



## The role of the S-O-R model in explaining impulsive buying in social commerce in Indonesia

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i></p> <p>Received Jul 10, 2025 Revised Jul 25, 2025 Accepted Aug 06, 2025</p> <hr/> <p><i>Keywords:</i></p> <p>Ease of Shopping; Impulsive buying; S-O-R Model; Short Video Attractiveness; Social Commerce.</p>	<p>The swift rise of social commerce in Indonesia, particularly through video-centric features like TikTok Shop and Shopee Video, has significantly transformed consumer behavior and increased impulsive buying. This study aims to examine how short video attractiveness and shopping convenience (stimuli) affect perceived usefulness (organism) and lead to impulsive buying (response) using the Stimulus-Organism-Response (S-O-R) framework. The research contributes by providing new insights into the psychological mechanisms that drive impulsive behavior in Indonesia's growing social commerce sector. A quantitative approach was applied, involving a survey of 101 social commerce users familiar with short video shopping cart features. Path analysis was used to test the proposed relationships. The results reveal that both short video attractiveness and shopping convenience significantly increase perceived usefulness. In turn, perceived usefulness strongly influences impulsive buying. Additionally, both stimuli were found to have direct effects on impulsive buying. Perceived usefulness acts as a partial mediator, explaining a meaningful portion of the influence of the stimuli on the buying response. These findings highlight that engaging content and seamless shopping experiences are key factors in encouraging impulsive behavior in Indonesia's social commerce environment. This study offers practical guidance for marketers and platform designers aiming to boost consumer engagement and digital sales.</p> <p><i>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license.</i></p>



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## 1. INTRODUCTION

The rapid proliferation of social commerce in Indonesia has significantly altered consumer shopping behavior, particularly with the integration of video-based purchasing features such as TikTok Shop and Shopee Video (Trinoviana, 2022; Syaharani, 2023). These platforms merge entertainment and retail, enabling users to shop directly from engaging video content without leaving the page, a shift that amplifies the potential for

impulsive buying behavior (Azad Moghddam et al., 2024; Li et al., 2022). Unlike conventional e-commerce, which primarily emphasizes rational decision-making, short-video platforms leverage visual stimuli, personalization algorithms, and emotional cues to encourage spontaneous purchases (Pellegrino et al., 2022). This evolving digital landscape underscores the importance of understanding how new interactive formats influence unplanned purchasing, particularly in markets like Indonesia where social commerce adoption is rapidly growing.

The core problem lies in the increasing prevalence of impulsive buying on short-video social commerce platforms in Indonesia, driven by their unique characteristics. While these platforms offer unprecedented convenience, they also present a challenge in understanding the specific triggers that lead consumers to make unplanned, potentially regrettable purchases. The seamless transition from entertainment to instant transactions, often fueled by engaging content and simplified buying processes (Ngo et al., 2024; Xue et al., 2024), highlights a critical gap in comprehending the underlying mechanisms of consumer decision-making in this dynamic environment (Liu & Wang, 2023; Zhang et al., 2024).

Understanding these triggers is paramount for several reasons. For consumers, heightened awareness of the factors driving impulsive purchases can foster more mindful shopping habits. For businesses, optimizing strategies responsibly to leverage these platforms for sales while promoting sustainable consumption is crucial. Furthermore, for policymakers, timely insights are needed to potentially develop frameworks that ensure a healthier social commerce ecosystem in Indonesia. The rapid adoption and unique behavioral shifts observed in this market underscore the immediate need for this research (Wilson et al., 2024).

Despite the increasing prominence of video-based commerce, the body of research specifically examining impulsive buying in short-video platforms remains notably underdeveloped (Meng et al., 2024; Qu et al., 2023). Existing studies primarily focus on structured e-commerce and live streaming settings, often overlooking the distinct characteristics of short-video platforms, such as their rapid pacing, high emotional intensity, and visually immersive content (Djafarova & Bowes, 2021; Huo et al., 2023; Y. Li et al., 2025). For instance, while Meng et al. (2024) explored factors influencing impulsive buying in short-form video, their work did not deeply explore the specific mechanisms of "ease of shopping" or "perceived usefulness" in driving these impulses. Similarly, Qu et al. (2023) focused more on engagement and intentions rather than the direct occurrence of impulsive buying triggered by distinct video attributes. Addressing this gap is vital, as these specific platform attributes may trigger unique consumer reactions, potentially leading to impulsive buying behavior that differs significantly from those observed in traditional e-commerce or even live streaming contexts (Li et al., 2022). Moreover, the influence of cultural nuances and diverse digital consumption behaviors prevalent in Indonesia, while not the primary focus of this study's direct variables, warrant consideration for future research to provide a more comprehensive understanding of impulsive buying in this context.

