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WHAT INFLUENCE BUYING IMPULSIVENESS AND COMPULSIVE  
BEHAVIOUR? STUDY FROM GEN Z ONLINE STREAMERS AT JAVA ISLAND

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**ABSTRACT:** *Influence is a word that means in moving a person to do something. The existence of the influence of social information that develops in the world of technology is rapidly accompanied by the influence of social norms that develop among the community to form a mindset that leads to customer behaviour in making purchase decisions. In this study, online buying behaviour was examined as a mediating variable that leads to more simultaneous and stronger compulsive buying among customers. This study involved 126 respondents who actively watched and made purchases through the TikTok and Shopee live streaming methods. The data was processed using Smart-PLS and it was found that there was a positive and significant relationship between information social influence (ISI) and Normative Social Influence (NSI) affecting the mediating variable Online Buying Impulsiveness (OBI). However, NSI does not have a significant effect on dependent variable Compulsive Buying, in contrast to a significant ISI, which affects CB directly*

**ABSTRAK:** Pengaruh merupakan suatu konsep yang merujuk pada kemampuan untuk mendorong atau menggerakkan seseorang dalam melakukan suatu tindakan. Perkembangan teknologi yang pesat mendorong munculnya pengaruh informasi sosial yang disertai dengan pengaruh norma sosial dalam komunitas, yang secara bersama-sama membentuk pola pikir konsumen dan memengaruhi perilaku mereka dalam pengambilan keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh Information Social Influence (ISI) dan Normative Social Influence (NSI) terhadap Compulsive Buying (CB), dengan Online Buying Impulsiveness (OBI) sebagai variabel mediasi. Penelitian ini melibatkan 126 responden yang aktif menonton dan melakukan pembelian melalui fitur live streaming pada platform TikTok dan Shopee. Data dianalisis menggunakan metode Structural Equation Modeling berbasis Partial Least Squares (Smart-PLS). Hasil penelitian menunjukkan bahwa ISI dan NSI berpengaruh positif dan signifikan terhadap OBI. Selanjutnya, OBI terbukti berperan sebagai variabel mediasi yang memperkuat kecenderungan perilaku pembelian kompulsif konsumen. Namun demikian, NSI tidak memiliki pengaruh signifikan secara langsung terhadap CB, berbeda dengan ISI yang terbukti berpengaruh signifikan secara langsung terhadap perilaku pembelian kompulsif.

## INTRODUCTION

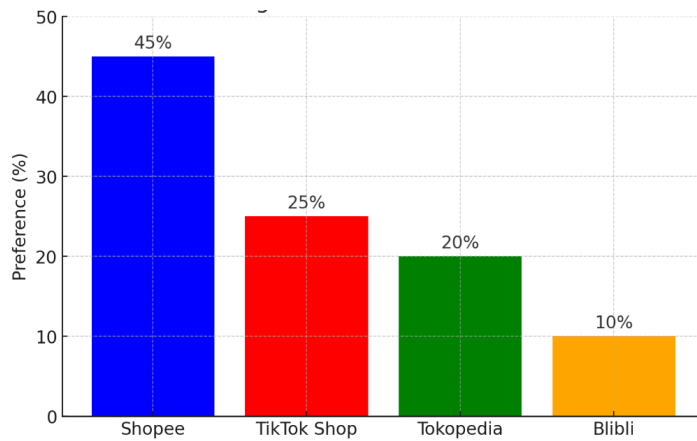
Social media, E-commerce and Digital Marketing have changed consumer behaviour in recent years. Previous research conducted by researchers in various countries shows the significance of this comprehensive behavioural change in various parts of the world along with the rapid change in technology (Olanrewaju et al., 2020). The way humans behave seems to be guided by strong motivations sourced from the digital content they consume every day. Below, The table 1, is a comparison between generations in the online buying behaviour:

COUNTRY	GENERATION X (1965-1980)	GENERATION Y (MILLENNIALS, 1981-1996)	GENERATION Z (1997-2012)
INDONESIA	Younger consumers are cautious online shoppers, preferring trusted brands and convenience, preferring a mix of offline and online channels, and are less impulsive.	Digital, mobile-first shoppers, influenced by social media and peer reviews, value brand and experience, with moderate impulsiveness.	Extremely active on mobile and social media platforms (Instagram, TikTok). High impulsiveness driven by FOMO and viral trends. Urgency triggered by flash sales, limited offers, social proof.
CHINA	Tech-savvy but pragmatic, prefer quality and brand reputation. Use e-commerce for convenience and better prices. Less prone to impulsive purchases.	Digital natives with heavy mobile app use (WeChat, Taobao). Impulse buying common especially via livestream sales and group buying.	Very impulsive shoppers influenced by social commerce and KOLs (Key Opinion Leaders). Use live streaming and short videos to decide quickly. Urgency created by flash sales and countdown timers.
INDIA	Slow adopters of online shopping but growing rapidly. Prefer cash-on-delivery, trust issues persist. Shopping more planned.	Rapidly growing online shoppers, very mobile-centric. Influenced by deals, discounts, and peer recommendations. Moderate impulsivity.	Very digitally connected, especially via mobile internet. Influenced by social media trends and local influencers. Impulse buying rising, driven by festive sales and limited-time offers.
JAPAN	Highly cautious online buyers, prefer quality and reliability. Less price-sensitive, tend to research thoroughly before buying. Low impulsiveness.	Increasing online shopping, mobile payments growing. Prefer trusted platforms, somewhat impulsive but with control.	Gen Z in Japan exhibits a mix of experimentation and conservatism, with a growing impulse buying trend primarily in fashion and tech, fueled by limited editions and exclusive releases.
SOUTH KOREA	Early adopters of online shopping, tech-savvy but careful spenders. Loyalty and brand trust important. Moderate impulsiveness.	Highly digital, fast adoption of mobile commerce. Influenced by K-pop and influencer culture, impulsive buying common.	Very impulsive online buyers, driven by social media trends, livestream shopping, and peer influence. High urgency due to flash sales and trend cycles.

**Table 1. Buying Behavior between Generations**

Source: Author Processed, 2025

This study focusses on GenZ with their strong triggers to become hyperactive in online buying behavior. In Indonesia, the emergence of *live streaming commerce* platforms such as TikTok and Shopee has had a significant impact on Generation Z's shopping habits, especially in encouraging compulsive spending. According to research, the interactive elements of this live broadcast can encourage young consumers to make impulse purchases because of the creation of a sense of urgency and social validation (Cao et al., 2025). An attractive platform layout not only increases product visibility but also builds a sense of community that encourages quick purchases, which are often influenced by peer pressure and emotional reactions. In addition, the excitement of shopping is increasing with gamification elements in live streaming, such as limited offers and interactive features, which can exacerbate compulsive buying behaviour. (Sun & Bao, 2023)



**Picture 1. Customer Preference among E-Commerce Platforms in Indonesia**

Source: Author, 2025

As seen at Picture 1, TikTok and Shopee are two of the most prominent *live streaming commerce* services in Indonesia. Shopee Live controls 60% of the shopping ecosystem in Indonesia while Tiktok is in second place with 30% of the market. TikTok quickly became famous, with a large user base that uses *live streaming* to shop, utilizing social media features to increase user engagement and product discovery. Based on the findings of the study, TikTok is a major player in the *live commerce* industry due to its remarkable ability to encourage impulse purchases among its users. On the other hand, Shopee, as an established *e-commerce* platform, has integrated *live streaming* into its services, attracting many users who prefer a more conventional shopping experience with interactive elements (Albar Mahendra et al., 2024; Hardianti Sartika, n.d.). These two platforms are clearly competing with each other, as they continue to bring new innovations to seize the growing share of the online retail market in Indonesia. However, Shopee's established *e-commerce* infrastructure offers a stable platform for transactions, while TikTok excels in social engagement (Schultz, 2017). This dynamic shows how *e-commerce* is developing in Indonesia, where these two platforms have an important role in influencing consumer behavior. Data obtained based on live streaming marketplaces, total awareness, Shopee and TikTok dominate with the achievement of 96% and 87% of the popularity of use in the Indonesian market.

By offering convenience and interaction, *live streaming commerce* enhances the shopping experience by allowing customers to communicate with other viewers, view products directly, and hear explanations from sellers. However, this atmosphere can also encourage obsessive shopping, especially among Generation Z, who are more vulnerable to social trends and influences from social media platforms (Dewi, 2024; Maghraoui & Khrouf, 2024; Safira & Novie, 2024). Their openness to technology and their tendency to follow trends on the internet make Generation Z particularly vulnerable to these influences, which can result in excessive and detrimental shopping habits. While *live streaming commerce* provides a dynamic shopping experience, it's important to understand its psychological effects, especially the likelihood of compulsive purchases due to fear of missing out or social pressure (Elviana et al., 2024; Maghraoui & Khrouf, 2024; Sun & Bao, 2023).

This study uses the *theory of Stimulus Organism Response (SOR)* which aims to provide insight into how stimulus affects a person's response to impulse purchases and compulsive purchases, especially for Gen Z who live on the island of Java-Indonesia which dominates the most populous population and a more advanced digital life than other islands in Indonesia. With this background, this research is expected to make a significant contribution to the existing literature on consumer behavior in the digital era, as well as provide practical guidance for businesspeople in understanding and utilizing impulsive shopping behaviour among the younger generation.

## LITERATURE REVIEW

### Stimulus-Organism-Response (SOR) Theory

This study takes the perspective of the SOR developed by Mehrabian and Russell (1974) to explore the relationships between external environmental stimuli, internal psychological situations and impulsive buying intention especially when the buyer participates in the context of live streaming shopping. Based on stimulus-organism-response (SOR) theory, this research delves into the connections between key contextual aspects of live streaming (i.e. informational social influence and normative social influence) and consumers' compulsive buying behaviour.

