



The Influence of Host Attractiveness, Interactivity, and Perceived Enjoyment on Impulse Buying Behavior among Live Streaming Commerce Users in Kendari, Indonesia

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ABSTRACT

The rapid development of live-streaming commerce has transformed online shopping by integrating real-time product demonstrations, entertainment, social interaction, and purchasing activities within digital platforms. This study aims to examine the influence of host attractiveness, interactivity, and perceived enjoyment on impulse buying behavior among live-streaming commerce users in Kendari, Indonesia. A quantitative research approach was employed using primary data collected through questionnaires distributed to 100 respondents who had purchased products through TikTok Shop or Shopee Live. Respondents were selected using purposive sampling based on specific criteria, including being at least 17 years old and having purchased products through live-streaming commerce within the previous six months. The data were analyzed using IBM SPSS Statistics through descriptive analysis, validity and reliability testing, classical assumption tests, and multiple linear regression analysis. The findings indicate that host attractiveness does not have a significant effect on impulse buying behavior, as demonstrated by a t-value of 1.543 and a significance value of 0.126. Similarly, interactivity does not significantly influence impulse buying behavior, with a t-value of 1.419 and a significance value of 0.159. In contrast, perceived enjoyment has a positive and significant effect on impulse buying behavior, with a t-value of 4.814 and a significance value of 0.001. These findings indicate that consumers' pleasurable, entertaining, and emotionally engaging experiences are more influential in stimulating spontaneous purchases than host attractiveness or direct interaction. The study contributes to the literature on live-streaming commerce and provides practical implications for online sellers and marketers to prioritize enjoyable and engaging content strategies to encourage impulse buying.

Keywords: Live-Streaming Commerce, Host Attractiveness, Interactivity, Perceived Enjoyment, Impulse Buying Behavior

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1. INTRODUCTION

Digital technology has changed the way people consume information, connect and conduct economic activities. In recent years digitalization has led to the growth of e-commerce and the introduction of a number of new innovations in digital marketing. One fast emerging innovation is live streaming commerce (LSC), which is a sales activity that integrates live streaming, social interaction, and purchasing transaction on a single digital platform. Live streaming commerce enables consumers to view live product demonstrations, interact with sellers in real-time and make purchases without leaving the platform. This leads to a more interactive shopping experience than traditional e-commerce (Mutmainah & Nadlifatin, 2026).

The growth of live streaming commerce is supported by the increasing use of internet and social media in Indonesia. The Digital 2025 report notes that Indonesia has approximately 212 million internet users, with a penetration rate of 74.6% of the total population, and about 143 million social media user identities at the start of 2025 (Simon Kemp, 2025). These results identify that Indonesian society is digitally integrated and has a broad network of various social media platforms that support digital trading activities.

Social media has evolved from a mere communication tool to a potent marketing and transactional platform. The availability of live streaming functionalities on platforms like TikTok, Shopee Live, Instagram Live, and Facebook Live enables companies and business entities to engage directly with prospective consumers. This feature enables users to view products in greater detail, pose inquiries directly, obtain recommendations from hosts, and access numerous limited-time special offers. This scenario fosters a more dynamic buying environment and promotes heightened consumer engagement relative to conventional e-commerce models (Zhu & Vijayan, 2025).

A prevalent phenomena in live streaming business is impulse purchasing behavior. Impulse buying refers to a spontaneous purchasing decision made without prior forethought, typically prompted by emotional impulses encountered during the shopping experience. In live streaming commerce, aspects like limited-time incentives, real-time interactions, product demos, and an entertaining ambiance can stimulate impulsive consumer purchases. Prior study indicates that the live streaming setting can enhance impulse buying inclinations, as consumers are exposed to multiple marketing stimuli concurrently during the program (Septiyani & Hadi, 2024).

The phenomena of impulse buying is gaining prominence as it substantially enhances sales in social commerce. Recent research indicate that real-time interactions and immersive experiences during live streaming significantly influence the development of impulse buying behavior. Moreover, live shopping formats that integrate entertainment with transactional components have demonstrated an enhancement in consumer involvement and the facilitation of prompt purchasing decisions (Huo et al., 2023).

