

# **Comparative Analysis of the Effect of Live Streaming Shopping on E-commerce and S-commerce on Impulsive Buying Behavior in Indonesia**

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## **Abstract**

Electronic Commerce (e-commerce) and Social Commerce (s-commerce) companies in Indonesia continue to build innovations by providing various exciting features to increase the number of visitors, one of which is live shopping. Live shopping is increasingly being found in e-commerce and s-commerce because it has become a new way of shopping online. There is a significant correlation between live shopping and impulse buying behavior. Impulse buying is a person's decision that is not planned (or suddenly without consideration) when buying a product in large quantities. This scientific article was created using a systematic literature review (SLR) method using journals indexed in the Scopus database and the Web of Science (2013-2022). The keywords used to search and answer the research questions are (Live Streaming Shopping" AND "E-commerce" AND "S-commerce" AND "Impulsive Buying"). This research's primary purpose is to analyze the effect of live shopping on e-commerce and s-commerce on impulse buying behavior in Indonesia. Besides that, it is also to identify people's motives for making impulse purchases. The results of the SLR method found that there are 25 titles of papers are fulfilling the criteria. It found that two primary motives of Indonesian people in making impulse purchases, including (1) hedonic motives (2) and utilitarian motives.

## **Keywords**

live streaming shopping, online shopping, e-commerce, s-commerce, impulsive buying

## **1. Introduction**

Technological developments are increasingly advanced, increasing, and bringing positive and negative impacts on everyday life. The information technology revolution creates a new culture, namely life, that can't be limited by time and has become an absolute necessity that provides many benefits at any time in various fields.

Everyone's lifestyle has changed because the internet can be connected anytime and anywhere. Indonesia is one of the countries with the largest population of internet users in the world. Data from the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) survey shows that as of June 2022, internet users in Indonesia increased by 1% from the previous year, reaching 210 million people. The data also shows that 73.7% of the Indonesian population has used the internet. This large number of internet users allows people to take advantage of digital innovation products supported by adequate digital infrastructure.

The report "Digital 2022: Global Overview Report" shows that Indonesia is the country with the most significant number of online shopping and is ranked 5th in the world. According to the report "The State of E-commerce App Marketing 2022," the results of AppsFlyer's research show that Indonesia is in the third position as the country that uses the most e-commerce applications. Likewise, according to a report from We Are Social, as of January 2022, Indonesia's number of active social media users increased by 12.6% from the previous year, reaching 191 million people. And Indonesia is ranked 9th out of 47 countries addicted to social media, with an average of people spending more than three hours a day just accessing social media through smartphones.

Electronic Commerce (e-commerce) and Social Commerce (s-commerce) companies in Indonesia continue to build innovations by providing various exciting features to increase the number of visitors, one of which is live shopping. Currently, the trend of live shopping is increasingly being found in e-commerce and s-commerce because it has become a new way of shopping online that contains not only social trading attributes but also unique media attributes (Fransiska and Paramita 2020). Live shopping is a buying and selling activity through live broadcasts carried out by sellers in real-time (Xu et al. 2020). Live shopping in s-commerce is the same as in e-commerce, allowing viewers to communicate directly with sellers like when shopping at an offline store. But not wholly; some things distinguish live shopping in e-commerce and s-commerce, such as the offers provided or the live broadcast content (Andika et al. 2021). With live shopping, people can find suitable products quickly, the shopping process is more practical, has cheaper product prices, and saves time and energy (Andika et al. 2021).

There is a significant correlation between live shopping and impulse buying behavior. Impulse buying is a decision that is not planned (or suddenly without consideration) when buying a product in large quantities (Cheng, 2020). Impulse buying can occur while watching live shopping because viewers can buy their products with special offers only during live broadcasts, view products, and communicate with sellers online (Zakiyyah 2018). Live shopping is similar to television shopping programs that provoke viewers to buy impulsively (Cheng 2020). The limited time of live shopping can motivate the audience to make an impulse purchase. This can happen because of the thought that the offer given during the live broadcast is only valid once (Saebah and Layaman 2020).

Impulsive buying behavior is carried out with emotions and feelings rather than logic, resulting in regret because most of the products purchased are not needed. In general, the motives that trigger impulsive buying behavior during live shopping are hedonic, utilitarian, and irrational (Salsabila and Suyanto 2022). For impulsive buyers, there are five stages of the buying process: problem recognition, information seeking, evaluation of alternatives, purchase decisions, and post-purchase behavior.