Compulsive Buying Behaviour (Lin et al., 2023), Compulsive buying is part of psychological and behavioral theories. It's often conceptualized as a behavioural addiction sharing features like craving and withdrawal with substance dependence (Lim et al., 2020; Sun & Bao, 2023). Neuroimaging studies show reward system activation during shopping (Albar Mahendra et al., 2024). Compulsive buying is defined as an uncontrollable, chronic impulse to buy products or services despite negative outcomes (Lim et al., 2020). Unlike regular shopping driven by needs or enjoyment, compulsive buying involves repetitive purchasing used as a coping mechanism for psychological distress. It has also been described as oniomania or shopping addiction, characterized by temporary gratification followed by regret. Compulsive buyers often think excessively about shopping, disrupting daily functioning, struggle to resist urges to purchase despite awareness of negative effects, commonly used to manage negative emotions such as anxiety or loneliness, inability to control shopping impulses, financial hardship, relational conflicts, and emotional distress are frequent outcomes. Research estimates that about 5-8% of people demonstrate compulsive buying tendencies. Women generally show higher prevalence, though men are also affected. Compulsive buying is more common in consumerist societies with easy credit availability. Online shopping trends have further increased its reach.

With the exponential growth of e-commerce and mobile shopping, consumers increasingly rely on digital platforms for their purchasing needs. Online buying behavior, the set of processes consumers go through when purchasing goods or services via the internet, has evolved into a complex interplay of cognitive, emotional, social, and technological factors (Ngo et al., 2024). Among these, online buying impulsiveness — the tendency to make spontaneous, unplanned purchases in an online environment — has become a critical phenomenon shaping consumer patterns and business strategies alike. Online buying behavior broadly refers to the consumer's thought processes, emotional responses, and actions when engaging in e-commerce. It involves

stages from recognizing a need to post-purchase evaluation but is distinct from traditional shopping due to digital mediation, absence of physical contact, and specific risks and benefits.

Consumers evaluate products via digital content — descriptions, reviews, images, videos — and rely on search engines, social media, and recommendation algorithms to make choices (Xu et al., 2023). This digital context alters decision-making by amplifying information access and enabling easier price comparisons, but also exposing consumers to marketing tactics designed to stimulate immediate buying, often bypassing rational deliberation.

Online buying impulsiveness is characterized by spontaneous and unplanned purchases driven more by emotional arousal than logical evaluation. Unlike deliberate buying, impulsive purchases are made on a whim, often triggered by immediate gratification desires or environmental stimuli. Impulsiveness can be trait-based (a stable personality characteristic) or state-based (induced by situational factors) (Dedi Andriansah, 2023; Sari Pujiastuti et al., 2023). Online environments intensify situational impulsiveness due to their unique design and accessibility. Based in previous study, many factors can drive online buying impulsiveness such as platform and interface design which ease navigate, has personal recommendations, has gamification or interactive elements, also scarcity and urgency cues. The other factors intend to individual differences such as impulsivity traits, emotional states, and materialism. The existence of peer influence and social media also the change of cultural norms also become trigger to impulsive buying behaviours.

Aspect	Generation X (1965–1980)	Generation Y / Millennials (1981–1996)	Generation Z (1997–2012)
Technology Use	Functional, moderate online use	Tech-savvy, mobile-oriented	Hyperconnected, mobile-first
Impulse Buying Triggers	Stress relief, convenience, pragmatic reward	Emotional gratification, social validation	Fear of Missing Out (FOMO), viral trends, peer influence
Shopping Channels	Combination of offline and online	Predominantly online & mobile	Primarily mobile, social commerce
Social Influence	Low to moderate influence	High influence from social media & influencers	Very high influence; peer content & social proof
Preferred Product Types	Practical goods, tech, premium products	Experiences, fashion, gadgets	Fashion, tech accessories, trending items
Emotional Drivers	Pragmatic comfort, reward	Instant gratification, belonging	Authenticity, social connection
Buying Frequency	Moderate	High	Highest
Marketing Approach	Emphasize quality, trust, loyalty programs	Leverage social media, influencer marketing, flash sales	Focus on authenticity, AR/VR experiences, social commerce
Typical Impulse Purchase	Selective, often planned convenience buys	Impulsive driven by emotional and social cues	Highly spontaneous, driven by social trends and immediacy

**Table 2. The Difference of Gen X, Y and Z in Impulsive Buying Behaviour**

Source: ChatGPT, accessed 31 May 2025

with prompt The difference of Gen X, Y and Z in Impulsive buying behaviour/table

This study are specifically see the behaviours of GenZ based on their unique characteristics and the relevance of highest buying frequency and with very high social influence.

### Informational Social Influence

Informational social influence is a psychological phenomenon where individuals conform to the behavior or beliefs of others in order to gain accurate information or make correct decisions.

