

ABSTRACT

The development of technology and increasing internet access have driven the growth of online shopping services, which have significantly changed consumer behavior. One innovation in e-commerce is the live streaming feature that allows direct interaction between sellers and buyers, as presented by Shopee.

This study aims to analyze consumer impulsive buying behavior in the context of Shopee's e-commerce live streaming using the Stimulus-Organism-Response (S-O-R) framework. This study uses a quantitative approach with a survey method of 271 respondents who have made impulsive purchases through the Shopee live streaming feature in the last three months. Data were analyzed using the SEM-PLS method to test the influence of factors in the S-O-R model on impulsive buying.

The results of this study are expected to provide an in-depth understanding of the factors that influence impulsive buying behavior in e-commerce live streaming, as well as its implications both theoretically and practically.

Keywords: Impulsive Buying, Impact of Live Streaming, Shopee Live Streaming E-commerce, Impulsive Buying on Shopee.