From pleasure to purchase: Exploring urban consumers' impulsive buying behavior

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Abstract
The study investigates the factors influencing impulsive buying among urban consumers using Shopee Live Streaming in Indonesia. Considering the rapid increase in internet users and online shopping in Indonesia, this research explores how shopping enjoyment and parasocial relationships contribute to impulsive purchases, with the urge to buy acting as a mediator. Employing a quantitative research design, data were collected from 100 respondents via a structured questionnaire and analyzed with Structural Equation Modeling (SEM) utilizing SmartPLS software. The findings reveal that shopping enjoyment and parasocial relationships significantly enhance the urge to buy, positively influencing impulsive buying. The study highlights the critical mediating role of the urge to buy in transforming shopping enjoyment and parasocial relationships into impulsive purchasing behaviors. This research provides novel insights into consumer behavior in live-streaming e-commerce platforms, offering practical implications for marketers to enhance customer engagement and impulsive buying tendencies through the strategic use of live-streaming features.

Keywords: Impulsive buying behavior, Shopping enjoyment, Parasocial relationships, Consumer behavior, Urban consumers.

Abstrak
Penelitian ini menyelidiki faktor-faktor yang memengaruhi pembelian impulsif di kalangan konsumen perkotaan yang menggunakan Shopee Live Streaming di Indonesia. Mengingat pertumbuhan pesat pengguna internet dan belanja online di Indonesia, penelitian ini bertujuan untuk memahami peran kesenangan berbelanja dan hubungan parasosial dalam mendorong pembelian impulsif yang dimediasi oleh dorongan untuk membeli. Menggunakan desain penelitian kuantitatif, data dikumpulkan dari 100 responden melalui kuesioner terstruktur dan dianalisis menggunakan Structural Equation Modeling (SEM) dengan perangkat lunak SmartPLS. Temuan mengungkapkan bahwa kesenangan berbelanja dan hubungan parasosial secara signifikan meningkatkan dorongan untuk membeli, yang secara positif memengaruhi pembelian impulsif. Penelitian ini menyoroti peran mediasi kritis dari dorongan untuk membeli dalam mengubah kesenangan berbelanja dan hubungan parasosial menjadi perilaku pembelian impulsif. Penelitian ini memberikan wawasan baru tentang perilaku konsumen pada platform e-commerce live streaming, menawarkan implikasi praktis bagi pemasar untuk meningkatkan keterlibatan pelanggan dan kecenderungan pembelian impulsif melalui penggunaan strategis fitur live streaming.

Kata kunci: Perilaku pembelian impulsif, Kesenangan berbelanja, Hubungan parasosial, Dorongan untuk membeli, Perilaku konsumen, Konsumen perkotaan

1. Introduction

The swift progress of information and communication technology (ICT) has significantly influenced daily life. This impact is particularly notable in communication and

information retrieval. The increasing importance of the Internet in everyday activities is evident. According to APJII (2023), the number of internet users in Indonesia reached 210 million in 2022. By May 2023, this number grew to 215 million, reflecting an increase of 5 million users within a year.

Alongside internet usage, online shopping has surged dramatically (Zhao et al., 2019). This trend has led to the widespread adoption of online shopping, presenting substantial opportunities for businesses due to the significant growth potential in e-commerce. The number of e-commerce users in Indonesia was 178.94 million in 2022, up from 158.65 million in 2021, with projections suggesting it will reach 196.47 million by the end of 2023 (Mustajab, 2023). These figures highlight the increasing popularity of online commerce.

E-commerce offers the convenience of conducting transactions without physical constraints. Sellers can expand their business reach, and customers can save time by shopping from home without visiting multiple stores. E-commerce platforms provide a diverse range of local and international products, facilitating easy access to global markets. The flexibility of e-commerce allows users to shop anytime, enhancing customer convenience, particularly for bulky or heavy items (Enrico & Paul, 2012). Among the various e-commerce applications in Indonesia, Shopee stands out.

Shopee is an online marketplace offering various products and services, from household items to clothing and food. Shopee's live streaming feature enables direct interaction between sellers and buyers, allowing buyers to assess product quality more effectively. Operating in several Southeast Asian countries, including Indonesia, Shopee offers ease of access and rapid purchase capabilities. To maintain its competitive edge, Shopee must understand customer characteristics and the factors influencing them, aiming to enhance the overall shopping experience.

