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The Nexus of Streamers' Factors on Shopping Happiness Toward Impulse Purchases in Live Streaming E-Commerce

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Abstract:

A new trend in live-streaming shopping indicates a unique relationship between streamers and viewers. Streamers in the live streaming platform appeal to consumers' perceptions and purchase behavior by stimulating consumers' emotions. Consequently, positive emotions, such as enjoyment and happiness can trigger impulse buying. This research developed a research model based on the Theory of Interpersonal Behavior (TIB) to examine the influence of streamers on shopping happiness and then its impact on impulse purchases in the fashion apparel product category which is marketed via TikTok e-commerce live-streaming in Indonesia. Consumers who have purchased in live streaming TikTok were the respondents of this study. Purposive sampling was deployed with a questionnaire using a Likert scale. There were 405 eligible respondents analyzed by Structural Equation Modeling (PLS-SEM). The result showed that the model proposed in this research has strong predictive validity in predicting impulse purchases. The findings demonstrated that shopping happiness has a positive impact on impulse purchases on live-streaming platforms. In addition, the results indicate that factors inherent in streamers, namely streamer popularity, streamer reputation, and streamer product, have a significant influence (p-value < 0.05, CI 95%) on viewers' positive emotions. The Streamer factors that strongest influence shopping happiness were found in streamer popularity, followed by streamer reputation, while the weakest was from streamer product fit. Furthermore, it was revealed that sensation-seeking strengthens the influence of popular streamers and product fit to shopping happiness.

Keywords*: Streamer, live streaming shopping, shopping happiness, sensation seeking, impulse purchase.*

1. Introduction

The new rising phenomenon of live-streaming shopping has changed the way in e-commerce. The utilization of live-streaming channels provides opportunities for businesses to market their products and reach potential consumers more efficiently (Zhang, 2021; Hallanan, 2020). Various studies define live-streaming commerce as e-commerce activities and transactions carried out via live-streaming platforms (Tian, 2023; Lo 2022; Luo, 2021; Chen 2020). Livestreaming commerce has presented a new business model approach to online commerce transactions which is considered more interactive, informative, and immersive (Lo, 2022). Consumers are even willing to follow particular social media accounts to get livestream message updates (Zhu,

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2021). In live streaming e-commerce, sellers directly interact with customers (Ang et al., 2018). Sellers as streamers can directly acknowledge and respond to consumers as viewers, otherwise, consumers can also actively participate in the live-streaming platform through their comments (Kang et al., 2020), where they can shape and establish mutual relationships with consumers.

Real-time interaction in live streaming develops a novel relationship between the streamer as the live streaming content provider and the viewer as a media consumer (Hilvert-Bruce et al. 2018). Streamers play the role of opinion leaders in live streaming by mastering information (Chen and Yan, 2023). The understanding of live streamers' factors becomes important to fully leveraging the potential of live streaming commerce (Chen, 2023; Qi et al., 2022; Wang, 2022). Many existing studies identified the role and categories of streamers in livestreaming commerce (Jiang, 2019; Wu, 2023; Liu,2023). Ma (2023) examines that streamers as anchors in live streaming also have an affective appeal to influence consumers' perception and purchase behavior by stimulating consumers' emotions toward the brand. Streamers as broadcasters induce positive viewer emotion (Lin, 2021; Xu et al., 2020).

Previous studies identify consumers' emotions, such as pleasure and arousal have significant impacts on online shopping behaviors (Szymkowiak et al., 2021; Coker, 2020). Feelings of joy and happiness are forms of positive emotions that can influence consumer behavior (Martaleni, 2022) and determine customer purchases (Zhong, 2022; Clement Addo et al., 2021). Emotions in marketing play an important role in triggering impulsive buying (He et al., 2018; Ko et al., 2015) and marketers need to understand the role of emotions in triggering unplanned purchases in the digital environment (Zheng et al., 2020).

Customers usually make unplanned purchases when exposed to provocative emotional stimuli (Chan et al., 2017). Shoppers can be aroused into performing approach behaviors in a pleasurable shopping journey (Xiang et al., 2016; Lo et al, 2022). They may enjoy viewing the streamer's performance and find happiness in the shopping process (Wang & Lu, 2022; Zhang et al., 2021; Xu, 2020) and customers who feel positive emotions are more likely to make unplanned purchases (Ko et al., 2015). Based on the description above, the research questions that can be formulated are:

R1: To what extent particular factors attached to streamers can influence viewers' emotions?
R2: To what extent emotions that reflect happiness can trigger impulse purchases?
R3: To what extent sensation seeking as a personal motive can influence shopper assessments of streamers?

