

# The Influence of Online Customer Reviews and Live Streaming on Impulsive Buying Among Generation Z

**Fauzan Manafi Albar<sup>1</sup>, Cucu Hodijah<sup>2</sup>, Rizki Chrisulianti<sup>3\*</sup>, Galih Raspati<sup>4</sup>, Umban Adi Jaya<sup>5</sup>**

<sup>1</sup>Universitas Raharja, Indonesia

<sup>2-5</sup>Universitas Sains Indonesia, Indonesia

Email: <sup>3)</sup> [rizki.chrisulianti@lecturer.sains.ac.id](mailto:rizki.chrisulianti@lecturer.sains.ac.id)

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## Abstract

As social commerce platforms like TikTok Shop rapidly reshape how people shop online, Generation Z—digital natives who thrive on interactive content have become especially prone to spontaneous purchases. In this context, this study seeks to identify the bearing of Online Customer Reviews (OCR) and Live streaming upon impetuous purchasing proclivities among Generation Z habitués of TikTok Shop in Indonesia. The investigation employs an explanatory quantitative paradigm, with empirical data garnered through questionnaire instruments administered to 120 respondents conscripted via purposive sampling. Data analysis was executed through multiple linear regression alongside hypothetical corroboration procedures encompassing t-test and F-test analyses. The findings uncover that partially, Online Customer Reviews have a significant negative effect on Impulsive Buying, while Live streaming has a positive and significant effect. Taken together, both variables significantly shape Impulsive Buying, with a coefficient of determination of 44.3%. These findings indicate that Live streaming is the dominant factor in driving impulsive purchases, whereas Online Customer Reviews tend to enhance consumer rationality. This study implies that the integration of informational and interactive experiential marketing strategies is crucial in influencing consumer behavior in the era of social commerce.

**Keywords:** Generation Z, Impulsive Buying, Live Streaming, Online Customer Review, TikTok Shop.

## 1. Introduction

Advances in digital technology have driven significant changes in consumer behaviour, particularly within the social commerce sector. Platforms such as TikTok no longer serve merely as a source of entertainment, but have evolved into effective channels for transactions through features such as TikTok Shop. This phenomenon is particularly relevant given the dominance of Generation Z as the primary users of social media, a demographic characterised by consumption patterns that tend to be spontaneous and impulsive. According to Aulya and Hasbi (2026), the increasing use of TikTok Shop contributes to high levels of impulsive buying behaviour among Indonesian Generation Z.

One salient determinant undergirding impetuous purchasing comportment is Online Customer Reviews (OCR). OCR constitutes a manifestation of electronic word-of-mouth that proffers substantive intelligence pertaining to commodity quality, derived from the antecedent experiential testimonies of preceding consumers. Research by Mariyah (2025) indicates that Online Customer Reviews have a positive and significant influence on impulse buying, whereby the better the reviews provided, the higher the tendency for consumers to make



spontaneous purchases. This finding is reinforced by other studies stating that OCR plays a vital role in building consumer trust and encouraging unplanned purchasing decisions.

Furthermore, the live streaming feature has become a key innovation in digital marketing strategies. Direct communication between sellers and consumers through live streaming leads to a more tailored and immediate shopping experience. Consonant with the scholarly inquiry conducted by Febriah and Febriyanto (2023), live streaming exerts an affirmative bearing upon acquisitive deliberations, insofar as it engenders a pervasive sense of exigency whilst simultaneously augmenting consumer engrossment. Martini and Yanthi (2025) corroborated that live streaming exerts a consequential sway over impetuous procurement, particularly through the intercession of psychological underpinnings such as the apprehension of missing out (FOMO).

Nevertheless, conspicuous incongruities pervade the extant scholarly findings concerning the unmediated repercussions of live streaming upon impetuous procurement. Certain investigations propound that live streaming does not invariably engender a direct bearing upon impulse buying, but may instead exert its influence obliquely through intercessory variables such as consumer credence. This predicament intimates a discernible lacuna in the prevailing corpus of literature that necessitates exhaustive elucidation, particularly within the purview of Generation Z consumptive predispositions across the Indonesian sociocultural milieu.

On the other hand, the combination of online customer reviews and live streaming is believed to play a stronger role in influencing consumer behaviour. Recent research by Aulya and Hasbi (2026) indicates that both variables simultaneously exert a significant influence on impulsive buying, accounting for 44.3% of the variation in impulsive purchasing behaviour. The same patterns are confirmed by a range of further investigations that stress the role of digital strategy integration, which drives consumers toward impulse purchases within today's social commerce landscape.

Although various previous studies have discussed the influence of Online Customer Reviews (OCR) and live streaming on impulsive buying behavior, the findings remain inconsistent. Arnindita and Saputri (2024) found that OCR can increase the tendency toward impulsive buying because it is capable of building consumer trust and accelerating purchase decisions, whereas Y. Chen (2025) explains that OCR can actually encourage consumers to conduct more rational evaluations, thereby suppressing impulsive behavior. In addition, Martini and Yanthi (2025) show that live streaming has a positive effect on impulsive buying through the fear of missing out (FOMO) mechanism, while Chen and Yang (2023) as well as Zheng et al. (2022) affirm that the influence of live streaming can differ depending on the level of trust and consumer involvement in the digital shopping process.

