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**FACTORS INFLUENCING IMPULSIVE PURCHASING OF “BURGA”
PRODUCTS DURING LIVE-STREAM SHOPPING THROUGH SOCIAL
MEDIA PLATFORMS**

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INTRODUCTION

In the fast-evolving landscape of digital commerce, especially after the global pandemic, many businesses started exploring new strategies to increase sales and attract customers regardless of the lack of face-to-face contact (Bages-Amat, Harrison, Spillecke, and Stanley, 2020). Due to lockdowns and social distance regulations, the revenues generated in the physical shops decreased. The advantages of Web 2.0 were used to speed up the shift of the traditional customer journey in the physical shop to the online platforms. Therefore, live stream shopping (LSS) has gained rapid popularity worldwide (Zhang, Chen, and Zamil, 2023). The LSS combines live-streaming video with e-commerce to provide consumers with an interactive shopping experience. It offers commodities-related video content to help buyers make informed purchase decisions and promote interaction with sellers (Li, K. Lee, S. Lee, Yang, and Chang, 2023). As happens in the post-pandemic world, using the example of China, the LSS market is thriving, and it is foreseen to grow even more significantly in the following years (Chen, Zhang, Shao, and Gao, 2022).

The adoption and growth of LSS present notable differences between Eastern and Western regions, driven by cultural and technological factors. In the East, particularly in China, LSS has quickly become a popular shopping format, as highlighted by He, Kukar-Kinney, and Ridgway (2018), due to the integration of social media into daily life, a cultural inclination for visible consumption and technology. On the other hand, Western countries, as Andersson and Pitz (2021), as well as Picot-Coupey et al. (2023) pointed out, approach LSS with more caution, influenced by a higher tendency towards uncertainty avoidance and a relatively slowly growing familiarity with LSS. This difference highlights the importance of region-specific strategies in using full LSS potential.

Regarding the items typically sold during the LSS, the focus is on fast-moving consumer goods (FMCG), the products characterised by their quick turnover and replacement within a year's timeframe (Joshi, 2021). According to Luo et al. (2021), due to its low-profit margins, FMCG products are commonly sold through online channels using frequent promotional activities, encouraging consumers to act impulsively. Moreover, Liu and Wang (2023) confirm that the main perceived value of FMCG products is the affordable price by stating that consumers always seek

products that offer good value for money, balancing affordability and quality. Mostafavi and Ugochukwu Anielozie (2014) stated that cosmetics and fashion accessories are among the biggest FMCG categories. So, through the LSS, consumers generally aim to find cost-effective FMCG products.

At present, many retail e-commerce platforms, such as Taobao Live, Red Book, and TikTok, have launched the operation mode of live-streaming e-commerce (Huang and Suo, 2021). In addition to the growing number of LSS platforms and social commerce, the number of consumers is also rapidly increasing. This growth initiates discussions about the factors influencing customers to purchase during LSS. Moreover, to do it impulsively.

Numerous research studies have been conducted analysing the factors influencing purchase decisions on LSS platforms. One of them is real-time interaction with the host (Manalu, 2023), as well as various discounts and promotions that lead to a lower final price of a product and create excitement for the viewers during the live broadcasting (Lee and Chen, 2021). In addition, Lu, Yan, and Chen (2022) state that factors such as website quality, sales promotion, money available, trust, and emotion affect impulsive consumers' purchasing during LSS. Various theoretical frameworks have been used previously to analyse the factors influencing impulsive purchase decisions. However, the SOR framework has frequently been used for full-scope consumer behaviour analysis. The model demonstrates that external factors (e.g., professionalism, interactivity, price discounts) can arouse an organism, which, in return, generates a behavioural outcome – purchase intention (Zhong et al., 2022).

While extensive research has been conducted on LSS, previous studies have often overlooked the cross-cultural nuances, particularly in markets like Lithuania. This research fills this critical gap by exploring factors influencing LSS consumer behaviour in the Lithuanian market. Additionally, the distinct consumer behaviours and preferences on platforms such as “TikTok” and “Instagram” have not been extensively compared in prior studies. This research offers valuable insights into these platform-specific dynamics, providing an understanding of how different social media environments impact the effectiveness of LSS, focusing on the FMCG category. The “Burga” brand was selected for analysis due to its strong online presence and wide recognition. It offers a relevant and detailed case for studying consumer engagement and behaviour in LSS within the FMCG sector.

The problem. Which factors influence impulsive purchasing of “Burga” products during live-stream shopping through social media platforms?

The object. Factors influencing impulsive Burga product purchase intention during live-streaming shopping through social media platforms.

The aim. To identify the factors influencing impulsive “Burga” product purchase intention during live-streaming shopping through social media platforms.

Objectives of the work:

1. To analyse the concept of live-streaming shopping.
2. To conduct a theoretical analysis of the factors influencing FMCG product purchase intention during live-streaming shopping.
3. Based on the theoretical analysis, to prepare the methodology for empirical research to analyse the factors influencing impulsive Burga products purchasing during live stream shopping through social media platforms.
4. By performing empirical research to evaluate how specific factors influence the intention to purchase Burga products impulsively during live-streaming shopping through social media platforms.
5. By summarizing and interpreting the research results, prepare conclusions, and propose proposals for business implementations.

Methods used:

- Analysis of the scientific literature – this method allowed for expanding the general understanding regarding LS and LSS, as well as acknowledging the factors that have an impact on consumers’ decision to buy impulsively during LSS and theories/frameworks used to analyse consumer behaviour in LS. The examination of scientific literature provided the foundation for the development of empirical research.
- Questionnaire research - two surveys employed a simulation-based questionnaire using “Google Forms” to gather primary data on the key factors influencing impulsive purchasing of FMCG products (phone cases) during an LS.
- Statistical data analysis - relevant statistical measures were utilized through the SPSS IBM software, including the calculation of construct means (Cronbach's alpha), conducting regression, mediation, and moderation analyses, as well as checking Pearson’s

correlation. Additionally, Microsoft Excel was used to prepare the primary data for the analysis.

Structure of the paper. The bachelor thesis consists of three main parts. The first part is a theoretical scientific literature analysis based on the previous coursework. This part analyses the concept of LSS: the cultural difference's impact on LS popularity, the concept's relevance, models used in previous research to analyse the factors influencing impulsive buying during LSS, and the analysis of the factors mentioned in the scientific literature. The second part is the empirical research methodology, including the research model, instrument used, and sampling. The third part is an analysis of empirical research on the factors influencing customers to purchase impulsively during LSS, finalized with the research conclusions and recommendations for business implementations.

By conducting the research on LSS in Lithuania, focusing on Burga products across “TikTok” and “Instagram” platforms, valuable insights for both businesses and academia will be provided. For businesses, it offers targeted strategies for platform-specific marketing and consumer engagement, crucial for optimising LSS campaigns and driving sales. Academically, it enriches digital marketing literature by exploring LSS in a unique cultural context, contributing significantly to the understanding of consumer behaviour in LSS environment as well as showcasing the platform-related preferences for LSS users.

The following part of the work will focus on theoretical analysis of LSS, including the explanations of the concept, cultural differences between East and West countries regarding the use of LSS, the theoretical models used in prior studies as well as factors, influencing impulsive purchasing during LSS, analysed by author in previous studies.

1. THEORETICAL ANALYSIS OF FACTORS INFLUENCING TO PURCHASE IMPULSIVELY DURING LIVE-STREAMING SHOPPING THROUGH SOCIAL MEDIA PLATFORMS

1.1. Theoretical analysis of the live-streaming shopping concept

With new technologies and globalization, innovative forms of interaction started finding their place in our society. One of them is live streaming. It is a form of interaction that has a variety of ways to be used in practice, starting with the LS of sports championships and ending up with food being eaten online to entertain spectators (W. Zhang, Wang, and T. Zhang, 2021). In order to ensure that the concept of live stream shopping in the following theoretical and empirical analyses are easily understandable, the list of abbreviations, used in the text, is provided in the Table 1 below.

Table 1

The abbreviations used in the text.

Abbreviation	Meaning
LSS	Live streaming shopping
LS	Live stream
SOR model	Stimulus-Organism-Response model
KOL	Key Opinion Leader
FMCG	Fast Moving Consumer Goods
SPSS	Statistical Package for the Social Sciences

Source: compiled by the author based on the theoretical analysis

Furthermore, LS has been used in education to promote self-directed learning and enhance students' learning outcomes (Ho and Song, 2021). The model of LS that has been commercialized and used for business reasons the most is called live-streaming shopping (LSS). It is a form of e-commerce that combines live video streaming with online shopping, involving real-time interaction between the brand, broadcaster, and community members/customers. During LSS events, hosts showcase products in real-time, answer questions from viewers, and provide demonstrations and reviews to create an interactive and engaging shopping experience (Zhou et al., 2022). Hence, due to the benefits of combining online shopping with LS watching, LSS has become increasingly popular as a form of social commerce (Guo, Hu, and Lu, 2021).

The concept of LSS is relatively new. The first e-commerce platforms (Livy and Popshop Live) providing LSS services, together with Amazon, which implemented LSS (a show called “Style Code Live” for fashion and beauty products broadcast) in an already existing platform, were launched in 2016 (Cai and Wohn, 2019). By reinforcing image-based e-commerce with live videos, customers could better understand the product and be more engaged (Wongsunopparat and Deng, 2021). Starting with the LS, viewers' interactivity with the anchor or other spectators of LS can occur in diversified activities, mainly depending on the platform's capabilities. Social interaction is facilitated by displaying viewer comments (Wongkitrungrueng and Assarut, 2020) and the possibility to like the LS by clicking “Like” or “Heart” emoji (Lin, Yao, and Chen, 2021). Virtual gifts (which have monetary value) and tips are given during LS to the host to express gratitude and/or achieve desired actions from them (Guan, Hou, Li, Phang, and Chong, 2022), and spectators subscribe to the streamer or the channel for future interactions (Bründl, Matt, Hess, and Engert, 2023).

Several factors have contributed to the growth of LSS. One study highlights the promotion of e-commerce platforms, the exploration of new income channels by the wholesalers, the development of key opinion leaders (KOL) network celebrity culture, and political policy support as key drivers of the industry's rapid growth (Yao, 2022). Another study emphasizes the positive impact of stimulus factors such as convenience, interactivity, playfulness, and consumers' perceived enjoyment in the LS environment (Zhang, Sun, Qin, and Wang, 2020). Most importantly, since LSS does not require person-to-person contact, it has gained huge popularity during the worldwide lockdown, especially in China (Zhao and Bacao, 2021).

So, LSS is a form of e-commerce that combines live video streaming with online shopping, allowing hosts to showcase products in real time and engage with viewers. By providing an interactive and engaging shopping experience, LSS offers a unique opportunity for businesses to connect with customers and sell products in real time (Zhou, Jin, Wu, X. Wang, Z. Wang, and Chen, 2022). Understanding the factors that influence the usage of LS as a shopping platform and what encourages customers to make impulsive purchases can help in the development of effective LS platforms and the content shown on them (Lin, Tseng, Shirazi, Hajli, and Tsai, 2022). However, with LSS offering an immersive and social shopping experience, its popularity has grown significantly in the last years, particularly in China, leaving the West market with low LSS acceptance rate.

1.2. The comparison of live stream shopping usage in the East and the West regions

As previously noted, LSS experienced significant success in China during the global pandemic, and the first LSS platforms being emerged in Asia. This phenomenon raises a question: why has LSS thrived in the East while it remains in its emerging stage, struggling to gain similar momentum and widespread acceptance in the West?

According to Picot-Coupey, Bouragba, Collin Lachaud, Gallarza, and Ouazzani (2023), in 2022, LSS represented more than 17% of online sales in China. In the same year, the U.S. LSS sales reached \$17 billion, a number that's significantly smaller compared to China's success. In Europe, especially France, LSS has just started to grow in the past few years, and it is still at an early stage, with retailers being more careful than fully committed to using this method (Picot-Coupey et al., 2023). Based on the study conducted by Andersson and Pitz (2021), European consumers are drawn to LSS for its ability to provide enhanced product information, exclusive content, and inspiration, particularly valuable in the early stages of decision-making, complemented by the entertainment and unique experiences it offers. In other words, LSS in the European market is perceived as a platform helping to form an opinion regarding a particular product or brand. Additionally, in Europe, the concept of live video shopping is not widely understood among consumers, which is a key factor contributing to its lower popularity compared to the Chinese market, where it is well-known (Chen, L. Wang, Rasool, and J. Wang, 2022). In light of Hofstede's cultural dimensions, the tendency towards uncertainty avoidance acts as a cultural obstacle for Germany-based businesses LS platforms in experimenting with new digital services, unlike their Chinese counterparts, who are more flexible in adapting to such innovations (Aguirre Reid, Lacker, Siepermann, and Wulfhorst, 2022).

To put it differently, compared to China and South Asia markets, the success of LSS is largely due to its integration with local cultural practices, where e-commerce and social media are deeply rooted in societal norms and behaviours, making LSS a culturally resonant and popular form of shopping in the region (Khine and Dreamson, 2023). He, Kukar-Kinney, and Ridgway (2018) argued that in China, the popularity of LSS is fuelled by the chase of instant pleasure, the cultural emphasis on gaining social prestige through visible consumption, compulsive shopping behaviours, the excitement of anticipating product arrival, and the status boost received from having purchases observed by others. Moreover, LS e-commerce in China goes beyond business partnerships by receiving funding from the government to add to the growth of agriculture and

secondary economies in underdeveloped areas, helping to revitalize local economies and enabling producers in these regions to access broader markets (Xiaojun, 2020).

In summary, LSS differently penetrates the East and the West countries. It is mainly due to the cultural and social differences, that allowed LSS to be adopted by a large number of users in Asia region while it is still in its emerging stage in Western regions. The high level of uncertainty avoidance, which result in inability to accept new digital technologies, and incomprehension of LSS concept, results in LSS absence in the West market. In contrast, instant pleasure, social prestige through visible consumption, status boost, and compulsive shopping behaviour are the causes of LSS dominance in East market. Regardless of the market of LSS, it has its advantages and disadvantages that should be considered before implementing this selling mechanism by new businesses or markets.

1.3. The benefits and limitations of live streaming for e-commerce

Nowadays, numerous e-commerce and social media platforms have a feature of LS, where people can communicate in real time via computers, mobile phones, tablets, and other devices. The growth of LSS can be attributed to various factors, including the integration of video-based content with e-commerce platforms and the positive impact of stimulus factors on consumers' perceived enjoyment. As with any other type of sales technique, LSS has its advantages and disadvantages. According to Hu and Chaudhry (2020), from the perspective of the viewers, price incentives, such as short-term discounts, are perceived as one of the main advantages. Limited-time discounts and promotions create the feeling of a lack of time, therefore influencing customers to buy a product impulsively. This tactic taps into the psychological principle of urgency, making consumers more likely to make quick decisions to capitalise on perceived benefits. From the social system perspective, interaction, as a critical feature in LS commerce, can promote the flow of information and emotion, effectively reducing customers' perceived risks and thus increasing customers' trust (Yao, 2022). By asking questions and seeing a product from various viewpoints, the perceived risk decreases, assisting the customer in making the right decision. This interactive nature of LSS not only enhances the shopping experience but also builds a community around brands and products, fostering customers loyalty and repeat purchases.

Regarding the disadvantages of LSS, Zheng (2022) stated that because of the enormous size of the Internet Market, the government is not able to manage the LSS well. Therefore, the

products sold might not be regulated or checked by the authorities. Moreover, the inability to touch the product as in traditional commerce may lead to receiving a poor-quality product and unsatisfied clients. Guo, Zhang, and Wang (2022) state another serious problem of LSS, which is the Matthew effect in the streamer ecology of the entire industry, when a few top streamers occupy a large portion of the industry, leaving smaller streamers with a lack of traffic and very few sales. Due to this problem, the monopoly in LSS platforms occurs. This dominance by a few top players can suppress competition and innovation, potentially leading to a less diverse and dynamic market. Additionally, it can create barriers for new entrants, making it challenging for them to establish a foothold in the industry.

In short, LSS offers advantages such as price incentives and interactive features that reduce customers' perceived risks, enhancing the shopping experience and encouraging impulsive purchases while creating a loyal community around the brand. However, it also faces disadvantages like the potential for defected products due to inadequate government regulations, and a market dominance by a few top streamers, which can limit competition and diversity. Alongside these practical considerations, an analysis of impulsive buying in the context of LSS helps in understanding the psychological and behavioural aspects driving consumer decisions in this modern shopping environment.

1.4. Theories used to analyse factors influencing impulsive purchase behaviour during live-streaming shopping

Transitioning from the practical overview of LSS, the following chapter implements a more analytical approach. It focuses on the Stimulus-Organism-Response (SOR) model, a frequently used framework in consumer behaviour analysis, examining its application and outcomes in past research, particularly in digital environment like LSS. Additionally, this chapter will explore alternative theoretical frameworks, including Theory of Planned Behaviour, the Technology Acceptance Model, Customer Purchase Journey and others, that offer insights in consumer intention to buy impulsively. In general, this exploration aims to provide an objective and comprehensive understanding of the models employed in analysing consumer behaviour.

The SOR model, developed by Mahrabian and Russell in 1974, is extensively utilized as a conceptual basis in research related to consumers' behaviour (Karim, Chowdhury, Masud, and Arifuzzaman, 2021). The SOR model developed a framework to understand human behaviours by

examining how environmental stimuli impact individuals' cognitive and emotional states (Ming, Jianqiu, Bilal, Akram, and Fan, 2021). The same article states that the SOR framework is suitable for LSS consumers' behaviour analysis due to the presence of stimuli affecting consumers' valuations (such as consumer trust and satisfaction), which leads to a response (usually – impulsively bought item or service). Dong, Liu, and Xiao (2022) state that stimulus refers to the elements that capture the consumer's attention, the organism represents the consumer's internal condition, and the reaction is the outcome resulting from the response to the stimulus and the change in the internal state. The model can be used to examine how environmental stimuli during LSS affect consumers' internal cognitive and emotional states and how these states ultimately shape consumer behaviour.

In 2021, Karim et al. (2021) used the SOR model to analyse the factors influencing impulsive buying behaviour on e-tailing sites. It was found out that while website stimulus does not directly influence online impulsive behaviour, it does have direct effect through factors like perceived enjoyment. The research further highlighted that website features, marketing efforts, and product variety positively impact perceived enjoyment, which is a strong predictor of online impulsive buying. The SOR model was also used to examine the impulsive buying behaviour of online shoppers in 2022 (Le, Wu, Liao, and Phung, 2022). This study found that intrinsic motivations like perceived ease of use, enjoyment, and online flow experience significantly enhance consumers' hedonic value in online shopping. It also established a direct positive link between marketing stimuli and hedonic shopping value. These insights assisted online retailers in optimizing marketing strategies, such as pricing incentives and effective communication, to foster impulsive buying. Lastly, numerous research were conducted by using the SOR model to analyse the factors that are influencing the impulsive buying behaviour on LSS. Lakhan, Ullah, Channa, Abbas, and Khan (2021), did a study on LSS in Pakistan, employing the SOR model revealed that KOL and entertainment significantly enhance consumer trust, perceived functional, and emotional values, thereby influencing purchase intention. High-quality LS content and engaging opinion leaders strongly boost these consumer perceptions and intentions. Moreover, research, using SOR model, that was conducted by Syci (2021), revealed that scarcity strategies, interaction, and price promotion in LS were positively influencing the impulsive buying desire. While analysing Indonesian consumers, Widyastuti (2023) used SOR model and found interactivity on LS platforms being significant stimulus for online purchasing behaviour. The study also indicated that

both hedonic (aesthetic satisfaction) and utilitarian (functional solutions) aspects mediate impulsive buying in LSS, with viewers being impulsively driven to purchase by the visual or emotional impact of the LS. Lastly, the study on agricultural products LS commerce in China, conducted by Yang, Liu, Jiang, and Ren (2022), revealed that practical aspects, special offers, and welfare-focused features increase consumers' trust and perceived value, which in turn, boost their intention to buy. Interestingly, interactive elements did not significantly impact the trust.

