

Impact of Live Streaming Quality on Impulsive Buying Behavior: Mediating Effect of Shopper Motivation

Streaming Quality on
Impulsive Buying
Behavior

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ABSTRACT

This study focuses on the influence of live streaming quality on impulsive buying behavior, considering the mediating role of hedonic motivation and utilitarianism among Generation Z consumers in Malang City. This study responds to the phenomenon of declining online purchases that is directly proportional to the decline in impulsive buying, even though most e-commerce consumers access and make purchases through live streaming features. A quantitative approach and SEM-PLS analysis on 170 respondents found that live streaming quality significantly influences impulsive buying, both directly and through motivational mediation. The test results indicate that both hedonic and utilitarian motivations mediate the relationship between external factors (live streaming quality) and impulsive buying. This study utilizes the Self-Determination Theory (SDT) framework to explain how intrinsic and extrinsic motivations influence consumer behavior. The resulting model demonstrates strong predictive power with an R^2 value of 76.2%, indicating the factors' relevance of the factors to impulsive purchasing behavior in live streaming-based e-commerce.

Keywords: Hedonic Motivation, Impulsive Buying, Live Streaming, Utilitarian.

ABSTRAK

Penelitian ini mengkaji pengaruh kualitas live streaming terhadap pembelian impulsif di kalangan Generasi Z di Kota Malang, dengan mempertimbangkan peran mediasi motivasi hedonik dan utilitarian. Fenomena yang diteliti menunjukkan adanya penurunan pembelian online yang sejalan dengan menurunnya pembelian impulsif, meskipun besarnya transaksi dilakukan melalui fitur live streaming. Menggunakan pendekatan kuantitatif dan analisis SEM-PLS terhadap 170 responden, penelitian ini menemukan bahwa kualitas live streaming mempunyai pengaruh yang signifikan terhadap pembelian impulsif, baik secara langsung maupun tidak langsung melalui motivasi. Motivasi hedonik, yang fokus pada kesenangan, dan motivasi utilitarian, yang fokus pada kebutuhan, terbukti memediasi hubungan tersebut. Penelitian ini menggunakan kerangka Self-Determination Theory (SDT) untuk menjelaskan bagaimana motivasi intrinsik dan ekstrinsik dapat memicu tindakan impulsif. Model yang dibangun menunjukkan nilai R^2 sebesar 76,2%, yang menandakan kekuatan prediksi yang tinggi dan relevansi kuat dari variabel-variabel tersebut terhadap perilaku pembelian impulsif dalam konteks e-commerce berbasis live streaming. Temuan ini memberikan wawasan penting bagi pemasar dalam merancang strategi yang lebih efektif untuk menarik perhatian Generasi Z.

Kata kunci: Motivasi Hedonik, Pembelian Impulsif, Streaming Langsung, Utilitarian.

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INTRODUCTION

Technological developments are rapidly driving change, especially in daily activities, particularly in online shopping systems through digital platforms such as e-commerce (Festyan et al., 2023) This trend is reflected in Indonesia, according to statistical data from market insight, the number of e-commerce users reached 178.94 million in 2022 and is projected to continue increasing. The growth of e-commerce is further illustrated by data from Katadata (2025), which identifies the top five most visited e-commerce platforms in 2023 as follows:

Table 1. Most Visited E-commerce Sites	
E-commerce	Site Visits
Shopee	2.35 billion
Tokopedia	1.25 billion
Lazada	762.4 million
Blibli	337.4 million
Bukalapak	168.2 million

Table 1 shows Shopee has become Indonesia's most visited e-commerce platform with a total of 2.35 billion visits in 2023. Additionally, according to an Ipsos survey, 67% of respondents chose Shopee as the marketplace that generates the highest revenue for local businesses. Based on these two pieces of data, it can be concluded that Shopee is the primary marketplace of choice for local brands. This aligns with data from Katadata (2025), 84% of businesses on Shopee were local brands, with 93% of total transactions dominated by local products. These figures indicate consumer interest in online shopping was very high in 2023. However, in 2024, there was a decrease of 100 million orders on the Shopee platform. If Shopee, which holds the top position in e-commerce, experiences a decline, other e-commerce platforms can also be expected to face a similar decline.