This type of influence is particularly potent in situations where individuals are uncertain or lack sufficient knowledge, leading them to rely on the perceived expertise or consensus of others. Recent studies have explored various dimensions of informational social influence, including its neural underpinnings, its role in social networks, and its impact on behavior and decision-making (Andika et al., 2023; Teo et al., 2019).

In line with definition mentioned by previous studies, Informational social influence occurs when individuals conform to the behavior or beliefs of others because they believe these others possess more accurate information. It is distinct from normative social influence, which is driven by the desire to fit in or be accepted by a group (Baird & Parasnis, 2011; Thompson et al., 2011). This influence can lead to private acceptance, where individuals genuinely adopt the beliefs or behaviors of others, as opposed to mere public compliance. While informational social influence is a powerful force in shaping behaviour and beliefs, it is important to consider its limitations and potential negative effects. For instance, reliance on group consensus can lead to the spread of misinformation, especially in online environments where the accuracy of information is not always verified (Andika et al., 2023). Additionally, the complexity of social influence means that it can have both positive and negative impacts, such as encouraging prosocial behaviour or perpetuating harmful stereotypes. Understanding the nuances of informational social influence is crucial for leveraging its benefits while mitigating its drawbacks.

### **Normative Social Influence**

Normative social influence refers to the impact of social norms on an individual's behavior, driven by the desire to conform to the expectations of others. In the context of Gen Z's online buying behaviour, normative social influence plays a significant role, as this generation is highly engaged with social media and digital platforms where peer opinions and trends are prominently shared. This influence can manifest in both positive and negative ways, affecting their purchasing decisions and overall consumer behaviour. Normative social influence involves conforming to the expectations of others to gain social approval or avoid disapproval. It is a powerful driver in consumer decision-making, especially among Gen Z, who are highly susceptible to peer influence and social media trends (Baird & Parasnis, 2011; Guerras-Martín et al., 2014; Moreno, 2020). This influence is often exerted through social media platforms where Gen Z interacts with peers and influencers, shaping their perceptions and behaviours regarding products and brands (Smith et al., 2018).

Normative social influence can enhance trust in online shopping environments. When Gen Z sees their peers or influencers endorsing a product, it can reduce perceived risk and increase purchase intentions (Maghraoui & Khrouf, 2024). The presence of social proof, such as likes, shares, and positive reviews, can validate Gen Z's purchasing decisions, making them more confident in their choices. Normative influence can also promote positive behaviours, such as sustainable shopping.

## Linkage between variables

Informational social influence refers to the influence exerted by others when individuals seek out information to make decisions. In the context of online shopping, this influence could come from reviews, recommendations, social media influencers, or product descriptions that aim to convince the consumer to purchase a product. Fu et al. (2020) highlight that when individuals are exposed to information from others, they may adjust their purchasing decisions based on what others believe to be desirable or correct (Smith et al., 2018). The first hypothesis (H1) posits that informational social influence has a direct positive effect on online buying impulsiveness. The idea is that when consumers encounter persuasive online content or reviews that present products in a highly favourable light, they are more likely to experience a surge of impulsive buying behaviour. This is especially true when consumers feel uncertain or overwhelmed by the vast array of choices available to them in the digital marketplace. The persuasive nature of information, such as online reviews and influencer opinions, can lead consumers to make impulsive purchases without thoroughly considering the consequences or need for the product. Research by Sun & Wu (2011) shows that the impulsiveness of online buying is significantly influenced by external factors like information. When users are provided with compelling, attractive information about a product, they may feel an immediate urge to buy it, even if they had no prior intention to purchase it. Thus, informational social influence serves as a key determinant in the rise of online buying impulsiveness, and therefore, consumers may make quick, spontaneous decisions that are driven by the influence of others rather than by their own needs (Sun & Bao, 2023).

**H1:** Informational social influence has a positive influence on online buying impulsiveness.

The second, normative social influence involves individuals conforming to social norms or expectations to gain acceptance or avoid disapproval. In the digital realm, normative social influence could manifest in various ways, including peer pressure from social media platforms, online communities, or friends recommending products. Many previous studies argue that consumers often feel the need to conform to the purchasing habits and preferences of their social circles (Baird & Parasnis, 2011; Heller Baird & Parasnis, 2011; Trainor et al., 2014). This influence shapes their perceptions of what products are trendy, popular, or socially acceptable. Hypothesis 2 (H2) proposes that normative social influence positively affects online buying impulsiveness. When consumers see that a product is highly rated or popular among their peers, they may feel compelled to purchase it to fit in or gain social approval. For example, seeing that a certain product is “trending” or has numerous positive reviews might create a sense of urgency to act quickly and purchase the item to not feel left out.

The impulsiveness closely associated with normative social influence can be strong, especially when individuals desire to maintain or enhance their social status or align with a perceived group identity. This is especially true in online platforms where peer influence and public reviews are highly visible. The social pressure to conform can override personal preferences and result in impulsive decisions. As such, normative social influence contributes to online buying impulsiveness by fostering a desire to follow trends or social expectations without a deep need for the product.

