

Swipe, watch, buy: the hidden power of enjoyment, urgency, and influencers in live shopping

Gunawan Bata Ilyas¹, Muh. Fadhel G Bata Ilyas¹, Yanti Mayasari Ginting^{2*},
Quach Minh Tai³, Andi Irfan⁴

¹Department of Management, Sekolah Tinggi Ilmu Ekonomi Amkop, Makassar, Indonesia

²Economic Department, Faculty of Economic and Business, Universitas Riau, Indonesia

³Accounting and Finance Department, Leeds Beckett University, The United Kingdom

⁴Department of Management, Sekolah Tinggi Ilmu Manajemen Lembaga Pendidikan Indonesia, Makassar, Indonesia

Abstract

This study investigates the key psychological and experiential factors influencing purchase decisions in live shopping environments, focusing on the Indonesian digital marketplace. This study examines how perceived enjoyment, promotional urgency, and influencer marketing affect purchase decisions, both directly and indirectly through consumer trust. It further explores the moderating role of platform experience. Using a quantitative approach with 265 valid responses analysed via Partial Least Squares Structural Equation Modelling (PLS-SEM), the results reveal that all three stimuli significantly influence consumer trust and purchase decisions. Trust is shown to mediate these effects, while platform experience strengthens the impact of the live shopping elements on purchase behaviour. The findings contribute to the growing literature on social commerce and offer practical insights for marketers and platforms seeking to enhance consumer engagement and conversion in live shopping settings. It provides empirical evidence on how perceived enjoyment, urgency-driven promotions, and influencer credibility shape real-time purchase decisions. This study is limited to Indonesia, affecting its broader applicability. Its cross-sectional nature and self-reported data may introduce bias. Future research should explore regional differences, behavioural analytics, and longitudinal studies on evolving consumer behaviours in live shopping.

Keywords: consumer trust; live shopping; perceived enjoyment; platform experience; promotional urgency.

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*Corresponding author

Email: yantimayasari.ginting@gmail.com



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Introduction

The evolution of e-commerce in Indonesia has rapidly shifted from conventional online transactions to more interactive, experience-driven formats. Among these innovations, live shopping has emerged as a powerful digital commerce trend, blending real-time video broadcasts with instant purchasing features. Platforms such as TikTok Shop, Shopee Live, and Instagram Live have redefined the consumer journey by enabling shoppers to interact with sellers, receive immediate product demonstrations, and make purchases without leaving the stream (Mutambik, 2024). As one of Southeast Asia's most digitally active markets, Indonesia presents a fertile ground for live shopping to thrive, supported by high mobile penetration and social media engagement (Asanprakit & Kraiwanit, 2023).

Live shopping differs from traditional e-commerce not only in format but also in consumer psychology. It transforms passive browsing into emotionally engaging experiences by integrating entertainment, social influence, and urgency-driven promotions (Lu & Siegfried, 2021). As such, understanding what drives consumer behaviour in this context requires a departure from conventional models of online shopping. The Stimulus-Organism-Response (S-O-R) framework offers a relevant lens, suggesting that external stimuli such as entertaining content, persuasive influencers, and limited-time offers influence consumers' internal states, which then drive behavioural responses like purchasing decisions (Laato et al., 2020). Trust Theory further explains how real-time, transparent seller interactions and influencer credibility reduce perceived risk and build consumer confidence (Ashiq & Hussain, 2024). Meanwhile, the Technology Acceptance Model (TAM) highlights the importance of user familiarity and ease of use in shaping how consumers adopt and respond to live shopping platforms (Agrawal et al., 2024).

Despite growing industry interest in live shopping, academic research remains limited and fragmented. Most existing studies focus on traditional e-commerce or livestream marketing in the context of brand awareness and impulse buying, but very few have examined how live shopping environments influence purchase decisions through emotional and psychological mechanisms (Gulfraz et al., 2022; Izogo & Jayawardhena, 2018; Mofokeng, 2021; Pires et al., 2024). In particular, there is a lack of research that integrates perceived enjoyment as a central driver of consumer behaviour in live shopping contexts, even though enjoyment is often the reason consumers join such streams in the first place. Additionally, while trust is widely acknowledged as a key mediator in online purchases, its role in mediating the effects of live shopping features such as promotional urgency and influencer marketing remains underexplored in emerging markets. Furthermore, the moderating influence of prior platform experience has yet to be thoroughly investigated, despite its potential to amplify or diminish the impact of these live shopping elements on purchase decisions.

Previous studies have sparked considerable interest in the relationship between trust and social commerce purchase decisions. Trust in sellers significantly

impacts purchase intentions. Factors such as review quality, review quantity, and perceived symmetric product information enhance trust in sellers (Senali, 2024). Familiarity with the platform and social presence enhance trust and subsequently increase purchase intentions (Hajli, 2017). High-quality and credible information on social commerce platforms fosters trust. This includes the quality of product information, website design, and the credibility of user-generated content (Abbas, 2023).

However, platform experience gains limited concerns from previous studies in shaping consumers' purchase decisions within e-commerce environments. User experience and brand image significantly influence purchase decisions. Positive user experiences and strong brand images foster trust and encourage purchases (Hammam, 2021). Hedonic and utilitarian values derived from the shopping experience also mediate the relationship between heuristic types and purchase intentions (Kim, 2019).