A decline in purchases is directly proportional to the decline in impulsive buying by consumers. According to data from Invest, impulsive buying accounts for nearly 40% of all money spent on e-commerce, and 84% of all buyers have made impulsive purchases on e-commerce platform4. Therefore, the decline in e-commerce purchases can be attributed to the decline in impulsive buying behavior. Given their significant contribution to total transactions, understanding the factors influencing this behavior is crucial in formulating strategies to increase sales.

Live streaming e-commerce is a popular marketing tool that can stimulate impulse buying (Chen et al., 2020; Sondakh et al., 2023). Data from Jakpat 2024 shows that 92% of online shoppers have engaged in live shopping, with 61% making purchases. High-quality live streaming, characterized by clear information, ease of use, and responsive customer service, increases purchasing decisions. While studies by Dong et al. (2022) and Qing and Jin (2022), and Liu et al. (2024) support the relationship between live streaming quality and impulse buying, conflicting findings from Sondakh et al. (2023) and Kaniati et al. (2024) highlight a research gap. This study uses Self-Determination Theory (SDT) to explore how extrinsic factors influence intrinsic motivation, with hedonic and utilitarian motivations as mediators (Gilal et al., 2019).

Research by Basso et al. (2019) states that impulsive purchases in live streaming are influenced by hedonic and utilitarian motivations. Hedonic motivation is related to pleasure and emotional satisfaction when shopping, driven by consumers' internal motivations (Chandra et al., 2023). While utilitarian motivation focuses on practical benefits and efficiency in shopping (Kumar & Kashyap, 2017). This study is relevant because 92% of online shoppers have visited e-commerce live streaming and 61% have made purchases through this feature. The fashion industry is a focus because it has the highest demand, namely 85% of consumers, with Generation Z as the most active buyers (Jakpat, 2024; Katadata, 2025).

This study aims to examine the effect of live streaming quality on impulsive buying behavior in generation Z consumers in the fashion industry, with hedonic and utilitarian

motivations as mediators. The results are expected to help business actors develop effective marketing strategies to increase sales and e-commerce growth. In addition, this study is expected to be the basis for developing more optimal and innovative live streaming features, as well as filling the gap in literature on motivation in impulsive buying behavior in the Indonesian digital market.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Self-Determinant Theory

Self-Determination Theory (SDT) developed by Deci and Ryan (2000) is a major framework for understanding human motivation, particularly in distinguishing between intrinsic and extrinsic motivation. SDT asserts that human behavior is strongly influenced by the fulfillment of three basic psychological needs: autonomy, competence, and relatedness. Two mini theories that are often the focus of research are Cognitive Evaluation Theory and Organismic Integration Theory (Kathuria & Bakshi, 2024). Cognitive evaluation theory explains how external factors, such as rewards or punishments, can influence a person's intrinsic motivation through perceptions of competence and autonomy. If the environment supports autonomy and increases feelings of competence, intrinsic motivation will grow. Conversely, strong external control can decrease intrinsic motivation and increase extrinsic motivation. Meanwhile, OIT discusses the spectrum of internalization of extrinsic motivation, from being highly controlled to being fully integrated with personal values, depending on the extent to which basic needs are met. Recent research has strengthened the relevance of Self-Determination Theory in a variety of contexts, such as education, health, and organizations. A study by Howard et al. (2021) found that the fulfillment of autonomy, competence, and related needs was consistently positively related to psychological well-being and learning motivation in college students. Vansteenkiste et al. (2020) emphasized that SDT basic needs are strong predictors of engagement, performance, and well-being at work. Thus, Self-Determination Theory, especially through CET and OIT, provides a strong theoretical foundation for understanding how intrinsic and extrinsic motivations are formed and their impact on individual behavior and well-being, supported by recent empirical findings in the last five years.

