

Research on the Driving Factors of Impulse Buying Behavior among Consumers in Live Streaming E-Commerce

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ABSTRACT Live streaming e-commerce compresses real-time display, interactive Q&A, community gathering, and instant payment into the same scene, significantly reducing the time for consumers to complete payment from product contact and increasing the possibility of unplanned purchases. This paper does not fabricate survey data, but builds an explanation framework of "platform and marketing stimulation - cognitive and emotional state - purchase impulse - actual behavior" based on the stimulus organism response model, integrating research on impulse purchase, availability of information technology, social presence and flow experience, and combining the public data of China Internet Network Information Center. Research suggests that limited time discounts, scarce prompts, anchor credibility, interaction quality, product matching, algorithm recommendations, and group leads do not work in isolation, but rather drive decision-making through perceived value, trust, arousal, and immersion; Price level, product involvement, availability of time and funds, impulse buying tendency, and consumer self-control constitute important boundaries. Based on the above mechanism, the article proposes a governance plan with true disclosure, moderate promotion, algorithm moderation, and calm decision support as the core, providing reference for platform optimization of business quality, merchants to reduce returns and complaints, and consumers to form rational purchasing ability.

INDEX TERMS Live streaming e-commerce; Impulse buying; Stimulus organism response model; Consumer governance

I. INTRODUCTION

A. RESEARCH BACKGROUND

Live streaming e-commerce has evolved from a simple product display tool to a retail field that integrates content dissemination, relationship interaction, transaction fulfillment, and after-sales service. According to the 55th statistical report released by China Internet Network Information Center, as of December 2024, China's online shopping users have reached 9744.3 million, and online live broadcast users have reached 8330.3 million, accounting for 87.9% and 75.2% of the total number of Internet users, respectively [1]. The vast cross user base makes live streaming rooms an important entry point for brands to reach consumers, explain complex products, and complete instant conversions. Compared with shelf e-commerce, the product information in the live broadcast room is not static display, but is continuously composed of anchor explanations, barrage feedback, sales tips, discount countdown, and platform recommendations. Consumers receive information while observing others' reactions, and have to make choices before the discount

ends, compressing the traditional "search compare evaluate purchase" chain.

B. RESEARCH QUESTIONS AND RESEARCH IDEAS

Impulsive buying can bring short-term transaction increments, but it does not necessarily form stable value. Consumers may re evaluate the purpose, price, and promises of the product after the live broadcast. If they find that the demand is not true, there are omissions in information, or their emotions have subsided, it is easy to generate returns, complaints, and negative word-of-mouth. For merchants, simply measuring the effectiveness of live streaming based on transaction volume will cover up performance costs, return losses, and trust losses; For platforms, continuously amplifying the sense of urgency and following the crowd may push recommendation systems towards pursuing instant clicks while neglecting long-term satisfaction. Therefore, studying impulse buying in live streaming e-commerce should not be limited to a list of significant variables, but should answer three interrelated questions: how external

cues enter consumer psychological processes, why different cues reinforce or cancel each other, and under what conditions purchase impulses will be converted into actual payments.

Based on the above issues, this article adopts a combination of literature review, mechanism deduction, and public data analysis. Firstly, distinguish between impulse buying tendencies, immediate buying impulses, impulse buying intentions, and actual impulse buying to avoid mixing psychological states with behavioral outcomes; Secondly, based on the stimulus organism response model, platform technology, anchor performance, promotion methods, product features, social interaction, and consumer characteristics are integrated into the same framework; Again, introducing a dual pathway explanation, trust, perceived value, and risk judgment are viewed as cognitive pathways, while pleasure, arousal, and flow are viewed as emotional pathways; Finally, discuss boundary conditions from aspects such as product involvement, price, budget, time, and self-control. The contribution of this article lies in organizing dispersed factors into traceable causal chains and incorporating both "facilitating transactions" and "reducing irrational losses" into management objectives.

