

ANALYZING THE INFLUENCE OF PSYCHOLOGICAL FACTORS ON IMPULSIVE BUYING OF APPAREL CUSTOMERS DURING FACEBOOK LIVE STREAM (CASE STUDY: KLONTONG MANADO ONLINE SHOP SULAWESI UTARA)

ANALISIS PENGARUH FAKTOR PSIKOLOGIS TERHADAP PEMBELIAN IMPULSIF PELANGGAN PAKAIAN SELAMA SIARAN LANGSUNG DI FACEBOOK (STUDI KASUS: TOKO ONLINE KLONTONG MANADO SULAWESI UTARA)

Oleh :

Keren G. Sondakh¹
David P. E. Saerang²
Shinta J. C. Wangke³

¹²³International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail :

[¹kerensondakh062@student.unsrat.ac.id](mailto:kerensondakh062@student.unsrat.ac.id)

[²davidsaerang@unsrat.ac.id](mailto:davidsaerang@unsrat.ac.id)

[³shintaj@unsrat.ac.id](mailto:shintaj@unsrat.ac.id)

Abstract: The purpose of this study is to analyze the influence of psychological factors on impulsive buying behavior of apparel customers during Facebook live streams, with a case study of the Klontong Manado Online Shop in Sulawesi Utara. The study examines the psychological factors that may lead to impulsive buying behavior, such as Motivation, Attitude, Learning and Perception. This research uses Quantitative Approach with 96 from apparel customers who have participated in the Facebook live streams of Klontong Manado Online Shop. The study found that motivation, attitude, and learning do not significantly influence impulsive buying, while perception has a highly positive and significant effect on impulse purchases of clothes during live streaming on the "Klontong Manado Online Shop" Facebook group. Additionally, all four factors have a simultaneous and significant effect on impulsive buying of clothes through live streaming in the group. The findings of this study could provide insights for online apparel retailers to better understand and leverage the psychological factors that influence impulsive buying behavior during live stream shopping events.

Keywords: psychological factors, impulsive buying

Abstrack: Tujuan dari penelitian ini adalah untuk menganalisis pengaruh faktor psikologis terhadap perilaku pembelian impulsif pelanggan pakaian selama siaran langsung di Facebook, dengan studi kasus tentang Toko Online Klontong Manado di Sulawesi Utara. Studi ini meneliti faktor-faktor psikologis yang dapat menyebabkan perilaku pembelian impulsif, seperti Motivasi, Sikap, Pembelajaran, dan Persepsi. Penelitian ini menggunakan Pendekatan Kuantitatif dengan 96 pelanggan pakaian yang telah berpartisipasi dalam siaran langsung Facebook dari Toko Online Klontong Manado. Studi ini menemukan bahwa motivasi, sikap, dan pembelajaran tidak berpengaruh signifikan terhadap pembelian impulsif, sementara persepsi memiliki efek positif dan signifikan yang tinggi terhadap pembelian impulsif pakaian selama siaran langsung di grup Facebook "Toko Online Klontong Manado". Selain itu, keempat faktor tersebut memiliki efek simultan dan signifikan terhadap pembelian impulsif pakaian melalui siaran langsung di grup tersebut. Temuan dari penelitian ini dapat memberikan wawasan bagi pengecer pakaian daring untuk lebih memahami dan memanfaatkan faktor-faktor psikologis yang mempengaruhi perilaku pembelian impulsif selama acara belanja siaran langsung.

Kata Kunci: faktor psikologis, pembelian impulsif

INTRODUCTION**Research Background**

Due to the proliferation of science and technology, individuals have increasingly relied on internet access to engage with others via social media. One such widely recognized social media platform is Facebook, which has garnered a significant user base in Indonesia, constituting 82% of the population. Facebook offers a Live Streaming feature, which permits direct interaction with individuals who are watching. Facebook Live streams allow online shops to showcase their products in real-time and engage with their audience through comments and reactions. This interactive environment can stimulate impulsive buying behavior in customers, especially when it comes to apparel products, which are often associated with self-expression and emotional appeal.