Live Streaming Quality, Impulsive Buying Behavior, and Utilitarian Motivation

Live streaming quality is the quality of experience perceived by consumers when watching live broadcasts and is an important factor influencing purchasing decisions (Lakhan et al., 2021; Wongsunopparat & Deng, 2021; Oktaviani et al., 2024). When watching live streaming, consumers can engage in immersive experience through product presentations by streamers, direct interactions, discussions with other consumers, and enjoy discounts from the platform (Huo et al., 2023). Real-time interactions between streamers and audiences enhance the immersive experience, allowing consumers to ask questions, get detailed product demonstrations, and participate in discussions. This reduces uncertainty about the product, increases consumer trust, and strengthens purchase intentions. In addition, interactive and visual product presentations, such as usage demonstrations and 360-degree views, make it easier for consumers to understand the benefits and features of the product, thereby increasing the perception of the product's quality and practical value. Research by Howard et al. (2021) and Song and Liu (2022) also confirmed that the ease of transaction and time efficiency offered by live streaming platforms increase consumer satisfaction and strengthen purchase intentions. Thus, high quality live streaming, supported by intense interaction and engaging product presentation, significantly increases consumer trust, experience and purchasing decisions in the modern e-commerce ecosystem.

Impulse buying behavior is a purchase made suddenly without planning (Sondakh et al., 2023). The quality of live streaming can increase this behavior because consumers can see the product directly and interactively (Wongkitrungrueng & Assarut, 2020). A study by Chen et al. (2022) showed that live streaming increases impulsive buying through

emotional involvement and perceived urgency. Sari et al. (2025) emphasized the importance of visual and audio elements in attracting consumer attention. The quality of live streaming also fulfills utilitarian motivations by providing informative and efficient information (Irawan et al., 2024).

H1: Live streaming quality positively affects impulsive buying behavior.

H2: Live streaming quality positively affects hedonic motivation.

H3: Live streaming quality positively affects utilitarian motivation.

Hedonic Motivation, Impulsive Buying Behavior and Live Streaming Quality

Hedonic motivation is the aspect of pleasure and entertainment in shopping, which can trigger consumers and enable emotional involvement in the shopping experience (Chang et al., 2023). Hedonic motivation is important because when consumers feel happy and satisfied, they tend to act spontaneously and less consider the consequences (Huang et al., 2024). For example, research by Oktaviani et al. (2023) revealed that hedonic motivation has a positive effect on impulsive buying in e-commerce users. Consumers who are driven by the entertainment and pleasure aspects of shopping tend to make purchases without prior planning, especially for fashion products, cosmetics, and travel needs. External and interpersonal factors can also strengthen the influence of hedonic motivation on impulsive buying behavior. In addition, a study by Mashilo et al. (2025) highlighted various dimensions of hedonic shopping motivation such as relaxation shopping, social shopping, and novelty, which significantly influence the impulsive buying behavior of millennial and Gen Z consumers in the online fashion sector. The pleasure obtained from the shopping experience, such as entertainment and social interaction, increases emotional involvement and triggers quick and unexpected purchasing decisions. This study also suggests that marketers integrate entertainment and interactivity elements into digital marketing strategies to increase appeal and encourage impulsive buying. Thus, hedonic motivation is not just an emotional factor, but also a major driver of impulsive buying behavior that needs to be considered in developing marketing strategies, especially in the current digital and e-commerce era. Hedonic motivation, which arises from emotional pleasure during live streaming, contributes to impulsive buying. Meanwhile, Chen et al. (2022) stated that emotional involvement directly impacts impulsive buying. High quality live streaming through emotional and sensory elements indirectly influences impulsive buying by mediating through hedonic motivation, namely pleasant experiences and emotional involvement (Sari et al., 2025).

H4: Hedonic motivation positively affects impulsive buying behavior.

H6: Hedonic motivation mediates the influence of live streaming quality on impulsive buying behavior.