In conclusion, the SOR model serves as an effective tool for understanding consumer purchase intentions in LSS. By integrating this model with the various influencing factors, a clearer and more detailed understanding of what drives purchase intention in LSS can be achieved. This understanding is crucial for creating strategies that can successfully guide and improve consumer behaviour in LSS environment.

Theory of Planned Behaviour. According to the Theory of Planned Behaviour model, an individual's behaviour is guided by three types of considerations: behavioural, normative, and control beliefs (Bosnjak, Ajzen, and Schmidt, 2020). Behavioural beliefs consist of beliefs about the most probable consequences of the behaviour. Normative beliefs state the expectations of others. Control beliefs respect the factors that may facilitate or prevent the behaviour. Generally, the stronger the attitude, subjective norm, and perceived control, the stronger the intention to perform the behaviour. Consumer intentions serve as an indicator of an individual's willingness to engage in a particular behaviour (Apasrawirote and Yawised, 2022).

In summary, the Theory of Planned Behaviour suggests that an individual's behaviour is influenced by their behavioural beliefs, normative beliefs, and control beliefs. The strength of these beliefs, along with the individual's attitudes, subjective norms, and perceived control, determines their intention to perform a behaviour.

Technology Acceptance Model. The Technology Acceptance Model (TAM) is widely used in behavioural research on acceptance of information systems and technology adoption. It includes two main factors – perceived usefulness and perceived ease of use (Doanh, Dinh, and Quynh, 2022). Su (2019) stated that while analysing consumer behaviour on LSS, perceived interestingness, social telepresence, and “immersion” experience may be added. In the same article, the author stresses the importance of social presence during LS. Social presence refers to “the degree to which a person is regarded as a “real person” when interacting with media and the degree to which he or she is connected with others”. It highlights the importance of creating an

environment where users feel a sense of authenticity and social connection during their LS interactions.

Overall, the TAM provides a valuable framework for understanding users' acceptance and adoption of technology. Researchers can gain insights into users' attitudes and behaviours towards LS platforms and other information systems by considering factors such as perceived usefulness, ease of use, interest, social telepresence, and social presence.

Customer Purchase Journey (CPJ). The general idea behind CPJ is the analysis of steps and touchpoints a customer must take while making a purchase. It has become more complicated due to the multiple communication and distribution channels available to individuals (Batra, 2019). The same article discusses three main CPJ dimensions for mapping: past, present, and future customer experiences. Three stages exist within each of those three dimensions - pre-purchase, purchase, and post-purchase. By mapping the CPJ dimensions and stages, businesses gain a view of the consumer journey, therefore having an opportunity to identify critical touchpoints and areas for improvement.

In conclusion, the CPJ is a framework that helps businesses understand and analyse the steps and touchpoints involved in a customer's purchase process. By mapping the CPJ dimensions and stages, businesses can gain insights into the customer journey and identify areas for improvement, ultimately enhancing the overall customer experience.

Hierarchy of Effects (HOE). Like the CPJ, the HOE model describes the sequential stages a consumer goes through when making a purchase decision (Barry and Howard, 1990). Barry (2012) stated that in Lavidge and Steiner's model of HOE, seven steps that the consumer takes during the purchasing threshold are distinguished: 1) Unawareness of product or service existence, 2) awareness of product or service existence, 3) knowledge of what the product has to offer, 4) favourable attitude toward the product consumers like it, 5) a favourable attitude to the point of preferring one brand over others, 6) a desire to buy and the conviction that the purchase would be wise, 7) the actual purchase.

Overall, being similar to the CPJ model, the HOE model provides valuable insights into the psychological processes that consumers go through when making a purchase decision. It helps marketers understand the sequential stages and factors influencing consumer behaviour, enabling them to develop effective marketing strategies and tactics to drive consumer engagement and conversion.

To summarize, several theories like SOR model, Theory of Planned Behaviour, and TAM were analysed to understand how people make impulsive purchases during LSS. These models help to see the different reasons behind shoppers' decision in online setting, with the SOR model being used the most often. However, it is even more important to know what specifically influences these impulsive purchases during LSS.

1.5. Factors impacting the intention to make a purchase during live streaming shopping through social media platforms

Impulsive buying (purchasing) is a widespread element of consumer behaviour and a key focus for extensive marketing efforts due to its complexity and impact on business revenue (Beatty and Ferrell, 1998). Essentially, it involves sudden, strong urges to make an immediate purchase, often unplanned and driven by emotional factors, and can be triggered by external stimuli used by marketers to encourage consumer purchases (Zahari et al., 2021).

Impulsive buying plays a vital role in costumers' intention to purchase, especially in online platforms. While watching LS, consumers experience fluctuating emotions influenced by various factors. This emotional shift, often accompanied by the release of dopamine, can lead to excitement and a strong desire to possess the showcased products, driving impulsive purchases as consumers believe that buying will stabilize their emotions (Sun, 2020). This often overrides rational thinking, leading to purchases of non-essential items, as the intensity of emotional arousal significantly impacts their impulsive buying behaviour. According to Darmawan and Gatheru (2021), factors such as security, ease of use, and trust significantly impact spontaneous purchases, often of non-essential items, offering businesses a unique opportunity to effectively market their products and build lasting customer relationships through a secure, user-friendly, and trustworthy online shopping experience. Moreover, impulsive buying in the context of social commerce LS, is significantly influenced by the vividness and personalisation of the LS experiences and these elements play a crucial role in triggering impulsive purchases by creating an engaging, immersive environment that resonates with viewers, leading to spontaneous buying decisions (Khoi, Le, Dong, 2023).

In the context of e-commerce, particularly within the dynamic environment of LSS, impulsive buying behaviour emerges as a significant phenomenon. This behaviour is often driven by the interactive and immersive nature of LS, where viewers are engaged in real-time with

products and presenters. The unique features of LSS, such as the immediacy of the shopping experience and the personal connection viewers feel with hosts, play a crucial role in influencing consumer behaviour. As such, understanding the specific factors that drive this impulsive buying behaviour in LSS is essential for e-commerce platforms seeking to fully use this trend. This leads to a deeper exploration of factors that influence consumers to make impulsive purchases during LS.

1.5.1. Parasocial relationship

To begin with, “interpersonal relationships are vital to building close ties linking buyers and sellers and enhancing the possibility of online trading between them” (Chen, Zhang, Shao, Gao, and Xu, 2022). Therefore, the high level of interaction between the seller (host) and the buyer (viewer) is considered one of the main factors influencing consumer behaviour. Concerning the interpersonal interaction among the buyers or viewers, their main communication is held in the comment section. In addition, due to constant interaction between the participants of the LS, a sense of community is created among the viewers (Su, Zhou, and Wu, 2020), resulting in a feeling of belongingness that can increase the time spent on the LS platform. Following the growth of interpersonal relationships, the combination of positive host impressions can develop an imaginary relationship between the host and the viewer(s) which a parasocial relationship (Farivar, Wang, and Yuan, 2021). Parasocial interaction is a unidirectional phenomenon that deliberates a sense of imaginary intimacy from the viewer's perspective without mutual communication (Hamdani and Herlianti, 2019). Nowadays, when the digitalisation of daily lives is at its peak, parasocial relations can be noticed daily since social media is the best platform to form this type of relationship (Yuan, J. Kim, and S. J. Kim, 2016). It is stated that when viewers have a parasocial relationship with the host, usually a celebrity, influencer, or content creator, the future use of media platforms increases. In addition, after examining parasocial relationships on YouTube, it was found that the host's exposure, credibility, and attractiveness positively impact this relationship (Sokolova and Perez, 2020). In another research (K. Zhang, M. Zhang, and Li, 2021), it was noted that homophily (the tendency for people to be around like-minded and like-acting people (Cohen, 2004) is one of the main reasons for the parasocial relationship to appear. In the same article, it was examined that the relation decreases the uncertainty of the viewers. Therefore, the recommendations of the host are made much more accessible. Perse and Rubin (1989) assert that while previous studies have

suggested that more intelligent individuals are adept at forming impressions, the intelligence or complexity of thought of the audience does not produce a difference in outcomes. This is because individuals with less complex thought processes can make equally assured attributions, often needing less information to do so.

To sum up, parasocial relationship is crucial in the context of LSS. These parasocial interactions help create a community feel and lead to special one-sided relationships between the viewer and the host. Next, the sub-factors of the parasocial relationship - host's attractiveness, trustworthiness, and expertise - impact on the parasocial relationship and intention to purchase impulsively will be analysed.

1.5.2. Attractiveness

As the LSS interaction is based on instantaneous bilateral communication, an important role is taken by the host of the LS. According to Wang and Wu (2019), the anchor ensures communication closeness; this helps viewers in staying present and avoiding the feeling of being left behind. In addition, spectators can make conscious decisions and choose which part of (if any) the LS they want to watch. Therefore, the host must ensure that the viewers stay engaged with the presented content (Li, Gui, Kou, and Li, 2019).

Under this concept, the soonest judgment of physical attributes, such as facial beauty, height, and weight, interrelates with the emotional characteristics of the host, e.g., professionalism and charisma (B. Chekima, F. Chekima, and Adis, 2020). Based on evolutionary psychology, individuals face two major problems: survival and reproduction (Gilbert, 2019). To achieve reproductive success, organisms are linked to acquiring high-quality mates. Therefore, the attractiveness of other individuals is considered to be an important factor in our society (Little, 2021). Additionally, according to social psychology research, physical attraction is one of the most powerful factors in social decision-making (Agthe, Spörrle, and Maner, 2011). Therefore, it is well-adapted in the entertainment industry (e.g., TV shows) and business matters. Concerning the attractiveness factor in advertising, Kamins (1990) stated that the attractiveness of the host is important only as far as beauty or lifestyle-related products are being advertised. While businesses often choose celebrities for endorsements based on their popularity, this strategy does not ensure the effectiveness of such a marketing strategy. The credibility of the chosen celebrity is a crucial factor that businesses need to account for, given its positive association with consumers' likelihood

of purchasing (Ahmed, Farooq, and Iqbal, 2014). In the research conducted by Zhu, Li, Nie, and Gu (2021), the host's attractiveness (both physical and social) positively influenced viewers to follow the suggestions and recommendations of the anchor during the LS. As the perception of the host's attractiveness increases, the transmitted message's persuasiveness increases as well (Todd and Melancon, 2018). Similarly, in the research conducted by Kumar and Singh (2022), trust, attractiveness, knowledge, and personality qualities of the influencer were the key factors that formed the parasocial relationship. On the contrary, only the expertise and trustworthiness of the anchor were factors that positively impacted viewers' purchase intention in the research conducted by Koay, Cheung, Soh, and Teoh (2022). In the same research, materialism has moderated the relationship between attractiveness and buying intention, meaning that viewers with materialistic values tend to evaluate attractiveness on a larger scale. Contrary to expectations, Faizal, Naziman, and Samat (2019) stated that endorsement from a celebrity with a less favourable reputation might enhance consumers' self-regard and positively influence their purchasing decisions.

1.5.3. Trustworthiness

According to Teekaraman, Sendhilkumar, and Mahalakshmi (2020), “trust typically refers to a situation characterized by how well one party (Trustor) is willing to rely on the actions of another party (Trustee)”. For the trustor to rely on the trustee means that the trustor expects that the words, promises, oral or written, will be reliable (Pasek, 2020). In e-commerce, customers cannot physically interact (touch, try, or feel) with the products they wish to purchase. This lack of sensory experience can create uncertainty and trust issues for LSS spectators (Bao and Yang, 2022). Therefore, it is the host's responsibility to reduce the level of uncertainty during the LS. Building a strong public identity and resources to promote oneself on a celebrity scale is crucial for influencers to gain fame and increase social interaction with their followers and to achieve this, trustworthiness is a key aspect that needs to be maintained to create a positive impression and halo effect (Purwanto, 2021). Regarding brand endorsement using influencers, multiple studies have shown that trust (or trustworthiness), together with factors such as genuineness, realness, truthfulness, and others, is one of the key factors managing consumer's perception and attitude toward a particular brand (Yang, Teran, Battocchio, Bertellotti, and Wrzensinski, 2021). The trustworthiness and attractiveness of the host are the key factors that encourage gift-giving during LS, as found by a study conducted by Li and Peng (2021), where spectator's emotional attachment

to the host has a positive impact on their intention towards gift-giving. Previous studies have also indicated that the effectiveness of a social media influencer in influencing the perceptions and actions of their audience towards a brand increases with the influencer's level of trustworthiness and likability (Lin, Crowe, Pierre, and Lee, 2021). Continuing the context of promoting brands or products, disclosure of influencer partnerships is viewed positively by viewers, positioning the brand, influencer, and product transparently (Naderer, Matthes, and Schäfer, 2021). As content creators use social media as their platform to reach and speak to their audience, the choice of platform can also have an impact on the perceived trust of the creator (or a host). Moreover, the platform's credibility not only serves as a mediator for the host's trustworthiness but can also amplify impulsive purchasing behaviours when both the platform and the host are perceived as reliable sources (S. Nawaz, Jiang, M. Nawaz, Manzoor, and Zhang, 2021). A recent study by Chen, Xie, Zhang, and Li (2021) found that the connection between a brand and an influencer is a crucial factor in building trust. This means that an influencer or host is directly associated with the promoted brand or product to be seen as a reliable source of information.

1.5.4. Expertise

Regarding the difference between influencers and celebrities, influencers are people who generate content for a particular topic or category of people; therefore, their followers can seek information or tips by using the content provided by an influencer (Weismueller, Harrigan, Wang, and Soutar, 2020). As the influencers become KOLs of a specific field, it is not uncommon for the spectators to already have a judgment of the host before watching the LS. According to the EXPERTISE definition and meaning | Collins English Dictionary (2023), “expertise is special skill or knowledge that is acquired by training, study, or practice”. It is crucial for viewers to consider the expertise of both the host and the information presented before making a final decision to trust their expertise (professionalism). Xu et al. (2022) stated that the host's adept presentation of the product's functions and usage quickly imparts knowledge to the consumer, streamlining the consumer's learning process about the product and validating its quality. This proficiency boosts the consumer's preference and trust towards the host and the recommended products, highlighting the significance of the host's expertise. This approach can help viewers make informed decisions based on reliable and trustworthy information. The views of an expert are consistently regarded as more trustworthy and authoritative than those of nonexperts, and they are seen as considerably

more influential in shaping people's attitudes (Hu, Min, Han, and Liu, 2020). Moreover, possessing specialised knowledge in a particular field further boosts perceived professionalism (Chen et al., 2021). Therefore, viewers consider live streamers with expertise in a specific area as providers of top-notch service and more convincing arguments (Ma, 2021). Looking from the perspective of the influencers who are used as LS hosts, they are often keen to have an image of experts in a certain field to ensure a stable flow of followers and income from the advertisers (Van Driel and Dumitrica, 2021). In doing so, influencers who are experts in a certain area (e.g., high net worth influencers, professional travellers) are perceived as having authenticity and, therefore, are followed by more people compared to influencers who are more generic and advertise different categories of goods (Wellman, Stoldt, Tully, and Ekdale, 2020). Xiaolin, Huang, Dong, and Wang (2023) argue that being knowledgeable is not sufficient for a LS host to succeed. In addition to expertise, a host must have charisma and approachability to persuade people to buy or view the LS as a trustworthy source for purchasing. To conclude, since the LS hosts, usually influencers, concentrate on a specific field, they are perceived as the experts in this field and, therefore, credible sources of information to their followers.

Table 2

Parasocial relationship, attractiveness, trustworthiness, and expertise impact on impulsive buying behaviour during live stream shopping.

Factor	Impact on impulsive behaviour	Source
Parasocial relationship	Strengthens the connection between seller and buyers, fostering a sense of community. This deepens viewers engagement and increases platform usage, influencing buying behaviour.	Chen, Zhang, Shao, Gao, Xu (2022); Su, Zhou, Wu (2020); Farivar, Wang, Yuan (2021); Hamdani, Herlianti (2019); Yuan, J. Kim, S. J. Kim (2016); Sokolova et al. (2021); Cohen (2004); Perse, Rubin (1989).
Attractiveness	The host's physical and emotional appeal, including professionalism and charisma, plays a crucial role in engaging viewers and influencing their buying decisions, especially in beauty or lifestyle products.	Wang, Wu (2019); Li, Gui, Kou, Li (2019); B. Chekima, F. Chekima, Adis (2020); Gilbert (2019); Little (2021); Agthe, Spörrle, Maner (2011); Kamins (1990); Kumar, Singh (2022); Koay, Cheung, Soh, Teoh (2022);
Trustworthiness	Essential in e-commerce for reducing uncertainty and building confidence in products. Influencers' trustworthiness enhances their impact on viewers' perceptions and buying behaviors, especially in an online environment.	Teekaraman, Sendhilkumar, Mahalakshmi (2020); Pasek (2020); Bao, Yang (2022); Purwanto (2021); Li, Peng (2021); Lin et al. (2021); Naderer, Matthes, Schäfer (2021); S. Nawaz et al. (2021); Chen, Xie, Zhang, Li (2021).

Table 2 continued

Factor	Impact on impulsive behaviour	Source
Expertise	The host's knowledge and skill in a particular area enhance the viewer's trust and perceived value of the products, influencing purchasing decisions. Expertise combined with charisma and approachability significantly boosts the host's persuasive power.	Weismueller, Harrigan, Wang, Soutar (2020); Xu et al. (2022); Hu, Min, Han, Liu (2020); Chen et al. (2021); Van Driel, Dumitrica (2021); Wellman, Stoldt, Tully, Ekdale (2020); Xiaolin, Huang, Dong, Wang (2023).

Source: compiled by the author based on the theoretical analysis

In conclusion, parasocial relationship, having three sub-factors (attractiveness, trustworthiness, and expertise of the host), strengthens the one-sided relationship a spectator has with the host. However, for the relationship to be significant, the attractiveness, trustworthiness, and the expertise of the host should be considered. The parasocial relationship's and its sub-factors generalised impact on consumers' impulsive behaviour during LSS is provided in Table 2. Next, the perceived value of the LSS and its three sub-factors – promotions and discounts, scarcity promotion, and seamless purchase experience – will be analysed.

1.5.5. Perceived value

According to B. Kim, Chen, and D. Kim (2023), the definitions of perceived value can be described as follows: “perceived value refers to consumers' perception of the overall evaluation of the attributes and performance of a product”. Extensive research has proved that the core driver of consumer behaviour is rooted in the values the product holds, suggesting that perceived value plays a crucial role in shaping customer choices (Li, Min, Hu, and Liu, 2020). This implies that consumers are likely to make decisions based on the values they associate with products or services, such as quality, cost, functionality, or ethical considerations (Kumar and Ayodeji, 2021).

Based on the research conducted by Chao, Cheng, Li, and Hsieh (2022), which analysed the role of technology acceptance readiness, social presence, and perceived value in an LS context, the impact of social presence on perceived value is greater than that of social media technology readiness, meaning the ability of shoppers to distinguish both utilitarian and hedonic values is crucial in shaping their intent to purchase. Moreover, researchers have suggested that customers evaluate perceived value by considering multiple factors, such as social, emotional, knowledge,

and situational (Zeithaml, 1988). However, it is the functional dimension that stands out as the most critical factor in shaping their purchase decision (Wang, 2022).

On the analysis of consumer perceived value and time pressure during LSS, Zhang (2023) stated that consumer's perception of the perceived value of a product is a complex and subjective evaluation, balancing received benefits like quality and satisfaction against costs such as money and time, and include multiple dimensions like functional, symbolic, and experiential attributes. Additionally, when, for example, prices are discounted, it lowers the consumer's initial costs, making them feel less pressured to spend time justifying their spending, therefore reducing their time investment (Zhang and Jin, 2023). This influences how they perceive the (in this case, functional) value of their purchase.

It is worth mentioning that in the context of LSS, customer engagement, encompassing emotional connections and behaviours, is significantly influenced by the perceived value that customers derive from their shopping experience, which enhances their overall engagement with the brand or product featured (Sun, Shao, Li, Guo, and Nie, 2019).

