

Shopping Attributes and Low Price Appeal: The Role of Trust in Driving Impulse Buying on Shopee Live Streaming

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ABSTRACT

The rapid expansion of live-streaming commerce has transformed online shopping into an interactive and immersive experience that increasingly stimulates consumers' impulse buying behavior. Despite the growing popularity of Shopee Live in Indonesia, limited research has examined the mechanisms through which shopping attributes and promotional pricing influence impulse buying through trust formation. This study investigates the effects of shopping attributes and low price appeal on impulse buying and examines the mediating role of trust among Shopee Live users. A quantitative explanatory design was employed using a cross-sectional survey of 170 consumers who had previously purchased products through Shopee Live. Data were analyzed using Structural Equation Modeling (SEM) with AMOS, while additional construct assessments were conducted using SmartPLS 4. The findings indicate that shopping attributes significantly influence impulse buying ($\beta = 0.444$, $p < 0.001$), and low price appeal also has a positive effect on impulse buying ($\beta = 0.273$, $p = 0.050$). Low price appeal significantly influences trust ($\beta = 0.671$, $p = 0.002$), whereas the effect of shopping attributes on trust is not significant ($\beta = 0.063$, $p = 0.761$). Furthermore, trust positively affects impulse buying ($\beta = 0.293$, $p < 0.001$) and significantly mediates the relationship between low price appeal and impulse buying ($\beta = 0.267$, $p = 0.003$). However, trust does not mediate the relationship between shopping attributes and impulse buying ($\beta = 0.134$, $p = 0.060$). The proposed model explains 83.1% of the variance in impulse buying and 49.9% of the variance in trust. This study extends the Stimulus–Organism–Response framework by demonstrating that trust in live-streaming commerce is driven primarily by economic cues rather than experiential shopping attributes. The findings further reveal two distinct pathways underlying impulse buying behavior in Shopee Live: a direct experiential pathway and an economic-trust pathway, offering important theoretical and managerial implications for digital commerce platforms and online sellers.

Keywords: live-streaming commerce; shopping attributes; low price appeal; trust; impulse buying.

BACKGROUND

The rapid advancement of information technology and internet connectivity has fundamentally transformed consumer behavior and commercial interactions. The proliferation of digital technologies has accelerated the transition from conventional commerce to digital commerce, enabling businesses and consumers to engage in real-time and highly interactive transactions (Rasool Lakhani et al., 2021; Cambra-Fierro et al., 2021). One of the most significant developments in this transformation is live-streaming commerce (LSC), a form of e-commerce that integrates entertainment, social interaction, and online shopping into a single platform. Unlike traditional e-commerce, live-streaming commerce allows sellers and consumers to communicate directly through audiovisual content, creating a more immersive and engaging shopping experience. The adoption of live-streaming commerce increased considerably following the COVID-19 pandemic and has become one of the fastest-growing digital business models, particularly in Asian countries (Apasrawirote & Yawised, 2022).

Indonesia represents one of the most dynamic digital markets in Southeast Asia. According to the Digital 2025 Indonesia Report, the country has more than 212 million internet users, representing an internet penetration rate

of approximately 74.6% (DataReportal, 2025). More than 60% of Indonesian internet users make online purchases every month, reflecting the growing dependence on digital marketplaces and interactive shopping platforms (We Are Social, 2025). Within this ecosystem, Shopee has emerged as the leading e-commerce platform, accounting for approximately 54% of Indonesia's e-commerce market share (Momentum Works, 2025). A key innovation of the platform is Shopee Live, a live-streaming feature that enables sellers to demonstrate products and interact directly with consumers in real time. Through this feature, online shopping becomes an interactive and entertaining experience rather than merely a transactional activity. The combination of product demonstrations, social interactions, and real-time communication creates strong stimuli that may encourage consumers to make unplanned purchases (Zakiah, 2025).

Impulse buying refers to spontaneous and unplanned purchasing behavior triggered by external stimuli and emotional responses. In live-streaming environments, consumers are continuously exposed to persuasive cues such as product demonstrations, scarcity messages, and limited-time promotions, making impulse buying particularly prevalent (Chen & Lin, 2018). Previous studies have shown that live-streaming characteristics significantly influence consumer engagement and purchasing behavior (Wongkitrungrueng & Assarut, 2020). However, the mechanisms through which these stimuli translate into impulse buying remain insufficiently understood. One important stimulus is shopping attributes, which refer to characteristics that shape consumers' shopping experiences during live-streaming sessions, including interactivity, information quality, visual attractiveness, and real-time communication. These attributes enhance consumers' emotional involvement and encourage spontaneous purchasing behavior (Masitoh et al., 2024). Another important factor is low price appeal, reflected through discounts, vouchers, flash sales, and other promotional strategies. Attractive prices create perceptions of value and urgency, increasing the likelihood of immediate purchases (Sasongko & Artanti, 2024).