While previous studies have examined the influence of individual factors such as enjoyment, urgency, and influencer marketing on online purchase decisions, there is limited empirical research that integrates these variables within a live shopping context in Indonesia. Moreover, the mediating role of consumer trust and the moderating effect of platform experience in the relationship between these factors and purchase decisions remain underexplored, particularly within the evolving landscape of e-commerce and social commerce in Indonesia. This study uniquely integrates perceived enjoyment, promotional urgency, and influencer marketing within a live shopping context, examining their impact on purchase decisions in Indonesian social commerce. It further contributes by introducing consumer trust as a mediator and platform experience as a moderator—offering a more comprehensive understanding of consumer behaviour in live shopping environments. This study aims to examine the influence of perceived enjoyment, promotional urgency, and influencer marketing on consumer purchase decisions in live shopping within Indonesian social commerce, while assessing the mediating role of consumer trust and the moderating effect of platform experience.

Literature review

Theoretical foundations

This study is grounded in three key theoretical perspectives that together offer a comprehensive understanding of consumer behaviour in live shopping contexts: the Stimulus-Organism-Response (S-O-R) model, Trust Theory, and the Technology Acceptance Model (TAM). The S-O-R model, originally developed, serves as the primary theoretical framework guiding this study. It posits that external environmental stimuli (S) influence an individual's internal affective and cognitive states (O), which in turn shape their behavioural responses (R). In the context of live shopping, perceived enjoyment, promotional urgency, and influencer marketing act as external stimuli that influence consumers' internal

psychological states most notably trust which ultimately drive their purchase decisions. This model has been widely applied in digital and consumer research to explain how marketing cues, both emotional and informational, impact consumer actions (Kexin & Teo, 2023; Laato et al., 2020; Ortega & Acero, 2025).

Within this framework, perceived enjoyment is conceptualised as a hedonic stimulus that generates emotional involvement and positive affective responses in the consumer. Enjoyment enhances the shopping experience by making it entertaining and immersive, thereby increasing the likelihood of behavioural engagement. Research in hedonic consumption and digital media consistently shows that emotionally enjoyable experiences significantly influence attitudes and purchase intentions in online environments (Waterman, 1993).

Promotional urgency, on the other hand, represents a time-sensitive stimulus rooted in scarcity and limited availability (Koch & Benlian, 2015). According to the scarcity principle, consumers perceive products or deals as more valuable when they are available for a short period or in limited quantities. Live shopping platforms often incorporate flash sales, countdown timers, and limited stock messages to create a sense of urgency and accelerate decision-making (Hanna et al., 2016). These urgency tactics stimulate impulse behaviour by appealing to consumers' fear of missing out (FOMO), further activating the response component in the S-O-R model.

Influencer marketing serves as a socially driven stimulus that taps into the power of parasocial relationships and social proof. Influencers act as opinion leaders who can humanise products, demonstrate authenticity, and reduce uncertainty. Their endorsements are particularly persuasive in live shopping environments, where real-time engagement and trustworthiness play crucial roles in shaping consumer evaluations. The effectiveness of influencer marketing is thus closely tied to the credibility and relatability of the influencer, making it an essential component in stimulating trust and purchase behaviour (Buckley et al., 2025).

To capture the psychological mechanism linking these stimuli to behavioural outcomes, this study incorporates Trust Theory. Trust Theory emphasises the importance of perceived reliability, honesty, and competence in reducing perceived risk and enabling transactional behaviour in online settings (Stevens & Stetson, 2023). In the context of live shopping, consumer trust is a critical mediator that translates perceived enjoyment, urgency, and influencer credibility into purchase decisions. Trust mitigates the uncertainties associated with digital transactions and enhances consumer confidence in both the product and the platform (Duong et al., 2024; Thien Duc & Mujahida, 2024).

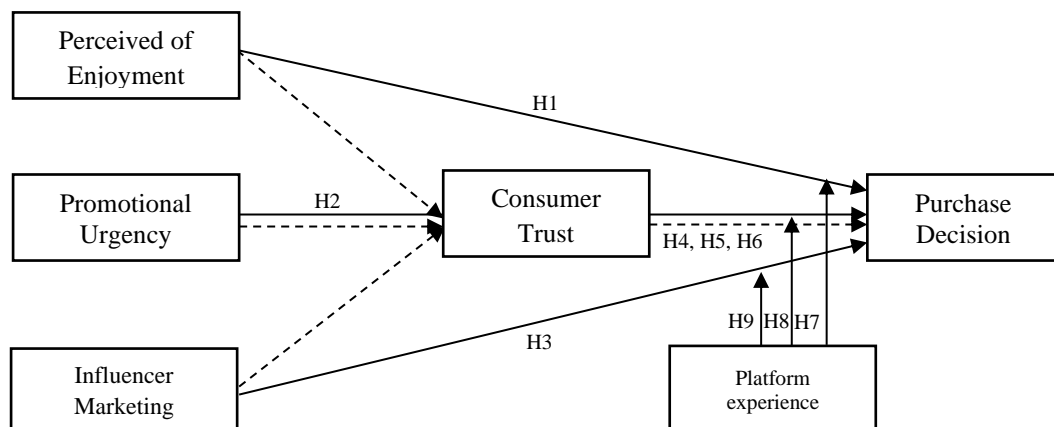
In addition, the study integrates the Technology Acceptance Model (TAM) to justify the inclusion of platform experience as a moderating variable. According to TAM, perceived usefulness and ease of use significantly influence the adoption of technology-driven platforms (Al-Mamary & Shamsuddin, 2015; Jamaluddin, 2025). Consumers with higher platform experience are more familiar with live

shopping interfaces, trust the format, and are better equipped to respond to marketing stimuli. Their previous exposure and accumulated experience enable them to derive greater value from real-time interactions and promotional cues. Hence, this study proposes that platform experience strengthens the impact of the three key stimuli on purchase decisions.

