



**STIMULUS–ORGANISM–RESPONSE (SOR) APPROACH IN ANALYZING
THE EFFECT OF LIVE STREAMING TYPES ON TRUST, IMPULSIVENESS,
AND PURCHASE INTENTION OF E-COMMERCE CONSUMERS****Ambar Wulan Sari¹****Universitas Trisakti, Jakarta, Indonesia**122012411048@std.trisakti.ac.id**Yolanda Masnita²****Universitas Trisakti, Jakarta, Indonesia**yolandamasnita@trisakti.ac.id**Kurniawati³****Universitas Trisakti, Jakarta, Indonesia**kurniawati@trisakti.ac.id

Abstract

This study was designed to analyze the influence of various live streamer types on consumer purchase intentions, while also examining the role of trust and impulsive buying behavior as mediating variables in the context of live streaming commerce (LSC). A quantitative descriptive survey approach was used, collecting data from 200 LSC user respondents using a structured questionnaire. The data obtained were then analyzed using Structural Equation Modeling (SEM) with AMOS, including testing the validity and reliability of the instrument, evaluating the model's feasibility, and analyzing the direct and indirect effects between variables. The study's findings indicate that live streamer type contributes positively and significantly to the level of trust and impulsive buying tendencies, which in turn also have a significant impact on increasing purchase intentions. Furthermore, trust and impulsive buying are proven to function as mediators in this relationship, with the indirect effect being more dominant than the direct effect. The novelty of this study lies in the simultaneous testing of these two psychological variables as mediating mechanisms in the structural model, specifically in the context of LSC in Indonesia. Practically and theoretically, the results of this study contribute to the development of social commerce studies, particularly in helping businesses and e-commerce platforms optimize their live streaming strategies by increasing the credibility, interactivity, and quality of communication displayed by live streamers.

Keywords: Live Streaming Commerce, Live Streamer Types, Trust, Impulse Buying, Purchase Intention, Structural Equation Modeling (SEM)



INTRODUCTION

Evolving consumer behavior in the digital era has become a key indicator of significant changes in modern marketing strategies. One rapidly growing approach is live streaming-based marketing, which integrates direct communication, product demonstrations, and a more relaxed interaction atmosphere to build emotional closeness between hosts and potential consumers. This phenomenon is not limited to one specific region, but has spread from China to Indonesia, where live streaming has evolved into an effective marketing tool for increasing audience engagement, driving revenue, and strengthening consumer purchase intentions. In Indonesia, in particular, the Entertainment Live Streaming (ELSM) model showed rapid growth between 2017 and 2024, particularly through platforms like Shopee Live and TikTok Live. The entertainment nature of ELSM encourages emotional engagement among audiences, ultimately increasing the tendency for impulse purchases.

However, challenges related to consumer trust remain a relevant issue, particularly related to product inconsistencies and potentially misleading claims. However, real-time interactions that occur during live streaming sessions—such as limited-time discounts, the Fear of Missing Out (FOMO) effect, and emotional persuasion strategies by hosts—have been shown to build trust and encourage spontaneous purchasing decisions. This condition tends to result in higher sales conversion rates through live streaming compared to conventional advertising methods. In practice, live streaming marketing is divided into two main categories: the Professional Live Streaming Model (PLSM), which emphasizes the systematic and credible delivery of product information, and the ELSM, which focuses on entertainment aspects and an emotional approach to communication. These two models have different influences on consumer attitudes and behavior, depending on the product characteristics and underlying psychological mechanisms.

Various studies have shown that psychological factors, particularly trust and impulsivity, play a crucial role in determining the effectiveness of live streaming commerce. Consumers are more likely to be motivated to make a purchase if they feel confident in the host's credibility and the quality of the products offered during the broadcast. With its ability to deliver an interactive, real-time shopping experience, live streaming is increasingly being adopted as a key strategy in the e-commerce sector. This is reflected in the increasing number of viewers and transaction volumes on live commerce platforms. In this context, trust not only directly influences purchase intentions but also serves as a



mediating variable, strengthening the relationship between the streaming experience and impulse buying behavior.