Shopping enjoyment is the positive feeling individuals derive from shopping, significantly impacting the urge to buy (Aiolfi et al., 2022). According to Chiu et al. (2009), consumers who enjoy online shopping are more likely to engage in repeat purchases. Conversely, financial constraints and environmental concerns can create negative feelings that hinder shopping enjoyment (Bahrainizad & Rajabi, 2018).

Parasocial relationships, defined as one-sided relationships where one party knows much about the other while the other remains unaware (Fetscherin, 2014), also positively impact the urge to buy (Zafar et al., 2020). However, Koay et al. (2023) contend that consumers are not inherently motivated to buy products endorsed by influencers unless there is a significant similarity between the consumer, the influencer, and the product.

Impulsive buying is the act of making spontaneous, unplanned purchases. Previous researchers have similarly defined it as sudden buying without thorough consideration (Mohan et al., 2013). Consumers who strongly urge to buy are crucial for increasing sellers' profits (Childs & Jin, 2020). The urge to buy significantly influences impulsive buying (Leong et al., 2017), with consistent findings across various studies (Aiolfi et al.,

2022). However, financial limitations can prevent the urge to buy from translating into actual purchases Bandyopadhyay (2016). Indirect influences, such as the positive effect of shopping enjoyment on the urge to buy, are also well-documented (Aiolfi et al., 2022). The mediating role of the urge to buy in the relationship between parasocial interactions and impulsive buying is significant (Zafar et al., 2020).

Based on the above background, the research question is: How does the mediating influence of the urge to buy impact the relationships between shopping enjoyment, parasocial relationships, and impulsive buying through Shopee Live Streaming? Based on this research question, this study aims to examine the extent to which the mediating effect of the urge to buy influences the relationships between shopping enjoyment, parasocial relationships, and impulsive buying.

2. Literature Review

Impulsive Buying

Impulsive buying is a well-established concept, representing one of the instances of unplanned purchasing (Muratore, 2016). Other researchers echo this sentiment, suggesting that impulsive buying tends to occur regardless of its consequences konsekuensinya (Shen & Khalifa, 2012). Impulse buying, devoid of thorough planning, has become a commonplace phenomenon worldwide (Wang et al., 2020). Furthermore, researchers indicate that online impulse buying coincides with the escalating trend of online shopping (Zhao et al., 2019). When individuals are more responsive to their affective states (feelings/emotions), they are more prone to online impulse buying (Dawson & Kim, 2009). Impulse buying can evoke joy, jealousy, fear, excitement, and delight (Vojvodic & Matic, 2013). According to Fu et al. (2018), cited in Wu et al. (2020), heightened emotional states during impulse buying are more likely to result in spontaneous purchasing experiences and unclearly defined shopping lists than lower emotional states.

Shopping Enjoyment

Shopping enjoyment refers to the extent to which individuals perceive the act of shopping as pleasurable or delightful. It is defined as enjoyment and satisfaction derived from shopping activities (De Canio et al., 2021). When consumers find their shopping experience enjoyable, they are more likely to develop a positive attitude towards online shopping (Song et al., 2007). This suggests that a positive user experience in shopping can enhance the overall enjoyment of the activity. Previous researchers have indicated that shopping enjoyment reflects consumers' emotional state (Izogo & Jayawardhena, 2018). Consumers who enjoy shopping and know its value tend to spend more time shopping than others (Camoiras-Rodriguez & Varela, 2020). Furthermore, consumers' shopping enjoyment is influenced by their perceptions of the online environment (Jayawardhena & Wright, 2009).

Parasocial Relationship

Parasocial relationships refer to one-sided relationships formed by individuals towards admired influencers. These relationships are characterized by one party having extensive knowledge about the other, while the latter remains unaware of the former's

existence (Fetscherin, 2014). Previous research indicates parasocial relationships can influence consumers cognitively, affectively, and behaviorally (Yuksel, 2016). Such relationships stem from individuals' emotional closeness towards media personalities (Han & Yang, 2018). Self-disclosure plays a crucial role in developing parasocial relationships (Lacap et al., 2023). These relationships can create both online and offline (Tsiotsou, 2016). According to Lee and Watkins (2016), as cited in Hwang & Zhang (2018), parasocial relationships provide a suitable conceptual framework to explain the dynamics between influencers and their followers.