1.5.6. Promotion and discounts

General promotions and discounts have an impact on LSS customers. As noted by Ji, Fu, and Li (2023), companies that do not have a strong presence in the LSS market often use a combination of influencers (as hosts) and optimal price discounts to acquire new customers. However, it should be stressed that the discount strategy often has a negative impact on the brand image as customers adjust to reference prices (Lattin and Bucklin, 1989). When customers adapt to discounted prices, they may hesitate to purchase at the full price, expecting or waiting for future discounts. This can lead to a perceived devaluation of the brand and impact profitability in the long run. Therefore, brands must carefully balance the use of discounts while attracting new customers, not decreasing their perceived value.

Discounts are also a part of the Game-Prize strategy within LSS platforms, which refers to a winner of a game (e.g., fortune wheel, word, or price guessing) being awarded a prize, such as a discount or a free product (Wongkitrungrueng, Dehouche, and Assarut, 2020). By gamifying the shopping experience and offering discounts as prizes, companies can incentivize participation and speed up impulse purchase behaviour.

According to research conducted by Zahari, Azmi, Kamar, and Othman (2021), where in-store promotions were compared to LS promotions, LS serves as an effective platform for promotions, offering a less aggressive approach compared to in-store promotions, with strategies that include buy-one-get-one deals, vouchers, and free shipping, parallel to traditional store marketing.

Lastly, in the research conducted by Andrews, Luo, Fang, and Aspara (2014), it was noted that price discounts give “warm-glow good feelings” to the customers, positively affecting them to make an act of purchase. In addition, in the same research, it was mentioned that the good feeling is caused due to saved money. So, the price reduction is perceived as an additional value for the LSS spectators; however, companies should not abuse the price reduction as it can negatively affect the brand image in the long run.

1.5.7. Scarcity promotion

Scarcity promotion is a powerful marketing technique that can be divided into two distinct categories: limited-time promotion and limited-quantity promotion (Li, Guo, and Huang, 2023). Limited-time offers have long been used in traditional commerce and have found their way into e-commerce, including LSS.

Using limited-time strategies intentionally reduces the decision-making time available to customers, compelling them to demonstrate impulsive behaviour (Apasrawirote and Yawised, 2022). The sense of urgency created by the limited-time nature of these promotions encourages customers to act swiftly, fearing they might miss out on the opportunity to acquire the desired product. Research by Apasrawirote and Yawised (2022) indicates that limited-time offers employed during LSS profoundly impact customer behaviour. The shorter timeframe for decision-making reduces the likelihood of customers carefully evaluating their purchase, leading to more impulsive buying decisions. So, the customers are driven by the fear of losing out on the exclusive deal, encouraging them to make quicker purchasing choices without extensive deliberation.

In addition, the research conducted by Harikrishnan, Dewani, and Behl (2022) confirms that scarcity-based promotions can trigger feelings of competitiveness and motivation, which may lead to sensations of threat and helplessness among dissatisfied consumers. Furthermore, Chen and Zhang (2023) emphasize that limited-time promotions in LSS often come with discounted prices offered for a restricted duration. This time-limited price reduction enhances the perceived

attractiveness of the price, making the offer more enticing to potential buyers. So, the temporary nature of the discount creates a sense of exclusivity and value.

1.5.8. Seamless purchase experience

The seamless purchase experience in LSS refers to the convenience and ease of making purchases facilitated by integrating e-commerce features into the LSS platforms. Liu and Kim (2021) emphasize the significance of a rationalised and efficient purchasing process as a key factor in attracting people to LSS. Their research highlighted how this simplified and user-friendly CPJ enables consumers to complete transactions quickly and effortlessly, often with just a few clicks.

In their study, Liu and Kim (2021) delve into the importance of a seamless purchase experience in the LSS. They emphasize that the integration of e-commerce capabilities within the LSS platforms eliminates the need for viewers to navigate to external websites or platforms to make a purchase. This integration results in a frictionless shopping experience, where consumers can add products to their carts, review their order details, and complete the transaction seamlessly within the LS environment. In addition to that, a study, conducted by Limna, Kraiwanit, and Jangjarat (2023), highlighted that the modernised and interactive nature of LSS platforms significantly enhances the online purchasing experience. This ease of engaging with products and sellers in real-time not only nurtures consumer trust and perceived value but also underlines the importance of simplifying the purchasing process in LS environment. Moreover, in e-commerce there is a trend of merging online and offline shopping into one fluid experience, with China leading the way through initiatives like Alibaba's virtual events and Wumart's mobile payments (Biggs et al., 2018). This seamless integration encourages consumers to make more spontaneous purchases as data-driven shopping present tailored options and simplify the buying process.

Table 3

Perceived value, promotions and discounts, scarcity promotion, and seamless purchase experience impact on impulsive buying behaviour during live stream shopping.

Factor	Impact on impulsive behaviour	Source
Perceived value	Perceived value influences consumer behaviour by shaping their assessment of a product's worth, leading to decisions based on its quality, cost, and functionality.	B. Kim, Chen, D. Kim (2023); Li, Min, Hu, Liu (2020); Kumar, Ayodeji (2021); Chao, Cheng, Li, Hsieh (2022); Zeithaml (1988); Wang (2022); Zhang (2023); Zhang, Jin (2023).

Table 3 continued

Factor	Impact on impulsive behaviour	Source
Promotions and discounts	Promotions and discounts influence consumer behaviour by creating a perception of savings, thereby motivating purchases, but may lead to adjusted expectations regarding prices and value.	Ji, Fu, Li (2023); Lattin, Bucklin (1989); Wongkitrungrueng, Dehouche, Assarut (2020); Zahari, Azmi, Kamar, Othman (2021); Andrews, Luo, Fang, Aspara (2014).
Scarcity promotion	Scarcity promotions influence consumer behaviour by encouraging a sense of urgency and exclusivity, compelling quicker decision-making and impulsive buying.	Li, Guo, Huang (2023); Apasrawirote, Yawised (2022); Harikrishnan, Dewani, Behl (2022); Chen, Zhang (2023).
Seamless purchase experience	A seamless purchase experience rationalises the buying process, reducing resistance and encouraging positive consumer decision-making due to increased convenience.	Liu, Kim (2021); Johnson, Smith (2020); Patel, Zhang (2022); Harper, Nguyen (2019); Martinez, Garcia (2023)

Source: compiled by the author based on the theoretical analysis

To conclude, the seamless purchase experience in LSS significantly impacts impulsive buying behaviour. The integration of e-commerce features enables consumers to effortlessly navigate and complete transactions within the LS, enhancing the perceived value. This, combined with targeted promotions, discounts, and the effective use of scarcity, stimulates spontaneous purchases (Table 3). The following part will examine the role of live streaming platform attachment in the intention to buy impulsively during LSS.

1.5.9. Platform attachment

The advancement of digital technology has enabled online platforms like Amazon, Instagram, TikTok, and Wolt to create benefits for associated companies. They do this by lowering the costs associated with transactions, making it easier to establish and maintain relationships across various stakeholders, and leveraging digital assets along with the interconnected impact of networks across different user groups (Lu et al., 2022). Previous studies have determined that attachment to a platform, or “place attachment”, is composed of two distinct facets: place dependence, which refers to a functional reliance on the platform, and place identity, which involves the emotional connection an individual has with the platform (Yu, Xie, Huang, and Guo, 2023). However, the platform is vital in ensuring the credibility of involved parties, mostly the

brand itself, the products demonstrated online, and the content creator. Recent research indicates that the level of user engagement on a platform, their perceptions of social media channels, and their feelings of value and contentment regarding social media usage play a significant role in shaping the emotional bond users form with a social media platform (Dwivedi, Johnson, Wilkie, and De Araujo-Gil, 2019). When individuals have a satisfying shopping experience on social media and believe it complements their personal habits (meaning it could be a part of their lifestyle), they are inclined to become dedicated users of that platform (Ryu and Park, 2020). This dedication often leads to them making more purchases over time and spreading positive electronic word-of-mouth (eWOM), recommending the platform to their acquaintances. A study conducted by He, Yao, Tang, and Ma (2023) suggests that the strength and characteristics of the online communities within the platform significantly influence users' loyalty to a digital platform. They argue that the sense of belonging and interaction within these virtual spaces is critical in determining how connected users are to the platform. This connection is indicative of the social aspect of user engagement, where the community dynamics, such as support, shared interests, and social interaction, contribute to a user's propensity to return to and engage with the platform regularly. The findings of another study suggest that there are three key features of LSS - promotional activities within the platform, the support infrastructure, and the guidance provided by streamers - which are favourably linked to the audience's experience of immersion, often referred to as "flow" as well as their sense of social connectedness during LSS sessions (Li, S. Lee, K. Y. Lee, Yang, and Chang, 2023). These elements play a crucial role in influencing the audience's ongoing engagement and their likelihood to persist in using the LSS service.

Table 4

Platform attachment impact on impulsive buying behaviour during live stream shopping.

Factor	Impact on impulsive behaviour	Source
Platform attachment	Digital technology advancement on platforms foster user loyalty through enhanced emotional and functional connections, significantly boosting engagement and purchases.	Lu et al. (2020); Yu, Xie, Huang, Guo (2023); Dwivedi, Johnson, Wilkie, De Araujo-Gil (2019); Ryu, Park (2020); He, Yao, Tang, Ma (2023); Li, S. Lee, K. Lee, Yang, Chang (2023)

Source: compiled by the author based on the theoretical analysis

In conclusion, the academic literature suggests that a user's functional reliance on a platform (place dependence) coupled with an emotional resonance (place identity) significantly

enhances the propensity for impulsive purchasing and promotes the likelihood of long-term platform engagement and advocacy (Table 4). Next, supplementary factors that have been analysed in the scientific literature will be discussed.

1.5.10. Supplementary determinants of impulsive buying behaviour on live stream shopping

Influencer marketing. “Influencers and online streamers refer to individuals with a high profile in one or several Internet communities” (Lin, Tseng, Shirazi, Hajli, and Tsai, 2022). The general idea behind this factor is that brands or companies ask an influencer to host the LS in order to attract more viewers (Caruelle, 2023). In the same article, Caruelle (2023) highlights the benefits of using influencers as the hosts as they can be useful for instant sales increase since the followers of a famous influencer tend to attend the LSS and they have already achieved the trust of the followers. In other words, the viewers avoid the pain point of uncertainty and, therefore, are more likely to make a purchase. Lin et al. (2022) stress that influencers, while being the hosts of the LS program, put a lot of emphasis on interactivity with the customers and answering their questions, which increases the liveness and exciting shopping presence, affecting impulsive consumers behaviour online. Chen, Lu, and Zheng (2020) discussed the competitive landscape of influencer marketing in the LSS industry and generalised that the competition between the streamers in the LSS industry is getting harsh, with evidently noticeable top influencers (e.g., Li Jiaqi and Viya on Taobao) monopolizing the platforms, receiving approximately 80% of all LS viewers. The concentration of viewers suggests that very few individuals successfully established themselves as KOL, making it more challenging for other influencers to compete in this market. In the same study, the authors generalised that the key to high customer retention is perceived satisfaction. So, the main goal of an influencer used as a host for LSS is to increase the satisfaction of the viewers and, while creating an engaging and trusty atmosphere, increase customer retention.

Interactive Q&A session and feedback. The interactive Q&A and feedback factor refers to features incorporated in the LSS platforms, such as live chat, comments, and Q&A options. The ability to chat and communicate with other customers, as well as with the host of the LS, contributes to the perceived enjoyment of the customer, as it is more pleasant and interesting than shopping alone (Gu, Cheng, and Shen, 2023). The ability to ask questions during the Q&A session lets customers seek clarifications and receive immediate help from the host of the LS. In addition,

Soltanieh Ha, Seidmann, and Xu (2023) stressed that allocating sufficient time to one product and responsibly addressing questions during a Q&A session is more advantageous than quickly going through many products in one session. This approach allows customers to understand better the product, its features, and potential benefits. It also demonstrates the host's expertise and commitment to customer satisfaction, further enhancing trust and influencing purchase decisions.

Brand loyalty. Brand loyalty “implies a consistent repurchase pattern of the brand as a result of positive affection towards the brand” (Ishak and Abd Ghani, 2013). According to Ahmad, Hasan, Othman, and Topimin (2021), from the customers' perspective, innovative companies tend to have higher brand loyalty. In other words, companies that are trying new ground-breaking ways of selling or showcasing their products, such as LS, are more likely to have loyal customers who stick to a brand. The engaging and entertaining nature of the LS contributes to the overall positive experience for customers. When customers enjoy the shopping process and feel entertained during the LS session, they are more likely to associate those positive emotions with the brand itself, building trust, increasing customer satisfaction, and further enhancing brand loyalty.

User-generated content (UGC). UGC refers to integrated social media elements that allow viewers to see real-time comments and reviews of consumers who have already bought a product and are willing to share their experiences (Hazari, Bergiel, and Sethna, 2017). The emergence of Web 2.0 has played a significant role in transforming traditional word-of-mouth (WOM) into eWOM in a digital environment (Mustafa, Haseeb, Vachkova, and Ghouri, 2021). With the presence of social media and interactive online platforms, customers can now share their opinions and experiences with a broader audience. One of the main reasons why people rely on UGC is that there is a lack of trust, security, and confidence in e-commerce platforms, and customers feel that information shared by individuals on social media is trustworthy and credible (Nadzri et al., 2023). By incorporating UGC into LSS platforms, viewers have access to real-time comments, reviews, and experiences from other consumers, allowing them to make more informed purchase decisions. The transparency and authenticity of UGC help to alter concerns about trust and credibility in the e-commerce environment.

Product demonstration in real-time. Product demonstration in real-time refers to consumers' perceived product quality and trust, which leads to increased purchase intention. The ability to see how the product works, how it looks, and how to use it properly are the key factors why customers are choosing LSS over traditional online shopping (Cai, Wohn, Mittal, Sureshbabu,

2018). Moreover, compared the live-demonstration products with the products that were not showcased during the LS, they exhibited more sales as well as higher reviews (Hu and Ming, 2020). In addition, product demonstrations at the request of the viewers create the feeling of them having more control over the content of LS, which also results in higher interactivity (Gu et al., 2023).

Augmented reality (AR). With the continuous evolution of technology, the LSS experiences are being further enhanced, and one significant factor contributing to this enhancement is AR. It provides a unique and interactive dimension to the LSS process, influencing consumers' purchase decisions. As noted by Li, Guo, and Huang (2023), AR technology enables consumers to digitally overlay virtual elements onto their real-world environment, allowing them to visualize and interact with products in a more immersive and realistic manner. In their research, Li, Guo, and Huang (2023) highlighted the impact of AR on consumer behaviour during the LSS. They discussed how AR can offer consumers the opportunity to try on virtual clothing, virtually place furniture in their homes, or visualize cosmetic products on their faces, thus enabling them to make more informed purchase decisions. The ability to virtually experience products in real-time through AR creates a sense of confidence and reduces uncertainties associated with online shopping. By integrating AR into the LSS platforms, companies provide consumers with an innovative and engaging shopping experience. The interactive nature of AR allows consumers to interact with products virtually, examine details, and even make informed choices regarding sizes, colours, or styles. This immersive experience fosters a deeper connection between the consumer and the product, ultimately influencing their purchase intention and driving conversion rates (Li, S. Lee, K. Y. Lee, Yang, and Chang, 2023).

Entertainment. The entertainment factor is also crucial in the LSS. The key components to this factor are gamification, storytelling, humour, and the host's charisma and entertainment skills. According to Lv, Zhang, Su, and Yang (2022), entertainment and informativity might be considered part of interactivity. The combination of these characteristics was noticed to have a major impact on shortening buyer's decision-making process. According to Martins, Costa, Oliveira, Gonçalves, and Branco (2019), "entertainment refers to the ability of an advertisement to promote enjoyment and create positive consumer attitudes by providing a form of escapism, diversion or emotional release". In other words, the entertainment factor's key role is to make LS viewers happy, relaxed, and pleasant. In the context of entertainment, gamification also plays a

major role. According to Zhang, Shao, Li, and Feng (2021) research, the mechanism based on gamification – rewards giving and badge upgrading – was considered to be an effective tool in increasing consumers' impulse buying.

In conclusion, this research thoroughly examined specific factors influencing impulsive buying during LSS. It identified the central role of parasocial relationships, emphasizing how the host's attractiveness, trustworthiness, and expertise can significantly enhance viewer engagement and drive purchases. These subfactors operate by strengthening the emotional connection and perceived credibility of the host, thereby influencing viewers' buying impulses. The study also highlighted the critical influence of perceived value, shaped by targeted promotions, the ease of the purchasing process, and the urgency created by scarcity promotions. These elements collectively affect consumer perception of value and urgency, consequently influencing their buying decisions. As well as the attachment to the LS platform being the moderator of the intention to purchase during LSS on social media platforms. The examinations of analytical models in this study provided a detailed understanding that the SOR model is the most suitable for examining the factors driving impulsive purchases.

In the next section, the research model will be outlined, clearly defining its structure and the key variables to be examined. The main goal and objectives of the study will be specified, focusing on impulsive buying in LSS. Additionally, research hypotheses will be introduced, which are predictions based on previous studies and theories, aiming to deepen the understanding of consumer behaviour in LS environment.

2. RESEARCH METHODOLOGY FOR UNDERSTANDING IMPULSIVE BUYING IN LIVE STREAM ENVIRONMENT

2.1 Problem, aim, objectives, and conceptual model of the research

The problem of the research. How do consumer behaviour and preferences differ between “TikTok” and “Instagram” platforms while buying impulsively during live stream shopping?

The empirical research aims to test the selected factors influencing impulsive “Burga” product purchase intention during live-stream shopping through “TikTok” and “Instagram” social media platforms.

Objectives of the empirical research:

1. To construct a research model.
2. Based on the scientific analysis, develop the hypotheses for the research.
3. To calculate the sample size and prepare the questionnaire.
4. After collecting the responses, analyse the data.
5. While using regression, correlation, mediation, and moderation analyses, to test the hypothesis.
6. Based on the results, provide conclusions and suggestions for business implementations.

Research model. From the scientific literature, 6 independent, 1 dependent, 2 mediating, and 1 moderating variables were selected for constructing the conceptual model using the framework of the SOR model (Figure 1).

Based on the research of Rungruangjit (2022), where the factors influencing impulsive purchasing during “Taobao” LS were analysed, it was found out that attractiveness, trustworthiness, and expertise of the host has a direct positive impact on the parasocial relationship. According to Chang et al. (2022), this close connection leads to increased marketing effectiveness, encouraging a customer to buy impulsively.

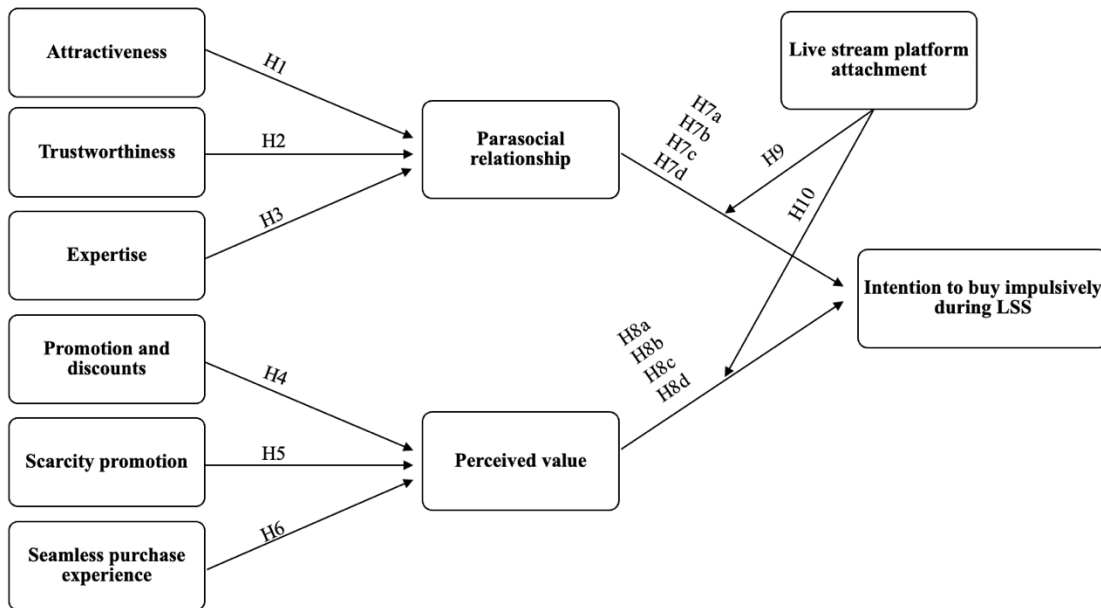
Furthermore, in the research conducted by Lee and Chan-Yu (2018), the factor of promotion and discounts, was found to have indirect influence to intention to purchase through perceived value. Moreover, Lee and Chen (2018) analysed factors influencing impulsive buying during mobile auctions, where scarcity promotion were found to have impact on intention to buy

impulsively through the mediating variables of perceived value. Similarly, Chatzoglou et al., (2022) finding showed that seamless purchase experience, being a key component to customer satisfaction, directly affects perceived value, which then influences intention to buy impulsively.