Besides these external stimuli, trust plays a crucial role in online purchasing decisions. Trust reduces consumers' perceptions of risk and increases confidence in sellers and product information, particularly in real-time shopping environments (Chandrruangphen et al., 2022). Consumers who trust sellers are more likely to make spontaneous purchases, suggesting that trust may serve as an important psychological mechanism linking marketing stimuli to impulse buying behavior.

Despite the growing body of research on impulse buying, several gaps remain. First, previous studies have generally examined shopping attributes, low price appeal, and trust independently rather than integrating these variables within a single framework. Second, empirical evidence concerning impulse buying in live-streaming commerce, particularly in emerging markets, remains limited. Third, the mediating role of trust in explaining how shopping attributes and low price appeal stimulate impulse buying on Shopee Live has received little attention. Therefore, this study proposes an integrated framework that examines the effects of shopping attributes and low price appeal on impulse buying through the mediating role of trust in the context of Shopee Live Streaming. The study contributes to the literature in three ways. First, it simultaneously incorporates experiential stimuli and economic stimuli to explain impulse buying behavior. Second, it positions trust as a mediating mechanism through which external stimuli influence purchasing decisions. Third, the study provides empirical evidence from Indonesia, one of the world's largest and fastest-growing live-streaming commerce markets. More importantly, the findings reveal that trust is driven primarily by economic cues rather than experiential shopping attributes, offering new insights into consumer behavior in live-streaming commerce.

Theoretical Background and Hypotheses Development

Stimulus–Organism–Response (S-O-R) Theory in Live Streaming Commerce

The present study is grounded in the Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian and Russell. The S-O-R theory explains that environmental stimuli influence an individual's internal psychological state, which subsequently determines behavioral responses. In digital commerce settings, external cues such as website characteristics, promotional strategies, and social interactions function as stimuli that shape consumers' emotions, perceptions, and purchase decisions. Recent studies have increasingly employed the S-O-R framework to explain consumer behavior in live-streaming commerce (Xu et al., 2023; Zhao et al., 2024). In the context of Shopee Live, shopping attributes and low price appeal can be viewed as external stimuli that shape

consumers' psychological responses, particularly trust, which eventually drives impulse buying behavior. The theory suggests that consumers do not respond directly to environmental cues; instead, their reactions are mediated by internal cognitive and affective mechanisms. This perspective is particularly relevant in live-streaming commerce because consumers are simultaneously exposed to multiple stimuli, including real-time communication, visual demonstrations, and limited-time promotions. These stimuli create a highly immersive shopping environment that may encourage spontaneous purchasing behavior.

Shopping Attributes and Impulse Buying

Shopping attributes refer to consumers' evaluations of various characteristics that shape the shopping experience during live-streaming sessions, including information quality, host interactivity, visual attractiveness, and responsiveness (Wongkitrungrueng & Assarut, 2020). Unlike traditional e-commerce, live-streaming commerce offers a richer and more interactive environment where consumers can communicate directly with sellers and receive immediate feedback. According to the S-O-R framework, shopping attributes function as environmental stimuli that generate emotional arousal and reduce cognitive deliberation, thereby increasing consumers' tendency to make unplanned purchases. Several studies have demonstrated that highly interactive and entertaining shopping environments significantly encourage impulse buying behavior (Sun et al., 2019; Zhang et al., 2023). However, some studies present conflicting evidence. For instance, Guo et al. (2023) found that information-rich environments may sometimes encourage more rational evaluation, thereby reducing impulsive tendencies. This inconsistency suggests that the influence of shopping attributes on impulse buying may vary depending on the context and the specific characteristics of live-streaming platforms. Despite these conflicting findings, the unique features of Shopee Live—such as real-time demonstrations, social interactions, and immediate purchasing mechanisms—are likely to increase consumers' emotional involvement and stimulate spontaneous purchases. Therefore, the following hypothesis is proposed:

H1: Shopping attributes significantly influence impulse buying among Shopee Live Streaming users.

Low Price Appeal and Impulse Buying

Low price appeal refers to consumers' perceptions that products are offered at attractive and economically beneficial prices through discounts, vouchers, flash sales, and limited-time promotions (Sasongko & Artanti, 2024). Price-related stimuli are among the most powerful drivers of consumer behavior because they create perceptions of value and urgency.