To address the research questions, this study developed a research model based on the Theory of Interpersonal Behavior and Experiential Marketing. In the TIB theory proposed by Triandis (1977), intention, apart from being able to be predicted by attitude and social norms, can also be predicted by emotion. This is also in line with experiential marketing by Schmitt (1999) where experience is a reaction that involves emotions and cognition. From these two theories, it can be concluded that there is a

role for emotions in customer decisions, especially in impulsive purchases (Lee & Chen, 2021; Lin, 202; Lo et al., 2022; Qu et al., 2023). This impulse purchase also applies to livestreaming commerce (Abdelsalam et al., 2020; Zuo and Xiao, 2021; Lo et al., 2022). Thus, it argued that the more positive emotions a person has when watching a streamer, the weaker their self-control regulation, so it will be easier to make a purchase (Ma, 2023). However, so far there has been a scarcity of research that specifically explains what attributes of streamers are more dominant in triggering these emotions in Indonesian consumers.

The new contribution of this research is to show that streamer factors which can influence viewers' emotions in the context of live streaming shopping, moderated by sensation seeking. This research model will be tested empirically to predict impulse purchases which are directly predicted by shopping happiness, which are viewers' positive emotions that are formed during the livestreaming process. Data for testing the model was obtained from fashion apparel shoppers in Indonesia on the TikTok platform.

2. Theoretical Background

The theory of Interpersonal Behavior (TIB) is underpinned in this study. TIB is a social psychology theory that explains that behavior can be predicted by intentions that are heard, attitudes, social factors, and affect that are felt (Triandis, 1979). This explains that apart from rational factors, individual intentions are also influenced by social and affective factors. In its development, this theory has been increasingly used to understand consumer behavior, where affect and emotion have become significant predictors of consumer decision-making (Mumtaz et al., 2022; Ma, 2023; Rodania, 2023).

Emotions are shaping the individual's intentions (Issock, 2020), particularly in the digital age and lifestyles, and interpersonal behavior is increasingly dominant in influencing consumers (Müller et al., 2023). Another theory underlying this research is experiential marketing. Experience is established from interaction, subjectively perceived which involves cognitive and affective processes (Schmitt, 1999). When alternatives many complex and the degree of uncertainty is high, a complete cognitive analysis can become extremely difficult and emotions become singularly important in guiding decisions (Stangor & Walinga, 2014).

Emotions are important components of consumers' responses (Richins, 1997). Bagozi (1999) also explains emotional marketing theory which is important in understanding consumer emotions. Here, positive and negative emotions exist simultaneously. However, Schnebelen & Bruhn (2016; 2018) provide essential new insights, into which consumers want to select products for the various positive emotional experiences and quest for the greatest happiness as the greatest emotional fulfillment.

The research related to happiness in marketing and consumer research has been increasingly explored (Dhiman & Kumar, 2022) particularly in several retail brands

for instance, due to the usage of mobile phone brands (Kumar, 2021), in ethical and sustainable brands (Fei, 2022; Ramos, 2021), among cosmetics and clothing brand consumers (Mansoor, 2022), etc. If happiness experience can be obtained from retail brand shopping, then this can also happen in the context of the e-commerce shopping process. Therefore, this study attempts to examine brand happiness in the context of e-commerce. E-commerce was initially presented as visual displays and one way, but nowadays it is more lively and interacts closely with consumers since the existence of livestreaming.

In line with the growth of live streaming commerce, research in this field is increasingly needed (Zhang, 2021). Several literatures attempt to understand consumers' motivation and behavior regarding livestreaming commerce stickiness (Wongkitrungrueng 2020; Hong, 2021; Zhang, 2021; Chong, 2022). Other research examined livestreaming commerce with consumers' tendency to make impulsive decisions (Chen, 2016; Kukar & Ridgway, 2018; Xu 2020, Coker, 2020; Zhang, 2022; Lo et al., 2022). More developed studies investigating the role of influencers as key opinion leaders who have reputation and popularity also understand the more comprehensive product in live streaming commerce (Li et al., 2023; Zhang et al., 2022; Qi et al., 2021) or anchors, as the salesperson who stimulating consumers' emotions toward the brand in live streaming commerce (Ma, 2023).

