

The Effect of Expertise Time Constraints, Interactivity and Promotion on Impulse Purchases Live Streaming TikTok

*The Effect of
Expertise Time
Constraints*

Tetty Rahmiati Harahap

*Department of Accounting, Faculty of Economic, Universitas Islam Labuhanbatu;
Sumatra Utara, Indonesia*

E-Mail: tettyrahmiatiharahap92@gmail.com

Erni Wahyuni

*Department of Accounting, Faculty of Economic, Universitas Islam Labuhanbatu;
Sumatra Utara, Indonesia*

E-Mail: erniw9883@gmail.com

107

Submitted:
26 OCTOBER 2023

Accepted:
28 DECEMBER 2023

ABSTRACT

E-commerce is currently developing rapidly throughout the world. This development began when the Covid-19 outbreak occurred and was felt by people throughout the world and there were increasingly more forms of online transactions compared to manual ones. This research aims to analyze the relationship between live streaming-based online sales and impulsive buying using indicators of interactivity, expertise and promotion time limit. This research is quantitative descriptive. The population in this study were students using TikTok in Labuhanbatu Regency. The sampling technique used was non-probability sampling. A web-based online questionnaire was created using the application from google form. Respondents were invited via email, WhatsApp, with a message containing a link connected to a website containing the questions in the questionnaire, then filled in. The targeted sample of 100 participants from this research is expected to meet the requirements to participate in this research. The data obtained from the research was processed using data analysis techniques, namely multiple linear regression analysis using SmartPLS. The results of this research conclude that interactivity has a positive and significant effect on impulse buying. This means that the higher the interaction that streamers build in making online sales on TikTok Live Streaming the higher the impulse purchases made by consumers. Second, this research also found that expertise has a positive and significant effect on impulse buying. the expertise a social media influencer possesses can greatly determine a customer's level of engagement, and therefore, their intent to purchase as well. In this way, the higher the expertise the streamer has in making sales on live streaming The higher the rate of impulsive betting that occurs during live streaming. Lastly, promotion time limits have a positive and significant effect on impulse buying. This means that the more promotional exposure felt by consumers, the higher the impulse purchases made during live streaming. Time limit marketing is a strategy for marketing products by providing limited time to create pressure for buyers so that they can speed up the process of making purchasing decisions.

Keywords: *Media Social Marketing, Interactivity, Expertise, Promotion Time Limit, Impulsive Buying.*

ABSTRAK

E-commerce saat ini berkembang pesat di seluruh dunia Perkembangan ini dimulai ketika wabah Covid-19 terjadi dan dirasakan oleh masyarakat di seluruh dunia serta semakin banyaknya bentuk transaksi online dibandingkan manual. Penelitian ini bertujuan untuk menganalisis hubungan antara penjualan online berbasis live streaming terhadap pembelian impulsif dengan menggunakan indikator interactivity, expertise dan promotion time limit. Penelitian ini merupakan penelitian deskriptif kuantitatif. Populasi dalam penelitian ini mahasiswa pengguna Tiktok yang

JIAKES

Jurnal Ilmiah Akuntansi
Kesatuan
Vol. 12 No. 1, 2024
pp. 107-116
IBI Kesatuan
ISSN 2337 – 7852
E-ISSN 2721 – 3048
DOI: 10.37641/jiakes.v12i1.2439

