

ABSTRACT

The development of information technology in recent years in Indonesia has been very rapid, one of which is the development of the online trading sector. Advances in information technology have enabled online sellers to present their products in a new way, namely live streaming. Live streaming shopping is made interesting by the different experiences experienced by consumers when compared to conventional online shopping via e-commerce. The development of live streaming shopping in Indonesia then led to the top position of the number of social media users in the live streaming segment. This shows that consumer behavior has been formed in Indonesian people in making purchases via livestream. With the wide spread and advancement of live streaming technology, the number of companies using live streaming for sales purposes has increased significantly. Then, impulsive buying behavior is part of the creation of consumer behavior. The high level of impulsive buying during live streaming also shows that there is now a response to environmental factors.

Within the academic scope, research has been conducted on live streaming shopping on various platforms. However, until now there has not been much research that explains what kind of stimulus factors influence consumer behavior in making impulse purchases on live streaming shopping, especially in Indonesia, which has only known live stream shopping since 2020. So this study aims to examine what environmental factors can influence the occurrence of impulsive buying behavior in the audience of live streaming fashion products.

This research is written with descriptive techniques of a causal nature through a quantitative approach. The paradigm of this research is potisivism with a deductive approach. This research uses a survey strategy to individual units of analysis. Then, the population studied was the audience of live streaming videos of fashion products on the TikTok application who had made impulsive buying. The sample was 385 people with the approach and sampling method used was non-probability sampling with convenience sampling type. Data is collected through questionnaires which are processed using a quantitative approach through Structural Equation Modeling (SEM) analysis and processed with the Smart-PLS application.

Keywords: *Impulse Buying, Live Streaming Commerce, SOR Theory.*