This study uniquely aims to fill these gaps by providing an in-depth exploration of how short video attractiveness, ease of shopping, and perceived usefulness specifically influence impulsive buying behavior within the burgeoning short-video social commerce landscape of Indonesia. While prior research has touched upon elements of online impulse buying (Lee & Chen, 2021; Verplanken & Herabadi, 2001), this study's focused examination of the distinct features of short-video platforms (like TikTok Shop and Shopee Video) within the Indonesian context offers novel empirical evidence (Kim et al., 2025). It seeks to dissect the nuanced interplay of these factors, which is often overlooked in broader e-commerce studies. The concept of perceived usefulness, as defined by Davis (1989), is central to this exploration, as its role in simplifying

purchasing and fostering positive attitudes (Shabira et al., 2025; Wu et al., 2021) is a key mechanism.

The phenomenon observed in Indonesia's social commerce landscape reveals a rapid acceleration of consumer purchases directly linked to short-video content. However, this convenience also raises questions about consumer control and the potential for excessive or regrettable purchases. Anecdotal evidence and market reports suggest a significant rise in spontaneous buying decisions facilitated by integrated shopping features, creating a dynamic where entertainment seamlessly transitions into instant transactions. Understanding the triggers behind this impulsive behavior is crucial for both consumers, who can become more aware of their purchasing habits, and businesses, who need to optimize their strategies responsibly. The urgency of this research lies in its potential to provide timely insights for marketers, platform developers, and policymakers to foster a healthier and more sustainable social commerce ecosystem in Indonesia.

To investigate these relationships, this study applies the Stimulus-Organism-Response (S-O-R) framework by Mehrabian and Russell (1974). This robust psychological model explains how external stimuli (S) influence internal cognitive and emotional states (O), which then lead to observable behavioral responses (R). In this context, short video attractiveness and ease of shopping are conceptualized as external stimuli (S) that impact consumers' perceived usefulness (O), ultimately leading to impulsive buying behavior (R). While Lee and Chen (2021) successfully applied the S-O-R framework to examine how visual stimuli can trigger impulsive buying behavior through emotional and cognitive evaluations, its application specifically within the fast-paced, highly visual short-video social commerce context in Southeast Asia, particularly Indonesia, remains underexplored (Luo et al., 2025; Păuceanu et al., 2023). This study extends the S-O-R framework to bridge this theoretical gap and offers practical insights for marketers aiming to boost user engagement and conversions on social commerce platforms.

## 2. Methods

This study adopts a quantitative approach, aiming to test specific hypotheses and examine causal and correlational relationships between clearly defined variables using measurable data. This method is appropriate as it allows statistical analysis to determine the strength and direction of relationships, further justified by its emphasis on empirically measurable constructs objectively evaluated through structured survey instruments. Employing the Stimulus-Organism-Response (S-O-R) framework by Mehrabian and Russell (1974) for assessing behavioral responses based on specific stimuli provides the necessary structure for model testing and generalizing findings to social commerce users in Indonesia. This study focuses on four main constructs, which are defined as follows: Short Video Attractiveness (X1) as the stimulus, Ease of Shopping (X2) as another stimulus, and Perceived Usefulness (M) as the organism, which ultimately influences the urge for Impulsive Buying (Y) as the response.

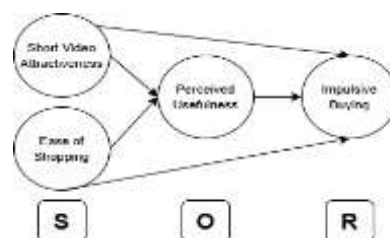


Figure 1. Conceptual Framework

The research population consists of individuals residing in Indonesia who are active users of social commerce platforms and have utilized the in-video shopping cart feature for a purchase. A purposive sampling method was employed to select respondents with direct experience relevant to the research topic. The specific inclusion criteria were: (1) an active user interacting with embedded short video content on social commerce platforms (e.g., TikTok Shop, Shopee Video), (2) having made at least one purchase directly through this feature within the past six months, and (3) being a resident of Indonesia. Data was collected from a total of 101 respondents via an online survey distributed through social media and online communities. To ensure data quality and validity, a logical filter was implemented at the beginning of the questionnaire to screen out respondents who did not meet the specified criteria, thereby confirming that all participants had the necessary experience.