Impulsive buying behavior has been observed both in physical stores and online, but with the rise of social media, new channels for impulse buying have emerged, such as Facebook Live streams. Impulsive buying behavior is a common phenomenon in consumer behavior and has been a subject of interest for researchers and marketers alike. It refers to a sudden and unplanned purchase made without much consideration of the consequences or alternatives. According to Kotler and Keller (2009:166), impulse buying occurs when emotions, feelings, and attitudes play a decisive role in a purchase, triggered by viewing a product or after exposure to a well-crafted promotional message. Impulse buying refers to the act of purchasing an item without prior intention, resulting in an unplanned or spontaneous purchase (Rahmasari, 2010).

According to Kacen and Lee (2002), impulsive buying behavior is influenced by two main factors: situational factors and individual factors. Situational factors refer to the characteristics of the environment in which buying decisions are made, such as the type of store, product presentation, and promotional activities. Individual factors, on the other hand, are related to the consumer's personality, mood, and self-regulation. Kotler and Armstrong (2011) suggest that consumer purchasing decisions are influenced by four main psychological factors: motivation, perception, attitude, and learning. These psychological factors are internal to the consumer and significantly influence their purchasing decisions. Psychological factors determine how individuals perceive and interact with their environment and impact the decisions made by consumers; the higher the psychological factors considered by consumers, the greater the impact on their purchasing decisions.

As such, many business owners in North Sulawesi have leveraged this feature to market their products, with one of the popular Facebook groups being Klontong Manado, North Sulawesi. According to Ipsos live shopping data, 83% of Southeast Asia (SEA) users employ social media to conduct livestream shopping, utilizing platforms like Instagram Live Shopping, YouTube Live, and Facebook Live. The shopping experience on Facebook live streaming, particularly within the Klontong Manado buying and selling group, is heavily populated with buyers the availability of comprehensive channels for live streaming commerce enables consumers to enjoy hedonic, social, and shopping benefits via a streamlined and enhanced purchasing process.

Understanding the psychological factors that drive impulsive buying behavior during Facebook Live streams can help online shops improve their marketing strategies and increase their sales. Previous research has identified several factors that may influence impulsive buying behavior, such as emotional states, social influence, and individual characteristics like personality traits and self-control. However, there is still a lack of research specifically focused on impulsive buying of apparel during Facebook Live streams, especially in the context of Manado. This study aims to fill this gap by analyzing the psychological factors that result in impulsive buying behavior of apparel customers during Facebook Live streams, using a case study of Klontong Manado Online Shop in North Sulawesi.

In the context of Facebook Live streams, previous research has suggested that social influence, emotions, and perceived scarcity are important situational factors that can stimulate impulsive buying behavior. For example, Kim and Lennon (2019) found that social influence, in the form of comments and reactions from other viewers, can increase the likelihood of impulsive buying behavior during Facebook Live streams. In terms of individual factors, personality traits and self-control have been found to play a role in impulsive buying behavior. For example, Dittmar et al. (2008) found that people who score high on the personality trait of materialism are more likely to engage in impulsive buying behavior. Similarly, Tangney, Baumeister, and Boone (2004) reported that low self-control is associated with higher levels of impulsive buying behavior.

Therefore, the current study aims to analyze the influence of psychological factors on impulsive buying behavior of apparel customers during Facebook Live streams. The study will be conducted on Klontong Manado Online Shop, which is Group Facebook based in Sulawesi Utara, Indonesia, specializing in selling apparel products through Live Streams and etc. The research will use a case study approach to investigate the buying behavior of customers during live streams.

Research Objectives

1. To find out the influence of psychological factors, namely Motivation, Attitude, Learning and Perception on impulsive purchases of clothing in live streaming in the klontong Manado group simultaneously
2. To find out the effect of motivation on impulse buying of clothes in live streaming in the klontong manado group
3. To find out the effect of Attitude on impulsive purchases of clothes in live streaming in the klontong manado group
4. To find out the effect of Learning on the impulse buying of clothes in live streaming in the klontong manado group
5. To find out the effect of Perception on the impulse buying of clothes in live streaming in the klontong Manado group

THEORITICAL FRAMEWORK**Psychological Factors**

According to Kotler and Armstrong (2011), four factors that influence consumer buying behavior: cultural, social, personal, and psychological factors. These internal psychological factors govern how consumers perceive and interact with their environment, shaping their purchasing choices.

