of Quantitative Data

It is determined through quantitative research how asset management affects the use of regional assets. The questionnaire was prepared using an ordinal (Likert) scale. Respondents to this study were asked to rate live streaming (X1), product kind (X2), free shipping (X3), and impulsive buying (Y) in the following five weight categories: A weight score of five indicates strong agreement (SA); four indicates agreement (A); three indicates neutrality (N); two indicates disagreement (D); and one indicates strong disagreement (SD). In the interim, the customer trust (Z) variable required participants to choose from five weight categories: Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD) as their possible responses.

The respondents' gender, age, greatest level of education, and employment are among the attributes that will be subjected to a quantitative analysis. After the respondents completed the questionnaire, the frequency counts and percentage values were calculated. The primary data obtained from the questionnaire distribution were utilized to define the variables. The variables to be delineated encompass Live Streaming, Product Type, Free Shipping, Consumer Trust and Impulsive Buying. For data analysis, this study uses SPSS 27.

Analysing a single independent variable's linear relationship with another independent variable is known as simple linear regression. Multiple linear regression analysis is a method used to

examine the linear relationship between a dependent variable and two or more independent variables. In this study, the following linear regression formula was used:

$$Z = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Z + e$$

Y = Impulsive Buying
 Z = Consumer Trust
 α = Intercept
 $\beta_1 \beta_2 \beta_3$ = Regression Coefficients
 X1 = Live Streaming
 X2 = Product Type
 X3 = Free Shipping
 e = The amount of the residual value (standard error)

RESULTS AND DISCUSSION

Normality Test

Table 1. Normality Test Result

	Unstandardized Residual	
	Value of Equation 1	Value of Equation2
Asymp. Sig. (2-tailed) ^c	,200 ^d	,200 ^d

Source: Table source output spss

According to Table 1 the significance value for the variables Live streaming, Product Type, free shiiping towards Customer Trust is stated to be normally distributed with a significance of 0.200. Because the significance for all variables shows that the Kolmograv – Smirnov probability is greater than the research test (sig. 0.200 > 0.05), it can be concluded that the data is normally distributed.

Table 1 shows a normally distributed significant value for the variables of Live streaming, Product Type, Free Shipping and Customer Trust towards Impulsive Buying, with a significance of 0.200. The data can be regarded as normally distributed, taking into account the significance of each variable, as the Kolmogorov-Smirnov probability exceeds the threshold of the research test (sig. 0.200 > 0.05).

Coefficient of Determination

Table 2. Coefficient of Determination Results

Table Head	Model Summary	
	Adjusted R Square	
Equation 1	0,746	a. Predictors: (Constant), FS.X3, LS.X1, PT.X2 b. Dependent Variable: CT.Z
Equation 2	0,840	a. Predictors: (Constant), CT.Z, LS.X1, FS.X3, PT.X2 b. Dependent Variable: IB.Y

Source: Table source output spss

According to Table 2's Adjusted R Square value of 0.746, live streaming, product category, and free shipping all have a 74.6% impact on customer trust.

Table 2's Adjusted R Square value is 0.840, indicating that 84.0% of impulsive purchases are influenced by live streaming, product category, free shipping, and customer trust.

T test

Tabel 1. Coefficients

Model 1	Hasil		Model 2	Hasil	
	t	Sig.		t	Sig.
(Constant)	,788	,432	(Constant)	2,303	,023
LS.X1	3,764	,000	LS.X1	2,669	,009
PT.X2	1,738	,085	PT.X2	-,400	,690
FS.X3	4,171	,000	FS.X3	3,372	,001
a. Dependent Variable: CT.Z			CT.Z	6,649	,000
			a. Dependent Variable: IB.Y		

Table source : Output spss

$$Z = 0.788 + 3.768X1 + 1.738X2 + 4.171 X3 + e$$

$$Y = 2.303 + 2.669 X1 - 0.400X2 + 3.372X3 + 6.649 Z + e$$

The regression equation obtained from the results of the multiple linear regression test is shown in Tables 5 and 6 above and is as follows:

The first hypothesis, according to which customer trust is significantly impacted by the live streaming variable, has been validated. The t count test result of 3.764, which is higher than the t table of 1.985, demonstrates this. In the meanwhile, $0.000 < 0.05$ is the probability value (Sig.). This suggests that the variable of live streaming plays a crucial role in influencing customer trust. The finding that live streaming positively and significantly enhances customer trust aligns with the rise of interactive digital marketing strategies that offer consumers a more engaging, genuine, and immediate shopping experience. Through live streaming, sellers can show products directly, answer consumer questions in real-time, and show transparency in the sales process. This psychologically increases the perception of honesty and openness from the seller, which ultimately strengthens consumer trust, (Wongkitrungrueng, A., & Assarut, 2020) Consumer trust is formed when there is a perception that the seller has integrity, competence, and good intentions towards the buyer. Two-way interaction in live streaming creates emotional closeness and reduces uncertainty, which has been a major barrier to online transactions. According to a research by Iisnawati, I., Nailis, W., & Daud (2021) that was published in the Sriwijaya International Journal, live streaming experiences during online buying have a substantial impact on purchase choices by boosting customer trust. This conclusion is consistent with that study.