Utilitarian Motivation, Impulsive Buying Behavior and Live Streaming Quality

Utilitarian motivation is a drive that focuses on the functional aspects of a product or service, emphasizing usefulness, efficiency, and practical benefits in making purchasing decisions (Kumar & Kashyap, 2017). This motivation is important because when e-commerce platforms provide practical value in obtaining information and examining products, it can encourage unplanned shopping decisions (Rani et al., 2023). Although utilitarian motivation plays a role in encouraging rational and planned purchases, its influence on impulse purchases is still debated. Research by Oktaviani et al. (2023) found that utilitarian motivation did not have a significant influence on impulsive buying behavior, in contrast to hedonic motivation which played a strong role. However, another study by Rani et al. (2024) showed that utilitarian aspects such as ease of navigation, transaction speed, and clarity of product information remain important factors that increase consumer convenience and satisfaction, so they can encourage spontaneous purchases. Research by Puspitasari et al. (2023) emphasized that e-commerce consumers tend to combine utilitarian and hedonic motivations in the decision-making process.

Utilitarian motivation, driven by the convenience and urgency of information (such as limited-time discounts), also increases impulsive buying. Putra and Wibowo (2025) found that promotions and discounts during live streaming sessions increase the perception of urgency, driving impulsive buying for economic and practical reasons. Therefore, an effective e-commerce marketing strategy must be able to integrate these two motivations to maximize appeal and encourage more spontaneous buying behavior and likewise, the quality of live streaming that provides practical information, ease of access, and limited-time promotions activates utilitarian motivation which then drives impulsive buying (Irawan et al., 2024; Putra & Wibowo, 2025).

H5: Utilitarian motivation positively affects impulsive buying behavior.

H7: Utilitarian motivation mediates the influence of live streaming quality on impulsive buying behavior.

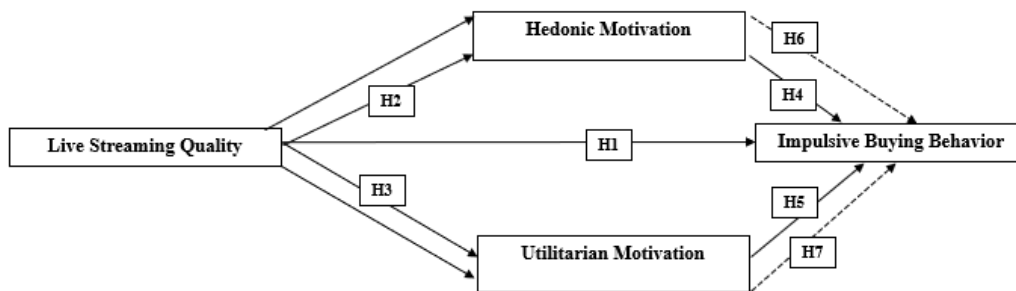


Figure 1. Research Framework

Figure 1 shows a conceptual model explaining how live streaming quality drives impulsive buying behavior. There are three main pathways: first, the direct pathway from live streaming quality to impulsive buying (H1). Second, the indirect pathway through hedonic motivation (H2 and H4), which illustrates that quality aspects create excitement and pleasure that then drive impulsive buying and third, the indirect pathway through utilitarian motivation (H3 and H5), where live streaming quality triggers rational consideration of the benefits of the product's functions, thus driving impulsive buying. The mediation of the two motivations (H6 and H7) is depicted by the dotted line, indicating that live streaming quality increases impulsive buying.

RESEARCH METHOD

This study utilised a quantitative method with a questionnaire technique. The questionnaire was distributed online using Google Forms. The population of this study was Generation Z who had purchased fashion products through live streaming e-commerce in Malang City. A total of 170 respondents were selected based on specific criteria relevant to the research objectives, namely having checked out fashion products while watching live streaming within the last three months. If they met the characteristics required by the researcher for the study, they could be used as respondents. Data was collected through a structured questionnaire to measure the research variables: live streaming quality, hedonic motivation, utilitarian motivation, and impulsive buying behaviour. This instrument used closed questions with a Likert scale to assess the respondent's behavior and was supplemented with demographic questions to describe their profiles. Hypothesis testing was conducted using Smart-PLS 4 with Structural Equation Modelling (SEM) based on variance, which will later be used for inferential analysis.

