

The Effect of Live Streaming Sales and Store Atmosphere Digital on Generation Z Impulsive Buying Decisions in TikTok Shop (A Case Study in Kelurahan Abianbase)

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ABSTRACT

The rapid evolution of social commerce has fundamentally altered consumer behavior, particularly among Generation Z as digital natives. This study aims to determine the partial and simultaneous effects of live streaming sales and store atmosphere digital on impulsive buying decisions among Generation Z consumers on the TikTok Shop platform. Located in Kelurahan Abianbase, Bali, this quantitative research utilized a purposive sampling method, gathering primary data from 130 respondents through structured questionnaires measured by a 5-point Likert scale. The data were rigorously tested for validity, reliability, and classical assumptions before being analyzed using Multiple Linear Regression via SPSS. The empirical findings reveal that live streaming sales exert a positive and significant effect on impulsive buying ($t = 6.873$, $p < 0.05$). Similarly, store atmosphere digital demonstrates a positive and significant impact ($t = 5.631$, $p < 0.05$). Simultaneously, both variables synergistically drive impulsive buying behavior ($F = 85.718$, $p < 0.05$), accounting for 57.4% of the variance in spontaneous purchasing decisions. Grounded in the Theory of Planned Behavior, the study concludes that real-time promotional incentives and seamless digital navigation critically bypass cognitive evaluation, triggering emotionally driven purchases. It is strongly recommended that digital merchants standardize real-time information delivery during live broadcasts and optimize their storefront's visual design to maximize impulsive conversion rates safely and effectively.

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1. INTRODUCTION

The rapid development of digital technology and the deepening of internet penetration have fundamentally restructured the global trade landscape, triggering a massive transition from traditional e-commerce to social commerce. Social media platforms, initially designed exclusively for interpersonal communication and entertainment, have now evolved into hybrid ecosystems. These platforms seamlessly integrate visual content, social interaction, and economic transactions within a single, immersive user experience flow (Selviani et al., 2025). At the forefront of this digital retail revolution is TikTok, a short-video platform that has successfully integrated e-commerce features through TikTok Shop. This integration enables merchants to leverage live streaming as a cutting-

edge marketing strategy. Real-time interactions in these digital spaces have been proven to elicit intense emotional and cognitive responses, culminating in spontaneous, unplanned purchasing decisions among consumers (Adhianto & Faried, 2025).

Globally, the market penetration of TikTok Shop demonstrates an extraordinary surge. Data from Rootdigital (2026) reveals that Southeast Asia dominates the distribution of TikTok Shop sales globally. Indonesia ranks fifth as the largest contributor, generating 272.9 million in sales, representing 13.75% of the global total, closely trailing behind Thailand, the Philippines, Malaysia, and Vietnam. Despite experiencing a temporary regulatory suspension by the Indonesian government in late 2023, TikTok Shop aggressively re-expanded through a strategic partnership with PT GoTo Gojek Tokopedia Tbk. (GoTo) (Afriyadi, 2023). This restructuring raises a pressing academic question: to what extent is the effectiveness of TikTok Shop's marketing tactics, specifically in manipulating the digital atmosphere and live broadcasts post-integration, in driving unplanned consumer purchasing behavior?

Generation Z (Gen Z), a demographic cohort born and raised amidst the digital technology whirlwind, serves as the primary subject in the dynamics of this social commerce ecosystem. Often termed "digital natives" or "mobile natives," Gen Z's access to rapid information, interactivity, and connectivity forms a core part of their social identity (Rosenberg et al., 2025). According to GoodStats (2026), the TikTok advertising audience in Indonesia is predominantly composed of the 18–24 age group (30.4%) and the 25–34 age group (29.7%). Gen Z possesses highly specific cognitive preferences; they gravitate towards dynamic visual content, demand real-time communication, and are exceptionally responsive to digital stimulation (Pichler et al., 2021). Dynamic content on platforms like TikTok has been empirically proven to elevate Gen Z engagement, influence their decision-making processes, and radically accelerate purchase intentions (Ortiz et al., 2023; You et al., 2022).

The phenomenon of intensifying digital economic activity is palpable at the hyper-local level, specifically in Kelurahan Abianbase, Mengwi District, Badung Regency, Bali. Logistics transaction data recorded a monumental surge in package transactions originating from TikTok Shop in the Abianbase area, reaching 893,216 transactions from March 2025 to January 2026, averaging 81,201 transactions per month (JNT Cica, 2026). The fluctuation and high volume of daily transactions indicate a paradigm shift in the shopping behavior of the youth in Abianbase, heavily dominated by impulsive buying patterns resulting from continuous exposure to digital marketing stimuli.