According to behavioral economics, consumers tend to react strongly to temporary price reductions because such promotions trigger the fear of missing out (FOMO) and increase the perceived opportunity cost of not purchasing immediately (Kukar-Kinney & Close, 2010). Within the S-O-R framework, low price appeal acts as an external stimulus that generates emotional excitement and encourages immediate purchase decisions. Several studies have reported a positive relationship between promotional pricing and impulse buying behavior in online shopping environments (Akram et al., 2018; Zheng et al., 2022). In live-streaming commerce, the impact of low-price strategies may become even stronger because price promotions are communicated in real time and often accompanied by scarcity messages. Nevertheless, some scholars argue that frequent discounting may eventually decrease consumers' perceived product quality and weaken purchasing intentions (Liu & Wang, 2022). This tension indicates that the relationship between low price appeal and impulse buying remains theoretically and empirically relevant. Therefore, the following hypothesis is proposed:

H2: Low price appeal significantly influences impulse buying among Shopee Live Streaming users.

Shopping Attributes and Trust

Trust refers to consumers' willingness to rely on sellers, platforms, and information provided during online transactions despite the existence of uncertainty and perceived risk (Gefen et al., 2003). In live-streaming commerce, shopping attributes play a crucial role in building trust because consumers can observe product demonstrations, communicate directly with sellers, and receive immediate responses to their inquiries. High-quality information and responsive interactions reduce information asymmetry and increase consumers'

confidence in the seller. Wongkitrungrueng and Assarut (2020) argue that live interactions facilitate relationship building and significantly enhance consumer trust. Similarly, Guo et al. (2023) found that interactivity and information quality positively influence trust formation in social commerce environments. However, the relationship is not always straightforward. Some studies suggest that excessive promotional content and overly persuasive selling techniques may create skepticism and reduce trust (Li et al., 2023). Such contradictory findings indicate the need for further empirical investigation, particularly in the context of Shopee Live. Therefore, the following hypothesis is proposed:

H3: Shopping attributes significantly influence trust among Shopee Live Streaming users.

Low Price Appeal and Trust

Price is not only an economic indicator but also an important informational cue that shapes consumers' perceptions and judgments (Dodds et al., 1991). Attractive prices and promotional offers may increase consumers' perceptions of value and encourage favorable evaluations of the seller. In live-streaming commerce, discounts and flash sales can create the perception that sellers genuinely provide beneficial opportunities, thereby strengthening trust. Recent studies have found that promotional incentives positively affect consumer trust in social commerce platforms (Zhao et al., 2024). Conversely, signaling theory suggests that excessively low prices may lead consumers to question product quality and seller credibility (Erdem & Swait, 2004). This creates an important theoretical tension regarding whether low prices build or undermine trust. Given the popularity of discount-based marketing strategies in Shopee Live and the platform's reputation for offering competitive prices, it is expected that consumers perceive promotional pricing positively. Therefore, the following hypothesis is proposed:

H4: Low price appeal significantly influences trust among Shopee Live Streaming users.

Trust and Impulse Buying

Trust has long been recognized as one of the most critical determinants of online consumer behavior because it reduces uncertainty and perceived transaction risk (Gefen et al., 2003). In highly dynamic environments such as live-streaming commerce, trust becomes even more important because purchasing decisions often occur rapidly and with limited information processing. According to the S-O-R framework, trust represents an internal psychological state that influences behavioral responses. Consumers who trust sellers and platforms are more likely to experience lower cognitive resistance and engage in spontaneous purchasing behavior. Recent studies indicate that trust positively influences consumers' purchase intentions and impulse buying in social commerce environments (Chandruangphen et al., 2022; Masitoh et al., 2024). However, other studies argue that trust may instead encourage more deliberate and rational purchasing decisions, thereby reducing impulsiveness (Luo et al., 2023). Despite these conflicting perspectives, the real-time and interactive nature of Shopee Live suggests that trust is likely to facilitate spontaneous purchasing behavior. Therefore, the following hypothesis is proposed:

H5: Trust significantly influences impulse buying among Shopee Live Streaming users.

The Mediating Role of Trust

The S-O-R framework proposes that consumers' responses to environmental stimuli are largely shaped by their internal psychological states. Accordingly, trust can serve as an important mechanism through which shopping attributes and low price appeal influence impulse buying behavior. Interactive shopping environments characterized by high information quality and real-time communication are likely to build trust, which subsequently increases consumers' willingness to make spontaneous purchases. Likewise, attractive promotional pricing may strengthen perceptions of value and credibility, thereby enhancing trust and encouraging impulse buying. Several studies have demonstrated that trust mediates the relationship between digital marketing stimuli and purchasing behavior (Chandruangphen et al., 2022; Wongkitrungrueng & Assarut, 2020). However, empirical evidence regarding the mediating role of trust in live-streaming commerce remains limited and fragmented. Addressing this gap is particularly important because previous studies generally examine direct

effects and pay limited attention to the psychological mechanisms underlying impulse buying in live-streaming environments. Therefore, the following hypotheses are proposed:

H6: Trust mediates the relationship between shopping attributes and impulse buying among Shopee Live Streaming users.

