

How Live Streamer and Price Attributes Influence Buying Behavior in Live Streaming Commerce

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ABSTRACT: Online shopping has become a popular behavior due to its numerous benefits. Many marketers have begun adopting live streaming commerce on social media and e-commerce platforms to encourage impulse purchases by leveraging the streamer's social presence and attractive price offers. This study examines how live streamers' social presence and price attributes influence impulse buying behavior in live streaming commerce for beauty products. Using a cross-sectional survey design, data from 310 respondents collected through Google Forms were analyzed using SPSS and SmartPLS to test the hypotheses. The results show that a live streamer's presence encourages more impulse buying. The price of the product also influences buying decisions. Furthermore, impulse buying tendencies mediate the influence of the live streamer's social presence and price attributes on impulse buying behavior. A valuable finding is that the live streamer's social presence is able to keep viewers engaged in the live stream with product presentation activities that encourage impulse buying tendencies and price attributes such as discounts, consider savings, and encourage impulse buying behavior.

KEYWORDS: live streaming, social presence, price attributes, impulsive buying tendency, social media, e-commerce

I. INTRODUCTION

Since the onset of the COVID-19 pandemic, which has affected nearly every part of the world, people have become increasingly dependent on the internet. Activities such as working, studying, and shopping have shifted online. This situation has opened up opportunities for online businesses to grow. Consequently, many e-commerce platforms have emerged, such as Shopee, Blibli, Tokopedia, Lazada, and others. They can be said to support these activities and help shape consumer behavior in online shopping. Some products, such as beauty products, are becoming more frequently purchased online than offline. Although consumers cannot feel or touch the products directly, they have some benefits. The benefits, such as lower prices, easier and faster shopping processes, no need to visit physical stores, and even there is option to buy now and pay later, and other benefits, therefore, all become more practical.

Several products, from daily necessities to investment needs, are now widely sold online. The new feature changes online shopping to a multimedia form in the form of live streaming (Lee & Chen, 2021). Live streaming is considered an innovative business model for selling and provides greater engagement that is different from TV shopping (Leong & Meng, 2022). Annur (2023) in her survey, stated that in Indonesia 83.7% of people have watched live streaming and, among them 55% bought products through this feature

Live streaming is also considered capable of increasing customer participation and achieving much greater economic value (Xu et al., 2020). Past study stated that live streamers are important factors that influence shopping behavior (Lee & Chen, 2021). Other study conducted by Ridwan (2023) explained the reason why Indonesians shop online is because of the products promoted by influencers they follow on social media. Live streamers can be social media celebrity to do product presentations and function as facilitators (Xu et al., 2020). Viewers can interact with them in real time and it is possible to ask questions through the chat column, giving a sense of presence from the live streamer (Ming et al., 2021). Previous study stated that interactions created between live streamers and viewers are able to increase emotional involvement and lead to a tendency to buy unplanned and generate impulsive purchases (Xu et al., 2020; Xu et al., 2021). The social presence of live streamers increases viewers' attention and tends to search for recommended products (Li et al., 2022).

Not only live streamers, beauty product marketers pay attention to price attributes to increase impulsive purchases on live streaming. Price attributes provide two roles for consumer behavior, namely positive and negative roles depending on how an

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individual views them (Nitnaware et al., 2022). In live streaming, many marketers conduct price promotions in the form of coupons and discounts to trigger irrational decision making (Kwon & Ahn, 2021). When a product is sold at a discounted price, it allows viewers to think about saving money so that there is a tendency to buy (Nawaz et al., 2022). Kwon & Ahn (2021) also added that when viewers feel that the product offered has a good price, they make purchases outside the shopping list. Even so, according to Lee & Chen (2021) the price attribute does not encourage impulsive buying behavior in viewers watching live streaming.