In a live streaming commerce context, host beauty is considered a characteristic that influences impulse purchasing. The host is the individual who facilitates the live broadcast and serves as the primary intermediary between sellers and consumers. Hosts possessing an appealing look, proficient communication skills, amiable expressions, and the ability to foster intimacy with the audience are generally more effective in influencing customer behavior. Recent research indicates that the appeal of the streamer or host significantly enhances consumer engagement during live streaming and affects their purchasing decisions.

In addition to host appeal, interactivity is the primary feature that distinguishes live streaming commerce from conventional e-commerce. Interactivity denotes the capacity of consumers to engage directly with the host via comment functionalities, question-and-answer sessions, or real-time responses during the show. An elevated degree of interactivity can enhance the perception of social presence, foster a more intimate connection between consumers and hosts, and augment consumer engagement in the purchasing process. Numerous studies indicate that involvement positively influences consumer experience during live streaming and enhances impulse purchasing tendencies (Nailil Muna & Setyawan, 2024).

Another important factor is perceived enjoyment, which is the feeling of happiness consumers experience when watching live streaming. In some cases, consumers who participate in live streaming not only purchase products but also want to learn more about them, and some simply do it to fill their free time. When consumers feel they have gained information about a product or feel happier after participating in live streaming, this will trigger a positive emotional response that can lead to spontaneous purchasing intentions or decisions. Recent findings have found that perceived enjoyment has a positive influence on impulse buying in the context of live streaming shopping and social commerce (Agustintia & Putra, 2024) .

Live streaming has grown rapidly, prompting many researchers to become interested in conducting research related to live streaming on social media, particularly TikTok. Research examining host attractiveness, interactivity, and perceived enjoyment on impulse buying behavior in eastern Indonesia is still relatively limited. Indonesia is one of the countries with a relatively high rate of digital transformation, and eastern Indonesia is no exception, with its rapidly increasing digital development (Simon Kemp, 2025) media, especially Tiktok, is growing quite rapidly throughout Indonesia, this is also happening in the city of Kendari, the capital of Southeast Sulawesi Province. TikTok social media is a social media that collaborates with Tokopedia ecommerce where they provide yellow basket services and live streaming for selling, this is of interest to the public, especially the people of Kendari city. There is still very limited research that addresses impulse buying carried out on live streaming on TikTok social media.

Based on this description, this research aims to analyze the influence of host attractiveness, interactivity, and perceived enjoyment on impulse buying behavior among TikTok Shop and Shopee Live users in Kendari City, Southeast Sulawesi. It is hoped that this research can contribute to the development of literature regarding live streaming commerce and digital consumer behavior, as well as provide input for business actors in designing more effective live streaming strategies to increase sales through impulse purchases.

2. LITERATURE REVIEW

Live Streaming Commerce

To integrate live streaming, digital platforms are innovating by collaborating with e-commerce platforms. What differentiates them from traditional e-commerce platforms is the ease of live streaming (LSC), allowing consumers to interact directly during the live stream. LSC is characterized by direct communication, immediate product knowledge, and quick consumer feedback (Xu et al., 2021). This enhances the engaging experience. E-commerce is growing rapidly, as evidenced by the shift in shopping patterns from simply viewing product photos to live streaming. LSC is a tool to enhance the consumer experience and thus influence purchasing decisions. Consumer experiences can be positive experiences that can build positive emotions in consumers (Zhu & Vijayan, 2025).

Impulse Buying Behavior

Impulse buying behavior refers to a consumer's tendency to make spontaneous and unplanned purchase decisions without prior intention. This behavior is generally characterized by a sudden urge to purchase a product immediately, often driven by emotional reactions rather than careful cognitive evaluation. In digital shopping environments, impulse buying has become increasingly prevalent as consumers are frequently exposed to various persuasive stimuli that can trigger immediate purchase decisions (Huo et al., 2023).