From the emergence of the COVID-19 pandemic until now, it has entered an endemic phase; the value of transactions in e-commerce and s-commerce in Indonesia has skyrocketed to reach 91% due to the length of the lockdown. This is also supported by sellers or brands who prefer live shopping as the primary means of online marketing or promotion, selling products, and displaying trends. Likewise, watching live broadcasts as part of online shopping is a relatively new phenomenon. The influence of this phenomenon is the emergence or growth of impulsive buying behaviourbehavioreople in Indonesia. This makes researchers interested in analyzing the effect of live shopping on e-commerce and s-commerce on impulse buying behavior in Indonesia, whether live shopping e-commerce influences impulsive buying or vice versa.

Thus, the problem formulation that becomes the central question of this research is how to compare the effect of live shopping on e-commerce and s-commerce on impulse buying behavior in Indonesia. And also, what are the people's motives for making impulse purchases?

The primary purpose of this scientific article is to analyze the comparison of the effect of live shopping on e-commerce and s-commerce on impulse buying behavior in Indonesia. Besides that, it is also to identify people's motives for making impulse purchases.

To achieve this goal, the review of scientific articles is structured as follows: In Section 2, "Literature Review," contains a review of the literature that supports this scientific article. Section 3, "Methods," illustrates the research methodology used. Section 4, "Results and Discussion," contains pictures explaining the main findings. Section 5, "Conclusions," includes the main conclusions and identifies the limitations of the researcher's review. Section 6, "Acknowledgements," contains the researcher's gratitude to the participants who supported the preparation of this scientific article.

## **2. Literature Review**

### **2.1. Live Shopping**

Since the COVID-19 pandemic, live shopping trends are increasingly being found in both e-commerce and s-commerce. Electronic commerce (e-commerce) is all electronic commerce activities via the internet with smartphones and computers that involve buying and selling physical or digital products to connect companies, consumers, and the community. E-commerce is only focused on buying and marketing activities. In that case, it is reported from Hootsuite that social commerce (s-commerce) is the use of social media for electronic commerce activities that can be accompanied by direct promotions and other activities in general, such as socializing, education, entertainment, etc. Live shopping is a buying and selling activity through live video broadcasts in e-commerce, and sellers carry out s-commerce in real-time and for a particular duration (Cai et al. 2018).

Meanwhile, buyers can communicate with sellers regarding products (from product details to bargains) using the chat column on the live broadcast channel. The phenomenon of watching live shopping can make people's shopping experience more varied, more interactive, engaging, and fun (Cai et al. 2018). Even though it is done online, the audience can feel the sensation of shopping directly on a live broadcast channel with a limited duration so that the audience will be in a race against time. Viewers can't buy promo products outside of the live broadcast time. Online promotions through live shopping affect consumers' impulsive buying behavior (Putra et al. 2020). The products sold in live shopping are also more diverse than in online shopping (Cai et al. 2018). The Jajak Pendapat (JakPat) survey shows that as of June 2022 there are 83.7% of Indonesians have watched live streaming shopping. Therefore, Indonesia is a potential market for e-commerce and s-commerce companies (Putra et al. 2020). The benefits of live shopping for buyers are that buyers can find suitable items easily (because they can see the product in detail), gain the seller's trust quickly, have closer interactions, make the shopping process more practical, product prices are lower, save time and energy.

### **2.2. Live Shopping on e-commerce and s-commerce in Indonesia**

The live shopping feature on most e-commerce platforms was released in 2017, and China was the first to start the trend of selling through live shopping. As time goes by and technology development, this live shopping trend is also increasingly loved by business people in Indonesia. This is evidenced by the fact that some of the largest e-commerce platforms in Indonesia have live shopping features as a new way for sellers to market and sell more of their products. Moreover, during the implementation of social restrictions (lockdown) in Indonesia due to the surge in COVID-19 cases, there was an increase in the use of live shopping for buying and selling activities. Based on Jajak Pendapat (JakPat), as of June 2022, live shopping on one of the e-commerce platforms, namely "S", has become the most-watched, reaching 83.7% of the total Indonesian people. The e-commerce platform "S" has won the "Live Stream Online Store with the Most Viewers" award from the Museum Rekor Dunia-Indonesia (MURI) in 2020, which has been watched 120 million times. Also, within two hours of the live broadcast, sellers get three to six times more orders than usual online sales before the pandemic (without live streaming shopping). This is evidenced by the Indonesian people who spend more than 10 million hours watching a series of live broadcasts on the e-commerce platform.