Motivation

According to Schiffman and Kanuk (2000), motivation can be defined as an internal driving force within an individual that impels them to take action. Consumer motivation, on the other hand, is a condition within a person's personality that propels their desire to carry out specific activities in order to achieve a particular goal.

Attitude

Consumer attitude refers to feelings expressing likes or dislikes towards an object (Kotler and Keller, 2009). Aligning products with consumer attitudes boosts sales and purchase decisions. The reasoned action model shows how beliefs influence attitude, which, in turn, impacts repurchase interest (Mandasari and Nurcahya, 2013). Attitude encompasses motivation, emotion, perception, and cognition, influenced by the surrounding environment (Nugroho, 2010: 214).

Learning

Learning is a behavioral change from experience (Kotler, 2005:217-218). Consumer learning involves acquiring knowledge and experiences for future behavior (Schiffman and Kanuk, 2000). It can be intentional or unintentional, influenced by personal and others' experiences.

Perception

Perception is the process of acquiring, interpreting, and organizing sensory information, especially about other people (Sarwono, 2011). It involves forming impressions and conclusions about others based on sensory stimuli from the environment (Mulyana, in Yazid, 2017). Sensing precedes perception, as it involves receiving stimuli through the senses (Walgito, 2010). Perception is an individual's assessment of themselves and others, influenced by learning and experience, motivating them to interact with their environment for potential benefits.

Impulsive Buying

Rook (1987) defines impulsive purchase as a quick, unplanned, and irrational purchase driven by emotions, leading to conflicts in thoughts. Characteristics include spontaneity, repeated intensity, stimulation, and ignorance of consequences. Consumers act immediately, driven by sudden urges and emotions, seeking immediate gratification, often ignoring potential negative outcomes.

Previous Research

Pacheco et al. (2021) aimed to make an integrative review on the impact of psychological factors on online impulse buying, namely stress reaction; self-esteem; materialism; boredom; positive affect; absorption; shopping pleasure; need for hedonic and utilitarian consumption and habit. We emphasize that (1) those highly reactive to stress may buy on impulse in order to mitigate negative emotional states; (2) the greater the online

impulsive buying behavior, the lower may be the self-esteem; (3) materialistic values and the desire for goods are probably strongly and positively correlated to online impulse buying; (4) shopping can be an activity performed to avoid boredom and a possible antecedent of online impulse buying; (5) positive and negative affect may impact hedonic and utilitarian online browsing, in turn influencing the impulse buying desire, and, thus, the online impulse buying behavior; (6) those with great levels of absorption may be more susceptible to sensory stimuli, being more likely to online impulse buying; (7) social and idea shopping may impact online impulse buying; (8) when the motor scheme is triggered more often by exposure to a certain stimulus, it is more likely that it will continue to be triggered in the future (habit).

Huo et al. (2023) adopted the stimulus-organism-response (SOR) paradigm to create an influence mechanism of impulse buying behavior in live streaming shopping. We investigated the influence of social presence and sales promotion (stimuli) on impulse buying behavior (response) through flow experience (organism). In addition, we also examined time availability and money availability, two situational variables, as moderators of flow experience and impulse buying behavior. To explore the factors that contribute to consumers' impulse buying behavior, an online survey (n = 375) was done in China. The empirical findings indicate that social presence and sales promotion positively affect flow experience, subsequently triggering consumers' impulse buying behavior in live streaming. The results also indicated the positive moderation of money availability and time availability.

Khair et al. (2023) analyzed the significant effect from hedonic motivation against impulsive buying on e-commerce consumers. Hedonic motivation and utilitarian motivation can encourage impulsive buying behavior in transactions when people shopping in e-commerce. This might be seen from several types of goods purchased in e-commerce, for instance, daily needs (foods and beverages), fashion, cosmetics, also travel needs (ticket for transportation and hotels). This study uses purposive sampling and questionnaire methods. This research was conducted on 344 respondents who are active users of social media and e-commerce users, such as Shopee, Tokopedia and Lazada. Data analyzed with Structural Equation Modelling (SEM) method and SMART-PLS application. The results shows that external factor has a positive influence on hedonic motivation and utilitarian motivation, it can be seen that hedonic motivation has a positive effect on impulsive buying factors, and utilitarian motivation does not affect impulsive buying. In addition, interpersonal factors and external factors have a significant positive effect on impulsive buying with hedonic motivation mediation. Meanwhile, utilitarian motivation does not seem able to mediate interpersonal and external factors to have a significant influence on consumers' impulsive buying behavior.