Dai and Cui (2021) argue that in a live streaming environment, consumers not only prefer streamers' reputation and popularity. Beyond, the matching degree between the streamer's image and the product image features recommended by the streamer is important to drive more consumers' positive emotions toward products. Streamers as broadcasters in live streaming also influence viewer emotion and excitement (Lin, 2021). Zuckerman (2007) stated that sensation-seeking is a courage based on exploring and experiencing new situations. Individuals with high excitement-seeking are seen as sensation-seeking a stimulation level of excitement (Renfro et al., 2013; Celik, 2017; Sulejmanov et al., 2018). sensation-seeking also predicts happiness positively and sensation-seeking predicts happiness positively and motivates joy, and well-being (Kaşıkcı, 2022).

In the digital environment, Zhang (2020) posits that consumers have an emotional perception of livestreaming enjoyment that will trigger impulse buying. The nature of live streaming commerce is real-time and entertainment-based which makes viewers happy and enjoy online shopping platforms (Lo, 2020). The more customers enjoy and happy they become immersed in emotions, the less self-awareness they tend to have impulses in livestreaming commerce. Hence, marketers need to understand the interconnected role of emotions and happiness in triggering unplanned purchases. Therefore, in this study, the following hypotheses are proposed:

H1: Streamers' reputation has a positive influence on shopping happiness
H2: Streamers' popularity has a positive influence on shopping happiness
H3: Streamers' product fit has a positive influence on shopping happiness
H4: Sensation seeking moderates positively streamers' reputation on shopping happiness
H5: Sensation seeking moderates positively streamers' popularity on shopping

happiness
H6: Sensation seeking moderates positively streamers' product fit on shopping happiness
H7: Shopping happiness has a positive impact on shopping happiness.
H8: Shopping happiness mediates streamers' reputation on impulse purchase
H9: Shopping happiness mediates streamers' popularity on impulse purchase
H10: Shopping happiness mediates streamers' product fit on impulse purchase

From the hypothesis above, this research conceptual framework with path analysis can be described as the model follows

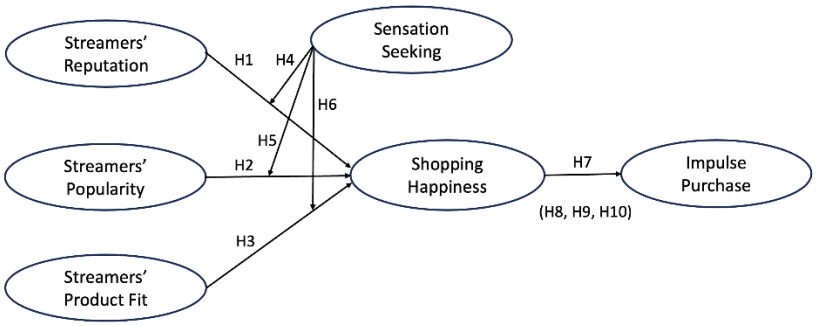


Figure 1. Conceptual Framework

3. Methodology

This research is quantitative survey research with an explanatory orientation and predictions from the model. Data was obtained cross-sectionally in September - October 2023. The setting for this research is live streaming shoppers on the TikTok platform who have done impulse buying for the fashion category. The target population is young people in big cities in Indonesia.

Sampling was carried out purposively where the minimum sample size was calculated using power analysis with GPower®. From the power calculations, a minimum sample size of 146 was obtained. The data collection instrument is in the form of a questionnaire distributed online. Question items for variable measurement use a Likert scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree. Questionnaire items were obtained and developed from previous research which has already been validated.

This research aimed to empirically test a complex model with six variables with path analysis where there are mediating and moderating variables, therefore the appropriate data analysis method uses PLS-SEM. Apart from that, the nature of this study is explanatory and predictive of the dependent variable whereas the PLS-SEM method is considered the choice for causal predictive studies (Hair et al., 2022). The PLS-SEM procedure is carried out using SmartPLS®.4 software where there are three mandatory stages, namely outer model analysis to ensure reliability and validity, and

further, the inner model to analyze the coefficients and significance of the paths being tested, and PLS-predict to assess the predictive ability of the model

4. Empirical Findings/Result

In this research, 405 eligible respondents participated. The gender of respondents was slightly equal 56% female and 44% male. The majority (84.00%) of the total respondents were aged range from 18–37 and mostly had income. Data shows nearly 72% of the respondents had university or higher education with an average of spending live streaming purchases indicating the middle class.