Lastly, Lu et al., (2022) stated that platform attachment forms customer and purchasing behaviours, while having impact on relationships between the customers and a host, as well as perceived use or value of the platform itself. Therefore, the live stream platform attachment is considered to be a moderating variable.

Figure 1

Research 1 model



Source: compiled by the author based on the theoretical analysis

After compiling the conceptual model of the factors that influence customers' intention to buy impulsively during LSS, the research hypotheses have been developed.

2.2 The development of the research hypotheses

Research hypotheses and their theoretical foundations will be introduced in this section of the study. The following part of the paper was built upon the theoretical framework outlined in the paper and the research model illustrated in Figure 1.

The research model draws from an extensive review of the literature on factors affecting impulse buying intention during LSS. The model's validity will be evaluated using data from Lithuanian consumers to examine whether these factors significantly affect the tendency to make impulsive purchases during the LS events.

According to Kurtin, O'Brien, Roy, and Dam (2018), the attractiveness of a YouTube celebrity is positively related to parasocial relationships. The research found that physical and social attraction both encourage viewers to interact with the person for a short time, such as by clicking on a video. Based on evolutionary psychology, it can be explained by the strong relationship between the attractiveness of a person and homophily (Sokolova and Kefi, 2020). In other words, it is a common tendency for people to form friendships with physically attractive people. According to Hou, Guan, Li, and Hu (2020), the perceived attractiveness of a media persona positively impacts the quality and intensity of a parasocial relationship, encompassing both physical and social attractiveness. This theoretical background sets the stage for the first hypothesis:

H1: Attractiveness has a positive influence on parasocial relationships.

Similarly to the attractiveness, the host's trustworthiness (or trust) is a fundamental element in developing a parasocial relationship. Based on the findings presented by Lacap, Cruz, Bayson, Molano, and Garcia (2023), there is a notable positive relationship between these two elements, suggesting that consumers attribute a degree of trust to celebrities, particularly when the content of a post or advertisement is perceived to be delivered with sincerity and compassion. Given the overwhelming quantity of data and content accessible on the internet, consumers are increasingly reliant on insights from entities they regard as trustworthy. This search for trusted advice often leads them to individuals or organizations that have established a reputation for credibility and authority in their respective domains (Leite and Baptista, 2022). Building on this understanding, the following hypothesis is proposed:

H2: Trustworthiness has a positive influence on parasocial relationships.

Furthermore, as explored by Brinson and Lemon (2023), who analysed the role of podcast hosts, a host's perceived authority and knowledge often play a crucial role in establishing their credibility with the audience. This credibility can positively impact the parasocial relationship, which is the one-sided relationship listeners develop with media personalities, as listeners tend to trust and feel more connected to hosts, they consider expert and knowledgeable. Host expertise (or knowledge) specifically pertains to the depth of understanding one has about the topic at hand, and it's a foundational element that can strengthen the perceived credibility of individuals considered to be authorities in their field, leading to the building of parasocial relation (Rasmussen, 2018). This, in turn, facilitates the formation of parasocial relationship. Based on this insight, the next hypothesis is formulated:

H3. Expertise has a positive influence on parasocial relationships.

Additionally, the role of economic factors, such as price reduction, is significant in shaping consumer behaviour. The economic impact of price reductions suggests that such discounts offer a financial advantage and serve as a motivator for customers to buy the item (Lee and Chen-Yu, 2018). According to Sinha and Verma (2020), economic considerations significantly influence the preference for practical benefits, with certain social groups prioritising products that offer greater functionality, especially when promotions enhance the perceived value through savings, quality improvement, convenience, and advantageous offers. Moreover, the limited availability of a product boosts both consumer's utilitarian and hedonic values, strengthening their intention to accept the product (Jackson and Xu, 2022). This leads to the formulation of the following hypothesis:

H4: Promotion and discounts have a significant positive impact on perceived value.

According to Elisa, Fakhiri, and Pradana (2022), when an item's availability is scarce and uncommon, it increases the desire among customers to possess it, thus enhancing the perceived worth of the product in their view. This urgency is partly due to the heightened emotional state

that scarcity can provoke. This trend is particularly strong in China's online social commerce, with scarcity playing a key role in driving impulsive shopping behaviour (Chen, L. Wang, Rasool, and J. Wang, 2022). Furthermore, the impact of product scarcity on perceived value might also pivot on the product's ability to elevate the consumer's social standing through visible consumption (Hamilton et al., 2018). This suggests that items viewed as status symbols may see a more pronounced increase in perceived value when they are scarce, as they offer an exclusive means for consumers to signal their wealth or taste. The commodity theory used in previous studies on product scarcity suggests that as a product or service becomes less available, its value in the eyes of consumers tends to rise (Roux, Goldsmith, and Cannon, 2023). This leads to the next hypothesis:

H5: Scarcity promotion has a significant positive impact on perceived value.

Purchase convenience serves as a key motivator for customers when they engage in online shopping, influencing their decision to shop via the Internet (Zeqiri, Ramadani, and Aloulou, 2023). It's increasingly recognized as one of the primary factors driving consumer preferences for online shopping. Based on Wang (2022) research, it is considered that the impact of a seamless experience as a factor influences omnichannel experience, which includes brand familiarity, customization, perceived value, and technology readiness. Additionally, the research conducted by Chatzoglou, Chatzoudes, Savvidou, Fotiadis, and Delias (2022) indicated that customer experience, such as seamless purchase, directly affects perceived value, customer satisfaction, and customer loyalty. The research suggests that enhancing the value received from a purchase can increase satisfaction levels with a retail store. This background forms the following hypothesis:

H6: Seamless purchase experience has a significant positive impact on perceived value.

The influencer's attractiveness, expertise, and trustworthiness indirectly affected the purchase intention of the customer, where the parasocial relationship mediated this relationship in the research conducted by Ashraf, Hameed, and Saeed (2023). Parasocial relationships play a crucial role in the context of online shopping. When consumers interact with and are exposed to brands, they often perceive them as parallel to genuine friends (Bairrada, Coelho, and Lizanets, 2019). This perception shapes how consumers assess and view these brands, similar to how they

would consider friends. As a result, consumers tend to feel a closer connection and attraction to these brands they can trust the information provided, and consequently, this leads to increased marketing effectiveness, such as improved brand evaluations (Chang and others, 2022) or purchase intention. This leads to the formulation of the following hypotheses:

H7a: Parasocial relationship has a direct positive impact on impulsive buying during live stream shopping.

H7b: Parasocial relationship mediates the impact of attractiveness on impulsive buying during live stream shopping.

H7c: Parasocial relationship mediates the impact of trustworthiness on impulsive buying during live stream shopping.

H7d: Parasocial relationship mediates the impact of expertise on impulsive buying during live stream shopping

Regarding the promotion and discount incentives, Lou, Jiao, Jo, and Koh (2022) stated that price incentives have a huge impact on impulsive buying intention through perceived monetary value. Companies utilize various promotions and discounts in both digital and physical marketplaces, enhancing the perceived value for consumers and encouraging favourable purchasing actions (Miao et al., 2022). However, it is noted that a significant price cut may affect the reputation of the brand, especially in the long term. According to Zheng (2022), in real-world applications, it's essential to create an environment of promotions with limited availability in both time and quantity. This approach taps into the consumer belief that rarity enhances value. The perception of scarcity boosts the value seen in the product, intensifies the buying interest, and successfully meets the promotional goals set for the product. The streamlined purchasing process, wherein customers can complete a purchase with just a few clicks, is recognised as an added value in e-commerce, according to Y. Zhao, X. Zhao, and Liu (2023). This simplified process enhances the overall shopping experience and consequently encourages consumers to make impulsive purchases. Additionally, in examining the influences on consumer behaviour, the study conducted by Hu, Min, Han, and Liu (2020) discovered that the mediating effect of perceived value, particularly in relation to vloggers' balanced messaging, is more significant than emotional

persuasion in shaping consumers' purchase intentions. Building on this understanding, the following hypotheses are proposed:

H8a: Perceived value has a direct positive impact towards the impulsive buying during live stream shopping.

H8b: Perceived value mediates the impact of promotion and discount incentives on impulsive buying during live stream shopping.

H8c: Perceived value mediates the impact of scarcity promotion on impulsive buying during live stream shopping.

H8d: Perceived value mediates the impact of seamless purchase experience on impulsive buying during live stream shopping.

According to the research conducted by He, Yao, Tang, and Ma (2023), viewer-platform interaction has a significant and positive moderation effect on the sense of virtual community, which, as previously discussed, can influence consumer behaviour. Moreover, McLaughlin and Wohn (2021) stated that the adoption of a live chat function and other platform-related functions could help to increase the growth of parasocial relationships between the spectator and the host. Therefore, as the “TikTok” and the “Instagram” platforms have different features, the platform attachment can moderate the relationship between parasocial relationship and intention to buy impulsively during LSS. Based on this, the following hypotheses are proposed:

H9: The live stream **platform attachment** positively moderates the relationship between parasocial relationship and intention to buy impulsively during live stream shopping.

Lu et al. (2022) underscore that platform attachment significantly influences clients' purchasing decisions on live-streaming platforms. This attachment, stemming from their perceptions of the platform's value, interactivity, and overall experience, crucially shapes ongoing engagement and purchasing behaviours. Moreover, the perceived usefulness of purchasing online fashion products during live Instagram events is positively and significantly influenced by factors such as the product's utility, ease of purchase, and the cost of the product (Kristi and Aruan, 2023). Based on these insights, the next hypotheses are formulated:

H10: The live stream **platform attachment** positively moderates the relationship between perceived value and intention to buy impulsively during live stream shopping.

Having developed a series of hypotheses grounded in an extensive literature review on impulsive buying during LSS, the study now progresses to the detailing the procedures and instruments used for data collection, focusing on gathering data from Lithuanian consumers. Following part will include the specific methods, tools, and techniques employed for data gathering and analysis. This approach is essential for validating the theoretical framework and providing empirical insights into the context of impulsive buying behaviour in the LSS.

2.3. The procedure and instrument of data collection

Data collection instrument. This study's primary data collection instruments were two structured online surveys designed to evaluate factors influencing the intention to buy impulsively during LS events. The surveys were designed based on the previously made research (see Annex 1), using “Google Forms” and distributed directly to the respondents via “Messenger” and “Outlook”, as well as published on popular social media platforms, such as Instagram and Facebook.

Due to the obscurity of the LS, the diminutive market of LSS in Lithuania, and the fact that there is no prior research on LSS in Lithuania, a situational questionnaire was used to gather the data for the analysis. The constructs for the creation of the surveys were taken from scientific literature (Annex 1). The main objective of the created situation was to simplify the process of answering the questions for the audience that had never interacted with the LS before. In the scenario, Burga, a renowned Lithuanian brand known for its premium phone cases and accessories, was launching its latest collection through an LS on either “TikTok” or “Instagram”, depending on which questionnaire the respondent received. Given the widespread popularity in Lithuania and proven expertise in brand promotion, Karolina Meschino was selected as the hypothetical host for this event. At the beginning of the survey, respondents were briefed on the concept of LSS. It was highlighted that Burga was offering an exclusive discount of up to 40% on cases purchased during the LS. However, responders were also advised to be mindful of the high audience turnout (over 3000 joined the LS) and the limited stock availability (see Annex 2 and Annex 3).

To ensure an equal spread of both surveys, “geniuslink.com” was used. Both questionnaires were put under the same link, and it was set that people would open both links with a 50/50 ratio. However, it is important to note that the software does not ensure a 50/50 ratio of completed surveys, meaning that only an approximately equal number of respondents for each survey was ensured. After omitting the data, the questionnaire with the “Instagram” platform had 156 responses, while the questionnaire with the “TikTok” platform had 158 responses.

The survey followed a logical sequence, starting with the screening questions to pick out only the respondents familiar with the Burga brand, additionally asking if the respondent is following the anchor – Karolina Meschino – on social media. The questions within each construct were carefully formulated to provoke clear and precise responses, ensuring a comprehensive understanding of the various influences on consumer behaviour in the LS context. The main part of the questionnaire started with the following constructs (Table 5), analysing the features of the host:

1. Host’s attractiveness. This construct comprised seven questions assessing viewers' perceptions of Karolina Meschino’s physical and emotional appeal.
2. Host’s trustworthiness. Through five questions, this section evaluated the host's perceived honesty, reliability, and credibility.
3. Host’s expertise. Another five questions focused on the host's perceived knowledge and skill level, examining how this influenced viewers' trust and purchasing intentions.

After anchor-related questions, the selling mechanism or marketing-related factors were analysed:

4. Promotions and discounts. This construct contained three questions exploring the effect of special offers and price reductions on impulsive buying.
5. Scarcity promotion. Four questions in this section assessed the impact of limited-time and limited-quantity offers and exclusive deals on impulsive purchasing behaviour.
6. Seamless purchasing experience. The following five questions assessed the influence of a smooth and hassle-free purchasing process.

The following two constructs analysed two mediating factors:

7. Parasocial relationship. Five questions assessed the parasocial interaction level between the LS host and the spectators.

8. Perceived value. The construct, consisting of four questions, analysed whether the marketing techniques and the LS seemed appealing to the viewers.

The following construct analysed the attachment to a platform (Instagram and TikTok):

9. Platform attachment. The construct consisted of three items and analysed the level of attachment either to the “TikTok” or the “Instagram” platform.

The final construct analysed the intention to buy impulsively during LSS in the future:

10. Intention to buy impulsively during LS. This construct consisted of three questions.

The questionnaire was finalized with demographic questions to understand the background of the respondents: their gender, age, net income, and education.

Table 5

Constructs used in the research, their measurement items, and reliability

Construct	Number of measurement items	Measurement scale	Cronbach’s alpha
Attractiveness	7	Five-point Likert scale	0,681
Trustworthiness	4	Five-point Likert scale	0,870
Expertise	4	Five-point Likert scale	0,905
Promotion and discounts	3	Five-point Likert scale	0,770
Scarcity promotion	5	Five-point Likert scale	0,800
Seamless purchase experience	5	Five-point Likert scale	0,922
Para-social relation	5	Five-point Likert scale	0,921
Perceived value	4	Five-point Likert scale	0,866
Intention to buy impulsively during live stream	3	Five-point Likert scale	0,772
Platform attachment	3	Five-point Likert scale	0,949

Source: the table was compiled by the author using the research results

Population and sample. The population of the research was adults (people older than 18 years old) located in Lithuania. It is important to stress that Lithuanian nationality was not required

to participate in the survey. It was done due to the parallel replication of e-commerce in Lithuania – buying power is entitled to all people settled in the territory of Lithuania, without any exclusions based on gender, nationality, age (in the majority of the cases), and sexual orientation. Regarding the sample, it was collected using convenience (non-probability) sampling. This sampling technique was chosen to ensure relevance to the subject matter, meaning that since LSS is a relatively new and evolving phenomenon in Lithuania, this technique enabled to target individuals who are somewhat familiar with this concept. Additionally, convenience sampling was chosen due to the limited time for conducting the research: it reduced the need for resources required for a more systematic sampling technique.

Similar studies have been made, examining a range of sample sizes. The required number of respondents was determined by averaging the participant counts from prior studies in the fields of LS, LSS, e-commerce, and influencer marketing, as indicated in Table 6.

Table 6

The authors analyzed for the calculation of the number of respondents

Author	Number of respondents
Fu and Hsu (2023)	512
Chan et al. (2021)	252
Lou et al. (2022)	258
Sun and Bao (2023)	242

Source: compiled by the author based on Fu and Hsu (2023), Chan et al. (2021), Lou et al. (2022), and Sun and Bao (2023).

Summarizing the table, which depicts the range from 242 to 512 respondents per research, the average number of respondents needed to analyse the intention to purchase impulsively during LS in Lithuania is calculated as follows $(512+252+258+242)/4=316$. So, the sample size of the survey is 316 respondents. Considering that there are two surveys, each required approximately 158 respondents. So, with the total number of respondents being 314 and the 158/156 division among both surveys, the requirements for the sample population have been met.

3. QUANTITATIVE ANALYSIS AND EMPIRICAL FINDINGS OF THE STUDY

3.1. Methodical approach and demographic insights of participants

Two surveys were conducted to analyse the factors influencing impulsive buying during LS, and the only difference between them was the social media platforms used to moderate the data. The first survey was moderated on “TikTok”, while the second was moderated on “Instagram” platform. The surveys initially attracted 341 responses in total. However, 27 responses were omitted due to suspicious answers (18) and incorrectly typed numbers in the open question (9), leaving the total number of responses 314: a survey with the “TikTok” platform received 158 responses, while a survey with the “Instagram” platform - 156.

The primary data was collected by using “Google Forms”, as the platform provides customizable questionnaire features, the possibility to export data in *.xlsx* format, and it is user-friendly. To ensure the equal (50/50 ratio) distribution of both surveys, “geniuslink.com” was used to put both surveys' URL links under one link, so 50% of receivers would get a questionnaire with the “TikTok” platform and the other 50% - with the “Instagram” platform. After the primary data was gathered, it was prepared for analysis using “Microsoft Excel”. Coded data, with some of the answers removed (27), was then transferred to SPSS. On the SPSS regression, mediation, moderation, and correlation analyses were performed.

Moving to the analysis itself, an examination of the diverse demographic attributes is crucial to understanding the impact of factors that influence the customers to purchase impulsively during Burga’s LS. This includes an in-depth look at aspects of gender, age, educational background, and net income level. As the questionnaire had two specimens, it is crucial to discuss their demographic results separately. Therefore, the demographic indicators of respondents will be analysed in two categories, divided by the platform mentioned in the survey: 1) respondents in the survey with the “TikTok” platform, 2) respondents in the survey with the “Instagram” platform. A generalised table of demographic indicators of responses in both surveys is depicted in Table 7.

Table 7

Distribution of gender, age categories, education, and net monthly income among the respondents

Demographic indicator	Category	Percent (%) of respondents in the survey with the TikTok platform	Percent (%) of respondents in the survey with the Instagram platform
Gender	Male	26,60	21,80
	Female	73,40	78,20
	Other	0	0
Age category	18-27	44,94	35,26
	28-39	29,11	42,95
	40-56	25,95	21,79
Education	Primary	0,63	0
	Secondary	39,87	55,13
	Higher	58,86	43,59
	Other	0,63	1,28
Net monthly income (in Eur)	Less than 800	13,29	5,77
	800-1000	8,86	16,67
	1001-1200	18,99	19,23
	1201-1400	20,25	22,44
	1401-1600	16,46	18,59
	More than 1600	22,15	17,31

Source: compiled by the author using research results

Gender. In the examined group of 158 individuals who participated in the survey, with the “TikTok” platform, there is a noticeable imbalance in gender representation. Specifically, women comprise a significant majority, accounting for 73,40% of all responses, while males took 26,60%. So, the ratio is approximately 3:1.

Questionnaire with “Instagram” platform, similar to questionnaire the previous survey, represents an approximate 3:1 ratio of gender categories. However, the female part accounts for slightly more – 78,20%, with males representing 21,80% of the responses.

