

THE INFLUENCE OF HOST CREDIBILITY, INTERACTIVITY AND LIMITED-TIME OFFER ON FASHION PURCHASE DECISION IN TIKTOK LIVE STREAMING SHOPPING*PENGARUH KREDIBILITAS HOST, INTERAKTIFITAS DAN PENAWARAN WAKTU TERBATAS TERHADAP KEPUTUSAN PEMBELIAN FASHION DI TIKTOK LIVE STREAMING SHOPPING*

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Abstract: The newest trend in the industry of online shopping is live streaming. Live streaming is popular and effective at influencing consumers' decisions to shop online through social media, online marketplaces, and e-commerce, especially in Indonesia. Live-stream shopping is considered by marketers as an effective marketing tactic for business companies to boost sales, reduce costs, and produce unique marketing effects. This study aims to quantitatively show the influence of live streaming shopping on intention made about online purchases. The phenomenon of a new purchasing experience with live streaming shopping is what makes this research urgent. This study will look at how consumer purchase decision for fashion clothing is influenced by host credibility, interactivity, and limited-time offer during live streaming shopping.

Keyword: Host Credibility, Interactivity, Limited-Time Offer, Purchase Decision

Abstrak: Tren terbaru dalam industri belanja online adalah live streaming. Live streaming populer dan efektif dalam mempengaruhi keputusan konsumen berbelanja online melalui media sosial, online marketplace, dan e-commerce khususnya di Indonesia. Belanja streaming langsung dianggap oleh pemasar sebagai taktik pemasaran yang efektif bagi perusahaan bisnis untuk meningkatkan penjualan, mengurangi biaya, dan menghasilkan efek pemasaran yang unik. Penelitian ini bertujuan untuk menunjukkan secara kuantitatif pengaruh belanja live streaming terhadap niat melakukan pembelian online. Fenomena pengalaman pembelian baru dengan live streaming shopping inilah yang menjadikan penelitian ini mendesak. Studi ini akan melihat bagaimana keputusan pembelian konsumen terhadap pakaian fashion dipengaruhi oleh kredibilitas tuan rumah, interaktivitas, dan penawaran waktu terbatas selama belanja streaming langsung.

Kata Kunci: Kredibilitas Tuan Rumah, Interaktivitas, Penawaran Waktu Terbatas, Keputusan Pembelian

INTRODUCTION

Research Background

One of the trendiest ideas to come out of a pandemic Covid in 2020 is live-streaming shopping, which has been termed the next big thing. Retailers and brands are actively adopting this virtual strategy to effectively engage consumers, with a specific emphasis on capturing the attention of younger demographics. Through the utilization of live streamers' personal social media channels, which are typically dispersed across various social media platforms and e-commerce platforms, products are effectively marketed and sold via the medium of live-streaming shopping. It is comparable to Home Shopping Network, but with attractive, contemporary anchors.

Consequently, the social aspect of live-streaming shopping, characterized by the interpersonal interaction among viewers and live-streamers, assumes a crucial role. Customers have the option to post comments and queries that are visible to all other customers as well as the live streams. In addition to promptly addressing inquiries, live-streamers enhance the shopping experience by presenting products, demonstrating their utility, and providing recommendations on potential combinations. To deliver a comprehensive shopping encounter, live-streamers employ gamification techniques such as lucky draws, flash sales, cash prize quizzes, and even featuring

celebrity guests. Purchases made by customers while interacting with live streams and other buyers provide a practical and enjoyable buying experience. With its distinctive offerings, it is not surprise that live streaming has taken off across the globe (Zhong et al., 2022).

Many factors can influence a person's purchase decision, especially when the buying and selling process takes place in an unusual environment, such as a live streaming channel. The credibility of hosts represents one among numerous factors within the realm of live streaming shopping, which concurrently emerges as a central concern within the broader context of source credibility. Host credibility is a term used to describe how credible a streamer is in the eyes of their target audience. Credibility can be defined as the audience's evaluation of the streamer's attractiveness, expertise, and dependability. Within the context of live-streaming shopping, streamers assume the role of product promoters, utilizing their presentations as the primary means of conveying commercial information. Rather than independently seeking and comparing information about different products, customers can rely on the streamer's introductions to obtain comprehensive product details.