ada di Kabupaten Labuhanbatu. Teknik pengambilan sampel yang digunakan adalah non-probability sampling, Kuesioner online berbasis web dibuat dengan menggunakan aplikasi dari google form. Responden diundang melalui email, Whatsapp, dengan pesan berisi link yang dihubungkan ke website berisi pertanyaan-pertanyaan dalam kuesioner, kemudian diisi. Sampel yang ditargetkan sebanyak 100 partisipan dari penelitian ini diharapkan dapat memenuhi syarat untuk berpartisipasi dalam penelitian ini. Data yang diperoleh dari penelitian diolah dengan menggunakan teknik analisis data yaitu analisis regresi linier berganda dengan menggunakan bantuan SmartPLS. Hasil penelitian ini menyimpulkan bahwa interactivity berpengaruh secara positif dan signifikan terhadap pembelian impulsif. Artinya semakin tinggi interaksi yang dibangun oleh streamer dalam melakukan penjualan online di TikTok Live Streaming maka semakin tinggi pula pembelian impulsif yang dilakukan oleh konsumen. Kedua, Penelitian ini juga menemukan bahwa expertise berpengaruh secara positif dan signifikan terhadap pembelian impulsif. Keahlian yang dimiliki influencer media sosial dapat sangat menentukan tingkat keterlibatan pelanggan, dan oleh karena itu, niat mereka untuk membeli juga. Dengan demikian semakin tinggi keahlian yang dimiliki oleh streamer dalam melakukan penjualan di live streaming maka semakin tinggi pembelian impulsif yang terjadi saat live streaming. Terakhir, promotion time limit berpengaruh secara positif dan signifikan terhadap pembelian impulsif. Artinya semakin banyak paparan promosi yang dirasakan oleh konsumen maka semakin tinggi pembelian impulsif yang dilakukan saat live streaming, time limit marketing merupakan strategi untuk memasarkan produk dengan memberikan keterbatasan waktu untuk menimbulkan desakan bagi pembeli sehingga dapat mempercepat proses dalam pengambilan keputusan pembelian.

Kata kunci: Media Pemasaran Sosial, Interaktivitas, Keahlian, Batas Waktu Promosi, Pembelian Impulsif.

INTRODUCTION

E-commerce is currently developing rapidly throughout the world, this development began when the Covid-19 outbreak occurred and was felt by people throughout the world and increased the form of online transactions compared to manual ones. The convenience and availability factor of the marketplace encourages people to carry out buying and selling activities online so that there is no need for sellers and buyers to meet face to face, and there is no need to queue to make transactions. Online shopping is now felt to be easier and saves time compared to going directly to the shop or supermarket. Consumers feel safe and rely on it. In Indonesia, online shopping has experienced a drastic increase, marked by the development of business actors operating in the online marketplace industry (Darmawan & Gatheru, 2021).

Indonesia's large and relatively young population, coupled with a rapidly growing middle class and high levels of consumer confidence, have been key drivers of retail and e-commerce expansion. This rapid development is reinforced by the many marketplaces that currently dominate the Indonesian market, such as Tokopedia, Bukalapak, Shopee, Lazada. In the current market, Tokopedia, Bukalapak, and Shopee plus the presence of TikTok Commerce occupy the highest position as commerce frequently visited by consumers. Before TikTok Commerce, Shopee successfully established itself as the most popular e-commerce in Indonesia in the fourth quarter (Q4) 2019. Shopee's fourth quarter monthly visitors were 72,973,300 and Shopee was ranked number 1 in the AppStore and PlayStore (Prawira & Sihombing, 2021). From the first quartile of 2017 to 2019, Shopee continued to be the most popular e-commerce in Southeast Asia and the most downloaded application on the Play Store (Ilyas et al., 2020). With consumers dominated by the younger generation, this country has great potential to accelerate retail development because they have greater purchasing power (Prawira & Sihombing, 2021; Wibisono & Fachira, 2021).

Social media has an important role in influencing consumer purchasing decisions (Singh et al., 2023; Wegmann et al., 2023). This influence often leads to spontaneous purchases when browsing these platforms or what can also be called impulse buying and

the presence of social media has been found to have contributed to an increase in impulse buying behavior (Han, 2023). The phenomenon known as Impulse buying is defined as a sudden and unplanned purchasing decision (Amos et al., 2014). Since the early 2000s, the use of social networking sites has skyrocketed, and businesses have capitalized on this trend by implementing social commerce strategies, resulting in increased revenues (Xiang et al., 2022; Alsoud et al., 2022). The development of information technology is also changing human behavior towards a shopping culture. Seeing this phenomenon, it is important to realize that excessive and uncontrolled purchases can result in undesirable consequences. Social networking sites play an important role in amplifying impulse buying tendencies among their users (Pahlevan et al., 2022).