To theoretically ground the dynamics of this social commerce ecosystem and consumer behavior, this study is firmly anchored in the Theory of Planned Behavior (TPB) proposed by Ajzen (1985), an extension of the Theory of Reasoned Action (TRA). TPB posits that human behavior is primarily driven by behavioral intention, which is shaped by three core components: (1) Attitude toward the behavior, (2) Subjective norms, and (3) Perceived behavioral control (Hagger & Hamilton, 2025). Within this theoretical framework, the primary behavioral outcome under investigation is impulsive buying. Conceptually, impulsive buying is defined as a spontaneous, intense, and sudden urge from consumers to make a purchase without undergoing rational consideration, evaluation of alternatives, or meticulous planning (Firhan & Nio, 2021; Renita & Astuti, 2022). In the online context, the weakening of cognitive control over post-purchase consequences is frequently exploited by platform features (Astuti & Rachman, 2024). Following (Wang & Chapa, 2022), this study operationalizes impulsive buying through four indicators: sudden urge to buy, spontaneous purchase decision, lack of careful consideration, and emotion-driven purchase.

As a primary catalyst for this behavior, *live streaming sales* represent a digital sales format via live broadcast that emphasizes real-time interaction between sellers and consumers, combining product information delivery, shopping experience, and entertainment elements to drive purchase interest (Elfera et al., 2024; Tania, 2024). Relying on the framework by (Sun et al., 2023), live streaming sales are measured using five indicators: streamer credibility, interactivity, entertainment value, real-time information clarity, and promotion incentives. Under TPB, live interactions and spontaneous purchasing environments build positive attitudes and subjective norms. Studies by (Gao et al., 2022; Li, 2024; Sun et al., 2023) confirm that live streaming positively and significantly affects impulsive buying. Thus, the first hypothesis is formulated:

1. **H1: Live streaming sales possess a positive and significant effect on impulsive buying decisions among Generation Z in TikTok Shop.**

Conversely, *store atmosphere digital* is defined as the design of the shopping environment on web-based channels or applications aimed at influencing consumer experience and responses (Fazil et al., 2024; Shafly & Dewanti, 2023). Adapted from (Huang & Benyoucef, 2022), this variable is operationalized through four indicators: visual design, navigation design, interactivity, and information quality. A comfortable, attractive, and easy-to-use digital shopping atmosphere enhances perceived behavioral control. Research by (Yang et al., 2022), (Xue et al., 2024), and (You et al., 2022) indicates that interface design, situational cues, and online convenience positively impact impulsive buying. Therefore, the second hypothesis is formulated:

2. H2: Store atmosphere digital possesses a positive and significant effect on impulsive buying decisions among Generation Z in TikTok Shop.

Furthermore, TPB asserts that behavior is influenced by intent formed through attitude, norms, and control. Live streaming builds emotional drive (attitude/norms), while digital store atmosphere provides the frictionless pathway (control). Together, they accelerate the intention into spontaneous action. Hence, the third hypothesis is:

3. H3: Live streaming sales and store atmosphere digital simultaneously possess a significant effect on impulsive buying decisions among Generation Z in TikTok Shop.

While individual elements of this ecosystem have been studied, a review of prior literature reveals a research gap in understanding the convergence between live broadcast interactions and the design of the digital store environment specifically within the TikTok Shop platform. Empirical studies investigating TikTok Shop have yielded mixed results. For instance, (Cai et al., 2024) and (Ngo, 2025) found that certain dimensions of live selling, such as quantity pressure and information usefulness, did not significantly impact impulsive buying, indicating the need for further contextual investigation. Therefore, this research aims to comprehensively examine the partial and simultaneous effects of live streaming sales and store atmosphere digital on impulsive buying decisions among Generation Z in Kelurahan Abianbase

2. RESEARCH METHOD

Research Design and Location

This study was designed utilizing a quantitative approach with a causal-associative design, aiming to investigate, measure, and empirically prove the cause-and-effect relationship between the independent variables (Live Streaming Sales - X1 and Store Atmosphere Digital - X2) and the dependent variable (Impulsive Buying - Y) (Sugiyono, 2022). The research was conducted in Kelurahan Abianbase, Mengwi District, Bali, targeting a highly dense area of Gen Z digital consumers.

Population and Sample

The target population comprised Generation Z individuals (aged 13 to 29 years) residing in Kelurahan Abianbase who possess experience purchasing products on TikTok Shop. A non-probability purposive sampling technique was applied. The inclusion criteria were: (1) Aged 13-29; (2) Resident of Abianbase; (3) Has made at least one purchase on TikTok Shop. The sample size was mathematically determined using Hair et al.'s multivariate guidelines, which recommend a minimum sample size of 5 to 10 times the number of indicators. Utilizing the maximum ratio (10) for 13 total indicators (5 for X1, 4 for X2, 4 for Y), a statistically robust sample of 130 respondents was established.