Nowadays, beauty products are trending among the Y and Z Generations, so marketers are taking advantage of new features adopted by social media or e-commerce to increase impulsive buying behavior. Based on a survey conducted by Katadata (Septiani, 2023), the number of online shopping users who shop via live streaming, in order of number of users, is TikTok (27.5%), Shopee (26.5%), and Lazada (20.1%). Fourth is Instagram (12.2%), Fifth is Facebook (10.1%), and next is YouTube (3.7%). The study use beauty products for the research objective. This study reflects the latest trends in digital consumption and commerce, where online beauty product purchases are increasing rapidly. Beauty products are among the best-selling products in Indonesia out of 37 products sold in online shops (Faradilla, 2025). This product serves as a concrete example of this phenomenon. Beauty products from online shops are often promoted by influencers and digital celebrities, making it relevant to examine the influence of live streamers and price on impulse buying behavior.

II. LITERATURE REVIEW

A. Definition

Live Streaming Commerce

In traditional e-commerce, consumers can only conduct one-way product search by reading static product content in the form of pre-recorded text, images or videos and it makes consumers spend time and effort to shop (Xu et al., 2020). Live streaming commerce is a new model in real-time and interactive. There are three types of live streaming including live streaming combined with commercial activities such as TikTok, live streaming combined with e-commerce sites such as Shopee Live and live streaming combined with social networks such as Instagram Live (Lee et al., 2021).

Live Streamer Social Presence

It is conceptualized as the importance of the presence of others in interactions and interpersonal relationships. With the internet, social presence is defined as a virtual experience in a virtual environment that plays an important role in the context of shopping, especially live streaming (Li et al., 2022). The social presence of a live streamer is capable of providing focus and personalized services according to the audience's desires (Ming et al., 2021). The attractive performance of live streamers is the main content of live streaming to promote and represent products or brands (Xu et al., 2020).

Price Attributes

Price provides two roles for consumer behavior, namely positive and negative roles and becomes a decision in both planned and impulsive purchases (Kwon & Ahn, 2021). In the marketing mix concept, price attributes such as price reductions, gifts, and free coupons are capable of increasing impulsive purchases (Lavuri & Thaichon, 2023). The perceived price by consumers is related to individual characteristics such as personality and tendencies (Nawaz et al., 2022).

Impulsive Buying Tendency

Interpreted as the tendency to experience sudden and spontaneous urges to make purchases and act upon these impulses with little or no consideration given to evaluating their consequences (Atulkar & Kesari, 2018). According to Mittal et al. (2016) impulsive buying tendency is defined as the speed of the decision-making process with a short time span from the formation of the urge to the increasing frequency of the urge to buy. Someone who has a tendency to buy impulsively is more emotionally driven which shows momentary satisfaction.

Impulsive Buying Behavior

Purchases are sudden, hedonic and do not consider all available information, sometimes these attitudes are difficult to resist and are constantly carried out without a specific plan (Lee et al., 2021). According to Aiolfi et al. (2022) categorize into four types are pure impulsive purchases as purchases with no plan at all, suggested purchases as purchases when marketers provide suggestions for new product alternatives that satisfy desires, reminder impulsive purchases as purchases that occur when consumers only remember when the product they need is displayed and planned impulsive purchases as part of the purchase is planned before shopping.

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B. Hypothesis Development

The Influence of Live Streamer Social Presence on Impulsive Buying Tendency

According to Xu et al. (2020), an environment can contain stimuli that can be caused by changes in humans, such as cognitive and emotional states. The social presence of a live streamer refers to the extent to which viewers feel there is direct interaction with the live streamer on live streaming. A live streamer can directly display products, interact with viewers, and offer personalized services (Li et al., 2022). Viewers who are attracted to live streamers because they have knowledge, communication skills, charisma, promotional abilities, pleasant, charming personalities, and a high sense of humor often leave a positive impression and increase emotional attachment and give rise to a tendency to make unplanned and hedonistic purchases (Xu et al., 2021). According to Hung et al. (2022), live streaming commerce can enhance the feeling of social presence because live streaming directly showcases products in depth and helps viewers resolve issues immediately, thereby fostering trust and triggering a desire to purchase the product promptly.