TikTok is a social media platform that currently also provides e-commerce services. TikTok started as a social media used by users as a place of entertainment, namely users can share video content from activities or trends that are currently happening. However, currently TikTok has added a new feature where users can make sales online. Furthermore, TikTok has also opened a Live Streaming service which is generally used as a place to promote products or sell online to consumers. The live streaming feature is characterized as one of the impulses buying platforms developed by TikTok. Impulsive purchases are often found in TikTok live streaming, meaning that the interaction between the streamer and the user is one of the factors that influences consumers to make impulse purchases (Huang & Suo, 2021; Ming et al., 2021). Apart from that, the many offers such as ease of shopping, time-limited promotions and discount information are other determining factors that attract consumers' attention to make impulsive purchases on the TikTok application.

Regarding the underlying causes, excessive social media use occurs when social networks are viewed by individuals as an important mechanism for relieving stress, loneliness, or depression. Empirical evidence also shows that excessive use of social media is particularly problematic for young people (Johan et al., 2023). Consumers' tendencies to make compulsive purchases have received much attention in empirical research (Kyrios et al., 2020; Müller et al., 2021). The presence of social media and the internet today has made it easier for consumers to search for and buy products or services without limits and have access that can be used via their smartphone (Johan et al., 2023). Apart from that, the features presented in the form of credit cards and payment methods are widely available to meet every consumer's need. Empirical findings state that this tendency causes many consumers behavior to make impulsive purchases by spending a lot of time and money and can increase impulse purchases to a greater extent (Pahlevan et al., 2022).

Research examining impulsive buying has previously been widely conducted in various developed countries, but is rarely conducted in developing countries, especially Indonesia. Existing literature also generally reviews impulsive buying on e-commerce platforms, but nothing has discussed e-commerce-based social media platforms. This research aims to test and analyze the relationship between online sales on TikTok live streaming and impulse purchases. Therefore, this research proposes a problem formulation of the relationship between interactivity and impulsive buying, what is the relationship between expertise and impulsive buying and what is the relationship between promotion time limits and impulsive buying in the younger generation in Indonesia. Considering that literature on impulse buying on the TikTok application is still rare, it is important to conduct this research due to this void.

METHODS

There are three dependent variables in the research, namely interactivity. Interactivity is defined as the extent to which two or more communicating parties can act on each other, on the communication media, and on the message and the extent to which these influences are synchronized. Then Expertise is defined as the extent to which the endorser is considered to have sufficient knowledge and experience or skills to promote the product. Third, promotion time limit, which is defined as promotion limited time, which

is defined as a form of promotion or offer that provides a certain number of periods until the product is no longer available to be offered again. What sellers need to do is communicate to consumers to immediately buy the products they offer before the set time limit. Determining this time is the seller's authority and right to sell their products by determining the time limit and quantity of products to be sold. Meanwhile, the independent variable in this research is impulse buying, which is defined as spontaneous purchases made by consumers when watching live streaming.