Not only e-commerce, but several s-commerce platforms are also enlivening using the live shopping feature. S-commerce is growing more rapidly due to gaps in e-commerce penetration outside major cities in Indonesia, which have huge market potential. With intermediaries such as resellers, penetration to areas outside the big cities will be even more significant and make s-commerce the answer to the influence of this penetration. The intermediary interacts directly with the community or people in the surrounding environment through live shopping; it will form trust and change consumer behavior where they seek inspiration and shop simultaneously. Based on Jajak Pendapat (JakPat), as of June 2022, live shopping on one of the s-commerce platforms, namely "T", has become the second most watched, reaching 42.4% of the total Indonesian people. In fact, despite being the second most watched, live shopping on s-commerce is more popular with Indonesian people because it provides a different, more interesting, and unique shopping experience. "T" is also a proliferating social media and has been downloaded by more than 300 million users in the first and second quarters of 2020. Also, it should be noted that buyers and most sellers (who incidentally are micro-entrepreneurs) mostly use the platform s-commerce as a place for transactions compared to available e-commerce platforms.

### **2.3. How Does Live Shopping Affect Impulse Buying Behaviour**

In live shopping, there are direct marketing activities, namely interactions, promotions, and transactions [10]. This live shopping trend in e-commerce and s-commerce has an extensive and significant effect on the impulsive buying behavior of the Indonesian people. Impulsive buying, which can be unplanned, is a behavior where someone does not plan something (or suddenly without consideration) when shopping in large quantities anytime and anywhere (Cistaning and Nugroho 2017). There are four main categories of impulse buying, namely pure impulsive buying (purchases deviating from standard buying patterns or escape buying), reminder impulsive buying (purchase assets past experiences, namely when supplies at home need to be added or run out), impulsive buying recommendations (impulsive purchases that arise because of suggestions), and planned impulsive buying (impulsive buying due to certain sales conditions such as special prices, vouchers, and so on) (Prawira and Sihombing 2021). The following are some critical factors related to live shopping trends that influence the impulsive buying behavior of Indonesian people (Prawira and Sihombing 2021):

- **Product demonstration**  
Online shop sellers can captivate the public with complete and clear product demonstrations in terms of information delivery, clear video quality, and live broadcast settings.
- **Content creation**  
Outside of living broadcast times, online store sellers usually create more exciting content according to the trends currently trending. And video content is superior and more popular than image content. If the content is good and interesting, it will attract traffic and transactions, then it will attract more buyers.
- **Buyer and seller interaction**  
During the live broadcast, people will be interested in watching live shopping if the seller can bring the atmosphere comfortably, cool, and not boring. This allows for a 21-fold increase in profits after interacting.
- **Special offer**  
Special offers are only available during buying and selling activities through live shopping, including discounts, quizzes with prizes, giveaways, cashback vouchers, free shipping vouchers, and so on.
- **Collaboration**  
Various online stores or brands often collaborate with viral celebrities or are widely liked by the general public in Indonesia to conduct live broadcasts, promoting products sold by online stores or brands.
- **Recommendation**  
People who are satisfied after buying various products during live shopping online stores will provide voluntary reviews or recommendations in any form (video or image) as attractive as possible on multiple social media platforms. Thus, it can influence the decision of the wider community to watch live shopping, buy it, or just stop by the online store.

Product demonstrations and special offers have a greater influence on impulse buying behavior. Interestingly, impulsive buying behavior due to those two factors alone has been proven to increase the number of daily orders. Then, live shopping can also increase the number of product content views (excluding live shopping) and online store visits.

