

S-O-R ANALYSIS OF LIVE STREAMING PRODUCT PROMOTIONS TECHNOLOGY TOWARDS THE BUYING IMPULSES OF MUSLIM CONSUMERS

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ABSTRACT

Introduction: Impulsive purchases are common, not only in physical stores but also in online stores, especially online buyers are found to be more impulsive than buyers who do not shop online. Characterized by the growing growth of e-commerce. Live streaming of e-commerce is considered a trend and a new experience for consumers to shop. Live streaming shopping allows one to view, comment, and interact with sellers (streamers) online.

Methods: This study is based on the SOR theory and develops factors that influence impulsive purchases after watching live streaming. This study aims to explore the impact of live streaming on impulsive consumer purchasing intentions. The Smart PLS program is used in conjunction with the data obtained through the questionnaire.

Results: The analysis showed that influencer and convenience stimuli have a significant positive influence on perceived enjoyment in live-streaming e-commerce.

Conclusion and suggestion: This research can be a reference for further research related to the influence of influencers, comfort, and perceived enjoyment on impulsive purchasing intentions through live-streaming e-commerce.

INTRODUCTION

Consumers often make unplanned purchases spontaneously and intuitively. Impulsive purchases are common, not only in physical stores but also in online stores, especially online buyers who are found to be more impulsive than buyers who do not shop online (Liu et al., 2013). Characterized by the growing growth of e-commerce (Xu et al., 2020). In the context of Indonesia, there is an increasing trend related to the use of e-commerce, according to the Bank of Indonesia (BI) the value of electronic commerce transactions in Indonesia in 2020 reached Rp 266.3 trillion; in 2021 Rp 401 trillion; and in

2022 of Rp 476.3 Trillion with a volume of 3.48 million transactions or growing 18.77% annually. Indonesia ranks fifth as the country with the most online shopping, with an internet user percentage of e-commerce customers as high as 36% ([Digital Global Overview Report, 2022](#)). The increase in the value of e-commerce transactions reflects the increasing interest of Indonesians in online shopping. The rapid development of e-commerce was supported by the increasing acceptance and preference of the public in online shopping.

Live streaming from e-commerce is considered a trend and a new experience for consumers to shop ([Hu and Chaudhry, 2020](#); [Geng et al., 2020](#); [Lu et al., 2020](#)). Several sites and e-commerce like Tokopedia, Shopee, Lazada, and others have been using live streaming. Live streaming is used to demonstrate how products are made and used. As well, as to answer customer questions in real-time, and set up live activity that attracts customers to buy at the moment ([Lu et al., 2018](#)). This impulse buying behavior in live streaming emerged as e-commerce uploaded live-streaming sales of attractively packaged products so that e-commerce users could see and intend to buy. From a marketing perspective, influential influencers create a comfortable shopping approach. Consumers who watch live-streaming shopping, pay more attention to influencers and unwittingly make bookings than live-streaming. This affects the psychological situation of consumers to buy impulsively and generate more revenue for live-streaming platforms ([Lu et al., 2020](#)).

Research on consumer behavior, particularly impulsive buying behavior, is always important since consumers will influence the process of impulse buying and rational thinking ([Parboteeah et al., 2009](#)). One such factor that contributes to impulse buying is the convenience (Convenience) offered to sellers (streamers) ([De Kerviler et al., 2016](#); [Lin et al., 2021](#)). If the seller (streamer) can provide better quality, customers will purchase their products and experience an enjoyable business relationship. The consumer does not need to get up in order to play in the house. Customers may enjoy the convenience of shopping from home, provide them the opportunity to interact with streamers in a relaxed manner while making purchases and enable them to experience fluctuating consumption patterns ([Xu et al., 2020](#)).