Conceptual Framework

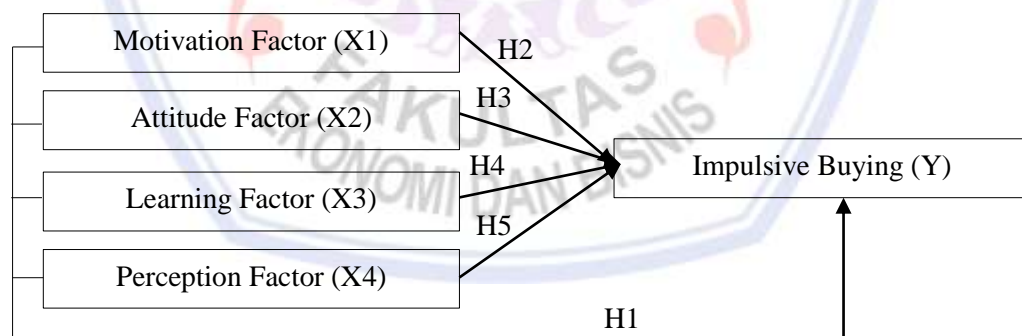


Figure 2. Conceptual Framework

Source : Kajian Teoritik, 2019

Research Hypphotesis

The hypothesis in this study can be described as follows:

- H1: Motivation factors, Attitude factors, Learning factors and Perception factors are simultaneously suspected of having a significant effect on impulsive buying decisions.
- H2: The motivation factor is partially suspected to have a significant effect on impulsive buying decisions.
- H3: Attitude factor is partially suspected to have a significant effect on impulsive buying decisions.
- H4: Learning factor is partially suspected to have a significant effect on impulsive buying decisions.
- H5: Perception factor is partially suspected to have a significant effect on impulsive buying decisions.

Research Approach

The present study employs a quantitative research methodology, which emphasizes numerical data and statistical analysis, as noted by Bryman (2001:20). Specifically, this research adopts a causal research approach that aims to identify cause-and-effect relationships, in line with the definition provided by Zikmund et al. (2011:57).

Population, Sample and Sampling Technique

Creswell (2008) defines "population" as the entirety of relevant units, individuals, objects, or subjects for the study, including people, objects, events, and others. The research focuses on members of the Facebook group "Klontong Manado Online Shop Sulawesi Utara," sharing similar characteristics. Samples will be selected following Sekaran and Bougie (2010) to represent a subset of the population, using purposive sampling based on specific research objectives. A sample size of 96 individuals, reflecting the Lemeshow goodness-of-fit test, will be used for logistic regression analysis. Criteria for the population include being consumers in the 'Klontong Manado' Facebook Group who live in Sulawesi Utara and have purchased clothing through live streaming.

Source of Data

This research uses both primary and secondary data collection methods. Primary data was collected through a questionnaire to address the specific research problem (Malhotra, 2007). Secondary data includes data previously collected from various sources such as books, articles, and previous research related to the topic. Sekaran and Bougie (2010) define secondary data as information gathered by researchers from published or unpublished sources to support the study. The secondary data for this research were obtained from articles, journals, and books as part of the literature review, all relevant to the subject matter.

Data Analysis Technique**Validity and Reliability Test**

This research uses validity and reliability to find out whether the research instruments are valid and reliable or not. The validity test ensures question accuracy. Validity confirms the reliability of the technique or instrument used to gauge the concept. Babbie (2012:153) considers validity as the degree of truthfulness of the measuring instrument, while Sekaran (2013) defines it as an assessment of the instrument's effectiveness in measuring the intended concept and reliability as stated by Suryabrata (2004:28), is the trustworthiness of measurement results using a tool. It requires stable and consistent instruments to assess the "goodness" of a measure (Sekaran and Bougie, 2009). A Cronbach's Alpha > 0.70 indicates a reliable test for construct or variable reliability.