Data Collection and Measurement

Primary data were meticulously collected through structured questionnaires measured using a 5-point Likert Scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Live Streaming Sales (X1): Streamer credibility (X1.1), Interactivity (X1.2), Entertainment (X1.3), Real-time information (X1.4), and Promotion incentives (X1.5) (Sun et al., 2023).

Store Atmosphere Digital (X2): Visual design (X2.1), Navigation design (X2.2), Interactivity (X2.3), and Information quality (X2.4) (Huang & Benyoucef, 2022).

Impulsive Buying (Y): Sudden urge to buy (Y1.1), Spontaneous purchase decision (Y1.2), Lack of careful consideration (Y1.3), and Emotion-driven purchase (Y1.4) (Wang & Chapa, 2022).

Data Analysis Techniques

Data were processed using IBM SPSS Statistics version 21.0. The analytical procedure commenced with instrument viability testing (Pearson Product-Moment Validity and Cronbach's Alpha Reliability). Subsequently, Classical Assumption Tests were executed (One-Sample Kolmogorov-Smirnov for Normality, Tolerance/VIF for Multicollinearity, and Glejser Test for Heteroscedasticity) to ensure the regression estimators were Best Linear Unbiased Estimators (BLUE). Finally, Multiple Linear Regression Analysis was conducted, encompassing partial t-tests, simultaneous F-tests, and the Coefficient of Determination (R-Square).

3. RESULTS AND DISCUSSIONS

Demographic Profile of Respondents

The demographic mapping of the 130 Generation Z respondents provides fundamental context regarding the socio-demographic architecture of the sample.

Table 1. Demographic Characteristics of Respondents

Demographic Variable	Categorization	Frequency (Persons)	Percentage (%)
Gender	Male	39	30.0%
	Female	91	70.0%
Age Range	18 – 23 Years	114	87.7%
	24 – 29 Years	16	12.3%
Employment Status	Student/University Student	91	70.0%
	Private Sector Employee	28	21.5%
	Entrepreneur	11	8.5%
Educational Background	High School/Vocational	91	70.0%
	Diploma	11	8.5%
	Bachelor's Degree	28	21.5%

Source: Processed Primary Data (2026)

Based on Table 1, the respondents are heavily dominated by females (70.0%). This aligns with global social commerce trends, where beauty, fashion, and lifestyle categories on TikTok are aggressively marketed towards female demographics. The absolute dominance of the 18–23 years age category (87.7%) and the student segment (70.0%) strictly confirm that the respondents are pure digital natives. They possess high digital exploration time (screen time) but are largely in a transitional financial stage (relying on allowances or entry-level income), making them exceptionally sensitive to price triggers and promotional stimuli.

Descriptive Statistical Analysis

Descriptive statistics were deployed to analyze the composite perception tendencies of the respondents based on the Likert scale mean scores.

Table 2. Summary of Variable Descriptive Statistics

Research Variable	Highest Indicator Score	Lowest Indicator Score	Mean	Category
Live Streaming Sales (X1)	Promotion incentives (4.22)	Real-time information (3.81)	4.05	High
Store Atmosphere Digital (X2)	Navigation design (4.29)	Visual design (3.98)	4.16	High
Impulsive Buying (Y)	Spontaneous (4.11) & Emotion (4.11)	Sudden urge (4.06) & Consideration (4.06)	4.08	High

Source: Processed Primary Data (2026)

Table 2 reveals profound behavioral insights. *Navigation design* (4.29) received the absolute highest appreciation among all indicators, proving that TikTok Shop's frictionless UI allowing users to transition from watching entertainment to checking out a cart without leaving the app is highly advantageous. For live streaming, *Promotion incentives* (4.22) act as the strongest magnetic pull. Conversely, *Real-time information* scored the lowest (3.81), indicating that while streamers are entertaining, they often fail to consistently deliver critical product specifications. This convergence manifests in a high level of *Impulsive Buying* (4.08), primarily executed through spontaneous decisions driven by emotional arousal rather than careful necessity planning.

Validity and Reliability Evaluation

The psychometric integrity of the questionnaire must be proven before inferential testing can proceed.