Previous research has examined factors that influence consumers' impulsive purchases while they watch live streaming within the framework of the Stimulus-Organism-Response (SOR) model ([Lin et al., 2021](#)). However, this literature does not explain the impact of religion on impulsive purchasing. Muslims who adhere to Islamic teachings are expected to follow a moderate consumption pattern and avoid excessive and harmful consumption ([Ghani et al., 2008](#)). Muslim consumers evaluate various products and services they use based on Islamic law ([Mokhlis, 2009](#)). Impulsive purchasing

should take into consideration the factors that are related to the primary (dharuriyat), secondary (hajjiyat), and tertiary (tahnisiyat) needs with respect to Islamic law. This will enable people to more effectively manage their needs than unmet desires. This study aims to analyze the relationship between religious beliefs and impulsive behavior.

This study is based on the SOR theory and identifies the variables that affect impulsive buying after live streaming. The theory of Stimulus-Organism-Responses (SOR) is widely applied in research related to consumer behavior in online commerce (Huang, 2016). In addition, this theory is quite comprehensive in terms of integrating other theories with an interdisciplinary model (Fang et al., 2021). These stimulus factors include convenience and the variable of influence. Perceived satisfaction is the organism's variable; it is moderated by religiosity, and the result is impulsive buying behavior. The purpose of this study is to analyze the factors that affect Indonesian consumers' use of live-streaming shopping services for e-commerce. Based on the background above, the author conducted a study entitled "Analysis of S-O-R on Product Offers Through Live Streaming Technology against Impulse Buying Behaviour of Muslim Consumers" from the results of this study are expected to add reference as well as complement in conducting research in the future.

LITERATURE REVIEW

Impulse Buying in Conventional and Islamic Views

Impulse buying is defined as a person's tendency to purchase without planning, suddenly, and without long thinking (Lin, 2005b). It shows impulse buying behavior influenced and controlled by desire. Impulsive buying behavior is emotionally driven, pleasant, and complex (Bayley and Nancarrow, 1998). The emotional urge is associated with the deep feelings shown by the person purchasing because of the urge to buy a product immediately, ignoring the negative consequences, feeling satisfaction, and experiencing conflict in mind. Early research on impulsive purchases was defined as unplanned purchases, but other studies have considered the following four characteristics (Yi et al., 2011):

- a. Impulsive purchases occur in response to a strong desire to buy.
- b. Impulsive buying is a conflict between demand and control.
- c. The intention to make impulsive purchases occurs faster than buying by thinking.
- d. Lack of anxiety about the outcome of impulsive purchases

From the Islamic perspective, as the basis in the ethics of Islamic consumption, which includes halal and good consumptions, forms of obedience to Allah SWT, proportional or according to need, planned. It seems that impulsive spending is associated with the ethics of Islamic consumption, as long as the goods and services consumed are the things that keep dharuriyat al-khamsi, that is to say, keeping religion,

keeping soul, keeping reason, keeping offspring or honor, and keeping wealth is not a taboo activity. So, impulsive buying needs to be socialized under conditions like what might happen. In addition, by using the metric of the view of Yusuf al-Qardhawi on general ethics, norms, and akhlaq in Islamic economy, the following conditions of the ethical value of consumption in spending impulses are obtained:

- a. It is a prophecy of the prophet Muhammad (peace and blessings be upon him), and the prophecies of the Prophet (salla Allahu alihi wa sallam) are the prophets of Allah (SWT).
- b. Based on ethics, that is, in consumption pay attention to Islamic rules about the use of goods and services because Islam does not separate religion, economy, and ethics. Impulsive buying in a restrictive corridor that does not violate religious rules and financial conditions, such as non-excessive use of goods and services.
- c. Give humanity. Islamic consumption does not exploit goods and services without regard for others. Proportional consumption demonstrates Islamic caring and sensitivity to other creatures who have similar needs.
- d. Balanced in nature, which means that a balanced pattern must be maintained because excessive exploitation can lead to selfishness and arrogance.