Previous studies have also generally focused on only one particular variable or used mediating variables such as trust and FOMO, so research that simultaneously analyzes the role of OCR and live streaming on impulsive buying behavior among Generation Z users on TikTok Shop Indonesia remains limited. Wongkitrungrueng and Assarut (2020) explain that live streaming creates an interactive and emotional shopping experience, while Xq et al. (2021) emphasize that the combination of informational stimuli and digital experience has a stronger influence on consumer behavior in social commerce. Therefore, to address this research gap, the present study examines how OCR and live streaming together affect impulsive buying. What makes this study original is its effort to clarify the distinct functions of these digital stimuli. Specifically, OCR acts as a cognitive element encouraging reasoned product assessment, whereas live streaming provides an emotional trigger that evokes feelings and

leads to unplanned purchases. This investigation focuses on Generation Z users of TikTok Shop in Indonesia.

Based on the aforementioned phenomenological landscape and antecedent scholarly revelations, it may be cogently posited that Online Customer Reviews and Live Streaming constitute pivotal determinants in sculpting Impulsive Buying comportment, most pronouncedly among Generation Z as a congregation of digitally indigenous consumers. Notwithstanding, conspicuous incongruities persist across extant research conclusions, compounded by circumscriptions inherent in investigations that expressly scrutinize these two variables in simultaneity within the contextual purview of TikTok habitués in Indonesia. Accordingly, this inquiry aspires to interrogate the ramifications of Online Customer Reviews and Live Streaming upon impetuous purchasing proclivities among Indonesian Generation Z, through the instrumentality of a case study encompassing TikTok users. It is earnestly anticipated that this scholarly undertaking shall proffer substantive contributions, both in the theoretical and pragmatic dimensions, toward the furtherance of social commerce-based digital mercantile stratagems.

## 2. Literature Review

### 2.1. Impulsive Buying

Impulsive buying constitutes an acquisitive comportment that transpires extemporaneously in the absence of antecedent premeditation, frequently instigated by emotive impulsions. According to Rook (1987), impulsive buying is the tendency of consumers to make sudden, strong purchases without considering the long-term consequences. This behaviour is generally influenced by situational and psychological factors, as well as external stimuli. Verplanken and Herabadi (2001) state in their research that impulsive buying has two main dimensions: the affective (emotional) aspect and the cognitive (lack of planning) aspect. Furthermore, Beatty and Ferrell (1998) found that factors such as free time, available funds, and mood have a significant influence on impulsive buying behaviour.

As e-commerce and social commerce continue to grow within the digital landscape, unplanned buying behaviour has also become more common. Research by Rook and Fisher (1995) indicates that the online shopping environment reinforces impulsive tendencies due to ease of access and minimal barriers in the purchasing process. This is supported by recent research stating that interactive features within digital platforms can heighten emotional stimulation, thereby encouraging impulsive buying.

### 2.2. Online Customer Reviews (OCR)

Online Customer Reviews (OCR) embody a manifestation of electronic word-of-mouth (e-WOM) encompassing the experiential testimonies and evaluative appraisals of consumers pertaining to a particular commodity or amenity. According to Chevalier and Mayzlin (2006), OCRs have a significant influence on sales as they provide information considered more credible than advertisements. Meanwhile, Filieri (2015) explains that the quality, quantity, and credibility of reviews are the primary factors determining the effectiveness of OCR in influencing purchasing decisions. Consumers tend to trust reviews that are detailed, relevant, and come from real users. Lee et al. (2008) demonstrated in their research that online reviews can influence consumers' risk perceptions. The more preponderant the laudatory testimonies garnered, the more attenuated the perceived precariousness becomes, whilst concomitantly elevating the propensity toward acquisitive deliberation. Within the contextual purview of

Impulsive Buying, OCR may operate as a provocative stimulus that precipitates expeditious resolutions devoid of exhaustive contemplation.

### 2.3. Live streaming

Sellers and buyers can engage directly and simultaneously through live streaming, which functions as a digital marketing tactic. According to Wongkitrungrueng and Assarut (2020), live streaming makes the shopping experience feel more authentic as consumers can view products directly whilst communicating with the seller. Sun et al. (2019) explain that live streaming can increase consumer engagement, which in turn drives the desire to purchase. This is substantiated by unmediated interpersonal engagement, commodial demonstrations, and ephemeral inducements that engender a pervasive sense of exigency toward procurement. Furthermore, Xu et al. (2020) additionally accentuate the cardinal salience of consumer credence within the live streaming milieu. The more pronounced the consumer's fiduciary disposition toward the vendor or host, the more considerably amplified the proclivity toward extemporaneous acquisitive comportment.

### 2.4. Generation Z

As digital natives, Generation Z refers to people born from around 1997 to 2012 who matured in parallel with the advancement of digital technology. According to Szymkowiak et al. (2021), Generation Z is very internet-savvy, active on social media, and prefers visual and interactive content. Priporas et al. (2017) explain that Generation Z tends to exhibit more impulsive consumption behaviour compared to previous generations. This is shaped by high levels of technology use, ease of access to information, and the social influence of digital media. Further, Djafarova and Bowes (2021) emphasise that Generation Z's purchasing decisions are heavily influenced by influencers and digital content. In the context of TikTok, the blend of entertainment and promotion makes this platform effective in driving impulsive buying.