**H2:** Normative social influence has a positive influence on online buying impulsiveness.

Compulsive buying refers to an uncontrollable desire to shop, even in the absence of genuine need. This behaviour is often characterized by guilt, regret, and a sense of loss of control over one's spending. Hypothesis 3 (H3) suggests that informational social influence has a direct positive effect on compulsive buying. Information about products, such as ads or product reviews, often paints an idealized picture of what a purchase can provide, such as happiness, social recognition, or success (Lim et al., 2020; Sun & Bao, 2023). In the context of compulsive buying, informational social influence can escalate the intensity of consumers' desire to purchase products impulsively. For instance, the idea that owning a product will bring about positive change, as suggested by influencers or product descriptions, can lead individuals to repeatedly engage in purchasing behaviour, despite the lack of true need. Over time, this can develop into a pattern of compulsive buying, where the individual seeks to alleviate feelings of dissatisfaction or anxiety through purchasing.

Research has found that informational sources, such as promotional content, can trigger compulsive buying behaviour by shaping consumers' expectations and desires. The constant bombardment of "perfect" product depictions fosters a belief that purchasing these items will lead to personal fulfilment. However, the continuous cycle of buying without satisfaction often leads to the reinforcement of compulsive buying habits.

**H3:** Informational social influence has a positive influence on compulsive buying.

Previous study found, beside informational social influence, normative social influence also plays a significant role in compulsive buying (Sun & Bao, 2023). According to Hypothesis 4 (H4), normative social influence positively affects compulsive buying. This link is grounded in the concept of conformity and the desire for social acceptance. When consumers feel that they are expected to purchase certain products to fit in, they are more likely to indulge in compulsive buying behaviours. Previous study mentioned about the indication individuals who see a particular item is widely owned or admired by their peers, they may feel that they need to make a purchase to align with the group's norms. Even if they don't need the item, the desire to fit in and gain approval from others can lead them to buy the product. The continuous exposure to this kind of influence can create a repetitive cycle, wherein the individual buys more and more, driven by social pressures, rather than personal need. This connection between normative social influence and compulsive buying suggests that people are not just buying things to fulfill personal desires but to satisfy external expectations. The social component of compulsive buying can often overshadow rational purchasing decisions, leading to harmful financial and emotional consequences.

**H4:** Normative social influence has a positive influence on compulsive buying.

Online buying impulsiveness can also serve as a mediating variable that links social influences to compulsive buying. In this study, hypothesis 5 (H5) posits that online buying impulsiveness has a direct positive effect on compulsive buying. The more impulsive an individual is while making online purchases, the more likely they are to develop compulsive buying tendencies (Ngo et al., 2024). Impulsive buying is characterized by spontaneous, unplanned purchases made with little thought. When consumers are impulsive in their online shopping behavior, they

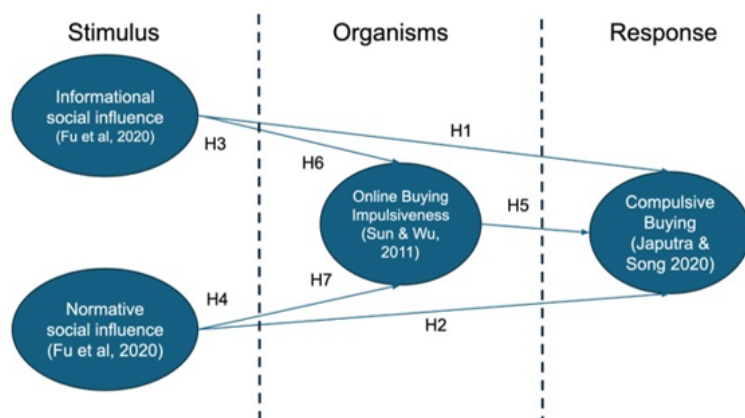
may feel a temporary rush of excitement and satisfaction, only to later experience feelings of regret or guilt. Over time, repeated impulsive purchases can evolve into a compulsive buying habit, where the individual feels compelled to keep buying, often as a coping mechanism to deal with negative emotions.

**H5:** Online buying impulsiveness has a positive influence on compulsive buying.

The impulsiveness that occurs during online shopping is influenced by both informational and normative social influence, as these external factors heighten the desire to purchase. Impulsive buyers, therefore, may be more prone to develop compulsive buying behavior, as the rush of a quick purchase becomes a reinforcement mechanism. Many studies found that online buying impulsiveness plays a central role as a mediator between social influences and compulsive buying. Based on those previous study, hypotheses 6 and 7 (H6 and H7) examine how impulsiveness in online buying mediates the effects of informational social influence (H6) and normative social influence (H7) on compulsive buying (Dedi Andriansah, 2023; Putri &#38; Maryam2, n.d.). Consumers who are exposed to external pressures—either informational or normative—are more likely to make impulsive decisions, which can later contribute to compulsive shopping habits. The mediation role of online buying impulsiveness underscores how social influences initially lead to quick, unplanned purchases that, if repeated, can become compulsive behaviors. Therefore, both types of social influence work indirectly through impulsiveness to increase the likelihood of compulsive buying.