Indonesian people carry out impulse buying behavior because they are quite motivated, have the ability, and are triggered to do this. According to Dr BJ Fogg, Fogg's behavioral model explains that the emergence of behavior repeatedly until it becomes a habit consists of three motivating elements, namely: (1) pleasure or pain, (2) hope or fear, and (3) social acceptance or rejection (Sebastian et al., 2017). People's reactions can vary depending on the type of motivator. One example is the motivator of hope and fear that can trigger people's thought processes to anticipate an outcome (good or bad) (Sebastian et al., 2017). Impulse buying usually occurs suddenly without any intention before shopping. The behavior occurs after experiencing a spontaneous urge to buy because of pleasure and hope. Impulse buying will increase as the spontaneous impulse increases. In impulsive purchases of products in live shopping, the target user (Indonesian people) generally will have strong motivation and ability (Sebastian et al. 2017). The motives that support impulse buying behavior include symbolic motives (i.e., perceived similarity between buyers and other sellers/buyers), utilitarian motives (i.e., shopping according to physiological/psychological needs, functional benefits, and objective characteristics of a product), hedonic motives (i.e., shopping is a pleasure, so it does not pay attention to the benefits of the product purchased), and irrational motives (Wongkitrungrueng and Assarut, 2020).

### **3. Methods**

This scientific article was created using a systematic literature review method supported by secondary data in scientific articles and previous research journals indexed in the Scopus database and the Web of Science (2013-2022). This review is based on a systematic standard that aims to summarize the scientific articles and journals found and add elements of analytical criticism. Several scientific articles and journals from several online research databases that have been collected are then reviewed and analyzed. The keywords used to search and answer the research questions are (Live Streaming Shopping" AND "E-commerce" AND "S-commerce" AND "Impulsive Buying"). Researchers manually categorize, review, and analyze scientific articles and journals based on the research focus and research questions (RQ) as follows:

- **RQ1:** How does the comparison of the effect of live shopping on e-commerce and s-commerce on impulse buying behavior in Indonesia?
- **RQ2:** What are Indonesian people's motives for impulse purchases?

In addition, the main criteria that become a reference in exploring scientific articles and journals are:

- The topic of this research.
- The main question and focus of this research paper.
- Data source.

## **4. Result and Discussion**

### **4.1. Studies Found**

The search for scientific articles and journals using the keywords ("Live Streaming Shopping" AND "E-commerce" AND "S-commerce" AND "Impulsive buying") has found 989 journal articles. Then, every data found is recorded and checked manually to find out its relevance to this research topic.

### **4.2. Candidate Studies**

In this candidate studies stage, after 989 scientific articles and journals were found, scientific papers and journals were selected again with abstracts according to the focus and primary questions of this research. And the results of these candidate studies are 46 selected journal articles.

### 4.3. Selected Studies

And the results of this selected study are 25 journal articles that meet the criteria above. Then the stages, along with the number of results of studies found, candidate studies, and selected studies, can be seen in Table 1.

Table 1. Selected Studies

Sources	Total		
	Studies Found	Candidate Studies	Selected Studies
Google Scholars	406	11	7
Science Direct	78	4	4
ACM Digital Library	264	10	4
IGI Global	58	9	4
Springer	134	4	2
IEEE	7	3	1
Taylor & Francis Online	120	11	3
Total	989	46	25

### 4.4. A Critical Discussion on the Influence of Live Shopping on E-commerce and S-commerce on Impulsive buying Behavior in Indonesia

Several journal articles that have been selected can answer the first research question, “How does the comparison of the effect of live shopping on e-commerce and s-commerce on impulse buying behavior in Indonesia?”. The trend of live shopping plays an essential role in the emergence or growth of impulse buying behavior in the broader community so that a comparison of the effect of live shopping on e-commerce and s-commerce on impulse buying behavior can be analyzed. The best-selling product categories in live shopping include apparel & fashion, beauty, furnishings & home decor, and consumer electronics (Lestari et al. 2022).

#### 4.4.1. The influence of live shopping on e-commerce on impulse buying behavior in Indonesia

Based on digital economy researcher Nailul Huda from the Institute for Development of Economics and Finance (INDEF) explained the advantages offered by live shopping on e-commerce platforms are as follows (Nanda and Aristyanto 2021):

1. A more comprehensive system specifically for online shopping
2. Starting from the ease of finding the desired product in only one platform, communicating directly with the seller, and buying the product now without leaving the live broadcast page.
3. A more structured and easy shopping process
4. The seller provides a list of products offered during the live broadcast session. Then, viewers can see more details of the list and check out the products on the list.
5. More detailed product descriptions
6. The seller will explain the product in detail in polite language, and the audience can ask more specific questions directly.
7. Clearer product availability and better product sorting
8. The availability of products is updated and explained directly by the seller during live broadcasts because sometimes people order products (not through live shopping) whose product stocks are empty but are still displayed

in the e-commerce storefront. And the sorting of products that will be sold during live broadcasts goes through a strict process to ensure viewers get the highest quality products.