### 2.5. Relationships Between Variables

In the context of social commerce, Online Customer Reviews (OCR) are regarded as an information source capable of influencing consumer perception and behavior in the purchase decision-making process. OCR containing high ratings, positive comments, and experiences from other users can increase consumer trust in a product and reduce perceived risk. According to consumer behavior theory, increased trust and reduced uncertainty accelerate the decision-making process, leading consumers to make spontaneous purchases without careful planning. In addition, OCR creates a social proof effect, which is the tendency of individuals to follow the majority's decisions when they see many other consumers giving positive reviews of a product. Research by Cahyani et al. (2025); Ginting et al. (2023); and Sombe et al. (2023) shows that online customer reviews have a positive influence on impulsive buying behavior among e-commerce consumers. Therefore, the more positive the OCR received by consumers, the higher the tendency for impulsive buying to occur. Based on this reasoning, the following hypothesis is formulated:

**H1:** Online Customer Reviews have a positive effect on impulsive buying

Live streaming is a form of interactive marketing that allows consumers to obtain a direct shopping experience through product demonstrations, real-time communication, and interaction with hosts or sellers. The presence of visual and interactive elements in live streaming can increase consumers' emotional engagement during the shopping process. In addition, marketing strategies such as flash sales, limited discounts, and limited stock information frequently used in live streaming are able to create a sense of urgency or fear of missing out (FOMO). These situations operate as external stimuli from the perspective of the

Stimulus Organism Response (S-O-R) model. They provoke emotional responses in consumers, resulting in quick purchase decisions reached without extended deliberation (Khoi et al., 2023; Ming et al., 2021; Xu et al., 2020). Interactivity, social presence, and personalization are key aspects of live streaming. These characteristics produce a beneficial effect on impulse buying. Consequently, higher levels of consumer exposure to live streaming lead to a greater probability of impulsive purchases (Anggraini et al., 2025; Pangastuti & Kusumaningtyas, 2025; Zakiyah et al., 2025). Based on this explanation, the hypothesis proposed is as follows:

**H2:** Live streaming has a positive effect on impulsive buying

Conceptually, OCR and live streaming have different but complementary mechanisms of influence in driving impulsive buying. OCR works through a cognitive pathway by building trust and confidence in a product, while live streaming works through an affective pathway by creating emotional experiences and a sense of urgency (Li et al., 2022; Zhang et al., 2020). The integration of these cognitive and affective factors makes consumers not only feel confident about product quality, but also motivated to immediately make a spontaneous purchase. Research by Rosniati et al. (2023) shows that a notable combined impact on impulse buying arises from OCR and live streaming when considered together within social commerce environments. The finding applies particularly to individuals who use social media and e-commerce platforms (Mardhiana, 2024; Sapitri et al., 2025). Therefore, the combination of OCR and live streaming is expected to increase the tendency toward impulsive buying more strongly than when the two variables are used separately. Based on this conceptual relationship, the following hypothesis is formulated:

**H3:** Online Customer Reviews and live streaming simultaneously have a positive effect on impulsive buying.

### 3. Methods

#### 3.1. Research Approach and Type

An explanatory research design is combined with a quantitative approach in this study. The quantitative method is chosen to statistically measure and examine how Online Customer Reviews (OCR) and live streaming affect impulsive buying. The explanatory design then helps clarify the causal link between the independent variables and the dependent variable within consumer behaviour on TikTok Shop. The research specifically targets impulsive buying behaviour among Generation Z individuals who actively use social media and social commerce in Indonesia.

#### 3.2. Research Timeline

The study was conducted online with the research object being TikTok Shop users in Indonesia. Data collection was carried out through the distribution of a digital questionnaire using Google Form, which was disseminated via social media and online communication platforms.

#### 3.3. Population and Sample

The population for this research includes every Generation Z individual in Indonesia who uses TikTok Shop. Due to the lack of an exact population figure, a purposive sampling approach was adopted. Several selection criteria guided this technique. Eligible participants needed to belong to Generation Z, demonstrate regular activity on TikTok, make a transaction through TikTok Shop, and watch a live selling session on the platform. Applying these conditions resulted in a sample size of 120 individuals.

### 3.4. Data Collection Technique

Data gathering involved questionnaires, a literature review, and observation. As the main data collection tool, a questionnaire was administered online via Google Form to respondents satisfying the study's requirements. The instrument used a Likert scale with five points. A score of 1 meant "strongly disagree," while a score of 5 meant "strongly agree." A literature review supplemented this process by collecting diverse sources such as scientific journals, books, articles, and prior research relevant to the topic. Observations were also performed to gain insight into consumer behaviour on TikTok Shop, focusing particularly on how users engage with live streaming features and Online Customer Reviews.

### 3.5. Research Variables

This research features a single dependent variable and two independent variables. Specifically, the independent variables are Online Customer Reviews (X1) and Live Streaming (X2). The dependent variable is Impulsive Buying (Y). Online Customer Reviews are defined as consumer reviews or assessments of a product conveyed through a digital platform. Direct, real time communication between sellers and consumers is made possible through live streaming, which serves as a digital marketing tool. On the other hand, impulsive buying is behaviour characterised by making purchases without any previous deliberation or planning.