H7: Trust mediates the relationship between low price appeal and impulse buying among Shopee Live Streaming users.

CONCEPTUAL FRAMEWORK

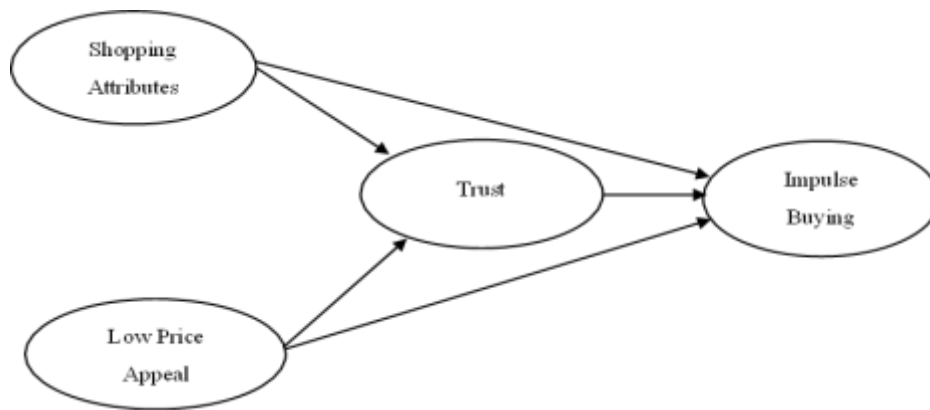


Figure 2.1. Research framework.

This framework extends the live-streaming commerce literature by integrating experiential and economic stimuli and by explaining the psychological mechanism through which these stimuli generate impulse buying behavior in Shopee Live Streaming.

RESEARCH METHOD

Research Design and Object

This study employed a quantitative and explanatory research design to investigate the causal relationships among shopping attributes, low price appeal, trust, and impulse buying in the context of live-streaming commerce. A cross-sectional survey approach was adopted to collect empirical data from consumers who actively use Shopee Live Streaming. The study is grounded in the Stimulus–Organism–Response (S-O-R) framework, where shopping attributes and low price appeal represent external stimuli, trust represents the internal psychological state, and impulse buying constitutes the behavioral response. The proposed conceptual model seeks to explain the mechanisms through which shopping experiences and promotional strategies influence spontaneous purchasing behavior. The research object focuses on consumers who have experience purchasing products through Shopee Live Streaming in Indonesia. Shopee Live was selected because it represents one of the largest and fastest-growing live-streaming commerce platforms in Southeast Asia and has become a dominant channel for digital shopping among Indonesian consumers.

Population and Sampling Technique

The target population of this study comprised Indonesian consumers aged 17 years and above who had purchased products through Shopee Live Streaming during the previous six months. This population was selected because these consumers possess sufficient experience to evaluate shopping attributes, promotional activities, trust formation, and impulse buying behavior in live-streaming environments. Since the exact number of Shopee Live users in Indonesia cannot be accurately determined, this study employed a non-probability sampling technique. Specifically, convenience sampling was utilized because respondents were selected based on their accessibility and willingness to participate in the survey. Convenience sampling is widely used in digital consumer behavior studies, particularly when the sampling frame is unknown and respondents are geographically dispersed (Hair et

al., 2022). To ensure data quality, respondents had to satisfy three screening criteria: (1) be at least 17 years old; (2) have watched Shopee Live at least once during the previous six months; and (3) have purchased products through Shopee Live at least once during the previous six months.

The final dataset consisted of 170 usable responses. According to Hair et al. (2022), covariance-based structural equation modeling generally requires a minimum sample size ranging from 150 to 200 observations for models with moderate complexity. Likewise, Kline (2023) recommends a sample exceeding 150 observations to ensure stable parameter estimates and reliable model fit statistics. Therefore, the sample size of 170 respondents was considered adequate for conducting Structural Equation Modeling (SEM) using AMOS. The questionnaire link was distributed through social media platforms and online communities related to e-commerce and digital shopping, including WhatsApp, Instagram, and Telegram groups.

Measurements and Data Collection Procedure

The survey instrument consisted of two sections. The first section captured respondents' demographic characteristics, including gender, age, educational background, and frequency of using Shopee Live. The second section measured the latent variables employed in the conceptual model. All measurement items were adapted from previously validated scales in the literature on live-streaming commerce, online trust, and impulse buying behavior. The questionnaire was translated into Indonesian using a back-translation procedure to ensure semantic equivalence and content validity. The constructs measured in this study included Shopping Attributes, Low Price Appeal, Trust & Impulse Buying.