Urge to Buy

Gupta (2013), as cited in Childs & Jin (2020), defines purchase urgency as an individual's desire to buy a product immediately. Weinberg and Gottwald (1982: 44), as cited Leong et al. (2017), describe the urge to buy as a state or desire experienced when encountering a product in the environment, which precedes actual impulsive action and is characterized by spontaneity and suddenness. Consumers with a higher urge to buy are crucial to boosting sellers' profits (Childs & Jin, 2020). This sudden urge to purchase can unconsciously arise from heightened sympathetic personality traits and consumer care (Leong et al., 2017). In practical situations, when a new product inspires customers, they often feel a compelling desire to purchase it (Sheng et al., 2020).

The Influence of Shopping Enjoyment on the Urge to Buy

Previous research consistently shows that shopping enjoyment positively impacts the urge to buy (Aiolfi et al., 2022). According to Ahn et al. (2007) and Koufaris (2002), cited in Chiu et al (2009), consumers who enjoy online shopping are more likely to be driven to make repeat purchases at online stores. Rook (1987) and Beatty and Ferrell (1998), cited in Aiolfi et al. (2022), suggest that shoppers who derive pleasure from the shopping process often find it difficult to resist their urges and tend to make purchases. However, if consumers recognize its utilitarian benefits, a pleasurable shopping experience will only lead to a strong desire to buy (Helen & Charlotte, 2012). Enjoyment in shopping, combined with financial constraints and environmental concerns, can create negative feelings that hinder consumers from shopping (Bahrainizad & Rajabi, 2018). Then H1: Shopping enjoyment influences the urge to buy.

The Influence of Parasocial Relationships on the Urge to Buy

Parasocial relationships with influencers can effectively trigger impulsive buying. Research indicates that these relationships positively impact the urge to buy, highlighting how influencers can stimulate impulsive behavior in their followers (Zafar et al., 2020). Attracting consumers to purchase specific brands can strengthen their relationship with influencers (Taillon et al., 2020). When individuals perceive influencers as accurate, they develop a stronger desire to possess what influencers have, creating a sense of urgency because the depicted lifestyle seems attainable (Jin et al., 2019). According to Park & Lin (2020), influencers present product information and engage viewers through live streaming with entertainment, games, flash sales, or incentives, keeping them involved and reducing boredom. The influencer, product, and consumer alignment is crucial (Koay et al., 2023). This implies that parasocial

relationships do not always influence the urge to buy, as consumers also consider the degree of similarity between the influencer, product, and their desires. Then H2: Parasocial relationships influences the urge to buy.

The Influence of the Urge to Buy on Impulsive Purchasing
Aiolfi et al. (2022) found a notable and positive impact of the urge to buy on impulsive purchasing. Other researchers have also demonstrated that the urge to buy significantly affects impulsive purchasing, highlighting the unique conceptual relationship between the urge to buy and impulsive purchasing in online environments (Zafar et al., 2020). The urge to buy significantly impacts impulsive purchases (Leong et al., 2017; Shen & Khalifa, 2012). When customers experience an irresistible urge to buy, they will likely make impulsive purchases (Dawson & Kim, 2009). Huang (2016), cited in Zafar et al. (2020), suggests that the urge to buy leads to actual impulsive purchases, establishing a positive relationship between the constructs. However, if individuals experiencing the urge to buy lack sufficient funds, this urge may not result in actual purchases (Bandyopadhyay, 2016). Then H3: The urge to buy influences impulsive purchasing.

The Influence of Shopping Enjoyment on Impulsive Purchasing Mediated by the Urge to Buy
Research by Aiolfi et al. (2022) indicates that shopping enjoyment positively affects impulsive purchasing by mediating the urge to buy. According to Ozen & Engizek (2014), affective aspects such as joy and excitement are related to the desire to buy. According to Ozen & Engizek (2014) impulsive purchasing is primarily emotional, as consumers buy products for reasons beyond economic considerations, such as pleasure, fantasy, and social or emotional gratification. Then H4: Shopping enjoyment influences on impulsive purchasing mediated by the urge to buy.

The Influence of Parasocial Relationships on Impulsive Purchasing Mediated by the Urge to Buy
The practical implications of the indirect influence of parasocial relationships on impulsive purchasing, mediated by the urge to buy, are significant (Zafar et al., 2020). Djafarova & Rushworth (2017), cited in Zafar et al. (2020), highlight that influencers can significantly influence their followers to make impulsive purchases due to their credibility and influence, surpassing that of traditional celebrities. Xiang et al. (2016), cited in Zafar et al. (2020), further underline that parasocial interactions with influencers can enhance impulsive buying tendencies and increase enjoyment, thereby intensifying the impulsive urge. These findings have direct implications for marketing strategies and consumer behavior studies. Then H5: Parasocial relationships influences impulsive purchasing mediated by the urge to buy.