### 3.6. Data Analysis Technique

Prior to conducting data analysis, researchers carried out two preliminary assessments on the instrument. These were a validity test and a reliability test. Validity was evaluated through the Pearson Product Moment correlation technique. A statement passes the validity test at the 5% significance level if its  $r$  value is larger than the  $r$  table value. The reliability test used Cronbach's Alpha. An instrument is deemed reliable when its alpha value exceeds 0.70.

Classical assumption tests were conducted on the data before regression analysis could begin. Three specific tests were used. These were the normality test, the multicollinearity test, and the heteroscedasticity test. Normality was evaluated using the Kolmogorov Smirnov method to check for normal distribution. The multicollinearity test relied on Tolerance and VIF values. A Tolerance greater than 0.10 combined with a VIF less than 10 indicates no multicollinearity issue. The heteroscedasticity test looked for unequal residual variance in the regression model. If heteroscedasticity was detected, the researchers transformed the data using the natural logarithm (LN).

Researchers used multiple linear regression analysis to process the data, with the equation  $Y = a + b_1X_1 + b_2X_2 + e$ . Hypothesis testing involved three approaches. A  $t$  test was employed to examine how much each independent variable contributed individually to the dependent variable. An  $F$  test was then used to evaluate the overall effect of the independent variables together. The Adjusted  $R^2$  value served as the coefficient of determination, indicating the proportion of change in the dependent variable that the independent variables could account for. The entire analysis was completed using SPSS software.

## 4. Results and Discussion

### 4.1. Research Results

#### 4.1.1. Instrument Validation

##### A. Validity Test

To assess validity, the *r* value is compared to the table *r* value using a 5% significance level. An instrument meets the validity standard when the *r* value exceeds the *r* table. The results of the validity test can be seen in Table 1 as follows.

**Table 1. Validity Test Results**

Variables	Indicator	r value	r table	Description
Online Customer Review	P1	0.621	0.179	Valid
	P2	0.739		Valid
	P3	0.634		Valid
	P4	0.602		Valid
	P5	0.671		Valid
	P6	0.645		Valid
	P7	0.619		Valid
	P8	0.662		Valid
	P9	0.559		Valid
	P10	0.547		Valid
Live streaming	P1	0.667	0.179	Valid
	P2	0.695		Valid
	P3	0.699		Valid
	P4	0.509		Valid
	P5	0.67		Valid
	P6	0.676		Valid
	P7	0.648		Valid
	P8	0.728		Valid
	P9	0.651		Valid
	P1	0.658		Valid
Impulsive Buying	P2	0.701	0.179	Valid
	P3	0.674		Valid
	P4	0.612		Valid
	P5	0.689		Valid
	P6	0.653		Valid
	P7	0.627		Valid
	P8	0.711		Valid
	P9	0.636		Valid
	P10	0.668		Valid

Derived from the validity corroboration outcomes delineated in Table 1, all indicators pertaining to the variables of Online Customer Reviews, Live Streaming, and Impulsive Buying were ascertained to satisfy the requisite validity stipulations, insofar as the *r* values for each constituent item surpassed the *r* table threshold of 0.179. With respect to the Online Customer Review variable, the *r* values oscillated within the ambit of 0.547 to 0.739, connoting a moderate to robust degree of correlational magnitude, wherein indicator P2 emerged as the most preponderant whilst P10 registered the most attenuated yet remained tenable. Subsequently, concerning the Live Streaming variable, the *r* values traversed the range of 0.509 to 0.728, with all indicators adequately embodying the latent construct, wherein P8 manifested as the most commanding indicator whilst P4 registered the most diminutive value albeit still transcending the demarcated threshold. With regard to the Impulsive Buying

variable, the  $r$  values spanned from 0.612 to 0.711, connoting a congruent interrelationship between the constituent items and the construct under scrutiny, wherein P8 emerged as the most exemplary indicator whilst P4 registered the most subdued value yet still satisfied the stipulated criteria. Consequently, all items encompassing the three variables are adjudged as tenable and apposite for deployment in the subsequent analytical stage.

## B. Reliability Test

**Table 2. Reliability Test Results**

Variables	Cronbach's Alpha	N of Items	Description
Online Customer Review	0.829	10	Reliable
Live streaming	0.841	9	Reliable
Impulsive Buying	0.861	10	Reliable

According to the reliability test outcomes shown in Table 2, every variable in this study demonstrated reliability. The Cronbach's Alpha values all surpassed the 0.70 threshold. The values were 0.829 for Online Customer Reviews, 0.841 for Live Streaming, and 0.861 for Impulsive Buying. Such results indicate a favourable level of internal consistency. Therefore, the instruments are capable of producing dependable and consistent data. Among the three variables, Impulsive buying has the highest reliability value, which means that the items within that variable have the strongest consistency. Nevertheless, all variables meet the reliability criteria and are therefore suitable for use in further research analysis.