The survey instrument was adapted from established, validated scales used in previous academic literature. Specifically, the scales for Impulsive Buying and several items for Short Video Attractiveness, Ease of Shopping, and Perceived Usefulness were based on the work of Lee & Chen (2021). Other key sources included Lu Meng et al. (2024) for Short Video Attractiveness and Wu et al. (2021) for Perceived Usefulness. The questionnaire employed a 5-point Likert scale to facilitate clear and efficient responses, where 1 represented strongly disagree and 5 represented strongly agree.

The main analytical method used in this study was path analysis, an advanced statistical technique capable of simultaneously analyzing both direct and indirect relationships between variables in a conceptual framework (Sugiyono, 2020). This technique is particularly suitable for testing the mediation hypotheses derived from the S-O-R framework. Prior to the path analysis, a series of preliminary tests were conducted to ensure data quality and confirm the suitability of the data for multivariate analysis. These tests included assessments for reliability (using Cronbach's Alpha), validity (through Exploratory Factor Analysis or Confirmatory Factor Analysis), and normality. While a sample size of 101 is considered moderate, it falls within the acceptable range for path analysis models with a limited number of constructs (e.g., four constructs and a mediation relationship), as suggested by guidelines such as those from Field (2018). The robustness of our findings, therefore, relies on these careful preliminary checks and the specific structure of the model.

### 3. RESULTS AND DISCUSSIONS

#### 3.1. Demographic Characteristic

This study involved 101 respondents, with the final number of valid and usable responses obtained after the data collection period. The sample's gender distribution showed a slight majority of females (54.5%) compared to males (45.5%). Regarding age, the largest group was 18–25 years old (74.3%), followed by those aged 26–35 years old (19.8%). Individuals under 18 years old and over 35 years old constituted smaller proportions, at 5.0% and 1.0% respectively. In terms of employment status, students formed the largest segment at 62.4%, followed by private sector employees (26.7%), entrepreneurs (5.9%), civil servants (4.0%), and unemployed individuals (1.0%). For monthly income, the largest group (46.5%) reported earnings between Rp1,100,000 – Rp3,000,000. Other income brackets included less than Rp1,000,000 (29.7%), Rp3,100,000 – Rp5,000,000 (14.9%), Rp5,100,000 – Rp10,000,000 (6.9%), and finally, above Rp10,100,000 (2.0%).

Table 1. Demographic Characteristics

Profile	n	%
<i>Gender</i>		
Male	46	45.5
Female	55	54.5
<b>Total</b>	<b>101</b>	<b>100</b>
<i>Age</i>		
<18 years old	5	5.0
18 - 25 years old	75	74.3
26 - 35 years old	20	19.8
> 35 years old	1	1.0
<b>Total</b>	<b>101</b>	<b>100</b>
<i>Employment Status</i>		
Student	63	62.4
Private Sector Employee	27	26.7
Civil Servant	4	4.0
Entrepreneur	6	5.9
Unemployed	1	1.0
<b>Total</b>	<b>101</b>	<b>100</b>
<i>Income per month</i>		
< Rp1.000.000	30	29.7
Rp1.100.000 - Rp3.000.000	47	46.5
Rp3.100.000 - Rp5.000.000	15	14.9
Rp5.100.000 - Rp10.000.000	7	6.9
>Rp10.100.000	2	2.0
<b>Total</b>	<b>101</b>	<b>100</b>

### 3.2. Validity and Reliability

SPSS statistical software was utilized to evaluate the construct validity and reliability of the measurement instrument. To ensure the measurement instruments accurately captured the intended constructs, validity assessments were conducted. Examination of Pearson correlation coefficients for each survey item against its respective variable (Table 2) confirmed their suitability; all individual item correlations consistently surpassed the established critical r-table value (e.g., approximately 0.195 for N=101, df=99,  $\alpha=0.05$ ). Concurrently, reliability evaluations were performed to gauge the internal consistency and dependability of the scales. Employing a Cronbach's Alpha coefficient with a widely accepted threshold of 0.6, all variables (SVA = 0.779, ES = 0.834, PU = 0.816, IB = 0.813) displayed values exceeding this criterion, affirming their robust reliability for the study.