Within the context of live streaming commerce, impulse buying behavior has attracted considerable attention because live-streaming platforms provide a highly interactive shopping environment that combines entertainment, social interaction, and real-time product presentation. Through live demonstrations, instant communication with hosts, and limited-time promotional offers, consumers may experience heightened emotional arousal and a stronger desire to purchase products without extensive deliberation (Wang et al., 2025).

Recent studies have demonstrated that live-streaming features significantly contribute to impulse buying tendencies. Factors such as scarcity messages, flash sales, fear of missing out (FoMO), and interactive communication between streamers and viewers have been found to encourage consumers to make immediate purchasing decisions ((Adyantari et al., 2025). Additionally, customer engagement, trust, and emotional arousal generated during live-streaming sessions have been identified as important mechanisms that strengthen impulse buying behavior among online consumers (Rizqi Adha et al., 2025).

Therefore, impulse buying behavior is widely recognized as a key outcome variable in live-streaming commerce research because it reflects consumers' spontaneous reactions to the dynamic, interactive, and emotionally engaging shopping environment created by live-streaming platforms. Understanding the determinants of impulse buying behavior is essential for explaining consumer decision-making processes and developing effective digital marketing strategies in the rapidly growing live commerce industry.

Host Attractiveness

Host attractiveness refers to the extent to which a live-streaming host is perceived as appealing, engaging, and capable of attracting viewers' attention during a live commerce session. In the context of live streaming, attractiveness extends beyond physical appearance and includes characteristics such as communication competence, confidence, charisma, expertise, and the ability to establish a positive connection with audiences. These attributes help create a favorable impression and enhance consumers' receptiveness to information delivered by the host.

The concept of host attractiveness is commonly explained through Source Attractiveness Theory, which suggests that individuals are more likely to be influenced by communicators they perceive as attractive, likable, and relatable. When consumers view a host as appealing and trustworthy, they tend to pay greater attention to product

information and are more willing to accept recommendations provided during live-streaming sessions (Xu et al., 2021). As a result, the host plays a crucial role in shaping consumers' attitudes and behavioral responses toward promoted products.

In live-streaming commerce, hosts serve as intermediaries between sellers and consumers by presenting product information, demonstrating product usage, and interacting directly with viewers. Attractive hosts can create a more enjoyable and entertaining shopping experience, which encourages viewers to remain engaged throughout the session. Research has shown that host attractiveness positively influences consumers' emotional responses, perceived enjoyment, and engagement during live-streaming activities (Septiyani & Hadi, 2024)

Recent studies have also highlighted the importance of host attractiveness in stimulating consumer purchasing behavior. Hosts who demonstrate enthusiasm, authenticity, and strong communication skills are more likely to increase consumers' trust and purchase intentions. Furthermore, attractive and interactive hosts can create emotional connections with viewers, which may encourage spontaneous purchasing decisions and increase impulse buying tendencies in live commerce environments (Wu et al., 2024)

Therefore, host attractiveness is recognized as an important antecedent in live-streaming commerce research because it contributes to consumers' positive shopping experiences, enhances emotional engagement, and influences purchasing decisions during live-streaming sessions.

Interactivity

Interactivity is the level of two-way communication that occurs between the host and consumers during live streaming. Interactivity is one of the main characteristics that differentiates live streaming commerce from traditional e-commerce (Fajar & Bambang Widjanarko Otok, 2024).

According to Social Presence Theory, high interaction can increase the perception of social presence so that consumers feel closer to the host and community involved in live streaming. These conditions can increase trust, engagement and a more enjoyable shopping experience. This research also shows that perceived enjoyment is able to mediate the relationship between interactivity and impulse buying. Similar results were found in other studies which stated that consumers were more likely to make impulse purchases when they could interact directly with the host through comments features or question and answer sessions (Zhang, 2025).

Perceived Enjoyment

Perceived enjoyment is the level of pleasure that consumers feel when using a system or participating in an activity without considering the functional benefits obtained. In the context of live streaming commerce, perceived enjoyment arises when consumers feel entertained, comfortable, and enjoy the experience while watching live broadcasts.