Table 3. Summary of Instrument Validity and Reliability

Variable Construct	Pearson Correlation Range (r-count)	Empirical Standard	Cronbach's Alpha	Status
Live Streaming Sales (X1)	0.643 – 0.856	> 0.30	0.842	Valid & Reliable
Store Atmosphere Digital (X2)	0.666 – 0.779	> 0.30	0.670	Valid & Reliable
Impulsive Buying (Y)	0.697 – 0.816	> 0.30	0.753	Valid & Reliable

Source: Processed Primary Data (2026)

As shown in Table 3, all 13 item statements are perfectly valid, with Pearson Correlation coefficients ranging well above the critical limit of 0.30. Furthermore, all variables yielded a Cronbach's Alpha greater than 0.60, representing high internal consistency for repeated measurements.

Classic Assumption Diagnostics

To ensure the regression estimators are Best Linear Unbiased Estimators (BLUE), classical assumptions were tested.

Table 4. Summary of Classic Assumption Tests

Classic Assumption	Diagnostic Method	Parameter Value	Critical Limit	Diagnostic Conclusion
Normality	One-Sample K-S	Asymp. Sig = 0.940	> 0.05	Residuals Normally Distributed
Multicollinearity	Tolerance	X1 = 0.706 ; X2 = 0.706	> 0.10	Free from Multicollinearity
	VIF	X1 = 1.417 ; X2 = 1.417	< 10.0	Free from Multicollinearity
Heteroscedasticity	Glejser Test	Sig. X1 = 0.735; X2 = 0.854	> 0.05	Homoscedasticity Fulfilled

Source: Processed Primary Data (2026)

Table 4 unequivocally confirms the regression model's reliability. The residuals follow a normal distribution (Asymp. Sig 0.940 > 0.05). There is no severe inter-correlation between independent variables (VIF 1.417 < 10). Lastly, the Glejser test confirms the absence of heteroscedasticity (Sig > 0.05), ensuring the variance of the residuals remains constant.

Multiple Linear Regression and Hypothesis Testing

The multiple linear regression was executed to measure the specific magnitude of influence the independent variables exert on impulsive buying.

Table 5. Results of Multiple Linear Regression, Partial (t-test), and Simultaneous (F-test)

Variable / Model Parameter	Unstandardized Coefficients (B)	Std. Error	t-count	Sig. value)	(p-value)	Hypothesis Decision
(Constant)	4.004	0.983	4.071	0.000	-	
Live Streaming Sales (X1)	0.301	0.044	6.873	0.000		H1 Accepted
Store Atmosphere Digital (X2)	0.375	0.067	5.631	0.000		H2 Accepted
Simultaneous Test (F-Test)	F-count = 85.718			Sig = 0.000		H3 Accepted
Coefficient of Determination	R Square = 0.574					

Note: N = 130; Significance Level $\alpha = 0.05$; t-table = 1.978; F-table = 3.07

Source: Processed Primary Data (2026)

The definitive mathematical equation is formulated as: $Y = 4.004 + 0.301X_1 + 0.375X_2$.

The constant (4.004) indicates that Gen Z's baseline tendency for impulsive buying is inherently high, even without external stimuli. The positive coefficients for X_1 (+0.301) and X_2 (+0.375) dictate that enhancements in either domain will linearly escalate impulsive buying.

Partial Testing:

Live streaming sales ($t = 6.873 > 1.978$, $p < 0.05$) possess a positive and significant effect. Thus, **H1 is accepted**.

Store atmosphere digital ($t = 5.631 > 1.978$, $p < 0.05$) possesses a positive and significant effect. Thus, **H2 is accepted**.

Simultaneous Testing: The F-test yields an immense value of 85.718 ($p < 0.05$), absolutely validating that simultaneously, these variables trigger impulsive buying. Thus, **H3 is accepted**. The R-Square value of 0.574 demonstrates that the synergy of these two digital marketing variables predicts 57.4% of the variance in Gen Z's impulsive buying behavior, with the remaining 42.6% influenced by exogenous factors not captured in this model.

Discussion of Research Findings

1. Deconstructing the Effect of Live Streaming Sales on Impulsive Buying

The positive trajectory of live streaming sales (+0.301, $p < 0.000$) unveils the psychological mechanics of how interactive media hacks Gen Z's cognitive defenses. Viewed through the lens of the Theory of Planned Behavior (Ajzen, 1985), "Attitude" and "Subjective Norms" are formed in a highly compressed timeframe during a broadcast. The exceptionally high score on the promotion incentives indicator (4.22) proves the manifestation of *engineered scarcity*. Countdown timers, depleting stock visualizations, and real-time shouts of "sold out" by the host manipulate the audience's perception of time and availability.