II. CONCEPT DEFINITION, LITERATURE REVIEW, AND THEORETICAL FOUNDATION

A. CORE CONCEPTS AND ANALYTICAL DIMENSIONS

Impulsive buying is not equivalent to all unplanned consumption. Rook describes the impulse to purchase as a sudden, urgent, and potentially overwhelming tendency to act; Beatty and Ferrell further explain the impulse buying process from antecedents such as available time, available funds, shopping pleasure, and impulsive tendencies. In the online environment, store atmosphere, product attractiveness, and immediate availability can also affect online impulse buying through emotional states. Based on this, this article defines impulse buying in live streaming e-commerce as the behavior of consumers being triggered by scene clues during the process of watching live streaming, forming a strong purchasing impulse without sufficient prior planning or comparison, and completing payment in a relatively short period of time. This definition emphasizes unplanned, immediate, and situational triggers, but does not assume that impulse buying is necessarily irrational. Instant decisions with low prices, low risks, and clear demand may also save search costs.

When analyzing, it is necessary to distinguish between stimuli, internal states, and behavioral responses. Stimulus includes platform interface and recommendations, anchor information and interaction, promotions and scarcity, product attributes, and feedback from co viewers; The internal state includes perceived value, trust, perceived risk, pleasure, arousal, and flow; The response is manifested in the following order: attention to staying, impulse to purchase, intention to place an order, and actual payment. Consumer impulse tendencies, product involvement, self-control, and

availability of time and funds are not direct stimuli at the same level, but rather individual or situational conditions that change the intensity of the pathway. The boundaries and action positions of each concept are shown in Table 1 below.

TABLE 1. Core Constructs and Analytical Boundaries

Layer	Construct	Operational Boundary
Stimulus	Platform Affordance	Visibility, interaction and transaction convenience
Stimulus	Streamer Cue	Expertise, credibility and relational appeal
Stimulus	Promotion Cue	Discount, scarcity, countdown and bonus
Stimulus	Product Cue	Price, involvement, fit and returnability
Organism	Cognitive State	Value, trust and perceived risk
Organism	Affective State	Pleasure, arousal and flow
Response	Buying Urge	Immediate desire before intention
Response	Impulse Purchase	Unplanned payment in a short interval
Boundary	Personal/Situational	Self-control, time, money and experience

B. RELATED RESEARCH PROGRESS AND THEORETICAL BASIS

Existing research has explained live shopping from three perspectives: technology, relationships, and experience. Sun et al. pointed out from the perspective of information technology availability that visibility, interaction, and guidance support can influence customer participation and purchase intention; Xu et al. placed anchor attraction, quasi social interaction, and information quality within the stimulus organism response framework, and found that cognitive absorption and arousal connect external scenarios and consumer responses [6]; Wongkitrungrueng and Assarut suggest that the utilitarian, hedonic, and symbolic value of live streaming will affect participation through product trust and seller trust [7]. Further research on social presence has found that the "presence" experience of hosts, platforms, and co viewers can enhance trust and flow, and drive impulse buying [8]. These achievements indicate that the influence of live streaming rooms comes from the combination of technological functions and social relationships, rather than a single button or promotional phrase.

In recent years, research has begun to focus on variable combinations and boundary conditions. Cui and Gu found that information content, interface design, time pressure, and personalized recommendations can enhance purchasing impulse through flow; Huo et al. verified that social presence and sales promotion influence impulse buying through flow, while available time and funds enhance subsequent conversion [10]. Qu et al. started from the perspective of scarcity promotion, indicating that viewing frequency and expected emotions will connect past purchasing experience with decision-making under scarcity conditions [11]; Luo et al. found that product information, anchor interaction quality, anchor credibility, and comment consistency can enhance customer engagement, while price sensitive features can change the intensity of impulse buying participation [12]; Zhang and Zhang pointed out that the matching between anchor product and self product can enhance positive emotions, but content product matching does not always

reduce risks [13]. Representative studies and their evidence are shown in Table 2 below.