Furthermore, elements such as social presence, interaction between the host and viewers, and live product demonstrations also positively impact consumer engagement. Intense and responsive interactions can create an immersive experience that enhances positive emotions, thereby increasing the likelihood of spontaneous purchases. The existing literature also identifies several antecedent factors that influence impulsive buying in the context of live streaming, including influencer charisma, interaction quality, level of trust, and the ability to build an emotional connection with the audience. However, the interactive relationship between these factors remains underexplored, particularly in relation to the psychological processes underlying the live streaming experience.

This research gap necessitates further study of how influencer characteristics and interaction mechanisms in live streaming can influence consumer trust and impulse buying tendencies. In the context of online shopping, recent studies have sought to more comprehensively examine the relationship between live streaming, trust, impulsivity, and consumer purchase intentions. Characteristics of the live streaming environment, such as host credibility, information quality, real-time interactions, and emotional appeal, are believed to significantly influence consumer psychological responses and behavior. Therefore, understanding these factors is crucial for marketers in designing effective live streaming strategies.

In the Indonesian context, consumers who tend to be responsive to entertainment content and have high levels of FOMO (Focus on Motivation) strengthen the effectiveness of live streaming strategies. However, the results of this study should be interpreted with caution, given the limitations in considering external factors such as culture, economic conditions, and other macro variables that can also influence consumer behavior.

RESEARCH METHOD

This research method uses a quantitative approach with an explanatory research design. It aims to analyze the relationship between variables in the context of live streaming commerce (LSC), specifically the influence of live streaming type on purchase intention, with trust and impulsivity as mediating variables. Primary data were obtained through an online questionnaire distributed to respondents who had experience watching or considering purchasing products through live streaming features on e-commerce platforms.



The research instrument was constructed using a five-point Likert scale, ranging from strongly disagree to strongly agree, to measure respondents' perceptions of each variable indicator. The sampling technique used purposive sampling with specific criteria, resulting in a minimum of 200 respondents to meet the requirements of the covariance-based Structural Equation Modeling (CB-SEM) analysis. The independent variable in this study was the live streaming type, consisting of the Professional Live Streaming Model (PLSM) and the Entertainment Live Streaming Model (ELSM), while the mediating variables included trust and impulsivity, and the dependent variable was purchase intention. Data analysis was conducted using SPSS AMOS software through two main stages: testing the measurement model using Confirmatory Factor Analysis (CFA) to ensure construct validity and reliability, and testing the structural model to identify relationships between variables. Model evaluation was conducted by considering goodness-of-fit indices such as chi-square, RMSEA, and GFI.

RESULTS AND DISCUSSION

The study explains that popular live streaming modes in Indonesia, particularly Entertainment Live Streaming Modes (ELSM), influence purchase intention through two mediation pathways and one direct pathway. The first indirect pathway (H1) states that live streaming modes have a positive influence on consumer trust, as direct interaction during the live stream can address concerns about product discrepancies. This increased trust (H3) then significantly boosts consumer purchase intention. The second indirect pathway (H2) indicates that live streaming modes (especially ELSM with host pressure and surprise discounts) trigger very high levels of impulsiveness in Indonesian consumers. This increased impulsiveness (H4) is a strong driver of purchase intention, reflected in the high number of spontaneous purchases. Furthermore, the mediation pathway of trust acts as a crucial bridge between live streaming modes and purchase intention (H5), and impulsiveness also functions as a mediator by mediating the effect of live streaming modes on purchase intention (H6).