#### 9. Various and secure payment options

The payment options are PayLater, Cash on Delivery (COD), bank transfer, credit card, pay cash to a partner or an agent, and so on.

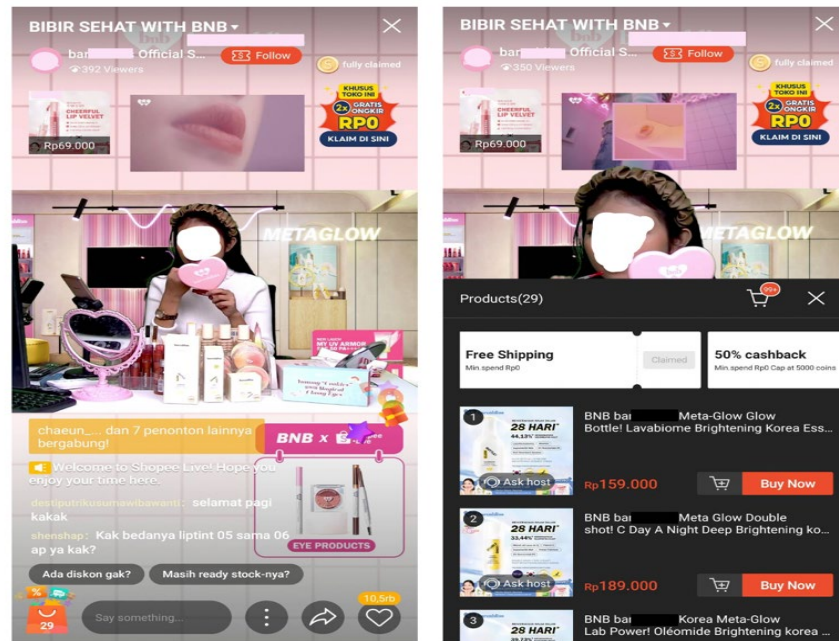


Figure 1. One of the most popular live shopping e-commerce platforms

The availability of money and time significantly affect the Indonesian people's impulsive purchases in live e-commerce shopping, which is supported by various good services (Azizi et al. 2020). The benefits in question are reruns of live broadcast sessions, flash sales, special offers (in the form of discounts or various kinds of special vouchers during live broadcasts), video display (including clear video quality and good studios), promotion methods (informative and relevant), the allure of the seller (beautiful and sincere nature of the seller), recommendations, consumer reviews, safe and varied payment options (Azizi et al. 2020). The more available money and time, the someone has the potential to continue to make unplanned purchases on a large scale (Azizi et al. 2020). Likewise, in live shopping e-commerce, the audience pays more attention to the quality of information as the attraction of the live shopping e-commerce channel in the hope of meeting their utilitarian needs, which has been determined as the main motivation for impulsive buying behavior during live shopping (Nanda and Aristyanto 2021), (Ma 2021). On the other hand, a person's hedonic or pleasure motives are less influential (only have little potential) in impulse purchases in the e-commerce live shopping market (Nanda and Aristyanto 2021). Therefore, the availability of money, time availability, and utilitarian motives significantly affect the Indonesian people's impulsive purchases on live shopping e-commerce. (Figure 1)

One of the iconic examples of live e-commerce shopping is Li Jiaqi and Viya, named the 'kings and queens of live broadcasting on Taobao' in China because they can generate huge sales (Ma 2021). In 2019, Viya helped Kim Kardashian sell 150,000 bottles of KKW Beauty perfume in just 1 minute (Ma 2021). This happens because Viya as a seller and host of live shopping, is considered reliable, namely interacting with anyone sincerely, politely, the quality of the information provided is complete and clear so that the audience feels they are listening to a friend's conversation (Ma 2021).