Table 1. Respondent Profile

Description		Total (n=405)
Gender	Male	43.70% (n=177)
	Female	56.30% (n=228)
Age (years old)	14-25	36% (n=146)
	26-37	48% (n=194)
	38-50	12% (n=48)
	>50	4% (n=17)
Occupation	Student/College	28,7% (n=116)
	Employee/Entrepreneur	48,6% (n=197)
	Housewife	14,5% (n=59)
	Others	8,2% (n=33)
Average spending purchase/ month	<IDR 100K	23.8% (n=96)
	IDR100K - IDR999K	38.7% (=157)
	IDR1000K–IDR1999K	18.4% (n=74)
	IDR2000K–IDR3000K	10.8% (n=48)
	>IDR3000K	8.3% (n=34)

Inferential analysis was carried out at the initial stage to analyze the outer model or measurement model. At this stage, as in the table, it was found that all 24 indicators have loading values above the required 0.708, so it is said that the reliability indicators are met. In the construct reliability test, it was found that the Cronbach Alpha and rho_a value for all variables in the model is above 0.7 while the composite reliability (rho_c) did not exceed 0.95 thus, the model has confirmed construct reliability. The average variance extracted (AVE) value found above 0.5 indicates satisfactory construct validity. The root mean square residual (RMSR) value was found less than 0.08 which is considered a good fit. According to Hair et al. (2022), SRMR can be used as a goodness of fit measure for PLS-SEM that can be used to avoid model misspecification.

Table 2. Construct Reliability and Validity

Variables	Indicators	Code	OL	CA	rho_a	rho_c	AVE	VIF
Streamer's Reputation	Streamer is well known for her/his expertise	SteRep1	0.796	0.770	0.770	0.853	0.592	1.808
	Streamer is well known for her/his credibility	SteRep2	0.756					1.479
	Streamer is well known for being honest	SteRep3	0.795					1.435
	Streamer is known to be concerned about customers	SteRep4	0.712					1.617
Streamer's Popularity	Streamer is well known for being liked	StePop1	0.767	0.776	0.783	0.856	0.597	1.587
	Streamer is well known of being famous	StePop2	0.728					1.614
	Streamer is well known of being admired	StePop3	0.825					1.806
	Streamer has many fans	StePop4	0.769					1.543
Streamer's Product Fit	The brand's image matches well with the image of the streamer	StePFit1	0.844	0.758	0.771	0.846	0.580	1.835
	The streamer's personality represented perfectly the product image	StePFit2	0.707					1.476
	The streamer with the brand naturally matches	StePFit3	0.754					1.395
	The streamer with the product seems connected in a way	StePFit4	0.734					1.460
Sensation Seeking	Livestreaming shopping provides a new sensorial experience	SenSek1	0.828	0.709	0.720	0.822	0.606	1.323
	Livestreaming shopping provides a unique feeling	SenSek2	0.772					1.412
	Livestreaming shopping provides an excitingly unpredictable moment	SenSek3	0.732					1.270
Shopping Happiness	Shopping in live streaming commerce makes me feel joy	SopHap 1	0.712	0.794	0.795	0.859	0.549	1.375
	Shopping in live streaming commerce makes me feel fun	SopHap 2	0.701					1.437
	Shopping in live streaming commerce makes me feel arousal	SopHap 3	0.825					2.248
	Shopping in live streaming commerce makes me feel lively	SopHap 4	0.724					1.808
	Shopping in live streaming commerce makes me feel relaxed	SopHap 5	0.736					1.476
Impulse Purchase	I tend to make spontaneous purchases in live streaming shopping	ImPur1	0.796	0.767	0.775	0.850	0.586	1.759
	I often made unplanned purchases in live streaming shopping	ImPur2	0.756					1.312
	I often made unintendedly purchases in live streaming shopping	ImPur3	0.795					1.614
	Many time I made instant purchases in live streaming shopping	ImPur4	0.712					1.461