Together, these three theories provide a robust foundation for understanding the behavioural dynamics of live shopping. The S-O-R model explains the overall structure of the stimulus-response process. Trust Theory accounts for the psychological bridge between exposure and action. TAM contextualises the individual differences in digital experience that shape responsiveness to live shopping strategies. By combining these theoretical lenses, this study offers a multidimensional framework to explore how emotional engagement, urgency, and social influence translate into trust and ultimately consumer action in Indonesia's growing live shopping ecosystem, which the relationship between variable is shown in Figure 1.

Figure 1.

Research Framework



Source: Authors' work (2025)

Perceived enjoyment on purchase decisions

Live shopping is not only transactional but also experiential, offering entertainment, excitement, and emotional engagement through real-time video content and dynamic seller-audience interactions. Perceived enjoyment refers to the extent to which the shopping activity is perceived as intrinsically pleasurable, regardless of the outcome (Falk et al., 2010). In live shopping, consumers often engage with the content for its entertainment value, which enhances emotional involvement and reduces cognitive effort, leading to more favourable attitudes toward the platform and product. According to the Stimulus-Organism-Response (S-O-R) model, enjoyment functions as a psychological response (organism) to stimuli such as interactive presentations, influencer charisma, and immersive visuals, influencing behavioural outcomes like purchase intentions (Kexin & Teo, 2023; Laato et al., 2020). Research also suggests that hedonic value, such as fun

and excitement, is a strong predictor of impulsive and emotionally driven purchase behaviour in digital commerce environments (Waterman, 1993). Therefore, perceived enjoyment is expected to positively influence purchase decisions in live shopping contexts, suggesting that the more enjoyable the experience, the greater the likelihood of making a purchase.

H1: Perceived enjoyment during live shopping experiences positively affects purchase decisions.

Promotional urgency on purchase decisions

Promotional urgency, driven by flash sales, limited stock availability, and time-sensitive discounts, creates psychological pressure on consumers, prompting quicker purchase decisions (Koch & Benlian, 2015). Promotional urgency, often manifested through limited-time offers or scarcity tactics, is a psychological marketing strategy that aims to accelerate consumers' decision-making process. Promotional urgency is defined as a form of persuasion that leverages fear of missing out (FOMO) and perceived scarcity to create a time-bound purchase environment (Barton et al., 2022).

Khatarpal et al. (2024) demonstrate that time scarcity influences consumers' cognitive evaluations and often leads to more impulsive buying behaviour. The scarcity principle suggests that consumers perceive limited-time offers as more valuable, leading to higher demand. Urgency-driven promotions are particularly effective in live shopping settings where the combination of real-time engagement and limited-time discounts enhances the fear of missing out (FOMO). Research on promotional urgency indicates that time constraints reduce consumers' decision-making time, increasing impulse buying behaviour. Live shopping leverages these urgency tactics to drive immediate action, making it an influential factor in purchase decisions. Indicating that time-limited offers and scarcity cues increase the likelihood of consumers making a purchase (Zhou, 2024).

Marjerison et al. (2022) highlight the connection between urgency promotions and increased public self-consciousness, which pushes consumers to conform to group behaviour and make quicker decisions. It illustrates how promotional urgency operates as both a cognitive and emotional trigger in influencing consumer responses. The concept of promotional urgency has been widely studied in consumer behaviour literature. The scarcity principle suggests that limited-time offers and stock scarcity increase perceived product value and trigger impulse buying (Wu et al., 2021). Therefore, there is a hypothesis that can be proposed.

H2: Promotional urgency has a positive effect on purchase decisions.

Influencer marketing on purchase decisions

Influencer marketing is a key component of live shopping, as it leverages the credibility and persuasive power of key opinion leaders to influence consumer

behaviour (Buckley et al., 2025). The credibility of the influencer plays a critical role in shaping consumer perceptions and behaviour (Chen et al., 2024). Influencers are perceived as reliable sources for product recommendations, offering a sense of authenticity and trustworthiness. Aligned with Trust Theory, consumers are more likely to follow purchasing advice from influencers they already know and trust, as these figures provide both social proof and live product demonstrations (Szakal et al., 2024). The live format enhances this relationship, allowing influencers to interact directly with viewers, respond to inquiries, and present product features in real time (Bu et al., 2022). This immediacy strengthens consumer trust and increases the perceived value of the product, ultimately driving purchase intention. Previous studies have consistently shown that influencer marketing has a significant impact on shaping consumer attitudes and online purchase behaviour (Leung et al., 2022; Vrontis et al., 2021).

Furthermore, Ma et al. (2023) emphasise that influencer charisma and parasocial relationships, where followers feel emotionally connected to influencers, are key to driving impulsive purchases. Influencer marketing thus serves as a trust-enhancing and emotionally compelling strategy in live shopping. Influencer marketing has been shown to positively influence consumer purchase decisions through various mechanisms. Influencers' credibility and trustworthiness significantly impact consumer purchasing behavior (Samala & Rawas, 2024). Factors influencing the effectiveness of social media influencers on consumer purchase intentions: A study on apparel and footwear fashion marketing in Malaysia. The alignment between the influencer and the product they promote (influencer/product congruence) positively affects consumer attitudes towards advertisements and brands, which in turn influences purchase decisions (Fatmawati & Permatasari, 2022; Chopra, et al., 2021). Therefore, there is a hypothesis that can be proposed.

H3: Influencer marketing positively influences purchase decisions.

