

ABSTRACT

The rapid development of e-commerce in Indonesia, particularly in live streaming format, has transformed consumer shopping behavior. Data shows significant growth in e-commerce users from 38.72 million in 2020 to a projected 99.1 million in 2029, creating both opportunities and challenges in consumer purchasing behavior.

This study uses customer vulnerability as a mediating variable and product type as a moderating variable on live stream e-commerce platforms to examine how anchor qualities, live streaming activities, and time pressure affect impulsive purchases.

This study used a quantitative methodology and included 497 respondents who were chosen by purposive sampling. Structural Equation Modeling-Partial Least Square (SEM-PLS) was used to examine the data and assess the correlations between the variables.

The results show that anchor characteristics, live streaming activities, and time pressure have positive effects on impulse buying through consumer vulnerability as a mediator. Product type proves to moderate the relationship between consumer vulnerability and impulse buying.

This research contributes to the development of more effective digital marketing strategies and provides recommendations to minimize the risk of detrimental impulse buying for consumers. It is suggested that e-commerce platforms balance sales strategies with consumer protection.

Keywords: *live stream e-commerce, impulse buying, consumer vulnerability, anchor characteristics*