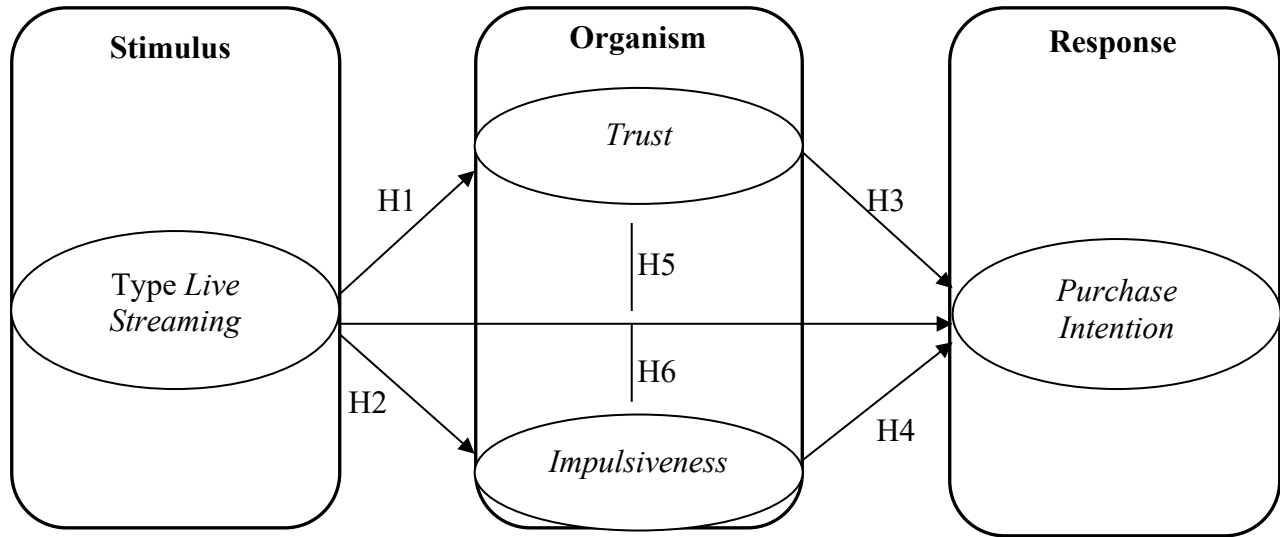


Figure 2.
Framework

Descriptive Statistical Analysis

Descriptive statistical analysis is used to provide a general overview of the characteristics of research information, including the minimum, maximum, and average values (mean), and standard deviation of each indicator for each research variable. This analysis aims to determine the trends in respondent responses and the level of variation in the data obtained before conducting further analysis.

Table 1.
Descriptive Statistical Test

Type Live Streamer	N	Min	Max	Mean	Std. Deviation
TLS1	200	1	5	3,39	0,794
TLS2	200	2	5	3,49	0,763
TLS3	200	2	5	3,38	0,746
TLS4	200	1	5	3,38	0,780
TLS5	200	1	5	3,36	0,750
TLS6	200	2	5	3,40	0,796
TLS7	200	2	5	3,42	0,778
TLS8	200	2	5	3,46	0,782
Average				3,41	
<i>Trust</i>	N	Min	Max	Mean	Std. Deviation
TR1	200	2	5	3,56	0,755
TR2	200	2	5	3,43	0,712



TR3	200	2	5	3,50	0,789
TR4	200	2	5	3,48	0,763
TR5	200	2	5	3,48	0,783
Average				3,49	
Impulsive	N	Min	Max	Mean	Std. Deviation
IM1	200	2	5	3,46	0,722
IM2	200	2	5	3,45	0,671
IM3	200	2	5	3,42	0,697
IM4	200	2	5	3,34	0,704
IM5	200	2	5	3,36	0,664
Average				3,41	
Purchase Intention	N	Min	Max	Mean	Std. Deviation
PI1	200	2	5	3,18	0,807
PI2	200	1	5	3,15	0,800
PI3	200	2	5	3,12	0,734
PI4	200	1	5	3,16	0,803
PI5	200	1	5	3,11	0,788
Average				3,14	

Source: Primary Data, 2025

For the most part, participants had a fairly favorable impression of the quality of Live Streamers, with a mean score of 3.41 for the Live Streamer "Type" variable. The very low standard deviation (0.746-0.796) indicates that the responses were fairly homogeneous among participants. Respondents strongly trusted live streamers in the product category, as indicated by the maximum mean score of 3.49 for the p-conf variable. Furthermore, the mean score of 3.41 for the Impulse Buying variable indicates a moderate likelihood of respondents engaging in impulsive buying. Conversely, the Purchase Intention variable indicates that respondents had low purchase intentions for the products sold by Streamers; the mean score was 3.14. Overall, the responses per participant showed a stable and low amount of variance with a standard deviation below 1.