S-O-R Model

The S-O-R model consists of a stimulus that acts as an exogenous variable, an organism as a mediator variable, and a response as an endogenic variable (Mehrabian, 1974). The model shows that the environment (S-Stimulus) can influence customer mood (O-Organism) that evoke behavioral responses (R-Response). Recent studies have used the SOR model to investigate consumer behaviour in e-commerce, such as re-purchase (Zhu et al., 2020), purchase intent (Liu et al., 2018), and impulsive purchase intent. These studies have confirmed the interrelationship of the SOR Model and improved the rationality of this research. Previous research explained that SOR models with stimuli, such as influencers and comforts, influence the emotional response of perceived enjoyment which can represent both positive and negative emotional responses (Lin et al., 2021). In this study, S-Stimulus includes influencers and convenience. Meanwhile, O-Organism uses the Perceived Enjoyment variable and R-Response uses the impulse buying variable which is moderated by the religious variable.

Influencer's Influence on Perceived Enjoyment on Live Streaming E-commerce

Influencers play an important role in consumer behavior research that influences consumer impulsive purchases (Zhang et al., 2021). When consumers feel demand and desire for a particular product through the stimulus of the external environment, they will have motivation, which ultimately drives consumer behavior. When watching live-

streaming shopping, consumers will receive a series of product introductions, detailed functional descriptions, and demonstrations from online streamers. Thus consumers can easily find their demand and needs for products through marketing influencers in a live-streaming environment (Purushothaman et al, 2016; Liu et al., 2020).

H1: *Influencer live streaming has a positive influence on perceived enjoyment*

Influence of Convenience on Perceived Enjoyment on Live-Streaming E-commerce

Ease and convenience have become one of the important factors that influence consumer purchasing intentions (De Kerviler et al., 2016). Companies can provide more comfort to consumers, the more they can encourage consumers to consume their products and create a pleasant shopping experience for consumers. Consumers can shop at home without having to go out in a comfortable shopping environment, which is a comfortable service for consumers. In addition, the ease associated with ease of access to online payments on live streaming shopping leads to impulsive consumption behavior.

H2: *Convenience live-streaming shopping has a positive influence on perceived enjoyment*

Influence of Perceived Enjoyment on Intention to Impulse Buying on live-streaming e-commerce

Perceived Enjoyment is defined as the extent to which a person feels happy, happy, or satisfied with the situation (Eroglu et al., 2001). The pleasure felt is also a subjective experience, which will vary because of different personal feelings in the same environment (Shiau and Luo, 2013). In previous research, Byun et al. (2017) and Lin et al. (2021) also emphasized that the perception of perceived pleasure increases the intention of innovative consumers to buy. Saad and Metawie (2015) have emphasized that perceived pleasure is significantly associated with impulsive buying behavior buying behaviour in online shopping.

H3: *Perceived Enjoyment positive influence on intention to impulse buying behaviour*

Religious influence moderates between Perceived Enjoyment and Intention to Impulse Buying

Based on previous research, religiousness has a significant influence on impulsive buying tendencies. (Habib et al., 2020; Shah Alam et al., 2011). Consumers who feel in line with their religious ideology tend not to make excessive purchases. Muslim consumers who follow Islamic doctrine (Musadik & Azmi, 2019) were found to follow a balanced consumption pattern, avoiding overconsumption and wastefulness. In Islam, it is recommended to always plan. Consumption in Islam is not only a necessity but also a form of obedience to God. When the consumer has fulfilled the ethics, it appears that he will fulfill the dharuriyat al-khamsi, which is the preservation of religion, soul, reason, descent, and wealth. In literature, several dimensions have been created to conceptualize the complex nature of religiousness.