3. Research Method

This study employs a quantitative research design, as it focuses on analyzing numerical data. According to Tracy (2013), quantitative methodology involves using measurements and statistics to develop mathematical models and predictions. This study's subjects are individuals or groups who have engaged in shopping via Shopee's

live streaming feature. The choice of subjects is based on the fact that Shopee is currently the largest e-commerce platform in Indonesia, making it easier to find its customers. The object of the research is impulsive buying, which has been identified as a significant issue due to its predominantly negative impact on individuals.

The research is focused on Shopee's platform, specifically its live-streaming feature. Defining the research location helps to clarify and concentrate the research scope, enabling a more structured approach. The population includes individuals or groups who have shopped on Shopee Live Streaming and are located in Jakarta, Bogor, Depok, Tangerang, Tangerang Selatan, and Bekasi. The exact number of this population is unknown. According to Sekaran and Bougie (2016), a sample is a population subset. This study calculates the sample size based on the formula: number of indicators × 5, resulting in 100 respondents.

Operational definitions clarify how variables are measured and tested. This study includes dependent, independent, and mediating variables. The dependent variable is impulsive buying, which is defined as unplanned (Muratore, 2016). The independent variables are shopping enjoyment, derived from shopping activities (De Canio et al., 2021), and parasocial relationships, described as one-sided relationships in which one party knows a lot about the other while the other does not reciprocate this knowledge (Fetscherin, 2014). The mediating variable is the urge to buy, defined as an individual's immediate desire to purchase a product (Childs & Jin, 2020).

The research instrument is a questionnaire distributed via Google Forms to individuals or groups who have shopped through Shopee's live streaming feature. The questionnaire will include questions related to the variables being studied. This study uses nonprobability sampling, specifically convenience sampling. This technique involves collecting information from members of the population who are readily available to provide it, which is often used during exploratory research phases (Sekaran & Bougie, 2016). Convenience sampling is chosen due to limited access to a broadly dispersed population.

The data analysis will employ Structural Equation Modeling (SEM) using SmartPLS software, which is appropriate for testing models with mediating variables and determining correlations among variables.
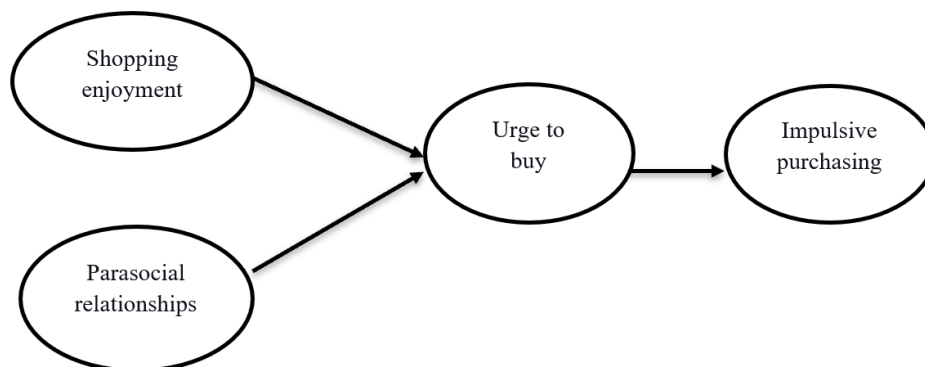

Figure 1. Research Model Framework

The data collected will be cross-sectional and gathered at one point in time. The Outer Model consists of indicators and their paths connecting to related factors (Garson, 2016). To be considered valid, factor loadings should be greater than 0.7 (Sandra & Purwanto, 2017). Cronbach's Alpha measures internal consistency, with a threshold of 0.70 for confirmatory purposes (Chan et al., 2020). Composite Reliability should be above 0.70 for confirmatory studies (Henseler et al., 2009). Average Variance Extracted (AVE) should exceed 0.5 to ensure sufficient convergent validity (Henseler et al., 2009; Mayora & Purwanto, 2019). Convergent Validity is evaluated using factor loadings and AVE, with loadings above 0.70 indicating sufficient validity (Hair et al., 2011). Discriminant Validity ensures that each latent variable explains more variance with its indicators than other latent variables (Garson, 2016).