H1: The social presence of live streamers influences the tendency of impulse buying tendency

The Influence of Live Streamer Social Presence on Impulsive Buying Behavior

In live streaming trading, live streamers can directly display products and offer viewers the opportunity to ask questions about the product, which provides a sense of presence and influences viewers' purchasing behavior (Ming et al., 2021). In addition, viewers who are stimulated by streamers in live streaming commerce tend to pay more attention and are more likely to search for products recommended by streamers (Li et al., 2022). The presence of live streamers when interacting with viewers in real-time creates a better feeling, thus leading viewers to purchase those products from live streaming commerce (Hung et al., 2022). According to Liu et al. (2020) impulsive buying is a highly reactive buying behavior because it is triggered by emotional reactions when consumers are in the shopping process. Also supported by a pleasant online shopping environment, consumers are increasingly motivated and more enthusiastic, so that they tend to spend more time exploring and engaging with products. In live streaming commerce, viewers are stimulated by being encouraged by the live streamer, product information, and exploration of the live streaming commerce environment, thus generating impulsive purchases (Xu et al., 2020).

H2: The social presence of live streamers influences impulsive buying behavior.

The Influence of Price Attributes on Impulsive Buying Tendency

As part of a marketing mix strategy, price is an attribute that must be considered carefully. Price can have a positive or negative impact on customer behavior depending on customer satisfaction and how an individual views the price of the product (Kwon & Ahn, 2021). The perceived price by the buyer is significantly related to an individual's characteristics, such as personality and tendencies. While most products purchased impulsively are based on size, packaging, brand, and distribution characteristics (Lavuri & Thaichon, 2023).

A marketer should be really pay attention to pricing strategies, including price promotions, related to a person's tendency to make impulsive purchases. These promotional activities can be a stimulus to arouse an attractive and uncontrollable desire to buy something. When items are sold at a discounted price, it allows buyers to think of saving money when making unplanned purchases (Nawaz et al., 2022). However, with the price reduction, marketers do not ignore product quality, attractive colors, and current designs so as not to leave a bad impression on viewers and can even support impulsive tendencies in viewers (Ahmer et al., 2021).

H3: Price attributes influence impulsive buying tendencies

The Influence of Price Attributes on Impulsive Buying Behavior

Price attributes such as discounts or product promotions are very attractive to consumers (Lee et al., 2021). Many marketers carry out price promotions in live streaming commerce, such as coupons and discounts, to trigger irrational decision making (Kwon & Ahn, 2021). According to Kwon & Ahn, (2021), when customers perceive that a product or service has a good price, they are more likely to make unplanned purchases because they feel that the low price offers them a sense of saving. Promotional activities carried out by vendors in live streaming, in the form of price reductions or discounts, can be a stimulus that buyers cannot overcome. In a study conducted by Dowson & Kim (2009) that promotions found by buyers help encourage them to carry out purchasing behavior that is not on the shopping list (Nawaz et al., 2022). According to Ahmer et al. (2021). impulsive buying can increase when in a phase of good prices.

H4: Price attributes influence impulsive buying behavior

Impulsive Buying Tendency Mediates the Influence of Live Streamer Social Presence and Price Attributes on Impulsive Buying Behavior

The viewer's desire to immediately feel satisfied with a product offered is a response to attractive product displays, prices, and promotions, which can create positive emotions and thus increase unplanned purchases. Impulsive buying tendencies are instinctive and due to weak self-control in the decision-making process Atulkar & Kesari (2018). Parsad et al. (2017) stated that

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impulsive buying tendencies are the result of impulsive traits rooted in personality, causing people to buy various products even though there is no practical need.

According to Kwon & Ahn (2021), impulsive buying tendencies are one of the personal characteristics that significantly influence impulsive buying. Impulsive buying is classified into three factors including sociodemographic: age, gender, and income; situational: external factors (marketing), affective factors (mood), and social factors (the presence of other people); and finally dispositional which are psychological variables such as traits and tendencies that each individual must be different. Parsad et al. (2017) stated that impulsive buying tendencies have a significant effect on impulsive buying behavior. In addition, impulsive tendencies are a significant predictor of impulsive buying in an online shopping environment.