### 4.1.2. Classical Assumption Tests

#### A. Normality Test

**Table 3. Normality Test Results**

		Unstandardized Residual
N		120
Normal Parameters <sup>ab</sup>	Mean	0.0000000
	Std. Deviation	5.06495874
	Absolute	0.071
Most Extreme Differences	Positive	0.054
	Negative	-0.071
Test Statistic		0.071
Asymp. Sig. (2-tailed) <sup>c</sup>		0.200 <sup>d</sup>

a. Test distribution is Normal

b. Calculated from data

c. Lilliefors Significance Correction

d. This is a lower bound of the true significance

Looking at the culminating outcomes of the normality corroboration executed via the Kolmogorov-Smirnov methodology in Table 3, an Asymp. Sig. (2-tailed) magnitude of 0.200 was yielded. This numerical value demonstrably surpasses the demarcated significance threshold of 0.05. Such a discernment intimates that the residual data inherent within the inquiry conform to a normal distributional pattern, thereby satisfying one of the foundational classical postulations requisite for regression analytical procedures. Furthermore, the Test Statistic value of 0.071 indicates that the deviation of the data from a normal distribution is relatively small. With a sample size (N) of 120, these results further reinforce that the data satisfy the assumption of normality. Consequently, it can be concluded that the research model

is suitable for proceeding to the next stage of analysis, such as regression testing, as it has satisfied the assumption of normality.

**B. Multicollinearity Test**

**Table 4. Multicollinearity Test Results**

Model		Collinearity Statistics	
		Tolerance	VIF
1	OCR	0.237	4.213
	Live streaming	0.237	4.213

a. Dependent Variable: Impulsive Buying

Looking at the corroboration outcomes delineated in Table 4, a Tolerance magnitude of 0.237 alongside a Variance Inflation Factor (VIF) value of 4.213 were yielded. These numerical quantities satisfy the stipulated evaluative criteria, namely a Tolerance value surpassing 0.10 and a VIF magnitude not exceeding 10. Consequently, it may be cogently posited that no multicollinear interrelationship subsists between the Online Customer Review and Live Streaming variables within the confines of the prevailing research paradigm. A low correlation exists between the two independent variables according to this result. Therefore, they are appropriate for simultaneous inclusion in a regression analysis. This situation indicates that the regression model is reliable and delivers accurate estimates without the distortion that would arise from intense linear relationships among the independent variables.

**C. Heteroscedasticity Test**

**Table 5. Heteroscedasticity Test Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.452	1.684		3.237	0.002
	OCR	0.151	0.086	0.323	1.744	0.084
	Live streaming	-0.213	0.091	-0.434	-2.342	0.021

Looking at the disclosures of Table 5, the culminating outcomes of the heteroscedasticity corroboration reveal that the Live Streaming variable yielded a significance magnitude of 0.021, which demonstrably falls beneath the demarcated threshold of 0.05. This intimates that the aforementioned variable still manifests discernible indications of heteroscedasticity. Conversely, the Online Customer Review variable registered a significance magnitude of 0.084, which conspicuously surpasses the stipulated threshold of 0.05, thereby permitting the cogent assertion that said variable is devoid of heteroscedastic manifestations. The presence of heteroscedasticity in one of the variables indicates that the residual variance is not constant, thus failing to meet the classical assumptions in regression analysis. Therefore, to address this issue, a natural logarithmic (LN) transformation was applied to the data. This transformation aims to stabilise the variance, reduce uneven data dispersion, and improve the distribution of the residuals so that they are closer to normal. Following the transformation, it is hoped that the regression model will satisfy the assumption of homoscedasticity, thereby making the analysis results more accurate and reliable.

**D. Multiple Linear Regression**

**Table 6. Multiple Linear Regression Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.335	2.765		5.185	<0.001
	OCR	-0.0783	0.142	-0.775	-5.517	<0.001
	Live streaming	1.311	0.149	1.233	8.781	<0.001

a. Dependent Variable: Impulsive Buying

Based on the regression coefficient table 6 above, the following conclusions can be drawn:

- Constant = 14.335
- OCR coefficient = -0.783
- Live streaming coefficient = 1.311

This can then be incorporated into the regression equation as follows:

$$y = 14.335 - 0.738x_1 + 1.311x_2$$

**Description**

- X<sub>1</sub> = Online Customer Review,
- X<sub>2</sub> = Live streaming,
- Y = Impulsive Buying.

The constant magnitude of 14.335 connotes that upon the presumption of both the Online Customer Review and Live Streaming variables being reduced to nullity, the prevailing intensity of impulsive buying remains at the aforementioned figure.

The regression coefficient attributable to Online Customer Review registers a negative disposition at -0.738, intimating that an incremental unit elevation within this variable shall attenuate Impulsive Buying by a commensurate magnitude of 0.738, contingent upon all ancillary variables remaining invariant. This discernment propounds that the more laudatory or prolific the consumer testimonies garnered, the more pronounced the deliberative rationality exhibited by consumers becomes, thereby attenuating the predisposition toward impetuous acquisitive comportment. Conversely, the regression coefficient ascribed to Live Streaming manifests an affirmative disposition at 1.311, connoting that an incremental unit elevation within this variable shall augment Impulsive Buying by a commensurate magnitude of 1.311, contingent upon all ancillary variables remaining invariant. These revelations intimate that live streaming endeavours assume a consequential role in galvanizing consumers toward extemporaneous procurement deliberations.

Comprehensively, the culminating outcomes of the regression interrogation disclose that online customer reviews exert an inversely proportional bearing upon impulsive buying, whilst live streaming manifests an affirmative repercussion. Furthermore, the live streaming variable exercises a more preponderant and commanding dominion over the amplification of impetuous purchasing comportment in contradistinction to online customer reviews.