The role of consumer trust

Consumer trust is the belief that the seller or platform delivers as promised and that personal data and payment methods are secure. In live shopping, trust is cultivated through various mechanisms such as live demonstrations, direct communication, and social proof. Structural assurance, personal integrity, and user familiarity are foundational to building online trust (Chang et al., 2013). Chen et al. (2024) discussed trust development in livestream commerce, emphasising interaction-based trust-building and the role of trust transfer from influencers to brands. In the context of online shopping, trust is a critical determinant of consumer behaviour, particularly within live shopping platforms where purchasing decisions are based on real-time engagement rather than physical product evaluation (Chandrruangphen et al., 2022). Trust helps alleviate perceived risks and enhances consumer assurance during transactions. In live shopping settings, it is built through

transparent seller interactions, fair and compelling urgency-based promotions, and the authenticity conveyed by influencers (Dai et al., 2022).

According to Trust Theory, consumers are more likely to make purchases from sellers they perceive as credible and dependable (Iisnawati et al., 2021). Core live shopping features such as perceived enjoyment, promotional urgency, and influencer endorsements contribute to trust formation by fostering emotional resonance, openness, and perceived reliability (Chandrruangphen et al., 2022). Duong et al. (2024) added that Trust Transfer Theory explains how trust in a prominent influencer or platform leads to trust in an unknown product or brand. Lăzăroiu (2020) further argue that consumer trust mediates the relationship between online platform experience and purchase intention. Consumer trust is not only an antecedent of purchase intention but also a moderator of perceived risk.

Both perceived enjoyment and trust play interconnected roles in influencing purchase decisions. In live streaming commerce, perceived enjoyment and trust together enhance the shopping experience, leading to higher purchase intentions (Porsan et al., 2024). Moreover, in the context of storytelling marketing in short videos, both perceived pleasure (enjoyment) and trust positively influence impulse buying behaviour (Zheng et al., 2024). Friedrich & Figl (2018) discusses scarcity cues, which can be related to promotional urgency. It suggests that scarcity cues (limited-time or limited-quantity) influence consumer perceptions of informativeness, credibility, and irritation. Although the direct mediating role of consumer trust is not explicitly mentioned, it can be inferred that trust in the credibility of these cues could mediate their impact on purchase decisions. Samala & Rawas (2024) show that the credibility and trustworthiness of social media influencers significantly impact consumer purchasing behaviour. Pop et al. (2022) indicate that trust in social media influencers positively affects various phases of travel decision-making, suggesting a mediating role of trust. Therefore, consumer trust is expected to serve as a mediating mechanism, translating the impact of these live shopping stimuli into actual purchase decisions.

H4: Consumer trust functions as a mediating variable in the relationship between perceived enjoyment and purchase decisions.

H5: The effect of promotional urgency on purchase decisions is mediated by consumer trust.

H6: Consumer trust serves as a mediator between influencer marketing and purchase decisions.

The role of platform experience

Consumer behaviour in live shopping environments is not uniform; it is significantly influenced by individual differences in familiarity and experience with social commerce platforms. Platform experience reflects a consumer's prior exposure to, and proficiency in, navigating social-driven online shopping environments (Pires et al., 2024). High platform experience consumers are more

digitally mature, allowing them to navigate live shopping environments with ease, absorb value from the experience, and convert engagement into action. Those with limited platform experience may struggle to derive the same value, as their unfamiliarity can hinder both trust-building and decision-making (Sun et al., 2019; Wang et al., 2022). Based on these theoretical perspectives, it is expected that the influence of live shopping features on purchase decisions will be stronger among consumers with higher levels of platform experience. Platform experience significantly influences consumer behaviour by enhancing perceived enjoyment. For instance, the quality of platform interactions, such as customization, community, and interactivity, positively impacts consumer excitement and subsequent purchase decisions (Sanda, 2021). Additionally, perceived enjoyment in immersive environments like the metaverse also positively affects purchase intentions (Prabakaran & Patrick, 2024).

The effectiveness of promotional strategies on e-commerce platforms is moderated by platform familiarity. Consumers familiar with the platform show higher purchase rates during promotions due to perceived product and service quality (Song et al., 2023). Moreover, promotional urgency combined with platform experience can lead to increased consumer engagement and purchase behaviour (Feng et al., 2021). Platform experience enhances the impact of influencer marketing on consumer purchase decisions. Studies show that the credibility and trustworthiness of influencers, combined with platform familiarity, significantly affect consumer attitudes and purchasing behaviour (Al-Saify et al., 2024). Additionally, the congruence between influencers and consumers, facilitated by platform experience, strengthens the influence on purchase behaviour (Venciute et al., 2023). Consumer trust often acts as a mediator in various relationships affecting purchase intentions. For instance, trust mediates the relationship between effort expectancy and purchase intention in cross-border e-commerce (Cao & Putit, 2024). Similarly, trust mediates the relationship between perceived social media marketing activities and purchase intentions (Koay et al., 2023).

This study argues that platform experience moderates the effects of key live shopping features namely perceived enjoyment, promotional urgency, and influencer marketing on purchase decisions. Therefore, there is a hypothesis that can be proposed.

- H7: Social commerce experience strengthens the positive relationship between perceived enjoyment and purchase decisions.
- H8: Social commerce experience strengthens the positive relationship between promotional urgency and purchase decisions.
- H9: Social commerce experience strengthens the positive relationship between influencer marketing and purchase decisions.

Research method

This section outlines the methodology employed in this study, including research design, data collection process, sampling techniques, research instruments, and data analysis method. This study adopts a quantitative research design to explore consumer behavioural responses to live shopping platforms. A cross-sectional survey method was utilised to collect primary data from Indonesian consumers with recent experience engaging in live shopping activities via platforms such as TikTok Shop, Shopee Live, and Instagram Live to empirically assess the relationships between the independent variables (perceived enjoyment, promotional urgency, and influencer marketing), the mediator (consumer trust), the moderator (platform experience), and the outcome variable (purchase decision).