The stimulus organism response model is suitable for explaining the continuous process in live streaming rooms: the external environment first changes an individual's cognitive and emotional state, and then forms a proximity or avoidance response. The advantage of this model is that it can accommodate heterogeneous stimuli such as platforms, hosts, promotions, and social interactions. However, if only all variables are connected to purchase intention, it is easy to overlook the competition between psychological processes. The 2025 review indicates that a significant amount of research in this field has focused on cross-sectional questionnaires and Chinese contexts, with a rich variety of stimulus variable types, while causal identification, actual behavior, and long-term outcomes are still relatively insufficient [14]. Another systematic review categorizes existing factors into anchor, platform, marketing, social, and viewer categories, and points out that cognitive and emotional responses have not yet formed a stable and consistent mode of action [15]. Therefore, this article retains the dual paths of cognition and emotion in the S-O-R mainline, and discusses the conversion from impulse to payment separately.

The cognitive pathway focuses on how consumers judge whether it is worth buying or not and whether they can trust it. Adequate demonstration, ingredient description, usage comparison, and instant Q&A can reduce uncertainty, enhance functional value, and increase seller trust; Exaggerated promises, inconsistent information, and vague after-sales terms can increase risk perception. The emotional pathway focuses on how the entertainment, rhythm, interactive response, and group atmosphere of live streaming bring joy, awakening, and immersion. The two paths are not mutually exclusive: high trust reduces defensive processing, making it easier for positive emotions to be transformed into action; High risk can interrupt flow and cause consumers to re compare. Only by combining two paths and boundary conditions can we explain why the same discount varies in different live streaming rooms, different products, and different consumers.

III. IDENTIFICATION OF CHARACTERISTICS AND DRIVING FACTORS OF LIVE E-COMMERCE SCENARIOS

A. PLATFORM ECOLOGY AND PUBLIC DATA OBSERVATION

Public data can illustrate the digital consumption foundation of live streaming e-commerce, but it cannot be directly equated with the number of live streaming shoppers or impulse buying ratios. The 55th statistical report shows that from December 2023 to December 2024, the number of online payment and online shopping users will continue to grow, and the scale of online live streaming users will also increase from 815.66 million to 833.03 million; The user base of short videos has slightly declined during the same period, but still exceeds 1 billion. The popularity of payment tools has reduced the operational costs from

impulse to transaction, while live streaming and short videos provide continuous access points. To avoid mixing different statistical metrics, this article only extracts the scale and growth rate of application users from the report, as shown in Table 3 below.

B. MULTIDIMENSIONAL COMPOSITION OF EXTERNAL STIMULUS

The platform stimulation is first reflected in visibility, interactive convenience, and transaction smoothness. High definition close-up, playback slicing, and multi angle display improve product observability; Barrage, microphone and Q&A reduce feedback waiting; Product cards, coupons, and password free payments shorten the operation path. Algorithmic recommendations determine when consumers see which type of live streaming and how frequently the same product is repeatedly reached. Convenience can reduce reasonable friction, but excessive smoothness can also compress opportunities for reassessment. If the platform continues to push similar content based on stays, clicks, and historical purchases, consumers may mistake familiarity for demand intensity, forming a heuristic judgment of "seeing more is worth buying".

Anchor stimulation includes professionalism, credibility, attractiveness, interactive style, and relationship strength. Professional explanations can help consumers understand performance boundaries; Real trials and explanations for unsuitable populations help establish credibility; Naming responses, sharing experiences, and stabilizing character designs will enhance quasi social interaction. Marketing incentives mainly include price discounts, full discount gifts, limited inventory, countdowns, and exclusive benefits; The stimulation of products involves price, sensory sensitivity, complexity, brand familiarity, and difficulty in returns; Social stimulation comes from sales, likes, barrage reviews, and co viewers. The six types of stimuli and their main psychological channels are shown in Table 4.