The Inner Model plays a crucial role in our analysis, as it determines the relationships between latent variables (Garson, 2016). Path Analysis (Path Coefficients) uses regression-based techniques to predict dependent and independent variable models. Significance is indicated by T-statistics > 1.96 and p-values < 0.05 (Ringle et al., 2022; Purwanto & Mutahar, 2020). Specific Indirect Effect assesses indirect effects, with significance criteria of T-statistics > 1.96 and p-values < 0.05 (Purwanto & Purwanto, 2020). This methodological framework ensures a comprehensive and structured approach to analyzing the influence of shopping enjoyment and parasocial relationships on impulsive buying mediated by the urge to buy. This methodological framework ensures a comprehensive and structured approach to analyzing the influence of shopping enjoyment and parasocial relationships on impulsive buying mediated by the urge to buy.

4. Results and Discussion

4.1 Results

Table 1 provides an overview of the respondents' profiles.

Table 1. Description of Respondents

Description	Frequency	Percentage
Gender		
Female	88	88%
Male	12	12%
Age		
11 - 26 years	74	74%
27 - 42 years	23	23%
43 - 58 years	3	3%
Occupation		
Student	4	4%
University Student	58	58%
Private Employee / Entrepreneur	28	28%
Housewife	4	4%
Freelancer	2	2%
Government Employee	1	1%
Contract Worker	1	1%
Job Seeker / Fresh Graduate	1	1%

Employee	1	1%
Monthly Income		
< IDR 3.500.000	83	83%
IDR 3.500.000 – IDR 10.000.000	17	17%
Residence		
Jakarta	11	11%
Bogor	6	6%
Depok	5	5%
Tangerang	8	8%
South Tangerang	69	69%
Bekasi	1	1%
Frequency of Online Shopping via Shopee Live Streaming		
< 3 times a month	65	65%
3 - 6 times a month	29	29%
7 - 10 times a month	4	4%
> 10 times a month	2	2%
The number of Followed Influencers		
< 5	58	58%
5 -10	24	24%
> 10	18	18%
Total	100	100%

Outer Model Analysis

The threshold value of 0.70 is the minimum criterion for acceptable loadings. Figure 2 and Table 2 presents the factor loadings (outer loadings) obtained from SmartPLS. The table indicates that all indicators or items for the Impulse Buying variable exceed 0.70, all indicators for the Parasocial Relationship variable exceed 0.70, all indicators for the Shopping Enjoyment variable exceed 0.70, and all indicators for the Urge to Buy variable exceed 0.70. Consequently, all indicators in this study are reliable.
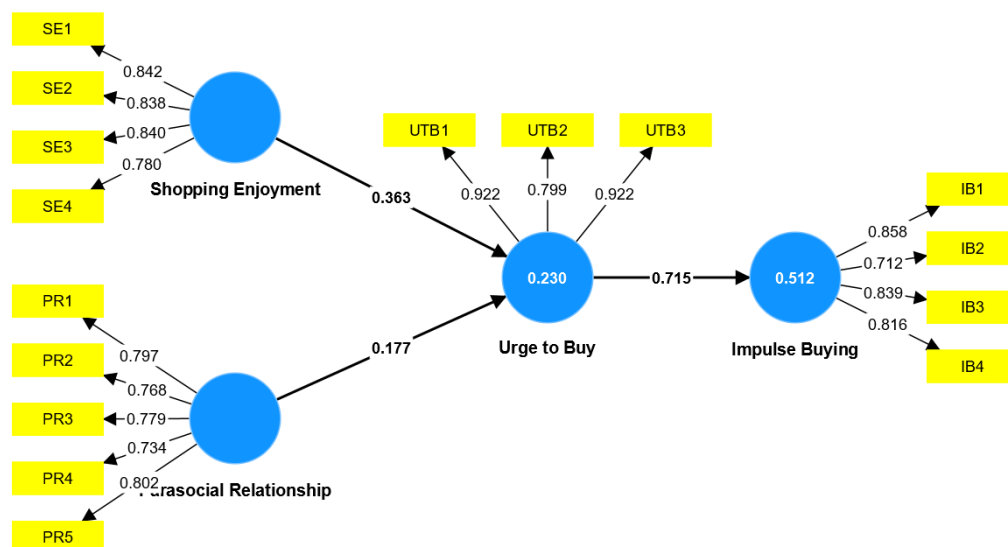