H4: *Religiosity moderates the relationship between perceived enjoyment and impulse buying behaviour*

RESEARCH METHODS

A qualitative approach is a method of research conducted by measuring data and applying statistical analysis to analyze data (Malhotra, 1996 in Anshori and Iswati, 2009). The data required in this study came from the respondents, through the dissemination of the questionnaire. The study aims to understand the impulsive purchasing behavior of users who have ever participated in live-streaming online shopping live. In other words, the population of this study is the entire Muslim consumer who has ever participated in live streaming online shopping. Therefore, the respondents who filled in the questionnaire of this research are users who have watched live streaming in e-commerce or marketplace. To prevent users who are not within the scope of the study from participating, the researchers stated at the beginning of the quiz that respondents can only fill in the quiz if they have participated in online live-streaming shopping. The technique used in this research is non-probability sampling with the method of sample-taking in this study is purposive Sampling. Data collection was carried out by distributing online questionnaires in Java, Indonesia from February to April 2023. When the data had been successfully collected, it was then tested using the SMART-PLS 3.0 application. The sample used in this study is 200 samples. Considerations in choosing sample research are: Islamic, to know the intention to impulsive behavior of Muslim consumers; Have visited live streaming at e-commerce or marketplace more than 3 times, including direct purchases or have not made purchases and Residing in the province of Java. The hypothetical model built in this study:

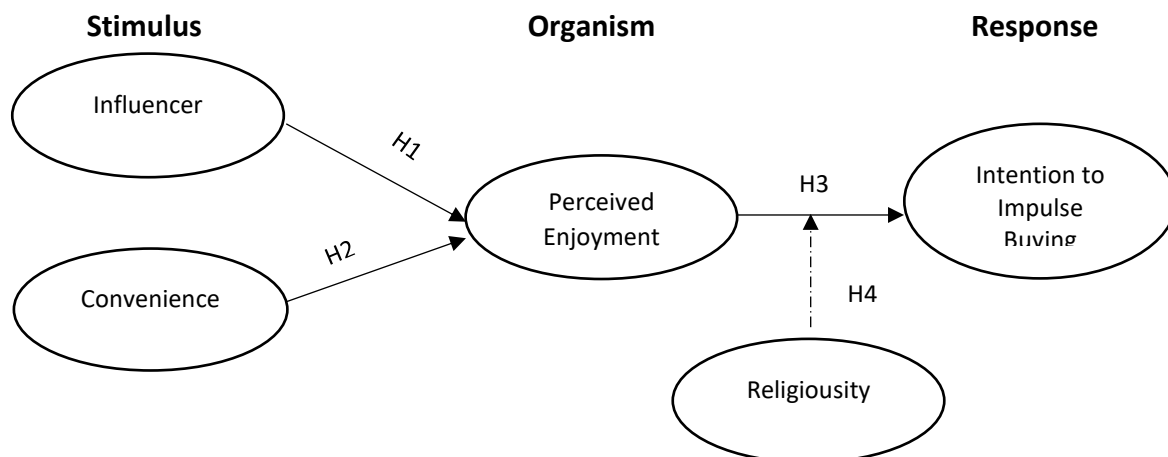


Figure 1. Hypothesis Model

Source: Author Analysis

Exogenous variables in this study are: influencer, convenience and perceived enjoyment. An endogenous variable is a variable that is affected or resulting, due to the presence of exogenic variables. The moderation variable in this study is religiosity. The measurement scale used is the ordinal scale, used to measure the respondent's attitude to a response. The scale is divided into several scales where each scale has a score of 1-5, where scores are 1 for very low respondents' answers up to 5 for very high respondent answers. As for variable measurement indicators are:

Table 1 Indicators and description of research variable items

Construct	Item	Description
Influencer (I) (Blomqvist et al., 2018)	I1	I'm interested in joining live streaming because the host delivery is interesting and interactive
	I2	Influencers more influence me if they're famous
	I3	Influencers are more influential to me if they have knowledge of a product
	I4	Influencers more influence me if they have a good style
Convenience (C) (DeKerviler et al., 2016; Lin et al., 2021)	C1	I feel comfortable shopping through live broadcasts
	C2	I saved a lot of time with live broadcasts without having to go to the offline store
	C3	I can buy stuff while watching live-streaming
	C4	The payment process is simple in live-streaming shopping
Perceived Enjoyment (PE) (Liu et al., 2021)	PE1	I feel happy watching live-streaming shopping
	PE2	I enjoy watching live-streaming shopping
	PE3	I'm so happy to be able to interact live with the online streamer
Religiosity (R) (Habib et al., 2021)	R1	I avoided product vagueness on live-streaming shopping
	R2	I'm avoiding digital payments using a slate where there's extra interest in it
	R3	I spend my money wisely by prioritizing needs
Intention to Impulse buying (IIB) (Lin et al., 2021; Ming et al., 2021)	IIB1	When I watch live-streaming, I find it hard to miss an offer..
	IIB2	When I watched live-streaming, I was a little overwhelmed in buying the product.
	IIB3	While watching live streaming, I bought a product that was shown by the broadcaster spontaneously even though I didn't need it.
	IIB4	When watching live streaming, I sometimes can't withstand the desire to buy a product
	IIB5	The promotions and discounts in the live-streaming shopping made me want to buy things instantly without thinking

Source : Author Analysis

RESULT AND ANALYSIS

Characteristics of Respondents

The personal information of the participants in this study is as follows. There were 42 males (21%) and 158 females (79%). The age group was mostly distributed between the ages of 26-35 (52%), with 5% of people over 45 years old watching live streaming, indicating that the popularity of live streaming is very fast. The educational background is mostly undergraduate (70%), followed by 20,0% at the master's level. Live-streaming

experience of the participants in this study is as follows. Of the survey respondents, more than half (61%) had a live-streaming shopping experience of 1 to 3 times; others had a 4 to 6 live-streaming purchase frequency. The characteristics of the respondents in this study are described through the following table:

Table 2. Individual Characteristic

Variable	Item	n	%
Gender	Man	42	21%
	Woman	158	79%
Domain	East Java	157	79%
	West Java	34	17%
	Central Java	9	5%
Age	Under 18 year	5	3%
	18-25 year	67	34%
	26-35 year	104	52%
	36-45 year	15	8%
	More than 45 year	9	5%
Education	Senior High School	15	8%
	Bachelor Degree	140	70%
	Master Degree	40	20%
	Other	5	3%
Job	Entrepreneur	39	20%
	Private employee	68	28%
	Student	37	24%
	Other	56	28%
Income	< 2.000.000	86	43%
	2.000-4.000.000	56	28%
	4.000.000- 6.000.000	27	14%
	Other	31	16%
E-commerce is often used for live-streaming shopping	Shopee	88	44%
	Tokopedia	10	5%
	Lazada	12	6%
	Tiktok	75	38%
	Lainnya	15	8%
Shopping frequency via live-streaming	1-3x	122	61%
	4-6x	78	39%

Source : Data Processing

Validity and Reliability Test

The PLS method has two stages, the inner model and the outer model. In the Inner Model, the first stage is the evaluation of the structural model. At this stage, an evaluation will be carried out to determine the relationship of an indicator with the structure. Through the convergent validity stage, the evaluation is done by reviewing the loading factor of each structure. Based on previous theories, it was mentioned that an item is said to be valid when it has a value greater than 0.7.

Table 3. Output of Outer Loadings

	Outer loadings
12 <- I	0.853
13 <- I	0.861
14 <- I	0.867
C1 <- C	0.867
C2 <- C	0.834
C3 <- C	0.842
I1 <- I	0.774
IIB1 <- IIB	0.799
IIB2 <- IIB	0.894
IIB3 <- IIB	0.908
IIB4 <- IIB	0.848
IIB5 <- IIB	0.863
PE1 <- PE	0.902
PE2 <- PE	0.920
PE3 <- PE	0.818
R1 <- R	0.829
R2 <- R	0.778
R3 <- R	0.894
R x PE -> R x PE	1.000

Source: Data Processing

At this stage, several items need to be considered valid because they have values less than 0.7 that are present on the C4 and R4 constructions. Then the stage is to eliminate the items that should be considered, so that the resulting data can be categorized as valid and can be held accountable. From Table 3, it can be seen that the loading factor value of each indicator on each variable has met the convergence validity criterion, i.e. greater than 0.7. This indicates that each of the indicators in this study has met a convergent validity criterium measured with the load factor value. Then the results of the AVE analysis are described in detail in the table as follows.