All indicators were measured using a five-point Likert scale ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree").

Data collection was conducted online using Google Forms over a five-week period. The survey link was distributed through social media platforms, including WhatsApp, Instagram, Facebook, and Telegram communities related to online shopping and e-commerce activities. To comply with research ethics principles, an informed consent statement was provided on the first page of the questionnaire. Participation was entirely voluntary, and respondents were assured that all responses would remain anonymous and would be used solely for academic purposes.

Data Analysis Strategy

The empirical model was analyzed using Covariance-Based Structural Equation Modeling (CB-SEM) with IBM SPSS AMOS version 26. CB-SEM was selected because the primary objective of this study is theory testing and confirmation of the causal relationships proposed in the conceptual framework (Hair et al., 2022). The data analysis procedure was conducted in three stages.

Preliminary Data Screening

Prior to model estimation, the data were examined for missing values, outliers, normality, and multicollinearity. Univariate normality was assessed through skewness and kurtosis statistics, while multivariate normality was evaluated using the critical ratio of multivariate kurtosis.

Measurement Model Assessment

A Confirmatory Factor Analysis (CFA) was performed to evaluate the reliability and validity of the measurement model.

Table 3.1. Criteria for Assessing Measurement and Structural Models

Evaluation Aspect	Indicator	Recommended Threshold
Indicator Reliability	Standardized Factor Loading	> 0.50
Construct Reliability	Cronbach's Alpha	> 0.70

Discriminant Validity	HTMT	< 0.90
Model Fit	CMIN/DF	< 3.00
	GFI	> 0.90
	AGFI	> 0.90
	IFI	> 0.90
	TLI	> 0.90
	RMSEA	< 0.08
Explanatory Power	R ²	0.75 = substantial; 0.50 = moderate; 0.25 = weak

Structural Model Assessment and Hypothesis Testing

After obtaining a satisfactory measurement model, the structural model was estimated to test the proposed hypotheses. The explanatory power of the model was assessed using the coefficient of determination (R²) for the endogenous constructs of Trust and Impulse Buying. Direct effects were evaluated using standardized path coefficients, critical ratios (C.R.), and p-values. The mediating role of trust was examined using the bootstrapping procedure with 5,000 resamples and bias-corrected confidence intervals. Mediation effects were considered significant when the confidence intervals did not include zero. The analytical procedure enabled simultaneous examination of both direct and indirect relationships among the constructs and provided robust empirical evidence regarding the determinants of impulse buying behavior in Shopee Live Streaming.

RESULTS AND DISCUSSION

Respondent Profile

A total of 170 valid responses were collected and included in the analysis. Table 1 presents the demographic characteristics of the respondents. Female respondents constituted the majority of the sample (57.6%), while male respondents accounted for 42.4%. Regarding age distribution, most respondents were between 21 and 25 years old (52.9%), followed by those aged 26–30 years (23.5%). This finding indicates that Shopee Live users are predominantly young adults who belong to the digitally active generation and are highly engaged with online shopping platforms. In terms of educational background, respondents holding a bachelor's degree represented the largest proportion of the sample (41.2%), followed by those with senior high school qualifications (35.3%). Furthermore, half of the respondents reported engaging in online shopping activities between three and five times per month, indicating a relatively high level of familiarity with digital commerce and live-streaming shopping environments.

Table 4.1. Profile of Respondents

Characteristic	Category	Number	Percentage
Gender	Male	72	42.4%
	Female	98	57.6%
Age	< 20 years	25	14.7%
	21–25 years	90	52.9%
	26–30 years	40	23.5%
	> 30 years	15	8.9%
Educational Background	Senior High School / Vocational	60	35.3%
	Diploma	25	14.7%
	Bachelor (S1)	70	41.2%
	Master/Doctorate (S2/S3)	15	8.8%
Frequency of Online Shopping per Month	1–2 times	40	23.5%
	3–5 times	85	50.0%
	> 5 times	45	26.5%

Measurement Model Assessment

The measurement model was evaluated through confirmatory factor analysis (CFA) to ensure the reliability and validity of the constructs. The standardized factor loadings ranged from 0.526 to 0.800, exceeding the minimum acceptable threshold of 0.50 recommended by Hair et al. (2022). These results indicate that all indicators adequately represented their respective latent constructs.

Construct reliability was subsequently assessed using Cronbach's Alpha. As presented in Table 2, all constructs demonstrated satisfactory internal consistency, with Cronbach's Alpha values ranging from 0.816 to 0.917, exceeding the recommended threshold of 0.70.