Figure 2. Outer Model by SmartPLS Algorithm

Cronbach's Alpha is employed to assess the internal consistency of constructs. As per standard criteria, a value of 0.60 or above is deemed sufficient for exploratory

purposes, 0.70 or above is acceptable for confirmatory purposes, and 0.80 or above is considered suitable for confirmatory purposes (Liuspita & Purwanto, 2019). In this study, Cronbach's Alpha values are all above 0.70. Table 2 shows that the Cronbach's Alpha values for all variables exceed 0.70, indicating that all variables are reliable and that all constructs exhibit good reliability.

The high composite reliability values in this study, all above 0.70 as demonstrated in Table 2, are a key indicator of the robustness of the measurement. This finding further supports the reliability and validity of the constructs.

Table 2. Validity and Reliability

Factor Loading		Cronbach's Alpha	Composite Reliability	AVE
Impulse Buying		0.824	0.882	0.653
IB1	0.858			
IB2	0.712			
IB3	0.839			
IB4	0.816			
Parasocial Relationship		0.837	0.884	0.603
PR1	0.797			
PR2	0.768			
PR3	0.779			
PR4	0.734			
PR5	0.802			
Shopping Enjoyment		0.848	0.895	0.681
SE1	0.842			
SE2	0.838			
SE3	0.840			
SE4	0.780			
Urge to Buy		0.857	0.914	0.780
UTB1	0.922			
UTB2	0.799			
UTB3	0.922			

The validity of the AVE values in this study, all above 0.50 as indicated in Table 2, is a strong confirmation of the reliability and validity of the constructs. This finding adds to the overall robustness of the measurement model. Convergent validity can be assessed using outer loadings. Outer loadings greater than 0.7 are considered valid. Table 3. presents the results of the outer loadings:

Tabel 3. Convergent Validity (Outer Loadings)

	Urge to Buy	Parasocial Relationship	Shopping Enjoyment	Impulse Buying
UTB1	0.922			
UTB2	0.799			
UTB3	0.922			
PR1		0.797		
PR2		0.768		
PR3		0.779		
PR4		0.734		

PR5	0.802	
SE1		0.842
SE2		0.838
SE3		0.840
SE4		0.780

IB1	0.858
IB2	0.712
IB3	0.839
IB4	0.816

Before we delve into its application, let's understand the Fornell-Larcker criterion. It's a method used to assess discriminant validity, where each latent variable should account for the variance of its indicators more effectively than the variance of indicators from other latent variables. This is demonstrated when the square root of the AVE (shown on the diagonal in Table 4) is greater than the correlations with other variables.

Table 4. Discriminant Validity - Fornell-Larcker Criterion

	IB	PR	SE	UTB
IB	**0.808**			
PR	0.425	**0.777**		
SE	0.428	0.519	**0.825**	
UTB	0.715	0.366	0.455	**0.883**

In summary, the outer model evaluation leaves no room for doubt. It confirms that all constructs in this study are reliable and valid. The factor loadings, Cronbach's Alpha, composite reliability, AVE values, convergent and discriminant validity all meet the recommended thresholds, reinforcing the robustness of the measurement model and instilling confidence in our research.
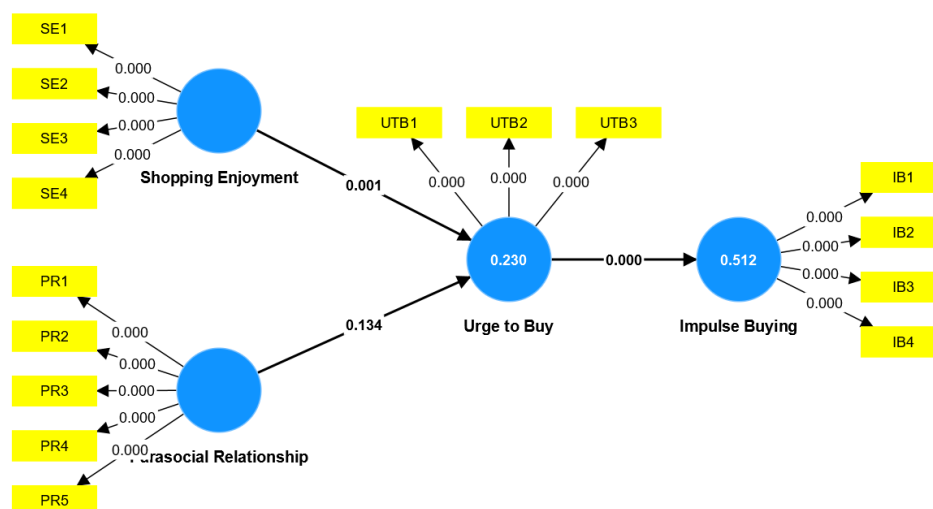
Inner Model Analysis