Table 4. Result Cronbach's Alpha, Composite Reliability and AVE

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
C	0.805	0.813	0.885	0.719
I	0.860	0.872	0.905	0.705
IIB	0.914	0.918	0.936	0.745
PE	0.856	0.885	0.912	0.776
R	0.800	0.872	0.873	0.698

Source: Data Processing

The test was carried out by looking at Cronbach's Alpha and Composite Reliability scores. Reliable construction must have a value above 0.7. In Table 4 it can be seen that the AVE score is above 0.5 which means that each variable has a low error rate, and each construction has a score above 0.7 on the Cronbah's alpha and composite reliability estimates, so it could be understood that each structure has a high correlation. (reliable). Through the convergent validity test phase, the researcher is conducting a discriminant validity, i.e. to find out the relationship of each variable with the variable itself. At this stage, it is necessary to consider the cross-loading value of each variable. In Table 5 below, the researchers described the results of Cross Loading estimates analyzing the correlation of each indicator with its pair variable.

Table 5. Cross Loading

	C	I	IIB	PE	R
I1	0.354	0.774	0.470	0.486	0.289
I2	0.305	0.853	0.452	0.468	0.425
I3	0.542	0.861	0.491	0.447	0.422
I4	0.535	0.867	0.544	0.600	0.528
C1	0.867	0.469	0.479	0.470	0.243
C2	0.834	0.333	0.356	0.381	0.087
C3	0.842	0.508	0.420	0.468	0.100
IIB1	0.482	0.542	0.799	0.538	0.444
IIB2	0.322	0.446	0.894	0.436	0.356
IIB3	0.459	0.532	0.908	0.472	0.307
IIB4	0.399	0.478	0.848	0.483	0.211
IIB5	0.458	0.513	0.863	0.520	0.411
PE1	0.438	0.489	0.528	0.902	0.345

PE2	0.601	0.562	0.599	0.920	0.313
PE3	0.296	0.553	0.353	0.818	0.439
R1	0.241	0.363	0.343	0.378	0.829
R2	-0.077	0.340	0.132	0.179	0.778
R3	0.143	0.509	0.423	0.369	0.894

Source: Data Processing

Based on the results presented in Table 5, it is shown that the correlation of each indicator is higher than that of the other variables. Therefore it can be said that the discriminant validity of the study this time is fulfilled because the construction is able to show that the construction can predict that the indicator of the formation is better than other construction. After completing the test phase of the evaluation of the measurement model, it can be concluded that the measuring model in this study can be declared valid and reliable.

Determination coefficient (R-Square test)

The researchers conducted an evaluation test of structural models. It is known that the value of R-Square in this study is 0.378 or 37.8% meaning that any change in the variable perceived enjoyment (PE) then the interest impulse buying (IIB) will also have a change of 37.8%. Besides, influencer (I) and convenience (C) have a moderate influence on the purchase value of 0.424. This means that for every change in the variables influencer(I) or convenience(C) there will also be a change of 42.4%.

Path Coefficient

The path coefficient is used to determine the relationship between variables in the study by evaluating the estimated value in terms of sign (direction) and magnitude. The original sample value that is between -1 and +1 is indicated as a variable that has a negative-to-positive relationship. A t-statistic value must have a value above 1.96 or a p-value below 0.05 to be said to have a significant influence (Hair et al., 2017). Here's the path coefficient value of each variable.

In influencing perceived enjoyment (PE), the results of the study show that the variable influencer (I) contributed 0.456 and convenience (C) contributed 0.284.