Table 4.2. Reliability Assessment

Variables	Cronbach's alpha (standardized)	Cronbach's alpha (unstandardized)
Impulse Buying	0.903	0.897
Low Price Appeal	0.816	0.785
Shopping Attribute	0.917	0.916
Trust	0.872	0.872

Discriminant validity was assessed using the Heterotrait-Monotrait ratio (HTMT). Following the recommendation of Henseler et al. (2015), the threshold value of 0.90 was adopted. All HTMT values ranged from 0.740 to 0.894, indicating acceptable discriminant validity among the constructs.

Table 4.3. Discriminant Validity (HTMT)

Variables	Impulse Buying	Low Price Appeal	Shopping Attribute
Impulse Buying			
Low Price Appeal	0.867		
Shopping Attribute	0.876	0.894	
Trust	0.864	0.835	0.740

The explanatory power of the model was also examined through the coefficient of determination (R^2). The results indicate that shopping attributes and low price appeal jointly explained 49.9% of the variance in trust ($R^2 = 0.499$), representing a moderate explanatory power. Meanwhile, shopping attributes, low price appeal, and trust collectively explained 83.1% of the variance in impulse buying ($R^2 = 0.831$), indicating substantial explanatory power according to Hair et al. (2022).

Model Fit Assessment

The overall goodness-of-fit of the structural model was evaluated using several model fit indices. Following model respecification, all fit indices satisfied the recommended thresholds. The chi-square divided by degrees of freedom (CMIN/DF) decreased from 2.813 to 2.177, indicating an acceptable level of model fit. Similarly, the values of GFI, AGFI, IFI, and TLI all exceeded the recommended threshold of 0.90, while the RMSEA value declined to 0.069, which falls below the maximum acceptable value of 0.08. Collectively, these results suggest that the proposed structural model demonstrates a satisfactory fit with the observed data.

Table 4.4. Goodness-of-Fit Indices

Fit Indicators	Cut-off Value	Before Resification	After Resification
CMIN/DF (χ^2/df)	≤ 3	2.813	2.177
GFI (Goodness of Fit Index)	≥ 0.90	0.738	0.908
AGFI (Adjusted GFI)	≥ 0.90	0.697	0.906
IFI (Incremental Fit Index)	≥ 0.90	0.840	0.909

TLI (Tucker-Lewis Index)	≥ 0.90 (ideal ≥ 0.95)	0.825	0.906
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08	0.086	0.069