**H6:** Online buying impulsiveness mediates the influence of informational social influence on compulsive buying.

**H7:** Online buying impulsiveness mediates the influence of normative social influence on compulsive buying.



**Picture 2. Research Model**

## RESEARCH METHOD

This research employed a quantitative research method using a survey approach to explore the relationship between social influences and online buying behaviours among Gen Z consumers. The population of the study consisted of Gen Z individuals residing on Java Island, who are active users of TikTok and Shopee live streaming. These platforms are particularly relevant to the study, as they are popular among Gen Z and have significant influences on consumer behaviour. A non-probability purposive sampling method was utilized to select participants. This sampling technique was chosen because it allows the researcher to focus on individuals who meet specific criteria—namely, being part of Gen Z, living on Java Island, and regularly engaging with TikTok and Shopee live streaming. The sample size was determined through G\*power analysis (Memon et al., 2020), which indicated a minimum of 119 respondents to ensure statistical power for detecting significant effects with three predictors. The final sample consisted of 126 respondents, which exceeded the minimum requirement, ensuring the robustness of the findings. Data collection was carried out through an online survey, and the responses were analyzed to understand how informational and normative social influences impact online buying impulsiveness and compulsive buying behaviors among Gen Z users. This study use Smart PLS tools to analyse the data (Becker et al., 2018; Hubona & Belkhamza, 2021; Kock, 2021).

## RESULT AND DISCUSSION

### Descriptive Data

Component	Quantity	%tage
Gender		
Male	38	30%
Female	88	70%
Education		
Junior highschool	4	3%
Senior highschool	11	8.7%
Diploma 1/2/3	5	4%
Graduate (S1)	95	75%
Post Graduate (S2/S3)	4	3%
Professional academy	7	5%
Live Streaming Tik Tok Frequency		
Only 1-2 times	10	8%
Once every 1-2 months	20	15.8%
Once a week	12	9.5%
2-3 times a week	29	23%
Every day	55	43.6%
Live Streaming Shoppee Frequency		
Only 1-2 times	30	23.8%
Once every 1-2 months	31	25%
Once a week	16	12.6%
2-3 times a week	15	12%
Every day	34	27%

**Table 3. Descriptive Data**

Source: Processed by Author, 2025

Table 3 presents descriptive data regarding the respondents' gender, education level, and frequency of live streaming activities on TikTok and Shopee. Regarding gender, 70% of respondents are female, while 30% are male, indicating a female-dominated participant pool. In terms of education, the majority of respondents (75%) are graduates (S1), followed by senior high school students at 8.7%. A smaller proportion of respondents holds a diploma (4%) or has completed postgraduate education (3%). This suggests that the sample is primarily composed of individuals with higher education, particularly at the undergraduate level. When it comes to live streaming habits, a significant portion of respondents (43.6%) reported watching TikTok live streams every day, making it the dominant frequency for this platform. The next most common response is watching TikTok 2-3 times a week (23%). For Shopee, the dominant frequency of live streaming is also daily, with 27% of respondents engaging in it regularly. In comparison, other frequencies, such as once every 1-2 months or only 1-2 times, receive relatively lower percentages, demonstrating a preference for frequent engagement with these live-streaming platforms. This data reveals that live streaming, especially on TikTok, is a regular activity for a substantial portion of the sample, with daily engagement being the most common frequency.

Result of this study shows a structural model with different constructs and their relationships, and the path coefficients between them. Here's an overview of what the variables might represent that Information Social Influence (ISI) influences individual purchasing behavior. The variables ISI1 and ISI4 have high loadings (0.932 and 0.898, respectively), indicating that these elements are important predictors of Information Social Influence.

#### Outer Loadings

	CB	ISI	NSI	OBI
CB1	0,902			
CB2	0,934			
CB3	0,907			
ISI1		0,932		
ISI4		0,898		
NSI1			0,895	
NSI2			0,883	
NSI3			0,917	
OBI1				0,877
OBI2				0,920
OBI3				0,896
OBI4				0,908
OBI5				0,842
OBI6				0,733
OBI7				0,835
OBI8				0,780

**Table 4. Outer Loading**

Source: Processed by Author, 2025

In this study, ISI2 and ISI3 are deleted because of lack of loading value. Normative Social Influence (NSI): This refers to social pressure and expectations from others, which guide consumer decisions. NSI1, NSI2, and NSI3 have relatively high loadings, suggesting that this is a significant factor in shaping buying decisions. Impulsive Buying (IB) construct measures

how spontaneous buying decisions are influenced by external or internal factors. It has a moderate path coefficient (0.579) to compulsive buying, and various items (OBI1 to OBI8) load highly on it, signifying that impulsive buying is strongly linked to compulsive buying. Compulsive Buying (CB) is the ultimate outcome variable in this model, representing a tendency toward excessive buying. It is predicted by both impulsive buying and social influences. The items (CB1 to CB3) have high loadings, indicating their strong relationship with compulsive buying tendencies.