Figure 3. Innerr Model by SmartPLS Bootsrapping

Figure 3 and Table 5 indicate that the criterion for significance is a T-statistic value exceeding 1.96 and a P-value below 0.05. The findings for each hypothesis are as follows: Firstly, the impact of shopping enjoyment on the urge to buy (H1) is notably

positive and significant, with a T-statistic of 3.301 (> 1.96) and a P-value of 0.001 (< 0.05). Secondly, the influence of parasocial relationships on the urge to buy (H2) is not statistically significant, as indicated by a T-statistic of 1.497 (< 1.96) and a P-value of 0.134 (> 0.05). Thirdly, the effect of the urge to buy on impulse buying (H3) is significantly positive, with a T-statistic of 12.882 (> 1.96) and a P-value of 0.000 (< 0.05).

Table 5. Path Coefficients

	Hipotesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Decisions
H1	Shopping Enjoyment -> Urge to Buy	0.363	3.301	0.001	Accepted
H2	Parasocial Relationship -> Urge to Buy	0.177	1.497	0.134	Rejected
H3	Urge to Buy -> Impulse Buying	0.715	12.882	0.000	Accepted

The criterion for significance includes a T-statistic exceeding 1.96 and a P-value below 0.05. Here are the findings for each hypothesis: Firstly, the impact of shopping enjoyment on impulse buying, mediated by the urge to buy, is positive and statistically significant, with a T-statistic of 3.144 (> 1.96) and a P-value of 0.002 (< 0.05). Secondly, the influence of parasocial relationships on impulse buying, mediated by the urge to buy, is not statistically significant, as evidenced by a T-statistic of 1.427 (< 1.96) and a P-value of 0.154 (> 0.05).

Table 6. Specific Indirect Effects

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Decisions
Shopping Enjoyment -> Urge to Buy -> Impulse Buying	0.260	3.144	0.002	Accepted
Parasocial Relationship -> Urge to Buy -> Impulse Buying	0.127	1.427	0.154	Rejected

4.1. *Discussion*

The Effect of Shopping Enjoyment on the Urge to Buy

The findings of this study demonstrate that shopping enjoyment influences the urge to buy. This is consistent with the research by Aiolfi et al. (2022), which also found a positive impact of shopping enjoyment on the urge to buy. Similar results were echoed in the works of Ahn et al. (2007) and Koufaris (2002), as cited by Chiu et al (2009), indicating that consumers who enjoy online shopping are more likely to experience an urge to make purchases. The pleasurable shopping experience, mainly through engaging platforms like live streaming on Shopee, enhances the consumers' immediate desire to buy products.

The Effect of Parasocial Relationships on the Urge to Buy

The study reveals that parasocial relationships do not significantly influence the urge to buy. This finding aligns with Koay et al. (2023), which suggests that while parasocial

relationships with influencers can affect consumer behavior, the actual purchase decision depends on the alignment of the product with the consumer's needs and preferences. Consumers may feel connected to influencers, but this connection alone is insufficient to create an urge to buy unless the promoted products match their desires or needs.

The Effect of the Urge to Buy on Impulsive Purchasing

The study confirms a positive and significant relationship between the urge to buy and impulse buying, which supports previous findings by Aiolfi et al. (2022). This suggests that consumers are more likely to make impulsive purchases when they experience a strong urge to buy, often triggered by engaging shopping experiences such as live streaming. This reinforces that the immediate and compelling desire to buy can override more deliberate decision-making, leading to spontaneous buying behavior.

The Effect of Shopping Enjoyment on Impulsive Purchasing Mediated by the Urge to Buy

The research also investigates how the urge to buy mediates the connections between shopping enjoyment, parasocial relationships, and impulse buying. Shopping enjoyment affects impulse buying through the urge to buy, consistent with findings by Aiolfi et al. (2022), which emphasize that enjoyable shopping experiences can stimulate a desire to purchase, prompting impulsive buying decisions.