The research variables were measured using a 5-point Likert scale that has been tested from previous studies, adapted to the context of e-commerce live streaming. The live streaming quality variable used four items from Dong et al. (2022) that assess consumer perceptions of elements such as information quality, ease of operation, and

responsiveness. Hedonic motivation was measured using five items from Horváth and Adıgüzel (2018), which include gratification, idea shopping, role shopping, adventure shopping, and value shopping—describing the elements of pleasure and entertainment in shopping. Utilitarian motivation used three items from Widyastuti (2023), emphasizing functional aspects such as price-quality fit, information availability, and shopping efficiency. Finally, impulsive buying behavior was measured using four items from Bahrainizad and Rajabi (2016), which reflect unplanned purchases, due to scarcity, and competitive nature. All of these items were rated by respondents on a scale from “strongly agree” to “strongly disagree” to capture their perceptions and motivations during live streaming. This measurement method is in line with similar literature on service quality and interactivity in live streaming-based e-commerce.

RESULTS

Based on the results of a survey of 170 respondents, 99 of them were female, or approximately 58%. The remaining 71 were men, or 42%. In the age group category, 83 respondents (50.6%) were aged 18–22 years, 63 respondents (37.1%) were aged 23–28 years, and 21 respondents (12.4%) were aged 13–17 years. The respondents in this study were also divided into digital consumption patterns of Generation Z, with 64 people or 38.7% shopping online several times a week and 52 people or 30.6% shopping several times a month. Validity testing was conducted to verify that the instruments or tools used were appropriate for measuring a concept or construct with a loading factor parameter of more than 0.7. All indicators were declared to have satisfactory validity based on the results of 20 items with a convergent validity value above 0.7.

Figure 1 presents the SEM model showing that live streaming quality (LSQ) has a strong effect on hedonic motivation with a coefficient of 0.575 and utilitarian motivation with a coefficient of 0.604 and directly influences impulsive buying behavior with a coefficient of 0.232. Hedonic and utilitarian motivations both mediate the relationship between LSQ and IBB with path coefficients of 0.397 and 0.383, respectively. Each construct is measured by indicators that have high factor loadings (>0.6), indicating good measurement validity. Thus, this model supports the hypothesis that live streaming quality increases user motivation, which in turn triggers impulsive buying.

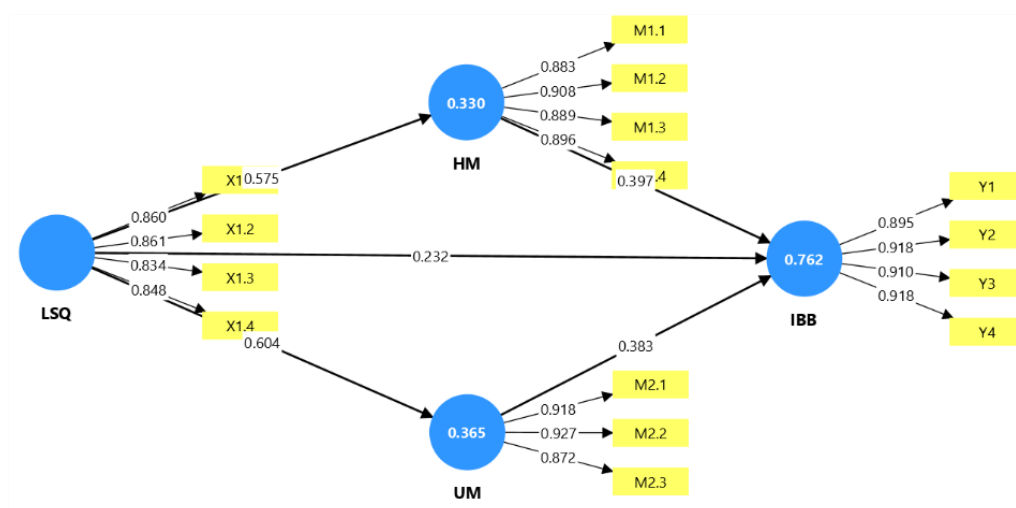


Figure 1. Result of Validity Test on Research Model

Table 2 shows the AVE value of each variable in relation to the other variables. The bold values represent the square root of the AVE of each variable, while the non-bold values represent the correlation between different variables that meet the requirement of a value above 0.5.