The next stage was to assess the discriminant validity of each variable in the model. The heterotrait monotrait ratio value was found to be below 0.9 so it can be said that the indicators in the model have been discriminant well, and it was firm that the indicators are specific for measuring their respective constructs**.**

Table 3. Discriminant Validity (HTMT ratio)

Variable	ImPur	SenSek	SopHap	StePop	StePFit	SteRep	Mod 1	Mod 2	Mod 3
Impulse Purchase									
Sensation Seeking	0,621								
Shopping Happiness	0,640	0,475							
Streamer Popularity	0,564	0,430	0,525						
Streamer Product-Fit	0,366	0,309	0,422	0,302					
Streamer Reputation	0,488	0,277	0,432	0,286	0,284				
Sensation Seeking x Streamer Reputation (Mod1)	0,479	0,366	0,353	0,172	0,225	0,456			
Sensation Seeking x Streamer Popularity (Mod2)	0,532	0,499	0,496	0,559	0,239	0,166	0,264		
Sensation Seeking x Streamer Product-Fit (Mod3)	0,386	0,358	0,460	0,243	0,539	0,220	0,369	0,349	

ImPur: Impulse Purchase, SenSek: Sensation Seeking, SopHap StePop: Streamer Popularity, StePFit: Streamer Product-Fit, SteRep: Streamer Reputation, Mod: Moderation, HTMT: Heterotrait Monotrait

After the outer model analysis confirms the reliability and validity of the indicators in the model, the next analysis carried out is structural model analysis or inner model. This analysis was obtained by a bootstrapping process with resample 10000, alpha 0.05, and a one-tailed test. In the inner model analysis, the quality of the proposed model is looked at by assessing R^2, f^2, and Q^2_predict. From the R2 value, it is known that the model has small to moderate explanatory power, while the f^2 value of each path from the streamer is classified as small. However, the shopping happiness on impulse purchase route has an f^2 value above 0.35 so it is said to have a large effect size.

The model's predictive ability is assessed using a new approach, namely CVPAT, which is obtained via the PLS Predict menu. The assessment of model predictions with CVPAT follows new recommendations (Hair et al., 2022; Sharma et al., 2023) where two stages of error value comparison are carried out, namely with the average indicator (IA) and then compared with the linear model (LM) by looking at the value's average loss difference. If a negative value is found in the overall model, this is as expected since it shows a smaller error value. The results of data processing with PLS Predict as in the table show negative and significant values both when compared with IA and LM, thus under the guidance from Sharma et al. (2023) this model is said to have strong predictive validity. Therefore, this model can be replicated for further research.

Table 4. Cross-Validated Prediction Ability Test (CVPAT)

Variable	Compare to Indicator Average (IA)		Compare to Linear Model (LM)	
	Average loss difference	p-value	Average loss difference	p-value
Impulse Purchase	-0.101	0.000	0.007	0.051
Shopping Happiness	-0.106	0.015	-0.034	0.032
Overall Model	-0.104	0.003	-0.016	0.018

The bootstrapping results show significant values and standardized coefficients as in the inner model Figure below. In the path analysis, the coefficient values can be seen which show the direction and magnitude of the influence as well as the significance of the p-value in brackets. while the value in the circle shows the R^2 value. Meanwhile, in the relationship between the indicators and their constructs, the outer loading value can be found which is above 0.708 as required, and the significance value. In the inner model image, it can also be seen that from the three sensation-seeking moderation paths, 2 paths were found to be significantly positive.