Impulsive tendencies are also conceptualized as human traits that are influenced by stimuli from marketers such as advertising and price promotions and end in impulsive buying responses. Therefore, impulsive buying tendencies can be interpreted as a mediator between store environmental factors and impulsive buying behavior (Hung et al., 2022). In previous studies, impulsive buying tendencies mediated the relationship between price attributes, and impulsive buying behavior and also the relationship between live streamer social presence and impulsive buying behavior.

H5: Impulse buying tendency mediates the influence of live streamer social presence on impulse buying behavior

H6: Impulse buying tendency mediates the influence of price attributes on impulse buying behavior

III. METHODOLOGY

This study uses primary and secondary data. Primary data was conducted by distributing questionnaires using the Google Forms application. Secondary data is conducted through the internet and books. Sampling technique with non-probability based purposive sampling method. The criteria for sampling in this study are people who have watched and bought beauty products in live streaming commerce over the last 3 months. The method of determining the number of samples refers to Hair et al. (2018), namely a representative sample of at least 10 times the question items contained in the questionnaire. In this study, the number of samples obtained was 310 respondents. The subjects of this study are Generation Y, namely people born in 1982-1994 and Generation Z, namely people born in 1995-2010 (Kutlak, 2021).

In this study, the validity test was carried out to determine the accuracy of the measuring instrument (Hartono, 2018). By using the product moment formula, if t-count is greater than t-table, it is declared valid (Hidayat, 2021). Reliability testing is carried out to determine a consistent measuring instrument using a questionnaire with a Cronbach's Alpha limit of 0.60 (Priyatno, 2014).

Data analysis uses descriptive statistical analysis which aims to analyze data by describing data in tabular form or frequency distribution (Amruddin, 2022). This study uses SEM-PLS analysis with SmartPLS 3.0 software. The Structural Equation Modeling (SEM) analysis comprises two sub-models: the measurement model or outer model and the structural model or inner model (Ghozali & Latan, 2015). For analyzing the mediating variable, we use the criterion of Zhao et al. (2010).

Table 1. Operational Variables

No	Variable	Code	Indicator
1.	Live Streamer Social Presence	LP1	I can understand the attitude of live streamer when interacting with them through live streaming
		LP2	I can feel the presence of a live streamer when communicating with them on live streaming
		LP3	Communication with the live streamer on live streaming is friendly
2.	Price Attributes	PA1	The brands in live streaming commerce promote products with affordable prices
		PA2	The discounts available in live streaming commerce are large
		PA3	The price of products on live streaming makes me more economical
3.	Impulsive Buying Tendency	IBT1	I often make purchases without much thought while watching live streaming
		IBT2	Sometimes I feel like buying something out of the blue while watching live streaming
		IBT3	"Buy now, think later" describes me while watching live streaming
		IBT4	I have purchased items that I didn't intend to buy while watching live streaming
		IBT5	I make unplanned purchases while watching live streaming

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4.	Impulsive Buying Behavior	IBB1	During viewing live streaming, I suddenly feel some urges to buy something
		IBB2	During viewing live streaming, I see some items that i want to buy even though they're not on my shopping list
		IBB3	During viewing live streaming, I find it hard to pass up a bargain
		IBB4	During viewing live streaming, I don't consider to buying products
		IBB5	During viewing live streaming, I spontaneously buy the product the live streamer is showing even if i don't need it
		IBB6	During viewing live streaming, I sometimes can't resist the urge to buy a products

Source: Ming et al. (2021) and Kwon & Ahn (2021)

IV. RESULT

Based on data from 310 respondents who have been collected through questionnaires, the characteristics of the respondents in this study are as follows:

A. Respondent Characteristics

Based on the results of Table 2, we can conclude that most of the respondents who have watched and bought beauty products on live streaming are women aged between 26 and 30, and they are in the Generation Y cohort. Most of them hold a bachelor's degree and have a job as an employee, with an income of less than or equal to 3 million IDR. Respondents mostly watch live streaming between once and two times a day, with a duration of less than 30 minutes. The last time they watched live streaming was a month ago. The most preferred live streaming platform is TikTok Live.