Test of Classical Assumptions**Normality Test**

The normality test is an essential statistical tool used to determine if a set of data follows a normal distribution. In the context of regression analysis, the normality test is conducted to determine whether the distribution of the regression model, independent variable, dependent variable, or both, is normal. A normal distribution is characterized by a bell-shaped curve and is a key assumption of many statistical models and tests. The normality test can be done using various techniques, but a graphical approach is commonly used, such as a histogram and P-Plot. A histogram displays the distribution of the data by dividing it into equal-sized bins and counting the number of observations that fall into each bin. A P-Plot, also known as a probability plot or quantile-quantile plot, compares the distribution of the data to a theoretical normal distribution. If the data follows a normal distribution, the points on the P-Plot will fall on a straight line.

Multicollinearity Test

The Multicollinearity test is an analytical technique utilized to ascertain the presence of correlations among independent variables. This statistical test is performed by computing the VIF (Variance Inflation Factor) and Tolerance values. A VIF score of less than 10 indicates the absence of Multicollinearity, while a Tolerance value greater than 0.1 indicates the same.

Heteroscedasticity Test

The purpose of conducting a Heteroscedasticity test is to determine whether there exists a variance inequality among residuals across different observations in a regression model. A regression model that satisfies the condition of having a consistent variance across residuals across different observations is referred to as Homoscedasticity. On the other hand, Heteroscedasticity occurs when the variance among residuals across different observations is inconsistent. The consequence of Heteroscedasticity in a regression model is that it leads to the estimator being less efficient, both in small and large samples.

Multiple Linear Regression

According to Sarwono (2006:79), multiple linear regression is estimating the magnitude of the coefficients resulting from a linear equation involving two independent variables to be used as a predictor of the value of the dependent variable. The formula used is as follows:

$$Y = \alpha_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + e$$

Description:

- Y = Impulsive Buying
 X₁ = Motivation Factor
 X₂ = Attitude Factor
 X₃ = Learning Factor
 X₄ = Perception Factor
 α₀ = Coefficient Constants
 β₁ β₂ β₃ β₄ = The regression coefficient of each variable
 e = Error

Hypothesis Test

Simultaneous Test (F)

Ghozali (2013:98) stated that the F statistic test basically shows whether all independent or independent variables used in the model have a joint influence on the dependent variable, the test criteria:

- If $F_{count} > F_{table}$, then H₀ is rejected and H_a is accepted, meaning that all independent variables (X) are simultaneously significant explanatory variables for the dependent variable (Y) and the equation can be accepted as an estimator.
- If $F_{count} < F_{table}$, then H₀ is accepted and H_a is rejected, meaning that all independent variables (X) have no significant effect on the dependent variable (Y) and the equation cannot be accepted as an estimator.

Partial Test (T)

The t-test is a type of statistical test whose function is to find out whether there is a difference from the estimated value with the value of the statistical calculation results. The t test (t test) is to compare the average of two samples (Sarwono, 2006).

- If $t_{table} > t_{count}$, so H₀ rejected and H_a accepted
- If $t_{table} < t_{count}$, so H₀ accepted and H_a rejected

RESULT AND DISCUSSION

Result

Validity and reliability assessment of the research instruments to ensure reliable and accurate results. The validity test results shows that the Motivation (X1), Attitude (X2), Learning (X3), Perception (X4) and Impulsive Buying (Y) variables have a significant correlation, as indicated by the Pearson correlation coefficients. This implies that the variables are highly correlated and have a strong association with each other.

Table 1. Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
.939	20

Source : Processed Data SPSS Version 25 (2022)

Statistical calculations in SPSS 25 revealed a high level of reliability for the study's implemented variables. The analysis in Table 1 showed a value of 0.939, surpassing the accepted threshold of 0.60. This strongly indicates the data's trustworthiness and dependability in the study.

Test of Classical Assumptions

Normality Test

The results of the normality test, conducted through the graphical approach of P-Plot. A Normal P-Plot Regression Standardized graph, as presented in Figure 3 below, can be utilized to ascertain the normality of the model.