The concept of perceived enjoyment is widely used in the Technology Acceptance Model (TAM) to explain the behavior of digital technology users. Consumers who have positive

experiences tend to show higher levels of engagement and have a greater likelihood of making a purchase (Zhu & Vijayan, 2025).

Research by (Jiang et al., 2024) shows that perceived enjoyment has a positive influence on impulse buying behavior in live streaming shopping. The research results of (Agustintia & Putra, 2024) also found that perceived enjoyment had a significant effect on impulsive buying among live shopping users. In addition, recent research shows that pleasant visual experiences and social interactions during live streaming can increase perceived enjoyment which ultimately encourages impulse buying

Conceptual Framework

Based on the literature review above, the following hypotheses can be drawn for this study:

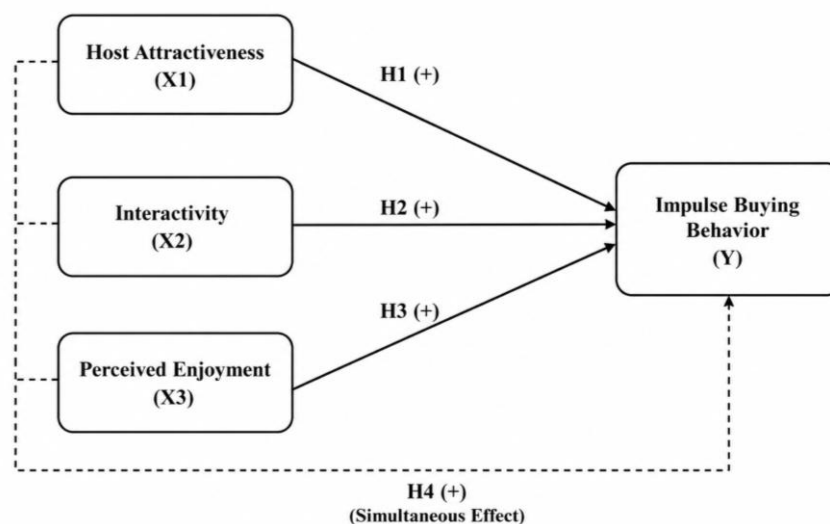


Figure 1. Conceptual Framework

H1: Host Attractiveness has a positive and significant effect on Impulse Buying Behavior.

H2: Interactivity has a positive and significant effect on Impulse Buying Behavior.

H3: Perceived Enjoyment has a positive and significant effect on Impulse Buying Behavior.

H4: Host Attractiveness, Interactivity, and Perceived Enjoyment simultaneously have a positive and significant effect on Impulse Buying Behavior.

This study develops a conceptual framework to examine the influence of live-streaming commerce characteristics on consumers' impulse buying behavior. The framework is based on the assumption that the characteristics of the live-streaming shopping environment can stimulate consumers' behavioral responses. In particular, the study focuses on three independent variables: Host Attractiveness, Interactivity, and Perceived Enjoyment, while Impulse Buying Behavior serves as the dependent variable.

Host Attractiveness refers to the extent to which consumers perceive the live-streaming host as appealing, engaging, confident, competent, and capable of establishing a positive connection with viewers. According to the Source Attractiveness Theory discussed in the

article, an attractive and likable communicator can increase consumers' attention and receptiveness to the information and recommendations delivered during live streaming. Therefore, host attractiveness is expected to encourage consumers to respond more positively and potentially make spontaneous purchasing decisions.

Interactivity represents the level of two-way communication between the host and consumers during a live-streaming session. Features such as comments, questions and answers, real-time responses, and audience involvement can create a stronger sense of social presence and engagement. Based on Social Presence Theory, greater interaction can make consumers feel closer to the host and the live-streaming community, potentially increasing their trust, engagement, and willingness to make impulse purchases.

Perceived Enjoyment refers to the degree of pleasure, entertainment, comfort, and positive emotion experienced by consumers while participating in live-streaming commerce. The article relates perceived enjoyment to the Technology Acceptance Model (TAM), suggesting that positive and enjoyable digital experiences can increase consumer engagement and purchasing behavior. In live-streaming commerce, an enjoyable experience can reduce consumers' tendency to engage in extensive evaluation and encourage spontaneous purchasing decisions.

