

## ABSTRACT

*Live streaming shopping is one of the online shopping methods that is being widely used by Indonesian consumers, where live streaming shopping users must be able to quickly make purchasing decisions when live shopping is in progress. So that concerns arise about impulse shopping. Based on Islamic teachings, this study will also examine whether as Muslims, knowing Islamic consumption ethics will suppress impulse purchases in live streaming shopping.*

*This study aims to examine impulse buying factors while watching live streaming shopping in e-commerce Shopee and social-commerce Tik Tok Shop through the dimensions of Interactivity, Promotion, and Scarcity Message which will be moderated by knowledge of Islamic consumption ethics. The population used in this study is Muslim consumers who use the live streaming shopping feature. While the sample of this study used a purposive sampling method with the criteria that consumers make transactions on live streaming shopping at least once a week. The research sample amounted to 200 respondents obtained from the Ferdinan formula. While the data analysis method in this study uses quantitative analysis methods with a descriptive approach. The data collected is then processed with SEM-PLS.*

*The research findings indicate that promotions and scarcity messages have a significant impact on impulsive buying, while interactivity does not have a direct influence. Scarcity messages create a sense of urgency that triggers impulsive purchases, even among consumers who adhere to Islamic consumption ethics. On the other hand, promotions did not show a significant influence in the context of Islamic consumption ethics, suggesting that Muslim consumers with strong ethics are more critical of promotions. Interactivity, moderated by Islamic consumption ethics, has a negligible effect on impulsive buying, indicating a weak relationship between the two.*

*Keywords: Live Streaming Shopping, Interactivity, Promotion, Scarcity Message, Islamic Consumption Ethics, Impulsive Buying.*