

ABSTRACT

The phenomenon of live streaming commerce has significantly altered the landscape of consumer behavior, particularly in triggering unplanned purchases. Employing the Stimulus-Organism-Response (S-O-R) framework, this study aims to examine the impact of product information, monetary saving, perceived of use, and convenience on impulse buying. Specifically, this study explores the sequential mediating roles of utilitarian browsing and cognitive reaction in the contemporary digital shopping ecosystem. The focus of this research is live streaming feature users on the TikTok Shop platform residing in Semarang City, targeting the Generation Z demographic aged between 17 and 27 years. Primary data was collected through an online survey of 196 respondents selected using a purposive sampling technique. The evaluation of the measurement and structural models was comprehensively analyzed using the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 4.0 software.

The empirical analysis results reveal that product information, monetary saving, and perceived of use exert a positive and significant influence on utilitarian browsing. Among these stimulus factors, monetary saving acts as the primary and most dominant driver. Conversely, the convenience aspect was proven to have no significant impact on such functionally-oriented browsing behavior. Furthermore, a high level of utilitarian browsing activity was empirically proven to activate consumers' cognitive reactions. The most crucial finding in this model highlights that cognitive reaction is the strongest and most dominant predictor in mediating and driving impulse buying behavior. Overall, this research challenges traditional literature assumptions by demonstrating that impulse buying among Generation Z in the live streaming ecosystem is not purely driven by emotional outbursts, but is rather heavily influenced by a rapid cognitive rationalization process (rationalized impulsive buying). The implications of this study provide profound strategic insights for digital business practitioners, suggesting a greater focus on delivering rational, high-quality information and exclusive economic value propositions to effectively stimulate sales conversions.

Keywords: *Live Streaming Commerce, Impulse Buying, Utilitarian Browsing, Cognitive Reaction, S-O-R Model, TikTok Shop.*