Tabel 2. Respondent Characteristics

	Description	Number of Respondents	Percentage (%)
Ever/Never watch & buy beauty products on live streaming	Ever	310	95%
	Never	16	5%
Gender	Male	67	22%
	Female	243	78%
Education	High school	63	20%
	Graduate	226	73%
Occupation	Employee	200	65%
	Student	47	15%
Age	21-25 year old	118	38%
	26-30 year old	146	47%
Income (IDR=Indonesian Rupiah))	≤ 3.000.000	148	48%
	3.000.001-6.000.000	90	29%
Viewing Frequency	1-2 times	170	55%
	3-4 times	124	40%
Viewing Duration	≤ 30 minutes	170	55%
	31-59 minutes	109	35%
Last time watching and buying beauty products on live streaming	1 month ago	239	77%
	2 month ago	49	16%
Live streaming platforms	TikTok <i>Live</i>	157	51%
	Shopee <i>Live</i>	127	41%

B. Validation of The Research Instrument

The SEM-PLS analysis involved testing the measurement or outer models and the structural or inner models using the SmartPLS 3.0 application. We use the measurement model to confirm that the measurement tools of the study are valid and reliable. We test them using convergent validity, discriminant validity, and reliability tests. The structural model for hypothesis verification was tested by evaluating the R-squared of the latent variables, namely live streamer social presence, price attributes, impulse buying tendencies, and impulsive buying behavior (Ghozali & Latan, 2015).

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Convergent validity testing relates that the indicator variables of a construct should be highly correlated. The rule of thumb in this test is that the AVE (Average Variance Extracted) value must be greater than 0.50 (Ghozali & Latan, 2015). Table 3 shows that the AVE value of each variable meets the requirements, so it is said to be valid.

Table 3. Average Variance Extracted

No	Construct	AVE
1.	Live Streamer Social Presence	0.535
2.	Price Attributes	0.564
3.	Impulsive Buying Tendency	0.773
4.	Impulsive Buying Behavior	0.659

Discriminant validity testing relates that the measuring variables (manifest variables) among constructs should not be highly correlated. The rule of thumb in this test is that each construct's AVE square root value is greater than the correlation between constructs in the model through the Fornell-Larcker Criterion. The study results show that all AVE square root values are greater than the correlation between constructs in the model, such as the AVE square root value of impulsive buying tendency of 0.879, greater than 0.497 and 0.663. The following is Table 4, which contains the results of the study.

Tabel 4. Fornell-Larcker Criterion

	PA	IBT	LP	IBB
PA	0.751			
IBT	0.308	0.879		
LP	0.377	0.497	0.731	
IBB	0.407	0.663	0.474	0.812

According to Ekolu & Quainoo (2019), the value of Cronbach's alpha < 0.5 is declared as low reliability, the value of Cronbach's alpha $0.5 < \alpha < 0.8$ is declared as moderate reliability, and the value of Cronbach's alpha > 0.8 is declared as high reliability. Based on Table 5, the Cronbach's alpha value of live streamer social presence and price attributes is declared as moderate reliability, while the rest is declared as high reliability. All of the composite reliability values in the study are greater than 0.70. Therefore, we can say that all of the indicators are valid and the variables are reliable.

Table 5. Cronbach's Alpha and Composite Reliability

Construct	Cronbach's Alpha	Composite Reliability
Price Attributes	0.622	0.795
Live Streamer Social Presence	0.567	0.775
Impulsive Buying Tendency	0.926	0.944
Impulsive Buying Behavior	0.896	0.920

C. Hypothesis Verification

Structural model evaluation has the aim of predicting the relationship between latent variables represented by the R-square value of each latent variable. The R-Square value is divided into three, namely the value of 0.67 indicates a strong model, the value of 0.33 indicates a moderate model and the value of 0.19 indicates a weak model (Ghozali & Latan, 2015). Table 6 shows the results of the study.

