

Original Research Article **Live Streaming Shopping Investigation: The Role Perceived Enjoyment In Impulsive Buying**

ABSTRACT

Aims: This study aims to compile the impact of environmental factors on consumers' psychological situation when shopping live streaming. It then develops a model to understand impulse buying.

Study design: This research uses a quantitative research approach.

Place and Duration of Study: This research was conducted in Indonesia with a time duration from May to June 2023.

Methodology: This research uses quantitative methods with purposive sampling techniques. The criteria for respondents selected were Indonesian citizens aged 17-25 years who had made a purchase transaction in live streaming shopping at least once. The number of respondents used in this study reached 210 people. The data analysis method uses PLS-SEM and is processed using the SmartPLS application. This study has five variables: convenience, interactivity, fun, perceived enjoyment, and impulse buying.

Results: The results of this study indicate that three factors, convenience, interactivity, and fun, have a positive and significant influence on perceived enjoyment. In addition, perceived enjoyment also has a positive influence on consumer impulse purchases.

Keywords: convenience; interactivity; playfulness; perceived enjoyment; impulsive buying

1.

INTRODUCTION

Live streaming is becoming a popular live-selling feature, allowing sellers to interact and engage with potential customers [1]. The emergence of the increasingly crowded live-streaming phenomenon has made sellers in social commerce start using live-streaming as a platform to increase sales [2]. One of the platforms that utilizes the live streaming feature is TikTok.

TikTok is where users can post videos of themselves talking, dancing, or lip-syncing. TikTok generates a broader and more diverse audience than traditional "follower" based social media models. On TikTok, videos are sorted into hashtags, with search results immediately sorted by the number of likes received per post [3]. TikTok is a social networking site (SNS) that allows users to build personal profiles, express themselves, connect with others, upload, comment, share, and view messages, videos, photos, and other content uploaded on their homepage [4].

[5] live streaming has three advantages: an accurate target audience, strong interaction, and a high return on investment. The three characteristics of live broadcast marketing, namely, good product display, high consumption engagement experience, and value matching between consumers and live streamers, have a positive impact on increasing consumer purchase intention [6].

Previous research by [7] said that enjoyment is influenced by several variables such as convenience, interactivity, and playfulness. [8] defines convenience-oriented customers as people who strive to complete tasks quickly with the least human energy expenditure. According to [9], Interacting with others is one of the main reasons consumers use live-streaming instead of regular online shopping. [10] showed different results that interaction between viewers may have a negative impact on impulse purchase decisions because shoppers with vital emotional intelligence are less susceptible to psychosocial stress, resulting in lower impulse purchases. Cheerfulness is central to driving a person's intrinsic motivation to engage in a particular activity. [11] state that perceived joy results from a shopping experience that affects pleasure.

Enjoyment in shopping can be explained as the happiness a person feels during the shopping process. Various studies suggest that perceived enjoyment determines online shopping intentions [12,13]. Another study from [14] found that positive effects such as pleasure and arousal significantly influence impulse buying. Impulsive buyer behavior attracts potential buyers to buy a product without much thought, thus making potential buyers buy without thinking about benefits but using emotions and feelings alone [15].

This research was conducted to prove previous research that discusses the influence of convenience, interactivity, and fun that affects impulse purchase intentions and is mediated by the enjoyment felt by consumers. The popularity of TikTok live streaming in society is why the platform was chosen as the research object.

2. LITERATURE REVIEW

2.1 The S-O-R Model

The SOR theory from [16] explains that this model is designed to combine individual reactions that are processed to explain how people see and feel things around them, as well as how good or bad behavior arises as a result of what is perceived. S-O-R consists of three interconnected parts, namely the thing that triggers or stimulates (stimulus), the individual or organism involved (organism), and the response or reaction given (response).

In the classic S-O-R model, stimulus is defined as factors that affect the individual's internal state and can be conceptualized as influences that stimulate the individual [17]. [16] In their research, the S-O-R model believes that stimuli, such as convenience, interactivity, and fun, will affect consumers' emotional responses. In this study, the stimuli above will be the factors that will influence the response of potential consumers.

2.2 Convenience

An early application of the notion of convenience can be found in the term 'convenience goods,' where convenience relates to the time and effort consumers save in purchasing a product [18]. Convenience research has long been concerned with consumers' expenditure of time and effort. [19] In terms of lack of time or energy, there is a direct link to the desire for convenience. This could be a contributing factor to a recurring theme in the convenience literature, which refers to the idea of how consumers prioritize convenience. As consumers allocate less time to shopping and more to other activities, their desire for convenience has grown, and as a result, their attention has turned to online shopping [20]. The absence of queues and long trips is a convenience factor that makes online shopping more attractive to them [21].