An additional crucial aspect revolves around the interpersonal engagement that occurs throughout the course of live streaming shopping. The degree of consumer engagement that allows for real-time modifications and content adaptation is commonly referred to as interaction. In the realm of e-commerce, live streaming exhibits a pinnacle of interactivity. Through live streaming, streamers have the capability to address viewers' inquiries promptly, providing them with swift access to the desired information (Hilvert-Bruce et al., 2018). One of the primary motivations for customers to opt for live-streaming shopping over traditional online purchasing is the opportunity for meaningful interaction with individuals, including fellow streamers and viewers. Real-time media platforms foster pro-social relationships between streamers and buyers, cultivating an environment conducive to socially acceptable shopping practices. This, in turn, instills a sense of trust and diminished risk in buyers, as they perceive the product recommendations provided by streamers to be more reliable.

The final factor that usually determines a person's purchase decision is the price like limited-time offer by following a certain date/month/year, for example by giving the name "12.12 SALE", which means a sales offer on the 12th of the 12th month, by giving discounts or giveaway after certain purchases. Live-streamers possess a notable advantage whereby they can negotiate lower prices for the products or services they offer, all while maintaining the desired level of quality. Greenwald (2020) emphasized that live-streamers with substantial online followings and considerable purchasing influence among their dedicated fan base can rapidly deplete inventory, thereby granting them enhanced leverage in negotiation processes. As a result, retainers are ready to provide live-streamers discounts in exchange for the use of their products.

Consumer purchasing behavior is an area of great research relevance and significance in the present field. The notion of purchase decision, which represents the likelihood of a consumer engaging in a transaction to acquire a product or service, exerts a substantial influence on actual consumer purchasing behavior. Since the advent of live shopping models in recent years, researchers have explored the impact of livestreaming on customers' purchase decisions across diverse contexts (Song, Liu and Shi, 2022). Live shopping presents a unique blend of real-time product demonstrations, interactive engagement with hosts, and exclusive deals, all of which contribute to shaping consumers' purchasing behaviors.

Research Objectives

The research objectives used are as follows:

1. To assess the impact of host credibility in Tiktok live streaming shopping on purchase decision specifically related to fashion clothing.
2. To examine the influence of interactivity in Tiktok live streaming shopping on purchase decision concerning fashion clothing.
3. To investigate the effect of limited-time offers in Tiktok live streaming shopping on purchase decision in the context of fashion clothing.
4. To find out whether the host credibility, interactivity and limited-time offer simultaneously influence purchase decision.

THEORETICAL FRAMEWORK

Live Streaming Shopping: Host Credibility

Online influencers, brands, and merchants have all stepped up their participation as live-streaming e-commerce has risen. Live streamers give customers a unique shopping experience by talking to them and displaying product demonstrations (Chen, Dou, and Xiao, 2022)

Live Streaming Shopping: Interactivity

In the realm of traditional offline service, the concept of interaction quality pertains to the subjective experiences of both customers and service providers during their interactions. Within this context, the attitudes, behaviors, and competencies exhibited by service employees play a pivotal role in determining the efficacy of these interactions (Brady and Cronin, 2001)

Live Streaming Shopping: Limited-Time Offer

Live Streaming Shopping: Limited-Time Offer (LTO) refers to a specific marketing strategy employed in the live shopping domain. It involves offering exclusive deals or discounts on products during live shopping sessions, often with a limited time frame. This strategy aims to capitalize on the sense of urgency and fear of missing out (FOMO) that arises from the temporary nature of these offers (Song, Liu and Shi, 2022).

Purchase Decision

Consumer decision making refers to the process of purchasing influenced by cognitive and emotional factors, encompassing impulses, familial and peer influences, advertisements, role models, emotional states, and situational contexts that impact buying choices.