C. REALISTIC CONTRADICTIONS IN IMPULSE BUYING DRIVERS

Firstly, information richness and information overload co-exist. Live streaming can showcase sizes, textures, and usage processes that are difficult to present with traditional graphics and text, but high speed explanations, frequent product cuts, barrage scrolling, and multiple discount rules can also take up limited attention. Consumers may remember prominent clues such as "last three minutes" and "low prices across the internet", but ignore specifications, usage conditions, and after-sales costs. At this point, the purchase is not completely lacking in information, but rather the weight of information is redistributed by the scene. The more proficiently the anchor controls the rhythm, the easier it is for consumers to make decisions along simplified clues; If key information is not displayed in a fixed manner and has a traceable entrance, it is easy to experience a gap in expectations after emotions subside.

TABLE 2. Representative Evidence on Live-Commerce Impulse Buying

Study	Sample	Main Stimulus	Organism	Response	Key Evidence
Xu et al. (2020)	300	Attractiveness, interaction	Assimilation, arousal	Impulse consumption	Dual cognitive-affective route
Ming et al. (2021)	405	Social presence	Trust, flow	Impulse buying	Presence works through trust and flow
Huo et al. (2023)	375	Presence, promotion	Flow	Impulse buying	Time and money moderate conversion
Qu et al. (2023)	376	Scarcity	Anticipated emotion	Purchase decision	Viewing frequency shapes scarcity response
Luo et al. (2024)	735	Information, credibility	Engagement	Impulse tendency	Deal proneness is a boundary

TABLE 3. Public Indicators of China Digital Consumption Environment

Application	Users in Dec. 2023 (10k)	Users in Dec. 2024 (10k)	Usage Rate in 2024 (%)	Growth Rate from 2023 to 2024 (%)	Behavioral Relevance
Short Video	105330	103953	93.8	-1.3	Repeated content exposure
Online Payment	95386	102891	92.8	7.9	Low transaction friction
Online Shopping	91496	97443	87.9	6.5	Large buyer base
Live Streaming	81566	83303	75.2	2.1	Real-time interactive reach

TABLE 4. External Stimuli and Primary Psychological Channels

Stimulus Category	Observable Cues	Primary Channel
Platform	Recommendation, interface, payment	Attention and convenience
Streamer	Expertise, credibility, response	Trust and social presence
Promotion	Discount, gift, countdown	Value and arousal
Product	Price, fit, sensory appeal	Value and perceived risk
Social	Sales, comments, co-viewers	Social proof and conformity
Consumer	Goal, tendency, experience	Sensitivity and self-control
Context	Time, money, device	Urge-to-payment conversion

Secondly, social proof can both reduce uncertainty and create conformity pressure. Authentic purchase reviews, professional user feedback, and collaborative Q&A help identify product suitability; However, fluctuating sales, uniform bullet comments, and unverifiable inventory alerts can turn 'others are buying' into action orders. Consumers often do not have time to judge whether these signals are independent, genuine, and comparable when in a high arousal state. For experiential and aesthetic products, group popularity is more likely to replace individual needs assessment; For high involvement products, when there is insufficient professional evidence, the heat may not necessarily offset the risk, and may even raise vigilance.

IV. INTEGRATING MODELS AND RESEARCH PROPOSITIONS

A. OVERALL FRAMEWORK AND PATH DIVISION

This article divides live streaming room stimulation into five actionable dimensions: information and technology, hosts and relationships, marketing and scarcity, products and matching, and groups and society, and sets two internal states: cognition and emotion. The cognitive state consists of perceived value, product trust, anchor trust, and perceived risk; Emotional states consist of pleasure, arousal, and flow. External stimuli can enter two paths simultaneously, for example, real demonstrations can improve information diagnosis and enhance viewing engagement; Countdown not

only increases the perception of opportunity cost, but also creates urgency and awakening. The final response goes through impulse to purchase, intention to place an order, and actual payment. The two core paths and expected results are shown in Table 5 below.