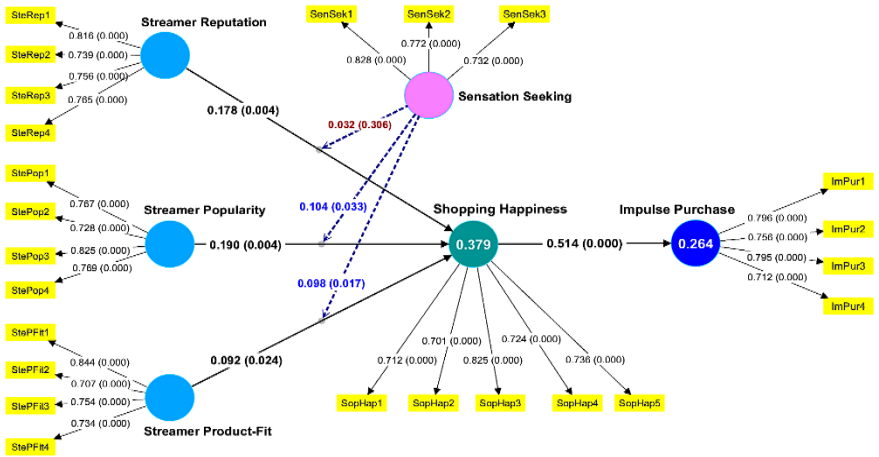


Figure 2. Inner Model PLS-SEM

The results of the hypothesis test are explained in Table 5. It was concluded that nine hypotheses were supported with p-values below 0.05 and no zero values were found in the 95% confidence interval value range while all the coefficients have positive valence. Nevertheless, 1 hypothesis was also found which was not supported because the p-value exceeded 0.05 and a zero value was found in the confidence interval range (H4). On the 3 paths from streamer to shopping happiness (H1, H2, and H3), all three were significant, the strongest influence was found from streamer popularity (b=0.190) followed by streamer reputation (b=0.178). However, with the f^2 value all three were classified as having a small effect size so that these three variables are more have a stronger effect when they appear together.

The moderating influence of sensation seeking was found to be significant on the path from streamer popularity and streamer product fit (H5, and H6) where this influence was found to be strengthening. This structural model shows that shopping happiness has a large effect on impulse purchases (b=0.514) so it can be concluded that shopping happiness can predict impulse purchases adequately (H7). In the mediation hypothesis (H8, H9, and H10), it was found from the specific indirect effect value that shopping happiness can partially mediate the influence of streamers. Therefore, shopping happiness can be a proxy that shows the emotional response of live streaming viewers.

Table 5. Hypotheses Test Result

	Hypotheses	Standardized Coefficient	P-values	Confidence Interval		Result	f^2
				5.0%	95.0%		
H1	Streamer Reputation -> Shopping Happiness	0.178	0.004	0.067	0.199	Hypothesis Supported	0.041
H2	Streamer Popularity -> Shopping Happiness	0.190	0.004	0.084	0.224	Hypothesis Supported	0.042
H3	Streamer Product-Fit -> Shopping Happiness	0.092	0.024	0.024	0,122	Hypothesis Supported	0.010
H4	Sensation Seeking x Streamer Reputation -> Shopping Happiness	0.032	0,2125	-0.089	0,083	Hypothesis Not Supported	0.004
H5	Sensation Seeking x Streamer Popularity -> Shopping Happiness	0.104	0.033	0.010	0,136	Hypothesis Supported	0.038
H6	Sensation Seeking x Streamer Product-Fit -> Shopping Happiness	0.098	0.017	0.021	0,118	Hypothesis Supported	0.033
H7	Shopping Happiness -> Impulse Purchase	0.514	0.000	0.268	0,435	Hypothesis Supported	0.249
H8	Streamer Reputation -> Shopping Happiness -> Impulse Purchase	0.092	0.007	0.033	0,108	Hypothesis Supported	n.a.
H9	Streamer Popularity -> Shopping Happiness -> Impulse Purchase	0.098	0.008	0.041	0,120	Hypothesis Supported	n.a.
H10	Streamer Product-Fit -> Shopping Happiness -> Impulse Purchase	0.047	0.028	0.012	0.092	Hypothesis Supported	n.a.

The moderating role of sensation seeking from live-streaming viewers can be depicted in Figure. From the significance value, it is known that there are two significant moderation paths, namely streamer popularity and streamer product fit. In the slope analysis image, the results can be seen of the slope of the influence of moderation. From this slope image, it can be concluded that sensation seeking strengthens the influence of streamer popularity and streamer product fit on shopping happiness (+1 SD). The moderating influence appears more at both high popularity and high product fit. The greater the encouragement of the sensation-seeking motive, the stronger the influence of the streamer on shopping happiness. These findings provide input for marketers to pay attention to the psychography of viewers who have the motive of finding sensory sensations when watching live streaming, this relates to the visual and auditory stimuli that can be well designed.