Previous Research

Refasa et al. (2023) determined the effect of discounts on Livestream sales on the TikTok application on impulsive purchases of generation Z in Indonesia, which are mediated by positive emotions. This study involved 220 people from various regions in Indonesia who were collected online using a purposive sampling technique with a questionnaire. The data was analyzed using Structural Equation Modeling (SEM) using AMOS 24. The results showed that discounts during Livestream selling on the TikTok application had a positive and significant effect on impulse purchases of generation Z in Indonesia. Meanwhile, discounts when selling Livestream on the TikTok application have a positive and significant effect on positive emotions. Positive emotions have an indirect effect between discounts during Livestream selling and impulsive purchases of generation Z in Indonesia. These findings can assist online business players in optimizing marketing in the Livestream selling industry, which is currently booming.

Yaakub, Nor and Jusoh (2021) determined the effect of marketing tools for online entrepreneurs' business performance in s-commerce are rather limited. As such, this study assessed the relationships between marketing tools (price discount and free gift) and online entrepreneurs' business performance in the s-commerce platform. The findings of this study may serve as guideline for online entrepreneurs, apart from adding to the body of knowledge in the fields of entrepreneurship, marketing, and s-commerce.

Chen, Dou and Xiao (2022) characterized the streamers' behavior and explores the key drivers of live-streaming e-commerce success as measured by gross merchandise value (GMV) and fan growth. They employed both machine learning and econometric methods to analyze a unique dataset of 55,096 shows by the top 1,000 live streamers on Alibaba's live streaming platform. They identified three distinct clusters. The most important differentiating features include a live streamer's platform affiliation and product category. Selling more products and spending more time on each product in a live-streaming show are two factors driving both GMV and fan growth. We also discover that a large fan base does not always help, as the positive effect of fan base only exists conditionally.

Conceptual Framework

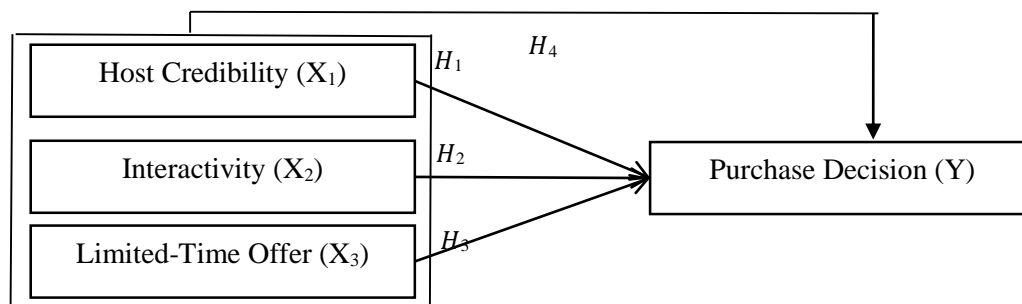


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypotheses

H₁: There is a positive influence of host credibility on purchase decision.

H₂: There is a positive influence of interactivity on purchase decision.

H₃: There is a positive influence of limited-time offer on purchase decision.

H₄: Host credibility, interactivity and limited-time offer simultaneously influence purchase decision.

RESEARCH METHOD

Research Approach

This study is going to use the quantitative research method. According to Goertzen (2017), quantitative research methods involve acquiring and analyzing structured data that may be represented statistically. It focuses on measurable data.

Population, Sample, and Sampling Techniques

In the context of this study, the demographic pertains to individuals who are actively engaged in live streaming shopping. The sample size for this study comprised 100 individuals. In this study, the researcher employed purposive sampling, a non-probability sampling strategy, in order to deliberately select individuals from the population who align with the research objectives and goals. Members of the population must be Manado residents who have or have previously participated in live streaming shopping.

Data Collection Method

This research employs a quantitative approach. Quantitative research is a methodology that focuses on analyzing the relationships between variables through the use of graphical and statistical tools, with an emphasis on quantitative measurement. The researcher collects data with the following two methods: Online Survey and Literature.

RESULT AND DISCUSSION

Result

Validity and Reliability Tests

The significance (Sig.) values for each variable are recorded as 0.000, indicating that they are all below the threshold of 0.05. This leads to the conclusion that the indicators for each variable are indeed valid. The Cronbach's Alpha scores for each variable are as follows: Host Credibility is 0.802, Interactivity is 0.770, Limited-time Offer is 0.867, and Purchase Decision is 0.804. Based on the Cronbach's Alpha values, both the independent variables, Host Credibility, Interactivity, and Limited-time Offer, as well as the dependent variable, Purchase Decision, exhibit high reliability.