Research Instrument Testing

Several research tools, such as validity and reliability testing, were piloted in this study. To obtain good test data for the validity of the research model, the instrument was designed to ensure its validity and reliability in measuring the research constructs. The content validity of the indicators in representing the



concepts being measured was also estimated. The validity of this study was tested using Confirmatory Factor Analysis (CFA) using AMOS software. Criterion A, with a factor loading value greater than 0.50, was considered. Next, to demonstrate the reliability of the measuring instrument, a reliability test was conducted. To assess the reliability of a variable, the CR (Related Constructs Reliability) test with a threshold of 0.7 was used in this study.

Table 2.

Validity Test Results

Variable	Indicators	Loading Factor	Limit	Information
Type Live Streamer	TLS1	0,845	> 0.5	Valid
	TLS2	0,754		Valid
	TLS3	0,800		Valid
	TLS4	0,842		Valid
	TLS5	0,794		Valid
	TLS6	0,850		Valid
	TLS7	0,842		Valid
	TLS8	0,816		Valid
Trust	TR1	0,766	> 0.5	Valid
	TR2	0,712		Valid
	TR3	0,768		Valid
	TR4	0,882		Valid
	TR5	0,882		Valid
Impulsive	IM1	0,839	> 0.5	Valid
	IM2	0,745		Valid
	IM3	0,778		Valid
	IM4	0,879		Valid
	IM5	0,826		Valid
Purchase Intention	PI1	0,749	> 0.5	Valid
	PI2	0,868		Valid
	PI3	0,831		Valid
	PI4	0,818		Valid
	PI5	0,787		Valid

Source: Primary Data, 2025

Table 3.
Reliability Test Results

Variable	CR	Batas	Information
Type Live Streamer	0,942		Reliable
Trust	0,901	> 0.7	Reliable
Impulsive	0,908		Reliable
Purchase Intention	0,906		Reliable

Source: Primary Data, 2025

All 23 items in the validity test table, with 200 participants and 200 questions, had factor loadings greater than 0.50. Therefore, it is possible to conclude whether all issues raised by the survey are valid. If the values of all four research variables are higher than 0 or 7, then the reliability test has demonstrated C.R. It is possible to determine from the data obtained whether all research tools are reliable and applicable to this study.

Flowchart (Path Diagram)

To better understand the patterns of impact being studied, a path flowchart shows the causal relationships between the research variables in the structural model.