TABLE 5. Dual-Path Mechanism from Stimuli to Impulse Buying

Path	Dominant Stimuli	Key Mediators	Expected Response
Cognitive Route	Information, expertise, price, fit	Value, trust, risk	Reason-supported buying urge
Affective Route	Interaction, presence, scarcity, heat	Pleasure, arousal, flow	Rapid impulse and action

The first step in the cognitive pathway is information diagnosis. The more specific the product display, the clearer the comparison benchmark, and the closer the anchor answers to consumer questions, the easier it is for consumers to judge the quality and adaptability of the product, and form a higher functional value. On the contrary, displaying only ideal results while avoiding limitations can result in a large amount of surface information and low actual diagnostic accuracy. Proposition P1 is proposed: The diagnostic positive impact of live streaming information on perceived value, and the enhancement of purchasing impulse by reducing product uncertainty. Proposition P2: Anchor professionalism and disclosure consistency have a positive impact on product

trust and anchor trust, with trust playing a mediating role between anchor characteristics and purchase impulse.

Marketing incentives are not necessarily stronger or more effective. Discounts, gifts, and free shipping can increase transaction value, while limited time and quantity can increase missed costs; But when the discount rules are complex, the reference price is opaque, or the scarcity prompt is repeatedly reset, consumers will doubt its authenticity. Proposition P3 is proposed: Verifiable price discounts enhance purchasing impulse through perceived transaction value, while unverifiable promotions weaken this effect through perceived risk. Proposition P4: Scarcity and time pressure have a conditional positive impact on purchasing impulse, which depends on consumers' judgment of the authenticity of scarcity and is suppressed by risk perception in high priced and high involvement goods.

B. INTERACTION MECHANISM BETWEEN COGNITION AND EMOTION

This interaction means that managers cannot use a single indicator to judge the quality of live streaming. High dwell time may come from immersion, complex rules, and difficulties in finding information; High mutual momentum may represent real question and answer, or it may be a repeated password; High conversion rates may be due to product matching or strong pressure. A more reliable evaluation method is to simultaneously observe information completeness, effective Q&A rate, discount verifiability, payment conversion, cancellation rate, return rate, and repurchase rate. Only when immediate transactions and subsequent satisfaction are synchronously improved, can it be considered that stimulus design has increased real value, rather than delaying decision-making costs to the after-sales stage.

C. BOUNDARY CONDITIONS AND DIFFERENTIAL EFFECTS

Product involvement and price level are the most direct boundaries. Products with low unit price, low consequences, and easy evaluation can save consumers time by simplifying decision-making, and emotional stimulation and convenient payment are more easily converted into purchases. The error cost of high unit price, durable goods, or health-related products is relatively high, and consumers are more concerned about evidence, certification, after-sales service, and long-term adaptation. Time pressure may cause resistance. Returnability of goods can also change risk assessment: the convenience of returning goods reduces the payment threshold, but it may trigger a "buy first, then decide" mentality, transforming impulse purchases from the sales end into logistics and after-sales burdens.

The available time and available funds mainly affect the last stage of impulse to behavior. Adequate time may allow consumers to continue watching and immersing themselves, or it may provide opportunities for comparison; If time is tight, it may accelerate decision-making or force it to withdraw. The availability of funds is not a simple substitute

for income. Confidential payments, consumer credit, and installment tools will change consumers' perception of immediate expenses, resulting in future costs being underestimated in current decisions. Therefore, research should measure budget surplus, payment convenience, and credit utilization separately, and cannot be summarized by a single income variable.

The target of live streaming viewing can also change the stimulating effect. Consumers who enter the live broadcast room with a clear list mainly seek prices and information, with professional demonstrations and verifiable discounts being more important; Viewers who enter for entertainment or social purposes do not have a purchase plan and are more likely to generate demand through atmosphere, anchor relationships, and group interactions. If the platform algorithm cannot distinguish between two types of targets and continuously recommends high-intensity sales content, it may increase conversion in the short term but cause content fatigue. Therefore, the viewing target is not only a control variable in research, but also an important basis for platform recommendation moderation.