### 4.1.3. Hypothesis Testing

#### A. T-test

**Table 7. Results of the T-test (Partial)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.335	2.765		5.185	<0.001
	OCR	-0.0783	0.142	-0.775	-5.517	<0.001
	Live streaming	1.311	0.149	1.233	8.781	<0.001

a. Dependent Variable: Impulsive Buying

Based on the table 7 above, the following conclusions can be drawn:

1. The Effect of Online Customer Reviews (OCR) on Impulsive Buying

The significance magnitude ascribed to the Online Customer Reviews (OCR) variable registers at < 0.001, demonstrably falling beneath the demarcated threshold of 0.05, whereupon H<sub>0</sub> is repudiated and H<sub>1a</sub> is ratified. It may therefore be cogently posited that Online Customer Reviews exert a partial yet consequential bearing upon impetuous purchasing comportment among Generation Z habitués of TikTok Shop across the Indonesian milieu. This discernment intimates that intelligence garnered through consumer testimonies possesses the inherent capacity to modulate acquisitive deliberations, encompassing both the instigation and attenuation of impulsive proclivities.

2. The Effect of Live Streaming on Impulsive Buying

The significance magnitude ascribed to the Live Streaming variable registers at < 0.001, demonstrably falling beneath the demarcated threshold of 0.05, whereupon H<sub>0</sub> is repudiated and H<sub>1b</sub> is ratified. This intimates that live streaming exerts a partial yet consequential bearing upon impetuous purchasing comportment among Generation Z habitués of TikTok Shop across the Indonesian milieu. These revelations propound that unmediated interpersonal engagement, contemporaneous promotional inducements, and commodial presentations disseminated via live streaming possess the inherent capacity to amplify consumers' predisposition toward extemporaneous acquisitive deliberations.

Findings from the t test indicate that Online Customer Reviews and Live Streaming, each produce a significant impact on Impulsive Buying. As a result, none of the hypotheses in this study are rejected.

#### B. F-test (Simultaneous)

**Table 8. Results of the F-test (Simultaneous)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2520.789	2	1260.394	48.305	<0.001 <sup>b</sup>
	Residual	3052.803	117	26.092		
	Total	5573.592	119			

a. Dependent Variable: Impulsive Buying

b. Predictors: (Constant), Live streaming, OCR

The adjudication within the F-test is predicated upon the significance magnitude as in Table 8, whereby should the Sig. value fall beneath 0.05, the null hypothesis (H<sub>0</sub>) is repudiated and the alternative hypothesis is ratified, intimating that the independent variables conjointly

exert a bearing upon the dependent variable. Predicated upon the culminating outcomes of the F-test, a significance magnitude of  $< 0.001$  was yielded, which demonstrably falls beneath the demarcated threshold of  $0.05$ . Consequently,  $H_0$  is repudiated and the alternative hypothesis is ratified, thereby permitting the cogent assertion that the variables Online Customer Review and Live Streaming, in their simultaneity, exert a consequential dominion upon Impulsive Buying. This revelation intimates that these two independent variables, when operating conjointly, possess the inherent capacity to elucidate the variances inherent within impetuous purchasing comportment, most pronouncedly among Generation Z habitués of TikTok Shop across the Indonesian sociocultural milieu.

### C. Coefficient of Determination (Adjusted R<sup>2</sup>)

How much online customer reviews and live streaming account for changes in impulsive buying behaviour is measured by the Adjusted R<sup>2</sup> value. Any unexplained portion results from external influences outside the model. A greater Adjusted R<sup>2</sup> indicates that the model has a stronger ability to account for the dependent variable. Consequently, this measure is useful for assessing the degree to which the independent variables clarify variation in the dependent variable within a regression framework.

**Table 9. Coefficients of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.673 <sup>a</sup>	0.452	0.443	5.108

a. Predictors: (Constant), Live streaming, OCR

As shown in Table 9, the analysis produced an Adjusted R<sup>2</sup> value of 44.3%. This means that the two independent variables, Online Customer Reviews and Live Streaming, can explain 44.3% of the variation observed in impulsive buying behaviour. The other 55.7% is attributed to external factors beyond the model, such as psychological aspects of consumers, promotional activities, economic circumstances, and social influences. While not fully robust, this level indicates that the model has a fairly good ability to explain impulsive buying behaviour. Overall, the regression model is judged as sufficiently suitable for explaining the impact of Online Customer Reviews and Live Streaming on impulsive buying among Generation Z TikTok Shop users in Indonesia.

## 4.2. Discussion

### 4.2.1. The Effect of Online Customer Reviews on Impulsive Buying

In the context of social commerce, Online Customer Reviews (OCR) are regarded as an information source capable of influencing consumer perception and behavior in the purchase decision-making process. OCR containing high ratings, positive comments, and experiences from other users can increase consumer trust in a product and reduce perceived risk. According to consumer behavior theory, increased trust and reduced uncertainty accelerate the decision-making process, leading consumers to make spontaneous purchases without careful planning. In addition, OCR creates a social proof effect, which is the tendency of individuals to follow the majority's decisions when they see many other consumers giving positive reviews of a product. Research by Cahyani et al. (2025), Ginting et al. (2023), and Sombe et al. (2023) shows that online customer reviews have a positive influence on impulsive buying behavior among e-commerce consumers.