Age. As the respondents could provide their exact age in the open-ended question “Your age:”, the age categories were made based on the frequencies of age mentioned in the survey. The youngest participant in the surveys was 18 years old, whereas the oldest was 56, making the range of the data set 38. The mean of the age data was 32,25, the mode 22, and the median - 30. In other words, the average age of the respondents was approximately 32 years, the highest number of

responses were collected from 22-year-old respondents, and with the central reference point being 30, it can be stated that the respondents were relatively young. The biggest age group in the “TikTok” questionnaire was respondents from the 18-27 age category, accounting for 44,94%. The age categories 28-39 and 40-56 were represented similarly, amounting to 29,11% and 25,95% respectively.

Questionnaire with the “Instagram” platform depicts the distribution of age categories marginally differently. Most respondents fell into the 28-39 age category, contributing to 42,95% of all responses. The youngest surveyees, who belong to the 18-27 age category, amounted to 35,26%, whereas the older participants (40-56 age category) represented 21,79% of the total responses.

It should be kept in mind that age differences and uneven distribution of age categories in both surveys could have an impact on the results when calculating the mediating role of the platform attachment.

Education. From the four possible options of the level of education (primary, secondary, higher, and other), two categories account for approximately 99% of the respondents. In questionnaire with the “TikTok” platform, more than half of the respondents had higher education, forming a substantial 58,86% of all responses. A smaller part – 39,87% – of the participants had secondary education. Equally, 0,63% (1 person) of the respondents had primary and other types of education.

More than half (55,13%) of the questionnaire with the “Instagram” platform participants had secondary education, and only 43,59% of the sample population had higher education. “Other” was chosen by 1,28% of the participants. Lastly, none of the contributors had primary education.

The different distribution in education categories of both surveys should be taken into consideration when making assumptions and suggestions regarding factors influencing impulsive Burga product purchases during LSS.

Net monthly income. From the six income categories (less than 800, 800-1000, 1001-1200, 1201-1400, 1401-1600, and more than 1600 euros (net)), it is noticeable that the respondents had higher income rates. The median and mode of the data set were 4, and the average was 3,84, meaning that most participants chose the 1201-1400 income category, which leaned to the higher side of the income categories.

Regarding questionnaire with the “TikTok” platform, 13,29% of participants stated having less than 800 euros net monthly income. Even a smaller part of the sample population – 8,86% – had net monthly income ranging from 800 to 1000 euros. The respondents split up somewhat similarly in the following four income categories. 18,99% of surveyees had 1001-1200 euros monthly net income, 20,25% fell into the 1201-1400 euros category, and 16,46% specified having 1401-1600 euros net monthly income. The remaining 22,15% of respondents had net monthly incomes bigger than 1600 euros.

Regarding questionnaire “Instagram” platform, no significant differences concerning the net monthly income were noticed. Fewer people – 5,77% of the participants – had less than 800 euros as their net monthly income, and, compared to questionnaire #1, a bigger part of the sample population –16,67% – had 800-1000 euros net monthly income. As in questionnaire #1, the last four categories had similar percentages of respondents. 19,23% accounted for the 1001-1200 category, and 22,44% of respondents' monthly net incomes fell into the 1201-1400 category. The 1401-1600 category was portrayed by 18,59% of the sample population. Lastly, the remaining 17,31% represented the people with more than 1600 euros net monthly income.

In summary, the demographic analysis of the respondents provides valuable insights into the diverse attributes of the customer base engaged with the survey. This demographic understanding is crucial in assessing the factors influencing impulsive purchases. With this demographic groundwork laid out, the study will next proceed to test the reliability of the constructs, ensuring the validity of the research findings.

3.2. Reliability of the constructs and computing variables

To analyse the factors that influence the impulsive purchase of Burga products during LSS, 10 constructs were used. The reliability of each construct of both surveys were tested using Cronbach’s alpha reliability test. In Table 8, Cronbach’s Alphas of the original source, from the survey with the “TikTok” platform, and from the survey with the “Instagram” platform are provided.

Table 8*Cronbach's Alpha coefficients of each tested construct in two surveys*

Measured construct	Cronbach's Alpha coefficients from the original source	Cronbach's Alpha coefficients in survey with TikTok platform	Cronbach's Alpha coefficients in survey with Instagram platform
Attractiveness	0,940	0,668	0,692
Trustworthiness	0,871	0,889	0,840
Expertise	0,827	0,926	0,879
Promotion and discounts	0,883	0,754	0,759
Scarcity promotion	0,844	0,819	0,772
Seamless purchase experience	0,880	0,901	0,932
Para-social relation	0,907	0,930	0,908
Perceived value	0,830	0,884	0,842
Intention to buy impulsively during live stream	0,880	0,737	0,79
Platform attachment	0,831	0,966	0,916

Source: compiled by the author based on the research results.

No Cronbach's Alpha coefficients were lower than 0,600, meaning all the constructs are reliable. However, the construct of "Attractiveness" had the lowest coefficients (0,668 and 0,692) that its reliability is acceptable but close to the lower limit of the acceptable range.

Additionally, Cronbach's Alpha of "Platform attachment" in the "TikTok" platform was 0,966, which symbolizes that the items of the construct might be too similar. However, after an indepth investigation of respondents' answers, it was noticed that all three statements were evaluated as "1" or "3" by multiple participants. It is possible that the respondents chose these answers if they were not using the platform, as there were no screening questions regarding platform usage.

So, with Cronbach's Alphas ranging from 0,668 to 0,966, the constructs were confirmed reliable and could have been used for the analysis.

3.3 Normality analysis

Given the sample sizes 158 for “TikTok” platform (df=158) and 156 for “Instagram (df=156) the Kolmogorov-Smirnov and Shapiro-Wilk tests were employed for assessing normality. The outcomes of this test (Table 9), with all p-values being notably under the limit of 0.05, indicated that the assumption of normality is not justifiable.

Table 9

Test of normality

Construct	Survey with TikTok platform				Survey with Instagram platform			
	Kolmogorov-Smirnov		Shapiro-Wilk		Kolmogorov-Smirnov		Shapiro-Wilk	
	Statistic	Sig.	Statistic	Sig.	Statistic	Sig.	Statistic	Sig.
Attractiveness	0,116	<0.001	0,970	<0.001	0,138	<0.001	0,967	<0.001
Trustworthiness	0,204	<0.001	0,903	<0.001	0,149	<0.001	0,933	<0.001
Expertise	0,116	<0.001	0,920	<0.001	0,135	<0.001	0,929	<0.001
Promotion and discounts	0,266	<0.001	0,873	<0.001	0,1,60	<0.001	9,22	<0.001
Scarcity promotion	0,135	<0.001	0,940	<0.001	0,131	<0.001	0,968	0.001
Seamless purchase experience	0,121	<0.001	0,975	0.006	0,135	<0.001	0,946	<0.001
Para-social relation	0,105	<0.001	0,965	<0.001	0,080	0.016	0,980	0,025
Perceived value	0,175	<0.001	0,905	<0.001	0,175	<0.001	0,936	<0.001
Intention to buy impulsively during live stream	0,142	<0.001	0,939	<0.001	0,174	<0.001	0,919	<0.001
Platform attachment	0,163	<0.001	0,877	<0.001	0,161	<0.001	0,926	<0.001

Source: compiled by the author based on the research result

The research will continue with the assessment of normality using graphical techniques, specifically through the utilization of normal Q-Q plot graphs. As observed in the normal Q-Q plot (refer to Annex 3), the data distribution across all constructs appears normal, allowing the hypotheses to be tested. However, it is important to acknowledge that applying a five-point Likert scale might limit the effectiveness of normality tests. Therefore, a comprehensive examination of kurtosis and skewness, which are vital components in reinforcing the regression analysis's robustness, will also be used.

3.4. Descriptive statistics

In this part, descriptive statistics of the ten constructs that were used for the analysis will be presented. It includes means of surveys with different platforms mentioned in the questionnaires. Additionally, the skewness and kurtosis of the constructs will be presented in Table 10. As seen in Table 10, all the constructs' means are lined to higher or middle values (since a five-point Likert scale was used for all constructs, 3, 4, and 5 are considered higher values).

Table 10

Means after computing variables

Factor	Survey with TikTok platform			Survey with Instagram platform		
	Mean	Skewness	Kurtosis	Mean	Skewness	Kurtosis
Attractiveness	3,85	0,299	0,564	3,92	-0,371	-0,470
Trustworthiness	3,70	-0,819	-0,209	3,81	-0,747	0,041
Expertise	3,41	-0,437	-1,034	3,46	-0,607	-0,607
Promotion and discounts	4,11	-1,021	0,399	3,76	-0,526	-0,620
Scarcity promotion	3,89	-0,545	-0,378	3,81	0,038	-0,355
Seamless purchase experience	3,03	0,215	-0,650	3,38	-0,250	-1,019
Para-social relation	3,33	-0,338	-0,733	3,32	-0,048	-0,431
Perceived value	3,85	-0,989	0,565	3,66	-0,467	-0,663
Intention to buy impulsively during live stream	3,62	-0,267	-0,546	3,65	-0,309	-0,768
Platform attachment	2,67	0,113	-1,293	3,25	-0,511	-1,078

Source: compiled by the author based on the research results.

The construct of “Platform attachment” in the survey with the “TikTok” platform has the lowest mean of 2,67, getting very close to a negative side. However, as mentioned previously, the reason for that might be that the “TikTok” platform was not used by a group of the respondents who received the questionnaire, therefore evaluating the items of construct “1” or “3”. On the other hand, the construct of “Promotion and discounts” in the survey with the “TikTok” platform has the highest mean of all constructs – 4,11. All the rest of the means of the survey with the “TikTok” platform and the “Instagram” platform fall into the range of 3,03 - 3,92.

Moving to the distribution shape of the responses, skewness and kurtosis were measured for all constructs. The skewness values, falling within the normality range (-2 to +2) for all constructs, indicate that the distributions are reasonably symmetric, meaning that respondents' ratings are fairly evenly distributed around the mean. This suggests that the data doesn't exhibit a significant skew to either side. Moreover, the kurtosis values, which mostly fall within the range of -1 to +1, suggest that the shapes of these distributions are close to a normal distribution, with neither excessively peaked nor flat patterns. Therefore, the data from the table implies that the survey responses for the different constructs on “TikTok” and “Instagram” not only have means indicating positive ratings but also exhibit relatively balanced and normal distribution shapes, providing valuable insights into respondent preferences. With the distribution characteristics being analysed, the research will proceed with the hypothesis testing.

3.5. Examination of hypotheses in empirical research

3.5.1. Empirical analysis with attachment to the “TikTok” platform moderating the relationships

The study conducts an empirical analysis to understand the impact of host characteristics on parasocial relationships in the context of the “TikTok” platform's LSS. Focusing on three hypotheses - the influence of perceived host attractiveness (H1), trustworthiness (H2), and expertise (H3), on the parasocial relationship. The findings highlight the varying degrees of impact these characteristics have into the dynamics of LSS, especially within the relatively unexplored Lithuanian market.

H1: Attractiveness has a positive influence on parasocial relationships.

H2: Trustworthiness has a positive influence on parasocial relationships.

H3. Expertise has a positive influence on parasocial relationships.

Table 11

Regression analysis of H1, H2, and H3

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	2,771	0,879		3,154	0,002		
Attractiveness	-0,224	0,207	-0,082	-1,080	0,282	0,994	1,006
Trustworthiness	0,288	0,078	0,287	3,667	<0,001	0,934	1,071
Expertise	0,104	0,069	0,118	1,504	0,135	0,928	1,077

Source: compiled by the author based on the research results.

Table 11 reveals that all variables are normally distributed, with skewness and kurtosis within the accepted range. The dependent variable, parasocial relationship, shows no significant correlation with attractiveness (Pearson correlation=-0.095, p=0.118), leading to the instant rejection of H1. ANOVA results indicate a linear relationship between at least one variable and the dependent variable (p<0.001). However, regression analysis shows the three factors (attractiveness, trustworthiness, expertise) explain only 12.2% of the variance in perceived value for LSS purchases (R²=0.122, F(3,154)=7.147, p<0.001). This suggests other factors might be more influential. The model is statistically significant overall, though the low variance hints at other influential factors not covered in this model. The study's theoretical section suggests influencer marketing, entertainment, and brand loyalty as possible additional factors.

Regarding the expertise, it was found to be non-significant (p=0.135), should be removed from the model. Trustworthiness, with Pearson's correlation of 0.258 and no multicollinearity concerns (tolerance = 0.934, VIF = 1.071), remains significant. Tests for normality, Cook's distance, and homoscedasticity confirm the dataset's robustness, with no signs of heteroscedasticity or autocorrelation (Durbin-Watson = 1.495). To conclude, **H1 is rejected** because it is insignificant (p=0,282), and the negative standardized regression coefficient Beta is very low $\beta = -0,082$, **H2 is supported** as it is significant (p<0,001) and has a positive standardized

regression coefficient Beta $\beta=0,287$, and **H3 is rejected** as it is insignificant ($p=0,135$), and the positive standardized regression coefficient Beta is very low $\beta=0,118$.

As the standardized regression coefficient Beta was relatively small, it is essential to note that even though the H2 has been approved, trustworthiness has a relatively small relationship with the parasocial relationship. The explanation for that can be the obscurity of LSS in the Lithuanian market and the survey's simulator nature.

H4: Promotion and discounts have a significant positive impact on perceived value.

H5: Scarcity promotion has a significant positive impact on perceived value.

H6: Seamless purchase experience has a significant positive impact on perceived value.

Table 12

Regression analysis of H4, H5, and H6

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	1,211	0,607		1,996	0,048		
Promotions and discounts	0,244	0,092	0,202	2,665	0,009	0,996	1,004
Scarcity promotion	0,389	0,107	0,275	3,639	<0,001	0,998	1,002
Seamless purchase experience	0,038	0,078	0,037	0,482	0,631	0,994	1,006

Source: compiled by the author based on the research results.

In Table 12, all variables exhibit normal distributions, with skewness and kurtosis falling within accepted ranges. The dependent variable correlates significantly with independent predictors ($p<0.001$). The ANOVA test yields significance below 0.05 ($p<0.001$). However, seamless purchase experiences do not correlate with perceived value (Pearson correlation = 0.036, $p=0.328$), leading to the rejection of H6. The regression analysis indicates that promotions, scarcity promotion, and seamless purchase experience collectively account for only 12.0% of perceived value variance in live stream shopping ($R^2=0.120$, $F(3,154)=6.969$, $p<0.001$). Nonetheless, the

model remains statistically significant, suggesting other unexplored factors influence perceived value. The study's theoretical section suggests factors like interactive Q&A sessions, user-generated content, real-time product demos, and augmented reality may hold more significance. Two influential cases were retained as they represent the sample population without affecting regression precision. Homoscedasticity assumption is met, and there is no autocorrelation (Durbin-Watson test: 1.457). **H4 and H5 are supported** but have relatively small standardized coefficients, likely due to LSS obscurity in the Lithuanian market and the survey's simulator nature. **H6 is rejected** due to its low significance ($p=0.631$) and small coefficient ($\beta=0.037$).

As the standardized regression coefficient Betas were relatively small, it is essential to note that even though hypotheses have been approved, promotions and discounts, scarcity promotion, and seamless purchase experience have a relatively small relationship with the perceived value. The explanation for that can be the obscurity of LSS in the Lithuanian market and the survey's simulator nature.

H7a: Parasocial relationship has a direct positive impact towards the impulsive buying during live steam shopping.

Table 13

Regression analysis of H7a

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig. Tolerance	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3,504	0,193		18,141	<0,001		
Promotions and discounts	0,036	0,056	0,051	0,635	0,526	1,000	1,000

Source: compiled by the author based on the research results.

In assessing the hypothesis H7a, which suggested that a viewer's sense of connection with a live streamer (parasocial relationship) directly increases impulsive purchases, statistical investigation used a comprehensive 10-step regression analysis. It revealed a notably weak correlation between the sense of parasocial relationship and impulsive buying behaviour (Table

13), with the predictive strength of the relationship falling well below the level of significance ($p = 0,526$). Moreover, the model's ability to explain impulsive buying was exceptionally low ($R^2 = 0,003$), indicating that other unexamined factors might be at play. While the data showed no issues with multicollinearity and no single data point influenced the model's outcome, there was a hint of potential positive autocorrelation, although only marginally indicated by the Durbin-Watson statistic. **H7a is rejected**

Nevertheless, the non-support of H7a, the theoretical foundations allow examination of the role of parasocial relationships. Following hypotheses—H7b, H7c, and H7d—posit that this sense of connection might still act as a bridge, mediating the effects of attractiveness, trustworthiness, and expertise on impulsive buying, respectively. The direct impact is not a requirement for mediation, thus, these mediation hypotheses will be examined.

H7b: Parasocial relationship mediates the impact of attractiveness on impulsive buying during live steam shopping.

Table 14

Mediation analysis H7a

	Indirect effect of Attractiveness on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Parasocial relationship	-0,0080	0,0184	-0,0556	0,0214

Source: compiled by the author based on the research results.

The analysis yielded a non-significant direct effect of attractiveness on impulsive buying intent ($b = -0,1393$, $t = -0,9033$, $p = 0,3678$), alongside an indirect effect through parasocial relationship that was also non-significant ($b = -0,080$, $BootSE = 0,0184$, $BootLLCI = -0,0556$, $BootULCI = 0,0214$). Furthermore, the model accounted for a negligible proportion of variance in impulsive buying intent ($R^2 = 0,0059$, $F(2, 156) = 0,9245$, $p = 0,3378$), providing insufficient evidence (Table 14) to support the mediation effect proposed in hypothesis H7a. Therefore, based on the p-values and confidence intervals, the **H7b hypothesis is rejected**.

H7c: Parasocial relationship mediates the impact of trustworthiness on impulsive buying during live steam shopping.

Table 15

Mediation analysis H7c

	Indirect effect of Trustworthiness on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Parasocial relationship	0,0092	0,0186	-0,0259	0,0511

Source: compiled by the author based on the research results.

The empirical assessment of H7c posited that the parasocial relationship mediates the relationship between the streamer's trustworthiness and viewers' impulsive purchasing behaviours. The statistical findings, however, did not support this mediation hypothesis. The analysis revealed (Table 15) that while trustworthiness significantly predicts the strength of parasocial relationships (coeff = 0,3195, $p < 0,0001$), indicating that viewers tend to feel a stronger connection with streamers they consider trustworthy, this did not translate into a significant mediating effect on impulsive purchases. The indirect effect of trustworthiness on buying intention, through the lens of parasocial interaction, was statistically insignificant (Indirect Effect = 0,0092, BootLLCI = -0,0259, BootULCI = 0,0511), suggesting that the sense of connection does not channel the impact of trustworthiness on impulsive buying. Furthermore, the direct impact of trustworthiness on purchasing intentions was also non-significant (Direct Effect = 0,0215, $p = 0,7183$). These outcomes indicate that while trustworthiness is important for viewer-streamer connections, it does not significantly affect impulsive buying through this path in the live streaming context examined. **H7c is rejected.**

H7d: Parasocial relationship mediates the impact of expertise on impulsive buying during live steam shopping.

Table 16*Mediation analysis H7d*

	Indirect effect of Expertise on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Parasocial relationship	0,0043	0,0098	-0,0164	0,0242

Source: compiled by the author based on the research results.

The exploration of hypothesis H7d, which posited that the parasocial relationship serves as a mediating factor in the impact of a streamer's expertise on viewers' impulsive purchasing decisions during LS, revealed (Table 16) inconclusive support. While the initial significant relationship between expertise and parasocial relationships (coeff = 0,1749, $p = 0,0126$) confirmed the likelihood that viewers foster stronger bonds with more knowledgeable streamers, this did not extend to increased impulsive purchases. Neither the direct (coeff = 0,0494, $p = 0,3292$) nor the indirect (Indirect Effect = 0,0043) effects were statistically significant. These results, particularly the bootstrapped confidence intervals crossing the null value, suggest that the perceived expertise of a streamer does not significantly drive impulsive buying behaviour, regardless of the viewer-streamer connection strength. **H7d is rejected.**

In conclusion, the expected influence of parasocial relationship as a bridge between streamer qualities of attractiveness, trustworthiness, and expertise and viewers' impulsive buying intention appeared to be rejected. However, the mediating role of perceived value will be examined in the following analysis.

H8a: Perceived value has a direct positive impact on impulsive buying during live steam shopping.