Test of Classical Assumptions

Normality Test

Table 1. Normality Test

		One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.760218
Most Extreme Differences	Absolute		.091
	Positive		.079
	Negative		-.091
Test Statistic			.091
Asymp. Sig. (2-tailed)			.112

Source: Data processed, 2023

The normality test is employed to assess whether the data used in regression analysis follows a normal distribution. In this study, the researcher utilized the Kolmogorov-Smirnov method for this purpose. The Asymp.

Sig. (2-tailed) value is recorded as 0.112, and this value surpasses the threshold of 0.05. Therefore, based on this result, the researcher has determined that the data follows a normal distribution.

Heteroscedasticity Test

Table 2. Heteroscedasticity Test

Model	Beta	t	Sig.
Constant		4.011	.000
Host Credibility	-.091	-.529	.479
Interactivity	-.123	-.627	.396
Limited-Time Offer	-.104	-.337	.797

Source: Primary Data Processed, 2023

Based on the findings presented in Table 2, the Sig. (significance) values for the three variables are as follows: Host Credibility has a Sig. value of 0.479, Interactivity has a Sig. value of 0.396, and Limited-time Offer has a Sig. value of 0.797. To assess heteroscedasticity, it is considered favourable if the Sig. value exceeds 0.05 for each variable. In this study, all three variables meet this criterion, with their Sig. values exceeding 0.05. Consequently, the researcher has concluded that there is no evidence of heteroscedasticity in the data analysed in this study.

Multicollinearity Test

Table 3. Multicollinearity Test

Model	Coefficients ^a		VIF
	Tolerance		
Host Credibility	.548		1.825
Interactivity	.420		2.380
Limited Time Offer	.541		1.847

Source: Primary Data Processed, 2023

Referring to Table 3, the Variance Inflation Factor (VIF) values for the independent variables are as follows: Host Credibility has a VIF of 1.825, Interactivity has a VIF of 2.380, and Limited-time Offer has a VIF of 1.847. Additionally, the tolerance values for these variables are: Host Credibility with a tolerance value of 0.548, Interactivity with a tolerance value of 0.420, and Limited-time Offer with a tolerance value of 0.541. According to the criteria used to assess multicollinearity, when the VIF value is less than 10 and the tolerance value is greater than 0.1 it indicates the absence of multicollinearity among the variables. In this study, all three independent variables, Host Credibility, Interactivity, and Limited-time Offer, meet these criteria. Therefore, the researcher has concluded that there is no significant multicollinearity among these variables.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression

Model	Coefficients ^a				
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1 Constant	6.856	1.293		5.302	.000
Host Credibility	.228	.105	.223	2,183	.031
Interactivity	.216	.094	.267	2.294	.024
Limited-Time Offer	.205	.073	.287	2.798	.006

Source: Primary Data Processed, 2023

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Whereas:

Y = Purchase Decision over Fashion Clothing (Dependent Variable)

a = Intercept, value of Y when none of the independent variables affecting it

b_1X_1 = Regression Coefficient for Host Credibility

b_2X_2 = Regression Coefficient for Interactivity

b_3X_3 = Regression Coefficient for Limited-Time Offer

e = Error

As shown in Table 4, the analysis results reveal specific coefficients for the multiple linear regression model. The constant value, denoted as α , is determined to be 6.856. Additionally, for each independent variable, the respective coefficients are established: for Host Credibility (X1), the coefficient (β value) is 0.228; for Interactivity (X2), the coefficient (β value) is 0.216; and for Limited-time Offer (X3), the coefficient (β value) is 0.205.