Figure 2. Normal P-Plot Regression Standardized Residual

Source : Processed Data SPSS Version 25 (2022)

The data illustrated in Figure 2 indicates that the Normal P-Plot of Regression Standardized Residuals plot represents the dispersion of data points about the diagonal line, and the distribution conforms to the direction of the plot's diagonal line. This implies that the presence of data points located proximal to the linear line suggests that the model conforms to a normal distribution.

Multicollinearity Test

Table 2. The Result of Multicollinearity Test

Variable	VIF	Tolerance	Information
Motivation (X1)	3.147	0.318	No Multicollinearity
Attitude (X2)	3.382	0.296	No Multicollinearity
Learning (X3)	2.971	0.337	No Multicollinearity
Perception (X4)	3.109	0.322	No Multicollinearity

Source : Processed Data SPSS Version 25 (2022)

Table 2 displays the outcomes of the computations carried out, revealing that all independent variables, denoted as X, have a VIF value of less than 10 (<10), and a Tolerance value exceeding 0.1. Consequently, it can be inferred that the research model under study is devoid of any signs of Multicollinearity.

Heteroscedasticity Test

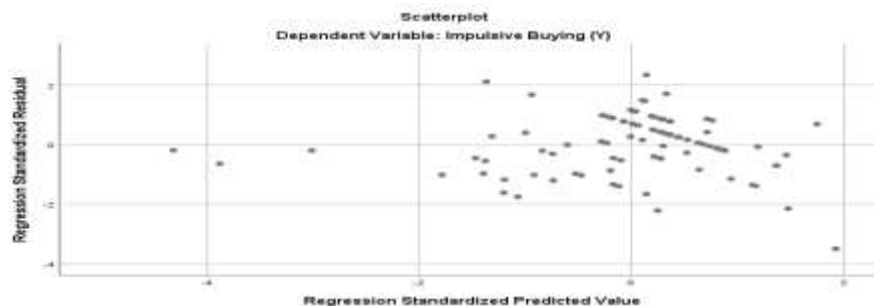


Figure 4. Scatterplot

Source : Processed Data SPSS Version 25 (2022)

The Heteroscedasticity test results pertaining to this investigation are graphically presented in Figure 4. As presented in Figure 4, the scatterplot generated for the Heteroscedasticity test portrays randomly dispersed data points, with no apparent pattern being discernible. The spread of points above and below the number zero on the Y-axis also appears to be uniform, indicating the absence of Heteroscedasticity within the regression model under consideration. Thus, it can be inferred that the regression model is a reliable tool for forecasting the Impulsive Buying variable (Y).

Multiple Linear Regression

Table 3. Multiple Linear Regression Data Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.825	1.398		.590	.557
	Motivation (X1)	.203	.150	.173	1.351	.180
	Attitude (X2)	.176	.145	.161	1.209	.230
	Learning (X3)	.094	.139	.084	.678	.499
	Perception (X4)	.429	.145	.377	2.961	.004

Source : Processed Data SPSS Version 25 (2022)

The multiple linear regression analysis shows the relationships between the independent variables (Motivation X1, Attitude X2, Learning X3, and Perception X4) and the dependent variable (Impulsive Buying Y). Each independent variable has a coefficient value indicating its impact on the dependent variable. All coefficients are positive, demonstrating positive correlations between the independent variables and Impulsive Buying. The constant value of 0.825 indicates the predicted value of the dependent variable when all independent variables are held at zero.

Coefficient Of Correlation (R) and Coefficient of Determination (R²)

Table 4. Coefficient Of Correlation (R) and Coefficient of Determination (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.725 ^a	.525	.504	2.247	.525

a. Predictors: (Constant), Perception (X4), Motivation (X1), Learning (X3), Attitude (X2)

b. Dependent Variable: Impulsive Buying (Y)

Source : Processed Data SPSS Version 25 (2022)

The findings in the picture above show a strong relationship (Coefficient of Correlation, $R = 0.725$) between the independent and dependent variables. As the independent variable changes, the dependent variable changes predictably. However, the Coefficient of Determination (R²) is 0.525 (52.5%), indicating that only 52.5% of the variation in the dependent variable can be explained by the independent variable. The remaining 47.5% might be influenced by external factors or unmeasured variables not addressed in the research.