Table 17*Regression analysis of H8a*

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig. Tolerance	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3,489	0,250		13,954	<0,001		
Promotions and discounts	0,035	0,064	0,044	0,546	0,546	1,000	1,000

Source: compiled by the author based on the research results.

Based on the regression analysis, hypothesis H8a, which suggested that perceived value has a direct positive impact on impulsive buying during LS, is rejected (Table 17). The statistical indicators point no relationship with a very low R-squared value ($R^2 = 0,002$), implying that perceived value does not effectively predict impulsive buying intentions ($F = 0,298$, $p = 0,586$). This finding is fundamental as it underscores the negligible role of perceived value in this impulsive buying context. With this hypothesis set aside, following hypotheses will be examined.

H8b: Perceived value mediates the impact of promotion and discount incentives on impulsive buying during live steam shopping.

Table 18*Mediation analysis H8b*

	Indirect effect of Promotions and discount on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Perceived value	-0,0026	0,0200	-0,0514	0,0313

Source: compiled by the author based on the research results.

Upon the analysis of hypothesis H8b, which states that perceived value mediates the relationship between promotion and discounts and impulsive buying during LS, has been statistically challenged (Table 18). Although promotional activities significantly enhance the perceived value of products (coeff = 0,1749, $p = 0,0087$) and directly correlate with an increase in

impulsive buying intention (coeff = 0,2625, p = 0,0007), the mediation effect of perceived value itself is not significant (Indirect Effect = -0,0026, BootLLCI = -0,0514, BootULCI = 0,0313). The direct impact of promotions on buying behaviour is evident, yet the role of perceived value as an intermediary is unsupported. The total effect of promotions on impulsive buying intention remains significant (Total Effect = 0,2599, p = 0,0006), suggesting that promotions alone can directly influence impulsive purchases. Consequently, **H8b is rejected**.

H8c: Perceived value mediates the impact of scarcity promotion on impulsive buying during live steam shopping.

Table 19

Mediation analysis H8c

	Indirect effect of Scarcity promotion on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Perceived value	0,0185	0,0281	-0,0373	0,0767

Source: compiled by the author based on the research results.

The statistical analysis does not support hypothesis H8c, which suggested that the value viewers perceive from scarcity promotions leads to more impulsive buying during LS (Table 19). While scarcity promotions do enhance perceived value (coeff = 0,3910, p = 0,0004), they don't significantly affect the likelihood of impulsive buying, either directly (coeff = -0,0648, p = 0,4903) or through perceived value (Indirect Effect = 0,0185). Therefore, **H8c is rejected**.

H8d: Perceived value mediates the impact of seamless purchase experience on impulsive buying during live steam shopping.

Table 20

Mediation analysis H8d

	Indirect effect of Seamless purchase experience on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Perceived value	0,0012	0,0069	-0,0098	0,0187

Source: compiled by the author based on the research results.

The analysis does not support hypothesis H8d, suggesting that a seamless purchase experience does not significantly enhance perceived value (coeff = 0,0375, p = 0,5702) (Table 20) or lead to more impulsive buying during LS (Direct Effect = 0,0375, p = 0,5702; Indirect Effect = 0,0012). Therefore, **H8d is rejected**. To sum up, the research found that the value customers think they are getting from LSS does not really make them buy things on impulse. None of the ideas about perceived value worked out as expected. Now, we're going to see if how attached people feel to the live streaming platform itself changes how likely they are to make impulse buys.

H9: The **platform attachment** positively moderates the relationship between parasocial relationship and intention to buy impulsively during live steam shopping.

Table 21

Moderation of platform attachment in the relationship of para-social relationship and intention to buy impulsively.

	Coefficients	T	P	LLCI	ULCI
(Constant)	3,4039	7,7243	0,0000	2,5334	4,2745
Para-social relation	0,0074	0,0573	0,9543	-0,2460	0,2608
Platform attachment	0,0486	0,3261	0,7448	-0,2460	0,3432
Para-social relation * platform attachment	0,0071	0,0426	0,8672	-0,0769	0,0912

Source: compiled by the author based on the research results.

The SPSS Process Macro procedure was employed to assess the moderating effect of platform attachment on the relationship between parasocial relationships and the intention to buy impulsively during LSS (Table 21). The regression analysis indicated that parasocial relationships did not significantly predict impulsive buying intention ($R^2 = 0,0279$, $F(3, 154) = 1,4734$, $p = 0,2240$, $b = 0,0074$, $t = 0,0573$, $p = 0,9543$). Platform attachment also did not significantly influence impulsive buying intention ($b = 0,0486$, $t = 0,7448$, $p = 0,4573$). The interaction term between parasocial relationships and platform attachment, representing the moderating effect, was

not statistically significant ($b = 0,0071$, $t = 0,1675$, $p = 0,8672$) and contributed negligibly to the model's explanatory power ($\Delta R^2 = -0,0002$). Based on these results, **H9 is rejected**.

H10: The **platform attachment** positively moderates the relationship between perceived value and intention to buy impulsively during live stream shopping.

Table 22

Moderation of platform attachment in the relationship of parasocial relationship and intention to buy impulsively.

	Coefficients	T	P	LLCI	ULCI
(Constant)	3,6766	6,2337	0,0000	2,5115	4,8417
Perceived value	-0,0648	-0,4285	0,6689	-0,3635	0,2339
Platform attachment	-0,0527	-0,2718	0,7861	-0,4354	0,3300
Perceived value * platform attachment	0,0324	0,6616	0,5092	-0,0644	0,1293

Source: compiled by the author based on the research results.

The SPSS PROCESS Macro procedure was employed to assess the moderating effect of platform attachment on the relationship between perceived value and the intention to buy impulsively during live stream shopping (Intent). The regression analysis (Table 22) indicated that perceived value did not significantly predict impulsive buying intention ($R^2 = 0.0301$, $F(3, 154) = 1.5933$, $p = 0.1933$, $b = -0.0648$, $t = -0.4285$, $p = 0.6689$). Platform attachment also did not significantly influence impulsive buying intention ($b = -0.0527$, $t = -0.2718$, $p = 0.7861$). The interaction term between perceived value and platform attachment, representing the moderating effect, was not statistically significant ($b = 0.0324$, $t = 0.6616$, $p = 0.5092$) and contributed negligibly to the model's explanatory power ($\Delta R^2 = 0.0028$). Based on these results, the hypothesis **H10 is rejected**.

In this empirical analysis, several hypotheses related to factors influencing impulsive buying during LSS, with a focus on the moderating role of attachment to the “TikTok” platform, were analysed. Host characteristics, promotions, scarcity promotion, buying experience, parasocial relationships, and perceived value did not significantly predict or mediate impulsive buying intentions during LSS, while platform attachment did not significantly moderate these

relationships. These findings suggest that in the context of the relatively unexplored Lithuanian LSS market, other unexamined factors may play a more significant role in influencing impulsive buying behaviour. The research will continue with the analysis of the second questionnaire, that had "Instagram" platform mentioned on it.

3.5.2. Empirical analysis with attachment to the "Instagram" platform moderating the relationships

This empirical analysis investigates the same factors impact on intention to buy impulsively during an LS. However, the only predictor that has hanged is the platform on which LS is held. So, the results will show the diverse degrees of influence the attributes have for the LSS held on the "Instagram" platform.

H1: Attractiveness has a positive influence on parasocial relationships.

H2: Trustworthiness has a positive influence on parasocial relationships.

H3. Expertise has a positive influence on parasocial relationships.

Table 23

Regression analysis of H1, H2, and H3

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3,107	0,693		4,481	<0,001		
Attractiveness	-0,203	0,147	-0,109	-1,385	0,168	0,992	1,008
Trustworthiness	0,217	0,083	0,211	2,628	0,009	0,946	1,057
Expertise	0,052	0,065	0,064	0,797	0,427	0,953	1,049

Source: compiled by the author based on the research results.

Table 23 illustrates that all variables exhibit a normal distribution, with skewness and kurtosis values falling within the accepted range. However, the dependent variable, parasocial relationship, demonstrates no significant correlation with attractiveness (Pearson correlation = -

0127, $p = 0,057$), resulting in the rejection of H1. ANOVA results indicate a statistically significant linear relationship between at least one variable and the dependent variable ($p < 0,011$). Nonetheless, regression analysis reveals that the three factors under examination (attractiveness, trustworthiness, expertise) collectively account for merely 7% of the variance in perceived value for LSS purchases ($R^2 = 0,070$, $F(3,154) = 3,839$, $p = 0,011$), suggesting the presence of other potentially influential variables. While the model demonstrates statistical significance overall, the relatively low explained variance implies the existence of unexplored factors beyond this model's scope.

Furthermore, expertise was found to be non-significant ($p = 0,427$) and is recommended for removal from the model. Trustworthiness, exhibiting a Pearson correlation of 0,235 and no multicollinearity issues (tolerance = 0,946, VIF = 1,057), remains statistically significant. Tests for normality, Cook's distance, and homoscedasticity affirm the strength of the dataset, with no indications of heteroscedasticity or autocorrelation (Durbin-Watson = 1,368). In summary, **H1 is rejected** due to its insignificance ($p = 0,057$), **H2 is supported** as it reaches significance ($p = 0,009$) and features a positive standardized regression coefficient $\beta = 0,211$, whereas **H3 is rejected** on account of its insignificance ($p = 0,427$) and the low positive standardized regression coefficient $\beta = 0,064$. It is noteworthy that despite the acceptance of H2, trustworthiness exhibits a relatively modest association with the parasocial relationship, potentially attributed to the novelty of LSS in the Lithuanian market and the survey's simulated nature.

H4: Promotion and discounts have a significant positive impact on perceived value.

H5: Scarcity promotion has a significant positive impact on perceived value.

H6: Seamless purchase experience has a significant positive impact on perceived value.

Table 24

Regression analysis of H4, H5, and H6

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig. Tolerance	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	1,397	0,492		2,841	0,005		

Table 24 continued

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig. Tolerance	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
Promotions and discounts	0,209	0,071	0,216	2,950	0,004	0,974	1,027
Scarcity promotion	0,139	0,115	0,089	1,204	0,230	0,955	1,047
Seamless purchase experience	0,281	0,060	0,344	4,664	<0,001	0,966	1,036

Source: compiled by the author based on the research results.

The regression analysis indicates that the model can be used. There is no multicollinearity since the VIF values are low, and there is no autocorrelation, as the Durbin-Watson value is 1,620 (Table 24). However, the model explains a small part of the variance in perceived value, with an R^2 of 0,203. There are a couple of outliers, but they don't seem to affect the overall results.

Looking at the specifics, the analysis shows that promotion and discounts have a significant positive effect on perceived value ($B = 0,216$, $p = 0,004$), **supporting the hypothesis H4**. Scarcity promotions do not have a significant effect ($B = 0,089$, $p = 0,230$), leading to **rejection of H5** hypothesis. With the standardized regression coefficient ($\beta = 0,344$, $p < 0,001$), **H6 is also accepted**.

H7a: Parasocial relationship has a direct positive impact on impulsive buying during live steam shopping.

Table 25

Regression analysis of H7a

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig. Tolerance	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3,280	0,283		11,934	<0,001		
Promotions and discounts	0,083	0,083	0,080	0,991	0,323	1,000	1,000

Source: compiled by the author based on the research results.

When examining Hypothesis H7a, which suggests that parasocial relationship has a direct impact on increasing impulsive purchases, a detailed 10-step regression analysis (Table 25) was conducted for statistical evaluation. This analysis uncovered that due to insignificant relationship, H7a can be rejected immediately (Pearson correlation = 0,080, $p = 0,162$, $R^2 = 0.006$). **H7a is rejected**

Even without support for H7a, theoretical grounds allow for exploring parasocial relationships in following hypotheses H7b, H7c, and H7d. These suggest that the parasocial relationship could mediate how attractiveness, trustworthiness, and expertise influence impulsive buying. Mediation does not require direct impact, so these hypotheses will be further investigated.

H7b: Parasocial relationship mediates the impact of attractiveness on impulsive buying during live steam shopping.

Table 26

Mediation analysis H7a

	Indirect effect of Attractiveness on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Parasocial relationship	-0,0217	0,0271	-0,0872	0,0221

Source: compiled by the author based on the research results.

Applying a bootstrapping approach with the SPSS Process Macro, Hypothesis H7b was tested (Table 26) to determine if parasocial relationships mediate the effect of attractiveness on impulsive buying during live streams. The mediation analysis revealed that attractiveness did not significantly predict parasocial relationship ($p = 0.4917$) nor impulsive buying intent ($p = 0.4121$). Furthermore, the indirect effect of attractiveness on impulsive buying through parasocial relationship was non-significant (Effect = -0,0217, CI [-0,0872, 0,0221]). Consequently, H7b is not supported.

H7c: Parasocial relationship mediates the impact of trustworthiness on impulsive buying during live steam shopping.

Table 27

Mediation analysis H7c

	Indirect effect of Trustworthiness on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Parasocial relationship	0,0155	0,218	-0,0280	0,0599

Source: compiled by the author based on the research results.

For Hypothesis H7c, which suggests parasocial relationship mediates the impact of trustworthiness on impulsive buying, bootstrapping with SPSS Process Macro reveals (Table 27) trustworthiness significantly predicts parasocial relationship ($p = 0,0032$) but not impulsive buying intent ($p = 0,3696$). The indirect effect through parasocial relationship is not significant (Effect = 0,0155, CI [-0,0280, 0,0599]). **H7c is rejected.**

H7d: Parasocial relationship mediates the impact of expertise on impulsive buying during live steam shopping.

Table 28

Mediation analysis H7d

	Indirect effect of Expertise on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Parasocial relationship	0,0059	0,0105	-0,0127	0,0317

Source: compiled by the author based on the research results.

Testing Hypothesis H7d with SPSS Process Macro shows (Table 28) that expertise does not significantly predict parasocial relationship ($p = 0,1744$) and has a non-significant indirect effect on impulsive buying intent through parasocial relationship (Effect = 0,0059, CI [-0,0127, 0,0317]). Therefore, **H7d is rejected.**

In summary, it seems that parasocial relationships do not link streamers' qualities like attractiveness, trustworthiness, and expertise to viewers' impulsive buying. Next, it will be analysed whether perceived value plays a mediating role.

H8a: Perceived value has a direct positive impact towards the impulsive buying during live steam shopping.

Table 29

Regression analysis of H8a

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	2,773	0,304		9,107	<0,001		
Promotions and discounts	0,241	0,081	0,232	2,954	0,004	1,000	1,000

Source: compiled by the author based on the research results.

The analysis shows a significant positive correlation between perceived value and impulsive buying intentions during LSS (Table 29), with a Pearson correlation of 0,232 and a significance level of 0,002. The regression model also supports this, as perceived value has a significant effect on intentions (B = 0,241, p = 0,004), explaining 5.4% of the variance. There's no multicollinearity issue, and other assumptions like homoscedasticity are met. In short, the data supports the idea that perceived value can lead to more impulsive buying in this context, although it's only part of the story since other factors also likely play a role. **H8a is accepted.**

H8b: Perceived value mediates the impact of promotion and discount incentives on impulsive buying during live steam shopping.

Table 30*Mediation analysis H8b*

	Indirect effect of Promotions and discount on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Perceived value	0,0506	0,0271	0,0058	0,1107

Source: compiled by the author based on the research results.

The mediation analysis confirms that perceived value mediates the relationship between promotions and impulsive buying intentions during LS (Table 30). Promotions increase perceived value ($p = 0,0009$), and both promotions and perceived value significantly predict impulsive buying intentions ($p = 0,0622$ and $p = 0,0186$, respectively). The indirect effect of promotion on impulsive buying through perceived value is significant (indirect effect = 0,0506, $p < 0,05$), confirming the mediating role of perceived value. In short, promotions lead to higher perceived value, which in turn increases impulsive buying intentions. **H8b is accepted.**

H8c: Perceived value mediates the impact of scarcity promotion on impulsive buying during live steam shopping.

Table 31*Mediation analysis H8c*

	Indirect effect of Scarcity promotion on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Perceived value	0,0672	0,0437	-0,0038	0,1655

Source: compiled by the author based on the research results.

For Hypothesis H8c, which suggests that perceived value mediates the effect of scarcity promotion on impulsive buying during LS, the results (Table 31) are as follows: Scarcity promotion slightly increases perceived value (coeff = 0,2779, $p = 0,0257$). However, when examining impulsive buying intentions, scarcity promotion does not significantly predict intentions (coeff = -0,0111, $p = 0,9320$), and the indirect effect through perceived value is small and not significant (indirect effect = 0,0672, $p > 0,05$). Therefore, while scarcity promotion affects

perceived value, it does not significantly impact impulsive buying intentions through perceived value, leading to **the rejection of H8c**.

H8d: Perceived value mediates the impact of seamless purchase experience on impulsive buying during live steam shopping.

Table 32

Mediation analysis H8d

	Indirect effect of Seamless purchase experience on Intention to purchase impulsively during LSS			
	Effect	BootSE	BootLLCI	BootULCI
Perceived value	0,0012	0,0069	-0,0098	0,0187

Source: compiled by the author based on the research results.

Purchase experience significantly enhances perceived value (coeff = 0,3111, p = 0,0000), and both purchase experience and perceived value significantly affect impulsive buying intentions (coeff = 0,1576, p = 0,0283; coeff = 0,1675, p = 0,0560, respectively). The mediation effect (Table 32) is positive (indirect effect = 0,0521) but not statistically significant (p = 0,0283). Therefore, while a seamless purchase experience does increase perceived value and both directly influence impulsive buying, the mediating role of perceived value is not statistically confirmed. **H8d is rejected**.

To sum up, the study shows that perceived value directly increases impulsive buying during live streaming shopping and significantly mediates the effect of promotions and discounts (H8a and H8b supported). Next, we'll explore if viewers' attachment to the streaming platform affects their impulsive purchases.

H9: The platform attachment positively moderates the relationship between parasocial relationship and intention to buy impulsively during live steam shopping.

Table 33

Moderation of platform attachment in the relationship of para-social relationship and intention to buy impulsively.

	Coefficients	T	P	LLCI	ULCI
(Constant)	3,6532	58,2719	0,0000	3,5294	3,7771
Para-social relation	0,0841	0,9970	0,3204	-0,0826	0,2508
Platform attachment	0,0452	0,8178	0,4147	-0,0640	0,1544
Para-social relation * platform attachment	0,0239	0,3284	0,7430	-0,1197	0,1674

Source: compiled by the author based on the research results.

The SPSS Process Macro procedure was utilized to assess the moderating role of Platform Attachment on the relationship between Parasocial Interaction and Intention to Buy Impulsively during LSS (Table 33). The regression results indicated that Parasocial Interaction significantly predicted Intention to Buy Impulsively, ($R^2 = 0,0115$, $F(3, 152) = 0,5892$, $p = 0,6230$) ($b = 0,0841$, $t = 0,970$, $p = 0,3204$). Platform Attachment did not significantly predict Intention to Buy Impulsively ($b = 0,0452$, $t = 0,8178$, $p = 0,4147$). Furthermore, the interaction between Parasocial Interaction and Platform Attachment as a moderator was not significant ($b = -0,0007$, $t = -0,1079$, $p = 0,7430$). Therefore, **H9 is rejected**.

H10: The **platform attachment** positively moderates the relationship between perceived value and intention to buy impulsively during live stream shopping.

Table 34

Moderation of platform attachment in the relationship of parasocial relationship and intention to buy impulsively.

	Coefficients	T	P	LLCI	ULCI
(Constant)	3,6510	59,1719	0,0000	3,5291	3,7729
Perceived value	0,2337	2,8294	0,0053	0,0705	0,3968
Platform attachment	0,0259	0,0552	0,4685	-0,0832	0,1349
Perceived value * platform attachment	0,0287	0,3685	0,7130	-0,1250	0,1824

Source: compiled by the author based on the research results.