Primary data was gathered using an online self-administered questionnaire, distributed via social media platforms targeting Indonesian users who had previously participated in live shopping. The questionnaire was structured into several sections: demographic profile, frequency of live shopping participation, and perception-based items measuring the constructs under study. All construct-related items were assessed using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The design of the instrument ensured alignment with validated scales from previous literature. The items captured consumer perceptions regarding enjoyment during live shopping sessions, reactions to urgency-based promotions, credibility of influencers, trust toward the seller, and behavioural intention to make purchases. The research instrument consists of a structured questionnaire adapted from previous studies to ensure reliability and validity. Table 1 outlines the constructs, measurement items, and sources.

The study employed a non-probability purposive sampling technique, targeting individuals who had actively engaged in live shopping within the past six months. This approach ensured that all respondents had meaningful exposure to live shopping environments and were capable of providing informed responses regarding their experiences. The respondents were screened based on the following criteria. (1) They had purchased at least one product via TikTok Shop, Shopee Live, or Instagram Live in the past six months. (2) They followed influencers or sellers hosting live sessions. (3) They had interacted during live shopping sessions, either by asking questions, commenting, or responding to promotional content.

A total of 285 responses were initially collected. After rigorous data cleaning and screening for missing values and response consistency, 265 valid responses remained for analysis. This sample size satisfies the minimum threshold for conducting Partial Least Square-Structural Equation Modelling (PLS-SEM) analysis, which are effective even with small to medium-sized samples. PLS-SEM is selected for its ability to analyse complex relationships between latent constructs and its robustness in handling non-normally distributed data (Hair et al., 2024).

Table 1.
Research Instrument

Construct	Measurement items	Source
Perceived of enjoyment	I find participating in live shopping sessions to be enjoyable. I feel entertained when watching live shopping broadcasts. I have fun while interacting during live shopping sessions. I enjoy the overall atmosphere and presentation in live shopping events. Live shopping makes the online shopping experience more exciting for me.	(Chang et al., 2013)
Promotional urgency	Flash sales during live shopping make me want to buy quickly. I feel the pressure to purchase when I see a countdown timer during live shopping. Limited stock offers during live sessions make the product seem more valuable. I am more likely to buy when discounts are available for a limited time during the live session.	(Zhou, 2024)
Influencer marketing	I trust the product recommendations made by influencers during live shopping. Influencers make the live shopping experience more convincing and relatable. I am more willing to purchase a product endorsed by an influencer during a live session.	(Buckley et al., 2025)
Consumer trust	I feel confident in the seller's honesty during live shopping sessions. I believe that the products shown during live shopping are reliable and genuine. Live shopping sessions help me trust the seller more than standard online listings.	(Duong et al., 2024)
Platform experience	I have experience purchasing through live shopping platforms. I am familiar with how live shopping works. My past experiences with live shopping increase my confidence in using it again.	(Gulfraz et al., 2022)
Purchase decision	I am likely to purchase products during a live shopping session. Live shopping influences my decision to buy more than regular online shopping. I feel more motivated to make a purchase after participating in a live shopping session.	(Ilmi et al., 2023)

Source: Authors' work (2025)

The analysis follows a two-step approach. The first step involves assessing the measurement model, ensuring construct reliability and validity through Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). Discriminant validity is verified using the Fornell-Larcker criterion to confirm that each construct is distinct from the others in the model. The second step evaluates the structural model, examining path coefficients, R-squared values (R^2), and effect sizes (f^2). Bootstrapping with 5,000 resamples is conducted to test the significance of hypothesised relationships. Mediation analysis is performed to assess the indirect

effect of consumer trust, while moderation analysis determines the impact of platform experience on the proposed relationships.

To determine the model fit, key model fit indices are reported, including Standardised Root Mean Square Residual (SRMR), which should be below 0.08 for an acceptable fit, and Normed Fit Index (NFI), which should ideally exceed 0.90. The Goodness of Fit (GoF) index is also examined to assess the overall predictive quality of the model. By integrating theoretical foundations, validated research instruments, and rigorous statistical methods, this study aims to offer empirical insights into how live shopping influences consumer purchase behaviour in Indonesia.

Results

Descriptive statistics

The demographic profile shows a balanced gender distribution, with slightly more female respondents (55%). Most respondents are between 25–34 years old (40%) and hold an undergraduate degree (50%). Monthly income is fairly spread, with the largest group earning IDR 3–6 million (35%). TikTok Live is the most used live shopping platform (50%). Most respondents engage in live shopping at least once or more per week (75%). These characteristics indicate that the sample is well-aligned with Indonesia's core digital consumer demographic. The details of respondent characteristic are available in Appendix 1.

The descriptive statistics reveal consistently high mean values across all variables, ranging from 5.64 to 5.92 on a 7-point Likert scale. This suggests that respondents generally have positive perceptions of live shopping experiences particularly regarding promotional urgency ($M = 5.92$) and perceived enjoyment ($M = 5.88$) indicating strong engagement and favourable attitudes. The standard deviations around 1.0 reflect reasonable variability within the responses, suitable for structural equation analysis. Descriptive statistics about variables' central tendency can be seen in Appendix 2.

Measurement model

All constructs demonstrate strong internal consistency and convergent validity. The Cronbach's alpha values range from 0.835 to 0.896, and composite reliability (CR) values exceed the recommended threshold of 0.70 for all constructs, confirming reliable measurement. The Average Variance Extracted (AVE) values are all above 0.50, indicating satisfactory convergent validity. All item loadings are above 0.75, with most exceeding 0.80, showing that each indicator contributes significantly to its respective construct. These results validate the robustness of the measurement model and confirm that the constructs are suitable for further structural model analysis, as shown in Appendix 3.