Hypothesis Test

Table 5. T-test (Partial) Result

Model		t	Sig.
1	(Constant)	.590	.557
	Motivation (X1)	1.351	.180
	Attitude (X2)	1.209	.230
	Learning (X3)	.678	.499
	Perception (X4)	2.961	.004

Source : Processed Data SPSS Version 25 (2022)

It was observed that the independent variable Perception (X4) had the highest regression coefficient (B)

value among all variables. The coefficient for Perception (X4) was 0.429, indicating its dominant influence on Impulsive Buying (Y).

Table 6. F-test (Simultaneous) Result

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	507.765	4	126.941	25.136	.000 ^b
	Residual	459.568	91	5.050		
	Total	967.333	95			

a. Dependent Variable: Impulsive Buying (Y)

b. Predictors: (Constant), Perception (X4), Motivation (X1), Learning (X3), Attitude (X2)

Source : Processed Data SPSS Version 25 (2022)

The results of the F-test indicate that the model displays an Fcount value of 25.136 with a Sig.F level of 0.000, at a level of significance of 0.05 ($\alpha=0.05$) and with a 95% confidence level. The Fcount value is found to be greater than the Ftable value of 3.09, and the Sig.F value is smaller than the significance value of 5% (i.e., a value of 0.000, which is less than 5%). These findings indicate that the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted.

Discussion

The Influence of Motivation on Impulsive Buying during Live Streaming

Based on the results of the conducted T test, it can be inferred that there is no significant partial effect between motivation and impulsive buying. This implies that motivation does not primarily influence impulsive buying behavior, and other factors such as environment, emotions, and situations may have a more substantial impact. Live streaming often evokes a high sense of spontaneity among its viewers. They engage in fast and immediate moments, where products or offers appear suddenly. In situations like this, impulsive purchases are often driven by strong emotional impulses, such as instant desires, immediate pleasure, or positive emotions triggered by specific situations or offers. In such situations, the underlying motivation for the purchase is not based on deep rational considerations, so the existing motivation does not significantly influence the decision, and it is important to note that sometimes an individual's motivation does not have a direct correlation with the displayed product or offer. For example, someone may have a motivation to gain social recognition or feel engaged, but the products offered during the live streaming do not substantially fulfill that motivation. In this case, although the motivation exists, there is no direct correlation that affects impulsive purchases. Certain reasons also encompass the surrounding environment and specific situations around individuals, which can reduce the influence of motivation on impulsive buying. For instance, if someone is in an unsupportive or impractical environment for making a purchase, even with strong motivation, they may not be able to execute it. Additionally, if an individual has high self-control or adequate experience in managing impulsive urges, motivation may not significantly impact their purchasing decisions. High self-awareness: Individuals with high levels of self-awareness may have better abilities to recognize their motivations and critically evaluate impulsive buying decisions. They may be more capable of seeing long-term consequences, controlling emotional impulses, or delaying purchase decisions to ensure alignment with their needs and values. In this case, although motivation exists, individuals with high self-awareness can reduce its impact on impulsive purchases. Influence of external factors: Various external factors can influence purchasing decisions and reduce the influence of motivation. For example, limited income, time constraints, ethical considerations, or the opinions of close individuals can hinder or influence individuals in executing impulsive purchases, regardless of their motivations. Therefore, it is essential to conduct further research to confirm these results on a more comprehensive scale. The following previous study substantiate the assertion that motivation do not exert a partial influence on Impulsive Buying. Khair et al. (2023) found that hedonic motivation has a positive effect on impulsive buying factors while utilitarian motivation does not affect impulsive buying.

The Influence of Attitude On Impulsive Buying during Live Streaming

Based on the results of the T test that has been conducted, it can be inferred that there is no significant partial effect between attitudes and impulsive buying. This implies that attitude is not the primary factor that influences impulsive buying behavior. Instead, other factors such as environment, emotions, and situations may have a more substantial impact on impulse buying behavior. The factor of strong emotional influence can also