Table 2. Pearson Correlation Output

#	Variable	Items	Correlation	Cronbach's Alpha
1.	Short Video Attractiveness	SVA1	.841	.779
		SVA2	.785	
		SVA3	.653	
		SVA4	.672	
		SVA5	.680	
2.	Ease of Shopping	ES1	.726	.834
		ES2	.764	
		ES3	.788	
		ES4	.769	
		ES5	.769	
3.	Perceived Usefulness	PU1	.784	.816
		PU2	.791	
		PU3	.723	
		PU4	.672	
		PU5	.824	
4.	Impulsive Buying	IB1	.701	.813

IB2	.764
IB3	.687
IB4	.795
IB5	.857

### 3.3. Normality Test

Prior to regression analysis, a normality test was executed to verify if the sample data conformed to a normal distribution, a fundamental assumption for various statistical procedures. The Kolmogorov-Smirnov test results showed an Asymp. Sig. (2-tailed) value of 0.200. Given that this value was greater than the conventional significance level of 0.05, the data's distribution was confirmed as normal by satisfying the normality assumption for the subsequent analysis.

Table 3. One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			101
Normal Parameters <sup>a,b</sup>			
Mean			.0000000
Std. Deviation			1.20353619
Most Extreme Differences	Extreme	Absolute	.059
		Positive	.052
		Negative	-.059
		Test Statistic	.059
Asymp. Sig. (2-tailed)			.200 <sup>c,d</sup>

### 3.4. Multicollinearity Test

The multicollinearity test was undertaken to ascertain the extent of linear correlation among the independent variables, a condition that could potentially inflate standard errors in regression. As presented in Table 4, the Variance Inflation Factor (VIF) values for all independent variables, SVA (2.554), ES (2.415), and PU (3.116) remained considerably below the critical threshold of 10. Correspondingly, their tolerance values (SVA=0.392, ES=0.414, PU=0.321) were all above 0.1 (Sugiyono, 2020). These diagnostics collectively confirmed the absence of problematic multicollinearity, ensuring the stability of the regression coefficients.

Table 4. Linear Regression Analysis Output

Model		Standardized Coefficients			Collinearity Statistics Tolerance	VIF
		Beta	t	Sig.		
1	(Constant)		0.754	.453		
	SVA	.298	3.960	.000	.392	2.554
	ES	.174	2.381	.019	.414	2.415
	PU	.494	5.951	.000	.321	3.116

### 3.5. Autocorrelation Test

To detect any serial correlation among the residuals, an autocorrelation test was conducted. The Durbin-Watson statistic, as shown in Table 5, was 2.232. This value falls squarely within the generally accepted range of 1.5 to 2.5, indicating no evidence of autocorrelation in the model's residuals (Sugiyono, 2020). Consequently, the data was deemed appropriate for regression analysis without concerns of correlated errors.

Table 5. Durbin-Watson Test Output

Model	Std. Error of the Estimate	Durbin-Watson
1	1.222	2.232

### 3.6. Heteroscedasticity Test

The heteroscedasticity test was performed to examine whether the error variance of the residuals was constant across all levels of the independent variables. Utilizing the Glejser test with a significance threshold of 0.05 (Sugiyono, 2020), the results in **Table 6** revealed that the Sig. values for Short Video Attractiveness (0.055) and Perceived Usefulness (0.668) were above this threshold, indicating homoscedasticity for these relationships. However, the Sig. value for Ease of Shopping (0.045) was marginally below 0.05, suggesting a potential indication of heteroscedasticity specifically associated with this variable.

Table 6. Linear Regression Analysis of Residuals Output

Model		Standardized Coefficients Beta	t	Sig.
1	(Constant)		2.027	.045
	SVA	-.305	-1.943	.055
	ES	.310	2.035	.045
	PU	-.074	-0.430	.668

### 3.7. F Test

The F-test serves to assess the overall statistical significance of the regression model, determining if the collective set of independent variables significantly explains the variance in the dependent variable. Based on Table 7, the F-statistic yielded a Sig. value of 0.000, which is substantially lower than the 0.05 significance level (Sugiyono, 2020). This outcome unequivocally demonstrates that Short Video Attractiveness, Ease of Shopping, and Perceived Usefulness collectively exert a significant influence on Impulsive Buying.