Table 6. R-Square

Construct	R-square	Value
Impulsive Buying Tendency	0.264	Moderate
Impulsive Buying Behavior	0.498	Moderate

Table 6 shows the R-squared value on impulsive buying tendency is 0.264 or 26.4%, which means that the impulsive buying tendency variable is explained by the social presence of live streamers and price attributes with a significant accuracy of 26.4%.

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The R-squared value on impulsive buying behavior is 0.498 or 49.8% which means that the impulsive buying behavior variable is explained by the social presence of live streamers and price attributes with a significant accuracy of 49.8%. The next test is hypothesis testing and indirect effect testing through mediation. In the study, we use a level of confidence of 95%; therefore, the significance value is t-value > 1.96 and, p-value <0.05.

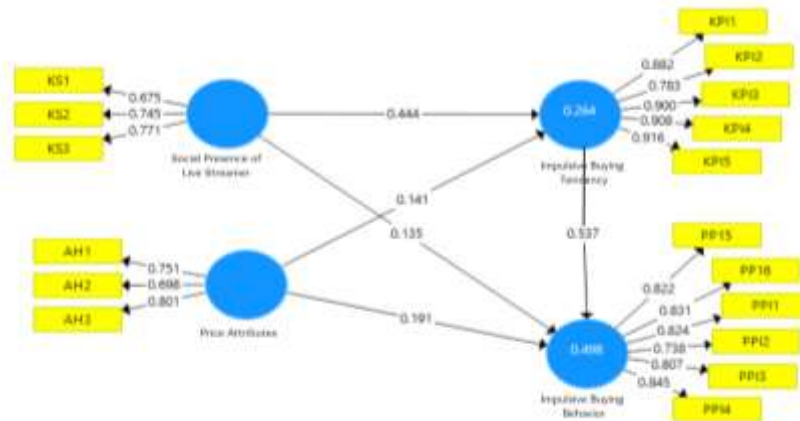


Figure 1. PLS Output

Table 7. Hypothesis Test Summary

	Path Coefficients	t-statistic	p-value	Description
PA→IBT	0.141	2.261	0.024	Accepted
PA→IBB	0.191	2.925	0.003	Accepted
IBT→IBB	0.537	9.570	0.000	Accepted
LP→IBT	0.444	7.253	0.000	Accepted
LP→IBB	0.135	2.095	0.036	Accepted
LP→IBT→IBB	0.239	5.592	0.000	Accepted
PA→IBT→IBB	0.076	2.217	0.027	Accepted

H1: The effect of the social presence of live streamers influences the tendency of impulsive buying tendency. From the data in Table 7, the path coefficient value is 0.444, the t-statistic value is 7.253 (>1.96), and the p-value is 0.000 (<0.05), which means that the social presence of live streamers has a positive and significant influence on impulsive buying tendency. The results of the study show that H1 is supported ($\beta=0.444$; $t>1.96$; $p\text{-val}<0.05$)

H2: The effect of the social presence of live streamers influences impulsive buying behavior. From the data in Table 7, the path coefficient value is 0.135, the t-statistic value is 2.095 (> 1.96), and the p-value is 0.036 (<0.05), which means that the social presence of live streamers has a positive and significant influence on impulsive buying behavior. The results of the study show that H2 is supported ($\beta=0.135$; $t>1.96$; $p\text{-val}<0.05$).

H3: The effect of price attributes on impulsive buying tendencies. We found the study results that can be seen in Table 7, the path coefficient value is 0.141, the t-statistic value is 2.261 (>1.96), and the p-value is 0.024 (<0.05), which means that price attributes have a positive and significant effect on impulsive buying tendency. The results of the study show that H3 is supported ($\beta=0.141$; $t>1.96$; $p\text{-val}<0.05$).

H4: The effect of Price attributes on impulsive buying behavior. Based on the result in Table 7, the path coefficients value is 0.191, the t-statistic value is 2.925 (>1.96) and the p-value is 0.003 (<0.05), which means that price attributes have a positive and significant effect on impulsive buying behavior. The results of the study show that H4 is supported. ($\beta=0.191$; $t>1.96$; $p\text{-val}<0.05$).