affect why there is no significant influence between Attitude and Impulsive Buying, such as Impulsive purchases are often triggered by emotions, such as instant desires, immediate pleasure, or excitement. Emotions can override an individual's attitude towards the purchase itself. In situations where strong emotions dominate, existing attitudes may not significantly influence the impulsive purchases made. Furthermore, it is crucial to recognize that attitudes can still play a role in impulsive buying behavior, although a less significant one. For example, a positive attitude towards a product may increase the likelihood of making an impulsive purchase. Therefore, marketers and retailers should also take into account the role of attitudes in conjunction with other factors that can affect impulsive buying behavior. Similar study show that attitude is unable to counteract the impact of government legislation and commercial communications on online impulse purchases. However, attitude can mitigate the impact of website quality on online impulse purchases (Dharta, Prasetyo, and Dema, 2021). In conclusion, this study highlights the need for a holistic approach when considering the factors that influence impulsive buying behavior. It suggests that a focus solely on changing attitudes towards impulse buying may not be enough to influence consumer behavior effectively. By considering other factors such as environment, emotions, and situations, marketers and retailers can design strategies that are more effective in encouraging impulsive buying behavior among consumers.

The Influence of Learning on Impulsive Buying during Live Stream

Based on the results of the T-test conducted, it can be concluded that learning has no significant partial effect on impulse buying behavior. This finding suggests that learning is not a major determinant of consumers' impulsive buying behavior. Instead, other factors such as situational, environmental, and emotional factors may have a more substantial influence on impulsive buying behavior. For instance, the situational factors that trigger impulsive buying behavior may include limited-time offers, free samples, or unexpected sales promotions. Environmental factors such as the store's physical layout, product arrangement, and background music can also influence consumers' impulsive buying behavior. In addition, emotional factors such as excitement, anxiety, and happiness may trigger consumers to make impulsive purchases. Some factors that contribute to Learning not significantly influencing impulsive buying are a lack of deep knowledge, impulsive buying is often driven by emotional and social impulses rather than in-depth knowledge about the products or services being offered. In the context of live streaming, the focus is more on entertainment and interaction rather than providing comprehensive information about the products. Therefore, prior learning does not have a significant influence because impulsive buying decisions are more influenced by emotional and social factors. Impulsive buying tends to be triggered by emotional and social factors such as the desire to be part of a community, peer influence, or the fear of missing out if not making a purchase. These factors are not solely related to prior learning, but rather to the emotional and social interactions that occur in the context of live streaming.

The Influence of Perception on Impulsive Buying during Live Stream

After conducting the T-test, it was found that perception has a significant partial effect on impulsive buying behavior. This indicates that consumers' perception of a product or service can influence their tendency to engage in impulsive buying behavior. For example, if consumers perceive a product or service to be unique or of high value, they may be more likely to make an impulsive purchase. On the other hand, if they perceive a product or service to be uninteresting or low quality, they may be less likely to make an impulsive purchase. Similar study by Yulianto, Sisko, and Hendriana (2021) shows an indirect effect of the perceived low price on impulsive buying behavior through attitude toward sales promotion during online shopping festivals. The findings suggest that marketers and retailers should focus on creating a positive perception of their products and services to encourage impulsive buying behavior. This can be done by emphasizing the product's unique features, highlighting its benefits, and creating an emotional connection with the consumer. Additionally, creating a sense of urgency or scarcity can also encourage impulsive buying behavior.

CONCLUSION AND RECOMMENDATION

Conclusions

Based on the results of this research, the following conclusions can be drawn :

1. Motivation has no significant influence on Impulsive Buying.
2. Attitude has no significant influence on Impulsive Buying.
3. Learning has no significant influence on Impulsive Buying.

4. Perception has the most positive and significant effect on impulse purchases of clothes during live streaming "Klontong Manado Online Shop"
5. Motivation, Attitude, Learning and Perception have a simultaneous and significant effect on impulse buying of clothes through live streaming in the "Klontong Manado Online Shop" Facebook group.

Recommendations

The researcher has provided the following recommendations based on the finding of this study, which are hoped to be useful as suggestions:

1. The study's results suggest that Perception is the most influential factor in consumer purchasing decisions in the "Klontong Manado Online Shop" Facebook group. Marketers and retailers should therefore focus on cultivating a positive perception of their products and services to encourage impulsive buying behavior. This can be achieved by emphasizing the product's unique features, highlighting its benefits, and creating an emotional connection with the consumer. Furthermore, creating a sense of urgency or scarcity may also encourage impulsive buying behavior.

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