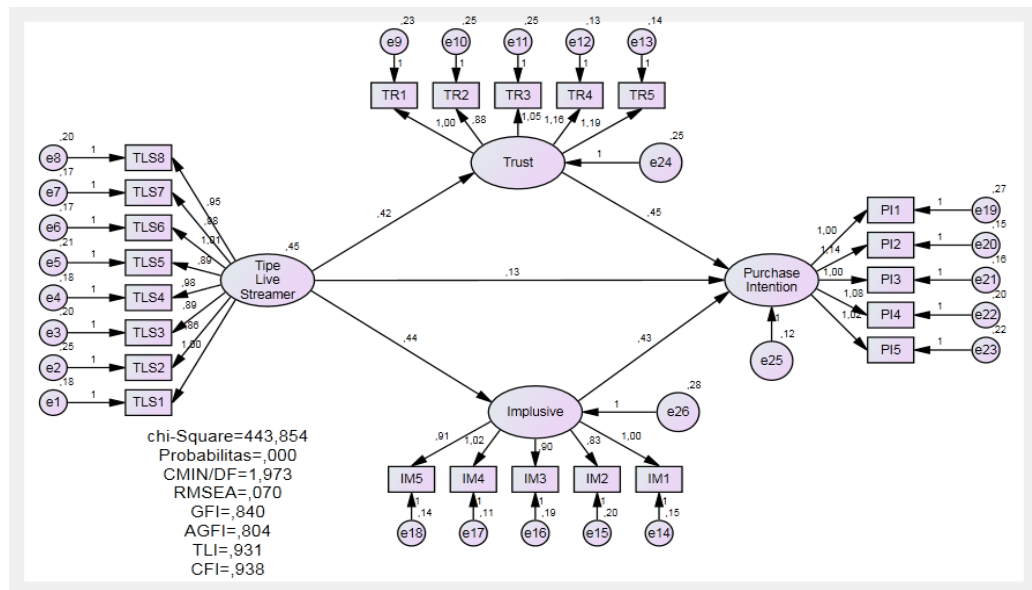


Figure 3.
Structural Equation

The following statistics are explained by the simplified structural model: chi-square = 443.854, probability = 0.000, RMSEA = 0.070, GFI = 0.840, AGFI = 0.804, CMIN DF = 1.973, TLI = 0.931, CFI = 0.938. You can determine whether the

relationship between these variables is significant by viewing the graph and drawing a straight line across the results.

Normality Test and Outlier Identification

Check for Normality and Identify Outliers. Using the skewness and kurtosis values of the data distribution, the z-score (critical ratio or CR in the AMOS output) was used to test for normality. With a significance level of only 0.01, the critical value was 2.58. The multivariate data passed the normality test because the result of -0.207 fell within the range of 2.58.

Table 4.
Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
Multivariate					-,994	-,207

Source: Primary Data, 2025

Evaluation of multivariate outliers can be seen through the AMOS Mahalanobis Distance output. The criterion used is a $p < 0.001$ level.

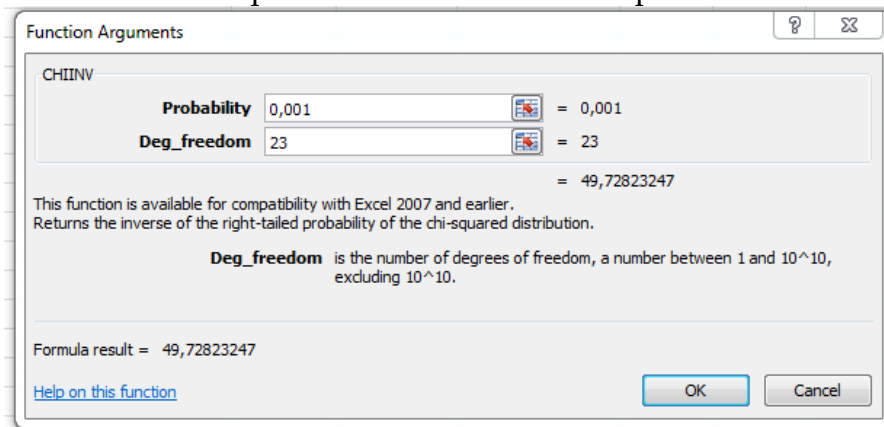


Figure 4.

Mahalanobis Distance Threshold Value

If the result is greater than 49.72, this indicates the presence of multivariate outliers in the data or instance. In the process data (complete data in the appendix), values higher than 49 and 72 were not detected. Therefore, if the data is free of outliers, conclusions can be drawn.

Identifying the Structural Model

To conduct SEM analysis, we must first determine whether the model is overidentified using the form recognition findings. To test this, we examine the DF number of the formed form.



Table 5.

Structural Model Identification

Number of distinct sample moments:	276
Number of distinct parameters to be estimated:	51
Degrees of freedom (276 - 51):	225

Source: Primary Data, 2025

The AMOS output shows a model df value of 225. This indicates that the model is over-identified because it has a positive df value. Therefore, the data analysis can proceed to the next stage.

