

ABSTRACT

Advances in technology and changes in lifestyle have driven significant shifts in consumer behaviour, particularly in the context of online Shopping. The phenomenon of Impulsive Buying has become increasingly common, especially triggered by the emergence of Live Streaming commerce features such as Shopee Live. This feature enables direct interaction between sellers and buyers, supported by attractive promotions and time pressure that trigger spontaneous purchasing decisions.

This study employs a quantitative method and uses SEMPLS processed via SmartPls3. The study population consists of all e-commerce users in Central Java. Data collection was conducted through a Google Form distributed to 230 respondents in Central Java, selected using purposive sampling techniques.

The findings of this study indicate that the three variables of Live Streaming, Scarcity, and Hedonisme have a positive and significant effect on Impulsive Buying. This means that the higher the hedonistic drive, interactive Live Streaming experience, and perception of product Scarcity, the greater the tendency for consumers to make unplanned purchases. The coefficient of determination value indicates that 58.3% of the dependent variable can be explained by the independent variables, and the remaining 41.7% is explained by other variables outside the research model.

Keywords: Live Streaming, Scarcity, Hedonisme, Impulsive Buying