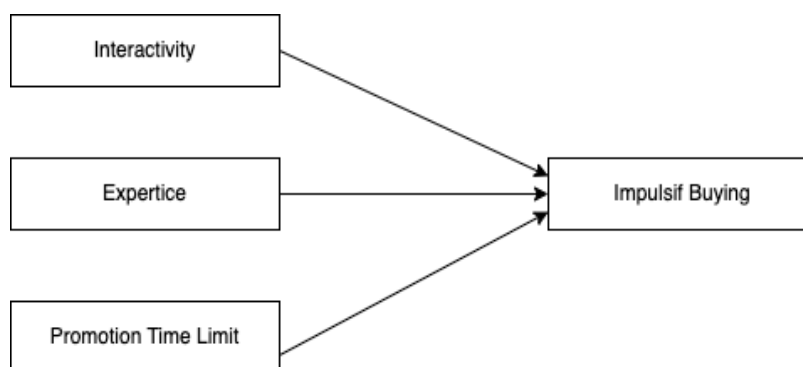


Figure 1. Research Model

This research is quantitative descriptive. The population in this study were student TikTok users in Labuhanbatu Regency. The sampling technique used is non-probability sampling, with a purposive sampling method with the following sample criteria: 1) consumers who have made online Shopee purchases more than once; 2) aged over 17 years to 50 years; 3) Respondents are students in Labuhanbatu Regency City. The type of data used by researchers is primary data by distributing questionnaires to respondents. Meanwhile, the primary data sources collected by researchers used closed questions. In this research, a Likert scale was used. The research scale used is a scale of strongly disagree with a score of one to strongly agree with a score of five. A web-based online questionnaire was created using an application from Google Forms. Respondents were invited via email, WhatsApp, with a message containing a link connected to a website containing the questions in the questionnaire, then filled in. The targeted sample of 100 participants from this research is expected to meet the requirements to participate in this research.

RESULT

The results of this study classify several response criteria. Based on the results of data analysis, the criteria for respondents based on gender, university, major, pocket money, social media accounts and purchasing intensity can be seen in Table 1.

Table 1. Respondent Characteristics

Respondent criteria	Information	Amount	Percentage %
Gender	Man	19	18.81
	Woman	77	76.23
University	ULB	61	60.39
	UNIVA	27	26.73
	UNISLA	8	7.92
Major	Management	62	61.38
	Engineering	13	12.87
	Education	21	20.79
Allowance/ Income	<IDR 500,000	8	7.92
	>IDR 500,000 - IDR 1,500,000	51	50.49
	>IDR 1,500,000 - IDR 3,000,000	31	30.69
	>IDR 3,000,000	6	5.94
Social Media Accounts	1 Accounts	6	5.94
	2-3 Accounts	83	82.17
	>3 Accounts	7	6.93
Purchase Intensity/month	1 time	23	22.77
	2 - 3 times	65	64.35
	>3 times	8	7.92

From on Table 1, there are several criteria for respondents, the first being 19 males amounting to 18.81% and 77 females amounting to 76.23%. Second, ULB universities numbered 61 people at 60.39%, UNIVA numbered 27 people at 26.73% and UNISLA numbered 8 people at 7.92%. Third, management majors totaling 62 people amounting to 61.38%, engineering totaling 13 people amounting to 12.87% and education totaling 21 people amounting to 20.79%. Fourth, pocket money/income <IDR 500,000 totaling 8 people is 7.92%, >IDR 500,000 – IDR 1,500,000 amounting to 51 people accounting for 50.49%, >IDR 1,500,000 – IDR 3,000,000 totaling 31 people amounting to 30.69% and >IDR 3,000,000 totaling 6 people amounting to 5.94%. Fifth, social media accounts. 1 account totaling 6 people is 5.94%, 2-3 accounts totaling 83 people is 82.17% and >3 accounts totaling 7 people is 6.93%. And the intensity of purchases/month 1 time, amounting to 23 people, amounted to 7.92%, purchases/month 2-3 times amounting to 65 people amounting to 64.35% and >3 times amounting to 8 people 7.92%. Based on the results of calculation data analysis using SmartPLS, convergent validity results were obtained as follows:

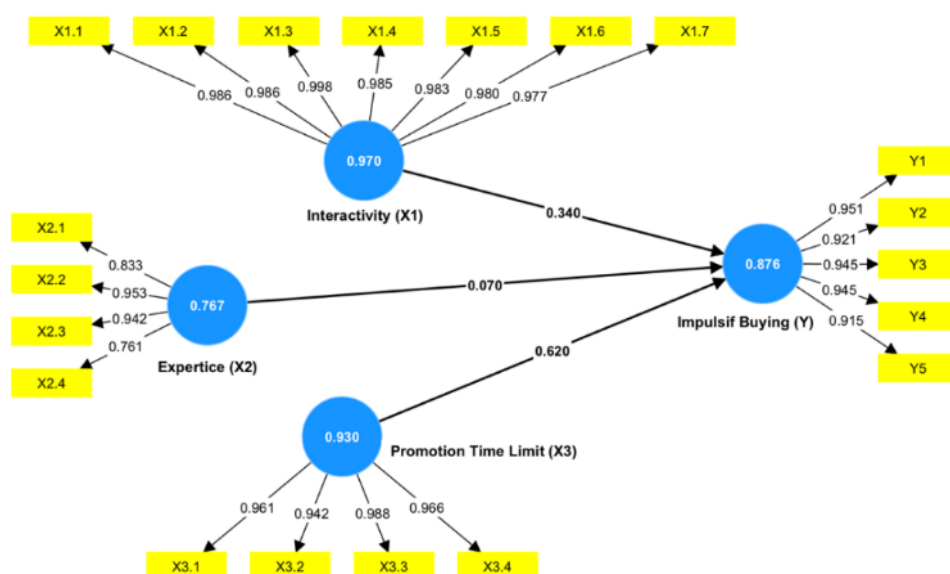


Figure 2. PLS Algorithm Results

From on Figure 2, the loading value above 0.70 shows that the construct can explain more than 50% of the indicator variance.

Table 2. Outer Loading Value

Item	Expertise	Impulse Buying	Interactivity	Promotion Time Limit
X1.1			0.986	
X1.2			0.998	
X1.3			0.985	
X1.4			0.983	
X1.5			0.98	
X1.6			0.977	
X1.7			0.862	
X2.1	0.833			
X2.2	0.953			
X2.3	0.942			
X2.4	0.761			
X3.1				0.961
X3.2				0.942
X3.3				0.988
X3.4				0.966
Y1		0.951		
Y2		0.921		
Y3		0.945		
Y4		0.945		
Y5		0.915		

From on Table 2, all outer loading values are $> .70$. Therefore, it can be concluded that all indicators have met the minimum threshold requirements. Convergent Validity is also seen from the AVE (Average Variance Extracted) value. To ensure that there are no problems related to measurement, the next step in evaluating the outer model is to test reliability by looking at composite reliability and Cronbach's alpha. The results of composite reliability and Cronbach's alpha will show a good value if it is above 0.70. The following is the output value of composite reliability and Cronbach's alpha.

Table 3. Reliability and Adjusted R-square.

Construct	Composite reliability	Cronbach's alpha	Avarie Variance extracted	R-Square	R-square adjusted
Expertise (X2)	0.888	0.911	0.767		
Impulse Buying (Y)	0.969	0.965	0.876	0.470	0.453
Interactivity (X1)	0.966	0.995	0.97		
Promotion Time Limit (X3)	0.977	0.977	0.93		

From on Table 3, the composite reliability and Cronbach's alpha values for all constructs are above 0.70, which indicates that all variables are declared reliable. After the estimated model meets the outer model criteria, the structural model (inner model) is tested. The inner model describes the relationship of one variable with other variables. Inner model testing is carried out to test the relationship between latent variables based on the research hypothesis, so that it can provide answers to research questions. It can be concluded that the bank performance variable obtained an Adjusted R Square value of 0.470. This finding explains that the percentage of impulsive purchases can be explained by interactivity, expertise and promotion time limit of 46.7%, the rest is explained by other factors not included in this research. Thus, the Adjusted R Square value of 47.0% is in the medium category. This research hypothesis testing was carried out by looking at the Bootstrapping calculation results. In this study, a confidence level of 95% was used so that the limit of inaccuracy (α) = 5% = 0.05, the t-table value was 1.96. If the t-statistic value is smaller than the t-table value (t-statistic < 1.96), then H01 is accepted and H1 is rejected. If the t-statistic value is greater than or equal to the t-table (t-statistic > 1.96), then H01 is

rejected and H1 is accepted. The following are the results of Bootstrapping calculations in this research:

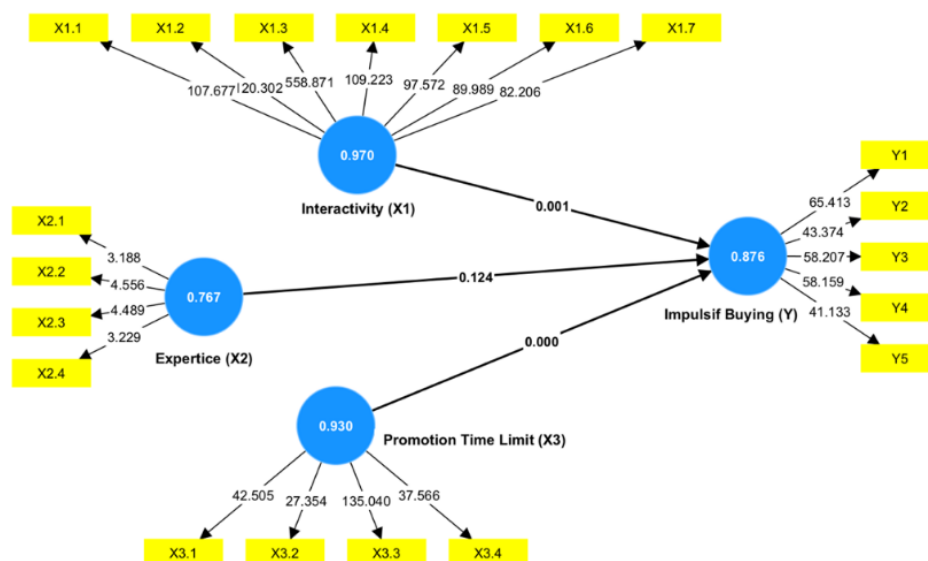


Figure 3. Bootstrapping Calculation Results

Table 4. Path Coefficient Value

Model	Original sample	Sample means	Standard deviation	T statistic	P Value
Interactivity (X1) -> Impulse Buying (Y)	0.324	0.314	0.097	3.537	0.000
Expertise (X2) -> Impulse Buying (Y)	0.337	0.327	0.101	3.339	0.001
Promotion Time Limit -> Impulse Buying (Y)	0.594	0.599	0.066	0.012	0.000

Based on the results of the analysis in Table 4, it can be concluded that the relationship between interactivity and impulsive buying has a P-value of $0.000 < 0.05$, meaning that the hypothesis is accepted and interactivity on impulsive buying has a positive and significant effect. Second, the relationship between expertise and impulsive buying obtained a P-value of $0.001 > 0.05$, meaning that the hypothesis is accepted, expertise on impulsive buying has a positive and significant effect. Finally, the results of data analysis in testing the hypothesis above found that the P-Value value of the relationship between promotion time limit and impulsive buying is $0.000 > 0.05$, which means the hypothesis is accepted and the results show that promotion time limit has a positive and significant effect on impulsive buying.

DISCUSSION

Based on the results of data analysis, this research found that interactivity had a positive and significant effect on impulse buying. This means that the higher the interaction built by streamers in making online sales on TikTok Live Streaming, the higher the sudden purchases made by consumers. Interactivity is said to stimulate customers' physiological arousal thereby influencing their attitudes and purchasing intentions (Iwan & Arisman, 2023). In online commerce, interactivity acts as an important atmospheric cue to stimulate consumers' cognitive and emotional states and subsequently influence behavioural responses. The results of this research are in line with research conducted by Zhang et al. (2022), which states that perceived interactivity influences customer perceived value and increases customer purchase intentions. In the process of live streaming shopping, consumers evaluate the effect of interaction with the streamer and produce emotional reactions, then their behaviour will undergo a series of changes. Specifically on the one hand, consumers will evaluate the effects of interactions with streamers that cause psychological wave movements and arouse emotions. This kind

of emotional reaction will not only increase consumers' attention to live broadcast products, but also encourage consumers to make impulse purchases to calm their emotional turmoil (Zhang et al., 2022; Li et al., 2023). That is, the emotion of enjoyment plays a mediating role between interaction quality and impulse purchase intention. In this case it can be explained that consumer perceptions of the online shopping atmosphere will influence consumer passion and emotions of pleasure, which will lead to impulsive purchases. Moreover, the stronger the consumer's passion and pleasure emotions, the easier it is to make impulse purchases.