H5: Impulse buying tendency mediates the influence of live streamer social presence on impulse buying behavior

H6: Impulse buying tendency mediates the influence of price attributes on impulse buying behavior

Table 8. Relationship of live streamer social presence, impulsive buying tendency and impulsive buying behavior

	Path Coefficients	t-statistic	p-value	Description
LP→IBT (a)	0.444	7.253	0.000	Complementary
IBT→IBB (b)	0.537	9.570	0.000	Mediation
LP→IBB (c)	0.135	2.095	0.036	

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Tabel 9. Relationship of price attributes, impulsive buying tendency and impulsive buying behavior

	Path Coefficients	t-statistic	p-value	Description
PA→IBT (a)	0.141	2.261	0.024	Complementary
IBT→IBB (b)	0.537	9.570	0.000	Mediation
PA→IBB (c)	0.191	2.925	0.003	

From the results of Table 8, path (c) influences the social presence of live streamers on impulsive buying behavior, with a path coefficient value of 0.135 (positive) and a p-value of 0.036 (<0.05), which means a significant. Path (a) is the social presence of live streamers on impulsive buying tendency has a path coefficients value of 0.444 (positive) and a p-value of 0.000 (<0.05) which means significant. Path (b) is the impulsive buying tendency on impulsive buying behavior has a path coefficients value of 0.537 (positive) and a p-value of 0.000 (<0.05) which means significant.

From the results of Table 7, the effect of live streamer social presence on impulsive buying behavior after the mediation effect by impulsive buying tendency has a path coefficients value of 0.239 (positive) and a p-value of 0.000 (<0.05) which means significant ($\beta=0.239$; $t>1.96$; $p\text{-val}<0.05$). The study result is $(a \times b \times c) = 0.135 \times 0.537 \times 0.239 = \text{positif}$. According to Zhao et al. (2010), impulsive buying tendency as mediator can be categorized as complementary mediation.

Likewise, the impulsive buying tendency mediates the influence of live streamer social presence on impulse buying behavior as complementary mediation. The data processing results of this study show that all paths have positive coefficient values, so the mediation category is complementary mediation.

D. Discussion

Base on the study result, live streamer social presence affects impulsive buying tendency. This means that consumers tend to make impulsive purchases if a streamer's live performance is good. The study result is in line with the study of Xu et al. (2021) that viewers who are attracted to live streamers, such as knowledge, communication skills, and the ability to promote, give a positive impression, and give rise to a tendency to buy unplanned. According to Hung et al. (2022), the social presence of live streamers who provide in-depth product presentations encourages the desire to buy products. The study found that respondents agreed that although live streaming is online, the social presence of live streamers can be understood by viewers through friendly communication when live streamers present beauty products. This keeps viewers watching the live streaming and able to understand the attitude shown by the live streamer during interactions, such as asking questions about beauty products, so that the live streamer can also make personal presentations on demand, which leads to an impulsive buying tendency.

The effect of live streamer social presence on impulsive buying behavior. This means that if the social presence of a live streamer is attractive, experienced, and provides good information about the product being offered, then impulsive buying behavior tends to increase. The study in line with study conducted by Li et al. (2022). They study stated that viewers who are stimulated by streamers on live streaming pay a lot of attention and search for recommended products. Hung et al. (2022) stated that the social presence of a live streamer when interacting with viewers gives a feeling that leads to buying the product. This study found that the social presence of live streamers, such as product presentation activities, can make respondents look at beauty products outside the shopping list, feel the urge to buy, and feel that they need these beauty products to finally buy beauty products that were being displayed by live streamers spontaneously.

The influence of price attributes on impulse buying tendencies. It can be stated that price attributes have a positive and significant impact on impulse buying tendencies. It means that when the price is reasonable, or even when consumers perceive the product as affordable, they are more likely to purchase it, even if they hadn't planned to. The study support study by Lavuri & Thaichon (2023), that price attributes as marketing mix concepts such as free coupons and discounts increase the tendency to buy unplanned. Nawaz et al. (2022) price attributes allow buyers to bring up thoughts of saving money when making purchases. In this study, it was found that respondents agreed that they feel like buying beauty products suddenly and without thinking while watching live streaming due to the price attributes of beauty products such as discounts on live streaming are considered large and beauty brands on live streaming promote product with affordable prices.