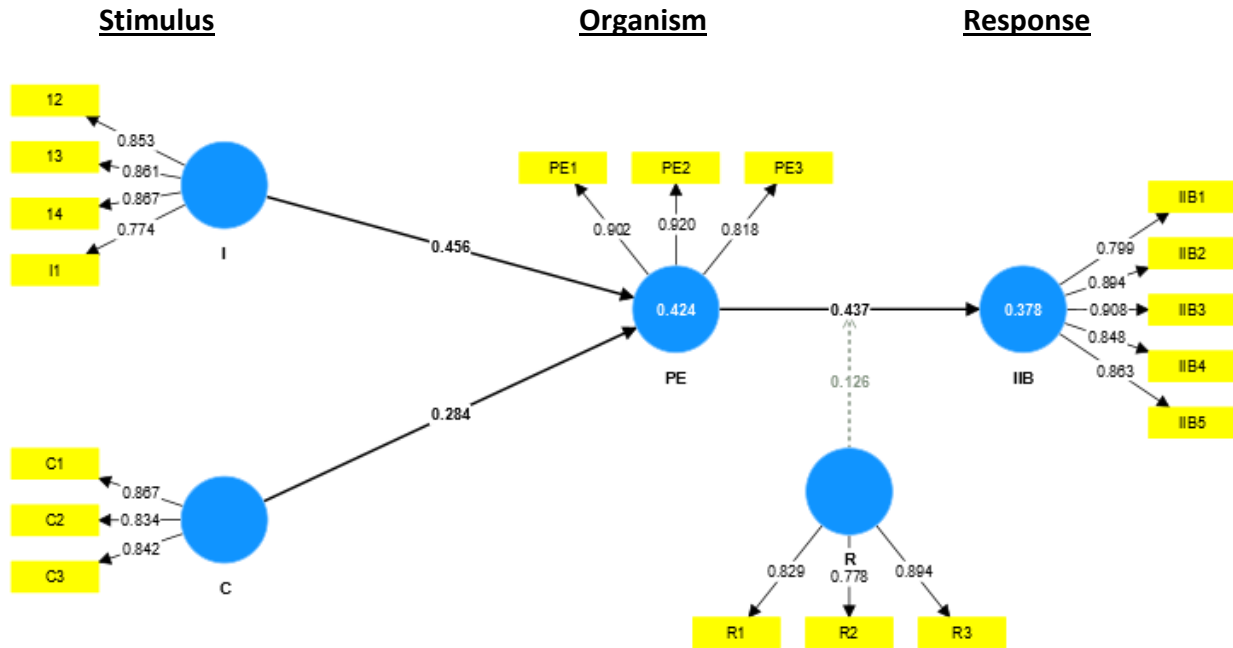


Figure 2. Path Analysis
 Source: Data Processing

Hypothesis Testing

The hypothesis test is used to test the truth of a statement. Here are the statistical t-values and the p-value. From the results of the Structural Method Test, it can be concluded that the entire exogenous variable of this study has a positive relationship. A deeper explanation of it will be discussed in the sub-chapter of the interpretation of the results of the hypothesis test.

Table 6. Hypothesis Testing

		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Influencer	->	0.456	0.458	0.057	7.944	0.000
Perceived Enjoyment						
Convenience	->	0.284	0.285	0.068	4.153	0.000
Perceived Enjoyment						
Perceived Enjoyment -> Intention to Impulse Buying		0.437	0.438	0.068	6.390	0.000
Religiosity x Perceived Enjoyment -> Intention to Impulse Buying		0.126	0.124	0.060	2.094	0.036

Source: Data Processing

Influencer Effects on Perceived Enjoyment On Live Streaming E-Commerce

Based on the results of the above tests, it can be concluded that the influencer variable (I) has a positive and significant influence on perceived enjoyment (PE) on live streaming e-commerce. When watching live-streaming shopping, consumers will receive a series of product introductions, detailed functional descriptions, and demonstrations from online streamer influencers. of the T-Statistics test results is 7,944 where $>1,96$ and the value of the P-Values is 0,000 where $<0,05$. H1 is thus accepted because influencers have a positive and significant influence on perceived enjoyment. It is according to previous research that the greater the reputation and informative influencer live stream then more consumers will feel perceived enjoyment ([Purushothaman et al, 2016](#); [Liu et al., 2020](#)).