The three independent variables are therefore proposed to influence Impulse Buying Behavior, which refers to spontaneous and unplanned purchasing decisions characterized by a sudden urge to purchase products without extensive prior consideration. The dynamic nature of live-streaming commerce, including real-time interaction, product presentation, entertainment, and emotional stimulation, provides an environment in which these impulse purchases can occur.

3. METHODOLOGY

This study examines host attractiveness, interactivity, and perceived enjoyment on impulsive buying behavior in live streaming purchases among consumers in Kendari. This study uses quantitative research because it functions to test the influence caused by cause and effect between variables so that statistical testing can be carried out. Respondent data is taken in the form of primary data through the distribution of questionnaires filled out by respondents. According to (Creswell, 2020), quantitative research is appropriate for testing relationships between variables and generating findings that can be generalized to a broader population.

The target population consisted of consumers residing in Kendari City who had previously purchased products through live-streaming commerce platforms, particularly TikTok Shop and Shopee Live. A purposive sampling technique was applied to ensure that participants met specific requirements, including being at least 17 years old, having experience watching live-streaming commerce sessions, and having made at least one purchase through a live-streaming platform within the previous six months. A total of 100 respondents were included in the study. (Hair et al., 2017) suggested that the minimum sample size for multivariate analysis should range from five to ten times the number of

measurement indicators. Given that this study employed 20 indicators, a sample of 100 respondents was considered adequate for conducting multiple linear regression analysis.

Data were gathered using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The Host Attractiveness variable was measured through four indicators adapted from (Nailil Muna & Setyawan, 2024), including physical attractiveness, communication ability, self-confidence, pleasant personality, and the ability to capture audience attention. Interactivity was assessed using four indicators derived from (Fajar & Bambang Widjanarko Otok, 2024), namely responsiveness to comments, two-way communication, opportunities for questioning, audience involvement, and response speed. Perceived Enjoyment was measured using three indicators adapted from (Zhu & Vijayan, 2025), covering enjoyment, entertainment, comfort, positive experiences, and overall pleasure during live-streaming sessions. Meanwhile, Impulse Buying Behavior was evaluated through Three indicators based on the framework proposed by (Rizqi Adha et al., 2025), including spontaneous purchases, unplanned buying, strong purchasing urges, rapid purchase decisions, and situationally driven buying behavior.

The collected data were analyzed using IBM SPSS Statistics. The analysis process included descriptive statistics, validity testing, reliability testing, classical assumption testing, and multiple linear regression analysis. Instrument validity was assessed using Pearson correlation analysis, with a significance threshold of 0.05. Reliability was evaluated through Cronbach's Alpha, where values exceeding 0.70 indicated acceptable internal consistency (Hair et al., 2019). Hypothesis testing was conducted using t-tests to examine the individual effects of each independent variable on impulse buying behavior and F-tests to determine their simultaneous effects. In addition, the coefficient of determination (R^2) was used to evaluate the extent to which the independent variables explained variations in consumers' impulse buying behavior within the live-streaming commerc (Hair et al., 2017).

4. RESULTS

Respondent Characteristics

A total of 100 respondents participated in this study. Based on age distribution, the majority of respondents were between 17 and 25 years old, accounting for 56 respondents (56%), while the remaining 44 respondents (44%) were between 26 and 35 years old. This finding indicates that live-streaming commerce is particularly popular among younger consumers, who tend to be more familiar with digital technologies and social commerce platforms such as TikTok Shop and Shopee Live. Younger consumers are generally more active in engaging with online content and are more likely to be influenced by interactive marketing activities conducted through live-streaming sessions.