The effect of price attributes on impulsive buying behavior. Price is a predictive variable for unplanned purchases. Consumers are more likely to purchase the product if the price is perceived as cheap. It means that price is important variable to be put attention from company. Supported by Kwon & Ahn (2021) when buyers feel the product has a suitable / good price, they choose to make a sudden purchase. Ahmer et al. (2021) impulsive buying behavior can increase when in an attractive product price phase. In this study, it was found that the respondents struggled to resist the urge to purchase beauty products and found

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it challenging to overlook affordable prices during live streaming. The respondents also agreed that the prices of beauty products during live streaming enabled them to save more.

Based on the study results, the social presence of live streamer mediated the influence of impulse buying behavior, both directly and indirectly through the mediation of impulse buying tendencies. Price also influenced impulse buying behavior, both directly and indirectly, by mediating impulse buying tendencies. Complementary mediation means that variables can directly or indirectly influence the dependent variable. As in this study, price influences impulse buying tendencies. Price can have a direct impact on impulse buying tendencies. However, consumers can also increase their impulse buying behavior due to the influence of impulse buying tendencies.

In general, it can be said that Live streamer social present that when the audience is exposed to the social presence of the live streamer in the form of a product presentation activity and price attributes in the form of discounts while watching the live streaming, the audience gets the effect of impulsive buying tendencies and then leads to impulsive buying behavior but can also directly feel impulsive buying behavior without feeling impulsive buying tendencies first.

V. CONCLUSIONS

Based on the results of the study, the social presence of live streamers has a significant influence on impulsive buying tendency and impulsive buying behavior. The social presence of live streamers makes viewers continue to watch live streaming with beauty product presentation activities regarding product functions, how to use, and content in the product. Communication can still be built well and friendly between viewers and live streamers even though live streaming is online. Not only product presentations, live streamers can also provide product recommendations as a form of feedback to viewer questions through chat columns so that there is interaction between live streamers and viewers. If the live streamer is an artist or celebrity, the recommended product can become a new trend that encourages viewers to search for products and feel they need the product so they buy the product outside the shopping list. Based on the characteristics of respondents watching 1-2 times a day with a duration of approximately 30 minutes on the TikTok Live platform, it can be said that marketers of beauty products have approximately that much time to keep viewers watching and presenting beauty products to make purchases. Therefore, marketers of beauty products can determine certain criteria for a live streamer on beauty products such as the attractiveness of the streamer, product promotion skills, communication style, knowledge about the world of beauty and knowledge to run a live streaming device.

Price attributes also have a significant influence on the tendency of impulsive buying and impulsive buying behavior due to large price cuts provide a perception of savings (economical) on beauty products that have an image of expensive products among Generations Y and Z so as to encourage to make purchases outside the plan and hedonist. Plus, beauty products can be categorized not as primary or main products in meeting daily needs so that viewers have the option not to make a purchase. Therefore, marketers of beauty products need to determine the right pricing strategy and attractive to viewers who watch and amid the many brands of beauty products in Indonesia both local and external products. Based on the characteristics of the respondents, price attributes such as discounts and coupons greatly affect the audience with female gender aged 26-30 years who have an income below 3,000,000 million IDR with a job as an employee. One of the strategies for setting price attributes is to provide coupons or special discounts only during live streaming or viewers who are actively watching until the live streaming is finish, interacting such as likes and comments and buying beauty products during live streaming.

In this study, viewers who watch and buy beauty products on live streaming can feel impulsive buying tendency to end up in impulsive buying behavior or immediately feel impulsive buying behavior without going through impulsive buying tendency due to the social presence of live streamers and price attributes. But what needs to be considered from the results of the study shows that there are still other variables (social presence of live streaming platform or telepresence) beyond the social presence of live streamers and price attributes that affect impulsive buying tendency and impulsive buying behavior in live streaming commerce on beauty products so that further research can develop this and increase the number of respondents.

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