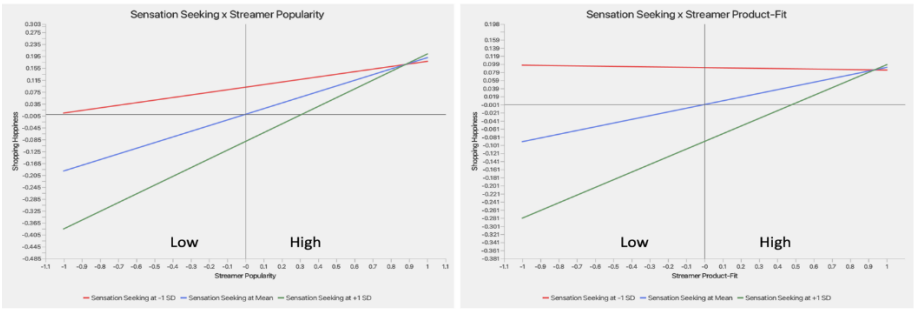


Figure 3. Simple Slope Analysis Sensation Seeking Moderation

The next analysis is to assess the presence of unobserved heterogeneity as suggested by Hair et al. (2022) as advanced analytics in PLS-SEM. A finite mixture or FIMIX PLS is a menu available in SmartPLS4 that can identify differences in results when segmenting sample data. The findings of this research divide the sample data into two segments as in Figure. From this figure, can be seen 2 different segments. The R^2 value for impulse purchase in Segment 1 was found to be 0.024 which is categorized

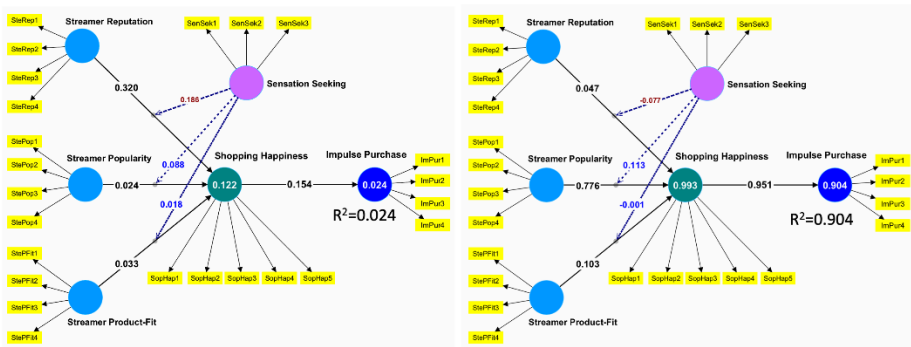
as very small explanatory whereas, in Segment 2, the R^2 value was 0.904 which indicates strong explanatory compared to the original sample R^2 which is 0.264 and also categorized as small explanatory.

Through this FIMIX analysis, it can be said that the explanatory ability of this research model is determined by the characteristics of the respondents. If the model is tested with respondents who have characteristics such as those in segment 2, the model will show substantial explanatory abilities or otherwise. This finding shows that there is unobserved heterogeneity which was not previously suspected so in future research there needs to be criteria that can filter respondents to make them more homogeneous. This needs to be followed up in further research to explore respondent data in segment two and identify what attributes differentiate the two segments.

Table 6. FIMIX Segment Comparison on R^2

Variable	Original sample R-squares	Weighted average R-squares	Segment 1 R-squares	Segment 2 R-squares
	n=405	n=406	n=283	n=122
Impulse Purchase	0,264	0,216	0,024	0,904
Shopping Happiness	0,379	0,331	0,122	0,993

The table shows a comparison of the R^2 value in the original model with 405 respondents when compared to the results of FIMIX segments 1 and 2. The R^2 value in the impulse purchase and shopping happiness variable in Segment 2 with 122 respondents shows strong explanatory power and vice versa in Segment 1.



Segment 1 (n=283) Segment 2 (n=122)

Figure 4. FIMIX Segment 1 versus 2

5. Discussion

This research aims to examine the influence of streamers on shopping happiness and then its impact on impulse purchases in the fashion apparel product category which is marketed via TikTok e-commerce live streaming in Indonesia. Research findings show that the strongest influence on shopping happiness was found in streamer popularity, followed by streamer reputation, while the weakest is from streamer product fit. Furthermore, it was revealed that sensation-seeking strengthens the influence of popular streamers but does not have a significant result on the influence

of a streamer's reputation. The insignificant moderating influence on the path of streamer reputation is most likely because the assessment of this reputation construct is more of a cognitive evaluation, here the viewer makes a more objective assessment.