2.3 Interactivity

Interactivity can be defined as the participants' ability to have control over the exchange of information and the ability to switch roles in a reciprocal conversation [22]. The formation of information pools provides the possibility of customer engagement, which is an essential indicator for companies to gain potential customer value [23]. As an important form of social stimulus in online advertising, interactivity can stimulate customers' physiological arousal, influencing their attitudes and purchase intentions [24]. In online commerce, interactivity is an important signal to stimulate consumers' cognitive and emotional states and subsequently influence their behavioral responses [25].

2.4 Playfulness

Playfulness is associated with creativity, a sense of humor, curiosity, fun, and spontaneity [26]. Playfulness among friends has been shown to increase the emotional capital of a relationship [27]. The level of playfulness is influenced by the intensity of environmental stimuli, which makes it a situational trait. Playfulness is also a component of innate motivation and thus encourages people to display exploratory behavior and achieve satisfaction from new experiences [28]. The experience of streaming in live streaming can give users a feeling of excitement and pleasure, which is playfulness in live streaming. Playfulness can be used to explain attitudes towards online consumption. The more fun live streaming is, the more likely users feel relaxed and happy, thus immersing themselves in live streaming [29].

2.5 Perceived Enjoyment

Enjoyment is defined as the extent to which an Internet user participates in a social network because the process "produces pleasure and enjoyment" because enjoyment is a factor that determines the user's intention to participate in social networks [30]. Satisfaction, entertainment, and enjoyment are bridging the gap in increasing the intention to continue using blogs [31]. As an intrinsic motivation, perceived enjoyment indicates pleasure and excitement obtained from performing certain behaviors. Perceived enjoyment is a prominent factor influencing consumer attitudes and intentions toward a behavior. [32] explains that services are based on more pleasure-oriented components; it is crucial for users to feel emotional pleasure when they use the service. In addition, expectations can predict how someone will feel happy in research on the desirability of using services. In addition, once they are satisfied with the initial pleasant expectations, people tend to enjoy the service to maintain a good mood.

2.6 Impulsive Buying Behavior

Impulse buying is unplanned, exciting, and hedonically complex buying behavior [33]. In the marketing literature, many attempts have been made to identify factors (e.g., consumer characteristics, store characteristics, situational stimuli, and product characteristics) that influence impulse buying. [34] define an impulse purchase as an unplanned purchase that results from comparing alternative purchase intentions with actual outcomes. Consumers do not initially plan impulse purchases before entering the store, but this results in buying behavior from the stimulus created by the store [35]. Impulse purchases are driven by consumer emotions, spontaneous behavior, or low cognitive control, and the behavior is driven by attractive objects, which trigger impulse purchases among shoppers without considering financial and other aspects in the E-commerce era [36].

2.7 Hypothesis Development

The convenience of shopping from an online store can benefit consumers because online shopping removes the burden of physically handling a product. When someone feels comfortable, they will feel happy [37]. [38] also state that shopping convenience is positively related to perceived shopping pleasure. Nowadays, for some people, shopping is not only to get goods and services but can also be a source of enjoyment. Enjoyment refers to the extent consumers feel happy, interested, and excited during shopping, regardless of the consequences. [39]. Based on the results of previous research, the first hypothesis proposed is:

H1: Convenience has a positive effect on Perceived Enjoyment

The concept of interactivity is considered one of the critical determinants for the presence and enjoyment of interactive services and systems [40]. Research from [41] shows that students' perceived interactivity in the environment is a positive antecedent of their perceived enjoyment of the environment. User-perceived interactivity is one of the leading solutions to increase perceived enjoyment [42]. [13] found a positive relationship between high levels of interactivity and visual-spatial cues and increased perceived informativeness and perceived enjoyment. Based on the results of previous research, the second hypothesis proposed is:

H2: Interactivity has a positive effect on Perceived Enjoyment

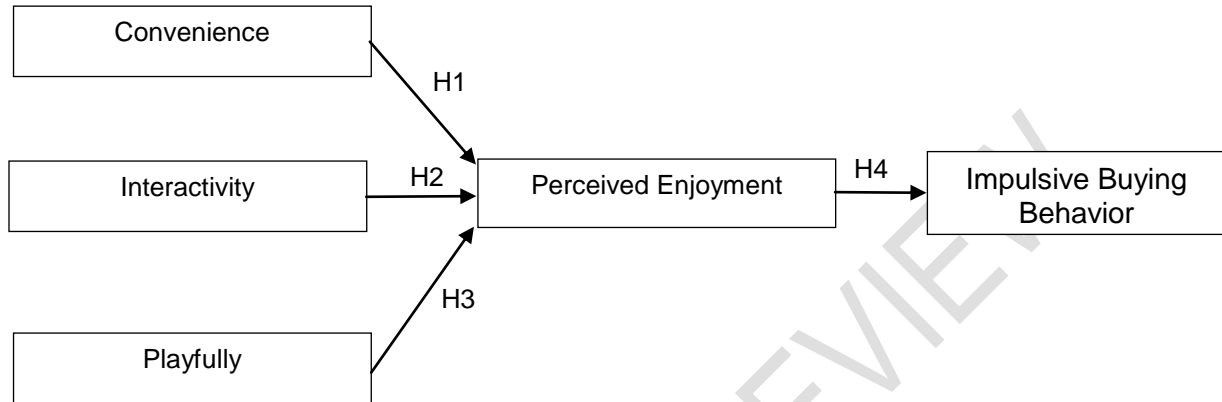
Cheerful consumers tend to engage more in product and service experiences for intrinsic enjoyment rather than specific extrinsic rewards [43]. Therefore, they prefer to focus on pretending, not being attached to literal meanings, actively engaging, and giving objects the meaning they perceive. Cheerfulness is also a component of intrinsic motivation and thus encourages people to display exploratory behavior and achieve satisfaction from new experiences [44]. A cheerful person tends to be creative and less likely to focus on needs [45]. Based on the results of previous research, the third hypothesis proposed is:

H3: Playfulness has a positive effect on Perceived Enjoyment

[46] concluded that personal situational factors, namely family influence, time availability, credit card use, and shopping enjoyment tendencies, significantly and positively influence impulse buying behavior. [47] concluded that the tendency to enjoy shopping has a significant and positive effect on impulse purchases. [48] concluded that a significant relationship exists between consumer shopping enjoyment and impulse buying behavior [49]. [50] reported that sensory stimulants and shopping enjoyment influence impulse buying. Shopping enjoyment develops a positive image in customers' minds, increasing impulse purchases [51]. Based on the results of previous research, the fourth hypothesis proposed is:

H4: Perceived Enjoyment has a positive effect on Impulse Buying

2.8 Conceptual Framework



This research applies a quantitative approach, where the research method involves the use of a population or sample that has been specifically selected. This research is sourced from primary data sourced directly from research respondents. The data collection technique was carried out using a questionnaire and distributed via Google Forms. The Location Of This Research Covers All Regions Of Indonesia. Determination Of The Sample Size Determined In This Study Follows The Recommendations Of [52] With The Following Calculations:

$$\text{Minimum Sample} = (23+4) \times 5 = 140 \text{ Respondents}$$

$$\text{Maximum Sample} = (23+4) \times 10 = 280 \text{ Respondents}$$

To anticipate errors in filling out the questionnaire in this study, the sample size used the maximum sample size of 280 respondents. In this study, the pls (partial least squares) software application was used as a technique for analyzing the model structure and hypothesis testing. According to [53], PLS-SEM is used to evaluate whether there is a predictive relationship between various constructs to see whether there is an influence or relationship between these constructs.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

The characteristics of respondents in this study include gender, education level, current job, income per month, and frequency of visiting TikTok per day. Based on Table 1, respondents with female gender dominated this study at 53.8%, respondents with the highest education level at the undergraduate level with a percentage of 81.9%, respondents as students were the most with a percentage of 96.7%, the highest respondent income in the range \leq 2,000,000 IDR with a percentage of 52.4%, respondents with a frequency of visits of 3-4 hours were the most with a percentage of 39.5%.

Table 1. Respondents Characteristic

Category	Frequency	%
Gender		
Male	97	46,2%
Female	113	53,8%
Education		
Elementary school	0	0%
Junior high school	0	0%
Senior high school	38	18,1%
Bachelor degree	172	81,9%
Master degree	0	0%
Doctoral Degree	0	0%
Job		
Student	203	96,7%
Employers	1	0,5%
Private employee	5	2,4%
State civil servant	1	0,5%
BUMN employee	0	
Income		
≤ Rp 2.000.000	110	52,4%
Rp 2.000.001 – Rp 4.000.000	68	32,4%
Rp 4.000.001 – Rp 6.000.000	13	6,2%
Rp 6.000.001 – Rp 8.000.000	5	2,4%
Rp 8.000.001 – Rp 10.000.000	1	0,5%
≥ Rp 10.000.000	13	6,2%
Frequency of visit		
<1 hours	18	8,6%
1-2 hours	54	25,7%
3-4 hours	83	39,5%
5-6 hours	34	16,2%
>6 hours	21	10,0%

Source: Primary data processed (2023)

4.2 Measurement Model

4.2.1 Convergent Validity Test

An indicator is considered valid if the loading factor of an indicator is positive and more significant than 0.5 and the AVE value is more than 0.5. The loading factor value shows the weight of each indicator/item as a measure of each variable. Based on Table 2, all indicators in this study have a loading factor and AVE value of more than 0.5, which means that all research indicators are valid.