Platform attachment positively moderates the relationship between perceived value and the intention to buy impulsively during LSS. The regression analysis (Table 34) demonstrated that perceived value significantly predicts impulsive buying intention ($R^2 = 0,0563$, $F(3, 152) = 3,0218$, $p = 0,0316$) ($b = 0,2337$, $t = 2,8294$, $p = 0,0053$). However, platform attachment did not significantly influence impulsive buying intention ($b = 0,0259$, $t = -0,4685$, $p = 0,6401$), and the interaction term, indicating moderation, was not significant ($b = 0,0287$, $t = 0,3685$, $p = 0,7130$).

Table 35

The conclusions of hypothesis testing

Hypothesis	Accepted/Rejected	
	Questionnaire with “TikTok” platform	Questionnaire with “Instagram” platform
H1: Attractiveness has a positive influence on parasocial relationships.	Rejected	Rejected
H2: Trustworthiness has a positive influence on parasocial relationships.	Accepted	Accepted
H3: Expertise has a positive influence on parasocial relationships.	Rejected	Rejected
H4: Promotion and discounts have a significant positive impact on perceived value.	Accepted	Accepted
H5: Scarcity promotion has a significant positive impact on perceived value.	Accepted	Rejected
H6: Seamless purchase experience has a significant positive impact on perceived value	Rejected	Accepted
H7a: Parasocial relationship has a direct positive impact on impulsive buying during live steam shopping	Rejected	Rejected
H7b: Parasocial relationship mediates the impact of attractiveness on impulsive buying during live stream shopping.	Rejected	Rejected
H7c: Parasocial relationship mediates the impact of trustworthiness on impulsive buying during live stream shopping.	Rejected	Rejected
H7d: Parasocial relationship mediates the impact of expertise on impulsive buying during live stream shopping.	Rejected	Rejected
H8a: Perceived value has a direct positive impact on impulsive buying during live steam shopping.	Rejected	Accepted

Table 35 continued

Hypotheses	Accepted/Rejected	
	Questionnaire with “TikTok” platform	Questionnaire with “Instagram” platform
H8b: Perceived value mediates the impact of promotion and discount incentives on impulsive buying during live stream shopping	Rejected	Accepted
H8c: Perceived value mediates the impact of scarcity promotion on impulsive buying during live stream shopping.	Rejected	Rejected
H8d: Perceived value mediates the impact of seamless purchase experience on impulsive buying during live stream shopping.	Rejected	Rejected
H9: The live stream platform attachment positively moderates the relationship between parasocial relationship and intention to buy impulsively during live stream shopping	Rejected	Rejected
H10: The platform attachment positively moderates the relationship between perceived value and intention to buy impulsively during live stream shopping.	Rejected	Rejected

Source: compiled by the author based on the results of the hypotheses testing

To conclude, the study aimed to understand the triggers of impulsive purchasing during LSS events on “TikTok” and “Instagram”, specifically for Burga products. Using a scenario where the product availability was limited by quantity and time and under the influence of a particular host (Karolina Meschino), respondents were asked to rate their tendency to purchase impulsively on a 5-point Likert scale.

The findings (Table 35) indicate that certain factors have a consistent impact across both platforms. Particularly, the perception of the host's **trustworthiness** was affirmed as a key influencer in driving impulsive purchases. **Discounts and promotions** also emerged as significant drivers of perceived value and purchase intent on both “TikTok” and “Instagram”.

However, the study revealed platform-specific influences. The **scarcity of promotions**, for instance, was a significant motivator for “TikTok” users but **not for those on “Instagram”**. This suggests that “TikTok” users may be more sensitive to urgency in purchasing decisions than “Instagram” users. Moreover, a seamless purchase experience was valued by “Instagram” users

but not by those on “TikTok”, which may reflect the unique user experience preferences of each platform.

Table 36

Theoretical analysis results comparison with hypotheses testing result.

Construct	Impact on intention to buy impulsively during LSS based on scientific literature	Source	Impact on intention to buy impulsively during LSS on “TikTok” platform	Impact on intention to buy impulsively during LSS on “Instagram” platform
Parasocial relationship	Strengthens the connection between seller and buyers, fostering a sense of community. This deepens viewers engagement and increases platform usage, influencing buying behaviour.	Chen, Zhang, Shao, Gao, Xu (2022); Su, Zhou, Wu (2020); Farivar, Wang, Yuan (2021); Hamdani, Herlianti (2019); Yuan, J. Kim, S. J. Kim (2016); Sokolova et al. (2021); Cohen (2004); Perse, Rubin (1989).	Parasocial relationship does not have a direct impact on the intention to buy impulsively during LSS and is not the mediator of any relationship provided in the model	Parasocial relationship does not have a direct impact on the intention to buy impulsively during LSS and is not the mediator of any relationship provided in the model.
Attractiveness	The host's physical and emotional appeal, including professionalism and charisma, plays a crucial role in engaging viewers and influencing their buying decisions, especially in beauty or lifestyle products.	Wang, Wu (2019); Li, Gui, Kou, Li (2019); B. Chekima, F. Chekima, Adis (2020); Gilbert (2019); Little (2021); Agthe, Spörrle, Maner (2011); Kamins (1990); Kumar, Singh (2022); Koay, Cheung, Soh, Teoh (2022);	Attractiveness does not influence the parasocial relationship.	Attractiveness does not influence the parasocial relationship.
Trustworthiness	Essential in e-commerce for reducing uncertainty and building confidence in products. Influencers' trustworthiness enhances their impact on viewers' perceptions and buying behaviors, especially in an online environment.	Teekaraman, Sendhilkumar, Mahalakshmi (2020); Pasek (2020); Bao, Yang (2022); Purwanto (2021); Li, Peng (2021); Lin et al. (2021); Naderer, Matthes, Schäfer (2021); S. Nawaz et al. (2021); Chen, Xie, Zhang, Li (2021).	Trustworthiness influence the parasocial relationship positively.	Trustworthiness influence the parasocial relationship positively.

Table 36 continued

Construct	Impact on intention to buy impulsively during LSS based on scientific literature	Source	Impact on intention to buy impulsively during LSS on “TikTok” platform	Impact on intention to buy impulsively during LSS on “Instagram” platform
Expertise	The host's knowledge and skill in a particular area enhance the viewer's trust and perceived value of the products, influencing purchasing decisions. Expertise combined with charisma and approachability significantly boosts the host's persuasive power.	Weismueller, Harrigan, Wang, Soutar (2020); Xu et al. (2022); Hu, Min, Han, Liu (2020); Chen et al. (2021); Van Driel, Dumitrica (2021); Wellman, Stoldt, Tully, Ekdale (2020); Xiaolin, Huang, Dong, Wang (2023).	Expertise does not influence the parasocial relationship.	Expertise does not influence the parasocial relationship.
Perceived value	Perceived value influences consumer behaviour by shaping their assessment of a product's worth, leading to decisions based on its quality, cost, and functionality.	B. Kim, Chen, D. Kim (2023); Li, Min, Hu, Liu (2020); Kumar, Ayodeji (2021); Chao, Cheng, Li, Hsieh (2022); Zeithaml (1988); Wang (2022); Zhang (2023); Zhang, Jin (2023).	Perceived value does not have a direct impact on the intention to buy impulsively during LSS and is not the mediator of any relationship provided in the model.	Perceived value has a direct impact on the intention to buy impulsively during LSS and is the mediator between promotions and discounts and intention to buy impulsively during LSS.
Promotions and discounts	Promotions and discounts influence consumer behaviour by creating a perception of savings, thereby motivating purchases, but may lead to adjusted expectations regarding prices and value.	Ji, Fu, Li (2023); Lattin, Bucklin (1989); Wongkitrungrueng, Dehouche, Assarut (2020); Zahari, Azmi, Kamar, Othman (2021); Andrews, Luo, Fang, Aspara (2014).	Promotions and discounts positively influence the perceived value.	Promotions and discounts positively influence the perceived value.

Table 36 continued

Construct	Impact on intention to buy impulsively during LSS based on scientific literature	Source	Impact on intention to buy impulsively during LSS on “TikTok” platform	Impact on intention to buy impulsively during LSS on “Instagram” platform
Scarcity promotion	Scarcity promotions influence consumer behaviour by encouraging a sense of urgency and exclusivity, compelling quicker decision-making and impulsive buying.	Li, Guo, Huang (2023); Apasrawirote, Yawised (2022); Harikrishnan, Dewani, Behl (2022); Chen, Zhang (2023).	Scarcity promotion positively influence the perceived value.	Scarcity promotion does not influence the perceived value.
Seamless purchase	A seamless purchase experience rationalises the buying process, reducing resistance and encouraging positive consumer decision-making due to increased convenience.	Liu, Kim (2021); Johnson, Smith (2020); Patel, Zhang (2022); Harper, Nguyen (2019); Martinez, Garcia (2023)	Seamless purchase experience does not influence the perceived value.	Seamless purchase experience influence the perceived value.
Platform attachment	Digital technology advancement on platforms foster user loyalty through enhanced emotional and functional connections, significantly boosting engagement and purchases.	Lu et al. (2020); Yu, Xie, Huang, Guo (2023); Dwivedi, Johnson, Wilkie, De Araujo-Gil (2019); Ryu, Park (2020); He, Yao, Tang, Ma (2023); Li, S. Lee, K. Lee, Yang, Chang (2023)	Platform attachment does not moderate any relationships.	Platform attachment does not moderate any relationships.

Source: compiled by the author based on the theoretical analysis and research results

The study's outcomes demonstrated that a significant number of hypotheses were rejected, underscoring the complexity nature of consumer behaviour within LSS environments (Table 36). Particularly, aspects such as host attractiveness, host expertise, the direct impact of parasocial relationships on impulsive purchasing, and the mediating effect of these relationships on the perceived value, were among the factors that did not exhibit an influence on impulsive buying behaviors across both “TikTok” and “Instagram”. This suggests that the psychological process driving consumer purchases in LSS is intricate, with a web of interrelated factors at play.

It is important to note that based on the correlation analyses results, demographic factors, including age category, gender, monthly net income, and education level, were thoroughly analysed in both surveys. However, no significant impact of these demographic variables on parasocial relationships, perceived value, platform attachment, and intention to buy impulsively during LSS was found.

The differences between the theoretical analysis and the research results differ because of various factors. Firstly, using hypothetical scenarios in questionnaires to evaluate consumer behaviour, that is not fully familiar with the concept of live-stream shopping may not entirely reflect real-life decisions, possibly contributing to these differences. Secondly, the research's focus on Lithuania, uneven gender distribution, and the use of convenient sampling limit how broadly the findings can be applied. Additionally, forming hypotheses based on sources primarily from China may not fully account for cultural and contextual differences relevant to Lithuania and other Western countries. These cultural variations in the consumer behaviour can explain some of the discrepancies between the theoretical framework and the actual research outcomes. The results underscore the need for a more comprehensive analysis that considers the multifaceted aspects of LSS, specifically in the Western region. As the study relied on a hypothetical scenario, future research might benefit from empirical testing in real-time conditions to validate these findings further and enhance the understanding of the LSS phenomenon.

CONCLUSIONS

1. Literature analysis revealed that live stream shopping is a relatively new form of selling mechanism, which boomed in Asia countries (especially China) during the global pandemic years. The general idea behind live-stream shopping is that customers can view products on live stream, ask anchor questions, and communicate with other spectators. What is important to note is that even though the popularity of live-stream shopping is outstanding in China and Asia region, in Western countries live-stream shopping has not gained such popularity yet. It is mainly due to the cultural differences (based on Hofstede's cultural dimensions) that the East and the West countries have, an example being the prestige of visual consumption, which is adored by Chinese people. However, the phenomenon of live-stream shopping is expected to grow in the West region in the following years.

2. Scientific literature analysis has shown the use of various theoretical models, such as the Stimulus-Organism-Response model, the Theory of Planned Behaviour, Technology Acceptance Model, Customer Purchase Journey, and Hierarchy of Effects, with SOR model being often used as the most reliable model to understand impulsive buying behaviour during live-stream shopping.

3. The empirical study aimed to analyse the factors influencing impulsive buying during live-stream shopping on "TikTok" and "Instagram", which were analysed in theoretical analysis. It was observed that while the urgency of limited availability influenced "TikTok" users, "Instagram" users valued an easy purchasing process more.

4. The hypothesis testing revealed that the host's perceived trustworthiness and the influence of promotions and discounts consistently impact consumers' perceived value and their tendency to make impulsive purchases across both "TikTok" and "Instagram" platforms.

5. The study rejected several factors across both platforms, including the perceived attractiveness and expertise of the host, the direct impact of parasocial relationships, and various mediating roles of parasocial relationships and perceived value on impulsive buying. It also dismissed the platform attachment's moderating role in the relationship between parasocial relationships or perceived value and impulsive buying intention.

6. Specific to the platform, scarcity promotions were found to significantly affect perceived value and impulsive buying on "TikTok" but not on "Instagram". Conversely, a

seamless purchase experience was seen to influence impulsive buying on “Instagram” but was not a significant factor for “TikTok” users. Additionally, perceived value played a mediating role between discounts and impulsive buying exclusively on the Instagram platform. These platform-specific results highlight the distinct user behaviours and preferences between the “TikTok” and “Instagram” audiences.

7. Demographic factors, including age category, gender, income, and education had no significant effect on impulsive buying during live-stream shopping across both “TikTok” and “Instagram”, pointing to deeper psychological drivers beyond basic demographic distinctions.

8. The differences between the theoretical literature and empirical research can be caused by the following **limitation**: as the questionnaires had a simulator nature, meaning that respondents had to evaluate the statements regarding a particular situation (Burga product and Karolina Meschino as the anchor of the live stream), the results might be subjective. In other words, the research depicts the factors that influence the impulsive purchase of Burga products in the scenario where live stream is held on “TikTok” or “Instagram” and is hosted by Karolina Meschino. The change in the host or product/brand selection could have an impact on the results. Additionally, the research was conducted in Lithuania, the male/female ratio in the questionnaire was not equal (approx. 75% of respondents were women), and convenient sampling was used. Considering these factors, results are applicable only if Burga’s target audience is women located in Lithuania. However, due to the usage of convenient sampling, it cannot be stated that the research results are applicable to Lithuania's population. Furthermore, developing hypotheses primarily from studies conducted in China might overlook the cultural and contextual distinctions relevant to Lithuania and other Western countries. Such cultural differences in consumer patterns may account for certain variances observed between the proposed theoretical model and the empirical findings.

Proposals:

1. Given that trustworthiness of the host was accepted as a significant factor on both “TikTok” and “Instagram”, Burga should select hosts who have established credibility and reliability in the Lithuanian market. Host attractiveness and expertise, however, were rejected as

significant factors, indicating that focusing on the depth of content and genuine interactions may be more important than the host's physical appeal or perceived knowledge.

2. Since promotions and discounts were accepted as influential on both platforms, Burga should use compelling offers that underline the value, such as exclusive deals or limited-time discounts, to encourage impulsive purchases during live-stream sessions.

3. With scarcity promotions affecting “TikTok” users, created urgency through limited-time and limited-quantity offers on this platform can encourage to buy impulsively. Conversely, for “Instagram”, where a seamless purchase experience was highlighted, focus on ease the buying process to reduce resistance and facilitate ease of purchase.

4. Considering the lack of significant findings regarding demographic factors, Burga should invest in further research that explores other psychological or situational triggers that could influence consumer behavior in the Lithuanian LSS market.

5. In light of the success and popularity of live-stream shopping in Asian markets, particularly in China where this trend has boomed, Burga should consider expanding its live-stream shopping initiatives into Eastern regions. This can involve collaborating with popular Asian influencers and tailoring the live-stream shopping experience to fit local cultural preferences, focusing on visible consumption to gain social prestige and excitement of product arrival. By doing so, Burga could tap into a market where the live-stream shopping model is not just emerging but already well-established and thriving.

6. Given that the research focus on the Burga brand, which is within the FMCG product category, other FMCG companies could benefit from considering these findings to integrate live stream shopping into their business strategies. This approach could offer them an innovative opportunity for customer engagement and sales enhancement.

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FACTORS INFLUENCING IMPULSIVE PURCHASING OF “BURGA” PRODUCTS DURING LIVE-STREAM SHOPPING THROUGH SOCIAL MEDIA PLATFORMS

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SUMMARY

106 pages, 1 figure, 36 tables, 168 references.

The research explores the dynamics of impulsive buying behaviour for “Burga” products during live-stream shopping (LSS) on social media platforms in Lithuania. It focuses on understanding how the relatively new concept of LSS, more widespread in Eastern markets like China, influences consumer behaviour in the Western context (particularly – Lithuania). The study aims to identify and analyse the key factors that drive impulsive purchases during LSS sessions on TikTok and Instagram platforms, specifically for “Burga” products, FMCG category. Applying two questionnaires, the research simulated the LSS experience to collect empirical data. The methodology involves analysing the responses of 314 participants using SPSS for regression, mediation, moderation, and correlation analyses. The analysis revealed that trustworthiness and the appeal of discounts are primary factors influencing impulsive purchases on social media platforms. Notably, the anticipated impact of a host's attractiveness and expertise did not hold influence in the context of live stream shopping. For effective LSS implementation in Lithuania, focusing on host credibility and timely promotions can stimulate impulsive buying. While TikTok users are responsive to scarcity cues, Instagram users prioritize a smooth purchasing experience, reflecting distinct platform-based consumer preferences. This study provides important insights for adapting LSS strategies in Western markets, particularly in enhancing the effectiveness of impulsive purchasing behaviours on social media platforms.

**VEIKSNIAI, LEMIANTYS IMPULSYVŲ „BURGA“ PRODUKTŲ
PIRKIMĄ TIESIOGINIŲ TRANSLIACIJŲ METU SOCIALINIŲ MEDIJŲ
PLATFORMOSE
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Darbo vadovė – jaunesnioji asistentė Evelina Blažinauskytė

Vilnius, 2023

SANTRAUKA

106 puslapiai, 1 figūra, 36 lentelės, 168 šaltinių nuorodos

Tyrime nagrinėjama impulsyvus „Burga“ produktų pirkimas tiesioginių transliacijų (TT) metu socialinių medijų platformose, Lietuvos rinkoje. Darbu siekiama suprasti, kaip reliatyviai naujas pardavimų TT metu konceptas, labiau paplitęs Rytų rinkoje (ypač Kinijoje), daro įtaką vartotojų elgsenai Vakarų kontekste (Lietuvoje). Darbo ir tyrimo tikslas – išanalizuoti pagrindinius veiksnius, skatinančius impulsyvų pirkimą TT metu „TikTok“ ir „Instagram“ platformose, „Burga“ produktams. Taikant du klausimynus, tyrime buvo imituojama pirkimo TT patirtis. 314 dalyvių atsakymų buvo analizuojami naudojant SPSS programą, regresijos, mediacijos, moderacijos ir koreliacijos ryšiams nustatyti. Duomenų analizė atskleidė, kad vedėjo patikimumas ir nuolaidų patrauklumas yra pagrindiniai veiksniai, darantys įtaką impulsyviems pirkiniams socialinių tinklų platformose TT metu. Pažymėtina, kad vedėjo patrauklumas ir profesionalumas neturėjo įtakos apsiperkant tiesioginių transliacijų metu. Siekiant efektyvaus prekiaavimo TT metu įdiegimo Lietuvoje, dėmesys vedėjo patikimumui ir savalaikėms nuolaidoms gali paskatinti impulsyvų pirkimą. Nors „TikTok“ vartotojai reaguoja į limituoto kiekio ir laiko pranešimus, „Instagram“ vartotojai pirmenybę teikia sklandžiam pirkimui, atspindinčiam skirtingus platformos vartotojų pageidavimus. Šis tyrimas suteikia svarbių įžvalgų, kaip pritaikyti apsiperkimą TT metu strategijas Vakarų rinkose, ypač didinant impulsyvaus pirkimo elgesio efektyvumą socialiniuose tinkluose.

ANNEXES

Annexe 1. Original items from scientific literature

Figure 1

Original constructs and the items used for the preparation of the questionnaires.