#### **4.4.2. The Influence of Live Shopping on S-commerce on Impulse Buying Behavior in Indonesia**

If the e-commerce platform is only for online shopping, it is different from the s-commerce platform, which was initially only a social media. And the existence of e-commerce now has been rivaled by s-commerce platforms such

as TikTok and Facebook (Meta). The great potential of micro-enterprises is born from social media platforms. Based on data from PayPal and DailySocial Indonesia in 2018 shows that 64% of micro-entrepreneurs in Indonesia find it easier to open an online business and reach a broader potential market through s-commerce. Most sellers (which incidentally are micro-entrepreneurs) use s-commerce live shopping to market and sell their products to the broader community in real-time (Leeraphong and Sukrat 2018). The following are the advantages offered by live shopping s-commerce, which distinguish it from live shopping e-commerce: (Figure 2)

1. Social media as well as online shopping

People can do many things through just one application of the s-commerce platform, starting from social interactions in general, watching various content, creating content, selling, to buying products through live shopping to be more practical and efficient.

2. Structured shopping process with more special offers

The seller also provides a list of products that can be directly checkout during the live broadcast session. In addition, during live broadcasts, sellers often provide various special offers, namely massive discounts on products, buy one get one free, giveaways, quizzes with prizes, free shipping vouchers, and cashback vouchers without a minimum purchase, so that people can save more.

3. Detailed product descriptions with an attractive live broadcast atmosphere

The seller will explain the product in detail in a relaxed and unique way, such as making jokes, selling while doing daily activities, chatting with friends, and so on. In the live broadcast, there is a rating from the online store, the product that is currently the most in demand or recommended, and the number of people who have bought it at that time.

4. A more comprehensive selection of products

The choice of products offered during live shopping is more diverse.

5. Search for products and view product reviews easily and attractively

It is easy for the audience to get the product they want by searching, seeing firsthand interesting content (creative and not boring) about the review, and buying it.

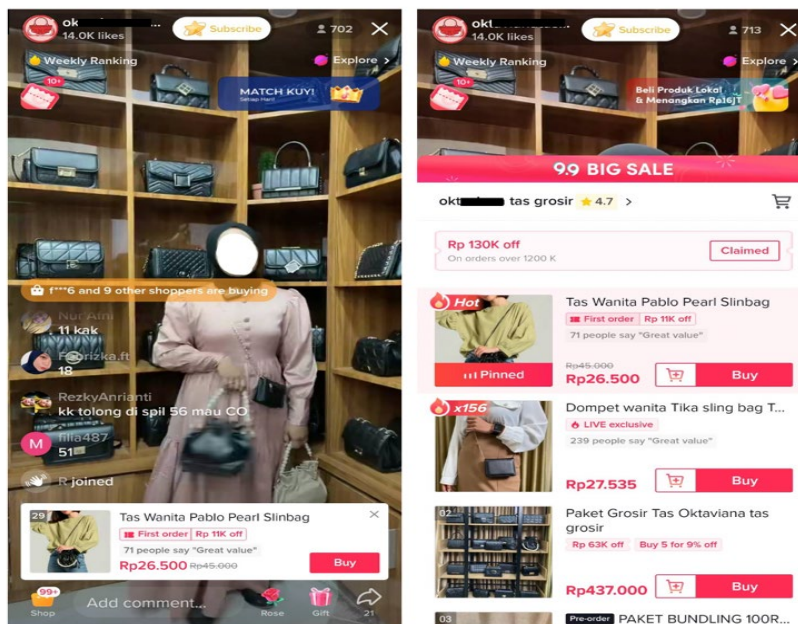


Figure 2. One of the most popular live shopping s-commerce platforms

Several researchers explained that social presence (such as interpersonal social interaction) is a significant determinant of people's buying intentions, which can increase people's trust, which ultimately stimulates them to make impulse purchases (Leeraphong and Sukrat 2018) (Park and Lin 2020), (Al-Adwan and Kokash 2019). People can feel and



participate in the social presence through chat rooms (Ko and Chen 2020). Social presence in s-commerce live shopping is usually brought and guided by the seller or sometimes collaborating with celebrities who are going viral (Ko and Chen 2020). Celebrity collaborations are considered to have an essential role in the process of marketing and selling online stores. The seller's characteristics and a more creative business strategy (starting from reputation, interactivity, hedonic efforts, and price advantage) can significantly affect the Indonesian people's impulsive buying (Leeraphong and Sukrat 2018).