Regarding occupational background, respondents were primarily students, private-sector employees, and entrepreneurs. Students represented a substantial proportion of the sample, reflecting the strong adoption of social media and live-streaming platforms among younger generations. Private-sector employees also constituted a significant segment, as they often utilize digital platforms for convenience and product discovery. In addition, entrepreneurs were well represented, indicating that individuals involved in

business activities are also active users of live-streaming commerce for both consumption and market observation purposes.

In terms of product categories purchased through live-streaming commerce, fashion products emerged as the most frequently purchased items among respondents. This finding suggests that fashion-related products are particularly suitable for live-streaming environments because consumers can directly observe product demonstrations, material quality, design details, and styling recommendations provided by hosts during live broadcasts. The visual and interactive nature of live-streaming commerce enables consumers to evaluate fashion products more effectively, thereby increasing their purchase intention and encouraging spontaneous buying behavior.

Overall, the demographic profile of the respondents indicates that live-streaming commerce is predominantly utilized by young consumers who are digitally connected and actively engaged with social media platforms. The dominance of fashion purchases further highlights the importance of visual presentation, host attractiveness, and real-time interaction in influencing consumers' purchasing decisions within the live-streaming commerce ecosystem.

Validity and Reliability

The validity of the measurement instrument was assessed using item-total correlation analysis. With a sample size of 75 respondents ($df = 73$) and a significance level of 5%, the critical r -value was 0.2272. The analysis indicated that all measurement items exceeded the minimum requirement, with the lowest correlation coefficient reaching 0.668. Therefore, all questionnaire items were confirmed to be valid and suitable for measuring the constructs examined in this study.

The reliability of the instrument was evaluated using Cronbach's Alpha. All constructs achieved alpha values above the recommended threshold of 0.70, with the lowest value being 0.855. These findings confirm that the instrument demonstrates satisfactory internal consistency and reliability, ensuring dependable measurement of the study variables.

Classical Assumption Test

Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser method by regressing the absolute residual values (Abs_Res) on the independent variables, namely Host Attractiveness (IHA), Interactivity (I), and Perceived Enjoyment (PE). A regression model is considered free from heteroscedasticity when the significance value of each independent variable exceeds 0.05.

The results indicated that Host Attractiveness, Interactivity, and Perceived Enjoyment each obtained a significance value of 0.617, which is well above the established threshold of 0.05. These findings suggest that none of the independent variables significantly affect the absolute residuals. Therefore, the regression model does not exhibit heteroscedasticity, indicating that the variance of the residuals remains constant across

different levels of prediction. Consequently, the assumption of homoscedasticity is satisfied, and the model is suitable for further analysis.

Multicollinearity Test

The multicollinearity test was performed to examine the degree of correlation among the independent variables included in the regression model. This assessment was based on the Tolerance and Variance Inflation Factor (VIF) values. Multicollinearity is considered absent when the Tolerance value is greater than 0.10 and the VIF value is lower than 10. The analysis revealed that Host Attractiveness achieved a Tolerance value of 0.714 and a VIF value of 1.400. Interactivity obtained a Tolerance value of 0.622 and a VIF value of 1.609, while Perceived Enjoyment recorded a Tolerance value of 0.717 and a VIF value of 1.394.

Since all Tolerance values exceeded 0.10 and all VIF values were substantially below 10, the model can be considered free from multicollinearity issues. This indicates that each independent variable contributes unique explanatory power to the dependent variable without exhibiting excessive correlation with the other predictors. Therefore, the multicollinearity assumption has been adequately fulfilled.

Normality Test

The normality of the data was assessed using the One-Sample Kolmogorov–Smirnov test. The test results produced an Asymp. Sig. (2-tailed) value of 0.540. Since the significance value is greater than the recommended threshold of 0.05, the null hypothesis of normal distribution cannot be rejected.

Accordingly, the data are considered to be normally distributed, indicating that the normality assumption required for regression analysis has been satisfied. This result supports the appropriateness of applying parametric statistical techniques in the subsequent stages of analysis.