Table 2. Result of Discriminant Validity Test

Variable	Hedonic motivation	Impulsive buying behavior	Live streaming quality	Utilitarian motivation
Hedonic motivation	0.894			
Impulsive buying behavior	0.771	0.910		
Live streaming quality	0.575	0.691	0.851	
Utilitarian Motivation	0.629	0.773	0.604	0.906

Composite reliability and Cronbach's Alpha test were used to measure the reliability between research variables. Composite reliability was used to assess internal consistency, while Cronbach's test calculated the Mean of all correlations between variables. The composite test and Cronbach's test had criteria with values greater than 0.7. This shows that each variable has its own Cronbach Alpha reliability value.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability	Composite Reliability	AVE
Hedonic motivation	0.916	0.920	0.941	0.799
Impulsive buying behavior	0.931	0.932	0.951	0.828
Live streaming quality	0.873	0.879	0.913	0.724
Utilitarian motivation	0.891	0.901	0.932	0.820

Table 3 presents the results of the reliability and convergent validity tests for the four research constructs, namely Hedonic Motivation, Impulsive Buying Behavior, Live Streaming Quality, and Utilitarian Motivation. All constructs showed high Cronbach's Alpha (0.873–0.931), indicating good internal consistency (≥ 0.7). Composite Reliability (ρ_a and ρ_c) were also very good (≥ 0.879 and ≥ 0.913), indicating reliable measurement of the constructs. In addition, the AVE value was high (0.724–0.828), exceeding the threshold of ≥ 0.5 , which means that more than 50% of the indicator variance is explained by each construct, indicating strong convergent validity.

Table 4. R-Square Value

Variable	R-Square	Adjusted R-Square
Hedonic motivation (Z1)	0.330	0.326
Utilitarian Motivation (Z2)	0.365	0.361
Impulsive buying behavior (Y)	0.762	0.758

Based on the results, the R-Square value for impulsive buying behavior was 0.762, indicating that this variable is influenced by live streaming quality, hedonic motivation, and utilitarianism. These factors have a strong influence on impulsive buying among Generation Z in live streaming e-commerce, with an influence of 76%. Other variables outside the scope of this study influence the remaining 24%.

Q-Square is used to indicate how well structural models and measurement models predict observed data with the following calculation:

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2) \dots$$

$$Q^2 = 1 - (1 - 0.330) (1 - 0.365) (1 - 0.762)$$

$$Q^2 = 1 - 0.101 = 0.898$$

Based on the calculation results, a value of 0.898 was obtained, indicating that this research model has strong predictive capabilities and is considered very good at predicting the research construct. The Goodness of Fit (GoF) is used to assess the suitability between the data and the formulated model with the actual data structure description with the following calculation:

$$\begin{aligned}\text{GoF} &= \sqrt{\text{AVE} \times R^2} \\ \text{GoF} &= \sqrt{0,792 \times 0,485} \\ \text{GoF} &= 0.619 \text{ (61.9\%)}\end{aligned}$$

The results from GoF prove that the research model makes good predictions because the value is $0.619 > 0.36$ (strong model). Then bootstrapping was performed to analyze the extent to which latent constructs or dimensions of live streaming quality behavior mediated by hedonic motivation and utilitarian motivation had a significant effect on impulsive buying behavior. The following are the results of the bootstrapping calculation:

Table 5. Bootstrapping Test Result

Variable	Original Sample	Sample Mean	Standard eviation	T-Statistic	P-Values
LSQ -> IBB	0.232	0.232	0.046	5.028	0.000
LSQ -> HM	0.575	0.572	0.060	9.542	0.000
LSQ -> UM	0.604	0.603	0.053	11.320	0.000
HM -> IBB	0.397	0.398	0.051	7.707	0.000
UM -> IBB	0.383	0.382	0.062	6.225	0.000
LSQ -> HM -> IBB	0.228	0.228	0.038	5.951	0.000
LSQ -> UM -> IBB	0.231	0.230	0.043	5.411	0.000