It has been established that the second hypothesis, according to which the live streaming variable significantly influences impulsive purchasing, is accurate. This is evidenced by the t count test result of 2.669, which exceeds the t table value of 1.985. Additionally, the significance level (Sig.) is 0.009, which is less than 0.05. This suggests that the live streaming variable has a significant impact on impulsive purchasing behavior. H_2 is accepted. Consumer psychology and digital marketing may be used to explain the study's findings, which indicate that live broadcasting significantly and favourably influences impulsive purchases. Live streaming creates a real-time shopping atmosphere, is visually appealing, and is often accompanied by time pressure (eg: flash sales, limited stock), which encourages consumers to make purchases without planning or long consideration (Zhang, Z., Zhang, N., & Wang, 2022). Live streaming also triggers spontaneous emotions through direct interaction, product demonstrations, and endorsements by influencers or celebrities. These elements strengthen perceived urgency and perceived enjoyment, two important factors in driving impulsive buying. When consumers feel entertained and motivated by the perception of scarcity and limited-time promotions, the tendency to buy impulsively increases significantly

This result is supported by Yudha, J. K., Komaladewi, R., & Yudha (2022) in the Journal of Business Studies and Management Review, which demonstrated that live streaming positively and significantly affects customer trust, subsequently increasing customer engagement. Furthermore, a study by Imatul Komariyah & Istiono (2024) in Musytari: Jurnal Manajemen, Akuntansi, dan Ekonomi

revealed that live streaming, along with celebrity endorsements and consumer trust, significantly influences purchase decisions for fashion products on online marketplaces.

The third hypothesis, positing that the Product Type variable significantly impacts Customer Trust, has not been substantiated. The results of the t-count test reveal a value of 1.738, which is lower than the t-table value of 1.985, accompanied by a significance level (Sig.) of 0.085, exceeding the threshold of 0.05. This suggests that the variable of Product Type does not exert a significant influence on Customer Trust. Although the coefficient value is positive, indicating a tendency toward positive influence, the effect is not statistically significant. This may occur because batik, as a traditional product with relatively consistent characteristics, may not generate significant variations in consumer trust based solely on product type. In other words, the type of batik product (e.g., motif, fabric, function) is not the key determinant in shaping customer trust. This finding is consistent with the idea that consumer trust is more affected by experiential and relational aspects, such as transparency and seller behavior, rather than by the intrinsic product category itself. Research suggests that product type alone is insufficient to establish consumer trust in online environments; complementary factors such as interaction quality and delivery assurance are critical (Yendola, R. A., & Windasari, 2022).

There is no evidence to support the fifth hypothesis, which claims that the Product Type variable significantly influences impulse buying. The significance value stands at 0.690, which exceeds 0.05, while the t-count is -0.400, falling short of the t-table value of 1.985. Consequently, the type of product has little bearing on impulsive buying behaviour. The negative and insignificant relationship suggests that the nature or category of batik products does not evoke impulsive purchasing behavior. This is understandable, as batik is often considered a thoughtful and traditional purchase rather than a spontaneous one. Impulse buying is more closely associated with low-involvement, novel, or limited-edition items rather than culturally rich and traditional goods. This finding is supported by Zhang, M., Guo, X., Guo, X. and Jolibert (2023), who showed in the Asia Pacific Journal of Marketing and Logistics that intangible cultural heritage products—such as handicrafts tied to traditional identity—tend to reduce impulse buying because consumers place greater emphasis on cultural identity and perceived scarcity, which requires deliberate decision-making.

The fifth hypothesis, according to which customer trust is significantly impacted by the free shipping variable, has been validated. The significance level (Sig.) of 0.000 is below the threshold of 0.05, and the calculated t-value of 4.171 exceeds the critical t-value of 1.985. This suggests that customer trust can be positively influenced by free shipping. Removing additional shipping costs helps reduce consumers' financial burden and fosters a perception of fairness, which contributes to greater satisfaction and trust in the seller. Particularly in e-commerce, unexpected shipping fees are a major cause of cart abandonment and mistrust. Supporting this, Aprilia WK & Wulandari ND (2023) found that free shipping significantly increases consumers' impulse buying tendencies—especially when seller service is perceived as excellent— This suggests that shipping incentives could be instrumental in influencing customer trust and facilitating purchasing decisions.