Platform rules can also reshape behavior. Significant refund entry points, price protection, historical price display, and advertising signage can enhance consumer control and reduce the sense of being manipulated; Hidden exits, default checkouts, and complex promotions may exploit attention bias. If the recommendation system takes transactions as the main feedback, it is easy to continuously increase the promotion density; If including returns, complaints, active blocking after stay, and long-term repurchase, low-quality impulses can be identified. Therefore, the objective function of the algorithm is not a neutral technical arrangement, but an important source of external stimuli.

Overall, there is no single driver ranking for impulse buying in live streaming that applies to everyone and all products. Low risk products are more influenced by pleasure, convenience, and discounts, while high-risk products rely more on information and trust; New users need platform support, while old users may rely more on existing anchor relationships; Budget conscious individuals are more likely to convert impulses into payments, while budget constrained individuals may use credit to delay perceived costs. Subsequent empirical research should conduct grouping, interaction, or configuration analysis, and use real click, payment, and return data to verify self-reported intentions, in order to avoid misunderstanding the average effect as a universal pattern.

V. COMPREHENSIVE ANALYSIS OF DRIVING MECHANISM

A. ATTENTION TO CAPTURE, AWAKENING, AND FLOW FORMATION

The first thing that live streaming competes for is not orders, but continuous attention. Opening previews, product demonstrations, question responses, and phased benefits can create clear expectations for viewers, making them willing

to continue staying. After continuous attention, the anchor's voice, facial expressions, rhythm, and scene changes increase arousal, while barrage and continuous microphone enhance the presence of others; When the interactive return matches the viewing investment, consumers enter the flow, subjective time is shortened, and the search for external alternative information is reduced. Flow itself does not mean losing control, it can also help consumers understand complex demonstrations. The problem is that if live streaming puts key information at a high pace and uses a countdown to block comparisons, immersion may turn into a squeeze on reflection.

B. VALUE, TRUST, AND SOCIAL PROOF

Whether the impulse to purchase can be maintained depends on whether consumers can find cognitive reasons for emotional reactions. Exclusive live streaming prices, gifts, and combo packages provide transaction value, while demonstrations and instant Q&A provide functional value. Anchor relationships and community participation provide symbolic value. Trust connects these value judgments: consumers need to trust both the product description and the host's ability to conceal restrictions, as well as trust the platform's ability to handle disputes. Social proof plays an amplifying role here, but its quality is more important than quantity. Evaluation that includes usage background, advantages and disadvantages, and differentiated opinions is more diagnostic; Even if there are a large number of bullet comments with only slogans and unified expressions, it is difficult to form a stable trust.

C. CONVERSION OF IMPULSE BUYING INTO ACTUAL BEHAVIOR

The impulse to purchase is a strong but possibly short-lived state, and actual payment requires the product card to be accessible, payment methods to be available, budget to allow, and no new risk signals. Platforms usually reduce operational steps through one click coupon redemption, automatic specification selection, and password free payment, which can improve convenience and reduce the pause for consumers to recheck quantity, price, and usage. If consumers have sufficient budget, high impulse tendency, and low product involvement at the same time, the conversion probability is higher; If the price is high, the after-sales service is unclear, or there are negative reviews before payment, the impulse may quickly dissipate. From this, it can be seen that payment friction is not only an experience cost, but also the last prudent check.

Overall, the conditions that promote impulse buying can be divided into reinforcement and inhibition. The reinforcement items include high information diagnosis, real discounts, anchor product matching, timely interaction, social presence, positive emotions, lower prices, and sufficient budget; The inhibitory factors include high risk, high involvement, information contradiction, unverifiable promotion, self-control, and external comparison opportunities.

Some factors have a dual effect: time pressure drives action under real scarcity and triggers avoidance in high-risk commodities; Convenient returns reduce risks, but may increase the risk of buying first and then returning; Interaction can enhance trust, but it may also lead to information overload. The main boundary conditions are shown in Table 6 below.