The Coefficient of Determination (R²)

Table 5. The Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673 ^a	.452	.435	1.788

Source: Primary Data Processed, 2023

Table 5 presents the findings from the Coefficient of Correlation (R) and Coefficient of Determination (R²) tests. The R value, which stands at 0.673, is in close proximity to 1. When R approaches 1, it indicates a strong correlation between the variables. Additionally, the R² value registers at 0.452, with an Adjusted R Square value of 0.435. These figures signify that the independent variables possess the capacity to influence the dependent variable. These results concludes that host credibility, interactivity, and limited-time offers collectively hold a 45.2% capacity in influencing purchase decisions. This implies that 54.8% of the variation in purchase decisions is influenced by other variables not considered in this study.

Hypothesis Testing

T-Test

As detailed in Table 4, it was previously established that all the independent variables exert positive influences on the dependent variable, Purchase Decision. To meet the criteria for significance, the Sig. (significance) value should be below 0.05. In this context, the Sig. values for the independent variables are as follows: 0.021 for Host Credibility, 0.014 for Interactivity, and 0.000 for Limited-time Offer. These Sig. values indicate that all the independent variables meet the criteria, demonstrating their partial influence on the dependent variable.

F-Test

Table 5. F-Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	253.372	3	84.457	26.433	.000 ^b
Residual	306.738	96	3.195		
Total	560.110	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Limited-Time Offer, Host Credibility, Interactivity

Source: Data Processed, 2023

In this table 6, the computed F-value is determined to be 26.433, and the corresponding F Sig. (significance) value is recorded as 0.000. Following the established criteria, these results indicate that the research hypotheses Ha1, Ha2, and Ha3 are accepted. Consequently, it can be concluded that the independent variables, namely Host Credibility (X1), Interactivity (X2), and Limited-time Offer (X3), exert a statistically significant influence on the dependent variable, Purchase Decision (Y). In simpler terms, these independent variables have a meaningful impact on the purchase decisions made by individuals

Discussion

The Influence Of Host Credibility on Purchase Decision.

The result highlights the crucial role of host credibility in influencing purchase decisions, particularly when it comes to product demonstrations. Respondents overwhelmingly agreed that clear explanations of product features and benefits significantly enhance their confidence in the product. This suggests that hosts who effectively showcase and explain their products can foster trust and credibility among potential customers, ultimately leading

to increased sales. This aligns with the concept of the "expert heuristic," which suggests that individuals are more likely to trust and follow the recommendations of perceived experts. By demonstrating their knowledge and expertise in product demonstrations, hosts can position themselves as credible sources of information, positively impacting purchase decisions. This finding aligns with a previous study conducted by Ming, Jianqiu, and Bilal (2021), which also emphasized the importance of host credibility as a social presence in the context of live streaming shopping and its positive and significant impact on consumer impulse buying. Furthermore, the sample of this research places significant importance on how the host demonstrates and explains the product, as it influences their confidence in the product. The accuracy of judgment regarding the product influences my purchase decision," and suggests that respondents believe that their ability to make accurate judgments about a product plays a pivotal role in shaping their purchasing decisions. These findings also resonate with the research conducted by Huo et al., (2023), which investigated a deeper understanding of how factors like social presence impact impulse buying behavior. The results of their study demonstrated that live streaming shopping host credibility indeed acts as a mediator in this relationship.

The Influence Of Interactivity On Purchase Decision.

The result led the researcher to underscore the positive impact of interactivity on purchase decisions, as evidenced by the respondents' strong agreement. This suggests that hosts who actively engage with their viewers and create a stimulating and entertaining environment can effectively capture and retain audience attention. This outcome aligns with a prior study conducted by Lee and Chen (2021) that investigated the impact of social presence and physical presence such as attractiveness, revealing that both social presence and physical presence positively contribute to impulse buying. The responsiveness of hosts to viewer inquiries and comments fosters a sense of connection and value among viewers, encouraging them to remain engaged and participate actively in the interactive experience. This two-way communication not only enhances the overall viewing experience but also instils a sense of trust and credibility in the host, making viewers more receptive to the product or service being presented. Furthermore, the entertaining and engaging nature of the interactive experience keeps viewers captivated, preventing them from becoming disengaged or distracted. This sustained engagement allows hosts to effectively convey product information and build brand awareness, ultimately influencing purchase decisions.