The Impact of Convenience on Perceived Enjoyment on Live-Streaming E-commerce

The results of the study suggest that the convenience of live-streaming e-commerce users has a significant influence on perceived enjoyment. This conclusion is drawn from the T-Statistics test results where the value of the student's financial knowledge variable is 4,153 and the P-Values of 0,000 which means convenience has a positive and significant influence on perceived enjoyment which can also be said that H2 is accepted. This positive and meaningful influence relationship is consistent with previous research that improved comfort will increase one's pleasure in using the new media ([Lin et al. 2022](#); [Marza et al., 2019](#); [Childers et al, 2001](#)).

Influence of Perceived Enjoyment on Intention to Impulse Buying on Live Streaming E-commerce

Based on Table 6, it can be seen that the T-Statistics value for the variable perceived enjoyment was 6,390 where $>1,96$, and the value of the P-Values was 0,000 where $<0,05$. H3 is thus accepted because perceived enjoyment has a positive and significant influence on the intention to impulse buy. In previous research [Byun et al. \(2017\)](#) and [Lin et al. \(2021\)](#) also emphasized that the perception of perceived pleasure increases the intention of innovative consumers to buy. These findings are also consistent with research by [Saad and Metawie \(2015\)](#) on the effect of perceived pleasure on impulsive purchasing intentions. In addition, among the factors that influence perceived enjoyment, influencers have had the most significant influence, with a β value of 0.456. The most important thing is to show that live-streaming content should make the target audience feel attractive. Thus, the relationship between the influence of stimulus factors on behavioral intentions to buy impulsively suggests that perceived enjoyment is an important decision-making factor that affects impulsive consumers in shopping live streaming.

Religious Influence Moderates The Relationship between Perceived Enjoyment and Intention to Impulse Buying

The test of the last hypothesis that the company's reputation has a positive influence on the use of donation-based crowdfunding services is acceptable. The results of the test of the hypothesis in Table 6 show that the value of the coefficient of the reliability of the construction path to use is 0.126 against the perceived enjoyment and intention to impulse-buy construction. As for the statistical t-value and p-values obtained have met the requirement, which refers to Table 9, the statistic t-valuation of 2,094 (> 1.65) and the p-valuations of 0.036 (< 0.05). Thus, it can be concluded that religiosity strengthens the relationship between perceived enjoyment and intention to impulse buying. However, Musadik and Azmi (2017) indicate that previous research on the relationship between Islamic religiousness and impulsive buying is still inconsistent. Some studies show a positive relationship and others show a negative one.

CONCLUSION

Live streaming of e-commerce is regarded as a trend and a new experience for consumers to shop. Live streaming shopping allows one to view, comment, and interact with vendors (streamers) online. Based on this research, there is a finding that influencer and convenience stimuli have a significant positive influence on perceived enjoyment in live-streaming e-commerce. Perceived enjoyment has a significant negative influence on response intention to impulse buying. The findings from this study also bring some managerial implications for the live streaming e-commerce industry. First, the influencer aspect of streamer should develop and provide content that is interesting to the audience's needs. Meanwhile, influencers constantly devote their ability to shaping a demanding environment in products/services for consumers to trigger target audiences and then generate intentions to make impulsive purchases. Second, the aspect of comfort is also a factor that influences perceived enjoyment. For example, when using live streaming for product promotion or e-commerce, it is necessary to provide a convenient way to watch live streaming, and interact with and buy products.

Although the scale of consumption makes it worth studying, future research must confirm results related to other provinces and possibly other developing country markets. Secondly, although these stimulus factors significantly affect the pleasure perceived, other stimulating factors can be found because influencer marketing is a new trend. Many new phenomena are waiting for observation by researchers, for example, to investigate the relationship between influencer charisma and impulsive buying intent. In addition, it is also recommended to classify industry or product/service characteristics.

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