This research also found that expertise has a positive and significant effect on impulse buying. Expertise is basically defined as the extent to which the endorser is considered to have sufficient knowledge, experience or skills to promote the product (AlFarraj et al., 2021; Pick, 2021). Expertise is the main feature that an influencer must have to be successful, well known and followed, and considered a credible source of information for their fans. This research is in line with research conducted by Koay et al. (2021) and Khan et al. (2022), that expertise will not only shape the level of credibility felt by the influencer but can also shape customer buying behaviour and intentions. Therefore, the expertise that a social media influencer possesses can greatly determine a customer's level of engagement, and therefore, their intent to purchase as well. Thus, the higher the skill a streamer has in making sales on live streaming, the higher the impulsive buying that occurs during live streaming.

This research also found that promotion time limits have a positive and significant effect on impulse buying. This means that the more promotional exposure a consumer experiences, the higher the impulse purchases made during live streaming (Lee & Chen, 2021; Yi et al., 2023). Limited time promotions are a form of promotion or offer that provides a certain number of periods until the product is no longer available to be offered again. What sellers need to do is communicate to consumers to immediately buy the products they offer before the set time limit. This time determination is the authority and right of the seller to sell his products by determining the time limit and quantity of products to be sold. Time limit marketing is a strategy for marketing products by providing limited time to create pressure for buyers so that they can speed up the process of making purchasing decisions. This research is in line with research conducted by Yuniarti & Syafrî (2023), which found that promotion time limits had a positive and significant effect on impulse buying.

CONCLUSION

Based on the results and discussion above, this research concludes that interactivity has a positive and significant effect on impulse buying. This means that the higher the interaction built by streamers in making online sales on TikTok Live Streaming, the higher the impulse purchases made by consumers. This research also found that expertise has a positive and significant effect on impulse buying. The expertise that a social media influencer possesses can greatly determine a customer's level of engagement, therefore, their intent to purchase as well. The higher the skill a streamer has in making sales on live streaming, the higher the impulsive buying that occurs during live streaming. Lastly, promotion time limits have a positive and significant effect on impulse buying. This means that the more promotional exposure felt by consumers, the higher the impulse purchases made during live streaming. Time limit marketing is a strategy for marketing products by providing limited time to create pressure for buyers so that they can speed up the process of making purchasing decisions.