Appendix 4 presents the HTMT values, which are all below the conservative threshold of 0.85, indicating that discriminant validity is established across all

constructs. The HTMT approach is considered a more stringent test of discriminant validity than the Fornell-Larcker criterion, and the results confirm that each construct is empirically distinct from the others. These findings support the robustness of the measurement model and provide a strong foundation for structural model evaluation.

Structural model

The direct effect analysis reveals that all proposed direct relationships are statistically significant ($p < 0.001$), indicating that perceived enjoyment, promotional urgency, and influencer marketing significantly impact both consumer trust and purchase decisions. These findings offer empirical evidence of the effectiveness of live shopping features in influencing consumer behaviour. Table 2 illustrates direct effect analysis on hypotheses 1, 2, and 3. The results show that perceived enjoyment ($\beta = 0.312$, $p = 0.000$) has a significant positive effect on purchase decisions. Therefore, hypothesis 1 is supported. Promotional urgency ($\beta = 0.321$, $p = 0.000$) emerged as the most influential predictor of purchase decisions in the live shopping context. Therefore, hypothesis 2 is supported. The effect of influencer marketing ($\beta = 0.301$, $p = 0.000$) on purchase decisions is also statistically significant. Therefore, hypothesis 3 is supported.

Table 2.

Direct effect

Path	Coefficient	T-Value
PE → PD	0.312***	4.66
PU → PD	0.321***	5.12
IM → PD	0.301***	4.89

Note: ***significancy at 1%

Source: Authors' work (2025)

Table 3.

Indirect effect

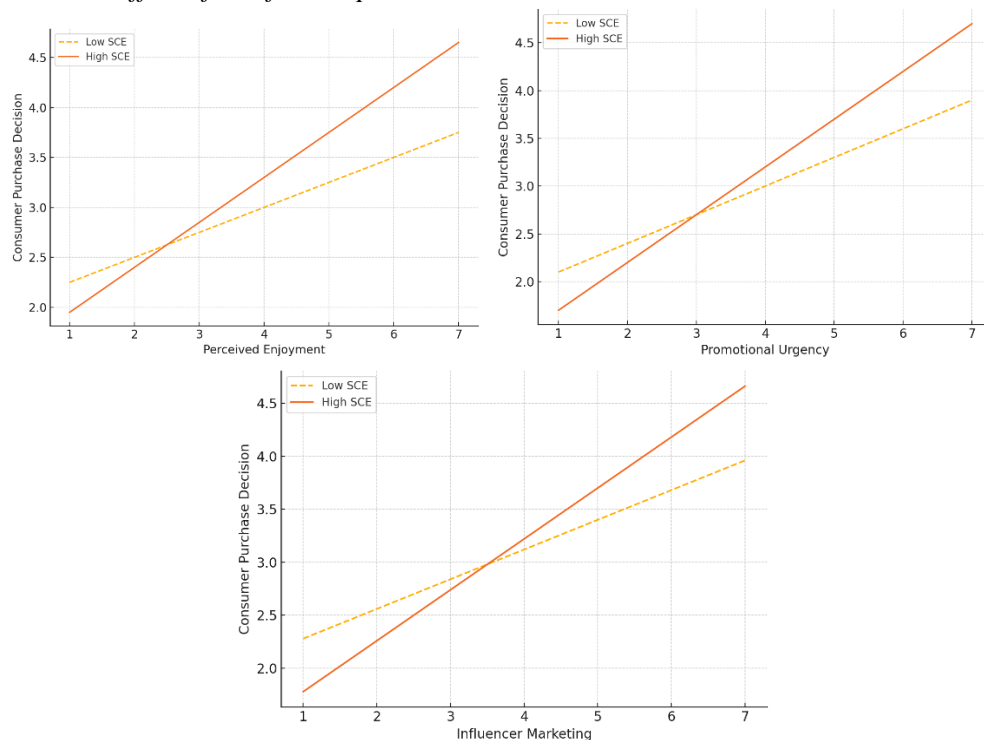
Path	Coefficient	T-Value
PE → CT → PD	0.211***	4.18
PU → CT → PD	0.173***	3.89
IM → CT → PD	0.180***	4.05

Note: ***significancy at 1%

Source: Authors' work (2025)

Table 3 illustrate indirect effect analysis on hypothesis 4, 5, and 6. The results show that perceived enjoyment ($\beta=0.211$, $p=0.000$) exerts a significant indirect effect on purchase decisions through consumer trust. However, hypothesis 4 is supported. Similarly, promotional urgency ($\beta=0.173$, $p=0.000$) also has a significant indirect impact on purchase decisions via consumer trust. Therefore, hypothesis 5 is supported. The analysis further reveals that influencer marketing ($\beta=0.180$, $p=0.000$) positively influences purchase decisions through trust. Therefore, hypothesis 6 is supported.

Figure 2.
Moderation effect of Platform experiences



Source: Authors' work (2025)

Figure 2 shows the moderation analysis process. The results show that the platform experience variable successfully strengthens the relationship between the variables perceived enjoyment, promotional urgency and influencer marketing to purchase decisions. So, hypothesis 7, 8, and 9 are accepted. The interaction effect reveals that platform experience amplifies the impact of promotional urgency on purchase behaviour. The steeper slope in the high platform experience group confirms that urgency tactics are more effective when consumers already understand and trust the mechanisms of social commerce platforms.