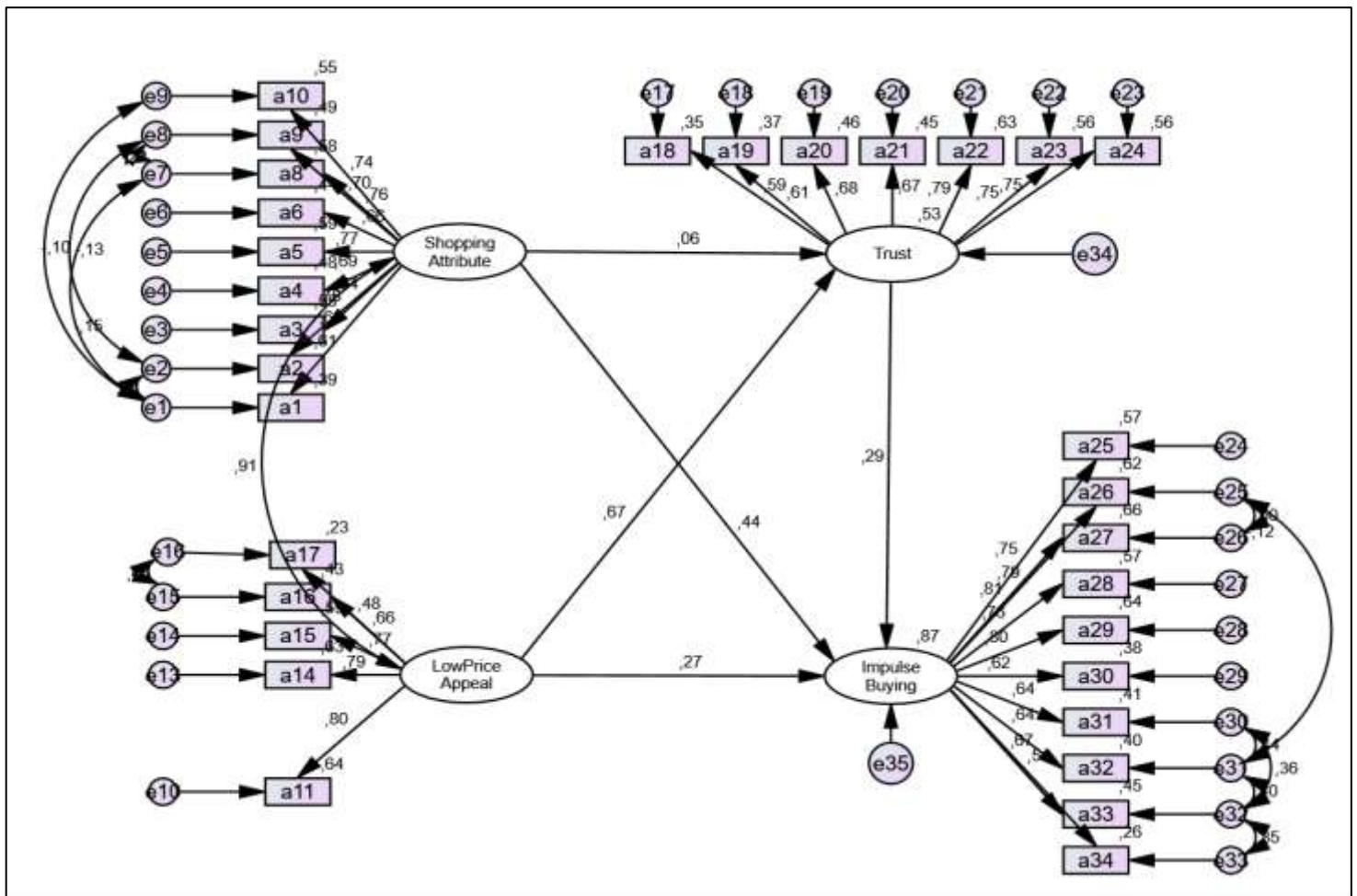


Figure 4.1. Final Structural Equation Model

Structural Model and Hypothesis Testing

The structural relationships among the constructs were assessed using Structural Equation Modeling (SEM) with maximum likelihood estimation. Table 5 summarizes the results of the direct effect analysis. The results indicate that shopping attributes have a positive and significant effect on impulse buying ($\beta = 0.444$, $p < 0.001$), supporting H1. This finding suggests that interactive shopping experiences, high-quality information, and engaging communication during Shopee Live sessions encourage consumers to make spontaneous purchasing decisions. Low price appeal also positively influences impulse buying ($\beta = 0.273$, $p = 0.050$), supporting H2. The result implies that discounts, flash sales, and promotional pricing strategies stimulate consumers' urgency to purchase products immediately.

Contrary to expectations, shopping attributes do not significantly influence trust ($\beta = 0.063$, $p = 0.761$). Therefore, H3 is not supported. This finding suggests that although consumers appreciate interactive shopping experiences, such experiences alone are insufficient to establish trust toward sellers or products in live-streaming environments. In contrast, low price appeal significantly influences trust ($\beta = 0.671$, $p = 0.002$), supporting H4. This result indicates that attractive prices and promotional offers increase consumers' confidence and positive evaluations toward sellers. Furthermore, trust positively affects impulse buying ($\beta = 0.293$, $p < 0.001$), supporting H5. Consumers who trust sellers and product information are more likely to engage in spontaneous purchases during live-streaming sessions.

Table 4.5. Structural Model and Hypothesis Testing

Dependent		Independent	Estimate	S.E.	C.R.	P	Beta
Trust	<---	Shopping_Attribute	,068	,223	,304	,761	,063
Trust	<---	LowPrice_Appeal	,484	,160	3,025	,002	,671
Impulse_Buying	<---	Shopping_Attribute	,590	,178	3,309	***	,444
Impulse_Buying	<---	LowPrice_Appeal	,244	,129	1,890	,050	,273
Impulse_Buying	<---	Trust	,362	,082	4,401	***	,293

Mediation Analysis

The mediating role of trust was examined using bootstrapping procedures. As shown in Table 6, the indirect effect of low price appeal on impulse buying through trust is positive and statistically significant ($\beta = 0.267$, $p = 0.003$). Therefore, H7 is supported. However, the indirect effect of shopping attributes on impulse buying through trust is not statistically significant ($\beta = 0.134$, $p = 0.060$). Thus, H6 is not supported.

Table 4.6. Indirect Effects and Mediation Analysis

Hypotheses	Original sample (O)	Sample mean (M)	Standard deviation	T statistics	P values
Low Price Appeal -> Trust -> Impulse Buying	0.267	0.262	0.089	3.004	0.003
Shopping Attribute -> Trust -> Impulse Buying	0.134	0.142	0.071	1.882	0.060

DISCUSSION

The findings demonstrate that shopping attributes significantly influence impulse buying behavior in Shopee Live. This result supports the Stimulus–Organism–Response (S-O-R) framework, which argues that environmental stimuli can directly trigger behavioral responses. The finding is consistent with the studies of Sun et al. (2019) and Zhang et al. (2023), who reported that highly interactive live-streaming environments encourage spontaneous purchasing behavior. Similarly, low price appeal significantly stimulates impulse buying. The result confirms previous findings suggesting that discounts and time-limited promotions create a sense of urgency and fear of missing out, leading consumers to make immediate purchasing decisions (Kukar-Kinney & Close, 2010; Zheng et al., 2022).