Construct	Author	Items	Cronbach's alpha	Likert scale used
Attractiveness	Rungruangj (2022)	The famous internet celebrity has a strong attractiveness.	0,940	Five-point
		The famous internet celebrity has a very beautiful face.		
		The famous internet celebrity has very beautiful lips.		
		The famous internet celebrity has a very persuasive voice.		
		The famous internet celebrity has a very professional manner.		
		The famous internet celebrity catches your attention.		
		The famous internet celebrity is a style icon.		
Trustworthiness	Zhong, Zhang, Luo, Wei, Liao, Tan, and Yap (2022)	The information provided by the live-streamer is authentic with the actual condition of the product.	0,871	Five-point
		The live-streamer is responsible for his/her products.		
		The live-streamer is worth my trust due to the information known about him/her from different online platforms.		
		The platform where the live-streamer does his/her job, makes me feel that he/she is a trustworthy anchor.		
Expertise	Zhong, Zhang, Luo, Wei, Liao, Tan, and Yap (2022)	The live-streamer knows his recommended products well.	0,827	Five-point
		The live-streamer has enough experience (e.g. working experience, trial experience) to judge the products he/she recommends.		
		The live-streamer's introduction of the product can		

		give me a complete understanding of it.		
		The live-streamer recommends the product only after his/her research.		
Promotion and discounts	Lee, and Chen (2021)	Live streaming commerce offers products at reasonable prices. Discounted prices are very cheap on live-streaming commerce. The price of products on live-streaming commerce is economical.	0,883	Five-point
Scarcity promotion	Chen and Yao (2018)	I worried about limited time.	0,844	Five-point
		I am concerned about limited quantity.		
		I become anxious when I see a “sold out” sign.		
		I feel that the limited edition of a product will cause many people to buy.		
		I think that the current supply of a limited product is small		
Seamless purchase experience	Lee, and Chen (2021)	Live streaming commerce provides procedures for ordering.	0,880	Five-point
		A first-time buyer can purchase from live-streaming commerce without much help.		
		Live streaming commerce is very convenient to use.		
		Live streaming commerce allows me to make a purchase whenever I want.		
		Live streaming commerce allows me to do shopping without going out.		
Parasocial relationship	Rungruangj (2022)	You feel comfortable about the famous internet celebrity's words on live streaming.	0,907	Five-point
		You want to have a cordial conversation with the famous internet celebrity.		

		You can identify the personality of a famous internet celebrity.		
		You like to talk about the famous internet celebrity with other people.		
		When something bad about a famous internet celebrity appears in the media, you feel bad.		
Perceived value	Wang, Paulo Esperança, and Wu (2023)	Compared to the payment I made, it is worthwhile to buy TikTok online courses.	0,830	Five-point
		Compared to the time I spent; it is worthwhile to buy TikTok online courses.		
		Compared to the effort I put in it is worthwhile to buy TikTok online courses.		
		I believe purchasing TikTok online courses is valuable and meaningful.		
Platform attachment	Y. Li, X. Li, and Cai (2021)	Using this live streaming shopping platform is part of my life.	0,831	Seven-point
		I am attached to using this live streaming shopping platform.		
		Using this live streaming shopping platform is important to me.		
Intention to buy impulsively during live stream shopping	Kwon and Ahn (2021)	When I stayed at this cruise brand, I experienced a number of sudden urges to buy things.	0,880	Seven-point
		When I stayed at this cruise brand, I saw a number of things I wanted to buy even though they were no on my shopping list.		
		When I stayed at this cruise brand, I felt a sudden urge to buy something.		

Source: compiled by the author based on the scientific literature (Chen and Yao (2018); Kwon and Ahn (2021); Lee, and Chen (2021); Rungruangj (2022); Wang, Paulo Esperança, and Wu (2023); Y. Li, X. Li, and Cai (2021); Zhong, Zhang, Luo, Wei, Liao, Tan, and Yap (2022))

Gerbiamas respondente,

Esu Nojus Sungaila, Vilniaus universiteto globalios rinkodaros 4 kurso studentas. Tiriu impulsyvų Burgos produktų pirkimą tiesioginių transliacijų metu Lietuvos rinkoje.

Jūsų indėlis į šią anketą reikšmingai prisidės prie mano bakalauro baigiamojo darbo.

Apklausa užtruks ne daugiau kaip 10 minučių. Užtikrinu, kad visi atsakymai liks konfidencialūs ir bus pateikti tik apibendrinta forma.

Iš anksto dėkoju už jūsų skirtą laiką!

Ar žinote prekinį ženklą Burga?

(Taip/Ne)

Ar sekate Karoliną Meschino socialiniuose tinkluose?

(Taip/Ne)

Prieš pradėdant apklausą prašau susipažinti su aprašoma situacija.

Apsipirkimas tiesioginių transliacijų metu yra pirkimas, kurio metu vedėjas, dažniausiai nuomonės formuotojas, reklamuoja produktą tiesioginio vaizdo įrašo metu. Tai panašu į apsipirkimą per TV laidas, kuriose vedėjas demonstruoja produkto privalumus bei kaip jį naudoti. Tiesioginių transliacijų atveju visas vedėjo ir žiūrovo bendravimas vyksta gyvai internetinėje erdvėje. Tokios transliacijos paprastai trunka 25–30 minučių.

Burga rengia tiesioginę transliaciją „TikTok“ platformoje. Įmonė pristato savo naują telefonų dėkliukų kolekciją, papildomai demonstruoja anksčiau išleistas kolekcijas. Tiesioginės transliacijos metu žiūrovai produktus gali įsigyti iš karto. Be to, tiesioginės transliacijos metu įsigytiems dėkliukams taikoma speciali nuolaida, siekianti iki 40% (vidutinė Burga telefono dėklo kaina be nuolaidos – 45 Eur). Tačiau produktų skaičius ribotas, o prie tiesioginės transliacijos prisijungė daugiau nei 3000 žmonių.

Šį renginį veda žinoma nuomonės formuotoja Karolina Meschino. Vedėja suteikia informaciją apie dėkliukų privalumus, nuolaidas, užsakymo procesą, ribotą dėkliukų kiekį bei kitą aktualią informaciją.

Įvertinkite toliau pateiktus teiginius remiantis šia situacija.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
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Karolina Meschino yra patraukli					
Karolina Meschino turi labai gražų veidą					
Karolina Meschino turi labai gražias lūpas					
Karolina Meschino turi labai įtaigų balsą					
Karolina Meschino yra labai profesionali					
Karolina Meschino patraukia mano dėmesį					
Karolina Meschino yra stiliaus ikona					

Remiantis anksčiau pateikta situacija, įvertinkite savo pasitikėjimą Karolina Meschino.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Karolinos Meschino pateikta informacija būtų tikra, atspindinti realią gaminio būklę					
Karolina Meschino prisiimtų pilną atsakomybę už savo reklamuojamus produktus					
Karolina Meschino būtų verta mano pasitikėjimo, nes žinau ją iš skirtingų šaltinių					
„TikTok“ platformoje Karoliną Meschino matyčiau kaip patikimą vedėją					

Remiantis anksčiau pateikta situacija, įvertinkite Karolinos Meschino profesionalumą.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Karolina Meschino gerai žinotų reklamuojamus Burga gaminius					
Karolina Meschino turėtų pakankamai patirties (pvz., praktinės patirties), kad galėtų tinkamai įvertinti reklamuojamus Burga produktus					

Karolinos Meschino Burgos gaminių pristatymas leistų man visapusiškai suprasti siūlomus produktus ir jų specifikas					
Karolina Meschino Burgos produktus rekomenduotų tik pati juos išbandžiusi					

Remiantis anksčiau pateikta situacija, įvertinkite Burgos produktų kainas tiesioginės transliacijos metu.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Tiesioginės transliacijos metu siūlomų Burgos produktų kainos būtų priimtinos					
Tiesioginėje transliacijoje Burgos produktų kainos su nuolaida būtų labai žemos					
Burgos produktų kainos tiesioginės transliacijos metu būtų ekonomiškos					

Remiantis anksčiau pateikta situacija, įvertinkite produktų kiekį bei laiką, skirtą jiems įsigyti, tiesioginės transliacijos metu.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Tiesioginės transliacijos metu būčiau susirūpinęs dėl riboto laiko įsigyti Burgos produktus					
Tiesioginės transliacijos metu būčiau susirūpinęs dėl riboto Burgos produktų kiekio					
Sunerimčiau, kai pamatyčiau ženklą „išparduota“					
Manau, kad naujos telefonų dėkliukų kolekcijos pristatymas tiesioginės transliacijos metu paskatintų daugiau žmonių pirkti Burgos produktus					
Manau, kad turimas Burgos produktų kiekis tiesioginės transliacijos metu būtų per mažas					

Karolinai Meschino demonstruojant kiekvieną produktą, ekrane pasirodo su juo susijęs ženkliukas. Žiūrovas gali bakstelėti ženkliuką, kad įdėtų prekę į krepšelį ir pereiti prie apmokėjimo jam patogiu metu.

Remiantis šia situacija, pasidalinkite savo nuomone apie pirkimą tiesioginių transliacijų metu.



	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Karolina Meschino paašikintų apie produktų užsakymo procesą					
Naujas pirkėjas galėtų pirkti iš „TikTok“ platformos be didelės pagalbos					
Apsipirkimas tiesioginės transliacijos metu būtų labai patogus					
Apsipirkimas tiesioginės transliacijos metu leistų man pirkti bet kada					
Apsipirkimas tiesioginės transliacijos metu leistų man apsipirkti neišeinant iš namų					

Įvertinkite toliau pateiktus teiginius remiantis anksčiau pateikta situacija.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Jausčiausi užtikrintas Karolinos Meschino žodžiais pasakytais tiesioginės transliacijos metu					
Noriu nuoširdžiai pasikalbėti su Karolina Meschino realiame gyvenime					

Manau, jog galiu atpažinti Karolinos Meschino tikrąją asmenybę					
Man patinka kalbėti apie Karoliną Meschino su kitais žmonėmis					
Kai žiniasklaidoje pasirodo kažkas blogo apie Karoliną Meschino, jaučiuosi prastai					

Remiantis anksčiau pateikta situacija, įvertinkite apsipirkimo tiesioginių transliacijų metu naudą.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Lyginant kainą, kurią sumokėčiau Burga produktus perkant iš e-parduotuvės, gaminius labiau apsimoka pirkti tiesioginės transliacijos metu					
Lyginant laiką, kuri praleisčiau Burga produktus perkant iš e-parduotuvės, gaminius labiau apsimoka pirkti tiesioginės transliacijos metu					
Lyginant pastangas, kurias įdėčiau Burga produktus perkant iš e-parduotuvės, gaminius labiau apsimoka pirkti tiesioginės transliacijos metu					
Tikiu, kad Burga produktų pirkimas tiesioginės transliacijos metu būtų vertingas ir prasmingas					

Remiantis anksčiau pateikta situacija, įvertinkite savo ketinimą pirkti tiesioginių transliacijų metu.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Jei būčiau tiesioginiame Burgos naujos kolekcijos pristatyme, jausčiau daugybę staigių raginimų pirkti produktus					

Jei būčiau tiesioginiame Burgos naujos kolekcijos pristatyme, matyčiau daugybę produktų, kuriuos norėčiau nusipirkti, nors jų ir nebūtų mano pirkinių sąraše					
Jei būčiau tiesioginiame Burgos naujos kolekcijos pristatyme, staiga pajusčiau norą ką nors nusipirkti					

Įvertindami toliau pateiktus teiginius, pasidalinkite savo įpročiais naudotis „TikTok“ platforma.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
„TikTok“ naudojimas yra mano gyvenimo dalis					
Esu prisirišęs prie naudojimosi „TikTok“ platforma					
„TikTok“ naudojimas man yra svarbus					

Jūsų lytis:

(Vyras/Moteris/Kita)

Jūsų amžius:

(_____)

Jūsų išsilavinimas:

(Pirminis (pagrindinis) išsilavinimas, Vidurinis išsilavinimas, Aukštasis išsilavinimas, Kita)

Jūsų mėnesinės pajamos (neto eurai):

(Mažiau nei 800, 800-1000, 1001-1200, 1201-1400, 1401-1600, daugiau nei 1600)

Annex 3. Questionnaire with “Instagram” platform

Gerbiamas respondente,

Esu Nojus Sungaila, Vilniaus universiteto globalios rinkodaros 4 kurso studentas. Tiriu impulsyvų Burgos produktų pirkimą tiesioginių transliacijų metu Lietuvos rinkoje.

Jūsų indėlis į šią anketą reikšmingai prisidės prie mano bakalauro baigiamojo darbo.

Apklausa užtruks ne daugiau kaip 10 minučių. Užtikrinu, kad visi atsakymai liks konfidencialūs ir bus pateikti tik apibendrinta forma.

Iš anksto dėkoju už jūsų skirtą laiką!

Ar žinote prekinį ženklą Burga?

(Taip/Ne)

Ar sekate Karoliną Meschino socialiniuose tinkluose?

(Taip/Ne)

Prieš pradėdamas apklausą prašau susipažinti su aprašoma situacija.

Apsipirkimas tiesioginių transliacijų metu yra pirkimas, kurio metu vedėjas, dažniausiai nuomonės formuotojas, reklamuoja produktą tiesioginio vaizdo įrašo metu. Tai panašu į apsipirkimą per TV laidas, kuriose vedėjas demonstruoja produkto privalumus bei kaip jį naudoti. Tiesioginių transliacijų atveju visas vedėjo ir žiūrovo bendravimas vyksta gyvai internetinėje erdvėje. Tokios transliacijos paprastai trunka 25–30 minučių.

Burga rengia tiesioginę transliaciją „Instagram“ platformoje. Įmonė pristato savo naują telefonų dėkliukų kolekciją, papildomai demonstruoja anksčiau išleistas kolekcijas. Tiesioginės transliacijos metu žiūrovai produktus gali įsigyti iš karto. Be to, tiesioginės transliacijos metu įsigytiems dėkliukams taikoma speciali nuolaida, siekianti iki 40% (vidutinė Burga telefono dėklo kaina be nuolaidos – 45 Eur). Tačiau produktų skaičius ribotas, o prie tiesioginės transliacijos prisijungė daugiau nei 3000 žmonių.

Šį renginį veda žinoma nuomonės formuotoja Karolina Meschino. Vedėja suteikia informaciją apie dėkliukų privalumus, nuolaidas, užsakymo procesą, ribotą dėkliukų kiekį bei kitą aktualią informaciją.

Įvertinkite toliau pateiktus teiginius remiantis šia situacija.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Karolina Meschino yra patraukli					
Karolina Meschino turi labai gražų veidą					

Karolina Meschino turi labai gražias lūpas					
Karolina Meschino turi labai įtaigų balsą					
Karolina Meschino yra labai profesionali					
Karolina Meschino patraukia mano dėmesį					
Karolina Meschino yra stiliaus ikona					

Remiantis anksčiau pateikta situacija, įvertinkite savo pasitikėjimą Karolina Meschino.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Karolinos Meschino pateikta informacija būtų tikra, atspindinti realią gaminio būklę					
Karolina Meschino prisiimtų pilną atsakomybę už savo reklamuojamus produktus					
Karolina Meschino būtų verta mano pasitikėjimo, nes žinau ją iš skirtingų šaltinių					
„Instagram“ platformoje Karoliną Meschino matyčiau kaip patikimą vedėją					

Remiantis anksčiau pateikta situacija, įvertinkite Karolinos Meschino profesionalumą.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Karolina Meschino gerai žinotų reklamuojamus Burga gaminius					
Karolina Meschino turėtų pakankamai patirties (pvz., praktinės patirties), kad galėtų tinkamai įvertinti reklamuojamus Burga produktus					
Karolinos Meschino Burgos gaminių pristatymas leistų man visapusiškai suprasti siūlomus produktus ir jų specifikas					

Karolina Meschino Burgos produktus rekomenduotų tik pati juos išbandžiusi					
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Remiantis anksčiau pateikta situacija, įvertinkite Burgos produktų kainas tiesioginės transliacijos metu.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Tiesioginės transliacijos metu siūlomų Burgos produktų kainos būtų priimtinos					
Tiesioginėje transliacijoje Burgos produktų kainos su nuolaida būtų labai žemos					
Burgos produktų kainos tiesioginės transliacijos metu būtų ekonomiškos					

Remiantis anksčiau pateikta situacija, įvertinkite produktų kiekį bei laiką, skirtą jiems įsigyti, tiesioginės transliacijos metu.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Tiesioginės transliacijos metu būčiau susirūpinęs dėl riboto laiko įsigyti Burga produktus					
Tiesioginės transliacijos metu būčiau susirūpinęs dėl riboto Burga produktų kiekio					
Sunerimčiau, kai pamatyčiau ženklą „išparduota“					
Manau, kad naujos telefonų dėkliukų kolekcijos pristatymas tiesioginės transliacijos metu paskatintų daugiau žmonių pirkti Burgos produktus					
Manau, kad turimas Burgos produktų kiekis tiesioginės transliacijos metu būtų per mažas					

Karolinai Meschino demonstruojant kiekvieną produktą, ekrane pasirodo su juo susijęs ženkliukas. Žiūrovas gali bakstelėti ženkliuką, kad įdėtų prekę į krepšelį ir pereiti prie apmokėjimo jam patogiu metu.

Remiantis šia situacija, pasidalinkite savo nuomone apie pirkimą tiesioginių transliacijų metu.



	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Karolina Meschino paaikintų apie produktų užsakymo procesą					
Naujas pirkėjas galėtų pirkti iš "Instagram" platformos be didelės pagalbos					
Apsipirkimas tiesioginės transliacijos metu būtų labai patogus					
Apsipirkimas tiesioginės transliacijos metu leistų man pirkti bet kada					
Apsipirkimas tiesioginės transliacijos metu leistų man apsipirkti neišeinant iš namų					

Įvertinkite toliau pateiktus teiginius remiantis anksčiau pateikta situacija.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Jausčiausi užtikrintas Karolinos Meschino žodžiais pasakytais tiesioginės transliacijos metu					
Noriu nuoširdžiai pasikalbėti su Karolina Meschino realiame gyvenime					

Manau, jog galiu atpažinti Karolinos Meschino tikrąją asmenybę					
Man patinka kalbėti apie Karoliną Meschino su kitais žmonėmis					
Kai žiniasklaidoje pasirodo kažkas blogo apie Karoliną Meschino, jaučiuosi prastai					

Remiantis anksčiau pateikta situacija, įvertinkite apsipirkimo tiesioginių transliacijų metu naudą.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Lyginant kainą, kurią sumokėčiau Burga produktus perkant iš e-parduotuvės, gaminius labiau apsimoka pirkti tiesioginės transliacijos metu					
Lyginant laiką, kuri praleisčiau Burga produktus perkant iš e-parduotuvės, gaminius labiau apsimoka pirkti tiesioginės transliacijos metu					
Lyginant pastangas, kurias įdėčiau Burga produktus perkant iš e-parduotuvės, gaminius labiau apsimoka pirkti tiesioginės transliacijos metu					
Tikiu, kad Burga produktų pirkimas tiesioginės transliacijos metu būtų vertingas ir prasmingas					

Remiantis anksčiau pateikta situacija, įvertinkite savo ketinimą pirkti tiesioginių transliacijų metu.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Jei būčiau tiesioginiame Burgos naujos kolekcijos pristatyme, jausčiau daugybę staigių raginimų pirkti produktus					

Jei būčiau tiesioginiame Burgos naujos kolekcijos pristatyme, matyčiau daugybę produktų, kuriuos norėčiau nusipirkti, nors jų ir nebūtų mano pirkinių sąraše					
Jei būčiau tiesioginiame Burgos naujos kolekcijos pristatyme, staiga pajusčiau norą ką nors nusipirkti					

Įvertindami toliau pateiktus teiginius, pasidalinkite savo įpročiais naudotis „TikTok“ / „Instagram“ platforma.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
„Instagram“ naudojimas yra mano gyvenimo dalis					
Esu prisirišęs prie naudojimosi „Instagram“ platforma					
„Instagram“ naudojimas man yra svarbus					

Jūsų lytis:

(Vyras/Moteris/Kita)

Jūsų amžius:

(_____)

Jūsų išsilavinimas:

(Pirminis (pagrindinis) išsilavinimas, Vidurinis išsilavinimas, Aukštasis išsilavinimas, Kita)

Jūsų mėnesinės pajamos (neto eurai):

(Mažiau nei 800, 800-1000, 1001-1200, 1201-1400, 1401-1600, daugiau nei 1600)