Table 7. Linear Regression Output for F Test  
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	530.635	3	176.878	118.448	.000b
	Residual	144.850	97	1.493		
	Total	675.485	100			

### 3.8. T Test

The T-test was employed to ascertain the individual statistical significance and direction of the relationship between each independent variable and the dependent variable. Adhering to a 0.05 significance threshold (Sugiyono, 2020), the results presented in Table 8 indicate that all proposed independent variables individually contributed significantly to the prediction of Impulsive Buying.

Table 8. Linear Regression Output For T Test  
Coefficients

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0.842	1.117		0.754	.453
	SVA	.306	.077	.298	3.960	.000
	ES	.209	.088	.174	2.381	.019
	PU	.511	.086	.494	5.951	.000

### 3.9. R<sup>2</sup> Test

To quantify the proportion of variance in the dependent variable explained by the independent variables, the R-squared test was performed. As depicted in **Table 9**, the

model achieved an R-squared value of 0.786. This suggests that 78.6% of the variability in Impulsive Buying can be accounted for by the combined effects of Short Video Attractiveness, Ease of Shopping, and Perceived Usefulness. The adjusted R-squared value of 0.786 further supports the model's substantial explanatory power.

Table 9. R Square Value

R Square	Adjusted R Square
.786	.786

To measure how well the independent variables explain the variation in impulsive buying, the R-squared test was conducted. As shown in Table 9, the model achieved an  $R^2$  value of 0.786, indicating that 78.6% of the variance in impulsive buying behavior can be explained by Short Video Attractiveness (SVA), Ease of Shopping (ES), and Perceived Usefulness (PU). The adjusted  $R^2$  value was also 0.786, confirming the model's strong explanatory power and stability. Additionally, hypothesis testing was conducted using Baron and Kenny's (1986) mediation framework. All t-values exceeded the critical value of 1.984 ( $\alpha = 0.05$ ,  $df = 97$ ), and p-values were below 0.05, confirming the statistical significance of all hypothesized relationships (H1–H5). Table 10 presents the direct and mediating effects among variables. SVA had a significant direct effect on IB (H4,  $\beta = 0.298$ ,  $p = 0.000$ ), while its indirect effect via PU ( $\beta = 0.234$ ) was weaker, suggesting that PU does not mediate the SVA–IB relationship (H6: Unmediated). In contrast, ES showed both a direct effect on IB (H5,  $\beta = 0.174$ ,  $p = 0.019$ ) and an indirect effect through PU ( $\beta = 0.210$ ), indicating partial mediation (H7: Mediated).

Table 10. Direct and Indirect Relationships Between Variables

#	Relationship	Hypothesis	Standardized Beta ( $\beta$ )	t	Sig.	Decision
1	SVA > PU	H1	0.474	6.090	0,000	Supported
2	ES > PU	H2	0.425	5.454	0,000	Supported
3	PU > IB	H3	0.494	5.951	0,000	Supported
4	SVA > IB	H4	0.298	3.960	0,000	Supported
5	ES > IB	H5	0.174	2.381	0,019	Supported

## Mediation Effect

#	Relationship	Hypothesis	Standardized Coefficient Beta	Decision
1	SVA > PU > IB	H6	0,234	Unmediated
2	ES > PU > IB	H7	0,210	Mediated

## 3.10. Discussion

This study offers valuable insight into impulsive buying behavior in social commerce among young Indonesian consumers. While prior research has explored various aspects of impulsive buying, a clear gap exists in understanding the combined impact of specific social commerce features like short video attractiveness and ease of shopping, and their interplay with perceived usefulness in driving impulsive purchases within this demographic and context. Our research addresses this by applying the S-O-R framework, making a novel contribution by revealing how these stimuli uniquely influence impulsive buying both directly and indirectly through perceived usefulness.