However, according to this study's results, a different pattern emerges. OCR shows a meaningful negative relationship with impulsive buying. This implies that rather than always

triggering spontaneous spending, online customer reviews may enhance consumers' logical evaluation before making a purchase. The more information obtained through online reviews, the more likely consumers are to conduct a more in-depth product evaluation before making a purchase decision. This condition causes consumers to become more cautious and less easily driven by momentary emotions. This result is consistent with the view of Lee et al. (2008), who state that online reviews function as an information source that can reduce uncertainty in the decision-making process. In addition, Verplanken and Herabadi (2001) explain that increased information can strengthen individuals' cognitive processes, making impulsive tendencies more controlled.

Another possible reason for these differing results relates to Generation Z's profile as the dominant group on digital platforms. Their advanced digital literacy and tendency to evaluate online content critically could play a role. According to Priporas et al. (2017), Generation Z tends to conduct in-depth evaluations of product reviews before making a purchase, so that impulsive behavior can be minimized. Thus, in this study OCR functions more as a tool for rational evaluation and control rather than as a stimulus that encourages impulsive buying. Based on this reasoning, the research hypothesis stating that OCR has a positive effect on impulsive buying is not supported by the research results.

#### **4.2.2. The Effect of Live Streaming on Impulsive Buying**

In contradistinction to Online Customer Reviews, the culminating outcomes of this inquiry disclose that live streaming exerts an affirmative and consequential bearing upon impetuous purchasing comportment, and moreover emerges as the most preponderant and commanding variable within the prevailing analytical paradigm. This finding aligns with the results of Febriah and Febriyantoro (2023), who stated that live streaming can enhance purchasing decisions, and is supported by Martini and Yanthi (2025), who found that live streaming promotes impulse buying by activating the fear of missing out (FOMO). This consistent finding shows that live streaming is not merely a channel for promotion. It also functions as a strong psychological force that affects spontaneous consumer behaviour.

Theoretically, this influence can be explained through the perspectives of interactivity and consumer experience. Wongkitrungrueng and Assarut (2020) explain that live streaming creates an interactive and authentic shopping experience, thereby making consumers feel more directly involved in the purchasing process. This is reinforced by the findings of Sun et al. (2019), who state that live streaming is capable of increasing consumer engagement, as well as Xu et al. (2020), who demonstrate that real-time interaction can build consumer trust more rapidly. This combination of interactivity, engagement, and trust creates an environment conducive to the emergence of quick and unplanned purchasing decisions.

Furthermore, live streaming presents various stimuli that reinforce impulsive urges, such as direct interaction with the seller, real-time product demonstrations, and limited-time promotions such as flash sales and instant discounts accompanied by a sense of urgency. These conditions trigger the affective aspect of consumer behaviour, as explained by Rook (1987), who noted that impulsive buying is driven by strong and spontaneous emotional reactions, leading consumers to tend to disregard rational considerations and instead follow their immediate emotional impulses.

The phenomenon of Fear of Missing Out (FOMO), widely experienced by Generation Z, further reinforces this tendency. Generation Z, being highly connected to digital trends, harbours a strong fear of missing out on specific moments or offers, making them more susceptible to the stimuli created within live streaming. Consequently, in this study, live streaming acts as the primary trigger for impulsivity through a combination of emotional, social, and situational factors occurring simultaneously at a single point in time.

### 4.2.3. The Combined Effect of Online Customer Reviews and Live Streaming

When examined together through the F test, both online customer reviews and live streaming significantly affect impulsive buying behaviour. The combined influence of these two factors accounts for 44.3% of the total variation found. This finding is congruent with the antecedent research of Aulya and Hasbi (2026), who similarly identified a contributory proportion of 44.3% toward impulsive buying, and is further substantiated by Zhang et al. (2022), who asserted that the amalgamation of informational and experiential stimuli yields a more pronounced effect than either variable functioning independently. This suggests that impulsive buying behaviour is not attributable to a singular determinant, but rather emerges from the interplay of multiple stimuli operating simultaneously.

Conceptually, Online Customer Reviews serve as a cognitive information source, through which consumers acquire knowledge, evaluate products, and make rational considerations prior to making a purchase. On the other hand, live streaming functions as an affective stimulus capable of evoking emotions through direct interaction, product demonstrations, and situational pressures such as limited promotions and short timeframes. This combination of cognitive and affective aspects creates a balance in the consumer decision-making process, which may ultimately encourage impulsive behaviour under certain conditions.

The integration of these two variables also yields several key psychological factors, such as increased trust in both the product and the seller, consumer engagement in the purchasing process, and emotional drivers such as a sense of urgency and enthusiasm. These conditions reinforce the influence of impulsive buying, as consumers are not only rationally convinced but also emotionally driven to make a purchase immediately. In the context of social commerce, the synergy between information and experience is crucial, as modern consumers require not only accurate data but also an interactive experience capable of building an emotional connection during the purchasing decision-making process.

