

ABSTRACT

The advancement of live streaming e-commerce platforms like Shopee has encouraged businesses to adopt innovative strategies, including the implementation of gamification and AI-powered personalization, to stimulate impulse buying amidst intense market competition. This study aims to analyze the effects of gamification and AI-powered personalization on consumers' perceived hedonic value, examine the mediating role of hedonic value in triggering impulse buying, and evaluate gender differences in these response patterns.

Employing a quantitative method, data were collected through online questionnaires from 200 active Shopee live streaming users and analyzed using SPSS PROCESS Macro Model 14 which can analyze mediation moderation relationships simultaneously.

The results demonstrate that both gamification and AI-powered personalization significantly enhance perceived hedonic value, this hedonic value strongly impacts impulse buying, the mediating effect of hedonic value is statistically significant for both independent variables, and gender moderates these relationships, with female consumers exhibiting greater susceptibility to impulse buying.

Keyword: Gamification, AI Powered Personalization, Perceived Hedonic Value, Impulse Buying.