Table 1. Results Of Multiple Linear Regression Analysis

Model	T-Value	Sig.	Ket
Constant	2.055	00043	
Host Attractiveness	1.543	0.126	Rejected
Interactivity	1.419	0.159	Rejected
Perceived Enjoyment	4.814	0.001	Accepted

Source : SPSS Proceed, 2026

The t-test was employed to examine the individual effect of each independent variable, namely Host Attractiveness, Interactivity, and Perceived Enjoyment, on Impulse Buying. The results revealed that Host Attractiveness produced a t-value of 1.543 with a significance level of 0.126. Since the significance value exceeded the threshold of 0.05, Host Attractiveness was found to have no significant effect on Impulse Buying. Therefore, the hypothesis proposing a significant relationship between Host Attractiveness and Impulse Buying was not supported. This finding suggests that the attractiveness of the host alone is insufficient to encourage consumers to make spontaneous purchasing decisions during live-streaming sessions.

For Interactivity, the analysis generated a t-value of 1.419 and a significance value of 0.159. As the significance level was greater than 0.05, Interactivity did not significantly influence Impulse Buying. Consequently, the corresponding hypothesis was rejected. This result indicates that although interaction between hosts and viewers occurs during live-streaming activities, such interactions may not necessarily translate into unplanned purchasing behavior.

In contrast, Perceived Enjoyment demonstrated a t-value of 4.814 with a significance level of 0.001. Because the significance value was below 0.05, Perceived Enjoyment was found to exert a positive and statistically significant effect on Impulse Buying. Accordingly, the hypothesis regarding the influence of Perceived Enjoyment on Impulse Buying was accepted. This finding implies that consumers who experience greater enjoyment while engaging with live-streaming commerce are more likely to make impulsive purchasing decisions.

Overall, the results of the partial regression analysis indicate that Perceived Enjoyment is the only variable that significantly affects Impulse Buying. Meanwhile, Host Attractiveness and Interactivity do not exhibit a statistically significant influence on consumers' impulse buying behavior within the context of live-streaming commerce.

5. DISCUSSION

Statistically significant impact on impulse buying behavior among users of live-streaming commerce in Kendari. This result implies that consumers tend to make unplanned purchases when they view the host as appealing, persuasive, and competent in presenting products during live broadcasts. Within the context of live-streaming commerce, hosts serve as influential communicators who shape consumer perceptions and purchasing decisions. A host who is perceived positively can capture viewers' attention, build credibility, and create a favorable impression of the products being promoted.

As a result, consumers become more inclined to purchase items spontaneously without extensive prior consideration. These findings are consistent with (Nailil Muna & Setyawan, 2024), who highlighted the importance of streamer characteristics in influencing consumer engagement and purchasing outcomes in live commerce. Likewise, (Fajar & Bambang Widjanarko Otok, 2024) reported that attractive hosts can strengthen purchase intentions and encourage impulsive buying behavior, particularly among digitally active consumers.

The analysis further demonstrates that interactivity exerts a positive and significant influence on impulse buying behavior. This suggests that the ability of consumers to communicate directly with hosts during live-streaming sessions contributes to a greater likelihood of making spontaneous purchases. Interactive features such as live chats, immediate feedback, and real-time product explanations allow consumers to obtain relevant information efficiently while feeling actively involved in the shopping experience. Such interactions help establish a closer relationship between viewers and hosts, which can reduce doubts and increase confidence in purchasing decisions. The present finding

aligns with the work of Wang et al., (2025), who identified interactivity as a critical factor affecting consumer responses in live-streaming commerce. In addition, Xu et al., (2021) emphasized that active communication between sellers and consumers can enhance engagement and stimulate impulsive purchasing behavior.

The results also indicate that perceived enjoyment has a positive and significant effect on impulse buying behavior and represents the most influential variable among the predictors examined in this study. This outcome suggests that consumers who experience enjoyment, excitement, and entertainment while watching live-streaming content are more likely to engage in unplanned purchasing activities. Live-streaming commerce offers more than a transactional shopping experience; it also provides entertainment value that can generate positive emotions among viewers. When consumers are emotionally immersed and entertained, they are less likely to engage in extensive rational evaluation and more likely to make immediate purchasing decisions. This finding supports the argument of Sun et al. (2019), who emphasized the role of enjoyment in shaping online consumer behavior. It also reinforces recent evidence suggesting that pleasurable shopping experiences can strengthen purchase intentions and increase the tendency toward impulse buying in digital environments.