The Influence Of Limited-time Offer towards Purchase Decision

The findings of this study highlight the positive impact of limited-time offers (LTOs) on purchase decisions, suggest that LTOs, such as discounts, giveaways, coupon and flash sales, can effectively capture consumer attention, stimulate interest, and drive purchase decisions. This result is consistent with a recent study conducted by Yaakub, Nor, and Jusoh (2021), which examined the connections between price discounts, free gifts, and the business performance of online entrepreneurs within the context of e-commerce. The findings from their research experimentally demonstrated the effectiveness of the pricing strategy as the most productive approach within the e-commerce platform. Free gifts, by their very nature, are perceived as valuable additions to the purchase, enhancing the overall perceived value of the product or service. This perceived value, in turn, increases consumer interest and encourages them to consider the product or service more favourably. Similarly, short-term flash sales, with their limited availability and heavily discounted prices, create a sense of urgency and scarcity that can trigger impulse purchases. This urgency, coupled with the perception of a great deal, can influence consumers to make purchasing decisions they might not have made otherwise. The strong emphasis on free gifts, as indicated by the high score, extends its influence to other facets of the purchase decision process. These results align with a previous study by Vannisa, Fansuri, and Ambon (2020), which explored the effects of a flash sale program on shopping enjoyment and impulse buying in the context of C2C e-commerce. The study revealed that perceived perishability and perceived scarcity had a significant and positive influence on attitudes towards flash sales. Furthermore, these factors also had a significant and positive impact on attitudes towards online shopping enjoyment and online impulse buying.

The Positive Value of Host Credibility, Interactivity and Limited-time Offer towards Purchase Decision.

The combination of host credibility, interactivity, and limited-time offers has a synergistic effect on purchase decisions, creating a powerful persuasive force that drives consumer behaviour. Host credibility, established through expertise, experience, and positive reputation, instils trust and confidence in the host's recommendations, making consumers more receptive to product or service information. Interactivity, fostered through responsiveness to viewer questions and engaging entertainment, captures audience attention, maintains engagement, and enhances the overall viewing experience, making consumers more receptive to product messaging. Limited-time offers, such as discounts, giveaways, coupon and flash sales, create a sense of urgency

and scarcity, triggering impulse purchases and influencing purchasing decisions. When these three elements are combined effectively, they form a persuasive triad that can significantly influence consumer behaviour and drive sales.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the analysis and discussion, it can be inferred that the research questions have been answered:

1. There is a positive influence of host credibility on purchase decision over fashion clothing in TikTok live streaming shopping.
2. There is a positive influence of interactivity on purchase decision over fashion clothing in TikTok live streaming shopping.
3. There is a positive influence of limited-time offer on purchase decision over fashion clothing in TikTok live streaming shopping.
4. To conclude these findings shows that there are positive influences of the three independent variables simultaneously on purchase decision over fashion clothing in TikTok live streaming shopping

Recommendations

This study represents an initial exploration into the dynamics of host credibility, interactivity, and limited-time offers in influencing purchase decisions for fashion clothing. While the research provides valuable insights, there is substantial room for improvement and further contributions to the field of business management in the future.

1. This study offers a foundational understanding of how host credibility, interactivity, and limited-time offers impact the purchase decision-making process, particularly in the context of fashion clothing. Readers will find it beneficial for assessing the extent of influence exerted by these independent variables on the dependent variable, purchase decisions. The research sheds light on the factors that guide buyers in their fashion clothing purchases and quantifies the magnitude of each variable's influence.
2. Future research can focus on other live streaming platforms, such as Instagram Live, Facebook Live, or emerging platforms, to understand the platform-specific factors that impact purchase decisions. Researchers can explore additional moderators or mediators that may influence the relationships between the variables. Factors like consumer trust, product categories, and seller demographics can be examined. Conducting longitudinal studies to observe changes in consumer behavior and attitudes over time, especially in response to evolving live streaming and e-commerce trends, can offer comprehensive insights.
3. Future studies should delve into practical implications for businesses looking to enhance their live streaming strategies. These can include optimal methods for increasing host credibility, leveraging interactivity, and designing effective limited-time offers.

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