VI. MANAGEMENT INSIGHTS AND GOVERNANCE SUGGESTIONS

A. OPTIMIZATION OF PLATFORM, MERCHANT, AND ANCHOR OPERATIONS

The platform should expand the evaluation of live streaming quality from a single transaction to the entire process results. In addition to transaction volume and clicks, the recommended ranking should include effective viewing, completeness of product information, fulfillment of price commitments, cancellation rate, return rate, complaint rate, and repurchase rate, and identify repeated countdowns, abnormal bullet comments, and high return and high conversion live broadcasts. The product page should display key parameters, applicable and inapplicable situations, historical prices, preferential conditions, and after-sales responsibilities in a fixed manner, and provide clear order review before payment. For algorithm continuous recommendation, frequency control and interest adjustment entry points should be set up to avoid infinitely magnifying a single stay as a continuous consumption intention. Merchants should choose live streaming strategies based on product risks: low-risk fast-moving consumer goods can highlight experience and convenience, while high priced durable goods should be explained, retained for a longer period of time, and evidence should be provided.

B. CONSUMER PROTECTION AND MULTI-SUBJECT COLLABORATION

The core ability of a broadcaster should not be measured solely by the speed of reminder. Professional training should include product knowledge, advertising and price standards, risk disclosure, identification of sensitive groups, and after-sales connection; When the match with the product is insufficient, absolute commitments should be reduced and the source of information should be clearly stated. Platforms and merchants can also establish a "post impulse buffering" mechanism, such as adding secondary confirmations for high amount, installment, and repeat purchase orders, providing verifiable basis for limited quantity prompts, and displaying unit prices for complex combination prices. On the consumer side, a list, budget, and delayed review habit should be formed, non essential confidential payments should be closed, and the relationship between anchors and product value should be distinguished. Regulatory and industry organizations can promote the tracking of live streaming data, preservation of price evidence, disclosure of business relationships, and rapid resolution of disputes, making real interactions a source of trust rather than a tool for exploiting cognitive biases.

TABLE 6. Boundary Conditions and Expected Effects

Boundary Condition	Low/Weak Level	High/Strong Level	Expected Difference
Product Involvement	Heuristic processing	Detailed evaluation	Weakens pure affective effects
Price Level	Lower perceived loss	Higher perceived loss	Strengthens risk inhibition
Time Availability	Quick exit or decision	Longer immersion/comparison	Direction depends on task
Money Availability	Urge may not convert	Payment becomes feasible	Strengthens urge-behavior link
Self-Control	Stimulus-driven choice	Budget and list checking	Weakens impulse conversion
Return Convenience	Lower purchase threshold	Easy post-purchase reversal	May raise both sales and returns

VII. CONCLUSION

Impulsive buying in live streaming e-commerce is the result of the combined effects of platform technology, anchor relationships, marketing incentives, product attributes, group clues, and consumer status. External stimuli mainly act along two pathways: cognitive and emotional: diagnostic information, value and trust reduce uncertainty, pleasure, arousal, and flow accelerate proximity response; The two continue to interact during the live streaming process and are constrained by factors such as price, product involvement, budget, time, self-control, and viewing goals. Impulsiveness does not necessarily translate into payment, and payment does not equal effective demand. Returns, complaints, and long-term trust should be included in the outcome evaluation.

Therefore, the reasonable goal of live streaming operation is not to infinitely enhance stimulation, but to improve matching efficiency on the premise of sufficient information, authentic discounts, and autonomous choices. The platform should adjust its recommendation and evaluation indicators, merchants and broadcasters should strengthen disclosure, professional explanations, and product adaptation, and consumer protection mechanisms should reserve necessary pauses for high-risk decisions. This article proposes an integrated framework based on literature and public data, and has not yet used individual tracking data for causal testing; Subsequent comparisons of real behavior under different products, anchor types, and algorithm strategies can be made by combining live streaming logs, payment, refund, and experimental data.

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