It has been established that the sixth hypothesis, according to which the free shipping variable significantly influences impulse buying, is accurate. The significance level is 0.001, which is less than 0.05, and the t-count is 3.372, exceeding the t-table value of 1.985. This proves that Free Shipping positively and significantly influences Impulse Buying. Free shipping acts as a psychological trigger that reduces total purchase friction, giving customers a stronger motivation to complete a transaction quickly, even if the purchase was not planned. This cost-saving perception can override rational thinking, leading to impulse purchases. This indicates that free shipping not only lessens consumers' financial burden but also enhances their perception of fairness and satisfaction—crucial factors in building trust toward the seller. In online shopping, surprise shipping costs frequently lead to cart abandonment and distrust. Free shipping, therefore, signals customer-centricity and confidence in product value. This aligns with findings from Sofiana, M., et al. (2022), Free delivery programmes, along with other marketing methods like live streaming and flash deals, have been shown to encourage impulsive spending among Generation Z, mediated by good emotions..

Furthermore, Cahyani, S. R., & Artanti (2023) confirmed that free shipping and trust positively influence purchase decisions on Shopee, underlining the role of free shipping in fostering consumer trust alongside trust-building seller ratings.

There is substantial evidence to support the seventh hypothesis, which claims that customer trust has a major impact on impulsive buying. The t-count value of 6.649 exceeds the t-table value of 1.985 (p-value < 0.05) by a significant margin. This finding indicates that consumer trust exerts a positive and substantial effect on impulsive purchasing behavior. Trust reduces the perceived risk of online shopping and builds emotional security, both of which are essential precursors to impulsive behavior. Consumers are more likely to make quick purchase decisions when they feel assured that the seller is reliable, transparent, and service-oriented. Consumer trust is an important mediator in determining impulsive purchasing behaviour in the setting of e-commerce live streaming (Ramanda, N. E., & Aqmal, 2023). It has been observed that when live-streamed content is regarded as both persuasive and engaging, it markedly boosts consumer trust, subsequently elevating the probability of impulsive buying behavior. Their findings highlight that trust is not merely a supporting factor, but a key mechanism that bridges persuasive messaging and spontaneous consumer decisions during live commerce sessions. This insight emphasises the necessity of establishing trust and perceived authenticity in live streaming contexts in order to successfully promote unplanned purchasing behaviour. This aligns with findings from Cahyani, S. R., & Artanti (2023), Research shows that online customer trust positively impacts impulse purchases on live-commerce platforms such as TikTok Shop. Their study revealed that trust reduces consumer hesitation and increases enjoyment, effectively encouraging spontaneous purchases in the digital shopping environment.

CONCLUSION

Referring to the results obtained from the analysis, the variables that were proven to have a significant influence in this study were Live Streaming, Free Shipping, and Consumer Trust. It was found that Live Streaming and Free Shipping positively and significantly influenced Consumer Trust as well as Impulsive Buying. Consumer Trust was also proven to be an important factor that directly drives Impulsive Buying. Here's a paraphrased version of that sentence: On the other hand, the Product Type variable did not show a significant impact on either consumer trust or impulsive buying. Among all the influential variables, Consumer Trust is the most influential variable in driving Impulsive Buying, as indicated by the highest t-count value ($t = 6.649$). This confirms the crucial role of consumer trust as a strong mediator between marketing strategies (such as live streaming and free shipping) and spontaneous purchasing decisions by consumers.

However, there are several limitations to this research. First, the sample size of 100 respondents may not be representative of the broader population of e-commerce customers, even though it is sufficient for early research, therefore the results may not be as widely applicable as they could be. Second, the use of a cross-sectional design restricts the ability to observe changes in consumer behavior over time, particularly in the context of evolving digital marketing practices. Third, the study only considered three independent variables—live streaming, product type, and free shipping—excluding other potentially influential factors such as influencer credibility, urgency cues, or peer reviews. Additionally, the research was conducted within a specific cultural context in Indonesia, which may affect consumer perceptions and behaviors uniquely, thereby limiting the applicability of the results in different geographical or cultural settings. These limitations highlight the need for future research to employ longitudinal designs, include more diverse variables, and expand the respondent base across regions and demographics.

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