A notable finding of this study is that shopping attributes do not significantly influence trust. This result contradicts the arguments of Wongkitrungrueng and Assarut (2020), who suggested that interactivity and communication in live-streaming environments facilitate trust formation. One possible explanation for this divergence lies in the specific characteristics of Indonesian consumers and the current maturity of the local live-streaming market. As live commerce platforms (e.g., Shopee Live, TikTok Shop) have become ubiquitous in Indonesia, the format has shifted from a novel, relational experience to a highly transactional one. Streamers frequently employ standardized, high-pressure sales tactics or scripted entertainment. Consequently, Indonesian consumers—who have grown increasingly savvy—may perceive these interactive shopping attributes as mere sales gimmicks rather than genuine markers of seller credibility. Furthermore, live-streaming consumption in Indonesia is heavily driven by "promo-hunting" behavior, where viewers engage primarily to capture time-sensitive vouchers and flash-sale deals. Because of this pragmatic approach, consumers no longer rely on the interactivity of the stream to establish trust; instead, they depend on more objective risk-mitigation indicators, such as platform guarantees, product ratings, and previous customer reviews. This context also clarifies why, conversely, low price appeal exerts a substantial influence on trust. This finding suggests that consumers perceive attractive pricing strategies—often accessed through live-stream exclusive deals—as indicators of value and fairness, thereby increasing their confidence in sellers. The result supports the argument that tangible economic

incentives play a far more critical role than interactive shopping attributes in trust formation within the contemporary Indonesian online shopping environment.

Finally, trust significantly influences impulse buying and mediates the relationship between low price appeal and impulse buying. However, trust does not mediate the relationship between shopping attributes and impulse buying. This finding indicates that consumers' impulsive purchases on Shopee Live are driven more strongly by economic considerations than by experiential shopping characteristics. Overall, the findings extend the literature on live-streaming commerce by demonstrating that trust functions as a selective mediator. While attractive pricing strategies influence impulse buying both directly and indirectly through trust, shopping attributes influence impulse buying primarily through a direct mechanism without involving trust formation. The following table presented summary of hypothesis both direct and indirect effect.

Table 4.7. Summary of Hypotheses Testing

Hypothesis	Relationship	β	p-value	Decision
H1	Shopping Attributes $\rightarrow$ Impulse Buying	0.444	<0.001	Supported
H2	Low Price Appeal $\rightarrow$ Impulse Buying	0.273	0.050	Supported
H3	Shopping Attributes $\rightarrow$ Trust	0.063	0.761	Not Supported
H4	Low Price Appeal $\rightarrow$ Trust	0.671	0.002	Supported
H5	Trust $\rightarrow$ Impulse Buying	0.293	<0.001	Supported
H6	Shopping Attributes $\rightarrow$ Trust $\rightarrow$ Impulse Buying	0.134	0.060	Not Supported
H7	Low Price Appeal $\rightarrow$ Trust $\rightarrow$ Impulse Buying	0.267	0.003	Supported

CONCLUSION

One of the most notable findings of this study is that shopping attributes do not significantly influence trust, whereas low price appeal emerges as a strong antecedent of trust formation. This finding suggests that, within the context of Shopee Live in Indonesia, consumers place greater emphasis on economic value and promotional attractiveness than on interactive shopping experiences when developing trust toward sellers. Therefore, trust in live-streaming commerce may be driven more by value-based considerations than by experiential characteristics. This study extends the Stimulus–Organism–Response framework by demonstrating that not all environmental stimuli contribute equally to the formation of trust. While previous studies generally emphasize the role of interactivity and shopping experience in building trust, the present findings indicate that economic stimuli, particularly low price appeal, play a more dominant role in shaping trust in emerging digital markets such as Indonesia.

LIMITATIONS AND FUTURE RESEARCH

Despite providing valuable insights into live-streaming commerce, this study acknowledges several limitations that present opportunities for future research. The current findings are drawn from a relatively modest sample of 170 consumers and are specifically confined to a single platform (Shopee Live) in Indonesia. To enhance the generalizability of these findings, future studies should utilize larger, more diverse samples and expand the scope to include multiple live-streaming platforms. Furthermore, conducting comparative research across different countries or specific age groups could illuminate cultural and generational nuances in interactive shopping behaviors. Finally, to develop a more robust understanding of the mechanisms driving trust and impulse buying, subsequent research should incorporate relevant control variables—such as consumers' prior buying experience, specific product types, and overall platform reputation—into the structural models.

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