**Construct Reliability and Validity**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CB	0,902	0,902	0,939	0,837
ISI	0,808	0,829	0,911	0,837
NSI	0,880	0,882	0,926	0,807
OBI	0,945	0,946	0,954	0,724

**Table 5. Construct Reliability and Validity**

Source: Processed by Author, 2025

This table presents the construct reliability and validity statistics for four constructs: CB, ISI, NSI, and OBI. The key indicators include Cronbach's Alpha, rho\_A, Composite Reliability, and Average Variance Extracted (AVE). Cronbach's Alpha: Measures internal consistency. All values exceed the generally accepted threshold of 0.7, indicating good internal consistency across the constructs (CB = 0.902, ISI = 0.808, NSI = 0.880, OBI = 0.945). rho\_A: Another measure of reliability, similar to Cronbach's Alpha. The rho\_A values are also above 0.7, suggesting good reliability across the constructs (CB = 0.902, ISI = 0.829, NSI = 0.882, OBI = 0.946). Composite Reliability: This indicator measures the overall reliability of the constructs. Values above 0.7 are considered acceptable, and here, all values are above 0.9, reflecting excellent reliability (CB = 0.939, ISI = 0.911, NSI = 0.926, OBI = 0.954). Average Variance Extracted (AVE): Evaluates convergent validity, indicating how well the items represent the construct. Values greater than 0.5 are considered acceptable, and all constructs meet or exceed this threshold, with CB and ISI showing the highest AVE values (CB = 0.837, ISI = 0.837, NSI = 0.807, OBI = 0.724). Overall, the table demonstrates strong reliability and validity for the constructs measured.

**Fornell-Larcker Criterion**

	CB	ISI	NSI	OBI
CB	0,915			
ISI	0,570	0,915		
NSI	0,512	0,645	0,898	
OBI	0,795	0,679	0,700	0,851

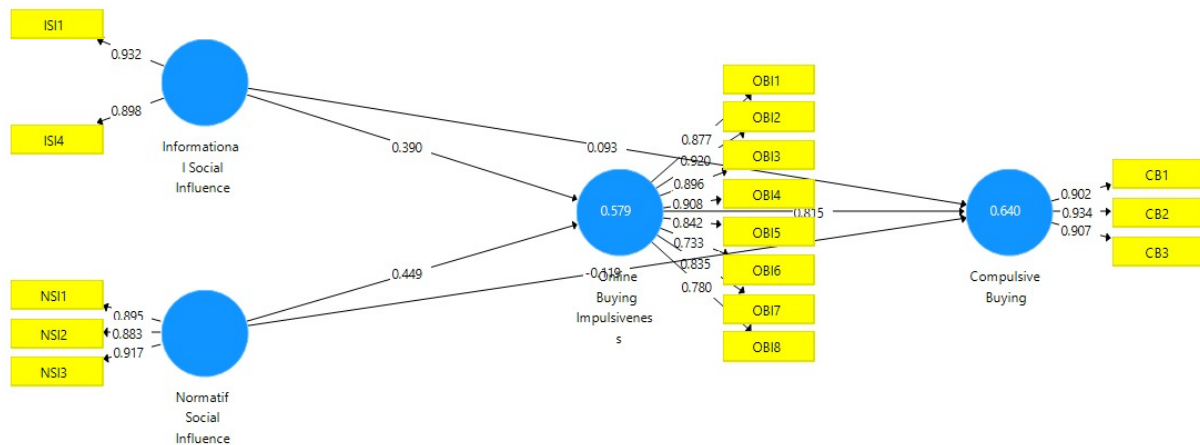
**Heterotrait-Monotrait Ratio (HTMT)**

	CB	ISI	NSI	OBI
CB				
ISI	0,659			
NSI	0,571	0,758		
OBI	0,860	0,774	0,767	

**Table 6. Discriminant Validity**

Source: Processed by Author, 2025

HTMT values below 0.85 generally suggest that the constructs are distinct and not highly correlated with each other, which is a sign of good discriminant validity. In this study the off-diagonal values range from 0.571 to 0.860. The highest value (0.860 between CB and OBI) is close to 0.85 but still acceptable, while others like 0.571 and 0.758 are lower, which indicates that the constructs are distinct from one another. Thus, the table suggests good discriminant validity because most correlations are not too high, supporting that the constructs are different from each other.