Impulse purchases can occur in s-commerce live shopping because of the utilitarian and hedonic benefits offered to the broader community, namely special offers, live broadcast content, or celebrity collaborations for a limited time (Leeraphong and Sukrat 2018). In live shopping s-commerce, the audience pays more attention to the effect on the visual dimension of the live broadcast (starting from the visible set of the live broadcast venue, the live broadcast host visual, the celebrity collaboration visual, to the exciting content of the live broadcast) which has a positive impact on the enjoyment felt by the audience (Liu et al. 2020). Previous studies on s-commerce showed that when s-commerce has an excellent visual effect, it will increase the perception of pleasure, satisfaction, and social presence (Liu 2020). Audience matches with seller, celebrity collaboration, content content, and product can give rise to a utilitarian attitude and a hedonic attitude towards the seller's live streaming shopping channel (Park and Lin 2020). This can happen because viewers tend to form positive perceptions of expertise, familiarity, and similarities with live broadcast hosts (Ko and Chen 2020). Moreover, a hedonic attitude plays a vital role in the impulsive buying behavior of Indonesian people because it provides enjoyment, pleasure, and satisfaction (Park and Lin 2020), (Lu et al. 2020). Therefore, trust, utilitarian, and hedonic motives greatly influence the Indonesian people's impulsive purchases on live shopping s-commerce.

#### **4.5. A Critical Discussion on the Motives of the Indonesian People in Making Impulse Purchases**

Indonesians are among those who are not used to planning things, even though they will make decisions at the last moment. One form of behavior of the Indonesian people who do not have a plan is the occurrence of impulse buying. Several journal articles that have been selected can answer the second research question, "what are the motives of Indonesian people in making impulse purchases?". The following are the two primary motives of consumers in making impulse purchases:

##### **4.5.1. Hedonic motive**

Hedonic motives are when buyers shop because of hedonic circumstances or economic reasons such as pleasure, fantasy, and emotional satisfaction and ignore the product's benefits (Liu et al. 2020). This happens because they will not consider a benefit from the product or environmental factors and do not prioritize something so that the possibility of impulse buying will also be higher. The higher the shopping community supported by hedonic motives, the higher the level of impulse buying in live shopping e-commerce and s-commerce in Indonesia. In addition, the value of hedonic shopping consists of social, adventure, value, relaxation, and idea shopping (the result of emotional or hedonic motivation itself).

##### **4.5.2. Utilitarian motive**

Utilitarian motives encourage someone to shop for a product because of the product's functional benefits and objective characteristics (Liu et al. 2020). Live shopping on s-commerce provides a variety of daily needs based on the benefits of these products with more varied prices, choices, and product completeness (Al-Adwan and Kokash 2019).

Meeting daily needs at lower prices is the most crucial product attribute that people consider (Lu et al. 2020). In general, shoppers from live shopping e-commerce and s-commerce are motivated by four important attributes (i.e. lower prices, fulfillment of daily needs, novelty, and getting familiar with the whole), three important consequences (i.e. the drive to buy, consumption after watching, and products that meet expectations), and three important values (i.e. perceived pleasure, perceived satisfaction, and perceived value) (Lu et al. 2020). Several self-characteristics drive these motives, including economic situation and lifestyle (availability of money), work and self-concept (availability of time), social presence and attractiveness of products or brands or live broadcasts (trust), product trends, and limitation time, recommendations and other consumer reviews (Farah and Ramadan 2019).

## 5. Conclusion

Based on the results and discussion answering RQ1, it can be concluded that live shopping on s-commerce is more influential or encourages Indonesian people to make impulse purchases. This is evidenced by the advantages that live shopping s-commerce offers are better and more satisfying. In addition, Indonesian people's impulsive purchases on live shopping s-commerce are also supported by utilitarian and hedonic motives. And the self-characteristics that drive these motives are the social presence and attractiveness of the product or brand or live broadcast (trust). Meanwhile, answering RQ2, it can be found and identified two primary motives of consumers in making impulse purchases on live shopping e-commerce and s-commerce including: **(1) hedonic motives**, which play an important role in the impulsive buying behavior of Indonesian people, especially in live shopping s-commerce because it provides enjoyment, pleasure, and satisfaction, **(2) utilitarian motives** which also play an important role because the quality of the information provided regarding functional benefits and objective characteristics of a product is the attraction of live shopping channels in the hope of meeting their utilitarian needs.

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