Goodness of Fit Criteria

Assessing goodness of fit is the primary objective in SEM to determine the extent to which the hypothesized model "fits" or matches the sample data.

Table 6.

Assessing Goodness of Fit

Goodness of fit index	Cut-off value	Research Model	Model
<i>Chi-square</i>	$\leq 260,992$ (df=225)	443,854	Not Fit
<i>Significant probability</i>	≥ 0.05	0,000	Not Fit
RMSEA	≤ 0.08	0,070	Fit
GFI	≥ 0.90	0,840	Marginal
AGFI	≥ 0.90	0,804	Marginal
CMIN/DF	≤ 2.0	1,973	Fit
TLI	≥ 0.90	0,931	Fit
CFI	≥ 0.90	0,938	Fit

Source: Primary Data, 2025

The results of the goodness of fit test indicate that the research model is generally acceptable. Although the Chi-square and significant probability values do not meet the model suitability criteria, several key indices, such as the RMSEA (0.070), CMIN/DF (1.973), TLI (0.931), and CFI (0.938), meet the required cut-off value. Meanwhile, the GFI (0.840) and AGFI (0.804) fall within the marginal fit category. Considering that most of the goodness of fit indices meet the criteria, the structural model is deemed fit for use in hypothesis testing.

Hypothesis Testing

Hypothesis data analysis can be seen from the standardized regression weight values, which indicate the coefficients of influence between variables.



Table 7. Hypothesis Testing Results

No.	Hypothesis	Estimate	S.E.	C.R.	P	Hasil
H1	Type <i>Live Streamer</i> → <i>Trust</i>	0,421	0,066	6,369	0,000	Significant
H2	Type <i>Live Streamer</i> → <i>Impulsive</i>	0,435	0,067	6,484	0,000	Significant
H3	<i>Trust</i> → <i>Purchase Intention</i>	0,450	0,073	6,155	0,000	Significant
H4	<i>Impulsive</i> → <i>Purchase Intention</i>	0,433	0,068	6,400	0,000	Significant
		Direct		Indirect		
H5	Type <i>Live Streamer</i> → <i>Trust</i> → <i>Purchase Intention</i>	0,266		0,280		Signifikan
H6	Type <i>Live Streamer</i> → <i>Impulsive</i> → <i>Purchase Intention</i>	0,270		0,276		Signifikan

Source: Primary Data, 2025

The results of the hypothesis testing supported the assumed relationship between live streamer type and trust ($\beta = 0.421$; $p < 0.05$), as well as impulse buying ($\beta = 0.435$; $p < 0.05$). Furthermore, Trust ($\beta = 0.450$; $p < 0.05$) and Impulse Buying ($\beta = 0.433$; $p < 0.05$) also had a positive and significant impact on Purchase Intention. The indirect effect was greater than the direct effect, and it mediated the influence of live streamer type on purchase intention through trust and impulse buying. Trust and impulsive buying were important moderators of the impact of live streamer quality on purchase intention, as illustrated in this study.

The Effect of Live Streamer Type on Trust

The results revealed that Trust was positively and significantly influenced by live streamer type ($\beta = 0.421$; $p < 0.05$). The information and products offered by live streamers are perceived as more reliable by consumers if they possess characteristics such as credibility, conversational skills, and the practice of interacting with others in real time, according to the study (Astuti et al., 2025). Consumers feel less nervous about purchasing products online if they can experience strong social interaction through live streaming. Trust, Streaming Experience in Live Streaming Commerce, Live Streaming Features, and Product Type as Stimulants of Impulse Buying Through Social Media. Sunanto, n.d., found that social presence and live streaming interactions significantly influence consumer trust by providing more transparent information or answering customers' questions directly. If the streamer's quality and interactivity are good, consumers are more likely to consider purchasing from them.