4.2.2 Discriminant Validity Test

Discriminant validity measures the extent to which a construct is genuinely different from other constructs. A high value of discriminant validity indicates that a construct has unique characteristics and can distinguish the phenomenon being measured. Discriminant validity reflects the extent to which constructs genuinely differ from one another in the context of empirical research. Discriminant validity can be assessed by considering the indications of cross-loading, complying with the Fornell & Larcker criteria, and evaluating the Heterotrait-

monotrait correlation ratio (HTMT), which can be seen through cross-loading [54]. Based on Table 2, the discriminant validity of this research model is good because it has a root AVE value of each construct greater than the correlation value.

4.2.3 Composite Reliability Test

The interpretation of composite reliability is similar to Cronbach's alpha, with an acceptable value limit of ≥ 0.7 , and if the value is ≥ 0.8 , it is considered very satisfactory [55]. Another measure that indicates convergent validity is the AVE value, which reflects the extent of variation or diversity in variables measured by latent constructs. Based on Table 2, it can be seen that the composite reliability value of all research variables is > 0.7 and Cronbach Alpha > 0.7 . These results indicate that each variable has met the composite reliability and Cronbach alpha, so it can be concluded that all variables have a high level of reliability.

Table 2. The Validity and Reliability Test

Construct	Item Scale	Loadings	CA	CR	AVE
Convenience	CV1	0,901	0,926	0,944	0,771
	CV2	0,886			
	CV3	0,882			
	CV4	0,878			
	CV5	0,842			
Interactivity	IN1	0,880	0,897	0,928	0,764
	IN2	0,840			
	IN3	0,913			
	IN4	0,862			
Playfulness	DL1	0,806	0,928	0,946	0,777
	DL2	0,865			
	DL3	0,903			
	DL4	0,928			
	DL5	0,900			
Perceived Enjoyment	PL1	0,894	0,905	0,934	0,779
	PL2	0,898			
	PL3	0,863			
	PL4	0,875			
Impulsive Buying	IB1	0,792	0,929	0,946	0,780
	IB2	0,898			
	IB3	0,887			
	IB4	0,922			
	IB5	0,910			

Source: Primary data processed (2023)

Table 3. Fornell-Larcker Criterion

Variable	Interactivity	Playfulness	Perceived Enjoyment	Convenience	Impulsive Buying
Interactivity	0.874				
Playfulness	0.700	0.881			
Perceived Enjoyment	0.694	0.662	0.883		
Convenience	0.757	0.745	0.674	0.878	
Impulsive	0.667	0.690	0.719	0.625	0.883

Buying

Source: Primary data processed (2023)

Table 4. R-Square and Q-Square

Variable	R-Square	R-Square Adjusted	Q-Square
Perceived Enjoyment	0,559	0,552	0,430
Impulsive Buying	0,516	0,514	0,395

Source: Primary data processed (2023)

Table 5. Results in SEM

Variable Relation	Hypothesis	β	P Values	T Statistics	Conclusion
CV > PL	H1	0,222	0,044	2.023	Supported
IN > PL	H2	0,349	0,007	2.713	Supported
DL > PL	H3	0,252	0,020	2.338	Supported
DL > IB	H4	0,719	0,000	15.814	Supported

Source: Primary data processed (2023)

4.3 Structural Equation Model

4.3.1 Effect of Convenience on Perceived Enjoyment

The results of testing the first hypothesis, namely the effect of convenience on perceived enjoyment, show a coefficient value of 0.222, a p-value of 0.044 <0.05, and a t-statistic of 2.023 > 1.960. These results indicate that convenience affects perceived enjoyment, which is in line with [56], who, in their research, stated that convenience affects consumer enjoyment. The large number of internet users who conduct online transactions allows sellers to provide buying and selling services faster, more precise, and more accurately with Electronic Commerce [57]. TikTok is often used as a promotional medium by many influencers to reach as many consumers as possible. In enjoying TikTok content, the consumer convenience factor is a variable that can affect consumer enjoyment in watching live streamers on TikTok. The ability of a live streamer to build connections and closeness with consumers can create a feeling of comfort in the audience, which in turn will make consumers enjoy the content they are watching on TikTok live.