The Effect of Parasocial Relationships on Impulsive Purchasing Mediated by the Urge to Buy

The parasocial relationship does not significantly influence impulse buying when mediated by the urge to buy. This contrasts with the findings of Zafar et al. (2020), who found a significant indirect effect. In this study, the lack of alignment between influencer-promoted products and consumer needs may explain why parasocial relationships do not effectively translate into impulse buying through the urge to buy.

Practical Implications

The study offers several practical insights for marketers and e-commerce platforms. First, e-commerce platforms like Shopee should focus on enhancing the shopping experience to increase consumers' shopping enjoyment. This can be achieved through engaging and interactive features such as live streaming, gamification, and personalized recommendations. Second, while parasocial relationships with influencers are meaningful, marketers should ensure that the products promoted by influencers align closely with the target audience's needs and preferences. This alignment is crucial for converting parasocial connections into actual purchase behaviors. Third, to stimulate impulse buying, platforms can create environments that induce a strong urge to buy. This can include limited-time offers, flash sales, and engaging promotional activities during live streams that create a sense of urgency and excitement among consumers.

The study offers valuable insights into the intricacies of online shopping behavior, especially in live streaming on e-commerce platforms. Marketers and platform designers can better tailor their strategies to enhance consumer engagement and drive

sales by understanding the factors influencing the urge to buy and impulse buying. The findings highlight the importance of creating enjoyable shopping experiences and carefully aligning influencer marketing strategies with consumer preferences to maximize their impact on buying behavior.

5. Conclusion

Based on a comprehensive analysis of Indonesian urban consumer data, the study sheds light on urban consumers' impulsive buying behavior, especially in online shopping via platforms like Shopee Live Streaming. It reveals that shopping enjoyment significantly influences the urge to buy, highlighting the importance of creating engaging shopping experiences. Interestingly, parasocial relationships with influencers were found to have no significant impact on the urge to buy, with actual purchase decisions more influenced by product alignment with consumer needs. Additionally, a strong link between the urge to buy and impulsive buying behavior was confirmed, emphasizing the role of exciting shopping environments in stimulating impulsive purchases. The study also examined how the urge to buy mediates relationships, showing that shopping enjoyment indirectly affects impulse buying through the urge to buy. In contrast, parasocial relationships do not exert a significant indirect influence. Thus, while enjoyable shopping experiences can drive impulsive purchases, the impact of parasocial relationships on impulse buying may depend on their alignment with consumer preferences.

While making valuable contributions, this study faces several limitations. Firstly, the sample size is relatively small and restricted to specific regions in Indonesia, potentially restricting the applicability of findings to broader contexts. Secondly, reliance on self-reported data could introduce biases, such as social desirability bias, where respondents may not truthfully report their behaviors or attitudes. Thirdly, the study is cross-sectional, capturing data at a single time point, which limits the ability to establish causal relationships. Lastly, the research exclusively focuses on Shopee Live Streaming, potentially limiting the generalizability of results to other e-commerce platforms or live streaming services.

Future research should overcome these limitations by employing more extensive and diverse samples, thereby improving the generalizability of the findings. Longitudinal studies could provide deeper insights into how shopping enjoyment, parasocial relationships, and the urge to buy evolve over time and influence impulsive buying. Furthermore, a mixed-methods approach integrating quantitative surveys with qualitative interviews could provide a more holistic comprehension of consumer behavior. Future studies might also explore other e-commerce platforms and different cultural contexts to determine if the observed relationships hold true across various settings. Investigating additional variables, such as personality traits or social influence, could further enrich the understanding of impulsive buying behavior.

The results of this study carry significant practical implications for e-commerce platforms, marketers, and retailers. Firstly, enhancing the enjoyment aspect of the shopping experience can significantly boost the urge to buy and, consequently,

impulsive purchases. E-commerce platforms should focus on creating engaging, enjoyable shopping environments, possibly through interactive features and personalized content. Secondly, building strong parasocial relationships between influencers and consumers can effectively drive impulsive buying. Marketers should consider leveraging influencers who can establish a deep connection with their audience, as these relationships can enhance consumer engagement and spur spontaneous purchases. Lastly, understanding the critical role of the urge to buy as a mediator provides valuable insights for developing targeted marketing strategies that tap into consumers' immediate desires, thus boosting sales.

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