Furthermore, the swarm of peer comments validating the product engineers an instant "Subjective Norm" (FOMO - Fear Of Missing Out). The inability to functionally process product viability due to time constraints navigates Gen Z directly toward emotion-driven purchases. These findings strongly expand prior literature, empirically proving (Gao et al., 2022), who stated that sales promotions in live spaces generate euphoric emotions that disrupt the conservative decision-making tendency. This also reinforces the conclusions of (Li, 2024) and (Sun et al., 2023) regarding the host's charisma transforming passive viewers into spontaneous economic actors.

2. The Supremacy of Store Atmosphere Digital as the Primary Catalyst

Deeper exploration reveals a paradox: the structural architecture of the digital interface (Store Atmosphere Digital) transmits a slightly more dominant regression weight (+0.375) than human intervention (live streaming). This phenomenon can be clinically dissected using TPB's "Perceived Behavioral Control" pillar. Gen Z, as mobile natives, possesses an extremely low functional friction tolerance. The soaring score of navigation ease (4.29) uncovers TikTok Shop's core weapon: *frictionless shopping*.

When a user enjoys short-form entertainment, the "Yellow Basket" link is omnipresent. The seamless UI/UX design requiring no app switching and utilizing biometric authentication for instant wallet payments stimulates an absolute perception of behavioral control. Paradoxically, this ultimate convenience is what disables their rational filter. When a process is excessively easy, the urgency for "careful consideration" evaporates. This solidifies the theoretical postulates of (Xue et al., 2024), (Yang et al., 2022), and (You et al., 2022), proving that online convenience and visual appeal in the Web 3.0 era operate as a potent subconscious trigger pushing consumers toward unplanned purchases.

3. Simultaneous Effect: The Synergy of the Shoppertainment Ecosystem

The absolute statistical supremacy of the F-test (85.718) demonstrates that the explosion of impulsive behavior does not operate in an isolated cylinder. Impulsive buying peaks when the psychological stimulation of *Live Streaming Sales* is married to the ergonomic architecture of *Store Atmosphere Digital*. Live streaming acts as the psychological bait hook building desire, capturing attention, and inducing positive emotional panic through time-limited incentives. Simultaneously, the Store Atmosphere Digital acts as a frictionless toll road, ensuring the sparked emotional impulse is not extinguished by clunky login procedures, slow loading times, or convoluted payment gateways.

This holistic correlation validates that the shift from traditional E-Commerce 1.0 to Social Commerce 3.0 effectively bypasses rational planned action. This manifests the Flow theory (Obadă & Țugulea, 2024), where consumers experience total immersion, losing track of time and budget rationality, purchasing simply because they are caught in the euphoric current of the digital space.

4. CONCLUSION

Based on rigorous inferential statistical testing and theoretical elaboration on the Gen Z population in Kelurahan Abianbase, this research formulates a definitive conclusion: *Live streaming sales* and *store atmosphere digital*, both independently (partially) and simultaneously, deliver a positive, significant, and highly catalytic impact in triggering consumer *impulsive buying* decisions on the TikTok Shop platform. Persuasive real-time interactions facilitate a psychological injection of social urgency and engineered scarcity, while the seamless, frictionless architecture of digital store navigation completely disarms the structural barriers that typically enforce shopping rationality.

Theoretical and Practical Implications

Theoretically, this study expands the application of the Theory of Planned Behavior within the hybrid social commerce landscape. It affirms that shopping intentions can be manufactured and realized in mere seconds when Subjective Norms (audience quantity pressure) and Perceived Behavioral Control (UI navigation ease) are maximized by platform algorithms.

Practically, these findings issue urgent directives for digital merchants and MSMEs. Responding to the low score in real-time information clarity, merchants must formulate Standard Operating Procedures (SOP) for live broadcasts. Streamers must not solely echo discounts; they are required to articulate materials, sizes, and return policies repetitively to prevent post-purchase regret. Simultaneously, businesses must invest in elevating visual design standards such as high-resolution product photography, consistent brand color palettes, and hierarchical layouts to harmonize the dynamic live experience with a premium digital storefront, thereby maximizing impulsive conversion rates.

Limitations and Future Research

This study acknowledges limitations, primarily capturing 57.4% of the variance within a specific hyper-local boundary (Kelurahan Abianbase) and a single demographic (Gen Z). Future researchers are urged to incorporate moderating psychometric variables such as Fear of Missing Out (FOMO), financial literacy determination, and parasocial trust in creators. Additionally, conducting cross-generational comparative studies (e.g., Gen Z vs. Millennials) and cross-platform analyses (e.g., Shopee Live vs. TikTok Shop) will significantly diversify the digital consumer behavioral literature corpus.

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