The Influence of Live Streamer Type on Impulsiveness

The results of Hypothesis 2 indicate that Live Streamer Type has a significant and positive effect on Impulsive Buying ($\beta = 0.435$; $p < 0.05$). According to the stimulus-organization-response (SOR) model, viewers may purchase items they hadn't planned due to the engaging nature of live streaming and the psychological state it evokes. Previous research has shown that customers are highly emotionally engaged when participating in live streaming due to the social presence, real-time connection, and entertainment aspects (Meirezaldi et al., 2025). Consistent with this, additional research has shown that live streaming commerce can trigger impulse purchases through time-sensitive incentives and interactive communication features (Astuti et al., 2025). This further supports the notion that the personality and delivery style of live streamers can significantly influence consumers' impulsive reactions.

The Influence of Trust on Purchase Intention

Trust was found to significantly influence purchase intention, as evidenced by the results ($\beta = 0.450$; $p < 0.05$). Trust in live streaming and transaction platforms can reduce the risk of making a purchase due to consumers' perception that the information provided by the platform about product quality is true, trustworthy, and reliable (Malhotra et al. Higher impulse buying behavior (which again can result in higher overall purchase intentions) is significantly associated with trust in live streaming, as shown by other studies (Suhyar & Pratminingsih, 2023)) This is consistent with previous studies that show trust mediates customers' favorable perceptions towards online purchases and has influenced their purchase intentions in the context of e-commerce and social commerce. (Fitria et al., 2025)

The Influence of Impulsiveness on Purchase Intention

The results of this study highlight the positive and significant influence of impulsive buying on purchase intention ($\beta = 0.433$; $p < 0.05$). In a live broadcast setting, such dynamics can play a role, encouraging viewers to act on impulse rather than waiting for reflected information. Live streaming stimulates people's emotions, which then stimulates users' impulsive buying behavior after experiencing strong feelings, and consequently increases purchase intention, as reported by recent research (Tedry & Tulipa, 2023). Several studies have shown that arousal can influence purchase intention through impulse buying when consumers are highly aroused and socially present in livestream commerce.

The Role of Trust and Impulsiveness as Mediators



In this setting, the indirect effect is more important than the direct effect, and therefore, from the mediation analysis, we can conclude that the relationship between live streamer type and purchase intention can be moderated through trust and impulsive buying. Therefore, the nature of live streaming and consumer psychological processes should theoretically impact purchase intention. Live streamers act as stimuli, influencing consumers' biological systems through trust and impulse. The latter determines consumers' final reaction, which is their purchase intention. Furthermore, relevant empirical studies show that live streamer customer engagement can increase trust and subsequently stimulate impulsive purchase intentions and impulse buying behavior (Fitria et al., 2025). Thus, two mediators focus on consumer psychological factors to understand the process by which live streamer characteristics influence consumer purchase decisions.

CONCLUSION

As the research suggests, live streamers are more than just purveyors of product details; they act as social agents that shape viewers' cognitive and affective responses. The study's findings indicate that trustworthy, chatty, and engaging live streamers also increase impulse purchases and enhance customer trust. In addition to rational considerations, the emotional experiences and social relationships established during interactions influence consumer purchase intentions in live streamed commerce. This is consistent with the explanation that both types of scarcity increase the relevance of streamers to purchase preferences. To understand customer behavior in dynamic real-time digital environments, these findings support the Stimulus-Organism-Response (SOR) model.

Contributions: This research contributes theoretically by explaining that trust and impulse buying are important for understanding the relationship between live streamer attributes and purchase intention in social commerce. The practical implications of this research are: (a) businesses can improve the effectiveness of their live stream marketing by emphasizing the authenticity, credibility, and quality of streamer interactions; and (b) e-commerce platforms can leverage the interpersonal relationships created between streamers and viewers. Caution should be exercised when generalizing the findings due to the cross-sectional design and limited coverage of a few platforms. For a more comprehensive understanding of people's use of Live Streaming commerce, further research could adopt an experimental or longitudinal approach, extending beyond the product and platform domains.





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