The results of the simultaneous analysis reveal that host attractiveness, interactivity, and perceived enjoyment jointly influence impulse buying behavior among live-streaming commerce users in Kendari. This indicates that impulsive purchasing decisions are not driven by a single factor but rather emerge from the interaction of communication effectiveness, social engagement, and emotional stimulation. Consumers are influenced not only by the products being offered but also by the overall experience created during live-streaming sessions. Consequently, businesses that utilize live-streaming commerce as a marketing channel should pay attention to the quality of hosts, encourage meaningful interaction with audiences, and develop entertaining content that enhances viewer enjoyment. The integration of these elements can create a more engaging shopping environment and increase the likelihood of spontaneous purchases.

From a theoretical standpoint, this study contributes to the growing body of knowledge on consumer behavior in digital commerce by providing empirical evidence regarding the roles of host attractiveness, interactivity, and perceived enjoyment in influencing impulse buying behavior. The findings support the view that both social and emotional factors are essential in understanding purchasing decisions within live-streaming commerce. From a managerial perspective, the results offer practical guidance for marketers, online sellers, and platform managers. Organizations are encouraged to select and train competent hosts, facilitate active communication with audiences, and design engaging live-streaming content that delivers enjoyable experiences. Such strategies can strengthen consumer involvement, improve shopping experiences, and ultimately enhance sales performance.

Although previous studies have generally reported that live streaming characteristics, including host attractiveness, positively influence impulse buying, empirical findings remain inconsistent across different contexts, platforms, and consumer groups. Several studies suggest that consumers' spontaneous purchase decisions are not solely driven by the host's physical attractiveness but are also influenced by other factors, such as product value, promotional strategies, perceived enjoyment, trust, and the quality of real-time interaction. These inconsistent findings indicate that the effectiveness of host

attractiveness may depend on specific market conditions and consumer characteristics. Therefore, further investigation is needed to examine whether host attractiveness remains a significant determinant of impulse buying in the context of live streaming commerce in Indonesia.

6. CONCLUSION

This study examined the effects of host attractiveness, interactivity, and perceived enjoyment on impulse buying behavior among live-streaming commerce users in Kendari, Indonesia. The findings reveal that all three independent variables have a positive and significant influence on impulse buying behavior. These results indicate that consumers are more likely to make spontaneous purchasing decisions when they perceive hosts as attractive and persuasive, experience active interaction during live-streaming sessions, and enjoy the overall shopping experience.

Among the examined variables, perceived enjoyment emerged as the only variable that had a significant positive effect on impulse buying behavior in live-streaming commerce. This finding indicates that consumers are more likely to make spontaneous purchases when they experience enjoyment and positive emotions during live-streaming sessions. Therefore, creating entertaining, engaging, and enjoyable shopping experiences should be a primary strategy for businesses seeking to increase impulse buying through live-streaming platforms.

In contrast, host attractiveness and interactivity did not show a statistically significant effect on impulse buying behavior in this study. These findings suggest that consumers' spontaneous purchasing decisions may not necessarily be driven by the host's personal appeal or the level of interaction during live streaming. Instead, the emotional experience generated while watching the live stream appears to play a more influential role in stimulating impulse purchases.

This study contributes to the growing literature on live-streaming commerce by demonstrating that emotional factors, particularly perceived enjoyment, are more influential than communication-related factors in explaining impulse buying within the context of this research. Nevertheless, this study has several limitations. First, the research was conducted only in Kendari, which may limit the generalizability of the findings to other regions. Second, only three independent variables were examined, whereas other factors such as trust, perceived value, social influence, customer engagement, and promotional strategies may also influence impulse buying behavior. Future studies are encouraged to incorporate these variables, use larger and more diverse samples, and examine different geographical contexts to provide a broader understanding of consumer behavior in live-streaming commerce.

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