Discussion

The results show that perceived enjoyment has a significant positive effect on purchase decisions which is supported hypothesis 1. This indicates that the more consumers enjoy the live shopping experience, the more likely they are to proceed with a purchase. Enjoyment during live sessions, driven by entertaining presentations, engaging content, and real-time interaction, enhances emotional involvement and reduces decision hesitation. This finding aligns with prior research by Falk et al. (2010) and Ma (2023), which highlights that hedonic elements such as fun, excitement, and immersive experiences can increase consumer satisfaction and purchase intention in digital shopping environments.

Promotional urgency emerged as the most influential predictor of purchase decisions in the live shopping context, which is supported hypothesis 2. This result

highlights the powerful role of time-sensitive deals, flash sales, and stock limitations in stimulating rapid consumer responses. Limited-time offers create a psychological trigger that enhances the fear of missing out (FOMO), prompting faster decision-making. This finding supports Zhou (2024), who observed that scarcity-based promotions increase perceived value and immediacy, particularly in digital environments where impulsive behaviour is more likely to occur.

The effect of influencer marketing on purchase decisions is also statistically significant, which is supported hypothesis 3. The results indicate that endorsements from trusted influencers substantially increase the likelihood of consumer action. Influencers act as credible sources of product information and social proof, bridging the gap between consumers and unfamiliar products. This result is consistent with Jayasingh et al. (2025), who emphasised that influencer authenticity and reputation significantly enhance consumer trust and drive engagement in social commerce

Furthermore, consumer trust significantly mediates the relationships between perceived enjoyment, promotional urgency, and influencer marketing on purchase decisions, which is supported hypotheses 4, 5, and 6. This suggests that when consumers find live shopping enjoyable and emotionally engaging, it enhances their trust in the seller or platform, which in turn increases their willingness to make a purchase. This finding is in line with Chen et al. (2024), who argue that emotionally positive experiences such as entertainment and enjoyment strengthen relational bonds and transparency between consumers and sellers, reducing hesitation and increasing trust-based behaviour in online shopping. The result also implies that urgency-driven promotions not only stimulate faster decision-making but also enhance perceptions of seller credibility and platform reliability. These results support Barton et al. (2022), who argue that scarcity-based tactics, such as flash sales and limited-time offers, can signal trustworthiness by suggesting product value and exclusivity, thereby encouraging consumers to commit to a purchase. Influencers serve as relational bridges between sellers and consumers, and their credibility significantly affects consumers' willingness to trust the information presented. This finding aligns with Jayasingh et al. (2025), who highlight the trust-transfer function of influencers, remarking their endorsements help to reduce uncertainty and build confidence in the quality and authenticity of products being promoted in live shopping environments.

The results demonstrate that platform experience significantly strengthens the relationship between perceived enjoyment and purchase decisions, which is supported hypotheses 7, 8, and 9. Consumers with higher platform experience exhibit a steeper slope, indicating that the more enjoyable the live shopping experience, the more likely they are to make a purchase (Suki, 2007). In contrast, those with lower platform experience show a weaker response, suggesting that enjoyment alone may not be sufficient to drive purchase intent without prior familiarity. This finding supports the view that experienced users are more emotionally attuned to hedonic features and can better translate enjoyment into

action (Fikri & Silvianita, 2021; Hatidja et al., 2025). For consumers with high platform experience, limited-time offers and stock scarcity are much more persuasive, leading to stronger purchasing intent (Aminullah & Wusko, 2025; Hanna et al., 2016). Meanwhile, consumers with low platform experience may hesitate or perceive urgency-driven tactics as pressure, reducing their responsiveness. Consumers with greater experience in social commerce respond more positively to influencer endorsements. These consumers are likely more accustomed to evaluating influencer credibility and integrating social proof into their decision-making (Alam, 2025; Bu et al., 2022). Conversely, those with lower platform experience may not fully trust influencer promotions or may require additional exposure before being persuaded. This supports the idea that influencer effectiveness is partly contingent on the audience's familiarity with the platform and format.

This study contributes to the existing literature on social commerce and digital consumer behaviour by offering a more nuanced understanding of how psychological and contextual factors interact in live shopping environments. By integrating the Stimulus-Organism-Response (S-O-R) model, Trust Theory, and the Technology Acceptance Model (TAM), the study extends theoretical knowledge in three important ways. First, the study confirms perceived enjoyment as a critical emotional stimulus that influences purchase decisions, highlighting the role of hedonic value in digital commerce. This adds to the growing body of research suggesting that enjoyment is not merely a by-product of user experience, but a primary driver of consumer action in social commerce settings. Second, the study empirically validates consumer trust as a central mediator that links live shopping features (e.g., enjoyment, urgency, and influencer marketing) with behavioural outcomes. This reinforces the idea that in digital environments where risk and uncertainty are higher, building trust remains an essential condition for successful transactions. Third, by introducing platform experience as a moderating variable, the study advances understanding of individual differences in digital behaviour. It shows that prior experience with live shopping platforms significantly influences how consumers respond to marketing stimuli. This insight contributes to refining segmentation strategies in consumer behaviour theories related to e-commerce, particularly in emerging digital markets like Indonesia.