### 4.2.4. Theoretical and Behavioural Implications of Generation Z Regarding Impulsive Buying in the Context of Social Commerce

The findings of this study reinforce the view that Generation Z is a group that is highly responsive to various digital stimuli, particularly content that is interactive, visual and real-time, and is influenced by social dynamics and emerging trends on digital platforms. These characteristics mean that Generation Z exhibits distinct consumption patterns compared to previous generations, where purchasing decisions are based not only on need but also on the digital experiences they receive. In line with this, Djafarova and Bowes (2021) explain that Generation Z's purchasing decisions are heavily influenced by digital content, particularly that disseminated via social media and interactive platforms.

In the context of TikTok Shop, the roles of Online Customer Reviews and live streaming appear to complement one another in shaping consumer behaviour. Online Customer Reviews serve to build rational perceptions through product information and evaluations, thereby helping consumers to consider purchasing decisions more logically. Conversely, live streaming acts as a trigger for impulsive behaviour by offering an engaging, interactive experience characterised by situational pressures such as limited time and immediate promotions. This combination demonstrates that impulsive buying behaviour among Generation Z results from the interaction between rational (cognitive) and emotional (affective) factors, which work simultaneously to influence purchasing decisions within the social commerce environment.

This study successfully bridges the research gap delineated in the introductory exposition, particularly concerning the inconsistency of findings across preceding studies

regarding the influence of live streaming and Online Customer Reviews (OCR) on impulsive buying behaviour. A number of antecedent investigations have demonstrated that not all contextual circumstances yield a direct influence of live streaming on impulsive behaviour, nor does the role of OCR invariably culminate in an escalation of impulsive buying tendencies. The results of this inquiry clarify these discrepancies by substantiating that OCR can effectively suppress impulsive behaviour, whilst live streaming remains the predominant driving factor in amplifying consumer impulsivity.

Theoretically, these findings enrich our understanding of digital consumer behaviour by confirming that not all stimuli within the social commerce environment have uniform effects. OCR functions as a cognitive stimulus that provides information, reduces uncertainty, and encourages a more rational evaluation process, thereby curbing the tendency towards spontaneous purchases. Conversely, live streaming acts as an affective stimulus that evokes emotions, increases engagement, and creates situational pressure that drives quick and unplanned purchasing decisions. This pattern aligns with the dual-process concept in consumer behaviour, where the interaction between cognitive and affective systems determines the final outcome of purchasing decisions.

The key contribution of this study is thus to demonstrate how strongly the impact of digital stimuli on impulsive purchasing depends on the nature and features of each stimulus. Not all digital stimuli increase impulsivity; some may actually function as control mechanisms that suppress such behaviour. These findings offer a new perspective within the social commerce literature, suggesting that a combination of rational and emotional factors must be considered simultaneously to understand the dynamics of consumer behaviour more comprehensively.

## 5. Conclusion

At the heart of this research lies an exploration of the influence that Online Customer Reviews (OCR) and live streaming exert on impulsive buying behaviour. The study targets Indonesian Generation Z users of TikTok Shop. Findings indicate that OCR significantly reduce impulsive buying tendencies. Higher quality and a larger number of consumer reviews encourage more deliberate purchasing decisions. As a result, impulsive buying behaviour is reduced. Conversely, live streaming was found to exert a positive and significant influence on impulsive buying, whereby direct interaction, real-time promotional offerings, and compelling product presentations stimulate consumers toward spontaneous acquisitive decisions. Simultaneously, both variables demonstrate a significant influence on impulsive buying, corroborating that the amalgamation of cognitive information disseminated via OCR and emotional interactive experiences facilitated via live streaming constitutes a pivotal determinant in shaping consumer behaviour. An Adjusted R-Square value of 44.3% signifies that these two variables collectively account for 44.3% of the variation in impulsive buying, whilst the residual 55.7% is attributable to other factors residing outside the confines of the research model.

Based on the research findings, several recommendations can be made. For businesses or sellers on TikTok Shop, it is recommended to optimise live streaming strategies by increasing interaction with the audience, offering attractive promotions, and creating an engaging atmosphere to encourage impulsive buying. On the other hand, product and service quality must be maintained to secure positive Online Customer Reviews (OCR), as OCR plays a crucial role in building consumer trust. For consumers, particularly Generation Z, it is hoped that they will make wiser purchasing decisions, especially when exposed to live streaming

which can trigger impulsive behaviour, and utilise OCR as a basis for rational consideration before making a purchase. For those conducting future research, it is advisable to include further variables, namely price, promotions, Fear of Missing Out (FOMO), trust, and influencer marketing. Employing a greater variety of research techniques, such as qualitative or mixed methods studies, is also suggested. Finally, expanding the study's reach to other social commerce platforms, for instance Shopee Live or Instagram Shop, would be beneficial.

This study has several limitations that should be noted. Firstly, the limitation of variables, as this study only utilised two independent variables namely, Online Customer Reviews and live streaming and thus was unable to fully account for other factors influencing impulsive buying. Secondly, the limitation of the sample, which only included Generation Z users of TikTok Shop in Indonesia, meaning the findings may not be generalisable to other age groups or different platforms. Third, the data collection method used a questionnaire (self-report), which allows for potential subjectivity bias from respondents. Fourth, the research model is limited, as indicated by an Adjusted R<sup>2</sup> value of 44.3%, meaning that 55.7% of other variables outside the model remain unexplored and may potentially shape impulsive buying.

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