REFERENCES

- [1] AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness

- and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355-374.
- [2] Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, 21(2), 86-97.
- [3] Darmawan, D., & Gatheru, J. (2021). Understanding Impulsive Buying Behavior in Marketplace. *Journal of Social Science Studies (JOS3)*, 1(1), 11-18.
- [4] Han, M. C. (2023). Checkout button and online consumer impulse-buying behavior in social commerce: A trust transfer perspective. *Journal of Retailing and Consumer Services*, 74, 103431.
- [5] Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer satisfaction. *The Journal of Asian Finance, Economics and Business*, 7(9), 427-438.
- [6] Iwan, I., & Arisman, A. (2023). Analysis of the Contribution and Effectiveness of Receiving Market Service Retributions to Regional Genuine Income in Yogyakarta City. *Economic and Business Horizon*, 2(1), 1-11.
- [7] Johan, A., Prayoga, R., Putra, A. P., Fauzi, I. R., & Pangestu, D. (2023). Heavy social media use and hedonic lifestyle, dan hedonic shopping terhadap online compulsive buying. *resmilitaris*, 13(1), 2783-2797.
- [8] Koay, K. Y., Teoh, C. W., & Soh, P. C. (2021). Instagram influencer marketing: Perceived social media marketing activities and online impulse buying. *First Monday*, 26(9).
- [9] Kyrios, M., Fassnacht, D. B., Ali, K., Maclean, B., & Moulding, R. (2020). Predicting the severity of excessive buying using the excessive buying rating scale and compulsive buying scale. *Journal of Obsessive-Compulsive and Related Disorders*, 25, 100509.
- [10] Li, L., Kang, K., Zhao, A., & Feng, Y. (2022). The impact of social presence and facilitation factors on online consumers' impulse buying in live shopping-celebrity endorsement as a moderating factor. *Information Technology & People*, (ahead-of-print).
- [11] Pahlevan Sharif, S., She, L., Yeoh, K. K., & Naghavi, N. (2022). Heavy social networking and online compulsive buying: the mediating role of financial social comparison and materialism. *Journal of Marketing Theory and Practice*, 30(2), 213-225.
- [12] Prawira, N. A., & Sihombing, S. O. (2021). Antecedents of online impulse buying behavior: An empirical study in Indonesia. *The Journal of Asian Finance, Economics, and Business*, 8(2), 533-543.
- [13] Singh, P., Sharma, B. K., Arora, L., & Bhatt, V. (2023). Measuring social media impact on Impulse Buying Behavior. *Cogent Business & Management*, 10(3), 2262371.
- [14] Wegmann, E., Müller, S. M., Kessler, A., Joshi, M., Ihle, E., Wolf, O. T., & Müller, A. (2023). Online compulsive buying-shopping disorder and social networks-use disorder: More similarities than differences?. *Comprehensive Psychiatry*, 124, 152392.
- [15] Xiang, H., Chau, K. Y., Iqbal, W., Irfan, M., & Dagar, V. (2022). Determinants of social commerce usage and online impulse purchase: implications for business and digital revolution. *Frontiers in Psychology*, 13, 837042.
- [16] Yuniarti, Y., & Syafri, R. A. (2023, November). The Effect of Price Promotion Time Limit on Consumer Impulse Buying Through Situational Factors as Intervening Variables. In *4th Green Development International Conference (GDIC 2022)* (pp. 1097-1107). Atlantis Press.
- [17] Zhang, S., Liu, H., Mei, L., He, J., & Du, X. (2022). Predicting viewer's watching behavior and live streaming content change for anchor recommendation. *Applied Intelligence*, 1-16.
- [18] Müller, A., Laskowski, N. M., Trotzke, P., Ali, K., Fassnacht, D. B., De Zwaan, M., ... & Kyrios, M. (2021). Proposed diagnostic criteria for compulsive buying-shopping disorder: A Delphi expert consensus study. *Journal of Behavioral Addictions*, 10(2), 208-222.
- [19] Wibisono, A. B., & Fachira, I. (2021). Factors influencing online impulsive buying behavior in Indonesia. *MIMBAR: Jurnal Sosial dan Pembangunan*, 37(1), 127-137.
- [20] Alsoud, M., Al-Muani, L., & Alkhazali, Z. (2022). Digital platform interactivity and Jordanian social commerce purchase intention. *International Journal of Data and Network Science*, 6(2), 285-294.
- [21] Khan, S., Zaman, I., Khan, M. I., & Musleha, Z. (2022). Role of Influencers in Digital Marketing: The moderating impact of follower's interaction. *Gmjacs*, 12(1), 15-43.
- [22] Pick, M. (2021). Psychological ownership in social media influencer marketing. *European Business Review*, 33(1).
- [23] Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information*, 12(6), 241.
- [24] Yi, Q., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. *Journal of Retailing and Consumer Services*, 75, 103534.
- [25] Huang, Y., & Suo, L. (2021). Factors affecting Chinese consumers' impulse buying decision of live streaming E-commerce. *Asian Social Science*, 17(5), 16-32.
- [26] Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce? The role of SOR theory. *International Journal of Web Information Systems*, 17(4), 300-320.