These findings demonstrate that shopping happiness has a positive impact on impulse purchases on live-streaming platforms. These findings confirm the interpersonal behavior (TIB) theory from Triandis (1977) that behavior can be predicted not only by attitude but also by emotions. This is also in line with experiential marketing theory (Schmitt, 1999) which shows that consumer judgments involve their emotions. This result is in line with previous findings that emotions can play an important role in consumer decisions (Schnebelen & Bruhn, 2018), particularly in impulse buying (Ko et al., 2015; He et al., 2018; Zheng et al., 2020). Customers usually make unplanned purchases when exposed to provocative emotional stimuli (Chan et al., 2017). However, this research specifically refers to positive emotions, namely happiness, which has been proven to have a significant role. Online shopping events, apart from being determined by promotional products and prices, can create positive emotions through visuals. Live shopping platforms provide an opportunity for marketers to leverage popular and interactive streamers to help create shopping fun.

Interesting findings from this research show that streamer popularity is the most important factor in the eyes of viewers, in contrast to studies in other countries such as China where the assessment of streamers is more about physical attractiveness such as beauty (Ma, 2023; Qi et al., 2021 Zhang et al., 2022; Qi et al., 2021). In this research, popularity shows an individual's fame and the number of fans and trendiness that is more dominant than physical appearance, this may relate to the social phenomena as the bandwagon effect. Here marketers also can use gimmicks and jargon to increase the popularity of the streamer making viewers join the live streaming.

This research model offers novelty in the form of moderation of the sensation-seeking motif from viewers. Ensuring that there is moderation that strengthens the influence of streamer popularity and streamer product fit, opens up new insights that marketers need to better understand viewers specifically. If the viewer's motive is to get the sensory sensations he is looking for, marketers can design live streaming that offers new sensations that are unique and enjoyable. Here it also needs to be the element of surprise that differentiates it from other streamers.

Apart from the scope of this research, several limitations were also found in this research, including that the fashion apparel category is still too broad and needs to be narrowed down, for example, clothes used for everyday use and clothes for events such as parties and other social activities. Moreover, the performance of the fashion brand has not been considered. Another factor in impulse purchases is conditioned stimulus factors that have not been included in the model, such as the fear of missing out on price promotion opportunities, this thought needs to be considered in model development. Lastly, the findings of this research using FIMIX PLS show that there was heterogeneity in respondents, so this needs to be followed up by examining what character attributes most cause this heterogeneity.

6. Conclusions

In conclusion, the study sheds light on the burgeoning phenomenon of live streaming shopping, highlighting the pivotal role played by streamer-related factors—namely, streamer popularity, streamer reputation, and streamer product—in influencing viewers' positive emotions. The research underscores that a heightened perception of these factors contributes significantly to increased shopping happiness among viewers. Consequently, this emotional state can impact viewers' decision-making processes during live streaming shopping events, potentially leading to a decrease in self-regulation and the initiation of impulse purchases.

However, it is essential to acknowledge the limitations of this study. The research primarily focuses on the aforementioned streamer-related factors and their influence on positive emotions, leaving room for exploration of additional variables that may contribute to the complexity of live streaming shopping dynamics. Future research endeavors could explore the interplay of socio-cultural elements, technological interfaces, or platform-specific features in shaping viewer responses and purchasing behaviors during live streaming events.

Furthermore, while the proposed model exhibits robust predictive validity for impulse purchases, it is imperative for future researchers to conduct longitudinal studies to assess the model's stability over time and potential evolutions in consumer behavior. Additionally, considering the dynamic nature of the digital landscape, ongoing research should adapt to emerging technologies and platforms to ensure the model's relevance in the ever-evolving live streaming shopping environment.

The practical implications of this research extend to live streaming marketers, offering strategic insights into streamer selection. Marketers are advised to prioritize streams that align with viewers' preferences, considering popularity, reputation, and product relevance. The study emphasizes the importance of catering content to viewers with a sensation-seeking motif, thereby enhancing the impact of streamers on the audience. However, marketers should be mindful of ethical considerations in leveraging such psychological triggers for promotional purposes.

In conclusion, while this research provides valuable insights into the emotional and behavioral aspects of live streaming shopping, ongoing exploration and refinement of the model will contribute to a more comprehensive understanding of this evolving consumer landscape.

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