Hypothesis testing has criteria values of t-statistic $> t\text{-table}$ (1.960) or p-value < 0.05 , then the hypothesis is declared significant. Table 5 shows the bootstrapping results indicating that all direct and indirect paths in the model have a significant effect ($p < 0.001$) and have t-statistic values far above the critical threshold (1.96), indicating a strong and stable effect. Specifically, the relationship between Live Streaming Quality $\rightarrow$ Impulsive Buying Behavior (coefficient 0.232, $t=5.028$), and its effects through mediators—LSQ $\rightarrow$ Hedonic Motivation $\rightarrow$ IBB (0.228, $t=5.951$) and LSQ $\rightarrow$ Utilitarian Motivation $\rightarrow$ Impulsive Buying Behavior (0.231, $t=5.411$) confirm the contribution of partial mediation. The path of Live Streaming Quality to Hedonic Motivation (0.575, $t=9.542$) and Live Streaming Quality to Utilitarian Motivation (0.604, $t=11.320$) are also very significant, as are the effects of Hedonic Motivation (0.397, $t=7.707$) and Utilitarian Motivation (0.383, $t=6.225$) on Impulsive Buying Behavior. Thus, this model supports the main hypothesis and the mediation of both motivations.

The results of the research data analysis show that hypothesis testing can be performed based on the probability values and t-statistics in the path coefficient table.

Table 6. Hypothesis Result

Construct	Significance	Conclusion
Live streaming quality $\rightarrow$ Impulsive buying behavior	Significant	Accepted
Live streaming quality $\rightarrow$ Hedonic motivation	Significant	Accepted
Live streaming quality $\rightarrow$ Utilitarian motivation	Significant	Accepted
Hedonic motivation $\rightarrow$ Impulsive buying behavior	Significant	Accepted
Utilitarian motivation $\rightarrow$ Impulsive buying behavior	Significant	Accepted
Live streaming quality $\rightarrow$ Hedonic motivation $\rightarrow$ Impulsive buying behavior	Significant	Accepted
Live streaming quality $\rightarrow$ Utilitarian motivation $\rightarrow$ Impulsive buying behavior	Significant	Accepted

Table 6 summarizes the results of the hypothesis testing using bootstrapping which shows that all paths in the model—both direct paths (LSQ $\rightarrow$ IBB, LSQ $\rightarrow$ HM, LSQ $\rightarrow$ UM, HM $\rightarrow$ IBB, UM $\rightarrow$ IBB) and indirect paths through hedonic and utilitarian motivation—are all statistically significant ($p < 0.001$) with high t-statistic values (> 5). Consistent path coefficient estimates (O and M) also indicate the stability of the model. In particular, the values of the indirect paths LSQ $\rightarrow$ HM $\rightarrow$ IBB (0.228, $t=5.951$) and LSQ $\rightarrow$ UM $\rightarrow$ IBB (0.231, $t=5.411$) confirm the existence of partial mediation, in

accordance with the principle of mediation analysis in SEM that significant mediators explain the mechanism of the influence of independent variables on dependent variables.

DISCUSSION

Based on the research results, the quality of live streaming has a significant positive effect on the impulsive buying behavior of Gen Z in Malang ($p=0.00 < 0.05$; $t=5.028 > 1.960$). This finding is in line with the research of Qing & Jin (2022) which shows a positive effect of live streaming quality on purchases. Dong et al. (2022) also stated that live streaming facilitates access to product information quickly and efficiently, thereby encouraging consumer purchasing decisions.

Based on the research results, the quality of live streaming has a significant positive effect on Gen Z's hedonic motivation in Malang live streaming e-commerce ($p=0.00 < 0.05$; $t=9.542 > 1.960$). This finding is in accordance with Li et al. (2021) who also found a positive effect of live streaming quality on hedonic motivation. Yong & Cai (2021) stated that live streaming quality creates a satisfying and interesting shopping experience, forming hedonic motivation. Based on the research results, the quality of live streaming has a significant positive effect on Gen Z's utilitarian motivation in Malang live streaming e-commerce ($p=0.00 < 0.05$; $t=11.320 > 1.960$). This finding is consistent with Li et al. (2021) which also showed a positive effect of live streaming quality on utilitarian motivation. Halim et al. (2022) added that live streaming that provides accurate, reliable, and smooth information improves consumer experience, helps understand product benefits, and encourages more practical purchasing decisions.