From a practical standpoint, the findings offer actionable insights for e-commerce platforms, digital marketers, and small and medium enterprises (SMEs) seeking to enhance engagement and conversion through live shopping strategies. First, marketers should prioritise the entertainment value of live shopping content. Sellers and influencers should focus on creating engaging, fun, and emotionally resonant sessions that enhance perceived enjoyment, as enjoyment was found to be a strong predictor of purchase intention. Second, the study highlights the strategic importance of urgency-based promotions. Time-sensitive deals, flash discounts, and stock-limited offers should be thoughtfully integrated into live shopping

sessions to trigger immediate buying behaviour, especially among experienced users familiar with such tactics. Third, collaborating with credible influencers remains essential. Brands should invest in influencers who are not only popular but also perceived as authentic and trustworthy. Influencer credibility enhances consumer trust, which is vital for driving purchase intent in live shopping settings. Fourth, platform developers and marketers should consider consumer experience level when designing live shopping campaigns. For users with low platform experience, more education, guided onboarding, and simplified interactions may be necessary to build trust and reduce friction. Meanwhile, experienced users can be targeted with more aggressive promotions and influencer-driven strategies, as they are more responsive to advanced features and dynamic content. Finally, the emphasis on consumer trust across all stages of the purchase process suggests that platforms must ensure transparency, consistent seller behaviour, and real-time responsiveness to strengthen consumer confidence and loyalty.

Conclusion, limitation, and future research

This study provides empirical insights into the psychological mechanisms underlying purchase decisions in Indonesia's live shopping environment. By focusing on perceived enjoyment, promotional urgency, and influencer marketing, the research highlights how emotional, temporal, and social stimuli shape consumer trust, which in turn drives purchase behaviour. Furthermore, the study reveals that the effectiveness of these live shopping features is significantly moderated by consumers' prior platform experience, suggesting that familiarity enhances responsiveness to digital retail stimuli. The findings underscore the growing importance of live shopping as a dynamic and persuasive e-commerce strategy. Perceived enjoyment emerged as a powerful predictor of consumer behaviour, indicating that hedonic value such as entertainment and emotional gratification is a key driver of purchase decisions. Promotional urgency was shown to intensify consumers' need to act quickly, while influencer marketing served as a credible and socially influential force in driving engagement. Trust was identified as a critical mediating factor, reinforcing the role of psychological confidence in bridging digital content with actual purchasing behaviour. Consumers with higher platform experience demonstrated stronger responses across all predictor variables, emphasising the importance of segmenting strategies based on user familiarity.

This study has several limitations. The research focused exclusively on Indonesian consumers, which may limit the generalisability of the findings to other cultural or regional contexts. The use of self-reported data may also introduce response bias, and the cross-sectional design restricts the ability to assess behavioural changes over time. Future research could address these limitations by conducting cross-cultural comparisons, using longitudinal designs to capture evolving consumer behaviour, or applying behavioural tracking and experimental methods for greater accuracy.

Authors contribution

Gunawan Bata Ilyas: Conceptualization, Methodology, Supervision, Writing – Review & Editing. **Muh. Fadhel G Bata Ilyas:** Investigation, Data Curation, Writing – Original Draft, Visualization. **Yanti Mayasari Ginting:** Formal Analysis, Validation, Writing – Review & Editing. **Quach Minh Tai:** Software, Formal Analysis, Writing – Review & Editing. **Andi Irfan:** Resources, Project Administration, Validation, Writing – Review & Editing

Declaration of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Appendix 1.

Respondent profile

Demographic	Category	Frequency	Percentage
Gender	Male	119	45%
	Female	146	55%
Age group	18-24	80	30%
	25-34	106	40%
	35-44	53	20%
	45+	26	10%
Education level	High school	66	25%
	Undergraduate	133	50%
	Postgraduate	66	25%
Monthly income (IDR)	< 3M	53	20%
	3-6M	93	35%
	6-10M	80	30%
	> 10M	39	15%
Live shopping platform	TikTok live	133	50%
	Shopee live	93	35%
	Instagram live	39	15%
Frequency of live	Once a week	106	40%
	2-3 times a week	93	35%
	> 3 times a week	66	25%

Source: Authors' work (2025)

Appendix 2.

Descriptive statistics

Variable	Mean	Standard Deviation	Min	Max
Perceived of enjoyment	5.88	1.02	2	7
Promotional urgency	5.92	1.05	2.5	7
Influencer marketing	5.85	0.98	2.8	7
Consumer trust	5.76	1.01	2.1	7
Platform experience	5.64	1.08	2.4	7
Purchase decision	5.88	1.03	2.3	7

Source: Authors' work (2025)

Appendix 3.

Measurement model

Construct	Item	Loading	Cron. Alpha	CR	AVE
Perceived of enjoyment	PE1	0.878	0.890	0.921	0.781
	PE2	0.821			
	PE3	0.811			
	PE4	0.779			
Promotional urgency	PU1	0.875	0.882	0.915	0.732
	PU2	0.876			
	PU3	0.854			
	PU4	0.836			
Influencer marketing	IM1	0.865	0.873	0.91	0.713
	IM2	0.893			
	IM3	0.845			
Consumer trust	CT1	0.824	0.861	0.883	0.691
	CT2	0.852			
	CT3	0.813			
Platform experience	PE1	0.794	0.835	0.862	0.652
	PE2	0.824			
	PE3	0.842			
Purchase decision	PD1	0.882	0.896	0.911	0.741
	PD2	0.872			

Construct	Item	Loading	Cron. Alpha	CR	AVE
	PD3	0.851			

Source: Authors' work (2025)

Appendix 4.

Discriminant validity-HTMT

Construct	PE	PU	IM	CT	PE	PD
Perceived of enjoyment	1					
Promotional urgency	0.681	1				
Influencer marketing	0.712	0.722	1			
Consumer trust	0.651	0.661	0.742	1		
Platform experience	0.631	0.643	0.671	0.701	1	
Purchase decision	0.690	0.741	0.731	0.751	0.681	1

Source: Authors' work (2025)