Our findings confirm that both Short Video Attractiveness (SVA) and Ease of Shopping (ES) significantly impact Perceived Usefulness (PU), which in turn drives Impulsive Buying (IB). SVA positively influences PU (H1,  $\beta = 0.474$ ), as engaging videos enhance perceived utility. Similarly, ES positively affects PU (H2,  $\beta = 0.425$ ), with seamless shopping processes boosting usefulness. PU itself strongly predicts impulsive buying (H3,  $\beta = 0.494$ ), indicating that helpful features lead to more unplanned purchases. Additionally, both SVA (H4,  $\beta = 0.298$ ) and ES (H5,  $\beta = 0.174$ ) directly influence IB, confirming that emotional appeal and ease of access can trigger impulse buying without extensive cognitive processing. The mediation analysis provided nuanced



insights, further enriching our understanding. PU does not mediate the relationship between SVA and IB, suggesting SVA can directly prompt impulsive actions via sensory and emotional stimuli. Conversely, PU partially mediates the ES-IB relationship. This implies that while ease of use directly encourages impulsivity, its effect is strengthened when users perceive the platform as useful. These findings emphasize a dual pathway of impulsive behavior: one driven by direct emotional/behavioral responses and another moderated by cognitive evaluation.

The results of this study are largely consistent with existing literature on impulsive buying, yet they provide a unique contribution within the context of video-based social commerce. The significant positive effects of Short Video Attractiveness and Ease of Shopping on Impulsive Buying align with prior work by Pellegrino et al. (2022) and Li et al. (2022). Our findings also confirm that Perceived Usefulness is a crucial internal state, a central tenet of the S-O-R framework, which is supported by research from Wu et al. (2021) and Lee & Chen (2021). The core novelty, however, lies in the mediation analysis, which revealed a dual pathway of impulsive behavior in this environment, a direct one and a cognitively mediated one. This finding helps fill a research gap identified by Meng et al. (2024) and Qu et al. (2023).

The demographic profile of our sample, which is predominantly young (18-25) with a high proportion of students and a large segment of low-to-moderate income earners, is crucial for interpreting these findings. The strong effects of Short Video Attractiveness on impulsive behavior are likely amplified by this demographic's high engagement and emotional responsiveness to immersive digital content (Trinoviana, 2022). Furthermore, the convenience and allure of short-video commerce seem to drive purchases even among those with tight budget constraints, highlighting a potential risk of excessive or regrettable spending for this vulnerable group. While this study's quantitative analysis does not directly test for demographic moderators, these strong effects underscore the need for future research to explore how age, income, and student status might amplify or moderate the relationships between social commerce stimuli and impulsive buying behavior.

For marketers, this highlights the importance of not just visually compelling content but also functionally user-friendly shopping experiences that foster perceived value. The high  $R^2$  value (0.786) further confirms the model's robustness. In summary, this study demonstrates that impulsive buying is significantly shaped by the interplay of short video attractiveness, ease of shopping, and perceived usefulness, offering crucial insights for platforms and brands aiming to enhance user engagement and purchase behavior in digital commerce.

#### 4. CONCLUSION

This study aimed to investigate the factors influencing impulsive buying behavior in Indonesia's social commerce landscape using the Stimulus-Organism-Response (S-O-R) framework. The results successfully demonstrate how external stimuli (specifically short video attractiveness and ease of shopping) interact with internal cognitive evaluations, particularly perceived usefulness, to trigger impulsive purchasing. These findings confirm the framework's relevance and applicability in the dynamic context of short video commerce, as introduced at the outset of this study. By establishing both direct and mediated effects, the research contributes to a more nuanced understanding of how digital stimuli can lead to spontaneous consumer behavior. Theoretically, it expands the scope of the S-O-R model within digital marketing studies, while practically, it offers actionable insights for marketers and platform designers to create emotionally resonant content and frictionless shopping experiences. Furthermore, these findings carry significant implications for digital and consumer protection policymakers, who can apply

this knowledge to reduce the potential negative impact on young users by implementing measures such as "cooling-off" periods, enhancing transparency in recommendation systems, and supporting digital literacy programs. Despite these contributions, the study has limitations, including its cross-sectional design, reliance on self-reported data, and a demographically limited sample. Looking ahead, future research should employ longitudinal methods to better capture temporal dynamics and causality. Incorporating behavioral data could also mitigate self-report bias and enrich the reliability of the findings. Moreover, extending the demographic range and exploring different cultural contexts would enhance the generalizability of the results. Finally, future studies might consider integrating additional variables, such as emotional arousal, peer influence, or personalized recommendation systems to further develop a holistic model of impulsive behavior in digital commerce.

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