Based on the research results, hedonic motivation has a significant positive effect on Gen Z's impulsive buying behavior in Malang e-commerce live streaming ($p=0.00 < 0.05$; $t=7.707 > 1.960$). This finding is in line with Parsad (2021) who also showed a positive effect of hedonic motivation on impulsive buying. Wen-Kuo et al. (2020) added that the urge to buy arises when consumers are in a positive emotional state, with pleasure motivation as the main factor. Based on the research results, utilitarian motivation has a significant positive effect on Gen Z's impulsive buying behavior in Malang e-commerce live streaming ($p=0.00 < 0.05$; $t=6.225 > 1.960$). This finding is in line with Li et al. (2021) who also found a positive effect of utilitarian motivation on impulsive buying. Han and Kim (2019) stated that the utilitarian factor as an antecedent influences consumer behavior and plays a role in consumer impulsivity in the context of live streaming.

Based on the research results, hedonic motivation can mediate between live streaming quality and impulsive behavior in live streaming e-commerce among Gen Z in Malang City. This is evident from the p-value of $0.00 < 0.05$ and confirmed by the t-statistic value of $5.951 > 1.960$, indicating that hedonic motivation can mediate live streaming quality on impulsive buying behavior. In line with the Self-Determination Theory (SDT) concept, which states that intrinsic motivation can act as a mediator between external influences and consumer behavior (Kathuria & Bakshi, 2024), live streaming quality creates an enjoyable shopping experience that is then processed into hedonic motivation and drives impulsive buying.

Based on the research results, utilitarian motivation can mediate live streaming quality on impulsive behaviour in live streaming e-commerce among Gen Z in Malang City. This is evident from the p-value of $0.00 < 0.05$ and confirmed by the t-statistic value of $5.441 > 1.960$, indicating that utilitarian motivation can mediate live streaming quality on impulsive buying behavior. This is in line with the self-determinant theory (SDT), which states that intrinsic motivation can mediate the influence of external factors on consumer behavior (Kathuria & Bakshi, 2024). High-quality live streaming makes it easier for consumers to obtain information and transact practically (utilitarian), thereby encouraging impulsive buying.

CONCLUSION

Based on a study involving 170 respondents who had previously purchased fashion products through live streaming e-commerce in Malang City, this research examined the

influence of live streaming quality on impulsive buying behavior, considering the mediating role of hedonic motivation and utilitarian motivation among Generation Z consumers. The following conclusions can be drawn: the dimensions of live streaming quality encourage impulsive buying behavior by triggering hedonic and utilitarian motivations, as indicated by a p-value of 0.00. This shows that the quality of e-commerce Live streaming triggers impulsive buying behavior among Generation Z in Malang City. The quality of information, ease of use, and seller responsiveness create emotional and rational impulses that trigger unplanned purchases. Hedonic and utilitarian motivations have proven to be significant mediators, where pleasure-seeking and practical benefits drive consumers to make impulsive purchases. Self-Determination Theory (SDT) supports these findings, showing that the combination of external motivation (live streaming quality) and internal motivation (hedonic and utilitarian) forms the pattern of impulsive buying behavior among consumers in live streaming-based e-commerce.

Limitations of this study include the small sample size from Malang City, which may not be representative of the broader Generation Z population, and the reliance on self-reported data, which could potentially introduce bias. The cross-sectional design limits causal inference, and the findings may not be applicable to other retail formats or cultural contexts. Implications suggest that e-commerce platforms should improve the quality of live streaming and engage consumers through tailored content that appeals to both hedonic and utilitarian motivations. Future research should consider longitudinal studies, cultural variations, and the impact of emerging technologies on impulse buying behavior in live streaming e-commerce.

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