4.3.2 Effect of Interactivity on Perceived Enjoyment

The results of testing the second hypothesis, the Effect of Interactivity on Perceived Enjoyment, show a coefficient value of 0.349, a p-value of 0.007 <0.05, and a t-statistic of 2.713 > 1.960. These results indicate that Interactivity Affects Perceived Enjoyment. Viewers will feel closeness and involvement with live streaming if the live streamer can play with the audience's emotions by conducting interactivity that can make the audience feel at home watching live streaming until it is finished. The existence of the TikTok Live feature will make the online shopping experience more exciting and entertaining. It creates a new communication channel between sellers and consumers, with Live Streaming Commerce creating an interactive, engaging, and user-focused environment. This makes the audience feel more enjoyable watching because they feel involved and appreciated by live streamers willing to answer questions in real-time. In line with [58], their research stated that the perception of audience interactivity through the comments column affects consumer buying interest.

4.3.3 Effect of Playfulness on Perceived Enjoyment

The results of testing the third hypothesis, namely the effect of cheerfulness on perceived enjoyment, show a coefficient value of 0.252, a p-value of 0.020 <0.05, and a t-statistic of 2.338 > 1.960. These results indicate that Cheerfulness Affects Perceived Enjoyment in line with [58], who, in their research, concluded that entertainment affects audience buying interest. The fun displayed by the live streamer when offering a product is entertaining for the audience so that consumers will feel enjoyment when watching the live streaming broadcast on TikTok. The cheerfulness of live streaming also brings pleasure to the audience when viewing live streaming on TikTok. The audience will enjoy and feel more comfortable watching live streamers who are communicative, cheerful, and give positive feelings so that they are contagious to the audience and can enjoy live streaming more. A live streamer who displays an attractive and cheerful attitude is likely to attract more attention from the audience to continue enjoying the live stream so that it can persuade customers to make online product purchases [59].

4.3.4 Effect of Perceived Enjoyment on Impulsive Buying

The results of testing the fourth hypothesis, namely the effect of perceived pleasure on impulsive buying behavior, show a coefficient value of 0.719, a p-value of 0.000 <0.05, and a t-statistic of 15.814 > 1.960. These results indicate that Perceived Pleasure affects Impulse Buying Behavior. In line with [56], their research concluded that there is a positive influence of perceived enjoyment on online impulse buying at TikTok Shop. By increasing the pleasure felt by the audience when watching a live stream, consumers will pay more attention to the products offered; the more often they watch, the more they will increase the audience's trust in the products offered so that it can also increase impulse buying interest in the audience. Interest in the products on display is why live-streaming users are comfortable lingering to see them displayed according to what they like and will buy them even though the product will not be used later [60].

5.CONCLUSION

5.1 Conclusion

Based on the results of hypothesis testing in this study, it can be concluded that:

- 1) Convenience has a positive and significant effect on perceived enjoyment
- 2) Interactivity has a positive and significant effect on perceived enjoyment
- 3) Fun has a positive and significant effect on perceived enjoyment
- 4) Perceived pleasure has a positive and significant effect on impulse buying behavior

5.2 Implication

The study's results can be used to expand or change existing theories or to develop new theories that can better explain impulse buying behavior. In addition, managerially, this research can also help companies identify business opportunities in live-streaming shopping.

This study explains that the three variables, namely convenience, interactivity, and fun, affect the variable of consumer perceived enjoyment. Company managers can use all three to build consumer-perceived enjoyment. For example, to help increase consumer perceived enjoyment, marketers can focus on convenience by making buying and selling activities as short and straightforward as possible so that potential customers do not waste much of their time. Marketers can make consumers feel interactivity by explaining a product clearly and interestingly. In addition, marketers can also read and respond to comments from live-

streaming viewers to increase interactivity in live-streaming. Marketers can build excitement to create fun for consumers in viewing live streaming. Impulse buying is very profitable for sellers because it can result in an unexpected increase in sales and increase seller revenue significantly. Through the explanation above, business actors are expected to finalize further strategies and efforts in managing marketing through live-streaming shopping.

6. RECOMMENDATION

This study only considered the part related to psychological pleasure. However, the influence of this sense of pleasure on the desire for impulse shopping is very strong. However, other factors also influence the desire for impulse shopping. Therefore, future research could focus on other factors, such as arousal or dominance, which may play a role in the desire to impulse shop. This can help us better understand the whole picture. While this study has examined how stimulus factors can affect the sense of pleasure, we should also realize that there are many other stimulus factors to be found, especially since online marketing is a growing trend.

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