**Picture 3. Path Correlation Between Variables**

Source: Processed by Author, 2025

The path model of this study presented shows how social influences (both informational and normative) lead to impulsive and compulsive buying. This model is directly applicable to live streaming e-commerce because: During live streaming sessions, influencers or hosts provide a wealth of information about products in an engaging and entertaining way, influencing the viewers' purchasing decisions this is part of information social influence effort. Such as, discusses the benefits of a product, which can stimulate viewers' informational social influence, as reflected in the high loadings for ISI1 and ISI4 (0.932 and 0.898). Viewers, particularly Gen Z, are highly receptive to such information when it is presented through an engaging, relatable, and informal format.

The existence of social pressures are presenting normative social influence:, such as wanting to fit in with peer groups, are significant in live streaming platforms. During a live stream, comments and likes from other viewers can act as a form of social validation, encouraging others to buy the same products to conform. This is reflected in the NSI variables with their high loadings. For example, in Indonesia, where peer pressure is a significant factor, live streaming offers a way to connect with a collective community that is both normative and informational. The influence of others' purchases or opinions can sway viewers' decisions, a common pattern in Gen Z's purchasing behavior.

The high path coefficient between impulsive buying and compulsive buying in the model suggests that once a consumer exhibits impulsive buying tendencies, they are more likely to

engage in compulsive buying. Live streaming platforms, by offering limited time offers, flash sales, or real-time product demonstrations, create an environment ripe for impulsive purchases. The pressure to buy immediately to avoid missing out, driven by the FOMO (Fear of Missing Out), pushes viewers towards impulsive buying. Over time, this can lead to compulsive buying behavior, where a person may continue to buy without rational thinking or long-term planning.

This result is very interesting, especially if we look deeper into the frame of Gen Z who born between the mid-1990s and the early 2010s. This generation become the primary target for live streaming online buying platforms in Indonesia. They have unique characteristics that make them particularly responsive to this form of e-commerce such as digital natives, strong peer influence, FOMO character, social media active user and as main customer of visual interactive content. Gen Z has grown up in an era of smartphones, social media, and constant connectivity. They are accustomed to consuming information in bite-sized, visually engaging formats. This aligns with the model's focus on informational social influence—Gen Z is highly influenced by content that is easily accessible, engaging, and peer-driven, especially on platforms like Instagram, TikTok, and YouTube. The informational influence (ISI) in the model is particularly relevant here. Gen Z is heavily influenced by what their peers think and do, often seeking validation and feedback online. This speaks to the normative social influence (NSI) in the model. In live streaming platforms, where viewers can interact with hosts and fellow viewers in real-time, the communal experience is essential for Gen Z. They are more likely to engage in buying behavior if they perceive that their friends or favorite influencers are endorsing or using the product. One of the significant drivers of impulsive buying among Gen Z is the fear of missing out on exclusive offers or limited-time products. Live streaming e-commerce plays directly into this psychological factor. When limited-time offers or flash sales are presented during live streams, Gen Z consumers are more likely to make quick purchasing decisions. This connects directly to the impulsive buying construct in the model, which has a high path coefficient with compulsive buying (0.579). Gen Z also known for its use of social media as both an entertainment and shopping platform. The high path coefficient between information social influence and impulsive buying in the model reflects how this generation consumes entertainment and information together. The integration of social media with live streaming allows for a unique experience where consumers can simultaneously engage in both social interaction and purchase behavior. Gen Z prefers visually appealing and interactive content. The high loadings on items like OBI1-OBI8 (impulsive buying items) suggest that once a consumer becomes engaged in the live-streamed content, they are likely to make a purchase. The combination of visual appeal, interaction, and real-time sales creates an optimal environment for impulsive and compulsive buying behavior, especially among Gen Z.

## CONCLUSION

Live streaming e-commerce has become a significant trend, especially in Asia, where platforms such as Shopee, Tokopedia, and Lazada in Indonesia have seen a rise in this form of shopping. In live streaming e-commerce, a host or influencer streams live videos of products being demonstrated, with viewers having the opportunity to purchase them directly through links provided in real-time. The key to this model is the seamless interaction between entertainment and sales, making the shopping experience more engaging and spontaneous.

The business ecosystem of live streaming online buying in Indonesia is significantly shaped by the behaviors of Generation Z. The path correlation model reflects how informational and normative social influences drive impulsive buying behavior, which can eventually lead to compulsive buying tendencies. This is directly applicable to live streaming e-commerce, where influencers, peer validation, limited-time offers, and interactive elements combine to influence purchasing behavior. In Indonesia, the rapid adoption of live streaming as an e-commerce tool highlights the importance of social influences in consumer behavior. The integration of these insights into business strategies can help marketers design more effective live streaming campaigns, targeting Gen Z's preferences for social interaction, peer influence, and real-time engagement.

Understanding the psychological mechanisms behind impulsive buying and compulsive buying can help businesses tailor their marketing strategies to align with Gen Z's characteristics. By recognizing the power of informational and normative social influence, companies can foster environments that encourage spontaneous buying behavior, leading to higher engagement and, ultimately, increased sales.

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